

File No. 240526. A substitute ordinance relating to the change in zoning from General Planned Development to a Detailed Planned Development known as Block 5- Arena Master Plan for a mixed-use development on the block bounded by West McKinley Avenue, North Martin Luther King Jr Drive, West Juneau Avenue, and North Vel R. Phillips Avenue in the 6<sup>th</sup> Aldermanic District.





File No. 240526. Context.



File No. 240526. Consistency with Comprehensive Plan.



## Connecting MKE: Downtown Area Plan

- Adopted by Common Council in 2023
- The Plan encourages high density residential and mixed-use development on underutilized land
- It encourages new buildings to engage the public realm, promote walkability, provide active uses, and have well-designed facades fronting the public realm
- The proposed development is **consistent** with the Downtown Area Plan





## BLOCK FIVE MIXED-USE DEVELOPMENT

DPD ZONING SUBMITTAL FOR  
BLOCK 5 OF MILWAUKEE BUCKS  
ARENA DEVELOPMENT - GPD





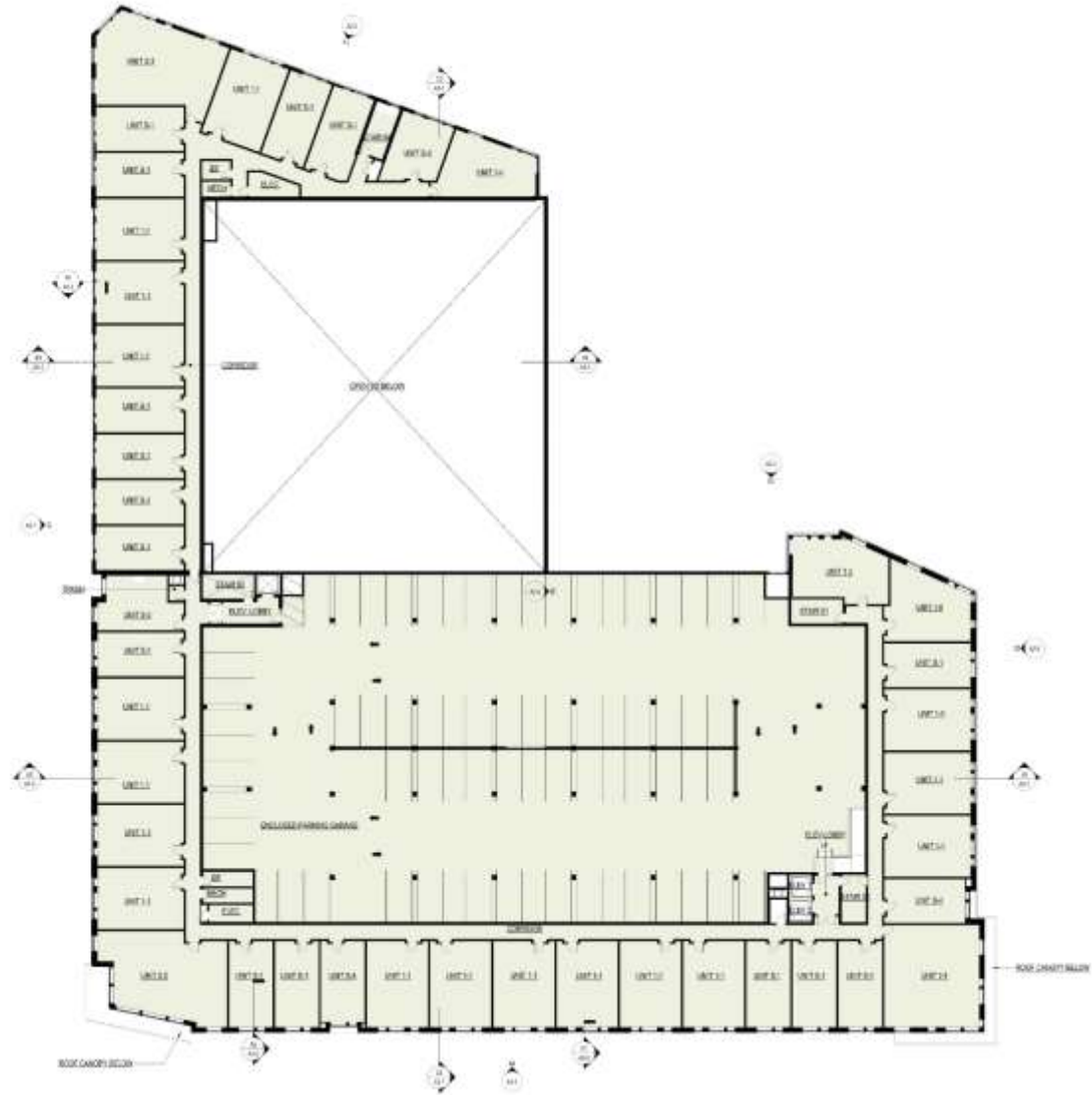


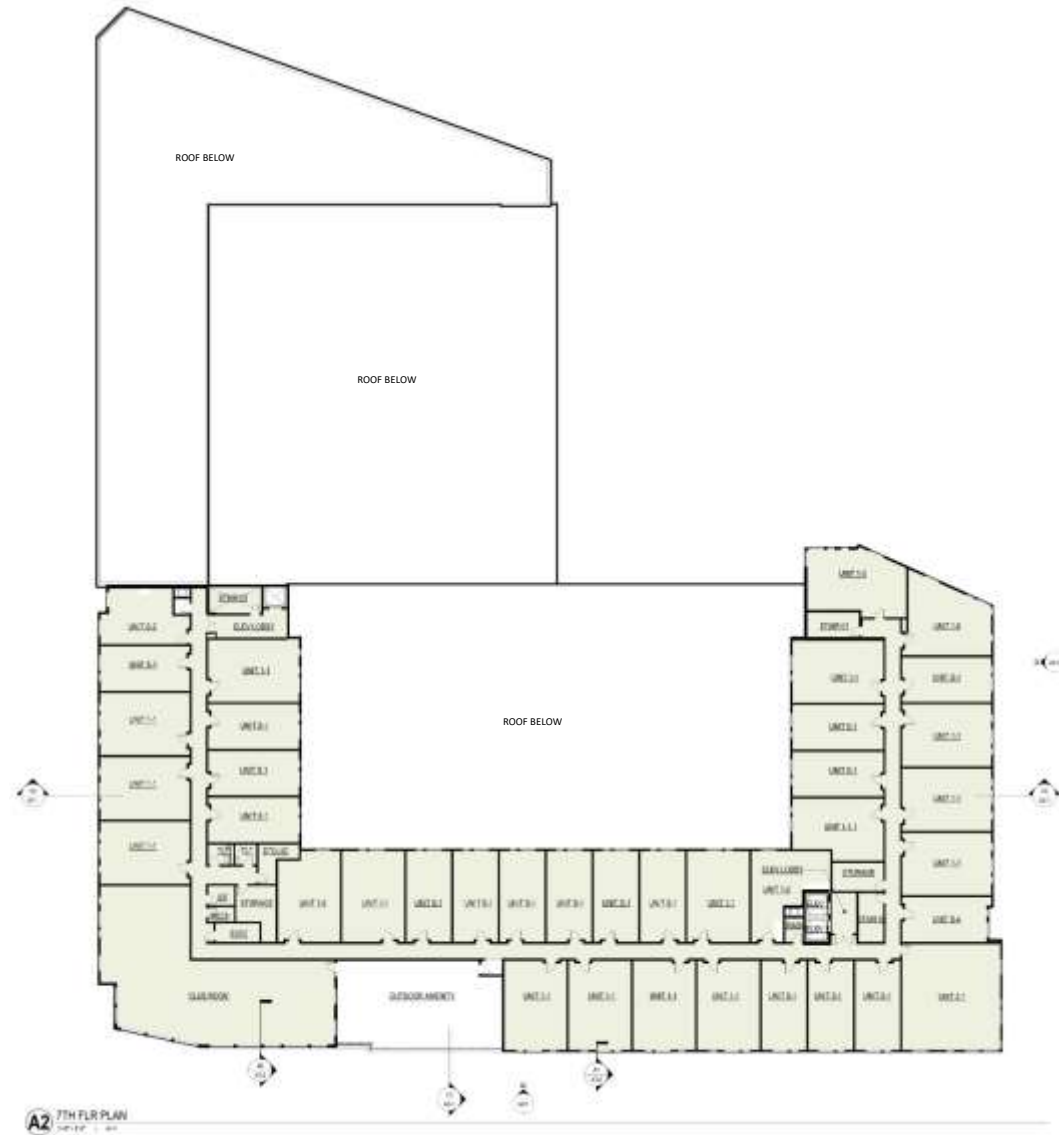
## ADJACENT LOCATIONS

- ① ENTERTAINMENT - Fiserv Forum
- ② HOSPITALITY - The Trade Hotel
- ③ ENTERTAINMENT - The Live Block
- ④ RESIDENTIAL - The Journal Commons
- ⑤ EDUCATION - MATC
- ⑥ HEALTH - Froedtert McKinley Health Center
- ⑦ PARKING - 5TH Street Parking Garage
- ⑧ HOSPITALITY - Aloft Hotel Downtown
- ⑨ MIXED USE - The Moderne/Carson's
- ⑩ HEALTH - Vivent Health
- ⑪ UTILITY - Electrical Substation
- ⑫ RESIDENTIAL - Haymarket Lofts
- ⑬ BANK - Associated Bank
- ⑭ OFFICE - Spectrum

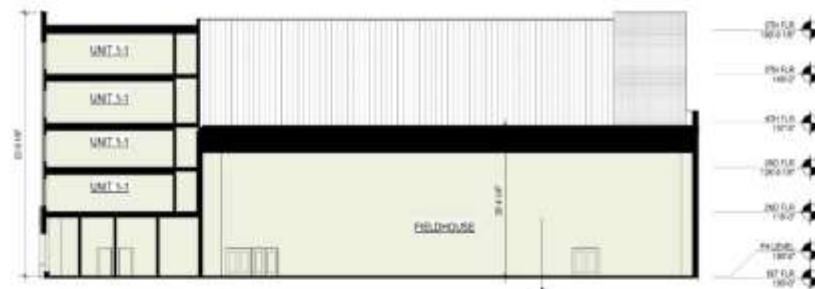








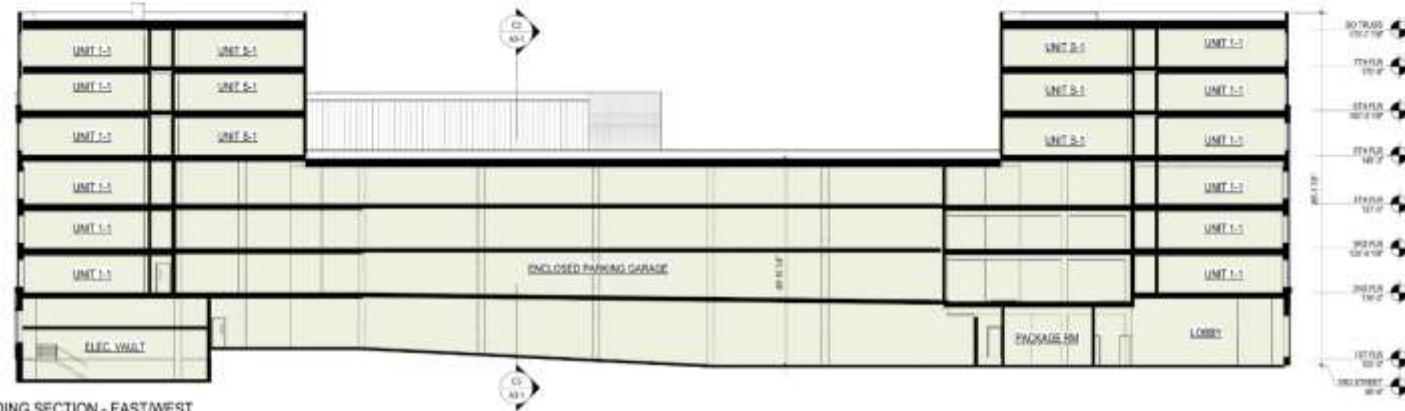




**E3** BUILDING - FIELDHOUSE E/W  
 1/8" = 1'-0" 1/4" = 1'-0"



**C3** BUILDING SECTION - N/S  
 1/8" = 1'-0" 1/4" = 1'-0"



**A3** BUILDING SECTION - EAST/WEST  
 1/8" = 1'-0" 1/4" = 1'-0"



**AREA CALCULATIONS**

Plaza:	17,900 sf
Outdoor rooftop area:	1,600 sf
Total Open space:	19,500 sf
Building Footprint:	76,300 sf
Parking Structure:	28,500 sf

**GPD REQUIRED ACTIVATION LOCATIONS**

- HIGH ACTIVATION**  
Ground Floor Glazing 75%  
(50% for Residential)
- MEDIUM ACTIVATION**  
Ground Floor Glazing 50%
- LOW ACTIVATION**  
No Glazing Requirement

**BIKE PARKING REQUIREMENTS**

Use	Short Term	Long Term
General Retail:	1/3,000 sf = 5	1/12,000 sf = 2
Recreational Facility Indoor	1/3,000 sf = 9	1/12,000 sf = 3
Accessory Parking Structure:	0	0
Residential	1/30 units = 9	1/4 units = 68
Total:	23	73





**SIGNAGE KEY**

SIGN TYPE (B) (2'x30') SIGN SIZE (HEIGHT x WIDTH)

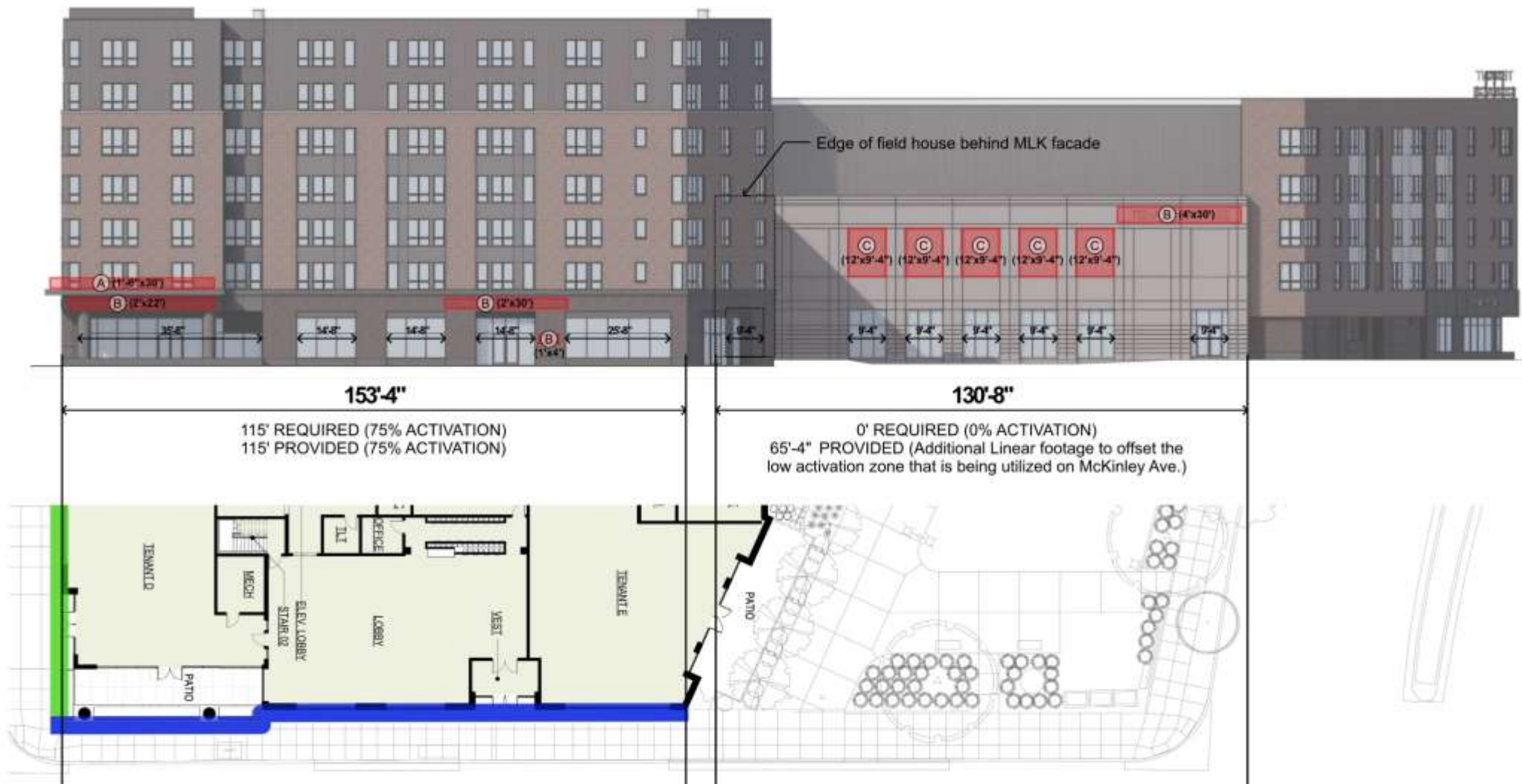
**SIGNAGE TYPES**

- A CANOPY SIGN
- B WALL SIGN
- C BANNER
- D PROJECTING SIGN
- E ROOF SIGN

All signage types to comply with section 295-407 in the Milwaukee zoning code.

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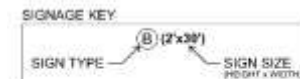


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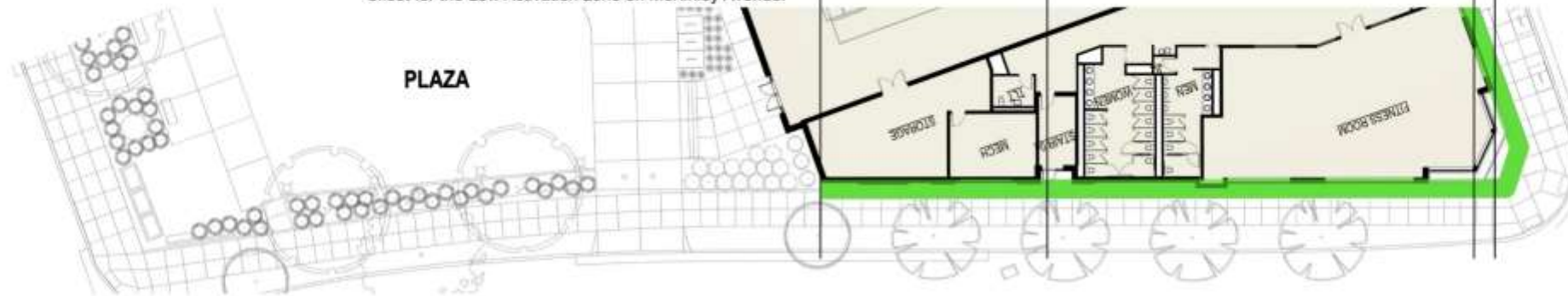
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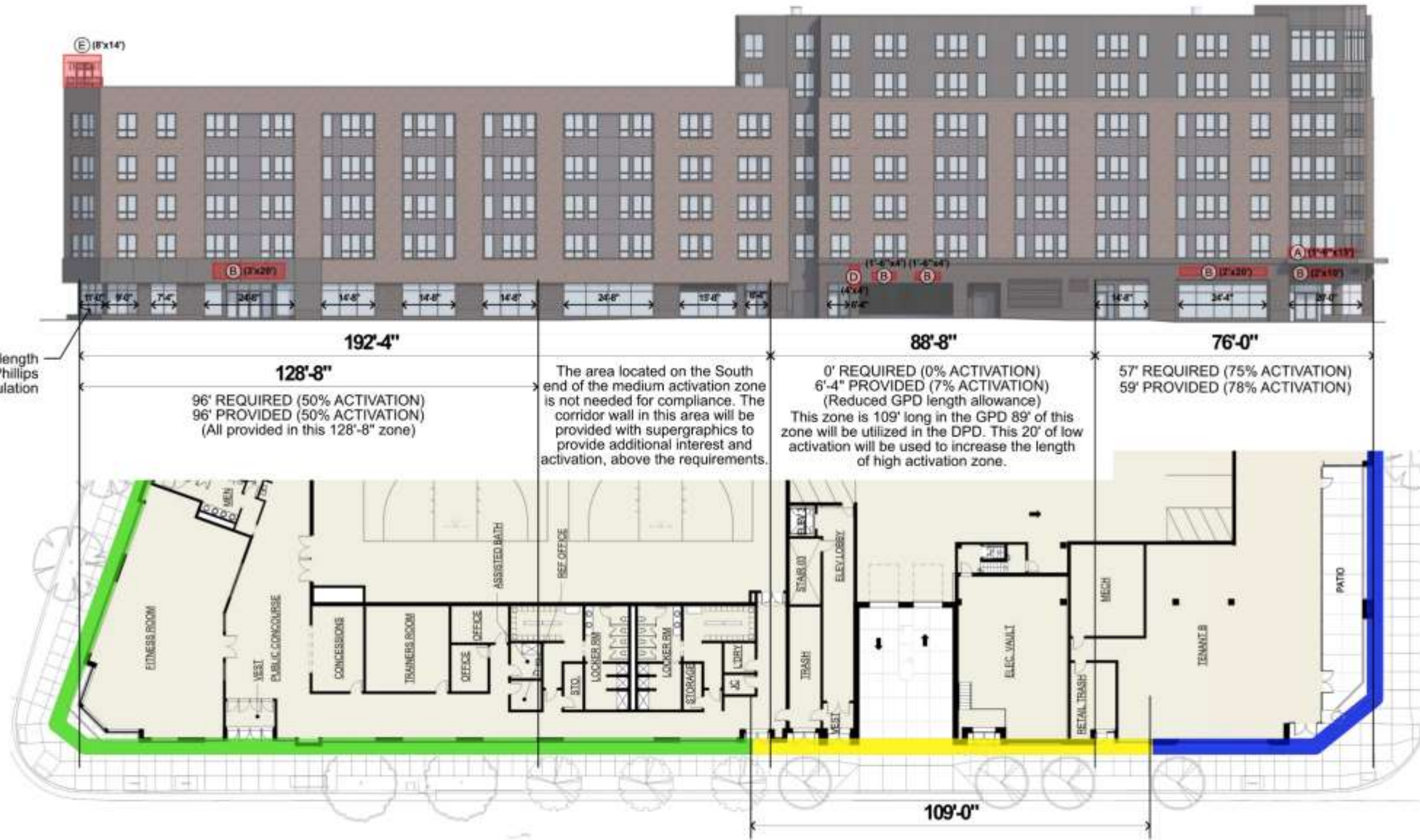
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- **LOW ACTIVATION**  
No Glazing Requirement

The GPD requires medium activation for the entire length of the facade. The 99' to the west side of the plan exceeds the 50% activation requirement. A 52'-8" Low Activation zone will be utilized on the east side of the plan. 65'-4" of additional activated glazing will be provided on the east elevation of the field house, as an offset for the Low Activation zone on McKinley Avenue.



All of angled facade length is included in Vel R Phillips activation calculation

All of angled facade length is included in Vel R Phillips activation calculation



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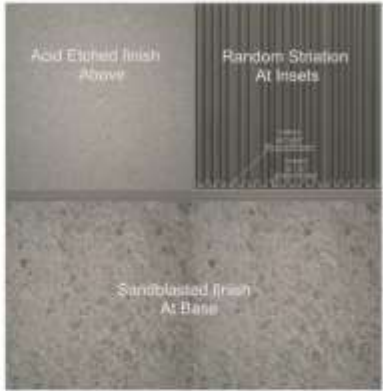
**BRICK VENEER ABOVE FIRST FLOOR**



**FIBER CEMENT INFILL PANELS**



**FIBER CEMENT AT INTERIOR COURTYARD**



**PRECAST AT FIELD HOUSE**



**BRICK VENEER AT BASE**



**PRECAST BASE**



**MCM PANEL**



**SINGLE SKIN METAL PANEL**



**PRECAST AT GARAGE WALL**





























































