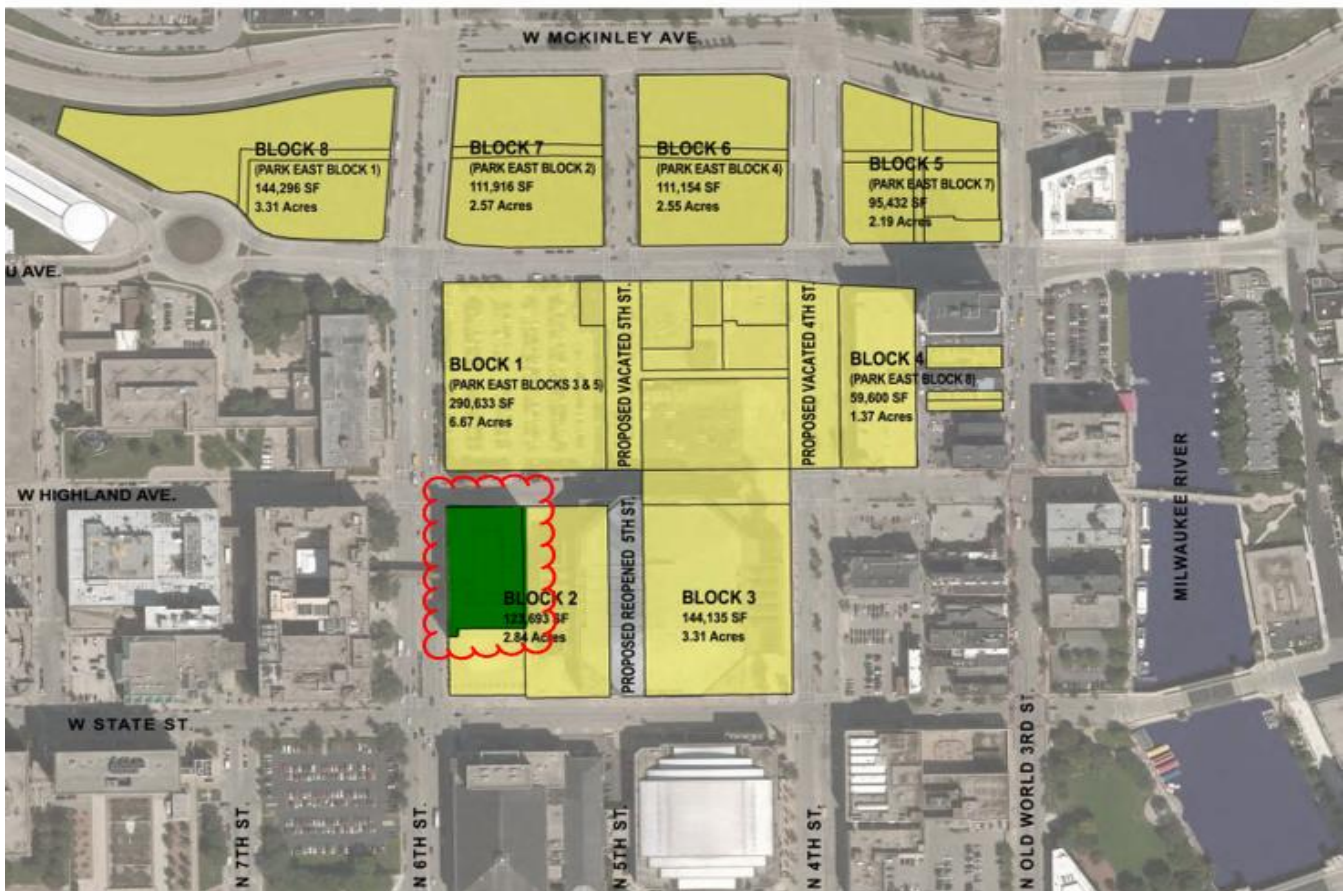


# BLOCK 2 PARKING STRUCTURE

1<sup>ST</sup> AMENDMENT TO THE GENERAL PLANNED  
DEVELOPMENT (GPD) – ARENA MASTER PLAN



FILE NUMBER 181157  
NOVEMBER 5<sup>TH</sup>, 2018

## Block 2 – Owner’s Statement of Intent

### PURPOSE

The Milwaukee Bucks request that the temporary signage and lighting standards for the parcel of land known as Block 2 in the General Planned Development (GPD) dated January 12, 2016 bounded by Highland Avenue on the north, North 6<sup>th</sup> Street on the west, State Street to the south, and the existing Bradley Center to the east, be amended in accordance with this submittal. This statement, together with the accompanying drawings and related materials, constitutes and supports the first amendment of this General Planned Development.

### NARRATIVE

In January 2016, a General Planned Development (GPD) was approved as file number 150724 for the arena master plan area. This GPD established, among other things, permitted uses, design standards, and signage standards for the future development of the eight blocks within the plan area. This First Amendment to the GPD relates specifically to Block 2, which currently is a six-story parking structure that the Milwaukee Bucks have acquired. The parking structure will continue to be operated until such time in the future that development of the block occurs and the zoning is changed to a Detailed Planned Development (DPD).

The majority of the existing site is covered by an existing parking structure and to the south on the parcel is an existing surface parking lot. For the time being, the existing parking structure and existing surface lot will remain and be used to support the new arena events and public parking needs.

The GPD establishes, among other things, signage standards for each of the blocks within the arena master plan area. Currently, it only contemplates temporary banner signs in conjunction with construction or leasing. The Bucks are requesting that temporary banner signs and graphics, and associated lighting be permitted on the existing parking structure. More specifically, the following design features will be incorporated into the parking structure for potential use to provide ads in connection with Bucks and Fiserv Forum partners:

- Banners or graphics installed at possible locations provided on the following Plat of Survey site plan. Temporary signage/graphics may cover entire façade at the following locations (also see picture elevations for possible locations)
  - South (State Street) at South elevation of elevator tower and south elevation of structure
  - North (vacated Highland Avenue) elevation at stair tower
- The signs may be swapped out on an as-needed basis, and may remain for the duration that the parking structure is in operation.
- The signs will be affixed to the structure and be maintained in an orderly manner, and will follow all other applicable standards of the Milwaukee Code of Ordinances.
- New exterior lighting may be applied at the new banner or graphic locations

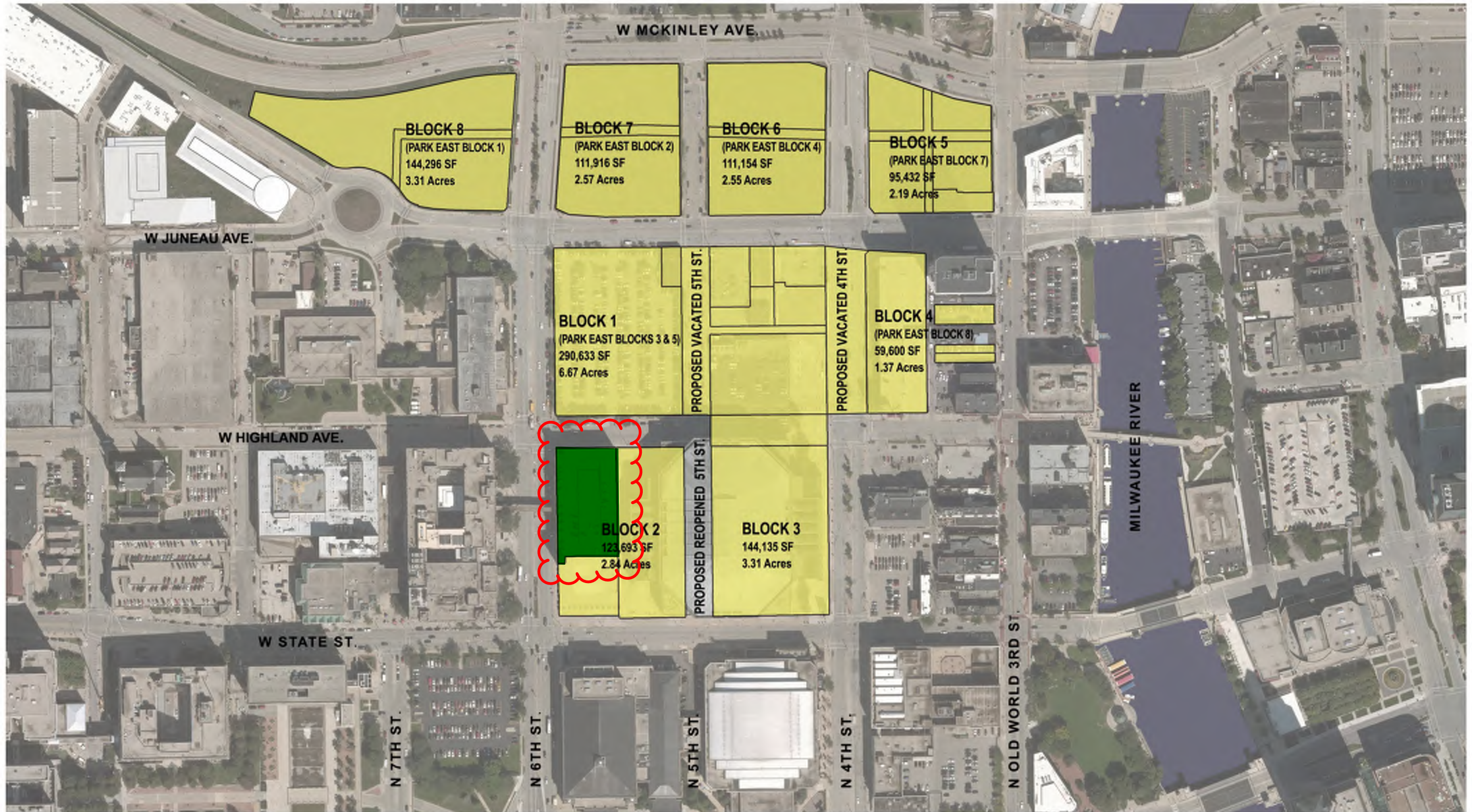
### DRAWINGS

See the following drawings for additional detailed information:

Sheet ID. Sheet Title

- A District Map
- B Plat of Survey
- C Pictures (existing elevations)





BLOCK PLAN



# BUCKS ARENA DEVELOPMENT







**South Elevation looking from State Street**



**North Elevation at Corner of Highland and 6th Street**

