



MILWAUKEE BUCKS ENTERTAINMENT BLOCK

BLOCK 4

DETAILED PLANNED DEVELOPMENT (DPD) NARRATIVE

Exhibit A

File No. 160813

December 19, 2016

DPD INDEX

TAB A

Block 4 – Owner Statement of Intent

TAB B

Block 4 – DPD Design Principles

TAB C

Block 4 – DPD Design Standards and Site Statistics

Block 4 – Owner’s Statement of Intent

PURPOSE

The Deer District, LLC requests that the zoning for the parcel of land known as Block 4 in the General Planned Development (GPD; File No. 150724) dated January 12, 2016 bounded by West Juneau Avenue to the north, an alley to the east, West Highland Avenue to the south and North 4th Street to the west, be amended to a Detailed Planned Development (DPD) in accordance with this submittal. This statement, together with the accompanying drawings and related materials, constitutes and supports the Detailed Planned Development.

ENUMERATION OF DOCUMENTS

See the following documents and drawings for additional detailed information:

TAB A	Block 4 – Owner Statement of Intent
TAB B	Block 4 – DPD Design Principles
TAB C	Block 4 – DPD Design Standards and Site Statistics

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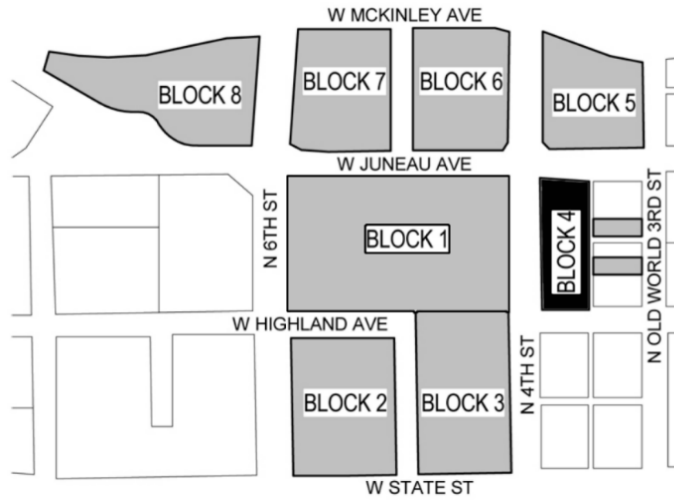
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PROJECT DESCRIPTION

The development outlined in this plan is based on the vision of the ownership of the Milwaukee Bucks to provide an economic catalyst for growth and revitalization in downtown Milwaukee surrounding a new arena for the Milwaukee Bucks. The plan is a result of an unprecedented partnership between the Milwaukee Bucks, the City of Milwaukee, Milwaukee County and the State of Wisconsin. There is a central focus by all the partners to see the project attract a vibrant community to live, work and play in the area, attract significant tourism to the region and spur future development in every direction.

Block 4, identified as the Live Block in the GPD, is bound by West Juneau Avenue to the north, an alley to the east, West Highland Avenue to the south and North 4th Street to the west. In preparation of construction of the proposed building, the site will be cleared of the existing parking structure, plaza pavement and related amenities. While the GPD outlined a phased construction of three (3) buildings, all three (3) buildings will now be constructed as one phase on the entire site under this DPD submission. A future vertical expansion is being considered and approval for this expansion would be subject to a future amendment to this DPD.

PHYSICAL DESCRIPTION OF PROPERTY



The Detailed Planned Development for Block 4 will encompass land bound by West Juneau Avenue to the north, an alley to the east, West Highland Avenue to the south and North 4th Street to the west.

See the following drawings for additional detail:

A1 – 4 ALTA SURVEY

Block 4 of the development will be the location of three (3) new mixed use buildings (identified as Building A, Building B and Building C) that includes potential uses as described in the Land Use section of the DPD Design Standard. See Overall Site Plan below:



Total gross square feet of Building A, Building B and Building C is 91,500 GSF. The buildings sizes in gross square feet (GSF) per building by level are as follows:

Building A – First Floor – 18,750 GSF
Building A – Second Floor – 14,600 GSF
Building A – Third Floor – 10,550 GSF
Building A – Fourth Floor – 10,050 GSF

Building B – First Floor – 15,650 GSF
Building B – Second Floor – 13,900 GSF

Building C – First Floor – 4,600 GSF
Building C – Second Floor – 3,400 GSF

See the following drawings for additional detail:

A1 - 5 OVERALL SITE PLAN

The site will front the 4th Street pedestrian plaza, the design for which will be approved under a separate file. Additionally, pedestrian connections from North Old World Third Street will be designed to complement the activities on the Live Block and guide patrons to the site. The design of these pedestrian connections will also be approved as separate files in the future.

The mixed use buildings will cover the majority of the site and will be built to setbacks as described in the DPD Design Standards and as shown on drawing A1 - 5 Overall Site Plan.

A plaza component between the buildings is an outdoor social space that promotes a variety of activities for the users of the arena and the development as a whole connecting with the future development of the 4th street plaza. The outdoor spaces will provide a connection between the arena and the urban fabric of the development. The outdoor activities will provide vitality at the street level that will enhance the experience of the users and provide a level of increased safety that is reinforced by the open nature of the plaza and the engagement of users at many venues.

The building will be designed to provide a strong presence and user interaction along West Juneau, North 4th Street and West Highland Avenue. See the building elevations for articulation of the general buildings, sidewalk and street relationship.

Signage and graphics will be an important part of establishing the presence of the buildings. Signage on the building will be of a scale that is appropriate for the buildings. There will also be multiple ground level signage for directional purposes.

Block 4 – DPD Design Principles

DESIGN PRINCIPLES

These Design Principles have been established to demonstrate compliance with the General Planned Development (GPD) Design Principles that have been established for this block.

These Principles will be utilized in the development Block 4 of the Milwaukee Bucks Arena Development Detailed Planned Development (DPD). If there are any contradictions between these Principles and the DPD design standards, the DPD design standards will supersede these principles.

1. LAND USE

The following uses will be allowed for Block 4 as indicated in the Block 4 column of the use table below. All uses currently operating within the DPD boundary may continue to operate under the DPD zoning. Any new uses not defined in the table shall follow Downtown – Mixed Activity (C9G) standards.

See following pages for use tables.

Use	Live Block Block 4
Residential Uses	
Single-family Dwelling	N
Two-family Dwelling	N
Multi-family Dwelling	Y
Permanent Supportive Housing	Y
Transitional Housing	Y
Street Level Residential Use	Y
Attached Single-Family Dwelling	N
Live-work Unit	Y
Mobile Home	N
Watchman/Service Quarters	N
Family Day Care Home	Y (Note 1)
Group Residential Uses	
Rooming House	N
Convent, Rectory, or Monastery	N
Dormitory	Y
Fraternity or Sorority	N
Adult Family Home	N
Foster Family Home	Y
Small Foster Home	Y
Group Home or Group Foster Home	N
Family Shelter Care Facility	N
Small Group Shelter Care Facility	N
Large Group Shelter Care Facility	N
Community Living Arrangement	N
Educational Uses	
Day Care Center	Y (note 1)
School, Elementary or Secondary	N
College	Y
School, Specialty or Personal Instruction	Y

Use	Live Block Block 4
Community-Serving Uses	
Library	Y
Cultural Institution	Y
Community Center	Y
Religious Assembly	N
Cemetery or Other Place of Interment	N
Public Safety Facility	Y
Correctional Facility	N
Commercial and Office Uses	
General Office	Y
Government Office	Y
Bank or Other Financial Institution	Y
Currency Exchange, Payday Loan Agency, or Title Loan Agency	N
Installment Loan Agency	N
Cash for Gold Business	N
Pawn Shop	N
Retail Establishment, General	Y
Garden Supply or Landscaping Center	N
Home Improvement Center	Y
Secondhand Store	N
Outdoor Merchandise Sales	Y
Artist Studio	Y
Healthcare & Social Assistance Uses	
Medical Office	Y
Health Clinic	Y
Hospital	N
Medical Research Laboratory	Y

Use	Live Block Block 4
Medical Service Facility	N
Social Service Facility	N
Emergency Residential Shelter	N
Nursing Home	Y
General Service Uses	
Personal Service	Y
Business Service	Y
Building Maintenance Service	Y
Catering Service	Y
Funeral Home	N
Laundromat	Y
Dry Cleaning Establishment	Y
Furniture and Appliance Rental and Leasing	N
Household Maintenance and Repair Service	N
Tool/Equipment Rental Facility	N
Animal Service Uses	
Animal Hospital/Clinic	N
Animal Boarding Facility	N
Animal Grooming or Training Facility	N
Motor Vehicle Uses Light Motor Vehicle	
Sales Facility	N
Rental Facility	Y
Repair Facility	N
Body Shop	N
Outdoor Storage	N
Wholesale Facility	N
Motor Vehicle Uses General Motor Vehicle	
Filling Station	N

Use	Live Block Block 4
Car Wash	N
Drive-through Facility	N
Motor Vehicle Uses Parking	
Parking Lot, Principal Use	N
Parking Lot, Accessory Use	N
Parking Structure, Principal Use	N
Parking Structure, Accessory Use	Y
Heavy Motor Vehicle Parking Lot, Principal Use	N
Heavy Motor Vehicle Parking Lot, Accessory Use	N
Temporary Parking Lot	N
Accomodation and Food Service Uses	
Bed and Breakfast	N
Hotel, Commercial	Y
Hotel, Residential	N
Tavern	Y
Brewpub	Y
Assembly Hall	Y
Restaurant, Sit-down	Y
Restaurant, Fast-food / Carry out	Y
Entertainment & Recreation Uses	
Park or Playground	Y
Festival Grounds	N
Recreation Facility, Indoor	N
Recreation Facility, Outdoor	Y
Health Club	Y
Sports Facility	Y
Gaming Facility	N
Theater	Y

Use	Live Block Block 4
Convention and Exposition Center	N
Marina	N
Outdoor Racing Facility	N
Storage, Recycling and Wholesale Trade Uses	
Recycling Collection Facility	N
Mixed-waste Processing Facility	N
Material Reclamation Facility	N
Salvage Operation, Indoor	N
Salvage Operation, Outdoor	N
Wholesale and Distribution Facility, Indoor	N
Wholesale and Distribution Facility, Outdoor	N
Storage Facility Uses	
Indoor Storage Facility	N
Outdoor Storage Facility	N
Hazardous Materials	N
Transportation Uses	
Ambulance Service	N
Ground Transportation Service	N
Passenger Terminal	Y
Helicopter Landing Facility	N
Airport	N
Ship Terminal or Docking Facility	N
Truck Freight Terminal	N
Railroad Switching, Classification Yard, or Freight Terminal	N
Industrial Uses	
Alcoholic beverage facility, micro	Y

Use	Live Block Block 4
Alcoholic beverage facility, large	N
Food processing	N
Manufacturing, Light	N
Manufacturing, Heavy	N
Manufacturing, Intense	N
Research and Development	Y
Processing or Recycling of Mined Materials	N
Contractor's Shop	N
Contractor's Yard	N
Agricultural Uses	
Plant Nursery or Greenhouse	N
Raising of Crops or Livestock	N
Community Garden	Y
Commercial Farming Enterprise	N
Utility and Public Service Uses	
Broadcasting or Recording Studio	Y
Transmission Tower	N
Water Treatment Plant	N
Sewage Treatment Plant	N
Power Generation Plant	N
Small Wind Energy System	N
Solar Farm	N
Substation/Distribution Equipment, Indoor	N
Substation/Distribution Equipment, Outdoor	N
Temporary Uses	
Seasonal Market	Y
Temporary Real Estate Sales Office	Y
Concrete Batch Plant, Temporary	Y

Use	Live Block Block 4
Live Entertainment Special Event	Y

General Notes:

Accessory Uses Definition - All other uses that are accessory to the permitted principal uses. All accessory uses are acceptable and permitted.

All uses that are currently operating within the extents of this General Planned Development (GPD) may continue to operate.

Temporary Parking Lot Definition - The lot shall be accessory to this GPD and within the GPD boundaries, provided that the parking lot shall only serve the development within the GPD. A plan for the interim landscaping of open lots and duration of this use shall be submitted to the Commissioners of Neighborhood Services, Public Works and Department of City Development for approval prior to issuance of any permits. See the Development Agreement for the duration of the temporary surface parking lot use.

2. BUILDING HEIGHT

The Block 4 mixed use buildings will be a maximum building height of 75'-0" (Building A), 4 stories, along West Juneau Avenue to the north and North 4th Street to the west. The building height will be a maximum of 40'-0" (Buildings B and C), 2 stories, along West Highland Avenue to the south and North 4th Street to the west. The building heights fall within the range of the GPD requirements. The buildings along West Highland Avenue and North 4th Street are being planned for a future vertical expansion. This expansion approval would be subject to a future amendment to this DPD.

See the following drawings for additional detail:

- A1 - 20 ELEVATIONS – BUILDING A
- A1 - 21 ELEVATIONS – BUILDING A
- A1 - 23 ELEVATIONS – BUILDING B
- A1 - 24 ELEVATIONS – BUILDING B
- A1 - 26 ELEVATIONS – BUILDING C

3. SETBACKS

The building facades fall within the setback ranges established in the GPD. North (Juneau) setback: ranges from 0 feet to 67 feet; west (4th Street Plaza) setback: ranges from 0 feet to 90 feet; south (Highland) setback: ranges from 0 feet to 40 feet; and east (alley) setback: ranges from 0 feet to 10 feet.

Build out requirements: The facades of the buildings will be built out to the corners of the property line on the north (Juneau) and the south (Highland) and the principle buildings will be built out to the minimum number of stories stated in the site statistics for this block. The principle buildings cover 63.7% (36.3% of open space) of the total land which is well below the maximum land coverage stated in the GPD (80%).

See the following drawings for additional detail:

- A1 - 5 OVERALL SITE PLAN
- A1 - 5A ENLARGED NORTH SITE PLAN
- A1 - 5B ENLARGED SOUTH SITE PLAN

4. BUILDING COMPOSITION

4.1 Street Activation Requirements

At approximately 104,000 GSF (91,500 GSF enclosed area and 12,500 GSF of outdoor roof terrace), the new mixed use entertainment buildings on Block 4 will be a major asset and destination to Milwaukee and the Arena District. The following features meet the street activation requirements:

- Building mass is at an appropriate scale and relationship with the street in effort to provide an engaging pedestrian experience.
- Street-level visual transparency is maximized at the high activity zones on the north (West Juneau Avenue) to the east (Fourth Street) and to the south (West Highland Avenue) in response to the GPD document. Specifically, high activation and circulation zones at the ground level between the retail buildings will incorporate a minimum of 75% linear footage of glazing and medium activation zones at the ground level will incorporate a minimum of 50% linear footage of glazing.
- Clear, transparent glazing will be provided for all three buildings on the site and at all building levels. Clear glazing at the street level of the buildings will activate and enhance retail experience between pedestrian and the tenants.
- The future East-West Pedestrian Connector (to be approved under a future submission) will link Block 4 to Old World Third Street and to the surrounding neighborhood(s) and to the Downtown central business district.

West Juneau Avenue activation includes:

- Highly-visible transparent building showcasing large-scale brewing equipment
- Screening of loading functions occurring from Juneau
- Glass-enclosed stair tower to highlight internal vertical circulation within building

North 4th Street activation includes:

- Building set back from lot line to create pedestrian plaza
- Facades of buildings along 4th street and internal plaza feature overhead-style architectural doors to enable future food and beverage retailers to create continuous indoor/ outdoor seating arrangements
- All facades along 4th street and internal plaza feature clear glazing
- Highly-visible transparent building showcasing large-scale brewing equipment
- Terrace at 2nd level of Building A, Building B and Building C will include indoor/outdoor seating allowing visual and auditory connection to street.

West Highland Avenue activation includes:

- Facades of buildings along Highland Ave and internal plaza feature overhead-style architectural doors to enable future food and beverage retailers to create continuous indoor/ outdoor seating arrangements
- Terrace at 2nd level of Building C will include indoor/outdoor seating allowing visual and auditory connection to street.

See the following drawings for additional detail:

A1 - 5	OVERALL SITE PLAN
A1 - 8	OVERALL SITE LANDSCAPE PLAN
A1 - 19	RENDERINGS – BUILDING A
A1 - 20	ELEVATIONS – BUILDING A

A1 - 21	ELEVATIONS – BUILDING A
A1 - 22	RENDERINGS – BUILDING B
A1 - 23	ELEVATIONS – BUILDING B
A1 - 24	ELEVATIONS – BUILDING B
A1 - 25	RENDERINGS – BUILDING C
A1 - 26	ELEVATIONS – BUILDING C

4.1.2 Street Activation Uses

The Block 4 has pedestrian activation and circulation zones at the ground level between the retail buildings that will incorporate a minimum of 75% linear footage of glazing. There are also medium activation zones at the ground level that will incorporate a minimum of 50% linear footage of glazing. These zones fulfill the GPD requirements for street activating uses. All spaces will be public allowing people to move in and out of the spaces and building to maximize the street activation.

Where required glazing is provided along the ground floor, the area behind the glazing will be an Activating Use for a minimum of 12 feet in depth.

Street activation uses:

West Juneau Avenue:

- Tenant Building Entrances
- Retail / Food and Beverage Tenant Spaces
- Retail service and loading docks

North 4th Street:

- Tenant Building Entrances
- Retail / Food and Beverage Tenant Spaces
- Pedestrian Connection

West Highland Avenue:

- Tenant Building Entrances
- Retail / Food and Beverage Tenant Spaces

See the following drawings for additional detail:

A1 - 5	OVERALL SITE PLAN
A1 - 8	OVERALL SITE LANDSCAPE PLAN
A1 - 19	RENDERINGS – BUILDING A
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A1 - 22	RENDERINGS – BUILDING B
A1 - 23	ELEVATIONS – BUILDING B
A1 - 24	ELEVATIONS – BUILDING B
A1 - 25	RENDERINGS – BUILDING C
A1 - 26	ELEVATIONS – BUILDING C

4.1.3 Entries

Pedestrian entries for retail and food and beverage spaces are provided along West Juneau Avenue, North 4th Street and West Highland Avenue as well as the pedestrian public way. Fire stair exits for Building A are located on the north façade at West Juneau Avenue and at the south east corner of the building. For Building B, fire stair exits are located to the northeast and exit onto the pedestrian public way and for Building C, fire stair exits are located on the south on West Highland Avenue.

Service entries for loading, trash removal and food services for Buildings A and B are located off the east Alley. Building C will be serviced from Highland Avenue. All utility and trash functions for all three buildings will be located out of view and fully screened from neighboring businesses.

See the following drawings for additional detail:

A1 - 5	OVERALL SITE PLAN
A1 - 8	OVERALL SITE LANDSCAPE PLAN
A1 - 20	ELEVATIONS – BUILDING A
A1 - 21	ELEVATIONS – BUILDING A
A1 - 23	ELEVATIONS – BUILDING B
A1 - 24	ELEVATIONS – BUILDING B
A1 - 26	ELEVATIONS – BUILDING C

4.1.4 Materials

The exterior of the buildings will be made of high quality materials to comply with the GPD guidelines. Materials at the base of the building are as follows (or similar):

West Juneau Avenue: Aluminum and glass storefront; aluminum and glass curtain wall; exterior façade steel expression; composite metal panel system.

North 4th Street includes: Aluminum and glass storefront; aluminum and glass curtain wall; exterior façade steel expression; composite metal panel system.

West Highland Avenue: Aluminum and glass storefront; aluminum and glass curtain wall; masonry; composite metal panel system.

East Alley: Composite metal panel system; Possible precast concrete panel system with masonry veneer (or composite metal panel system).

Material Selection (or similar) will be the following:

- Glass Entrances and Aluminum Storefronts; *Kawneer* – www.kawneer.com; [Product Link](#)
Clear insulated glass with black anodized frames.
- Structurally glazed curtain wall; *Pilkington* – www.pilkington.com; [Product Link](#)
- Aluminum curtain wall system with aluminum clad spandrel panels; *Kawneer* – www.kawneer.com; [Product Link](#)
- Insulated metal panel system (open joint); *Alucobond* – www.alucobondusa.com; [Product Link](#);
Color, Dusty Charcoal
- Masonry or Masonry Veneer; *Belden Brick* – www.beldenbrick.com; [Product Link](#);
Color, Black Diamond Velour

- Structurally supported glass canopy (East –West Pedestrian Connector / to be submitted in future submission); Structure to be painted to match steel façade expression. Glazing – *Pilkington Optifloat* (Clear); [Product Link](#)
- Exterior facade steel expression – *Alucobond*– www.alucobondusa.com; [Product Link](#); Color, Dusty Charcoal
- Overhead Glass Doors – Raynor – www.Raynor.com; [Product Link](#) Clear insulated glass with black anodized frames.

See the following drawings for additional detail:

A1 - 5	OVERALL SITE PLAN
A1 - 8	OVERALL SITE LANDSCAPE PLAN
A1 - 19	RENDERINGS – BUILDING A
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A1 - 24	ELEVATIONS – BUILDING B
A1 - 25	RENDERINGS – BUILDING C
A1 - 26	ELEVATIONS – BUILDING C

4.2 BUILDING FAÇADE REQUIRMENTS

4.2.1 Building Articulation

West Juneau Avenue:

- Building articulated with exposed steel façade detailing and glass window wall system designed to echo industrial detailing of older warehouse and brewery buildings

North 4th Street:

- Building articulated with exposed steel façade detailing and glass window wall system designed to echo industrial detailing of older warehouse and brewery buildings

West Highland Avenue:

- Building articulated with exposed steel façade detailing and glass window wall system designed to echo industrial detailing of older warehouse and brewery buildings

See the following drawings for additional detail:

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A1 - 24	ELEVATIONS – BUILDING B
A1 - 25	RENDERINGS – BUILDING C
A1 - 26	ELEVATIONS – BUILDING C

4.2.2 Low Activation / Ground Level Walls

West Juneau Avenue: Not Applicable (All walls high-activation)

North 4th Street: Not Applicable (All walls high-activation)

West Highland Avenue: Not Applicable (All walls high-activation)

See the following drawings for additional detail:

A1 - 5	OVERALL SITE PLAN
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A1 - 24	ELEVATIONS – BUILDING B
A1 - 25	RENDERINGS – BUILDING C
A1 - 26	ELEVATIONS – BUILDING C

4.2.3 Alley and Side Facing Walls

The alley wall consists of a composite metal panel system or possible masonry embellished with regularly spaced architectural joints and reveals.

See the following drawings for additional detail:

A1 - 5	OVERALL SITE PLAN
A1 - 20	ELEVATIONS – BUILDING A
A1 - 21	ELEVATIONS – BUILDING A
A1 - 23	ELEVATIONS – BUILDING B
A1 - 24	ELEVATIONS – BUILDING B
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4.2.4 Large Format Uses Façade Design

No large format uses currently anticipated; Not Applicable.

See the following drawings for additional detail:

A1 - 5	OVERALL SITE PLAN
A1 - 8	OVERALL SITE LANDSCAPE PLAN
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A1 - 25	RENDERINGS – BUILDING C
A1 - 26	ELEVATIONS – BUILDING C

4.2.5 Parking Structure Façade Standards

No Parking Structure Included, Not Applicable.

4.2.6 Detailing and Enrichments

The 'Live' Block 4 entertainment district highlights exposed raw blackened steel and glass on the exterior. Facades mix storefront glazing, overhead and swing doors to create a variety of interior-exterior connections. The buildings will incorporate occupiable terraces. Decorative exterior lighting will be incorporated into the design.

See the following drawings for additional detail:

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A1 - 24	ELEVATIONS – BUILDING B
A1 - 25	RENDERINGS – BUILDING C
A1 - 26	ELEVATIONS – BUILDING C

5. SITE FEATURES

A comprehensive Site and Landscape Design has been created for Block 4 that follows the GPD guidelines and compliments the buildings on site, creating a cohesive urban attraction in Milwaukee's downtown.

The Ground plane incorporates a carefully coordinated mix of concrete, colored concrete, concrete unit pavers and brick pavers placed in various patterns that include a running bond pattern and a canted pattern that pulls the geometries of the main plaza through the space. Gathering spaces have been called out to act as focal points identifying entries, gathering areas and pedestrian connections. The central corridor between buildings A and B will be highlighted through changes in paving and the distribution of planting to support the anticipated program of the adjacent restaurant and retail spaces. Landscaping includes planning in terra-ferma and in pots will be comprised of native and adaptive plant materials. Streetscape improvements along the project edges will be developed to include paving, planting, street trees and lighting to meet City guidelines.

A1 - 5	OVERALL SITE PLAN
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5.1 Bicycle Parking Minimum Requirements

At approximately 91,500 gross square feet of mixed-use space within Block 4, the project will follow the GPD standards and will provide bicycle parking spaces for employees and patrons/visitors with proposed potential locations near the retail entrances of all three buildings for the project. Final quantity of bike racks is to be determined in conjunction with the City of Milwaukee based on the approved GPD standards for the uses that will occupy the spaces, once they are known. Final locations and type of bike racks are subject to approval by city staff.

See the following drawings for additional detail:

A1 - 5	OVERALL SITE PLAN
A1 - 5A	ENLARGED NORTH SITE PLAN
A1 - 5B	ENLARGED SOUTH SITE PLAN

5.2 Fencing

A temporary construction fence will be installed at the perimeter of the site with an opaque fabric wrap that covers the entire area of the fence to limit access to the construction area for safety and security purposes. This will also help to limit views of the staging and enliven the area with graphics during construction.

6. GPD EXTERIOR SITE LIGHTING STANDARDS

Lighting concepts are designed to maximize visual interest for key architectural features for the buildings while providing a safe, comfortable and pedestrian friendly experience for the overall Block. A mix of building mounted systems along with integral and freestanding lighting elements are utilized throughout the project as described below.

West Juneau Avenue: Feature lighting incorporated into the architecture is provided at the Building A Entry. Landscape lighting will be utilized in the exterior dining areas to provide visual interest at the pedestrian level. Street light fixtures will be incorporated into the amenity zone of streetscape.

North 4th Street: Canopy lighting and pedestrian scaled light poles will be provided along the 4th Street Plaza to define and illuminate the pedestrian realm. Landscape lighting will be utilized to highlight key landscape features.

West Highland Avenue: Feature lighting is provided at the Building B Entry. Landscape lighting will be utilized in the plaza to provide visual interest at the pedestrian level. Street light fixtures will be incorporated into the amenity zone of streetscape.

The color and materials of the poles and other lighting components within the project will be compatible and relate to the architectural character of the buildings. Lighting treatments will be used to establish a sense of place to create visual interest of arrival, circulation, points of character and design continuity within the site. Overhead, pole lighting, specialty lighting and landscape lighting fixtures will be used to accent building entries, focal points, site details signage and other special site features.

See the following drawings for additional detail:

- A1 - 11 SITE AREA LIGHTING – PHOTOMETRICS
- A1 - 12 SITE AREA LIGHTING – PRODUCT CUT SHEETS
- A1 - 13 SITE LANDSCAPE LIGHTING – PLAN
- A1 - 14 SITE LANDSCAPE LIGHTING – SCHEDULE

7. GPD LANDSCAPING STANDARDS

A comprehensive Site and Landscape Design has been created for Block 4 project that follows the GPD guidelines and compliments the building, creating a cohesive urban attraction in Milwaukee's downtown. No surface parking is provided on the entire site, therefore, the proposed landscaping exceeds the GPD requirements. Foundation planters and planter pots will provide greenspace to soften building edges, provide color, texture, seasonal interest and to direct the flow of pedestrian foot traffic. Plant materials have been selected from a native and adaptive palette of materials anticipating reduced irrigation requirements, seasonal and evergreen textures to contribute to LEED Certification.

The irrigation system will be designed as a fully automatic controlled system. The system will include full coverage of spray heads in lawn areas, bubblers at tree locations and drip-irrigation for shrub and perennial beds.

See the following drawings for additional detail:

- A1 - 8 OVERALL SITE LANDSCAPE PLAN
- A1 - 8A ENLARGED NORTH SITE LANDSCAPE PLAN
- A1 - 8B ENLARGED SOUTH SITE LANDSCAPE PLAN
- A1 - 8C PLANTING SCHEDULE AND NOTES
- A1 - 9 SITE LANDSCAPE DETAILS
- A1 - 10 SITE LANDSCAPE DETAILS

All signage will meet the GPD requirements and will be designed per requirements of Milwaukee Zoning Code, section 295-407. Block 4 will have tenant signage on each elevation and wayfinding located throughout the Block. All signs listed below may be allowed to have changeable messaging. Signage includes:

- East elevation (alley): Signage for loading dock only
- North elevation (Juneau): Venue and Tenant Branding Signage
- West elevation (4th Street): Venue, Tenant Branding, Roof, Building and Projecting Signs
- South elevation (Highland): Venue, Tenant Branding, Building and Projecting Signs

Temporary construction signage: Temporary perimeter site signage will consist of a fabric sign material with graphics designed to obscure the construction activity and enliven the block. All fabric signs will cover between 50% and 100% of the perimeter construction fence.

See the following drawings for additional detail:

- A1 - 27 SIGNAGE DIAGRAMS
- A1 - 28 SIGNAGE DIAGRAMS
- A1 - 29 SIGNAGE DIAGRAMS
- A1 - 30 SIGNAGE DIAGRAMS
- A1 - 31 SIGNAGE TYPES AND GUIDELINES

Block 4 –DPD Design Standards and Site Statistics		
Design Standard	GPD Design Standards	DPD Design Standards
Building Height	<p>Phase 1 The buildings will be a minimum of 2 stories (30 feet) in height and up to a maximum of 20 stories.</p> <p>Phase 2 The building will be a minimum of 4 stories in height and up to a maximum of 20 stories.</p>	<p>There is only 1 Phase to the Block 4 project. The proposed buildings will be 4 stories (Approximately 67'-0") along West Juneau Avenue and a minimum of 2 stories (Approximately 34'-0") in height along West Highland Avenue.</p>
Façade Requirements	See sheet A140 for location of street activation.	<p>The Block 4 has been designed to comply with the GPD street activation requirements. See the following Sections:</p> <p>Design Principle 4.1 – Street Activation Requirements</p> <p>Design Principle 4.1.2 – Street Activation Uses</p> <p>Design Principle 4.1.3 – Entries</p>
Site Statistics:		
Gross Land Area (295-907,2,b-1-a)	75,639 sf	61,194 sf
Maximum amount of land covered by principal buildings. (295-907,2,b-1-b)	<p>Phase 1 53,000 sf (70%)</p> <p>Phase 2 53,000 + 8,000 = 61,000 sf (80%)</p>	<p>39,000 sf 63.7%</p>
Maximum amount of land devoted to parking, drives and	<p>0 sf 0%</p>	<p>0 sf 0%</p>

parking structures. (295-907,2,b-1-c)		
Land devoted to landscaped open space and plazas (295-907,2,b-1-d) Open Space (295-907,3,g) Landscaping (295-907,3,i)	Phase 1 12,800 sf to 38,000 sf 17% to 50% Phase 2 6,000 sf to 30,000 sf 8% to 40% Open spaces will be landscaped per the Urban Planning and Design Principles, Design Principle 7 and 7B - Landscape Standards (pages 24-29) and will be maintained by the developer so as not to create a nuisance or hazardous conditions.	22,194 sf 36.3% Open spaces will be landscaped per the Urban Planning and Design Principles. Design Principle 7 - Landscape Standards.
Maximum proposed dwelling unit density, if residential, and/or total square footage devoted to non-residential uses. (295-907,2,b-1-e) Maximum number of dwelling units per building. (295-907,2,b-1-g)	Nonresidential = 400,000 sf Dwelling unit density = 75,639 sf / 151 units 500 sf / unit Maximum of 151 units total for the site	N/A N/A
Proposed number of buildings (295-907,2,b-1-f)	There may be up to three buildings proposed for development on this block.	Three (3) buildings are proposed
Bedrooms per unit. (295-907,2,b-1-h)	1-3 bedrooms and Studio units	N/A
Parking spaces provided, whether surface or in structures, and ratio per unit if residential, or per thousand square feet of building area if non-residential. (295-907,2,b-1-i)	There is no minimum parking requirement. Maximum number of parking spaces will be determined in the DPD.	No parking spaces are provided

Uses (295-907,3,a)	See Urban Planning and Design Principles, Design Principles 1 uses (pages 9-15), for acceptable uses on this block.	Uses as allowed for Block 4 per Design Principle 1 – Land Uses.
Design standards (295-907,3,b)	See Urban Planning and Design Principles, Design Principles 1 through 7 (pages 7-29) for Design Principles that apply to this block.	See Design Principles 1 through 7 for Design Principles that apply to this block.
Space between structures (295-907,3,d)	All spaces between buildings will comply with the version of the IBC that in force at the time of building design and Department of Safety and Professional Services (DSPS) approval.	3 structures proposed with 2 public spaces between buildings.
Setbacks (295-907,3,e)	Minimum setback: north side of block: 0 feet, east side of block: 0 feet, south side of block: 0 feet, west side of block: 0 feet. Maximum setback: north side of block: 67 feet, east side of block: 10 feet, south side of block: 40 feet, west side of block: 90 feet. See sheet A140 for setbacks.	North setback range: 0" to 26'-0" East setback range: 0" to 6'-6" South setback range: 0" to 28'-6" West setback range: 0" to 50'-0"
Screening (295-907,3,f)	The proposed GPD standards will not include any screening between the residential components and all other components on the site. If dumpsters and utilities are located outside, screening shall be provided that complies with Design Principle 4.2.2 (page 22).	Screening of dumpsters and utilities is provided via architectural screen walls and landscaping. Screening will be provided that complies with Design Principle 4.2.6.
Circulation, Parking and Loading (295-907,3,h)	Traffic circulation facilities will be planned and installed consistent with these Design Standards. Adequate access for pedestrians and public and private vehicles will be provided.	Pedestrian sidewalks and access is maintained around the site. Loading docks / service access is located off the east alley way. Patron and visitor drop off locations for the site will occur on West Juneau Avenue to the north and Highland Avenue to the south. The East-West connector will also serve as a pedestrian link to Old Third World street. Parking for the site is anticipated to take place on the surrounding streets and in the parking structure on Block 7.
Lighting (295-907,3,j)	See Urban Planning and Design Principles, Design Principle 6 - Exterior Site Lighting Standards (page 23).	Lighting is provided per GPD standards. See Design Principle 6 – Exterior Site Lighting Standards.

<p>Utilities (295-907,3,k)</p>	<p>All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.</p>	<p>All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.</p>
<p>Signage (295-907,3,L)</p>	<p>Signage Standards (except for temporary signs) will be approved as part of the Detailed Planned Development (DPD). All signs listed below will be allowed to have changeable messaging, Permitted signs will include:</p> <ul style="list-style-type: none"> • Temporary construction signage. • Temporary Perimeter site signage that will consist of a fabric sign material with graphics designed to obscure the construction activity and enliven the block. The fabric sign will cover between 50% and 100% of the perimeter construction fence. • Awning signs • Canopy Signs • Wall signs • Freestanding signs • Roof signs • Projecting signs • Marquee signs 	<p>Block 4 will have tenant signage on each elevation and wayfinding located throughout the Block. All signage will be design per requirements of Milwaukee Zoning Code, section 295-407. All signs listed below may be allowed to have changeable messaging. Signage types include:</p> <ul style="list-style-type: none"> • Temporary construction signage • Temporary Perimeter site signage that will consist of a fabric sign material with graphics designed to obscure the construction activity and enliven the block. The fabric sign will cover between 50% and 100% of the perimeter construction fence. • Wall sign: Internal face lit dimensional letters • Permanent Window sign: Applied glazing film • Off-premise sign: directing traffic ingress and egress • Off-premise sign: Building identification sign near streets. • Off-premise sign: Marquee sign • Canopy Signs • Freestanding signs • Roof signs • Projecting signs <p>See the following drawings A1-27, A1-32, A1-36 LIGHT AND SIGNAGE ELEVATIONS</p>