

March 23, 2021

EXHIBIT A

DETAILED PLANNED DEVELOPMENT

MIXED-USE DEVELOPMENT, SOUTHERN PORTION OF BLOCK 6 – ARENA MASTER PLAN

Detailed Plan Project Description & Owner’s Statement of Intent

Deer District Hotel – Part of 420 W Juneau Avenue

File Number: 201351

In 2016 a General Planned Development (GPD; File No. 150724) was established for the 8 development blocks within the Deer District. Milwaukee DD Lodging Investors, LLC (c/o North Central Group) requests the zoning for the property located at 420 W Juneau Avenue be changed from a GPD to a Detailed Planned Development (DPD) in accordance with this submittal. This property is part of Block 6 of the Milwaukee Bucks Arena Development GPD. This statement, together with the accompanying drawings and related materials, constitutes and supports the Detailed Planned Development.

SUMMARY OF DOCUMENTS

Exhibit A	DPD Project Description & Owner’s Statement of Intent and Plan Set
Exhibit B	GPD Zoning Criteria

General Purpose and DPD Narrative:

The 420 W. Juneau Avenue parcel incorporates the southern portion of Block 6 as depicted in the attached plans and to be recorded Certified Survey Map (CSM) that will create the development parcel. The 9-story mixed-use development subject to this DPD will incorporate a hotel consisting of approximately 205 guest rooms, restaurants and other food service venues, meeting/event spaces and other entertainment uses, retail uses and any other uses ancillary to the operation of a hotel. The following table provides the development standards that apply to the DPD including the general design standards, permitted signage, and permitted uses.

DISTRICT STANDARDS 295-907

Design Standards:	<p>DPD for southern ~1/3 of Block 6 of the Milwaukee Bucks Arena Development.</p> <ol style="list-style-type: none">1. Street Activation: Complies with GPD requirements, See sheet A2.01.2. Street Activation Uses: Hotel Lobby, retail, hotel lounge, Porte Cochere and restaurant spaces on Juneau Avenue and along portions of North 5th Street, Vel R. Phillips Avenue. A majority of these spaces will be hotel public spaces and intended to enhance street activation in accordance with the GDP design standards. A small area inside drop off will be used for hotel operations to support those functions.3. Entries: Pedestrian entries for hotel, restaurant and retail are provided along Juneau Avenue and Vel R Phillips Avenue. Service entries are located at North 5th Street with utility functions and are either internal to the building or set back from the public right of way.4. Façade Form and Materials: The form of the building is comprised of these primary components all clad in high quality materials in compliance with GDP guidelines:<ol style="list-style-type: none">a. Two story base that anchors the design with an activated
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	<p>streetscape and detailed storefront design along Vel R. Phillips Avenue and Juneau Avenue. The mix of materiality, window sizes and patios frame the unique interior spaces, while breaking down the volume to a comfortable pedestrian scale.</p> <ol style="list-style-type: none"> b. Western eight story brick mass includes enhanced masonry elements and timeless order, complimenting the adjacent modern façade while establishing its own Juneau Avenue block-face. c. Middle floating brick mass includes consistent fenestration detailing tying the building together. This form is pronounced at the southeast corner, providing a clean backdrop to the active ground floor and rooftop spaces. d. Glazed recessed space accentuates the base and middle form, while breaking down the visual mass of the 9-story building. It continues to the 9th floor where it comes alive with a more detailed storefront, trellises and illuminated overhangs. e. The north side architecture is mid-block, which will be partially obstructed from view by the anticipated parking structure and future development on the northern 2/3 of Block 6. The design is book ended by returning materiality from the east and west sides, creating a finished building mass with consistent materiality. The interior EIFS element has the consistent fenestration order and oversized recess, closely matching the color and texture of the eight-story brick mass on the south elevation. This portion of the building is the least visible and contains mechanical louvers and rooftop equipment. The two-story precast concrete base provides a simple, clean and durable aesthetic adjacent to the proposed parking structure. f. The façade materials identified in the A.600 drawings is a blend of the newer Deer District buildings and nearby historic structures. The mix of weathered steel, wood, brick, glazing and black metal blend together to create a timeless façade expressing the uniqueness of this design, while respecting the surrounding area. g. All glazing is clear, non-tinted glass in accordance with standards found in the commercial and downtown zoning districts unless noted otherwise on the exterior elevations or unless the retail tenant improvements dictate the use of spandrel glass subject to DCD Planning review and approval. h. The EIFS finish on the north side of the building will be detailed to have a smooth texture similar to the metal panels and in color to match the brick on the project. The expanded window recess will have a more textured finish, pronouncing the articulation and providing consistent fenestration detail. <p>5. Under a separate request to the city, Milwaukee DD Lodging Investors requests vacation of the ~50sf triangular portion of the ROW on the south east portion of the site. If the vacation is not granted, then a special privilege may be necessary for the building overhangs above grade.</p>
Density (sq. ft. of lot	N/A(single structure proposed, non-residential use)

area/dwelling unit):	
Space Between Structures:	N/A(single structure proposed)
Setbacks (approximately):	Minimum Setbacks under DPD are as approved in GPD. Current design proposes the following setbacks: North: 5.0' South (Juneau Ave.): Varies - 0.25' min East (Vel Phillips): Varies - 2.7' min West (5 th Street): 0.25'
Screening:	<ol style="list-style-type: none"> 1. The Porte Cochere will have a perennial/annual planting bed and/or free-standing planters. 2. Mechanical units on the 4th and 9th floor roof will be concealed with architectural roof screens.
Open Space:	<ol style="list-style-type: none"> 1. Outdoor terrace area on the south façade of the 2nd floor. 2. Rooftop terrace on 9th floor for restaurant/lounge and hotel guests. 3. Guestroom balconies for hotel guests in select rooms. 4. Operable walls at grade will open the restaurant out to Vel R Phillips Avenue on a seasonal basis.
Circulation, Parking & Loading:	<ol style="list-style-type: none"> 1. Guest Pedestrian Access: Primary entrance is through the Porte Cochere on the south side. Hotel guests and restaurant patrons have the option to use the doors on Vel R Phillips Avenue when they are open. The western retail space will have entrances from Juneau Avenue. 2. Employee Pedestrian Access: The loading dock swing door will be where hotel and restaurant employees enter the building. 3. Automobile Access: The Porte Cochere on Juneau Avenue is internal to the hotel site and where most vehicles arrive/depart. Short-term loading on Juneau Avenue will be utilized for valet functions. 4. Automobile Parking: Hotel and retail guests/employees will utilize the adjacent parking ramps. 5. Bicycle Parking: (4) Long term stalls inside the building with access from receiving. (8) Short term stalls all located in the right of way and near entrances. 6. Loading: Deliveries and waste/recycling collection is off N. 5th Street. A 47' long loading zone provides 2 bays for waste/recycling and receiving areas. Dumpsters and compactors will be staged in the indoor waste/recycling room and have scheduled pick-ups to minimize disruptions to hotel and retail guests. 7. On Street Loading Zone: The existing Juneau Avenue on street parking is identified to be used by hotel, restaurant and retail guests/service providers for short term loading and parking. This is subject to City approval.
Landscaping:	<p>Proposed Landscaping: Boulevard trees with tall narrow shape to accent the building façade with bright red and yellow fall colors. Modern gray stone mulch for a clean, low-maintenance look. The raised planter bed and/or free standing planters adjacent to the Porte Cochere will provide various textures, colors, and densities to welcome guests and soften the space and sightlines both in, and out of, the entry throughout all seasons.</p> <p>All required vegetation shall be of a quality consistent with the standards</p>

	<p>of the American association of nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis, including seasonal tree and plant replacement.</p> <p>The existing site or interim condition will be maintained in an orderly fashion consistent with the zoning standards of the site prior to rezoning to DPD, including all existing turf and landscaping, until such time that the subject DPD is constructed. All landscaping and required site features shall be installed within a maximum of 30 days total of the City issuing a Certificate of Occupancy (excluding time between November 1 and May 1) for the subject DPD.</p>
Lighting:	<p>Guest main entry, loading zone and secondary building entrances will use a combination of concealed and surface mount luminaires to illuminate the areas. Architectural materials such as the façade stone will be grazed to accent texture.</p> <p>Building façade lighting will use a combination of concealed and surface mounted sources to provide architectural definition to the exterior. The southwest façade will use grazing up lighting luminaires mounted at 2nd floor elevation, thus reinforcing the buildings height and scale. The northwest, south and southeast façade will use concealed luminaires in architectural coves at select guest room windows on 3rd to 9th floors for effect. The roof overhang at the top floor will be indirectly illuminated which will be aimed to prevent indirect light spill.</p> <p>Lighting will conform to the applicable provisions of the zoning ordinance and industry standards defined within Illuminating Engineering Society references.</p>
Utilities:	<p>See Plan Sheet C105 – Site Utility Plan. Since the building will occupy almost the entire site, most of the storm water associated with the project will be captured by the building’s roof drains. However, there are proposed to be 2 small site drains along the north property line and 2 site drains within the covered drop-off area. All storm water from the project will drain to an underground storm water detention system that will be located underneath the pavement in the loading dock area, which will ultimately discharge into the existing storm sewer in N. 5th Street.</p> <p>The sanitary sewer for the project will exit the building to the west and connect into the existing sanitary sewer in N. 5th Street. In addition to the main sanitary sewer for the building, there will also be a grease line that will discharge into a large grease interceptor that will also be located underneath the pavement in the loading dock area. The grease interceptor will also connect into the existing sanitary sewer in N. 5th Street. It should be noted that if the overall length of the grease interceptor decreases, the main sanitary sewer for the building will connect with the discharge line from the grease interceptor, just west of the interceptor, and there would only be 1 sanitary connection in the roadway. Currently however, there is not sufficient room to make this connection within the limits of the</p>

	<p>property, which is why there are two separate sanitary connections in N. 5th Street.</p> <p>The combined fire/domestic water lateral for the project will connect into the existing water main in N. 5th Street and enter the west side of the building.</p>
<p>Signs (type, square footage, quantity, and placement):</p>	<p>Signs: See elevation drawings sheets on A6-01 thru A6-03 for proposed sign locations. See elevation and section details on sheet A6-04 for proposed sign dimensions. Actual sign location and details may vary based on final approval.</p> <ol style="list-style-type: none"> 1. Main hotel identification signs will be located on or above the first floor level on the east and south elevations; near the top of the façade on the west and north facades; and there will also be one projecting blade sign that spans a few floors near the west end of the south façade. 2. Signage will be provided for the 1st floor hotel restaurant/lounge and the 9th floor restaurant/lounge/entertainment space at 1st floor level on the east and south elevations. 3. Signage for the up to three commercial spaces will be provided at first floor level on the south elevation of the building. These commercial spaces are located at the west end of the south elevation. <p>Sign Illumination:</p> <ol style="list-style-type: none"> 1. The permanent signs will be illuminated in compliance with the current planned development regulations. 2. The source of illumination shall not be visible or intermittent. <p>Additional details and information on sign design will be provided at the time sign permits are requested.</p>
<p>Permitted Uses:</p>	<p>The Permitted Uses under the DPD include all permitted uses under the Block 6 permitted uses in the GPD, in addition to all “Entertainment & Recreational Uses” listed in the GPD and uses ancillary to the operation of a full service hotel. Permitted retail uses shall include any uses permitted under the GPD and any use ancillary to the operation of a full service hotel. The hotel shall be permitted for between 175 to 235 guest rooms (205 in proposed design)</p>
<p>Time Limit on Zoning:</p>	<p>Per s. 295-907-2-c-11, the DPD zoning designation shall be null and void within 5 years from the effective date of the ordinance amending the zoning map to create the DPD, and the zoning of the property shall be changed to GPD at that time unless the criteria identified in 295-907-c-11-a and –b are met. The time period specified pursuant to subd. 11 may be extended only by an ordinance amending the DPD, pursuant to s. 295-307.</p>