



MILWAUKEE BUCKS ARENA DEVELOPMENT

BLOCK 1 - DETAILED PLANNED DEVELOPMENT (DPD)

Exhibit A

File No. 151653

May 9, 2016

DPD INDEX

TAB A Block 1 - Owner Statement of Intent

TAB B Block 1 - DPD Design Principles

TAB C Block 1 - DPD Design Standards and Site Statistics

Block 1 – Owner’s Statement of Intent

PURPOSE

The Deer District, LLC requests that the zoning for the parcel of land known as Block 1 in the General Planned Development (GPD, File No. 150724) dated January 12, 2016 bounded by West Juneau Avenue to the north, North 4th Street to the east, West Highland Avenue to the south and North 6th Street to the west, be rezoned to a Detailed Planned Development (DPD) to facilitate construction of the Milwaukee Bucks Arena 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 1 - Owner Statement of Intent
- TAB B** Block 1 – DPD Design Principles
- TAB C** Block 1 - DPD Design Standards and Site Statistics

DRAWING INDEX

Sheet ID. Sheet Title

A1 -1	INDEX
A1 - 2	3D VIEW - ARENA DISTRICT AERIAL
A1 -3	VICINITY MAP
A1 -4	ALTA SURVEY
A1 -5	OVERALL SITE PLAN
A1 -6	ENLARGED SITE PLAN - 6TH & JUNEAU
A1 -7	ENLARGED SITE PLAN - 4TH & JUNEAU
A1 -8	ENLARGED SITE PLAN - 6TH & HIGHLAND
A1 -9	ENLARGED SITE PLAN - 4TH & HIGHLAND
A1 -10	OVERALL GRADING PLAN
A1 -11	OVERALL SITE EROSION CONTROL PLAN
A1 -12	EROSION CONTROL DETAILS
A1 -13	OVERALL UTILITY PLAN
A1 -14	OVERALL SITE CIRCULATION PLAN
A1 -15	NORTH ACTIVATION PLAN-JUNEAU
A1 -16	ENLARGED LANDSCAPE PLAN - 4TH & JUNEAU
A1 -17	ENLARGED LANDSCAPE PLAN - 4TH & HIGHLAND
A1 -18	ENLARGED LANDSCAPE PLAN - 6TH & HIGHLAND
A1 -19	ENLARGED LANDSCAPE PLAN - 6TH & JUNEAU
A1 -20	SITE LANDSCAPE DETAILS
A1 -21	SITE AREA LIGHTING - PHOTOMETRIC STUDY
A1 -22	SITE AREA LIGHTING - PRODUCT CUTSHEETS
A1 -23	SITE LANDSCAPE LIGHTING - LEGEND AND CUTSHEETS

A1 -24	3D VIEW - EAST PLAZA ON 4TH STREET VIEW WEST
A1 -25	3D VIEW - VIEW FROM HIGHLAND VIEW EAST
A1 -26	3D VIEW - VIEW FROM 4TH & JUNEAU VIEW SOUTH
A1 -27	3D VIEW - NORTHWEST ENTRANCE VIEW SOUTH
A1 -28	3D VIEW - VIEW FROM 6TH & JUNEAU VIEW SOUTH
A1 -29	ARENA ELEVATION – EAST /4 th STREET
A1 -30	ARENA ELEVATION – NORTH / JUNEAU AVENUE
A1 -31	ARENA ELEVATION – WEST / 6 th STREET
A1 -32	ARENA ELEVATION – SOUTH / HIGHLAND AVENUE
A1 -33	SIGNAGE TYPES
A1 -34	SIGNAGE TYPES
A1 -35	SIGNAGE LOCATION PLAN
A1 -36	SIGNAGE ELEVATION – EAST
A1 -37	SIGNAGE ELEVATION – SOUTH
A1 -38	SIGNAGE ELEVATION – WEST
A1 -39	SIGNAGE ELEVATION – NORTH
A1 -40	ROOF SIGNAGE
A1 -41	FAÇADE FEATURE LIGHTING CONCEPTS - EAST ELEVATION
A1 -42	FAÇADE FEATURE LIGHTING CONCEPTS - WEST ELEVATION
A1 -43	FAÇADE FEATURE LIGHTING CONCEPTS - SOUTH ELEVATION
A1 -44	FAÇADE FEATURE LIGHTING CONCEPTS - NORTH ELEVATION

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.

The Milwaukee Bucks arena development will be located on Block 1 of the arena master plan, and will be a regional attraction and the centerpiece of the master plan development. The arena will be situated in an area known as the McKinley Avenue District in the Park East Redevelopment Plan. The McKinley Avenue District is located on the west side of the Milwaukee River and includes the section of the Park East Freeway corridor between McKinley Avenue to the north, Juneau Avenue to the south, the Milwaukee River to the east and Sixth Street to the west. Much of the land in this district is currently either vacant or used for surface parking. Through the planned redevelopment, McKinley Avenue will become a new gateway to downtown, providing access for both regional and local traffic. Although McKinley Avenue will become the largest east west thoroughfare, Juneau Avenue will continue to be a major arterial street because of its continuity to the lakefront. Sixth Street will also provide an important north to south link from Bronzeville through to the Menomonee River Valley.

Block 1 is bound by West Juneau Avenue to the north, North 4th Street to the east, West Highland Avenue to the south and North 6th Street to the west. The majority of the existing site is currently covered by a surface parking lot a few small scale buildings and the Bradley Center cooling tower. In preparation of construction of the Bucks Arena, the site will be cleared of the surface parking lot and

the small scale buildings. The Bradley Center cooling tower is expected to be temporarily relocated to vacated West Highland Avenue. It will remain in this location until it is removed as part of the Bradley Center demolition that will take place in a future phase of development.

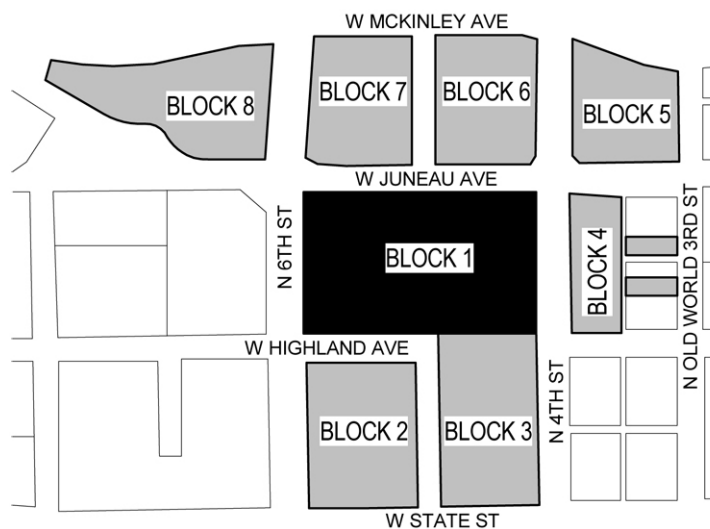
The arena building will cover the majority of the site and will be built to setbacks and designed as described in the DPD Design Standards below.

A skywalk will cross Juneau Avenue and connect the north façade of the Arena to a new parking structure that will be located on Block 7. The skywalk is not part of this DPD submittal and will be reviewed and approved under a separate process; however, the location of the connection point is noted on Sheet A1-30 of the drawing set.

The main entrance, and primary facade of the arena will front 4th Street. A substantial plaza area will be between the property line and the arena to provide gathering space for patrons, and will wrap the site onto West Juneau Avenue. A secondary entrance will be provided on the corner of North 6th Street and West Juneau Avenue. The building will provide a strong presence and user interaction along Juneau Avenue. See the building elevation at West Juneau Avenue for articulation of the general building, sidewalk and street relationship, and the site plan for pedestrian amenities, such as planter boxes and benches. A player parking entrance to an interior parking area will be off 6th Street, and loading docks will be located on the corner of 6th Street and Highland Avenue.

Signage and graphics will be an important part of establishing the presence of this building and having it recognized from a distance in the development. Signage on the building will be of a scale that is appropriate for the building. There will also be multiple ground level signs on Block 1 for building identity and directional purposes. See signage details in Design Principle 8 of the narrative and on Sheet A1-33 through A1-40 in the drawing set.

PHYSICAL DESCRIPTION OF PROPERTY



This Detailed Planned Development for Block 1 will encompass land bound by West Juneau Avenue to the north, North 4th Street to the east, West Highland Avenue to the south and North 6th Street to the west.

See the following drawings for additional detail:

A1 -4 ALTA SURVEY

Block 1 – 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 of Block 1 for the Milwaukee Bucks Arena Detailed Planned Development (DPD). If there are any contradictions between these Principles and the GPD design standards, the DPD design standards will supersede these principles.

1. LAND USES

The following uses will be permitted on Block 1 as indicated in 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.

Use	Arena Block 1
Residential Uses	
Single-family Dwelling	N
Two-family Dwelling	N
Multi-family Dwelling	N
Permanent Supportive Housing	N
Transitional Housing	N
Street Level Residential Use	N
Attached Single-Family Dwelling	N
Live-work Unit	N
Mobile Home	N
Watchman/Service Quarters	N
Family Day Care Home	N
Group Residential Uses	
Rooming House	N
Convent, Rectory, or Monastery	N
Dormitory	N
Fraternity or Sorority	N
Adult Family Home	N
Foster Family Home	N
Small Foster Home	N
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	N
School, Elementary or Secondary	N
College	N
School, Specialty or Personal Instruction	N

Use	Arena Block 1
Community-Serving Uses	
Library	N
Cultural Institution	Y
Community Center	Y (note 2)
Religious Assembly	N
Cemetery or Other Place of Interment	N
Public Safety Facility	N
Correctional Facility	N
Commercial and Office Uses	
General Office	Y
Government Office	N
Bank or Other Financial Institution	N
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	N
Secondhand Store	N
Outdoor Merchandise Sales	Y
Artist Studio	N
Healthcare & Social Assistance Uses	
Medical Office	N
Health Clinic	N
Hospital	N
Medical Research Laboratory	N

Use	Arena Block 1
Medical Service Facility	N
Social Service Facility	N
Emergency Residential Shelter	N
Nursing Home	N
General Service Uses	
Personal Service	N
Business Service	N
Building Maintenance Service	N
Catering Service	N
Funeral Home	N
Laundromat	N
Dry Cleaning Establishment	N
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	N
Repair Facility	N
Body Shop	N
Outdoor Storage	N
Wholesale Facility	N
Motor Vehicle Uses General Motor Vehicle	
Filling Station	N

Use	Arena Block 1
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
Accommodation and Food Service Uses	
Bed and Breakfast	N
Hotel, Commercial	N
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	N
Festival Grounds	N
Recreation Facility, Indoor	Y
Recreation Facility, Outdoor	N
Health Club	N
Sports Facility	Y
Gaming Facility	N
Theater	N

Use	Arena Block 1
Convention and Exposition Center	Y
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	N

Use	Arena Block 1
Alcoholic beverage facility, large	N
Food processing	N
Manufacturing, Light	N
Manufacturing, Heavy	N
Manufacturing, Intense	N
Research and Development	N
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	N
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	Arena Block 1
Live Entertainment Special Event	Y
Note 1:	
The daycare use shall be designed and operated per Wisconsin Administrative Code, Chapter DCF 251. This is the rule that governs Group Child Care and Supervision of 9 or more children for less than 24 hours a day.	
Note 2:	
The arena may function as a Community Center between games and in the off season. Uses related to community services and functions may be provided.	
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 arena will be 6 stories with a maximum height of approximately 127'-0" along W Juneau Ave, N 4th St, and W Highland Ave. A 1 story portion of the building with a minimum height of approximately 17'-0" is located along N 6th Street. The building heights fall within the height range of the GPD standards.

See the following drawings for additional detail:

- A1 -29 ARENA ELEVATION – EAST /4th STREET
- A1 -30 ARENA ELEVATION – NORTH / JUNEAU AVENUE
- A1 -31 ARENA ELEVATION – WEST / 6th STREET
- A1 -32 ARENA ELEVATION – SOUTH / HIGHLAND AVENUE

3. SETBACKS

The building facades fall within the setback ranges that were established in the GPD. See the DPD design standards at the end of this narrative for the building setback ranges

Build out requirements: The facades of the building will be built out to at least the minimum number of stories stated in the site statistics for this block for a minimum of 90% of the building's linear street frontage along North 4th Street, West Juneau Avenue, North 6th Street and West Highland Avenue.

See the following drawings for additional detail:

A1 -5	OVERALL SITE PLAN
A1 -6	ENLARGED SITE PLAN - 6TH & JUNEAU
A1 -7	ENLARGED SITE PLAN - 4TH & JUNEAU
A1 -8	ENLARGED SITE PLAN - 6TH & HIGHLAND
A1 -9	ENLARGED SITE PLAN - 4TH & HIGHLAND

4. BUILDING COMPOSITION

4.1. Street Activation Requirements

At approximately 714,000 GSF, the new Milwaukee Arena will be a significant public building. Due to the presence of a high water table, the arena is placed with the playing floor at grade relative to the main entrance on Fourth Street. With a building of this use, a grade level condition introduces some limitations on ground level perimeter activation percentage due to the significant amount of infrastructure and back-of-house program necessary to operate a large and operationally complex multi-purpose arena. The design team has endeavored to break down building massing and maximize transparency where feasible within the arena budget and internal programmatic realities. Pedestrian realm visual transparency is maximized at high activity zones on the east (main entry / Fourth Street) and eastern half of south (Highland Avenue) sides of the building in response to P.28 of the GPD document. Where required glazing is provided along the ground floor, the area behind the glazing will be an Activating Use as described in the GPD for a minimum of 12 feet in depth. The majority of the remaining ground level perimeter is a low activation zone in nature per p.28 of the GPD document. One exception is the corner of Juneau and Sixth Street which is described in more detail below.

Fourth Street activation includes a 90' tall curtain wall that defines the main entry lobby/atrium, ticket office, secondary lobby and a multi-story Bucks retail store anchoring the corner at Highland. Highland activation is marked by the Bucks retail store, employee lobby and administrative offices. All glazing will meet GPD requirements for transparency and reflectivity.

Loading docks are necessary to service the arena, and will be placed along the western portion of the West Highland façade and south portion of North 6th Street. To meet activation requirements of the GPD, the base wall of patterned brick-faced precast concrete is perforated at multiple points along the western half of Highland by overhead loading dock doors and a drive-through (with overhead door) for truck access to the playing floor.

Sixth Street frontage is a low scale modulated composition of brick faced precast and profile metal panel that define low activation areas including, player/ tour bus/ broadcast TV truck parking and exterior cooling towers. The profile panels are perforated at the cooling towers to enhance air flow

around the towers. The full height of the arena is set almost 100' back from the street wall along Sixth Street.

The gentle arc of the brick faced precast panel base wall along the Juneau Avenue frontage is predominantly low activity zone. However, it is punctuated by egress doors from internal stair cores as well as medium activity zones which include a secondary entrance for valet, VIP and the disabled near the corner of Fourth Street and a second primary arena entrance at the corner of Juneau and Sixth Street. This northwest lobby will capture fans approaching from the north and west as well as patrons that park in the lower levels of the new parking deck across the street. The majority of this entry consists of a transparent storefront glazing system. Patrons outside will see fans circulating vertically to the main concourse of the facility.

See the following drawings for additional detail:

A1 -14	OVERALL SITE CIRCULATION PLAN
A1 -15	NORTH ACTIVATION PLAN-JUNEAU
A1 -24	3D VIEW - EAST PLAZA ON 4TH STREET VIEW WEST
A1 -25	3D VIEW - VIEW FROM HIGHLAND VIEW EAST
A1 -26	3D VIEW - VIEW FROM 4TH & JUNEAU VIEW SOUTH
A1 -27	3D VIEW - NORTHWEST ENTRANCE VIEW SOUTH
A1 -28	3D VIEW - VIEW FROM 6TH & JUNEAU VIEW SOUTH
A1 -29	ARENA ELEVATION – EAST /4 th STREET
A1 -30	ARENA ELEVATION – NORTH / JUNEAU AVENUE
A1 -31	ARENA ELEVATION – WEST / 6 th STREET
A1 -32	ARENA ELEVATION – SOUTH / HIGHLAND AVENUE

4.1.2 Street Activation Uses

The arena has high activation zones at the ground level 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.

Street activation uses are provided as follow:

Fourth Street:

- Main entry lobby
- Secondary entry lobby
- Ticket office lobby
- Bucks retail store

Highland Avenue:

- Bucks retail store
- Employee entrance
- Arena administrative office entry and reception
- Arena administrative offices
- Loading docks
- Food service docks

Sixth Street:

- Public entry lobby

Juneau Avenue:

- Public entry lobby
- Secondary / VIP entry lobby

See the following drawings for additional detail:

A1 -14	OVERALL SITE CIRCULATION PLAN
A1 -15	NORTH ACTIVATION PLAN-JUNEAU
A1 -24	3D VIEW - EAST PLAZA ON 4TH STREET VIEW WEST
A1 -25	3D VIEW - VIEW FROM HIGHLAND VIEW EAST
A1 -26	3D VIEW - VIEW FROM 4TH & JUNEAU VIEW SOUTH
A1 -27	3D VIEW - NORTHWEST ENTRANCE VIEW SOUTH
A1 -28	3D VIEW - VIEW FROM 6TH & JUNEAU VIEW SOUTH
A1 -29	ARENA ELEVATION – EAST /4 th STREET
A1 -30	ARENA ELEVATION – NORTH / JUNEAU AVENUE
A1 -31	ARENA ELEVATION – WEST / 6 th STREET
A1 -32	ARENA ELEVATION – SOUTH / HIGHLAND AVENUE

4.1.3. Entries

Pedestrian entries for events are provided along Fourth Street, Sixth Street and Juneau Avenue. The primary arena entrance is located at mid-block on Fourth Street. This entrance addresses the primary event plaza and future entertainment block to the east and will accommodate the majority of fans for all events including Bucks games, concerts and family shows. A second public entrance at the corner of Sixth and Juneau collects patrons approaching from the northwest and from the new parking deck across Juneau Avenue. A secondary lobby is located at the corner of Fourth and Juneau with entry points on both Juneau and Fourth Street. This entrance serves VIP's, valet parking and the disabled.

Service entries include food service docks and loading dock access doors along the western half of Highland Avenue as well as the truck drive thru bay. The actual loading dock bays are set back significantly inside the building to allow multiple over the road or broadcast trucks to be parked inside in covered non-conditioned space. This is a SIGNIFICANT upgrade over the current condition at the BMO Harris Bradley Center. Utility and trash functions will be fully screened in this area also.

Access to 30 on-site enclosed parking spaces occurs on Sixth Street. These secure spaces are primarily dedicated to Bucks players but the area is designed to be flexible for use by concert tour buses and broadcast truck parking as well.

See the following drawings for additional detail:

A1 -14	OVERALL SITE CIRCULATION PLAN
A1 -15	NORTH ACTIVATION PLAN-JUNEAU
A1 -24	3D VIEW - EAST PLAZA ON 4TH STREET VIEW WEST
A1 -25	3D VIEW - VIEW FROM HIGHLAND VIEW EAST
A1 -26	3D VIEW - VIEW FROM 4TH & JUNEAU VIEW SOUTH
A1 -27	3D VIEW - NORTHWEST ENTRANCE VIEW SOUTH
A1 -28	3D VIEW - VIEW FROM 6TH & JUNEAU VIEW SOUTH
A1 -29	ARENA ELEVATION – EAST /4 th STREET
A1 -30	ARENA ELEVATION – NORTH / JUNEAU AVENUE
A1 -31	ARENA ELEVATION – WEST / 6 th STREET

4.1.4. Materials

The arena exterior will be made of high quality materials to comply with the GPD guidelines.

Materials at the base of the building are as follows:

Fourth Street: Aluminum and glass storefront; aluminum and glass curtain wall; composite metal panel system (architectural framing device at entries and upper curtain wall); profile metal panel system; pre-patina zinc shingles

Highland Avenue: Brick-faced precast; aluminum and glass storefront; composite metal panel system (accent band at brick; metal column covers)

Sixth Street: Brick-faced precast; aluminum and glass storefront (entry); composite metal panel system (accent band at brick and architectural framing device at entry); profile metal panel system; green screen

Juneau Avenue: Brick-faced precast; aluminum and glass storefront (entries); pre-patina zinc shingles; composite metal panel system (entry); profile metal panel system (reveal between arena and lobby)

See the following drawings for additional detail:

A1 -24	3D VIEW - EAST PLAZA ON 4TH STREET VIEW WEST
A1 -25	3D VIEW - VIEW FROM HIGHLAND VIEW EAST
A1 -26	3D VIEW - VIEW FROM 4TH & JUNEAU VIEW SOUTH
A1 -27	3D VIEW - NORTHWEST ENTRANCE VIEW SOUTH
A1 -28	3D VIEW - VIEW FROM 6TH & JUNEAU VIEW SOUTH
A1 -29	ARENA ELEVATION – EAST /4 th STREET
A1 -30	ARENA ELEVATION – NORTH / JUNEAU AVENUE
A1 -31	ARENA ELEVATION – WEST / 6 th STREET
A1 -32	ARENA ELEVATION – SOUTH / HIGHLAND AVENUE

4.1.5. Detailing Enrichments

Fourth Street: Vertical orientation of ground level curtain wall module contrasts horizontal expression of the upper curtain wall; composite metal panel “surrounds” frame entry vestibules in three locations (primary entrance, Bucks retail store, secondary/ VIP entrance). Composite metal panel surround frames upper curtain wall; terrace/ balcony element at upper public club area accents the façade in form and nighttime illumination; zinc shingles wrap fascia and significant soffit extension of the high roof.

Highland Avenue: Patterned brick; expressive V-columns; composite metal panel frame at high curtain wall; ground level storefront; dimensional composite metal panel band at brick; zinc shingles wrap fascia and significant soffit extension of the high roof; ground level planters (bio-retention)

Sixth Street: Patterned brick; dimensional composite metal panel frame at brick and profile metal panel; ground level storefront (entry); green screen and associate ground level planters

Juneau Avenue: Patterned brick; ground level storefront (entries); curved and canted zinc shingle façade, six recessed vertical window ripples accent zinc façade (accented at night); extensive landscaping.

See the following drawings for additional detail:

A1 -24	3D VIEW - EAST PLAZA ON 4TH STREET VIEW WEST
A1 -25	3D VIEW - VIEW FROM HIGHLAND VIEW EAST
A1 -26	3D VIEW - VIEW FROM 4TH & JUNEAU VIEW SOUTH
A1 -27	3D VIEW - NORTHWEST ENTRANCE VIEW SOUTH
A1 -28	3D VIEW - VIEW FROM 6TH & JUNEAU VIEW SOUTH
A1 -29	ARENA ELEVATION – EAST /4 th STREET
A1 -30	ARENA ELEVATION – NORTH / JUNEAU AVENUE
A1 -31	ARENA ELEVATION – WEST / 6 th STREET
A1 -32	ARENA ELEVATION – SOUTH / HIGHLAND AVENUE

4.2 Building Façade Requirements

4.2.1 Building Articulation

Fourth Street: This façade has many planar differences. The predominance of aluminum and glass curtain wall lies in one plane. Various entry vestibules extend significantly outward at the ground level and the protruding frame of the upper fan club and exterior balcony provides a significant and dramatic visual counterpoint to this city-facing facade. Additionally, a 4’ deep metal panel surround frames the curtain wall and defines a change in plane to the profile metal panel field. Finally, the zinc shingle clad high roof extends dramatically over the vertical wall composition.

Highland Avenue: Two different tones of brick form an offset pattern in precast panels at the ground level, punctuated by areas of recessed storefront, a composite metal eyebrow and a series of monumental brick pilasters which form the base for exposed multi-story V-columns extending to the zinc shingled high roof overhang. A 4’ deep composite metal panel surround frames the high curtain wall and offsets to the profile metal panels and integrated louver system at the upper part of the wall. Ground level planters for bio-retention further break down the scale and relief along this façade.

Sixth Street: Two different tones of brick form an offset pattern in precast panels for a portion of the ground level street wall transitioning with a substantial offset to a brick base with a perforated profile metal panel system (for necessary ventilation) as a screen wall to cooling towers and the emergency generator. A composite metal panel frame caps the perforated metal panel wall and enhances the vertical transition between materials. Low planters and green screen provide further articulation and change in plane at brick wall areas. The northwest entry in its ultimate form will provide additional and important pedestrian realm articulation. The primary arena wall sits 100’ back from the street wall and is defined by an insulated metal panel system with articulated joints in a horizontal composition. Two metal panel colors will be used with lighter colored horizontal panels placed in a random pattern to relate to the pattern of the design that is used in the south and east façade glazing. Vertical curtain wall and punched window openings are also integrated where internal program allows. A 4’ deep

composite metal surround frames the metal wall system and provides offset to the high area of profile metal panel. Capping the composition, the high roof forms a substantial zinc shingle clad overhang.

Juneau Avenue: Two different tones of brick form an offset pattern in precast panels at the ground level street wall. Ground level storefront at the two NE entries provides relief as do various sets of egress doors form internal emergency exit stairs. The design of the northwest entrance will offer significant pedestrian realm articulation. A dramatically curved and canted pre-patina zinc shingle façade provides an iconic presence along the Juneau frontage. Shingles are approximately 2' x 12' and arranged in a random running bond pattern that provides a very subtle horizontality of expression. The beauty of form and material in this façade is accented by six recessed vertical window “ripple” accents in the zinc façade. These reveals provide glazing and framed views from each level within and an internal glow at night. Exterior lighting is designed to accentuate the depth of the zinc returns at night.

See the following drawings for additional detail:

A1 -24	3D VIEW - EAST PLAZA ON 4TH STREET VIEW WEST
A1 -25	3D VIEW - VIEW FROM HIGHLAND VIEW EAST
A1 -26	3D VIEW - VIEW FROM 4TH & JUNEAU VIEW SOUTH
A1 -27	3D VIEW - NORTHWEST ENTRANCE VIEW SOUTH
A1 -28	3D VIEW - VIEW FROM 6TH & JUNEAU VIEW SOUTH
A1 -29	ARENA ELEVATION – EAST /4 th STREET
A1 -30	ARENA ELEVATION – NORTH / JUNEAU AVENUE
A1 -31	ARENA ELEVATION – WEST / 6 th STREET
A1 -32	ARENA ELEVATION – SOUTH / HIGHLAND AVENUE

4.2.2 Low Activation /Ground Level Walls

Per the GPD, portions of three sides of the arena are low activation in nature as result of internal programmatic realities of the building type.

Fourth Street: The entire façade is in a high activation zone per the GPD standards.

Highland Avenue: The western portion of the Highland façade meets the requirements of a high activation zone, as does the eastern section. The eastern half of this façade is activated by windows at administrative offices and a full height curtain wall at the Bucks corner retail store. A composite metal panel eyebrow extends between pilasters and covers the top of administrative office glazing. Between these sections, the requirements for low activation are achieved. High quality brick cladding in a two-tone pattern creates relief in the facade and engaged brick pilasters are expressed at every structural bay, forming the base of monumental exposed V-columns above which support the high roof. Brick-clad bio-retention planters stretch the length of the façade, emphasizing pedestrian scale and a defined base. Planters are periodically broken by exit doors from internal stair towers and by overhead doors for truck access to internal loading docks and the playing floor.

Sixth Street: The entire frontage of Sixth Street is low activation, as established in the GPD, with the exception of a second public entrance, which will be glazed, at the corner of Sixth and Juneau. This street frontage is pedestrian scale in nature at just over 20' in height. The bulk of the high arena façade is set almost 100' back from the street, mitigating, if not eliminating, its visual impact at street level. Programmatic functions along Sixth Street include internal loading docks, covered player parking,

ground-mounted cooling towers and the emergency generator. Loading docks are clad in brick. Two colors provide a pattern and are detailed in two different planes. Moving to the north, the full height brick wall gives way to a 4' high durable brick base with a perforated profile metal panel system above. The perforated system provides necessary ventilation for player parking and for the cooling towers and emergency generator. The design of the NW public entrance will incorporate a substantial percentage of glass in keeping with the Fourth Street entrance in a fashion similar to that represented in this document.

Juneau Avenue: A substantial portion of the Juneau façade is low activation, as per the GPD. The gentle arc of the brick faced precast panel base wall along the Juneau Avenue is punctuated by egress doors from internal stair cores, and augmented by medium activity zones, including a secondary entrance (valet, VIP and the disabled) near the corner of Fourth Street and a second public arena entrance at the corner of Juneau and Sixth Street. The NW entry is envisioned as mostly transparent. Patrons outside the arena will see fans circulating vertically to the main concourse of the facility. Brick patterning along the base is expressed in two colors and two different planes and includes vertical stacked bond punctuation between column bays. The height of the brick wall varies with the sloping grade to the west, terminating in the substantial soffit/ overhang of the dramatic pre-patina zinc wall above.

West Juneau Avenue GPD and DPD Street activation linear footage comparison

GPD requirements

Medium activation:	236'-0"
High activation:	0'-0"
<u>Total</u>	<u>236'-0"</u>

118 Linear feet of glazing required

DPD Standards

Medium activation:	130'-0" (40' at west exit, 90' at east entry and exit doors)
High activation:	86'-0" (at northwest entry)
<u>Total</u>	<u>216'-0"</u>

131 Linear feet of glazing provided

As the building design was refined, the DPD activation zones were distributed in slightly different locations than those indicated in the GPD standards. The DPD linear footage of glazing provided is slightly higher than the GPD requirement. An extensive high activation zone was added since the GPD standards were established. This high activation zone will have a higher level of activation than was required. This high activation will improve the overall activation along Juneau and provide an enhanced pedestrian experience that will exceed that which would have been provided with all medium activation as established in the GPD standards.

A public art component is proposed to be placed on a portion of the Juneau Avenue façade, within the central low activation zone. The development team will engage the local artist community to produce a wall art installation that will be placed on the building at the time the arena is constructed. A minor modification to the DPD may be necessary in order to meet the intent of the GPD standards for large venue, low activation zones, if the public art component does not incorporate enough of the ground floor Juneau Avenue façade. When the art component design is further developed, the Development Team will work with DCD staff to determine if there is a need for additional activation components in the low activation zones that are east and west of the central low activation zone that contains the art component.

See the following drawings for additional detail:

A1 -14	OVERALL SITE CIRCULATION PLAN
A1 -15	NORTH ACTIVATION PLAN-JUNEAU
A1 -24	3D VIEW - EAST PLAZA ON 4TH STREET VIEW WEST
A1 -25	3D VIEW - VIEW FROM HIGHLAND VIEW EAST
A1 -26	3D VIEW - VIEW FROM 4TH & JUNEAU VIEW SOUTH
A1 -27	3D VIEW - NORTHWEST ENTRANCE VIEW SOUTH
A1 -28	3D VIEW - VIEW FROM 6TH & JUNEAU VIEW SOUTH
A1 -29	ARENA ELEVATION – EAST /4 th STREET
A1 -30	ARENA ELEVATION – NORTH / JUNEAU AVENUE
A1 -31	ARENA ELEVATION – WEST / 6 th STREET
A1 -32	ARENA ELEVATION – SOUTH / HIGHLAND AVENUE

4.2.3 Alley and Side Facing Walls

The arena has no alley or side wall conditions.

4.2.4 Parking Structure Facade Standards

No Parking Structure Included, Not Applicable

4.2.5 Detailing and Enrichments

The arena includes many unique design features such as the curved roof form with ripples of clear glazing, the “V” columns on the south elevation and the glazed curtain wall on the east elevation. This elevation incorporates various entry vestibules that extend significantly outward at the ground level, and the protruding frame of the upper fan club and exterior balcony provides a significant and dramatic visual counterpoint to this city facing facade. This will provide a connection to the plaza and live block on the east side of the arena. Significant activating uses will be provided in the arena and the live block to provide a fully activated connection.

The parking and trash and utility functions for the building will be contained in a screened area on the west side of the building. This area will be screened with walls that utilize materials and design concepts that are used in the main arena massing.

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

See the following drawings for additional detail:

A1 -14	OVERALL SITE CIRCULATION PLAN
A1 -15	NORTH ACTIVATION PLAN-JUNEAU
A1 -24	3D VIEW - EAST PLAZA ON 4TH STREET VIEW WEST
A1 -25	3D VIEW - VIEW FROM HIGHLAND VIEW EAST
A1 -26	3D VIEW - VIEW FROM 4TH & JUNEAU VIEW SOUTH
A1 -27	3D VIEW - NORTHWEST ENTRANCE VIEW SOUTH
A1 -28	3D VIEW - VIEW FROM 6TH & JUNEAU VIEW SOUTH
A1 -29	ARENA ELEVATION – EAST /4 th STREET
A1 -30	ARENA ELEVATION – NORTH / JUNEAU AVENUE
A1 -31	ARENA ELEVATION – WEST / 6 th STREET
A1 -32	ARENA ELEVATION – SOUTH / HIGHLAND AVENUE

5. Site Features

A comprehensive Site and Landscape Design has been created for the Arena project that follows the GPD standards and compliments the building, creating a cohesive urban attraction in Milwaukee’s downtown. The ground plane incorporates a carefully coordinated mix of concrete, decorative concrete, pavers, and permeable pavers that orchestrate movement and exemplify features of the site. Poured-in-place concrete planters and natural stone slabs provide seating and add a three dimensional interest around the site, as well as contribute to site security. Carefully chosen wood slat benches installed on top of select natural stone slabs and on the side of concrete planters provide warmth in the landscape, a more comfortable seating experience, and mimic the warmth and earth tones of emulated in sections of the building. Gathering spaces are called out to receive focal points, specific details of which are still being determined. The project incorporates green features such as permeable pavement, natural plantings, and storm water management through a bioretention swale.

See the following drawings for additional detail:

A1 -5	OVERALL SITE PLAN
A1 -6	ENLARGED SITE PLAN - 6TH & JUNEAU
A1 -7	ENLARGED SITE PLAN - 4TH & JUNEAU
A1 -8	ENLARGED SITE PLAN - 6TH & HIGHLAND
A1 -9	ENLARGED SITE PLAN - 4TH & HIGHLAND
A1 -16	ENLARGED LANDSCAPE PLAN - 4TH & JUNEAU
A1 -17	ENLARGED LANDSCAPE PLAN - 4TH & HIGHLAND
A1 -18	ENLARGED LANDSCAPE PLAN - 6TH & HIGHLAND
A1 -19	ENLARGED LANDSCAPE PLAN - 6TH & JUNEAU
A1 -20	SITE LANDSCAPE DETAILS

5.1 Bicycle Parking Minimum Requirements

Referencing 3,500 square feet of retail space and 6,500 square feet of office space within the Arena building, the project follows the GPD standards and provides 2 bicycle parking spaces for employees and 2 for visitors for the retail space and 2 bicycle parking spaces for employees and 2 for visitors for the office space, with anticipated location near the retail storefront on the southeast corner of the project. Additional bike parking will be provided throughout the arena development per the GPD standards. The design parameters will be further defined in the DPD standards that will be provided for each future block of development.

See the following drawings for additional detail:

A1 -5	OVERALL SITE PLAN
A1 -6	ENLARGED SITE PLAN - 6TH & JUNEAU
A1 -7	ENLARGED SITE PLAN - 4TH & JUNEAU
A1 -8	ENLARGED SITE PLAN - 6TH & HIGHLAND
A1 -9	ENLARGED SITE PLAN - 4TH & HIGHLAND
A1 -16	ENLARGED LANDSCAPE PLAN - 4TH & JUNEAU
A1 -17	ENLARGED LANDSCAPE PLAN - 4TH & HIGHLAND
A1 -18	ENLARGED LANDSCAPE PLAN - 6TH & HIGHLAND
A1 -19	ENLARGED LANDSCAPE PLAN - 6TH & JUNEAU
A1 -20	SITE LANDSCAPE DETAILS

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. Exterior Site Lighting Standards

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

Fourth Street: Feature lighting focused on the signature elements of the façade; the continuous zinc soffit & the exterior balcony of the upper level public club. Fixtures are coordinated with adjacent building elements to provide a warm glow for the soffit, displaying the warmth and texture of the natural zinc. The roof and soffit surfaces of the balcony space are grazed with color changing fixtures, allowing for the character of the element to adjust for different events. Two multi-head sculptural poles provide diverse, adjustable light possibilities adjacent to the primary arena entry and the surrounding plaza as well. Site and pedestrian lighting is provided with a unique pattern of in-grade lighting, creating a dynamic canopy with users of the plaza as well as trees and other landscape elements. Lighting is further integrated into the base of stone seat walls as well as various planters throughout the plaza to create a diverse light scape.

Highland Avenue: Feature lighting for the façade is provided at the V-shaped columns. Fixtures mounted at their head and base illuminate the columns, popping them out as the internally illuminated, multi-story glass curtain wall rises beyond. The up-lighting also provides a subtle wash on the zinc soffit above, continuing the effect from the Fourth Street façade. Site and sidewalk lighting is provided with a series of free-standing pedestrian scale pole lamps and up-light fixtures integrated into landscape beds. The landscape integrated light also provides some residual lighting effect to highlight the texture of the building detail elements as described in section 4.2.6 above. Office and staff entries are illuminated via soffit and canopy mounted down lights. Similar building mounted fixtures provide secure and appropriate lighting levels at the vehicular and service entries to the west.

Sixth Street: Primary feature lighting is provided at the overhead zinc brow using a similar application as the Fourth Street façade. Additionally, this wall will be highlighted by subtle light emanating from the full-height glazed curtain wall at the north and additional punched openings as described previously. At the street level, up and down lighting is provided at the vegetated screen wall elements to highlight the screens themselves, as well as the texture of the brick façade and profiled metal panel systems beyond. Entry to the onsite parking is illuminated with building mounted down lighting. Pole mounted street lighting will provide additional illumination to the pedestrian realm.

Juneau Avenue: Feature lighting is provided at the glazed ribbons on the north façade. Linear fixtures are integrated into the curtain wall jamb to wash horizontally across the opening. This highlights the warm zinc returns, as well as grazes the gradient frit pattern cast into the glass at the top & bottom of the ribbons themselves. Soffit mounted down lights highlight the public entry at 6th & Juneau. Landscape integral lighting similar to that in the Fourth Street plaza provides visual interest at the pedestrian level.

The color and materials of poles and other light components within the Planned Development district will be compatible and relate to the architectural character of the buildings. Lighting treatments will be used to establish a sense of place and to create visual interest and design continuity within the site. Walkway lighting will be scaled to the pedestrian to emphasize pedestrian activity and provide for safe use of pathways and pedestrian areas. Lighting features will be designed to aid in the geographic

orientation of people. Lighting will also be used to accent landscaped areas, building entrances, special focal points, architectural details, signage or other special site features.

Consistent with s. 295-409 of the Milwaukee Code of Ordinances, the Planned Development district lighting will have cut-off fixtures to ensure lighting levels and glare are controlled so that no light source is visible from an adjoining property or public right of way. Also, the maximum illumination at a property line shall be 5 foot-candles.

See the following drawings for additional detail:

- A1 -21 SITE AREA LIGHTING - PHOTOMETRIC STUDY
- A1 -22 SITE AREA LIGHTING - PRODUCT CUTSHEETS
- A1 -23 SITE LANDSCAPE LIGHTING - LEGEND AND CUTSHEETS
- A1 -41 FAÇADE FEATURE LIGHTING CONCEPTS - EAST ELEVATION
- A1 -42 FAÇADE FEATURE LIGHTING CONCEPTS - WEST ELEVATION
- A1 -43 FAÇADE FEATURE LIGHTING CONCEPTS - SOUTH ELEVATION
- A1 -44 FAÇADE FEATURE LIGHTING CONCEPTS - NORTH ELEVATION

7. Landscaping Standards

A comprehensive Site and Landscape Design has been created for the Arena project that follows the GPD standards and compliments the building, creating a cohesive urban attraction in Milwaukee's downtown. Since no surface parking is provided on the Arena property, proposed landscaping exceeds the GPD requirements. Foundation plantings and raised planters provide greenspace to anchor the building, soften edges, direct pedestrian traffic, and provide texture and color. Natural native and adaptive native plants provide low maintenance, year round interest, and contribute to LEED certification requirements. A portion of storm water management is handled through a naturally vegetated bioretention swale and the overall landscape is designed to provide interest in the ground plane and from the Arena overlooks above.

Required landscaping and perimeter features shall be kept free of refuse and debris. All plant materials shall be maintained on an ongoing basis, including seasonal tree and plant replacement. Established trees shall not be removed and replaced with trees of smaller caliper than when they were planted, even if those trees meet the standards of this subsection.

Prior to issuance of any permit or certificate of occupancy for a use or change of use for which perimeter landscaping and edge treatments are required, a landscaping and screening plan with specifications and an installation schedule shall be submitted to the commissioner for approval.

See the following drawings for additional detail:

- A1 -16 ENLARGED LANDSCAPE PLAN - 4TH & JUNEAU
- A1 -17 ENLARGED LANDSCAPE PLAN - 4TH & HIGHLAND
- A1 -18 ENLARGED LANDSCAPE PLAN - 6TH & HIGHLAND
- A1 -19 ENLARGED LANDSCAPE PLAN - 6TH & JUNEAU
- A1 -20 SITE LANDSCAPE DETAILS

8. Signage

Signage will be a component of the building design and may be incorporated as follows:

East Elevation (Fourth Street): The following types of signs may be provided. See drawing A1-36 for quantity and location of signs.

- Type A1 sign
- Type A1.1 sign
- Type A2 sign
- Type A3 sign
- Type A4 sign
- Type A10 sign
- Type B2 sign
- Type E1 sign

South Elevation (Highland Avenue): The following types of signs may be provided. See drawing A1-37 for quantity and location of signs.

- Type A1 sign
- Type A1.1 sign
- Type A2 sign
- Type A3 sign
- Type A7 sign
- Type B2 sign
- Type E1 sign
- Video Board Display (10'H x 33' W)

West Elevation (Sixth Street): The following types of signs may be provided. See drawing A1-38 for quantity and location of signs.

- Type A1 sign
- Type A1.1 sign
- Type A6 sign
- Type A7 sign
- Type B2 sign
- Transparent Signage Mesh that allows views inward and outward (15'H x 35'W)
- Video Board Display (30'H x 50' W)
- Banner Display (3) 40'H x 25' W

North Elevation (Juneau Avenue): The following types of signs may be provided. See drawing A1-39 for quantity and location of signs.

- Type A1 sign
- Type A1.1 sign
- Type A4 sign
- Type A10 sign

Type B2 sign

Transparent Signage Mesh that allows views inward and outward (15'H x 50'W)

Temporary Perimeter Signage: The following types of signs may be provided. See the designated drawing below for quantity, size and location of signs.

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.

Temporary Construction Signage:

Temporary Construction signage will be design per requirements of Milwaukee Zoning Code, section 295-407. The final location, quantity and size will be determined when the site construction layout is determined. Signage will be reviewed with DCD for final approval.

Signage will be reviewed and approved by DCD staff, provided it is consistent with the standards noted in these DPD standards and drawings A1-33 through A1-40.

See the following drawings for additional detail:

A1 -33	SIGNAGE TYPES
A1 -34	SIGNAGE TYPES
A1 -35	SIGNAGE LOCATION PLAN
A1 -36	SIGNAGE ELEVATION – EAST
A1 -37	SIGNAGE ELEVATION – SOUTH
A1 -38	SIGNAGE ELEVATION – WEST
A1 -39	SIGNAGE ELEVATION – NORTH
A1 -40	ROOF SIGNAGE

Block 1 –DPD Design Standards and Site Statistics		
Design Standard	GPD Design Standards	DPD Design Standards
Building Height	The proposed building will be a maximum of 6 stories (Maximum of 160') and a minimum of 5 stories (Minimum of 120') in height.	The arena will be 6 stories with a maximum of approximately 127'-0" along W Juneau Ave, N 4 th St, and W Highland Ave. a 1 Story portion of the building with a minimum of approximately 17'-0" is located along N 6 th Street. See Design Principle 2– Building Height (page 9).
Façade Requirements	See sheet A110 for location of street activation	The arena has been design to comply with the GPD street activation requirements. See: Design Principle 4.1 – Street Activation Requirements (pages 10-11). Design Principle 4.1.2 – Street Activation Uses (pages 11-12). Design Principle 4.1.3 – Entries (pages 12-13).
Site Statistics		
Gross Land Area (295-907,2,b-1-a)	290,630 sf	290,630 sf
Maximum amount of land covered by principal buildings. (295-907,2,b-1-b)	290,630 sf 100%	242,290 sf 83%
Maximum amount of land devoted to parking, drives and	50,000 sf	28,330 sf 10%

parking structures. (295-907,2,b-1-c)	18%	
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)	0 sf to 60,000 sf 3% to 21% Open spaces will be landscaped per the Urban Planning and Design Principles, Design Principle 7 - Landscape Standards (pages 24-29) and will be maintained by the developer so as not to create a nuisance or hazardous conditions.	45,393 sf 17% Open spaces will be landscaped per the Urban Planning and Design Principles, Design Principle 7 - Landscape Standards (pages 21).
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)	There are no dwelling units proposed for this block. The non-residential square footage will be between 500,000 and 1,700,000 sf. There are no dwelling units proposed for this block.	N/A N/A
Proposed number of buildings. (295-907,2,b-1-f)	There will be one building proposed on this block.	1 building is proposed
Bedrooms per unit. (295-907,2,b-1-h)	There are no dwelling units proposed for this block.	N/A
Parking spaces provided, whether surface or in structures, and ratio	There will be a maximum of 50 enclosed parking	Up to 30 car spaces and 6 broadcast trucks spaces off of N 6 th St.

per unit if residential, or per thousand square feet of building area if non-residential. (295-907,2,b-1-i)	spaces for staff. Parking for patrons will be provided off site.	
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 1 per Design Principle 1 – Land Uses (Pages 5-9).
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 8 (pages 5-23) 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.	1 structure proposed
Setbacks (295-907,3,e)	Minimum setback: 0 feet on all sides of the block, accept the Western edge of 2 feet. Maximum setback: north side of block: 70', east side of block: 90 feet, south side of block: 12 feet, west side of block: 112 feet. See sheet A110 for setbacks.	North setback range: 15'-0" to 77'-0" ; East setback range: 14'-10" to 84'-8"; South setback range: 10'-1" to 15'-3" West setback range: 0'-10" to 5'-6"
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 4.2.6 (page 22).	Screening of dumpsters and utilities is provided via architectural screen walls and landscaping. Screening will be provided that complies with Design Principle 4.2.5 (page 18).

<p>Circulation, Parking and Loading (295-907,3,h)</p>	<p>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. Parking and loading facilities will be located near the uses they support and will be screened and landscaped with high quality materials per these design standards.</p>	<p>Pedestrian sidewalks and access is maintained around the site. Parking is provided on the west side of the building for players and staff. Loading docks and broadcast truck space is located in this area. All functions are screened via architectural screen walls and green screen plantings.</p>
<p>Lighting (295-907,3,j)</p>	<p>See Urban Planning and Design Principles, Design Principle 6 -Exterior Site Lighting Standards (page 23)</p>	<p>Lighting is provided per GPD standards. See Design Principle 6 – Exterior Site Lighting Standards (Pages 20-21)</p>
<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 signage) will be approved as part of the Detailed Planned Development (DPD).</p> <p>The building on this block is a large venue building and therefore the signage will be larger and in proportion with the scale of the building.</p> <p>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 	<p>The arena will have unique signage located on each elevation.</p> <p>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.</p> <p>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.

	<p>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.</p> <ul style="list-style-type: none"> • Awning signs • Canopy Signs • Wall signs • Freestanding signs • Roof signs • Projecting signs • Marquee signs • Off Premise signs (must be attached to building) 	<ul style="list-style-type: none"> • 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><u>See the following drawings</u> A1 -33 through A1-40</p>
--	---	---