



MINOR MODIFICATION TO DETAILED PLAN DEVELOPMENT

BLOCK 4 - MILWAUKEE BUCKS

ENTERTAINMENT BLOCK

NARRATIVE

FILE NUMBER 171111

December 5, 2017

Minor Modification – Owner’s Statement of Intent

PURPOSE

This Minor Modification to the Block 4 Detailed Planned Development is being requested by the Head of the Herd, LLC. This statement, together with the accompanying exhibits and supporting materials, comprises the minor modification to the DPD.

In January 2016, a General Planned Development (GPD) was established for the entire Milwaukee Bucks arena district as File Number 150724. In January 2017, the zoning was changed to a Detailed Planned Development (DPD, File Number 160813) for Block 4 to approve plans for the Entertainment Block. Plans included construction of three multi-story buildings that would face the pedestrian plaza to the west. The DPD was amended in November 2017 as File Number 170900 to include the pedestrian connectors along Old World Third Street as part of the Entertainment Block, and approve plans for the connectors. The CSM for Block 4 is currently being reviewed for revisions/corrections.

Now, the Head of the Herd, LLC is requesting a minor modification to the DPD zoning to approve changes to Building A (the north building) of the Entertainment Block, located at 333 West Juneau Avenue.

SCOPE OF PROPOSED MODIFICATION

The development team has been finalizing the details of Building A and accordingly is requesting approval of modifications to the previously approved building and structure.

The proposed modifications to Building A strengthen the overall design of the Entertainment Block, while maintaining the general character, spirit, and design intent of the previously approved plan. The proposed modifications result not only in a stronger building design, but also improve the experience of pedestrian circulation around the building and in the adjacent public plaza and sidewalks.

These modifications include:

- The number of occupied stories has been reduced to two from four. However, the design maintains height at the Juneau Avenue façade with a glass and steel volume (a “glassy box”) that is three stories in height. This height is also maintained on the building’s other elevations through the use of an exposed steel framework of 3-stories in height.
 - o The floor-to-floor height was increased from 16’-0” to 17’-0”
 - o The overall height has been reduced from 64’-0” to 54’-3” to top of roof
 - o The land coverage of the building has been reduced from 18,750sf to 15,100sf
 - o The gross enclosed area of the building has been reduced from 53,950 sf to 26,130sf
 - o The area of open spaces has been increased as a result of the reduced building footprint.

- The number of anticipated tenants has been reduced from 4 to 2. As a result, the configuration of vertical circulation, exterior openings, and service rooms has been updated.

- The general locations of main entries to the public have been maintained, with two additional public access points added.
 - The general locations of loading and service rooms have been maintained, while the size and configuration has been updated to reflect the current building design.
- The principal structure remains in the same location. The building's architectural character and features have been maintained, but their configuration has been refined.
 - The “glassy box” in the previous design was located in the northwest corner of the building, oriented westward toward the plaza. In the modified design, the “glassy box” remains in the northwest corner of the building, however it is mainly oriented on the north façade of the building allowing the majority of the glass curtain wall expression to activate Juneau Ave. Meanwhile, the glass volume still projects westward maintaining a connection to the plaza
 - The exposed steel structural framework has been maintained, but the configuration has been refined according to the revised building design.
 - The previous design and the modified design both contain outdoor balconies providing views to the rest of the Entertainment Block. The location and footprint of the balconies has been refined according to the modified building design.
- The number and placement of bicycle parking spaces for patrons and employees will follow the GPD (and subsequently DPD) standards based on the uses that will be located within the building, with final placement of the racks being reviewed and approved by City staff. The type of bicycle rack will be consistent with the general provisions of 295-403-4 of the zoning code.
- These modifications are illustrated in the accompanying drawings.