



# MILWAUKEE BUCKS ARENA DEVELOPMENT

## BLOCK 1 - DETAILED PLANNED DEVELOPMENT (DPD)

Exhibit A

File No. 151653

March 17, 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) dated January 12, 2016 bounded by West Juneau Avenue to the north, North 4<sup>th</sup> Street to the east, West Highland Avenue to the south and North 6<sup>th</sup> 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 1 - Owner Statement of Intent
- TAB B**      Block 1 – DPD Design Principles
- TAB C**      Block 1 - DPD Design Standards and Site Statistics

### DRAWING INDEX

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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.

As the project is built, the developers are committed to having a meaningful impact on the Milwaukee community. Opportunities for training and employment will engage many residents during the construction process. It is also a priority to ensure the construction process is done in an environmentally responsible way.

The developers also hope to attract additional local and national investors and developers to the project. The master plan of the development was created in a way that allows many of the structures to be built for a variety of uses and to maximize flexibility to meet future demand, while maintaining the cohesive design vision and sense of community.

The development will be located 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 4<sup>th</sup> Street to the east, West Highland Avenue to the south and North 6<sup>th</sup> 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.

Block 1 of the development will be the location of the Bucks arena which will be a regional attraction and the centerpiece of the development.

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

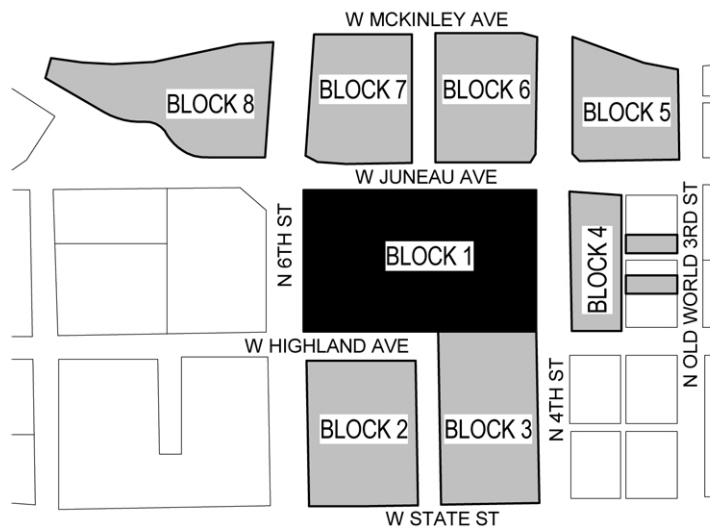
A skywalk will cross Juneau Avenue connect the north façade of the Arena and a new parking structure that will be located on Block 7. The skywalk is not part of this DPD submittal and will be reviewed and approved under a separate process.

The building will be designed per the DPD Design Standards that are established below.

The building will be designed to 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.

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.

### PHYSICAL DESCRIPTION OF PROPERTY



This Detailed Planned Development for Block 1 will encompass land bound by West Juneau Avenue to the north, North 4<sup>th</sup> Street to the east, West Highland Avenue to the south and North 6<sup>th</sup> 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 Block 1 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 USES**

The following uses will be allowed for Block 1 as indicated in the Block 1 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.

| Use                                       | Arena Block 1 |
|---|---------------|
| <b>Residential Uses</b>                   |               |
| 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             |
| <b>Group Residential Uses</b>             |               |
| 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             |
| <b>Educational Uses</b>                   |               |
| Day Care Center                           | N             |
| School, Elementary or Secondary           | N             |
| College                                   | N             |
| School, Specialty or Personal Instruction | N             |

| Use   | Arena Block 1 |
|---|---------------|
| <b>Community-Serving Uses</b>                               |               |
| Library   | N             |
| Cultural Institution  | Y             |
| Community Center  | Y<br>(note 2) |
| Religious Assembly  | N             |
| Cemetery or Other Place of Interment                        | N             |
| Public Safety Facility                                      | N             |
| Correctional Facility                                       | N             |
| <b>Commercial and Office Uses</b>                           |               |
| 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             |
| <b>Healthcare &amp; Social Assistance Uses</b>              |               |
| 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             |
| <b>General Service Uses</b>                     |               |
| 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             |
| <b>Animal Service Uses</b>                      |               |
| Animal Hospital/Clinic                          | N             |
| Animal Boarding Facility                        | N             |
| Animal Grooming or Training Facility            | N             |
| <b>Motor Vehicle Uses Light Motor Vehicle</b>   |               |
| Sales Facility                                  | N             |
| Rental Facility                                 | N             |
| Repair Facility                                 | N             |
| Body Shop                                       | N             |
| Outdoor Storage                                 | N             |
| Wholesale Facility                              | N             |
| <b>Motor Vehicle Uses General Motor Vehicle</b> |               |
| Filling Station                                 | N             |

| Use  | Arena Block 1 |
|--|---------------|
| Car Wash                                       | N             |
| Drive-through Facility                         | N             |
| <b>Motor Vehicle Uses Parking</b>              |               |
| 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             |
| <b>Accomodation and Food Service Uses</b>      |               |
| 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             |
| <b>Entertainment &amp; Recreation Uses</b>     |               |
| 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             |
| <b>Storage, Recycling and Wholesale Trade Uses</b>           |               |
| 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             |
| <b>Storage Facility Uses</b>                                 |               |
| Indoor Storage Facility                                      | N             |
| Outdoor Storage Facility                                     | N             |
| Hazardous Materials  | N             |
| <b>Transportation Uses</b>                                   |               |
| 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             |
| <b>Industrial Uses</b>                                       |               |
| 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             |
| <b>Agricultural Uses</b>                   |               |
| Plant Nursery or Greenhouse                | N             |
| Raising of Crops or Livestock              | N             |
| Community Garden                           | N             |
| Commercial Farming Enterprise              | N             |
| <b>Utility and Public Service Uses</b>     |               |
| 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             |
| <b>Temporary Uses</b>                      |               |
| Seasonal Market                            | Y             |
| Temporary Real Estate Sales Office         | Y             |
| Concrete Batch Plant, Temporary            | Y             |

| Use  | Arena Block 1 |
|--|---------------|
| Live Entertainment Special Event   | Y             |
| <b>Note 1:</b>   |               |
| 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.  |               |
| <b>Note 2:</b>   |               |
| 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.  |               |
| <b>General Notes:</b>  |               |
| <p>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.</p> <p>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.</p> |               |

**2. BUILDING HEIGHT**

The arena will be 6 stories with a maximum of 127'-0" along W Juneau Ave, N 4<sup>th</sup> St, and W Highland Ave. a 1 Story portion of the building with a minimum of 17'-0" is located along N 6<sup>th</sup> Street. The building heights fall within the range of the GPD requirements.

See the following drawings for additional detail:

- A1 -28 ARENA ELEVATIONS - EAST & NORTH
- A1 -29 ARENA ELEVATION - WEST & SOUTH

### 3. SETBACKS

The building facades fall within the 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%.

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 GPOD for a minimum of 12 feet in depth. The majority of the remaining ground level perimeter is 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 DPD requirements for transparency and reflectivity.

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. While currently undergoing design refinement, this entry is envisioned as mostly transparent. 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 -23 | 3D VIEW - EAST PLAZA             |
| A1 -24 | 3D VIEW - VIEW FROM HIGHLAND     |
| A1 -25 | 3D VIEW - VIEW FROM 4TH & JUNEAU |
| A1 -26 | 3D VIEW - NORTHWEST ENTRANCE     |
| A1 -27 | 3D VIEW - VIEW FROM 6TH & JUNEAU |
| A1 -28 | ARENA ELEVATIONS - EAST & NORTH  |
| A1 -29 | ARENA ELEVATION - WEST & SOUTH   |

#### **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. The public uses will be open to the public and will allow people in and out of the building to maximize the street activation.

Street activation uses:

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 -23 | 3D VIEW - EAST PLAZA          |

|        |                                  |
|--------|----------------------------------|
| A1 -24 | 3D VIEW - VIEW FROM HIGHLAND     |
| A1 -25 | 3D VIEW - VIEW FROM 4TH & JUNEAU |
| A1 -26 | 3D VIEW - NORTHWEST ENTRANCE     |
| A1 -27 | 3D VIEW - VIEW FROM 6TH & JUNEAU |
| A1 -28 | ARENA ELEVATIONS - EAST & NORTH  |
| A1 -29 | ARENA ELEVATION - WEST & SOUTH   |

#### 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 -23 | 3D VIEW - EAST PLAZA             |
| A1 -24 | 3D VIEW - VIEW FROM HIGHLAND     |
| A1 -25 | 3D VIEW - VIEW FROM 4TH & JUNEAU |
| A1 -26 | 3D VIEW - NORTHWEST ENTRANCE     |
| A1 -27 | 3D VIEW - VIEW FROM 6TH & JUNEAU |
| A1 -28 | ARENA ELEVATIONS - EAST & NORTH  |
| A1 -29 | ARENA ELEVATION - WEST & SOUTH   |

#### 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 -23 | 3D VIEW - EAST PLAZA             |
| A1 -24 | 3D VIEW - VIEW FROM HIGHLAND     |
| A1 -25 | 3D VIEW - VIEW FROM 4TH & JUNEAU |
| A1 -26 | 3D VIEW - NORTHWEST ENTRANCE     |
| A1 -27 | 3D VIEW - VIEW FROM 6TH & JUNEAU |
| A1 -28 | ARENA ELEVATIONS - EAST & NORTH  |
| A1 -29 | ARENA ELEVATION - WEST & SOUTH   |

#### **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 -23 | 3D VIEW - EAST PLAZA             |
| A1 -24 | 3D VIEW - VIEW FROM HIGHLAND     |
| A1 -25 | 3D VIEW - VIEW FROM 4TH & JUNEAU |
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| A1 -28 | ARENA ELEVATIONS - EAST & NORTH  |
| A1 -29 | ARENA ELEVATION - WEST & SOUTH   |

## 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 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 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, vertical curtain wall and punched window openings 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 to the vertical wall.

*Juneau Avenue:* Once again, 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 ultimate design of the northwest entrance will offer significant pedestrian realm articulation. A dramatically curved and canted zinc shingle façade sits above accented by six recessed vertical window "ripple" accents in the zinc façade. These reveals are accented at night.

See the following drawings for additional detail:

|        |                                  |
|--------|----------------------------------|
| A1 -23 | 3D VIEW - EAST PLAZA             |
| A1 -24 | 3D VIEW - VIEW FROM HIGHLAND     |
| A1 -25 | 3D VIEW - VIEW FROM 4TH & JUNEAU |
| A1 -26 | 3D VIEW - NORTHWEST ENTRANCE     |
| A1 -27 | 3D VIEW - VIEW FROM 6TH & JUNEAU |
| A1 -28 | ARENA ELEVATIONS - EAST & NORTH  |
| A1 -29 | ARENA ELEVATION - WEST & SOUTH   |

#### 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:* High activation zone for full frontage per GPD

*Highland Avenue:* The western portion of the Highland façade meets this definition. 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. 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.

*Sixth Street:* The entire frontage of Sixth Street is low activation per the GPD except at the corner of Sixth and Juneau, location of a second public entrance. 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 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 eventual 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 good portion of the Juneau façade is low activation 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, include 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. While currently undergoing design refinement, this NW entry is envisioned as mostly transparent. Patrons outside 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 columns 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.

See the following drawings for additional detail:

|        |                                  |
|--------|----------------------------------|
| A1 -23 | 3D VIEW - EAST PLAZA             |
| A1 -24 | 3D VIEW - VIEW FROM HIGHLAND     |
| A1 -25 | 3D VIEW - VIEW FROM 4TH & JUNEAU |
| A1 -26 | 3D VIEW - NORTHWEST ENTRANCE     |
| A1 -27 | 3D VIEW - VIEW FROM 6TH & JUNEAU |
| A1 -28 | ARENA ELEVATIONS - EAST & NORTH  |
| A1 -29 | ARENA ELEVATION - WEST & SOUTH   |



### 4.2.3 Alley and Side Facing Walls

The arena has no alley or side wall conditions.

### 4.2.4 Large Format Uses Façade Design

*Fourth Street:* The Fourth Street frontage is predominantly aluminum and glass storefront which defines the monumental entry lobby/ atrium within. This façade has many planar differences. Various ground level entry vestibules extend outward 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, various degrees of glass units with various degrees of ceramic frit are utilized in a random pattern to visually enrich the transparent façade. A 4' deep metal panel surround frames the curtain wall and defines a change in plane to the profile metal panel field between the curtain wall and high roof. 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 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:* 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. A full height curtain wall defines lobby space at every level, nestled between the zinc roof/ wall and the metal panel field. Punched window openings break up the wall 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 to the vertical wall.

*Juneau Avenue:* 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 -14 | OVERALL SITE CIRCULATION PLAN    |
| A1 -23 | 3D VIEW - EAST PLAZA             |
| A1 -24 | 3D VIEW - VIEW FROM HIGHLAND     |
| A1 -25 | 3D VIEW - VIEW FROM 4TH & JUNEAU |
| A1 -26 | 3D VIEW - NORTHWEST ENTRANCE     |
| A1 -27 | 3D VIEW - VIEW FROM 6TH & JUNEAU |
| A1 -28 | ARENA ELEVATIONS - EAST & NORTH  |
| A1 -29 | ARENA ELEVATION - WEST & SOUTH   |

#### 4.2.5 Parking Structure Facade Standards

No Parking Structure Included, Not Applicable

#### 4.2.6. 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 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 utilized 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 -23 | 3D VIEW - EAST PLAZA             |
| A1 -24 | 3D VIEW - VIEW FROM HIGHLAND     |
| A1 -25 | 3D VIEW - VIEW FROM 4TH & JUNEAU |
| A1 -26 | 3D VIEW - NORTHWEST ENTRANCE     |
| A1 -27 | 3D VIEW - VIEW FROM 6TH & JUNEAU |
| A1 -28 | ARENA ELEVATIONS - EAST & NORTH  |
| A1 -29 | ARENA ELEVATION - WEST & SOUTH   |

#### 5. Site Features

A comprehensive Site and Landscape Design has been created for the Arena project that follows the GPD guidelines and compliments the building, creating a cohesive urban attraction in Milwaukee’s downtown. The ground plane incorporates 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 -15 | ENLARGED LANDSCAPE PLAN - 4TH & JUNEAU   |
| A1 -16 | ENLARGED LANDSCAPE PLAN - 4TH & HIGHLAND |
| A1 -17 | ENLARGED LANDSCAPE PLAN - 6TH & HIGHLAND |
| A1 -18 | ENLARGED LANDSCAPE PLAN - 6TH & JUNEAU   |
| A1 -19 | 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.

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 -15 | ENLARGED LANDSCAPE PLAN - 4TH & JUNEAU   |
| A1 -16 | ENLARGED LANDSCAPE PLAN - 4TH & HIGHLAND |
| A1 -17 | ENLARGED LANDSCAPE PLAN - 6TH & HIGHLAND |
| A1 -18 | ENLARGED LANDSCAPE PLAN - 6TH & JUNEAU   |
| A1 -19 | 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. GPD Exterior Site Lighting Standards**

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 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 & texture of the natural zinc. The roof & 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 & the surrounding plaza as well. Site & 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 & 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 & 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 & sidewalk lighting is provided with a series of free-standing pedestrian scale pole lamps & 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. Office & staff entries are illuminated via soffit & canopy mounted down lights. Similar building mounted fixtures provide secure & appropriate lighting levels at the vehicular & 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 & additional punched openings as described previously. At the street level, up & down lighting is provided at the vegetated screen wall elements to highlight the screens themselves, as well as the texture of the brick façade & 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 graze 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 6<sup>th</sup> & 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 -20                    SITE AREA LIGHTING - PHOTOMETRIC STUDY

|        |  |
|--------|--|
| A1 -21 | SITE AREA LIGHTING - PRODUCT CUTSHEETS         |
| A1 -22 | SITE LANDSCAPE LIGHTING - LEGEND AND CUTSHEETS |

## 7. GPD Landscaping Standards

A comprehensive Site and Landscape Design has been created for the Arena project that follows the GPD guidelines 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 -15 | ENLARGED LANDSCAPE PLAN - 4TH & JUNEAU   |
| A1 -16 | ENLARGED LANDSCAPE PLAN - 4TH & HIGHLAND |
| A1 -17 | ENLARGED LANDSCAPE PLAN - 6TH & HIGHLAND |
| A1 -18 | ENLARGED LANDSCAPE PLAN - 6TH & JUNEAU   |
| A1 -19 | SITE LANDSCAPE DETAILS                   |

| 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 127'-0" along W Juneau Ave, N 4 <sup>th</sup> St, and W Highland Ave. a 1 Story portion of the building with a minimum of 17'-0" is located along N 6 <sup>th</sup> Street.<br>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.<br>See:<br>Design Principle 4.1 – Street Activation Requirements (pages 10-11).<br>Design Principle 4.1.2 – Street Activation Uses (pages 11-12).<br>Design Principle 4.1.3 – Entries (page 12). |
| Site Statistics   |  |   |
| Gross Land Area<br>(295-907,2,b-1-a)  | 290,630 sf   | 290,630 sf  |
| Maximum amount of land covered by principal buildings.<br>(295-907,2,b-1-b) | 290,630 sf<br>100%   | 242,290 sf<br>83%   |
| Maximum amount of land devoted to parking, drives and parking structures.   | 50,000 sf<br>18%   | 28,330 sf<br>10%  |

|  |   |   |
|--|---|---|
| (295-907,2,b-1-c)  |   |   |
| Land devoted to landscaped open space and plazas.<br>(295-907,2,b-1-d)<br>Open Space<br>(295-907,3,g)<br>Landscaping<br>(295-907,3,i)  | 0 sf to 60,000 sf<br><br>3% to 21%<br><br>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<br>17%<br><br>Open spaces will be landscaped per the Urban Planning and Design Principles, Design Principle 7 - Landscape Standards (pages 20). |
| Maximum proposed dwelling unit density, if residential, and/or total square footage devoted to non-residential uses.<br>(295-907,2,b-1-e)<br>Maximum number of dwelling units per building.<br>(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.<br><br>There are no dwelling units proposed for this block.   | N/A<br><br>N/A  |
| Proposed number of buildings.<br>(295-907,2,b-1-f)   | There will be one building proposed on this block.  | 1 building is proposed  |
| Bedrooms per unit.<br>(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 per unit if residential, or per thousand square feet of building area if non-residential.<br>(295-907,2,b-1-i) | There will be a maximum of 50 enclosed parking spaces for staff. Parking for patrons will be provided off site.  | 28 car spaces and 6 broadcast trucks spaces off of N 6 <sup>th</sup> St.  |
| Uses<br>(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<br>(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 (pages 5-20) for Design Principles that apply to this block.  |
| Space between structures<br>(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<br>(295-907,3,e)   | Minimum setback: 0 feet on all sides of the block, except the Western edge of 2 feet.<br>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.<br>See sheet A110 for setbacks. | North setback range: 15'-0" to 77'-0" ;<br>East setback range: 14'-10" to 84'-8" ;<br>South setback range: 10'-1" to 15'-3" ;<br>West setback range: 0'-10" to 5'-6"                |
| Screening<br>(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 of dumpsters and utilities is provided via architectural screen walls and landscaping.<br>Screening will be provided that complies with Design Principle 4.2.6 (page 17). |



|   |  |   |
|---|--|---|
|   | screening shall be provided that complies with Design Principle 4.2.6 (page 22).   |   |
| Circulation, Parking and Loading<br>(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. 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. | 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.   |
| Lighting<br>(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 (Pages 19-20)   |
| Utilities<br>(295-907,3,k)                        | All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.  | All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.   |
| Signage<br>(295-907,3,L)                          | Signage Standards (except for temporary signage) will be approved as part of the Detailed Planned Development (DPD).<br><br>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.  | The arena will have unique signage located on each elevation.<br>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.<br>Signage types include: <ul style="list-style-type: none"> <li>• Temporary construction signage.</li> <li>• Temporary Perimeter site signage that will consist of a fabric sign material with graphics designed to obscure the construction activity and enliven the</li> </ul> |

|  |  |   |
|--|--|---|
|  | <p>All signs listed below will be allowed to have changeable messaging, Permitted signs will include:</p> <ul style="list-style-type: none"> <li>• Temporary construction signage.</li> <li>• 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.</li> <li>• Awning signs</li> <li>• Canopy Signs</li> <li>• Wall signs</li> <li>• Freestanding signs</li> <li>• Roof signs</li> <li>• Projecting signs</li> <li>• Marquee signs</li> <li>• Off Premise signs (must be attached to building)</li> </ul> | <p>block. The fabric sign will cover between 50% and 100% of the perimeter construction fence.</p> <ul style="list-style-type: none"> <li>• Wall sign: Internal face lit dimensional letters</li> <li>• Permanent Window sign: Applied glazing film</li> <li>• Off-premise sign: directing traffic ingress and egress</li> <li>• Off-premise sign: Building identification sign near streets.</li> <li>• Off-premise sign: Marquee sign</li> <li>• Canopy Signs</li> <li>• Freestanding signs</li> <li>• Roof signs</li> <li>• Projecting signs</li> </ul> <p><u>See the following drawings</u><br/>A1 -30 SIGNAGE TYPES AND LOCATION</p> |
|--|--|---|