

170900



MILWAUKEE BUCKS
ENTERTAINMENT BLOCK
BLOCK 4 – PUBLIC PLAZA CONNECTORS
DETAILED PLANNED DEVELOPMENT (DPD) NARRATIVE

Exhibit A

File No. 170900

October 2, 2017

DPD INDEX

TAB A

Block 4 – Public Plaza Connectors: Owner Statement of Intent

TAB B

Block 4 – Public Plaza Connectors: DPD Design Principles

TAB C

Block 4 – Public Plaza Connectors: DPD Design Standards and Site Statistics

Block 4 – Public Plaza Connectors: Owner’s Statement of Intent

PURPOSE

The Deer District, LLC requests an amendment to the DPD known as Block 4 – Arena Master Plan (DPD File No. 160813) approved by Common Council on January 18, 2017. The purpose of this amendment is for the parcels of land known as the Block 4 - Public Plaza Connectors, generally bounded by Old World 3rd Street to the east, an alley to the west, 1137 N Old World 3rd Street to the north, and 1113 N Old World 3rd Street to the south, to be added to the boundary of the Block 4 DPD previously approved by Common Council on January 18, 2017. Drawings relating to the region encompassed by the original Block 4 DPD boundary (File No. 160813) remain unchanged.

Furthermore, the Deer District, LLC requests that the zoning for the parcels of land known as Block 4 – Public Plaza Connectors in the General Planned Development (GPD File No. 150724) approved by Common Council on January 19, 2016 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:

DRAWING INDEX

<u>Sheet ID</u>	<u>Sheet Title</u>
A1 - 1	COVER / INDEX
A1 - 2	VICINITY MAP
A1 - 3	ALTA SURVEY
A1 - 4	ALTA SURVEY
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A1 - 14	ELEVATIONS - CANOPY
A1 - 15	SIGNAGE DIAGRAMS
A1 - 16	SIGNAGE TYPES AND GUIDELINES

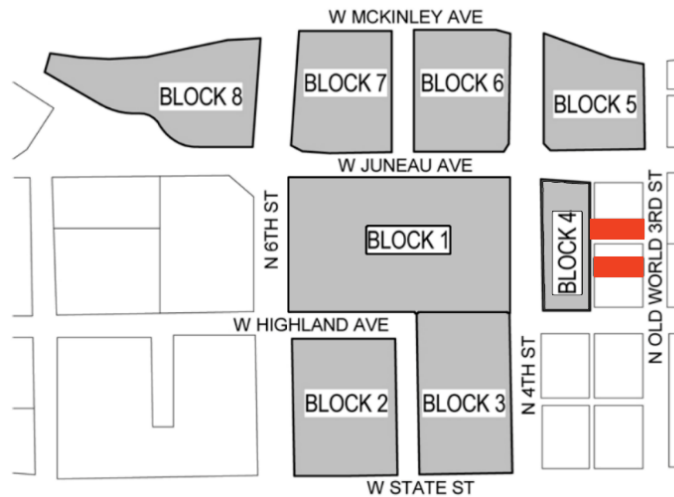
PROJECT DESCRIPTION

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 Block 4 - Public Plaza Connectors are generally bound by Old World 3rd Street to the east, an alley to the west, 1137 N Old World 3rd Street to the north, and 1113 N Old World 3rd Street to the south. These parcels will serve to connect the previously approved Block 4 DPD parcel eastward to Old World 3rd Street, ultimately increasing connectivity between the Milwaukee Bucks Arena, 4th Street Pedestrian Plaza, and the surrounding neighborhood.

In the initial phase of construction, the North Public Plaza Connector will be the location of an overhead canopy structure as well as extensive landscape improvements, and the South Public Plaza Connector will remain in its existing state as a paved lot. In a future phase, buildings are being considered for construction on the parcels.

PHYSICAL DESCRIPTION OF PROPERTY



The Detailed Planned Development for the Block 4 – Public Plaza Connectors will encompass land generally bound by Old World 3rd Street to the east, an alley to the west, 1137 N Old World 3rd Street to the north, and 1113 N Old World 3rd Street to the south.

See the following drawings for additional detail:

- A1 – 2 VICINITY MAP
- A1 – 3 ALTA SURVEY
- A1 – 4 ALTA SURVEY

Potential uses include those as described in the Land Use section of the DPD Design Standard. See Overall Site Plan below:



See the following drawings for additional detail:

A1 - 5 OVERALL SITE PLAN

The North Public Plaza Connector will be the location of outdoor spaces that will provide a connection between the arena and the urban fabric of the neighborhood. The steel canopy structure overhead will strengthen the visual and physical connection. Outdoor activities will provide vitality at street level that will enhance the experience of the users and provide a level of increased safety that is reinforced by the open nature of the plaza and the engagement of users at many venues.

The potential future buildings on the parcels will be designed to provide a strong presence and user interaction at street level, and will be designed to complement the character of the existing historic architecture along North Old World 3rd Street. The buildings will be built to setbacks as described in the GPD Design Standards.

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

Block 4 – DPD Design Principles

DESIGN PRINCIPLES

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

These Principles will be utilized in the Block 4 – Public Plaza Connectors Detailed Planned Development (DPD). If there are any contradictions between these Principles and the GPD design standards, the GPD design standards will supersede these principles.

1. LAND USE

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

See following pages for use tables.

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

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

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

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

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

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

Use	Live Block 4
Live Entertainment Special Event	Y

General Notes:
 Accessory Uses Definition - All other uses that are accessory to the permitted principal uses. All accessory uses are acceptable and permitted.
 All uses that are currently operating within the extents of this General Planned Development (GPD) may continue to operate.
 Temporary Parking Lot Definition - The lot shall be accessory to this GPD and within the GPD boundaries, provided that the parking lot shall only serve the development within the GPD. A plan for the interim landscaping of open lots and duration of this use shall be submitted to the Commissioners of Neighborhood Services, Public Works and Department of City Development for approval prior to issuance of any permits. See the Development Agreement for the duration of the temporary surface parking lot use.

2. BUILDING HEIGHT

The heights of the potential future buildings will fall within the range of the GPD requirements.

3. SETBACKS

The facades of the potential future buildings will fall within the setback ranges established in the GPD.

4. BUILDING COMPOSITION

4.1 Building Base (Ground Floor)

The potential future buildings on the parcels know as Block 4 – Public Plaza Connectors will be a major asset and destination to Milwaukee and the Arena District. The following features meet the street activation requirements:

- Buildings’ masses will be at an appropriate scale and relationship with the street in effort to provide an engaging pedestrian experience.
- Street-level visual transparency will be maximized.
- The North Public Plaza Connector will link the new Arena, Public Plaza, and the previously approved Block 4 buildings to Old World Third Street and to the surrounding neighborhood(s) and to the Downtown central business district.

4.1.2 Street Activation Uses

In the potential future buildings glazing will be provided where required by the GPD along the ground floor, and the area behind the glazing will be a Street Activating Use for a minimum of 12 feet in depth, as required by the GPD.

Possible Street Activating Uses:

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

4.1.3 Entries

In the potential future phase buildings, pedestrian entries for retail and food and beverage spaces will be provided along North Old World 3rd Street.

Service entries for loading, trash removal and food services for future buildings being considered will be fully enclosed. All utility and trash functions will be located out of view and fully screened from neighboring businesses.

4.1.4 Materials

Future Buildings Being Considered:

Buildings will follow the design intent established in the previously approved DPD known as Block 4 – Arena Master Plan (DPD File No. 160813, approved by Common Council on January 18, 2017). The exterior of the potential future buildings will be made of high quality materials to comply with the GPD guidelines.

4.2 BUILDING FAÇADE REQUIRMENTS

4.2.1 Building Articulation

Future Buildings Being Considered:

- Buildings will follow the design intent established in the previously approved DPD known as Block 4 – Arena Master Plan (DPD File No. 160813, approved by Common Council on January 18, 2017).
- For buildings facing Old World 3rd Street, datum lines of neighboring historic buildings will inform the datum lines in the façade articulation of the new buildings.

4.2.2 Low Activation / Ground Level Walls

Not Applicable (All street facing walls are high-activation)

4.2.3 Alley and Side Facing Walls

Buildings will follow the design intent established in the previously approved DPD known as Block 4 – Arena Master Plan (DPD File No. 160813, approved by Common Council on January 18, 2017).

4.2.4 Large Format Uses Façade Design

No large format uses currently anticipated; Not Applicable.

4.2.5 Parking Structure Façade Standards

No Parking Structure Included, Not Applicable.

4.2.6 Detailing and Enrichments

Buildings will follow the design intent established in the previously approved DPD known as Block 4 – Arena Master Plan (DPD File No. 160813, approved by Common Council on January 18, 2017).

5. SITE FEATURES

Site features will follow the design intent established in the previously approved DPD known as Block 4 – Arena Master Plan (DPD File No. 160813, approved by Common Council on January 18, 2017).

See the following drawings for additional detail:

- A1 - 6 ENLARGED SITE LANDSCAPE PLAN – HARDSCAPE
- A1 - 7 ENLARGED SITE LANDSCAPE PLAN – PLANTINGS

5.1 Bicycle Parking Minimum Requirements

Final quantity of bike racks is to be determined in conjunction with the City of Milwaukee based on the approved GPD standards for the uses that will occupy the spaces, once they are known. Final locations and type of bike racks are subject to approval by city staff.

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, limiting views of the staging and enlivening the area with graphics during construction.

6. GPD EXTERIOR SITE LIGHTING STANDARDS

Exterior site lighting standards will follow the design intent established in the previously approved DPD known as Block 4 – Arena Master Plan (DPD File No. 160813, approved by Common Council on January 18, 2017).

See the following drawings for additional detail:

- A1 - 6 ENLARGED SITE LANDSCAPE PLAN - HARDSCAPE
- A1 - 8 OVERALL SITE LIGHTING PLAN - PHOTOMETRICS

7. GPD LANDSCAPING STANDARDS

Landscaping will follow the design intent established in the previously approved DPD known as Block 4 – Arena Master Plan (DPD File No. 160813, approved by Common Council on January 18, 2017).

See the following drawings for additional detail:

- A1 - 6 ENLARGED SITE LANDSCAPE PLAN - HARDSCAPE
- A1 - 7 ENLARGED SITE LANDSCAPE PLAN - PLANTINGS

SIGNAGE

All signs listed below may be allowed to have changeable messaging.

See the following drawings for additional detail:

- A1 - 15 SIGNAGE DIAGRAMS
- A1 - 16 SIGNAGE TYPES AND GUIDELINES

Block 4 – Public Plaza Connectors: DPD Design Standards and Site Statistics

NORTH PUBLIC PLAZA CONNECTOR		
Design Standard	DPD Design Standards – Immediate Planned Use	DPD Design Standards – Future Possible Use
Building Height	N/A	Minimum of 1 story up to a maximum of 4 stories in height, comparable to the adjacent buildings on Old World 3rd Street.
Façade Requirements	N/A	The future phase buildings will be designed to comply with the GPD street activation requirements. See the following Sections: Design Principle 4.1 – Street Activation Requirements Design Principle 4.1.2 – Street Activation Uses Design Principle 4.1.3 – Entries
Gross Land Area (295-907,2,b-1-a)	12,514 sf	12,514 sf
Maximum amount of land covered by principal buildings. (295-907,2,b-1-b)	0sf 0%	Up to 3,129sf Up to 25%
Maximum amount of land devoted to parking, drives and parking structures. (295-907,2,b-1-c)	0sf 0%	0sf 0%
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)	12,514 sf 100% Open spaces will be landscaped per the Urban Planning and Design Principles. Design Principle 7 - Landscape Standards.	Up to 9,385sf Up to 75% Open spaces will be landscaped per the Urban Planning and Design Principles. Design Principle 7 - Landscape Standards.
Maximum proposed dwelling unit density, if residential, and/or total square footage devoted to non-	Maximum total square footage devoted to non-residential uses: 0 sf	Maximum total square footage devoted to non-residential uses: Up to 12,516sf

residential uses. (295-907,2,b-1-e) Maximum number of dwelling units per building. (295-907,2,b-1-g)	N/A	N/A
Proposed number of buildings (295-907,2,b-1-f)	0	Up to 2 buildings
Bedrooms per unit. (295-907,2,b-1-h)	N/A	N/A
Parking spaces provided, whether surface or in structures, and ratio per unit if residential, or per thousand square feet of building area if non-residential. (295-907,2,b-1-i)	N/A	N/A
Uses (295-907,3,a)	Uses as allowed for Block 4 per Design Principle 1 – Land Uses.	Uses as allowed for Block 4 per Design Principle 1 – Land Uses.
Design standards (295-907,3,b)	See Design Principles 1 through 7 for Design Principles that apply to this block.	See Design Principles 1 through 7 for Design Principles that apply to this block.
Space between structures (295-907,3,d)	N/A	North public plaza connector and beer garden to be located between structures.
Setbacks (295-907,3,e)	N/A	North minimum setback: 0'-0" East minimum setback : 0'-0" South minimum setback: 0'-0" West minimum setback: 0'-0"
Screening (295-907,3,f)	Screening of dumpsters and utilities is provided via architectural screen walls and landscaping. Screening will be provided that complies with Design Principle 4.2.6.	Screening of dumpsters and utilities is provided via architectural screen walls and landscaping. Screening will be provided that complies with Design Principle 4.2.6.
Circulation, Parking and Loading (295-907,3,h)	Pedestrian sidewalks and access is maintained around the site. The North Public Plaza connector will also serve as a pedestrian link to Block 4, The 4 th Street Pedestrian Plaza and the new arena. Parking for the site is anticipated to take place on the surrounding streets and in the parking structure on Block 7.	Pedestrian sidewalks and access is maintained around the site. Patron and visitor drop off locations for the site will occur on Old World 3 rd Street. The North Public Plaza connector will also serve as a pedestrian link to the rest of Block 4, The 4 th Street Pedestrian Plaza and the new arena. Parking for the site is anticipated to take place on the surrounding streets and in the parking structure on Block 7.

Lighting (295-907,3,j)	Lighting is provided per GPD standards. See Design Principle 6 – Exterior Site Lighting Standards.	Lighting is provided per GPD standards. See Design Principle 6 – Exterior Site Lighting Standards.
Utilities (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 (295-907,3,L)	<p>The North Public Plaza Connector will have possible tenant signage on each wall elevation, as well as on the overhead canopy structure. Wayfinding will also be throughout the site. All signage will be designed 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. • 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 • Mural signs <p>See the following drawings A1 – 15 SIGNAGE DIAGRAMS; A1 – 16 SIGNAGE TYPES AND GUIDELINES</p>	<p>Any buildings will have tenant signage on each elevation. Wayfinding will also be throughout the site. All signage will be designed 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. • 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 • Mural signs

SOUTH PUBLIC PLAZA CONNECTOR		
Design Standard	DPD Design Standards – Immediate Planned Use	DPD Design Standards – Future Possible Use
Building Height	N/A	Minimum of 1 story up to a maximum of 4 stories in height, comparable to the adjacent buildings on Old World 3rd Street.
Façade Requirements	N/A	The future phase buildings will be designed to comply with the GPD street activation requirements. See the following Sections: Design Principle 4.1 – Street Activation Requirements Design Principle 4.1.2 – Street Activation Uses Design Principle 4.1.3 – Entries
Gross Land Area (295-907,2,b-1-a)	6,842 sf	6,842 sf
Maximum amount of land covered by principal buildings. (295-907,2,b-1-b)	0sf 0%	Up to 6,842sf Up to 100%
Maximum amount of land devoted to parking, drives and parking structures. (295-907,2,b-1-c)	As existing, no change	0sf 0%
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)	As existing, no change	0sf 0% Open spaces will be landscaped per the Urban Planning and Design Principles. Design Principle 7 - Landscape Standards.
Maximum proposed dwelling unit density, if residential, and/or total square footage devoted to non-residential uses. (295-907,2,b-1-e)	Maximum total square footage devoted to non-residential uses: 0 sf	Maximum total square footage devoted to non-residential uses: Up to 27,368sf
Maximum number of dwelling units per building.	N/A	N/A

(295-907,2,b-1-g)		
Proposed number of buildings (295-907,2,b-1-f)	0 buildings	Up to 2 buildings
Bedrooms per unit. (295-907,2,b-1-h)	N/A	N/A
Parking spaces provided, whether surface or in structures, and ratio per unit if residential, or per thousand square feet of building area if non-residential. (295-907,2,b-1-i)	As existing, no change	N/A
Uses (295-907,3,a)	Uses as allowed for Block 4 per Design Principle 1 – Land Uses.	Uses as allowed for Block 4 per Design Principle 1 – Land Uses.
Design standards (295-907,3,b)	See Design Principles 1 through 7 for Design Principles that apply to this block.	See Design Principles 1 through 7 for Design Principles that apply to this block.
Space between structures (295-907,3,d)	N/A	N/A
Setbacks (295-907,3,e)	N/A	North minimum setback: 0'-0" East minimum setback : 0'-0" South minimum setback: 0'-0" West minimum setback: 0'-0"
Screening (295-907,3,f)	Screening of dumpsters and utilities is provided via architectural screen walls and landscaping. Screening will be provided that complies with Design Principle 4.2.6.	Screening of dumpsters and utilities is provided via architectural screen walls and landscaping. Screening will be provided that complies with Design Principle 4.2.6.
Circulation, Parking and Loading (295-907,3,h)	Pedestrian sidewalks and access is maintained around the site. Parking for the site is anticipated to take place on the surrounding streets and in the parking structure on Block 7.	Pedestrian sidewalks and access is maintained around the site. Patron and visitor drop off locations for the site will occur on Old World 3 rd Street. Parking for the site is anticipated to take place on the surrounding streets and in the parking structure on Block 7.
Lighting (295-907,3,j)	Lighting is provided per GPD standards. See Design Principle 6 – Exterior Site Lighting Standards.	Lighting is provided per GPD standards. See Design Principle 6 – Exterior Site Lighting Standards.

<p>Utilities (295-907,3,k)</p>	<p>All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.</p>	<p>All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.</p>
<p>Signage (295-907,3,L)</p>	<p>All signage will be designed per requirements of Milwaukee Zoning Code, section 295-407. All signs listed below may be allowed to have changeable messaging. Signage types include:</p> <ul style="list-style-type: none"> • Temporary construction signage • Temporary Perimeter site signage that will consist of a fabric sign material with graphics designed to obscure the construction activity and enliven the block. The fabric sign will cover between 50% and 100% of the perimeter construction fence. • Wall sign: Internal face lit dimensional letters • 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 • Projecting signs • Mural signs • Parking usage signage 	<p>Any buildings will have tenant signage on each elevation. Wayfinding will also be throughout the site. All signage will be designed per requirements of Milwaukee Zoning Code, section 295-407. All signs listed below may be allowed to have changeable messaging. Signage types include:</p> <ul style="list-style-type: none"> • Temporary construction signage • Temporary Perimeter site signage that will consist of a fabric sign material with graphics designed to obscure the construction activity and enliven the block. The fabric sign will cover between 50% and 100% of the perimeter construction fence. • Wall sign: Internal face lit dimensional letters • Permanent Window sign: Applied glazing film • Off-premise sign: directing traffic ingress and egress • Off-premise sign: Building identification sign near streets. • Off-premise sign: Marquee sign • Canopy Signs • Freestanding signs • Roof signs • Projecting signs • Mural signs