



Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

Lafayette L. Crump
Commissioner

Vanessa L. Koster
Deputy Commissioner

12th Ald. District
Ald. Perez

**CITY PLAN COMMISSION
ZONING REPORT**

Ordinance File No. [220987](#)

Location: 200 East Greenfield Avenue; Freshwater Plaza Lot 4

**Applicant/
Owner:** Redevelopment Authority of the City of Milwaukee (RACM)

**Current
Zoning:** General Planned Development (GPD) known as Freshwater Plaza

**Proposed
Zoning:** 3rd Amendment to the Freshwater Plaza GPD

Proposal: This file relates to the 3rd Amendment to the Freshwater Plaza GPD to update the development standards for future development on Lot 4, within Phase III.

In 2014, a General Planned Development (GPD) was established for Freshwater Plaza and serves as a master zoning plan for phased development of the land within the boundary. The 1st Amendment to the GPD allowed changes to the permitted uses and design standards for Lot 4. The 2nd Amendment to the GPD established a master sign program for the development. Additionally, Detailed Planned Developments (DPD) have been approved for the specific buildings that have been constructed, including a mixed-use residential building, grocery store, retail paint store, and an approved credit union.

This subject site, Lot 4, is currently vacant and owned by the Redevelopment Authority of the City of Milwaukee (RACM). Earlier this year, a Request for Proposals (RFP) was issued for this site, and the purpose of this GPD amendment is to update some of the standards for Lot 4 to facilitate future development. Proposed updates to the GPD include increasing the allowed number of residential units and resetting the approximate square footage allotted to commercial space and on-site parking. Specific details of the future development will be approved as a DPD in the future.

Adjacent Land Use: Properties surrounding the General Planned Development sites include Industrial Office (IO2), Industrial Light (IL2), Industrial Mixed (IM), and Industrial Heavy (IH) zoning designations.

Consistency with Area Plan:

The Freshwater Plaza parcel at 200 E. Greenfield Avenue falls within the Harbor District Water and Land Use Plan (WaLUP) Area. The WaLUP was adopted by the Common Council in February of 2018. This property is located in the First Street sub-area of the Plan (pages 78-84). The WaLUP calls for First Street to be a welcoming entrance to the Harbor District. The WaLUP envisions First Street continuing to develop as a mixed-use urban neighborhood that provides spaces for people to live, work and play. The Freshwater Plaza is already home to the area's first grocery store, new multi-family housing, and retail uses.

The WaLUP notes that changes to the street and built environment along First Street should encourage the transition from an auto-oriented corridor to a more pedestrian friendly walkable urban environment that connects the Third Ward to Bay View. The WaLUP calls for completing the Freshwater Plaza development under Planned Development zoning so that proper design controls remain in place to ensure that the development serves as a gateway to the East Greenfield Avenue area to the east and furthers the goals of the Plan.

The WaLUP calls for building design along South First Street to support pedestrian friendly and transit-oriented development practices, recommending that pedestrian activity and comfort be the highest priority when considering future development. This is also consistent with the City's Equitable Growth Through Transit Oriented Development: A Neighborhood Plan for Walker's Point, which was also adopted in 2018 and recommends additional residential density along the First Street Corridor. The proposed update to the GPD aligns with the recommendations of the Comprehensive Plan.

Previous City Plan Commission

Action:

12/8/2014 – The City Plan Commission recommended approval of the change in zoning from Industrial Office to GPD (fka 1st and Greenfield). ([FN141111](#))

1/22/2018 – The City Plan Commission recommended approval of the First Amendment to the GPD to allow changes to the uses and design standards for Phase III (Lot 4). ([FN171270](#))

6/25/2018 – The City Plan Commission recommended approval of the Second Amendment to the GPD to update signage standards. ([FN180044](#))

Previous Common Council Action:

12/16/2014 – The Common Council approved the change in zoning from Industrial Office to GPD (fka 1st and Greenfield). ([FN141111](#))

2/6/2018 – The Common Council approved the First Amendment to the GPD to

allow changes to the uses and design standards for Phase III (Lot 4). ([FN171270](#))

7/31/2018 – The Common Council approved the Second Amendment to the GPD to update signage standards. ([FN180044](#))

Staff

Recommendation:

Since the proposed changes to Lot 4 will allow more flexibility for the future development of this site, and align with the goals of the Harbor District Water and Land Use Plan and the request for proposals issued by the Dept. of City Development's Real Estate section for the site, staff suggests that the City Plan Commission recommends approval of the subject file.