



**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

June 28, 2024

To the Honorable Members of the  
Zoning, Neighborhoods, and Development Committee  
City of Milwaukee  
City Hall, Room 301-B

Dear Committee Members:

File Nos. 240162 and 230879 relate to Fourth Amendment to the General Planned Development (GPD) known as Freshwater Plaza and the Fourth Amendment to the Detailed Planned Development (DPD) known as 1st and Greenfield (Freshwater Plaza) to allow a Phase 3 mixed-use residential development to occur on Lot 4 of Freshwater Plaza, located at 200 East Greenfield Avenue, on the north side of East Greenfield Avenue, east of South 1st Street, in the 12th Aldermanic District.

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. Subsequently, Detailed Planned Developments (DPD) were approved for the specific buildings that have been constructed, including a mixed-use residential building, grocery store, retail paint store, and a credit union. This subject site, Lot 4, is currently vacant and owned by the Redevelopment Authority of the City of Milwaukee (RACM). A Request for Proposals (RFP) was issued for this site in 2022, and Rule Enterprises, LLC was selected as the developer for a proposal that entails a 5-story building with 140 residential units. The proposal also includes a water feature along Greenfield Avenue, a dog exercise area and accessory parking for the residents, and an approximately 1,500 square foot commercial space on the northwest corner of the building. The DPD approves the project details, and the amended GPD updates the design standards for Lot 4 to align with the project proposal.

The City Plan Commission held a public hearing regarding these files at its regularly scheduled meeting on June 17, 2024. At this time, the applicant team made a presentation on their proposal. There was no public testimony. At the conclusion of the public hearing, the City Plan Commission recommended approval of File No. 240162 (GPD Amendment) and conditional approval of File No. 230879 (DPD Amendment), with the condition being for the applicant to submit revised plans that incorporate the Dept. of Public Works' comments relating to the walkway along the east side of the building and the bridge within the water feature along Greenfield Avenue.

Sincerely,

 for

Lafayette L. Crump  
Executive Secretary  
City Plan Commission of Milwaukee



c: Ald. Pérez