

..Number
171628
..Version
PROPOSED SUBSTITUTE A
..Reference
141113
..Sponsor
THE CHAIR
..Title

Substitute resolution relating to a Minor Modification to the Detailed Planned Development known as 1st and Greenfield (Freshwater Plaza) - Phase 1 to allow window signage within the commercial storefronts of the mixed-use building located on the east side of South 1st Street, north of East Greenfield Avenue, in the 12th Aldermanic District.

..Analysis
This minor modification will increase the amount of window signage for the UPS tenant from 0 percent to 25 percent (the UPS tenant applied for a 75 percent increase) and will add access along South 1st Street. Currently, the tenant spaces are not allowed any window signage. This minor modification will allow up to 25 percent window signage for each tenant space in the mixed-use building.

..Body
Whereas, Section 295-907-2(i) of the Milwaukee Code of Ordinances permits minor modifications to planned developments after approval of the Common Council; and

Whereas, The detailed plan for a planned development ("DPD") known as 1st and Greenfield (Freshwater Plaza) - Phase 1, located on the east side of South 1st Street, north of East Greenfield Avenue, was approved by the Common Council of the City of Milwaukee on December 16, 2014 under File No. 141113; and

Whereas, The minor modification to 1st and Greenfield (Freshwater Plaza) - Phase 1 to permit window signs within the mixed-use building consistent with the general provisions of the zoning code is consistent with the spirit and intent of the approved plan and will not adversely affect the surrounding development, a copy of which is attached to this Common Council File as Alternate Exhibit A (excluding Exhibit A and Exhibit A Continued) which is on file in the office of the City Clerk and made a part as though fully set forth herein; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the minor modification:

1. Is consistent with the spirit and intent of the previously approved DPD.
2. Will not change the general character of the DPD.
3. Will not cause a substantial relocation of principal or accessory structures.
4. Will not cause a substantial relocation or reduction of parking, loading or recreation areas.
5. Will not cause a substantial relocation of traffic facilities.
6. Will not increase the land coverage of buildings and parking areas.

7. Will not increase the gross floor area of buildings or the number of dwelling units.

8. Will not reduce the amount of approved open space, landscaping or screening; and, be it

Further Resolved, That the minor modification (including Alternate Exhibit A and excluding Exhibit A and Exhibit A Continued) is approved in accordance with the Milwaukee Code of Ordinances, Section 295-907-2(i).

..Drafter

DCD:Vanessa.Koster:kdc

03/15/18