



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

NOTICE OF PUBLIC HEARING

**CITY OF MILWAUKEE - City Plan Commission
809 North Broadway
Milwaukee, Wisconsin**

June 5, 2024

PLEASE NOTE: A zoning change is being considered for the property within the boundary shown on the map on the reverse side of this notice. If your property is not within the zoning boundary, then you are receiving this notice because your property address is within 200 feet.

DEAR PERSON OF INTEREST:

The Common Council has referred File Nos. 240162 and 230879 to the City Plan Commission (CPC) for recommendation. These files 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 will approve the project details, and the amended GPD will update the design standards for Lot 4 to align with the project proposal. **Please refer to the reverse side of this notice for map details.**

Date: Monday, June 17, 2024
Time: 1:30 p.m. (Public Hearing scheduled for 1:30 p.m.)
Location: 1st Floor Boardroom – 809 N. Broadway
Virtual meeting access information: See City Plan Commission website at:
<https://city.milwaukee.gov/CPC>.

This meeting will be hosted both in-person and online.



This is a public hearing. Those wishing to provide testimony relating to this matter are encouraged to do so by emailing Planning staff at PlanAdmin@Milwaukee.gov at least one business day prior to the start of the meeting. Those wishing to provide testimony during the meeting will be asked to do so by attending the meeting in person or participating virtually. If you prefer to participate virtually, registration information to join the virtual meeting is available on the City Plan Commission website: <https://city.milwaukee.gov/CPC>. When registering, please indicate whether you may wish to speak during your item of interest so that staff can unmute you during the public testimony portion of the hearing.

Additionally, if possible, this meeting will be streamed live on the City Channel's website (Livestream 1 or 2): <https://city.milwaukee.gov/cityclerk/CityChannel>.

Additional documents for this project are available by clicking on the agenda posted on the City Plan Commission website: <https://city.milwaukee.gov/CPC>. After opening the agenda, click on the link for this item and you will see the available documents listed as "Attachments." For further information, please call the City Plan Commission at (414) 286-5726 and ask for details on file numbers 240162 and 230879, the Freshwater Plaza Planned Development files. If you wish to submit a letter to the commission regarding this proposed rezoning, you may email PlanAdmin@milwaukee.gov.

Sincerely,

 for
Lafayette L. Crump
Executive Secretary
City Plan Commission

