



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**

**November 22, 2022**

***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 No. 220987 to the City Plan Commission (CPC) for recommendation. This file relates to the 3rd Amendment to the General Planned Development (GPD) known as Freshwater Plaza to update the development standards for future Phase III development on Lot 4 of the GPD 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 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. **Please refer to the reverse side of this notice for map details.**

Date: Monday, December 5, 2022  
Time: 1:30 p.m. (Public Hearing scheduled for 1:50 p.m.)  
Location: 1<sup>st</sup> Floor Boardroom – 809 N. Broadway (attendees are advised to wear a mask in the hearing room)

Virtual meeting access information: See City Plan Commission website at:  
<https://city.milwaukee.gov/CPC>.

The City of Milwaukee Health Department has recommended limiting large indoor gatherings and social distancing when possible to limit the spread of COVID-19. This meeting will be hosted both in-person and online to best protect the public health of the community, including meeting participants.



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](mailto: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. Those attending in person are advised to wear a mask and socially distance within the meeting room. 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 number 220987, the Freshwater Plaza zoning file. If you wish to submit a letter to the commission regarding this proposed rezoning, you may email [PlanAdmin@milwaukee.gov](mailto:PlanAdmin@milwaukee.gov).

Sincerely,

 for

Lafayette L. Crump  
Executive Secretary  
City Plan Commission

