



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

Rocky Marcoux
Commissioner
rmarco@milwaukee.gov

Martha L. Brown
Deputy Commissioner
mbrown@milwaukee.gov

January 25, 2018

To the Honorable Members of the
Zoning, Neighborhoods and Development Committee
City of Milwaukee
City Hall, Room 205

Dear Committee Members:

File No. 171270 relates to the change in zoning from a General Planned Development, GPD, known as Freshwater Plaza to Industrial Mixed, IM, for the lot identified as Phase III (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.

This zoning change was initiated by Alderman Perez and would rezone the subject site to IM. In 2014, the zoning of the development site at South 1st Street and East Greenfield Avenue was changed to a General Planned Development (GPD; File No. 141111) after the Dept. of City Development worked closely with stakeholders in this area to formulate a redevelopment vision that took into consideration the goals for the neighborhood. The collective vision for this site was to serve as a gateway to the UWM Freshwater campus and a major point of access to the Harbor District. The zoning for Freshwater Plaza allows for a mix of uses, including the newly constructed Cermak grocery store and mixed-use residential and commercial building, and two outlot sites along S. 1st Street for commercial development. The subject site, Phase III in the GPD zoning, is approved for a 3 to 6 story office building intended to be complementary to the UWM School of Freshwater Sciences.

Alderman Perez directed the Dept. of City Development to rezone the subject site to Industrial Mixed, IM, because there was a proposal develop a one story discount retail store on the site, which is not allowed per the GPD zoning. While the proposed retail use would be permitted under the proposed IM zoning district, the Dept. of City Development feels that changing the zoning of this parcel, which is owned by the Redevelopment Authority of the City of Milwaukee, dramatically alters the original development deal that was approved by the Common Council, and does not represent the highest and best use of the site. Additionally, the single story retail would not be consistent with the Near South Side Comprehensive Plan, Walker's Point Strategic Action Plan, Port of Milwaukee Redevelopment Plan or the Water and Land Use Plan (which is beginning the approval process).

On January 22, 2018, a public hearing was held. At that time, Commissioner Marcoux stated that the department was not supportive of the proposed change in zoning to IM for the above noted reasons; however, he was open to discussing further a proposed development scheme that included multi-story mixed use development. A representative from Wangard Partners stated that they felt retail and other uses aside from office would be appropriate for the site, and that the proposal they envision would include a mix of retail on the first floor and residences on the upper floors. Alderman Perez stated that he understood that the original GPD zoning noted office for the Phase III development, but his constituents want additional retail on the site. During the public hearing, both Commissioner Marcoux and the representative from Wangard Partners agreed to discuss the item further and see if a compromise could be reached. The City Plan Commission at its regular meeting on January 22, 2018 recommended that the file be Placed on File, with a vote of two in favor of the motion, two abstaining, and one voting against the motion.



Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Perez