



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

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

Dear Committee Members:

File No. 170499 relates to the Second Amendment to the Detailed Planned Development (DPD) known as 1st and Greenfield - Phase 1 to permit Phase 2 development on the north outlot of the development site located on the north side of East Greenfield Avenue, east of South 1st Street, in the 12th Aldermanic District.

This amendment was requested by Wangard Partners, Inc. and will permit Phase 2 development on the site, which includes commercial development on the north outlot along South 1st Street. In 2014, a General Planned Development (GPD) was approved that established zoning requirements for the multi-phase mixed use commercial development. Additionally, a Detailed Planned Development was approved and a Cermak grocery store and mixed use residential apartment building have been constructed. Overall, this proposal is consistent with the GPD requirements relative to use, building placement and building design requirements. This amendment will permit construction of a one-story, approximately 3,600 square foot general retail store on the southwest corner of the site located at 1212 South 1st Street, with surface parking to the north and east of the building. The proposed tenant is Sherwin-Williams. The building materials include masonry, metal, and concrete. Additionally, a monument sign identifying the entire Freshwater Plaza development will be placed on the northwest corner of the site.

On October 2, 2017, a public hearing was held and at that time, Alderman Perez spoke in support of the proposal. Commissioner Gould suggested that the north elevation be further refined for the portion of wall that is blank by adding clerestory windows or additional building material articulation. Alderman Perez supported Commissioner Gould's friendly suggestion. Since the proposed amendment to the DPD zoning is generally consistent with the previously approved GPD and the recommendations of the Southeast Side Comprehensive Area Plan, the City Plan Commission recommended at its regular meeting on October 2, 2017 recommended approval of the subject file conditioned on submitting final exhibits that incorporate staff comments including, but not limited to: setbacks, bicycle parking, glazing and signage.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Perez

