



# City of Milwaukee

809 N. Broadway, 1st Floor  
Boardroom  
Milwaukee, WI 53202

## Meeting Minutes

### CITY PLAN COMMISSION

*PATRICIA NAJERA, CHAIR*  
*Larri Sue Jacquart, Vice Chair*  
*Whitney Gould, Stephanie Bloomingdale, Joaquin Altoro,*  
*Preston Cole and Darryl Johnson*

*Chris Lee, Staff Assistant, 286-2232, clee@milwaukee.gov*

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Monday, June 25, 2018

1:30 PM

809 N Broadway, First Floor Boardroom

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Meeting convened at 1:30 p.m.

**Present:** 4 - Altoro, Najera, Cole, Gould

**Excused:** 3 - Johnson, Jacquart, Bloomingdale

**Individual also present:**

*Vanessa Koster, Dept. of City Development Planning Division*

**1. Review and approval of the previous meeting minutes from June 4, 2018.**

*Member Cole moved approval, seconded by member Gould, of the meeting minutes from June 4, 2018. There was no objection.*

**Zoning - Public Hearing 1:30 P.M.**

- 2. [180044](#)** An ordinance relating to the 2nd Amendment to the General Planned Development, GPD, known as Freshwater Plaza to update the signage standards for the development site located on the north side of East Greenfield Avenue, east of South 1st Street, in the 12th Aldermanic District.

**Sponsors:** THE CHAIR

*Individual appearing:*  
*Mark Lake, Wangard Partners, Inc.*

*Member Cole moved conditional approval, seconded by member Gould. (Prevailed 3-1)*

*Conditions: Applicant submittal of final exhibits including but not limited to:*

- 1. Revising Sign B to be not more than 17 feet in height.*
- 2. Revising the tenant face plates for Signs B and C to have routed letters, consistent with Type A signage.*
- 3. Clarifying the projecting sign section of the narrative.*

4. Clarifying signage standards for the south outlot along South 1st Street.
5. Clarifying notes in the narrative with respect to the "manager" sign-off of particular signage types.

**A motion was made by Preston Cole, seconded by Whitney Gould, that this Ordinance be RECOMMENDED FOR PASSAGE AND ASSIGNED to the ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE . This motion PREVAILED by the following vote:**

**Aye:** 3 - Altoro, Najera, and Cole

**No:** 1 - Gould

**Excused:** 3 - Johnson, Jacquart, and Bloomingdale

### Zoning

3. [180385](#) Resolution approving an elevated wood deck on the west (river-facing) facade of a building located at 1665 North Water Street, on the east side of the Milwaukee River, relative to the Riverwalk Site Plan Review Overlay Zone established by Section 295-91.0021 of the former Milwaukee Code of Ordinances, in the 3rd Aldermanic District

**Sponsors:** THE CHAIR

*Individual appearing:*  
*Dan Beyer, Dan Beyer Architects*

*Member Gould moved approval, seconded by member Altoro. (Prevailed 3-0-1)*

**A motion was made by Whitney Gould, seconded by Joaquin Altoro, that this Plan Commission Resolution be APPROVED. This motion PREVAILED by the following vote:**

**Aye:** 3 - Altoro, Najera, and Gould

**No:** 0

**Excused:** 3 - Johnson, Jacquart, and Bloomingdale

**Abstain:** 1 - Cole

**Meeting adjourned at 2:12 p.m.**

**Chris Lee, Staff Assistant  
Council Records Section  
City Clerk's Office**

**This meeting can be viewed in its entirety through the City's Legislative Research Center at <http://milwaukee.legistar.com/calendar>.**