

Exhibit A
File No. 240162
4th Amendment to the General Planned Development
known as Freshwater Plaza
May 13, 2024

Previous File History

The Freshwater Plaza General Planned Development (GPD) was established by the Common Council in 2014 as File No. [141111](#). The GPD serves as a master zoning guide for the land within the boundary and regulates, among other things, allowable uses and general building standards for the phased development of Freshwater Plaza. The GPD has been amended as follows:

- File No. [171270](#) – 1st Amend. to GPD – changed use and design standards for future development on the lot identified as Phase 3 (Lot 4) of the GPD, located at 200 E. Greenfield Av.
- File No. [180044](#) – 2nd Amend. to GPD – updated the signage standards.
- File No. [220987](#) – 3rd Amend. to GPD – updated the development standards for future Phase 3 (Lot 4) development of the GPD, located at 200 E. Greenfield Av.

Detailed Planned Developments (DPDs) have been established for Phase 1 (grocery store and mixed-use residential building) and Phase 2 (retail paint store and credit union along S. 1st St). Along with this GPD amendment, a DPD (File No. [230879](#)) is also being considered for approval of the project specifics for 200 E. Greenfield Av, which is the 3rd and final phase of the Freshwater Plaza Development. The development consists of a 5-story, 140-unit residential building with one commercial tenant space and a public plaza.

GPD Amendment Summary

This 4th Amendment to the GPD relates to the building and site design standards for Phase 3 (Lot 4) , 200 E. Greenfield Av. This file includes all relevant standards for Phase 3 (Lot 4) from the original GPD and 3 previous amendments, as well as standards that will be updated as part of this file. All previously approved standards for the other phases within Freshwater Plaza remain valid and unchanged by this amendment. An amendment to the GPD as it relates to the Phase 3 (Lot 4) standards is necessary for the development proposal to align with the zoning rules. A summary of the updated standards includes:

- 1. Maximum front setback – Greenfield frontage:**
 - a. GPD required: 50' maximum setback from property line
 - b. Amended: 65' setback from property line. For the building approved by File No. 230879, the setback varies from 58' to 64.5'.
- 2. Maximum front setback – Barclay frontage (note: property line goes to centerline of vacated Barclay Street. Setback is measured by the existing sidewalk):**
 - a. GPD required: 5' maximum setback from sidewalk
 - b. Amended: Portions of the building that are counted toward the minimum buildout will maintain the 5' maximum setback from the sidewalk. For the building approved by File No. 230879, the endcaps of the building along Barclay will maintain the 5' maximum setback from the sidewalk. Setback may be up to 35' in the inset/courtyard areas.
- 3. Minimum percentage of glazing - Greenfield frontage:**
 - a. GPD required: 60%

- b. Amended: 50%

4. Minimum percentage of glazing - Barclay frontage:

- a. GPD required: 60%
- b. Amended: The portions of the building that are counted toward the minimum buildout will collectively have a minimum 50% glazing. For the building approved by File No. 230879, the minimum glazing for the entire frontage will be 25%, inclusive of frosted glass. The two endcap sections of the building that meet the minimum setback along Barclay will collectively have a minimum 50%.

5. Minimum buildout along street/access drive – Barclay frontage:

- a. GPD required: 80%
- b. Amended: 50%. The total frontage calculation is adjusted to account for the allowable north and south setbacks in proximity to the overall length of the site.

For the building approved by File No. 230879 only, the adjusted eligible frontage includes the two endcaps of the building on the north and south ends along Barclay, which constitutes a 51% buildout. The middle section of the Barclay frontage is set back approximately 35' from the sidewalk and is not eligible.

6. General use and design standards:

- a. Use: Added accessory parking lot as an allowable use.
- b. Sustainability: Removed requirement for green roof and added allowance for solar panels in lieu of this feature.
- c. Height: Changed minimum building height along Greenfield Av. and vacated Barclay from 66' to 64' and removed reference to lower scale retail buildings that are no longer relevant and a carry-over from past proposals.
- d. Building façade design: Clarified expectations for a well-designed façade including articulation and depth.
- e. Updated District Standards table to clarify intent and expectations for baseline treatments, and removed items that were specific to past proposals and are no longer relevant.

7. Site statistics:

- a. Updated lot area to reflect accurate square footage based on survey.
- b. Max. amount of land covered by principal buildings (approx.):
 - i. GPD required: 57,156 sf; 64%
 - ii. Amended: 59,000 sf; 65% (technical adjustment to align with updated lot area and round off the percentage)
- c. Max. amount of land devoted to parking, drives and parking structures (approx.):
 - i. GPD required: 17,021 sf; 20%
 - ii. Amended: 37,000 sf; 42%
- d. Min. amount of land devoted to landscaped open space (approx.):
 - i. GPD required: 16,311 sf; 19%
 - ii. Amended: 18,000 sf; 20% (technical adjustment to align with updated lot area and round off the percentage)

Design Standards:

Site Design and Placement Standards:

1. Setbacks: Along Greenfield Avenue, the side street setback shall not be greater than approximately 65 feet from the property line to allow the water feature and accommodate the WE Energies steam utility easement. The front setback along vacated Barclay will be approximately 5 feet from the sidewalk for the portions of the building that front the street. The portion of building that is inset along Barclay may exceed this as shown in the DPD exhibits.
2. Street edge build-out: Subtracting access points, north setback, and south setback, the minimum amount of street edge build-out along vacated Barclay is 50%. Subtracting the west sidewalk setback, the minimum amount of street edge build-out along Greenfield Av. is 70%. Substantial and well-designed site elements, such as landscaping and decorative fencing with masonry piers, must be utilized along portions of the site that are inset along vacated Barclay.
3. Where a lot is adjacent to a public sidewalk, each principal building on the lot shall be served by a clearly identifiable walkway leading from the public sidewalk to the entrance to the building. The presence of an access drive does not fulfill this requirement. All pedestrian walkways shall be paved with non-asphalt materials. All required pedestrian access ways shall be at least 5' wide.
4. Provide direct, continuous, safe and accessible pedestrian walkways between public sidewalks, bike trails and public transportation stops and entrances.

Building Design Standards:

1. Height: Minimum building height along Greenfield Av. and vacated Barclay is approximately 64 feet, measured to the top of parapet.
2. Building shall face the public streets and access drives, having main entrances and windows along the front building facades. Blank walls and lack of, or locked doors are prohibited.
3. Building facades adjacent to public streets shall be modulated with a combination of three or more of the following: articulated bays, windows, openings, awnings, varying color and texture, and coordinated landscaping and/or other architectural detailing. Building facades cannot be flat and must have sufficient depth to provide shadow lines. There shall be a change in plane where two different materials meet on the façade.
4. Façade materials: High quality building materials, such as masonry, metal, glass and stone should be utilized. Exterior finish systems such as EIFS shall not exceed 30% of the exterior wall area and shall not be used on the base of the building (from the ground to the first 6 feet). Vinyl siding is prohibited.

5. Special features at S. 1st Street and vacated Barclay access drive: The portion of building located at the intersection to the development area shall have the most significant corner treatments. Articulate the corner or visual termination on a building at the identified special corner or street end visual termination through the use of elements such as larger windows, extruded elements and/or high quality building materials such as masonry.
6. Glazing along Greenfield Av. and vacated Barclay Street frontages:
 - a. Minimum glazed area along Greenfield Av. is 50%.
 - b. Minimum glazed area along vacated Barclay St. is 25% for a building that has a significant portion inset along the frontage. The portions of building meeting the build-out requirement must have a combined minimum glazed area of 50%. This may include modest amounts of frosted glass as approved by City Staff.
 - c. Minimum glazing zone height is 6'.
 - d. Maximum height of glazing zone sill is 2' – 6".
 - e. Glass in windows or doors used to meet the glazing requirement shall not obscure clear vision and shall transmit at least 65% of visible daylight (visible transmittance greater than or equal to 0.65), regardless of whether the glass is tinted internally or applied with a film. Spectrally selective low-e coatings can meet this requirement. Translucent film may not be applied to the area of required glazing, except that it may be applied below a dining counter mounted along a window, not more than 42" above the floor. Glazing alternatives may be available if determined appropriate by City Staff; see s. 295-605-2.i.3 of the zoning code.
 - f. Interior spaces behind glazing that is required to meet the minimum percentage shall be occupied by street-activating uses areas to a minimum depth of 12'. This requirement shall not apply to areas occupied by permitted dwelling units. Interior walls parallel to glazing greater than the minimum amount required shall not be less than 6' from the plane of the glazing.
7. Every new building shall have a primary entrance door on the front façade. A primary entrance door shall not be required on the front façade if there is a primary entrance door on a side façade that is within 20' of the front façade.
8. The amount of commercial space provided within the building will be determined as part of the DPD.

District Standards (s. 295-907):

Proposed uses:	<p>Multi-family residential, parking structure accessory use, parking lot accessory use, artist studio, general office, governmental office, bank or other financial institution, general retail establishment, research and development, tavern, brewpub, restaurant without drive-through facility, personal service, business service, catering service, health club, and all uses accessory or ancillary to these uses.</p> <p>For the building approved by File No. 230879, a Social Service use may be allowed within the commercial space of the building subject to a minor modification to the DPD.</p>
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GPD Owner's Written Narrative

Density (sq. ft. of lot area/dwelling unit):	Up to approximately 600 square feet of lot area per dwelling unit (approx. 150 units)
Space between structures:	N/A. 1 building allowed.
Anticipated setbacks (approximately):	<p>North: 35' anticipated minimum to accommodate access drive and buffer to bike trail connection</p> <p>South (Greenfield Av.): Up to 65' maximum</p> <p>East: Up to approx. 80' maximum to accommodate a double-loaded parking lot</p> <p>West (vacated Barclay St. – measured from sidewalk): 5'; may have areas that are inset farther</p>
Screening:	Utilitarian objects and mechanical units visible from public streets shall be properly screened. The zoning code standards for screening of objects and other elements shall be used as a baseline for any necessary screening. Details will be provided in the DPD exhibits.
Open space:	Open spaces shall be designed appropriately based on the intended use and the purpose they will serve. Details will be provided in the DPD exhibits.
Circulation, parking and loading:	<p>Pedestrian access: See design standards above.</p> <p>Automobile access and parking: Vehicular access and parking locations will be set by the DPD. All parking shall be sufficiently screened from public streets and access roads.</p> <p>Bicycle parking: Shall comply with s. 295-404 of the zoning code.</p> <p>Loading: Loading for activities such as resident move in/outs, deliveries for residents and commercial tenants, and waste management will be provided in the DPD exhibits.</p>
General landscaping standards for all buffers and parking lots:	<p>A detailed landscape plan will be provided in the DPD exhibits. The zoning code landscape standards shall be used as a baseline for the adjacent use or buffer treatment.</p> <p>All required vegetation shall be of a quality consistent with the standards of the American association of nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis, including seasonal tree and plant replacement.</p>

GPD Owner's Written Narrative

	The existing site or interim condition must be maintained in an orderly fashion consistent with the zoning standards of the site prior to rezoning to GPD, including all existing turf and landscaping, until such time that future development occurs.
Lighting:	Lighting shall comply with s. 295-409 of the zoning code. Lighting details will be provided in the DPD exhibits.
Anticipated signs (type, square footage, quantity and placement):	<p>DPD for Phase 3 (Lot 4) prescribes the allowable signage. However, any future changes to the signage, i.e. tenant changes, must either conform to the current DPD or the sign standards noted in the 2nd Amend. to the GPD (FN 180044).</p> <p>Minor variations to the signage may be necessary based on tenant needs and will be submitted for review and approval by City Staff prior to the issuance of signage permits.</p> <p>All site signage will be in accordance with the City of Milwaukee Code of Ordinances (Table 295-605-5 LB) unless otherwise modified and noted in the 2nd Amend. to GPD.</p>

Site Statistics:

Gross land area:	90,588 sf
Maximum amount of land covered by principal buildings (approx.):	Sq. ft.: 59,000 % of site: 65%
Maximum amount of land devoted to parking, drives and parking structures (approx.):	Sq. ft.: 37,000 % of site: 42%
Minimum amount of land devoted to landscaped open space (approx.):	Sq. ft.: 18,000 sf % of site: 20%
Max proposed dwelling unit density (lot area per dwelling unit):	150 603 sf of lot area/dwelling unit
Proposed number of buildings:	1
Bedrooms per unit (estimated):	Mix of 1, 2 and 3 bedroom units (final unit mix will be determined as part of the DPD)

GPD Owner's Written Narrative

Parking spaces provided (approx):	<p>Automobile spaces: Anticipated to include a mix of interior and exterior parking spaces (approx. 45 interior and 60 exterior parking spaces for the max 150 residential units; exterior parking will be screened by building).</p> <p>Bicycle spaces: Number, placement, and type of bicycle parking shall follow the provisions of the zoning code (s. 295-404).</p> <p>Final parking numbers and ratios will be set by the DPD.</p>
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