



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

**Rocky Marcoux**  
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Deputy Commissioner  
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February 15, 2019

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

Dear Committee Members:

File No. 180435 relates to the third amendment to the Detailed Planned Development (DPD) known as 1st and Greenfield (Freshwater Plaza) - Phase 1 to permit the second part of Phase 2 development on the south outlot of the development site located on the east side of South 1st Street, north of East Greenfield Avenue, in the 12th Aldermanic District.

In 2014, a General Planned Development (GPD) was approved that established zoning requirements for the multi-phase mixed use commercial development. Additionally, a DPD was approved and a Cermak grocery store and mixed use residential apartment building have been constructed. In 2017, a Sherwin Williams general retail establishment was approved and constructed on the north outlot.

This amendment will permit construction of a one-story, 3,693 square foot financial institution on the south outlot in accordance with the phase 2 development of the DPD. Per the GPD, a financial institution is an allowed use on the phase 2 Lot 2 outlots. The proposed tenant is Summit Credit Union. A surface parking lot is proposed to the south and east of the primary building which is orientated with its long axis along South 1st and includes two drive-through teller aisles and one drive-through ATM aisle on the east side of the building. The building materials generally include Endicott Mangesese Ironspot brick, silver metallic ribbed metal panel, and aluminum storefront systems in a clear anodized aluminum finish.

On February 11, 2019, a public hearing was held and at that time architect Austen Conrad spoke about the proposal. Since the proposed DPD amendment is consistent with the GPD zoning use and design standards, the City Plan Commission, at its regular meeting on February 13, 2019, recommended approval of the subject file conditioned on incorporating staff comments into the final drawing set, including but not limited to the sidewalk condition as it crosses the drive approach at the access drive, providing a cross section of the low landscape wall on the southwest corner of the site and adding a concrete cap, and providing a glazing sample to ensure that the glass meets the transparency level required by the GPD.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Perez

