



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

Lafayette L. Crump
Commissioner

Sam Leichtling
Deputy Commissioner

Ald. Bauman
4th Ald. District

CITY PLAN COMMISSION
ZONING REPORT

File No: [241871](#)

Location: 711 E. Kilbourn Avenue, on the south side of E. Kilbourn Avenue, east of N. Van Buren Street

Applicant/Owner: New Land Enterprises (owner and applicant)

Current Zoning: General Planned Development (GPD) known as Bookends

Proposed Zoning: 2nd Amendment to GPD

Proposal: In 2008, a General Planned Development (GPD) was established for 700 and 711 E. Kilbourn Avenue, and 822 N. Van Buren Street. This GPD contemplated two mixed-use residential buildings on the subject sites. The GPD was amended in 2014 to remove 700 E. Kilbourn Avenue from the GPD boundary. That site was subsequently rezoned to a Detailed Planned Development (DPD) and has been developed as a mixed-use building known as Ascent. Within the GPD boundary, 711 E. Kilbourn Avenue remains vacant and 822 N. Van Buren Street continues to be used as a surface parking lot. This file relates to the 2nd Amendment to the GPD to allow a community garden as an interim use on the property located at 711 E. Kilbourn Avenue. No changes are proposed for 822 N. Van Buren Street as part of this file, and all other aspects of the previously approved GPD zoning remain in place.

For the community garden, raised planter beds will be added to the existing gravel surface. The garden programming, maintenance, and access will be managed by New Land Enterprises (NLE), who owns and manages two nearby mixed-use residential properties, Ascent and Nova. The garden would be a temporary installation for 5 years or until such time the parcel is suitable for development.

The garden will be open to use by the public from 8:00 am to dusk. Anticipated users of the community garden are nearby residents and possibly neighborhood restaurants. Small metal or wooden planter signs will be posted giving instructions on how to apply for garden access. No other signage is planned.

Water will be provided by NLE. No electricity or fencing is planned at this site. Should electricity or fencing become required to operate or maintain the garden, NLE will submit the plans to DCD Planning for staff approval.

DCD staff may approve additional adjustments to the site plan for the community garden based on changes that might be needed to comply with ADA-related accessibility and permit requirements.

Adjacent Land Use:

Adjacent land uses include residential buildings to the north and east, a surface parking lot to the south, and St. John's Cathedral to the west.

Consistency with Area Plan:

The GPD is located within the boundaries of the Downtown Area Plan, known as [Connecting MKE: Downtown Plan 2040](#) and adopted in 2023. The Downtown Area Plan encourages a diversity of land uses that contribute to cohesive districts and recommends the provision of amenities that foster a high quality of life for city residents. The plan also recommends to foster an authentic sense of place within downtown districts with more places for people of different backgrounds and cultures to meet. There is a high density of residential uses in the immediate vicinity which may benefit from a community garden at the site. The temporary community garden will replace a vacant lot with a community asset while retaining the potential for new development in the future. The proposed amendment to the GPD is consistent with the Downtown Area Plan.

Previous City Plan Action:

09/30/2014 – City Plan Commission recommended approval of change from the DPD known as Bookends to a new DPD for a mixed-use building located at 700 E. Kilbourn known as the Ascent (FN [140579](#))

09/30/2014 – City Plan Commission recommended approval of a First Amendment to the GPD to remove 700 E. Kilbourn from the GPD Boundary (FN [140578](#))

03/31/2008 – City Plan Commission recommended approval of a change in zoning from Downtown High-Density Residential to General Planned Development on land located at 700 and 711 East Kilbourn Avenue for residential, retail and commercial uses (FN [071500](#))

Previous Common Council Action:

10/23/2014 – Common Council approved a change from the DPD known as Bookends to a new DPD for a mixed-use building located at 700 E. Kilbourn known as the Ascent (FN [140579](#))

10/23/2014 – Common Council approved a change to the a First Amendment to the GPD to remove 700 E. Kilbourn from the GPD Boundary (FN [140578](#))

04/15/2008 – Common Council approved of a change in zoning from Downtown High-Density Residential to General Planned Development on land located at 700

and 711 East Kilbourn Avenue for residential, retail and commercial uses (FN [071500](#))

Recommendation:

Since this proposed amendment to the GPD zoning to utilize the currently vacant lot as a community garden as an interim use until future development occurs will bring activity and a neighborhood-serving use to this site, staff recommends approval of the subject file.