



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

Lafayette L. Crump  
Commissioner

Vanessa L. Koster  
Deputy Commissioner

3<sup>rd</sup> Ald. District  
Ald. Brostoff

### CITY PLAN COMMISSION ZONING REPORT

**File No.** [230510](#)

**Location:** 1443-51 North Prospect Avenue

**Applicant/  
Owner:** New Land Enterprises

**Current  
Zoning:** Detailed Planned Development (DPD) known as Renaissance Farwell

**Proposed  
Zoning:** 1<sup>st</sup> Amendment to DPD

**Proposal:** In May 2023, a Detailed Planned Development (DPD) known as Renaissance Farwell was approved to allow the development of a 25-story, 318-unit multi-family residential building behind the Mexican Consulate and former Renaissance Place event hall buildings. A Certified Survey Map will be created to combine the properties containing the surface parking lot, Renaissance Place, and Mexican Consulate into one lot. The applicant has continued to refine their plans, and is requesting an amendment to the DPD zoning to allow the following changes:

- Increase the maximum number of residential units from 318 to 350 (346 currently contemplated). Unit mix has also changed to provide additional 1-bedroom and studios.
- Reduce the number of stories from 25 to 24 to allow the removal of one floor of parking. This will reduce the number of parking spaces from approximately 465 to 411, while maintaining the previously approved minimum parking ratio of 1 space per residential unit.
- Changes to the building design.

While design modifications are being proposed, the materials remain the same and will consist of dark grey brick masonry, flat plate metal panel, corrugated metal panel, window wall systems with spandrel glass at residential units, and an aluminum storefront system with frosted glass at the parking structure. The brick masonry is located on the first 7 floors of the building to mimic the architecture

of surrounding buildings. The upper floors have both attached and integrated balconies made of structural concrete that have aluminum railings with clear glass panels. The previously approved canopy element along Farwell Avenue at the ground floor near the main entrance has been scaled back and replaced with a framing element around the lobby door. The building setback remains unchanged from the original approval and will provide additional room to circulate. The square footage of the typical floor plate at the west (Farwell) elevation of the tower has been reduced, and the unit mix has been adjusted to include more of the smaller (1 bedroom and studio) units rather than the 2-bedroom units.

Some changes have occurred to the first floor layout. An additional bicycle storage room has been added to the south side of the garage entrance to provide additional bicycle parking for the added residential units. An emergency generator is now located to the west of the covered parking entrance along Curtis, and some parking spaces have shifted south.

With the removal of one floor of parking, structured parking will now occupy Floors 2 – 7 of the building. A minimum of 368 structured parking spaces and 18 at-grade covered spaces (for the Mexican Consulate) will be provided on site. Parking for the future tenant of Renaissance Place will either be provided within the residential building or may be relocated outside of the new parking structure, off-site, if private agreements with surrounding property owners are made to accommodate the parking in a legally established parking lot or structure that exists at the time of Common Council adoption of this file, or within a future structured parking development with additional parking capacity that provides the number of spots specified within this Exhibit while meeting the zoning requirements of 295-403-2-b related to location and design. The applicant must provide DCD with all required agreements documenting the availability of this parking prior to the issuance of construction (if applicable) or occupancy (if no construction is occurring) permits are issued.

The previously approved multi-story building wall sign that was shown on the Curtis Pl. elevation has been changed to a blade sign that will be placed on the Farwell façade at the corner of Farwell and Curtis. All other previously approved signs remain unchanged. Exhaust louvers to mechanically vent the parking structure have been added on the Curtis elevation where the wall sign was previously shown.

**Adjacent Land Use:**

Surrounding properties consist of residential and commercial uses in the Residential and Office District (RO2) and Multi-Family Residential District (RM7).

**Consistency with Area Plan:**

The approved DPD is consistent with the Northeast Area Plan (NESAP), which recommends high-density transit-oriented development in areas well served by public transit. North Farwell and North Prospect Avenues feature multiple high frequency MCTS bus routes, and the site is approximately one block from an existing streetcar station, making it one of the most transit served locations in the

City. The NESAP recognizes the high-density urban context of Farwell and Prospect Avenues and identifies a need to re-evaluate current zoning requirements to allow for more height and density in the corridor. The plan also prioritizes the preservation of existing buildings that add to the historic character of the area. The approved DPD accomplishes both objectives, adding density to the corridor while preserving the contributing buildings along Prospect Avenue. The proposed high-rise building will add to the City's skyline while integrating with the older surrounding context through the use of high-quality materials and façade articulation on the parking plinth.

The proposed amendment to the DPD would increase the number of units allowed and reduce the mass of the parking plinth by removing one floor of parking. The proposed unit count increase and parking reduction is consistent with planning goals for transit-oriented development, and the reduced mass at the base of the building will better integrate with the surrounding low-rise structures. Changes to the building design will improve the feasibility of the project, improve the aesthetics of the tower and add additional amenities for residents. The proposed amendment to the DPD is consistent with the Northeast Area Plan.

**Previous City  
Plan Commission**

**Action:**

4/24/23 – City Plan Commission recommended conditional approval of the change in zoning from Residential Office, RO2, to a Detailed Planned Development, DPD, known as Renaissance Farwell, to allow a multi-family residential development on 1443 and 1451 North Prospect Avenue, located on the south side of East Curtis Place between North Prospect Avenue and North Farwell Avenue, in the 3rd Aldermanic District. (File No. [221431](#))

**Previous Common  
Council Action:**

5/31/23 – Common Council approved the change in zoning from Residential Office, RO2, to a Detailed Planned Development, DPD, known as Renaissance Farwell, to allow a multi-family residential development on 1443 and 1451 North Prospect Avenue, located on the south side of East Curtis Place between North Prospect Avenue and North Farwell Avenue, in the 3rd Aldermanic District. (File No. 221431)

**Staff**

**Recommendation:**

The development proposal for this site was previously determined to be consistent with the Northeast Side Plan recommendations. The changes outlined as part of this amendment to the DPD zoning are consistent with the spirit and intent of the previously approved zoning and remain aligned with the plan recommendations. As such, staff suggests that the City Plan Commission recommends approval of the subject file.