



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.** [230511](#)

**Location:** 1709-23 North Farwell Avenue

**Applicant/  
Owner:** 1709 Farwell Propco LLC (owner)

**Current  
Zoning:** Detailed Planned Development (DPD) known as Brady-Farwell Hotel

**Proposed  
Zoning:** Minor Modification to DPD

**Proposal:** In April 2023, a DPD was approved for this site to allow the development of an 11-story, 130-room hotel on the subject site. This development will require the demolition of existing structures on the site. The building will also include restaurants and other food service venues, meeting and event spaces, retail uses for hotel guests, and other ancillary uses supporting the hotel.

The existing building on the site previously housed Kinko's and a video game retail store, and had a 28-space surface parking lot that was used as accessory parking for customers. The building is currently vacant, and the owner of the site is requesting to utilize the surface parking as a principal use parking lot as an interim condition while they continue to work toward construction of the previously approved hotel. The parking lot will be managed by Secure Parking to serve local residents and business patrons. Hourly, daily and monthly parking spaces are available for rent. No new signage is proposed for this temporary use.

The DPD zoning approval for this site is valid for 5 years from the date of Common Council approval, which was 4/18/2023. At that time, if the provisions outlined in s. 295-907-2-c-11 are not met, the zoning shall be changed to General Planned Development (GPD), and the applicant would need to seek re-approval of the DPD zoning.

The approval of the site as an interim principal use parking lot aligns with the term of the DPD approval, which is through 4/18/28. After that date, the principal use parking lot will no longer be allowed.

If the principal use parking lot remains in operation after 2 years from the date of Common Council approval of this file, perimeter landscaping must be installed consistent with a landscape plan approved by DCD staff for the duration of the time the principal use parking lot is allowed.

**Adjacent Land Use:**

The site is surrounded by a variety of commercial, residential, and mixed-use buildings. Adjacent properties are designated as Local Business (LB2) and Multi-Family (RM7) zoning districts.

**Consistency with Area Plan:**

The approved DPD is consistent with the Northeast Side Area Plan (NESAP). This minor modification would allow the existing parking lot to be used by local residents and businesses until construction begins on the proposed development. There is high demand for parking in the area. The existing parking lot is small-scale in nature, and its continued use on an interim basis should not be detrimental to the surrounding area. The minor modification is consistent with the Northeast Side Area Plan.

**Previous City Plan Commission**

**Action:**

3/6/23 – City Plan Commission recommended conditional approval of the change in zoning from Local Business, LB2, to a Detailed Planned Development, DPD, known as Brady-Farwell Hotel to allow construction of a hotel on the property located at 1709-23 North Farwell Avenue, on the west side of North Farwell Avenue, east of North Cambridge Avenue, in the 3rd Aldermanic District. (FN [221449](#))

**Previous Common Council Action:**

4/18/23 – Common Council approved the change in zoning from Local Business, LB2, to a Detailed Planned Development, DPD, known as Brady-Farwell Hotel to allow construction of a hotel on the property located at 1709-23 North Farwell Avenue, on the west side of North Farwell Avenue, east of North Cambridge Avenue, in the 3rd Aldermanic District. (FN [221449](#))

**Staff**

**Recommendation:**

Since the proposal will allow the applicant to provide parking within an existing lot to local residents, visitors and businesses for a temporary period of time, staff suggests that the City Plan Commission recommends approval of the subject file.