

**Exhibit A**  
**File No. 221431**  
**Detailed Planned Development known as Renaissance Farwell**  
**1443 & 1451 N. Prospect Ave. and 1490 N. Farwell Ave. Milwaukee, WI 53202**  
**April 10, 2023**

**Project Summary:**

New Land Enterprises is proposing a new multi-family residential building on the site of an existing surface parking lot currently serving the former Renaissance Place event space and Mexican consulate, located at 1443 & 1451 N. Prospect. The existing surface lot fronts North Farwell Avenue and East Curtis Place, and will be allowed to continue being utilized until such time that this development occurs. The two lots will be combined into one with a Certified Survey Map, and all three buildings will sit on the one lot and be subject to this DPD.

**New Residential Building:**

The new building will be constructed to the property lines on the west (Farwell) & north (Curtis) street frontages of the site, and to the property line on the south. A first-floor set-back (approximate 7'-6") is provided along the entrance & lobby space at the northwest corner of the building. The primary façade shall face west, with frontage along North Farwell Avenue. The secondary facade shall face north, and will have frontage along East Curtis Place. No surface parking is being proposed on the site, as all parking for the residential building and two existing buildings will be provided in a structure within the new residential building.

The building will be 25 stories tall and may include an additional mechanical penthouse to enclose rooftop equipment. If the mechanical penthouse isn't required, the rooftop equipment will be concealed behind a screen wall. The project shall consist of up to 318 market-rate residential apartments, with approximately 53% of the units will have access to a private balcony. A number of residential amenities shall be provided, including an outdoor pool deck, community room, fitness area and on-site management office. In the future, if it is determined that an on-site management office is not needed in the northwest corner of the first floor, the space may be used by a small retail or café-type tenant. The storefront windows along this space shall remain transparent with active uses within this space. Uses requiring windows to be covered are not permitted in this space.

There are seven levels of indoor/enclosed parking being proposed, with room for at least 350 stalls (up to 440 stalls) in the structure for the Renaissance Farwell development. Garage access will be located on the west side, entered off North Farwell Avenue. Additionally, open-air covered parking is being provided on the ground level for up to 26 cars, accessed from East Curtis Place, to serve the needs of the Mexican Consulate during business hours, and the existing Renaissance Place after hours. An enclosed trash room is provided on the ground level with removal occurring from East Curtis Place. Bicycle parking per City

ordinance is being provided on-site. Short-term bicycle parking will be provided for visitors near the building’s main entrance.

The building may remove one floor of parking if private agreements with surrounding property owners are made to accommodate the parking for 1451 N. Prospect (the former Renaissance Place), meeting zoning requirements of 295-403-2.

Exterior materials consist of flat metal panel, corrugated metal panel, concrete columns, brick masonry, and glass. Extensive clear glass is utilized at the first floor with the use of frosted glass at all parking areas. Exterior balconies and terraces to have pre-finished aluminum railing with clear glass panels. Metal or frosted glass divider panels to be provided between when required.

**Existing Structures:**

The existing structures, 1451 N. Prospect (the former Renaissance Place) and 1443 N. Prospect (currently occupied by the Mexican Consulate), will remain. General exterior building repair and restoration may be completed (windows, storm windows, railings, etc.). The Mexican Consulate intends to continue its operation in their current location. 1451 N. Prospect has historically been used as an event space, and is planned to continue this use or be reimagined as a coworking hub for neighborhood professionals. The uses permitted in these structures are intended to remain consistent with those permitted in the RO2 zoning district (see additional details on uses permitted within the DPD in the table below).

**District Standards (s. 295-907):**

<p>Uses:</p>	<p><b>NEW STRUCTURE: 1490 N. FARWELL AVE.</b>                  Existing use: surface parking lot. Allowed to continue until such time that development occurs.</p> <p>Proposed use:                  First Floor: Parking, bicycle parking, and uses accessory to multi-family, including but not limited to property management office, lobby, mail room, and other building-related functions. Additional permitted first floor uses include those listed on “Attachment 1.” First floor glazing shall remain unobstructed and uses that would require reducing or covering the glazing proposed in Exhibit A Continued shall be prohibited. If a use other than one accessory or ancillary to the residential building is proposed for this space, the applicant will work with DCD staff to ensure that the use and floor plan are aligned with the spirit and intent of this DPD.</p> <p>Floors 2-8: Structured parking</p> <p>Floors 9 – 25: Multi-family residential units (up to 318) and amenity space (fitness room, club room, outdoor amenity deck, etc.).</p>
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	<p><b>EXIST. STRUCT.: 1451 N. PROSPECT AVE. (RENAISSANCE PLACE)</b> See Attachment 1 for list of permitted uses in this building.</p> <p>Permitted uses in this structure include those listed in Attachment 1. If converted for residential use, up to 30 units may be provided. Parking for residents of this building would be provided at a ratio of not less than 1 space per unit.</p> <p><b>1443 N. PROSPECT AVE. (MEXICAN CONSULATE)</b> Existing: Government Office – Permitted Use in RO2. The continued use of this building for office use is anticipated.</p> <p>A complete list of permitted uses in this building are included in Attachment 1. If converted for residential use, up to 20 units may be provided. Parking would be provided at a ratio of not less than 1 space per unit.</p>
<p>Design standards:</p>	<p>Building design reflected in the drawings, in conformance with Milwaukee Citywide Urban Design Guidelines</p>
<p>Density (sq. ft. of lot area/dwelling unit):</p>	<p>NEW STRUCTURE: 1490 N. FARWELL AVE.: 148 SF of Lot Area/Dwelling Unit (per 318 units) EXIST. STRUCT.: 1451 N. PROSPECT AVE.: N/A EXIST. STRUCT.: 1443 N. PROSPECT AVE.: N/A</p> <p>*If units were added to existing structures, density of lot would change accordingly. If max of 50 additional units provided in existing structures, the density would be 128 SF of Lot Area/DU</p>
<p>Space between structures:</p>	<p><b>NEW STRUCTURE: 1490 N. FARWELL AVE.</b> East Minimum: Approx. 3’-0” East Maximum: Approx. 10’-7 ½” South: Approx. 8’-0”</p> <p><b>EXIST. STRUCT.: 1451 N. PROSPECT AVE. (RENAISSANCE PLACE)</b> West Minimum: 3’-0” West Maximum: Approx. 10’-7 ½” South: Approx. 11’-7” (Also connected to 1443 N. Prospect at rear)</p>
	<p><b>1443 N. PROSPECT AVE. (MEXICAN CONSULATE)</b> West: Approx. 4’-9 ½” North: Approx. 11’-7” (Also connected to 1443 N. Prospect at rear) South: Approx. 13’-11”</p>

<p>Setbacks (approximately):</p>	<p><b>NEW STRUCTURE: 1490 N. FARWELL AVE.</b>                  North: 0’-0” to 0’-11”, 7’-6” set-back on first floor (see plan)                  South: 0’- 1 ¼” to 1’-7 1/2”                  East to existing Renaissance Building (Ground Floor): 3’-6” to 9’-8”                  East to property line (Ground Floor): 128’-10” to 131’-2”                  West: 0’-0” , 7’-6” set-back on first floor (see plan)</p> <p><b>EXIST. STRUCT.: 1451 N. PROSPECT AVE. (RENAISSANCE PLACE)</b>                  North: 8”                  South: 30”                  East: 6’-8”                  West: 171’-4”</p> <p><b>1443 N. PROSPECT AVE. (MEXICAN CONSULATE)</b>                  North: 9’-1”                  South: 10’-8”                  East: 28’-7”                  West: 170’-1”</p>
<p>Screening:</p>	<p><b>NEW STRUCTURE: 1490 N. FARWELL AVE.</b>                  All utility and HVAC equipment will be housed inside building or on the roof behind screening or within a mechanical penthouse. The existing AT&amp;T structure and equipment on southwest corner of site will be enclosed behind a screening fence as equipment allows (final determination of distance of equipment to property line). An existing WE Energies transformer may need to be located on the first floor open parking area and would be screened accordingly.</p> <p><b>EXIST. STRUCT.: 1451 N. PROSPECT AVE. (RENAISSANCE PLACE)</b>                  Mechanical equipment to be located on roof of one-story structure at rear of buildings or located between the two existing buildings with landscape screening to remain.</p> <p><b>1443 N. PROSPECT AVE. (MEXICAN CONSULATE)</b>                  Existing landscape screening between 1451 &amp; 1443 N Prospect will remain.</p> <p>Mechanical equipment may be located between the two existing buildings with landscape screening to remain.</p>
<p>Open space (approx.):</p>	<p><b>NEW STRUCTURE: 1490 N. FARWELL AVE.</b>                  Total outdoor amenity space: 8,523 SF                      Club room terrace – Southeast: 244 SF                      Courtyard pool terrace: 8,280 SF                  Total private unit balcony area: 1,656 SF                  Total outdoor space: 10,179 SF                  Total outdoor space per unit: 32.4 SF/unit (Min. 32.0 SF/Unit)</p>

	<p><b>EXIST. STRUCT.: 1451 N. PROSPECT AVE. (RENAISSANCE PLACE)</b> Existing landscape space in front of building will remain.</p> <p><b>1443 N. PROSPECT AVE. (MEXICAN CONSULATE)</b> Existing front yard space (approx. 1,340sf) will remain. Existing side yard space between 1451 &amp; 1443 N Prospect (approx. 1,050sf) will remain</p>
<p>Circulation, parking and loading:</p>	<p><b>NEW STRUCTURE: 1490 N. FARWELL AVE.</b>  <b>Pedestrian access:</b> Access occurs through the main lobby on N Farwell Ave. or through service doors on E Curtis Place and the south side of the N Farwell Ave façade.  <b>Automobile access and parking:</b> Access for residential parking is through the overhead door located on N Farwell Ave. Access to the first-floor covered parking for the office tenant at 1443 N. Prospect is located on E Curtis Place.  <b>Bicycle parking:</b> Access to the main bicycle parking is located immediately south of the lobby access on N Farwell Ave. Further short-term bicycle parking is located outside along N Farwell Ave.  <b>Loading:</b> Residential move-in will occur from East Curtis Place. A loading zone will need to be provided outside the service door. An additional loading zone will be located on N Farwell Ave for tenant pick-up / drop-off and ride share queuing.  <b>Garbage Pickup:</b> Refuse collection for the (up to) 318-unit building is to be handled via private bins located in the trash room on the ground floor of the building, and collected on E Curtis Place. Move ins/outs for the residents will occur via the loading zone on N Farwell Ave.  <b>Existing Parking:</b> Current surface lot can continue to operate as-is in its current footprint until the future development can occur.  <b>Temporary Street Closure:</b> During construction the following closures are requested (pending DPW approval):</p> <ul style="list-style-type: none"> <li>• The parking lane on the east side of N Farwell Ave alongside the project site</li> <li>• All of E Curtis Place will be closed while maintaining public access to the parking lot serving 1509 N Prospect Ave (parking lot located off of north side of E Curtis Place)</li> </ul> <p><b>EXIST. STRUCT.: 1451 N. PROSPECT AVE. (RENAISSANCE PLACE)</b>  <b>Pedestrian access:</b> Access occurs through the main entrance located on N. Prospect Avenue.  <b>Automobile access and parking:</b> Parking may be utilized in a combination of different parking and transportation strategies:</p> <ol style="list-style-type: none"> <li>1. A combination of on-site structure and negotiated private agreements with surrounding property owners with surface parking lots</li> </ol>

	<ol style="list-style-type: none"> <li>2. Neighborhood street parking</li> <li>3. Ride sharing services such as Uber, Lyft, taxis, etc.</li> <li>4. Valet parking - If valet parking services are utilized, any agreement with a private valet service operating on the site will include a provision that public street parking cannot be utilized for private valet parking purposes.</li> <li>5. Frequent Milwaukee transit along N Prospect Ave. and N Farwell Ave. (busses)</li> <li>6. Utilization of street car located at E Ogden Ave. and N. Farwell Ave. (The Hop)</li> </ol> <p><b>Loading:</b> Event loading will continue to occur from East Curtis Place. A loading zone will need to be provided outside the service door</p> <p><b>Garbage Pickup:</b> Refuse collection/storage will continue to occur behind the existing structure.</p> <p><b>Existing Parking:</b> Current surface lot can continue to operate as-is in its current footprint until the future development can occur.</p>
	<p><b>1443 N. PROSPECT AVE. (MEXICAN CONSULATE)</b></p> <p><b>Pedestrian access:</b> Access occurs through the main entrance located on N. Prospect Avenue.</p> <p><b>Automobile access and parking:</b> Covered parking is being provided on the ground level of the new structure located at 1490 N Farwell.</p> <p><b>Loading:</b> Will continue to occur from the driveway located along the south side of the building.</p> <p><b>Garbage Pickup:</b> Will continue to occur from the driveway located along the south side of the building.</p> <p><b>Existing Parking:</b> Current surface lot can continue to operate as-is in its current footprint until the future development can occur.</p>
<p><b>Landscaping:</b></p>	<p>Proposed Landscaping: Street trees will be planted along the street edge of N Farwell Ave. Additionally, planters will be located on the corner of N Farwell Ave and E Curtis Place.</p> <p>Existing landscaping at 1451 &amp; 1443 N Farwell will remain and may be improved based on the standards listed below. See Existing Structures, Landscape &amp; Signage Images.</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> <p>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 DPD, including all existing turf and landscaping, until such time that the subject DPD is constructed. All landscaping and required site features shall be installed within a maximum of 30 days</p>

	<p>total of the City issuing a Certificate of Occupancy (excluding time between December 1 and March 1) for the subject DPD.</p>
<p><b>Lighting:</b></p>	<p><b>NEW STRUCTURE: 1490 N. FARWELL AVE.</b>  Adequate lighting shall be provided along the street elevations of the development. Entry canopies and building entrances will feature downlights and downward directed wall sconces as part of the overall architectural lighting design. Service doors will have downward directed lighting above doors. All lighting shall comply with requirements outlined in section 295-409 of the City of Milwaukee Zoning Code.</p> <p><b>EXISTING STRUCTURES:</b>  Existing lighting will remain. Pending final use of 1451 N Prospect, additional exterior lighting may be introduced to enhance the structure and provide additional safety measures for pedestrians accessing the building.</p>
<p><b>Utilities:</b></p>	<p><b>NEW STRUCTURE: 1490 N. FARWELL AVE.</b>  All utility lines shall be installed underground, if possible, otherwise existing poles will remain in place. The existing AT&amp;T equipment and structure will remain in place and built around. Transformers and substations will be installed within buildings or otherwise screened from view.</p> <p><b>EXISTING STRUCTURES:</b></p> <ol style="list-style-type: none"> <li>1. Existing utilities will remain as possible.</li> <li>2. Water for 1443 N Prospect will be relocated from N Farwell Ave to N Prospect Ave.</li> <li>3. Existing electrical serving 1451 N Prospect will be relocated, planned to be located in the electrical vault of the new structure located at 1490 N Farwell Ave or within the first floor open air parking structure.</li> <li>4. Existing electrical service for 1509 N Prospect Ave currently located in the parking lot of 1451 N Prospect will either be moved onto their property or combined with the electrical vault in the new structure (1490 N Farwell).</li> <li>5. Temporary electrical service would be located on the sidewalk of E Curtis Place during construction (pending DPW approval).</li> </ol>
<p><b>Signs (type, square footage, quantity and placement):</b></p>	<p><b>NEW STRUCTURE: 1490 N. FARWELL AVE.</b>  (See Renderings)  <b>Freestanding signs:</b> n/a</p> <p><b>Building wall signs:</b> Building signage will include a wall mounted name and address sign located above the residential lobby entrance (see attached elevations). The address sign will be back-lit pin</p>

	<p>mounted or internally illuminated lettering on face of brick or at canopy (as shown on elevations). Signs will be constructed of materials that match the building and each letter will not exceed approximately 2’-8” in height. Additional branding signage may be provided on the first-floor glazing. Additional signage, not shown on renderings or elevations, may be added to the structure in the case of a retail component coming to the 1<sup>st</sup> floor northwest corner, meeting RO2 Type A signage requirements.</p> <p>Signs will be designed per City of Milwaukee Code of Ordinances for RO2 district, but providing larger address signs as identified above and shown on the elevations &amp; renderings. There will be no off-premise signs. Final sign designs will be reviewed and approved by DCD staff.</p> <p><b>Temporary signs:</b> Temporary signage during construction and leasing will consist of up to two (2) 4’-0”x 8’-0” banners with a printed graphic of the project and contact information attached to the construction fence.</p> <p><b>Other signs:</b> If used, window signage will not exceed 25% of glazing area.</p> <p><b>Illumination:</b> Residential building signage will be back-lit.</p>
	<p><b>EXIST. STRUCT.: 1451 N. PROSPECT AVE. (RENAISSANCE PLACE)</b> (See Existing Structures, Landscape &amp; Signage Images)</p> <p><b>Freestanding signs:</b> Existing locations to remain, but may be revised/renewed to reflect new naming/brand. New signs will be Type A and follow RO22 signage standards. Final signs will be reviewed and approved by DCD staff.</p> <p><b>Building wall signs:</b> Existing locations may remain, but new signage may be incorporated to reflect new naming/brand. Signs will be Type A and designed per City of Milwaukee Code of Ordinances for RO2 district. If larger signage is desired, this will be reviewed with DCD staff. There will be no off-premise signs. Final sign designs will be reviewed and approved by DCD staff.</p> <p><b>Temporary signs:</b> Temporary signage during construction and leasing will consist of up to two (2) 4’-0”x 8’-0” banners with a printed graphic of the project and contact information attached to the construction fence.</p> <p><b>Other signs:</b> If used, window signage will not exceed 25% of glazing area.</p>



	<p><b>1443 N. PROSPECT AVE. (MEXICAN CONSULATE)</b> See Existing Structures, Landscape &amp; Signage Images)</p> <p><b>Freestanding signs:</b> Existing locations to remain, but may be revised/renewed to reflect new naming/brand or future changes in tenancy. New signs will be Type A and follow RO2 signage standards. Final signs will be reviewed and approved by DCD staff.</p> <p><b>Building wall signs:</b> Existing locations may remain, but new signage may be incorporated to reflect new naming/brand or future changes in tenancy. Signs will be Type A and designed per City of Milwaukee Code of Ordinances for RO2 district. If larger signage is desired, this will be reviewed with DCD staff. There will be no off-premise signs. Final sign designs will be reviewed and approved by DCD staff.</p> <p><b>Temporary signs:</b> Temporary signage during construction and leasing will consist of up to two (2) 4’-0”x 8’-0” banners with a printed graphic of the project and contact information attached to the construction fence.</p> <p><b>Other signs:</b> If used, window signage will not exceed 25% of glazing area.</p>
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**Site Statistics (FULL PROPERTY – INCLUDING BUILDINGS AT 1443 AND 1451 N PROSPECT):**

Gross land area:	47,166 SF (1.08 Acres)
Maximum amount of land covered by principal buildings (approx.):	<p>New Building: 27,404 SF (58% of site) Existing 1451 N Prospect: 10, 648 sf (23%) Existing 1443 N Prospect: 4,205 sf (9%)</p> <p>Total amount of land covered by buildings: 42,257 sf (90%)</p>
Maximum amount of land devoted to parking, drives and parking structures (approx.):	<p>Open air ground floor structured parking (included in building footprint): 8,135 SF: 17% Existing driveway for 1443 N Prospect: 1,390 SF: 3% Total: 11,032 SF SF: 20%</p>
Minimum amount of land devoted to landscaped open space (approx.):	<p>1,500 SF 3% of site</p>

DPD Owner’s Written Narrative

<p>Max proposed dwelling unit density (lot area per dwelling unit):</p>	<p>Current proposal: 148 SF/Dwelling Unit (per 318 units)</p> <p>*If units were added to existing structures, density of lot would change accordingly. If max of 50 additional units provided in existing structures, the density would be 128 SF/DU</p>
<p>Proposed number of buildings:</p>	<p>New Structure: 1 Existing Structures: 2 Total structures: 3</p>
<p>Max dwelling units:</p>	<p>NEW STRUCTURE: 1490 N. FARWELL AVE.: up to 318 units EXIST. STRUCT.: 1451 N. PROSPECT AVE.: up to 30 units EXIST. STRUCT.: 1443 N. PROSPECT AVE.: up to 20 units</p> <p>*Dwelling units are currently only planned for the new structure, but in the future the existing structures may be converted with the maximum numbers identified above.</p>
<p>Bedrooms per unit:</p>	<p>One, two, and three bedroom units.</p>
<p>Parking spaces provided (approx):</p>	<p>Automobile spaces: Up to 466 (minimum 350 spaces)</p> <ul style="list-style-type: none"> <li>• Minimum # Parking reserved for residents of the new residential tower: 324, up to 383 <ul style="list-style-type: none"> <li>○ Ratio per residential unit: <ul style="list-style-type: none"> <li>▪ Minimum: 1.02 spaces/DU</li> <li>▪ up to: 1.20 spaces/DU</li> </ul> </li> </ul> </li> <li>• Minimum # Parking spaces reserved for assembly or other future uses at 1451 N Prospect (former Renaissance Place): Minimum 40, up to 56 <ul style="list-style-type: none"> <li>○ If building is converted to residential, a minimum of 1 space per residential unit shall be retained on site or provided with a long-term lease agreement made with adjacent properties, meeting zoning requirements of 295-403.</li> </ul> </li> <li>• Minimum # Parking spaces reserved for the office or future uses at 1443 N Prospect (currently Mexican Consulate): Minimum 18, up to 26 <ul style="list-style-type: none"> <li>○ If building is converted to residential, a minimum of 1 space per residential unit shall be retained on site or provided with a long-term lease agreement made with adjacent properties, meeting zoning requirements of 295-403.</li> </ul> </li> </ul> <p>Bicycle spaces: 90</p> <ul style="list-style-type: none"> <li>• Long-term Indoor bike parking stalls: 79 <ul style="list-style-type: none"> <li>○ Long-Term Bike Parking - 314 Units / 4 = 79 bike stalls required</li> </ul> </li> </ul>

DPD Owner's Written Narrative

	<ul style="list-style-type: none"><li>• Short-term outdoor bike parking stalls: 12<ul style="list-style-type: none"><li>○ Short-Term Bike Parking - one for 30 = 11 bike stalls required</li></ul></li></ul> <p>Note 1: Number, placement, and type of bicycle parking shall follow the provisions of the zoning code (s. 295-404).</p> <p>Note 2: If required, long &amp; short-term bicycle parking spaces will be added accordingly to meet the requirements of change/added uses of buildings.</p>
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**Time Limit on Zoning:**

Per s. 295-907-2-c-11, the DPD zoning designation shall be null and void within 5 years from the effective date of the ordinance amending the zoning map to create the DPD, and the zoning of the property shall be changed to GPD at that time unless the criteria identified in 295-907-c-11-a and –b are met. The time period specified pursuant to subd. 11 may be extended only by an ordinance amending the DPD, pursuant to s. 295-307.

## **ATTACHMENT 1 – LIST OF APPROVED USES**

**Existing two buildings:** RO2 permitted uses are allowed within the two existing buildings. Additionally:

- 1451 N. PROSPECT AVE:
  - Event space/assembly hall (consistent with prior use of space)
  - Co-working hub/club or professional social/networking club
- 1443 N. PROSPECT AVE:
  - Anticipated to continue operation as the Mexican Consulate

**New Building:** RO2 permitted uses are allowed on the ground floor (street facing) provided the uses do not require windows to be covered. On upper floors, multi-family residential (and all uses ancillary to that use).