



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

3rd Ald. District

**CITY PLAN COMMISSION
ZONING REPORT**

File No: [240938](#)

Location: 2560 North Stowell Avenue, on the northeast corner of North Stowell Avenue and East Webster Place

**Applicant/
Owner:** 2502 LLC, 2502 S LLC, and 2502 H LLC

**Current
Zoning:** Detailed Planned Development (DPD) known as Downer Avenue Redevelopment – Phase 2 and General Planned Development (GPD) known as Downer Avenue Redevelopment

**Proposed
Zoning:** 1st Amendment to the DPD

Proposal: In 2007, a General Planned Development (GPD) was established for the land generally located on the east and west sides of Downer Avenue between East Park Place and East Webster Place. In 2008, a Detailed Planned Development (DPD) was established for Phase 2 development of the Downer Avenue Redevelopment GPD, the boundary of which includes the subject site, as well as additional properties along Downer Avenue. The Detailed Planned Development allowed the construction of an 11-story, 70-unit condo building with 5 attached townhomes (for a total of 75 units) on 2560 N. Stowell Av. This development was not constructed, and the new owners, 2502 LLC, 2502 S LLC and 2502 H LLC, are requesting an amendment to the DPD zoning to allow a 7-story, 65-unit multi-family residential building to be constructed on the site.

The 2008 DPD approval also included the approval of plans for a hotel development at 2567-2577 N. Downer Avenue and an addition to the existing Mulkern Building at 2620 N. Downer Avenue for medical office uses. Those elements of the approved DPD have not been constructed, and those parcels are not subject of this current proposed amendment to the DPD, which is limited to the parcel at 2560 N. Stowell Ave.

The proposed new building at 2560 N. Stowell will be placed up to the property line along the west, south and east property lines, and will be set back from the

north property line approximately 10'. On the east side of the north setback, an outdoor utility will be screened with a 6' tall fence. Several of the units will have private balconies. An outdoor amenity space for residents is located mid-building at the second floor roof. Building materials consist of a precast concrete base and a combination of masonry and accent weathered copper panel on the upper floors. The first floor of the building contains the resident lobby, bike parking, mechanical rooms and vehicle parking. The windows within the ground floor windows that look into the resident lobby and stairwells are clear glass, and the overhead garage doors for vehicle parking will also have clear glass. Where the windows are located within the parking areas, a privacy film will be placed on the inside of the window that becomes more transparent toward the tops of the windows.

Signage:

Building Identification:

One sign will be placed near the resident lobby entrance on Stowell Ave., and is anticipated to consist of internally backlit fabricated black baked enamel aluminum channel letters that are held off the precast with stainless steel standoffs.

Address identification:

One address sign is anticipated to be placed on the canopy above the resident lobby entrance facing Webster Pl. The sign will consist of cast aluminum numbers with a black baked enamel finish.

No freestanding or monument signs are proposed for the Project. Final signage will be submitted to DCD staff for review and approval prior to the issuance of permits.

Circulation, Parking, And Loading:

Pedestrian Access:

The main resident entrance is located on the southwest corner of the site (Stowell Ave. and Webster Pl.), and faces Webster Pl. There will be two stairwells with doors intended for egress only on Stowell Ave. and Webster Pl.

Vehicle Access and Parking:

Vehicle parking for the building will be located at ground level and underground. 81 parking spaces will be provided for the 65 units, with 38 spaces located at the ground level parking (accessed from Webster Pl.) and 43 located one floor underground (accessed from Stowell Ave.). The 81 spaces equates to 1.25 spaces per unit, which exceeds the zoning code minimum parking requirements for all multi-family residential zoning districts. The applicant intends to place mirrors at the parking entrances to enhance pedestrian safety, and has requested to discuss this with DPW.

Bicycle Parking:

Short-term bike parking racks will be placed at the perimeter of the site, and will be coordinated with DPW if within the right-of-way. A 26-space bike parking room

is located within the ground level parking garage, which exceeds the minimum required by the zoning code.

Loading (deliveries, moving/out for residential, and Trash Pick-Up:

One parking space inside the building will be designated as a loading space for resident move-in and move-outs. The applicant has stated they will work with DPW to establish a loading zone adjacent to the site if it is deemed necessary.

Dumpsters for trash collection are located inside the building on the first floor and will be removed through the parking entrance on Webster Pl. on collection days.

Community Outreach: The applicant hosted a community meeting at the Pizza Man restaurant on Downer Ave., about 1 block from the subject site, to share information about the proposed residential development. The meeting was held on the evening of January 6, 2025, and notice of the meeting was mailed to all addresses within a 200 foot radius of the boundary of the DPD – Downer Avenue Redevelopment, Phase 2, using the mailing list provided by DCD Planning that is also used for notice of the City Plan Commission hearing. Additionally, the City Clerk’s Office sent notice of the community meeting to the 3rd Aldermanic District e-Notify subscription list. More than 100 people attended the community meeting, which was also attended by DCD staff. A number of residents expressed support that the building was shorter and had less units than the previously approved 11-story development, and expressed support for the general design. Neighbors encouraged DCD to ensure that the building material selections remain high quality, landscape plans are well thought out for plant sustainability, and discussions are coordinated with DPW around loading zones, access points, and other right-of-way items. Some nearby residents expressed concerns with the scale of the building, including that it would add traffic to this stretch of Stowell Ave., and the locations of the access points and exhaust louvers for the garage., among other items. Following the meeting, the applicant’s team sent a follow-up email with detailed design plans on February 3, 2025 to attendees who provided their email addresses with signing in at the meeting.

Adjacent Land Use: To the north and west of the subject site are multi-family residential buildings. East of the site, across the alley, is a commercial building with upper floor residential units (also part of this DPD). To the south are a mix of single- and multi-family residences.

Consistency with Area Plan: The proposed amendment to the DPD is within the boundaries of the Northeast Side Area Plan, part of the City’s overall comprehensive plan.

Residential strategies in the Northeast Side Area Plan include a recommendation to “preserve traditional neighborhood use patterns and update to fit changes in households, markets, lifestyles, etc. Design infill development and new construction to blend in with the existing context” (Page 89). The Northeast Side

Area Plan also recommends to “Return vacant lots to productive uses as soon as possible” (Pg 91), and to “Introduce high-density multi-family housing to commercial districts as a way of adding a stable market for commercial goods and services” (Page 92).

The subject property is within the Upper East Side sub-area of the Northeast Side Area Plan. Recommendations for the Upper East Side sub-area include to repair the “urban fabric” where an out-of-character use has eroded or damaged the character of a residential neighborhood, and to replace auto oriented uses in residential neighborhoods (page 204).

The subject site is currently a corner surface parking lot, creating a gap in the street wall and in the urban fabric of the neighborhood. The proposed development is compatible with adjacent properties and other multifamily buildings in the area and will reinforce traditional land use patterns and the continuity of the built environment while providing new housing with modern amenities. The building will also reinforce the walkable urban character of the area, and increase pedestrian activity in the adjacent Downer Avenue Commercial District.

The proposed amendment to the detailed plan development is consistent with the Northeast Side Area Plan.

**Previous City
Plan Action:**

08/21/2023 – City Plan Commission recommended approval of a Minor Modification to the DPD known as Downer Avenue Redevelopment, Phase 2 to allow alterations to the façade of an existing building (FN [230512](#)).

07/17/2017 – City Plan Commission recommended approval of a Minor Modification to the DPD known as Downer Avenue Redevelopment, Phase 2 to allow changes to a building to allow for a retail and coffee shop (FN [170293](#)).

12/8/2014 – City Plan Commission recommended approval of a Minor Modification to the DPD known as Downer Avenue Redevelopment, Phase 2 to for building signage (FN [141177](#)).

11/2012 – City Plan Commission recommended approval of a Minor Modification to the DPD known as Downer Avenue Redevelopment, Phase 2 for changes to a building façade (FN [121059](#)) .

01/2008 – City Plan Commission recommended approval of the change in zoning from General Planned Development to Detailed Planned Development known as Downer Avenue Redevelopment, Phase 2 (FN [070963](#)).

1/27/2007 - City Plan Commission recommended approval of the creation of the General Planned Development known as Downer Avenue Redevelopment (FN [060705](#)).

**Previous Common
Council Action:**

08/21/2023 – Common Council approved a Minor Modification to the DPD known as Downer Avenue Redevelopment, Phase 2 to allow alterations to the façade of an existing building (FN [230512](#)).

07/31/2017 – Common Council approved a Minor Modification to the DPD known as Downer Avenue Redevelopment, Phase 2 to allow changes to a building to allow for a retail and coffee shop (FN [170293](#)).

12/16/2014 – Common Council approved a Minor Modification to the DPD known as Downer Avenue Redevelopment, Phase 2 to for building signage (FN [141177](#)).

12/18/2012 – Common Council approved a Minor Modification to the DPD known as Downer Avenue Redevelopment, Phase 2 for changes to a building façade (FN [121059](#)).

02/26/2008 – Common Council approved the change in zoning from General Planned Development to Detailed Planned Development known as Downer Avenue Redevelopment, Phase 2 (FN [070963](#)).

1/27/2007 – Common Council approval of the creation of the General Planned Development known as Downer Avenue Redevelopment (FN [060705](#)).

Recommendation:

This proposal is to amend the existing Detailed Planned Development to approve designs for a building that contains a permitted use (multi-family residential) and a design that includes a fewer units and a reduced height and massing what is currently permitted within the previously approved DPD that serves as the current zoning parameters for the site. Staff review indicates that the proposed building materials will be of an overall higher quality than the previously approved designs, and the ground floor activation will also be improved.

The proposed building is similar in scale and context to other nearby multi-family residential buildings and the proposal is consistent with the recommendations of the Northeast Side Area Plan. For these reasons, staff recommends approval of the subject file.