



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

Ald. Brostoff
3rd Ald. District

CITY PLAN COMMISSION ZONING REPORT

File No: [240525](#)

Location: 1443 and 1451 N Prospect Avenue, on the south side of East Curtis Place between North Prospect Avenue and North Farwell Avenue

**Applicant/
Owner:** New Land Enterprises

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

**Proposed
Zoning:** Minor Modification to Detailed Planned Development

Proposal: In May 2023, a Detailed Planned Development (DPD) known as Renaissance Farwell was established to allow for the development of a 25-story, 318-unit residential building on the parking lots behind two existing buildings (the Mexican Consulate at 1443 N. Prospect Av. and Renaissance Place at 1451 N. Prospect Av). In October 2023, the First Amendment to the DPD was approved to reduce the height of the building to 24 stories, remove 1 floor of parking, increase the number of residential units to 350, and change the unit mix, along with building design modifications. While the new building has not yet been constructed, the two existing buildings are occupied and the accessory parking lots behind the building remain in use to support those buildings, as anticipated by the DPD.

The purpose of this Minor Modification is to allow the accessory parking lots to temporarily operate as a principal use parking lot so that excess parking can be rented on an hourly, daily or monthly basis to others in the neighborhood. The owner, New Land Enterprises, has engaged a third-party operator to maintain and manage the parking lot. The following terms would apply:

- Time limit: The Principal Use Parking Lot use will be valid for the time the DPD zoning remains valid (until 10/31/2028).

- **Management:** The lot will be managed by Power Parking to serve the Mexican Consulate, Renaissance Place events, and parking for the neighborhood. Outside of normal business parking for both buildings, hourly, daily and monthly parking spaces are available to the public for a fee.
- **Access and layout:** The 61-space lot (which entails the parking lots behind both buildings) will remain configured as it is currently. Access to the lot will remain off of N. Farwell Av. and E. Curtis Pl.
- **Parking for Renaissance Place:** As per the DPD, 40 spaces will be available in this lot during any event scheduled at Renaissance Place for use by guests of Renaissance Place.
- **Landscaping:** The existing landscape hedge and shrubs that line the perimeter of the lot will remain and be maintained as shown in the photos that are part of the file exhibit. If the principal use parking lot continues to operate after 4 years from the date of Common Council adoption of this file, perimeter landscaping must be installed consistent with a landscape plan approved by DCD staff. The dumpsters located along Farwell Av. will be screened in accordance with s. 295-405-6-a of the zoning code within 30 days of the approval of this file.
- **Signage:** A new sign is proposed at the southeast corner of Farwell and Curtis to provide parking and payment instructions. The sign will follow the RO2 zoning signage standards for a Type B freestanding sign, and will not exceed 18 square feet in display area of 6 feet in height. This sign will be removed once the principal use parking lot approval expires. The existing Renaissance Place monument sign at this corner will remain.

All other aspects of the DPD remain unchanged.

Adjacent Land Use:

A mix of commercial and multi-family residential uses are to the north, south, east and west of this site.

Consistency with Area Plan:

The approved DPD is consistent with the Northeast Side Area Plan and advances planning goals for transit-oriented development and context sensitive design. The proposed minor modification to the approved DPD would allow for the existing parking lot to serve the surrounding neighborhood until construction of the building occurs or the approved DPD expires. The Northeast Side Area plan encourages shared parking among adjacent uses. The proposed minor modification is consistent with the Northeast Side Area Plan.

Previous City

Plan Action:

09/25/2023 – City Plan Commission recommended approval of the First Amendment to the Detailed Planned Development known as Renaissance Farwell to allow changes to the previously approved multi-family residential development located at 1443 and 1451 North Prospect Avenue (FN [230510](#))

04/24/2023 – City Plan Commission recommended conditional approval of a substitute ordinance relating to 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 (FN [221431](#))

Previous Common

Council Action:

10/31/2023 – Common Council approved the First Amendment to the Detailed Planned Development known as Renaissance Farwell to allow changes to the previously approved multi-family residential development located at 1443 and 1451 North Prospect Avenue (FN [230510](#))

05/31/2023 – Common Council approved a substitute ordinance relating to 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 (FN [221431](#))

Recommendation:

Since this file 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.