



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. Bauman
4th Ald. District

CITY PLAN COMMISSION
ZONING REPORT

File No. [231936](#)

Location: 924 E. Wells Street, located on the north side of East Wells Street, at the corner of North Prospect Avenue and East Wells Street

Applicant/
Owner: Wells Street LLC (prospective buyer)

Current
Zoning: Detailed Planned Development (DPD) known as University Club

Proposed
Zoning: Downtown - Residential and Specialty Use (C9B)

Proposal: This file relates to the change in zoning from Detailed Planned Development (DPD) known as University Club to Downtown – Residential and Specialty Use (C9B) for the property located at 924 East Wells Street, located on the north side of East Wells Street, west of North Prospect Avenue, in the 4th Aldermanic District.

This site, inclusive of the existing locally designated historic 6-story building, was rezoned to DPD in 2003 at the time the parcel was divided to accommodate the construction of the University Club Tower to the north. The DPD zoning retained the existing University Club facility, which included meeting rooms and banquet facilities for its members. The University Club closed its facilities at this site at the end of 2023, and entertained offers to purchase the property. A prospective buyer, Wells Street LLC, has requested a zoning change to allow for other uses within the existing building other than the currently allowed social club use.

The proposed C9B zoning district is designed and intended to allow a compatible mix of urban activities which together result in a cohesive district offering a variety of residential, employment-generating, and neighborhood-serving or specialty retail uses. The site will retain its local historic designation.

Adjacent Land Use: The subject parcel is on the corner of Wells Street and Prospect Avenue. To the east lies land owned by Milwaukee County Parks (zoned PK). The University Club Tower (zoned DPD) is to the north of the site, and residential and restaurant uses (zoned C9A) are to the west and south.

Consistency with Area Plan: The proposed zoning map amendment is within the boundaries of the Downtown Area Plan, adopted by the Common Council in 2023. The Downtown Area Plan recommends to preserve and restore Downtown’s historic buildings and encourages the preservation, restoration and reuse of historic buildings throughout downtown. The plan also encourages a diversity of compatible land uses and building types that contribute to cohesive districts and corridors.

The former University Club facility was locally designated as a historic structure in 2003 with Common Council Resolution File No. 030388, shortly before the existing DPD was approved. The University Club closed its Downtown operations in 2023. In order to ensure the successful reuse of this historic structure, a broader range of permitted uses is needed – including uses that were not contemplated as part of the existing DPD. The proposed zoning change will allow for a diversity of compatible uses at this property and is consistent with the recommendations of the Downtown Area Plan.

Previous City Plan Action: 9/8/2003 – City Plan Commission recommended approval of a substitute ordinance relating to the change in zoning from High Density Residential (C9A(a)) to a Detailed Planned Development (DPD) known as University Club ([FN 030580](#))

Previous Common Council Action: 10/14/2003 – The Common Council approved a substitute ordinance relating to the change in zoning from High Density Residential (C9A(a)) to a Detailed Planned Development (DPD) known as University Club ([FN 030580](#))

07/15/2003 – The Common Council approved a resolution designating the University Club of Milwaukee, 924 E Wells Street, as an Historic Structure. ([FN 030388](#))

Recommendation: Since the singular “social club” use allowed by the DPD zoning no longer operates on the site, and this zoning change will allow a wider mix of uses within the existing historic building that are compatible with the adjacent area and the recommendations of the Downtown Plan, staff suggests approval of the subject file.