



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:** [240523](#)

**Location:** 1524, 1540, and 1546 N Jefferson Street on the east side of North Jefferson Street, south of East Pleasant Street

**Applicant/  
Owner:** Cirrus Property Group (Prospective buyer and developer)

**Current  
Zoning:** Two-Family Residential (RT4) and Detailed Planned Development (DPD)

**Proposed  
Zoning:** New Detailed Planned Development known as The Fifteens at Park East

**Proposal:** In 2021, 1540 N. Jefferson Street was divided into 3 parcels via a Certified Survey Map (CSM). The north portion of 1540 N. Jefferson Street (now known as 1546 N. Jefferson St) was rezoned from Two-Family residential (RT4) to a DPD known as “The 1500’s” to allow construction of a new commercial building and associated parking. The new building was never constructed. The old commercial building remains on the site and is vacant. The two parcels to the south, 1524 and 1540 N. Jefferson Street, remained zoned RT4 and have not been developed.

This file will rezone the three parcels to a new DPD known as “The Fifteens at Park East”. The Cirrus Property Group, LLC is proposing to construct 15 for-sale townhouses consisting of 5 three-unit, three-story buildings. Each townhome will have an attached two-car garage and optional private rooftop patio space. Building materials include a modular brick veneer or cast-in-place concrete base and engineered wood or cementitious panel. The applicant might add a 5-8’ decorative metal or aluminum fence and gate at the entrance of the alley, between buildings 2 and 5, and/or around the property border.

The applicant anticipates constructing the buildings over 5 phases. Phase 1 includes construction of the first building at the northwest corner of the site, along with rough site grading and wet utilities in the private alley. As each subsequent building is built, corresponding pieces of the alley will be constructed.

**Screening:** Mechanical equipment is anticipated to be placed on the roofs, outside of public view. If any equipment is placed at the street level, it will be sufficiently screened from view.

**Signage:** Freestanding signs: Interior wayfinding signage will be provided in the private alley and sidewalks as needed.

Building wall signs: One 3'x3' metal wall-mounted sign on the building and one 3'x3' metal sign attached to the gate between Buildings 2 and 5 (if the gate is added). The applicant states final signage will be reviewed by DCD Planning Staff.

**Circulation, parking, and loading:**

**Vehicular Access and Parking:**

30 parking spaces will be provided for the 15 units at a rate of 2 parking spots per unit. All parking will be within an individual attached garage for each unit. Parking for the rear buildings will be off of the existing north-south alley and parking for the units fronting Jefferson Street will be via the private alley accessed from Pleasant Street.

**Pedestrian Access:**

Each unit will have its own pedestrian entrance. Walkways from Pleasant Street and Jefferson Street will connect the units to the public sidewalks.

Bicycle storage will be available in the private garages. Loading will be handled within the private alley, with trash pick-up locations yet to be finalized with City Sanitation Services.

**Loading (deliveries, move in/out for residential, and trash pick-up):**

Loading will take place within the proposed private alley. The applicant states they are in the process of finalizing trash pick-up locations with the City Sanitation Services.

**Adjacent Land Use:** The subject site is located at the corner of North Jefferson St and East Pleasant Street. A 38-unit mixed-use condo building is to the west of the site, and a variety of single-, two-, and three-family residences and some commercial uses are located to the west, south and east. Commercial uses include a bank and real estate office are to the north of the site.

**Consistency with Area Plan:**

The proposed DPD is within the boundaries of the Northeast Side Area Plan. The Northeast Side Area Plan supports new infill development on vacant or underutilized land that reinforces traditional neighborhood development patterns, promotes pedestrian activity and enhances the area's character. The surrounding blocks include a diverse mix of housing types including large apartment buildings, townhomes, detached residential buildings, and rear homes along the alley. The townhomes proposed fit nicely within the context of the site,

are designed to support pedestrian activity and provide additional opportunities for homeownership in the area. The proposed DPD is consistent with the Northeast Side Area Plan.

**Previous City  
Plan Commission**

**Action:**

6/21/21 – City Plan Commission recommended approval of the change in zoning from Two-Family Residential, RT4, to a Detailed Planned Development, DPD, known as the 1500's to allow construction of a commercial building on part of 1540 North Jefferson Street, located on the east side of North Jefferson Street, south of East Pleasant Street, in the 3rd Aldermanic District. (FN [210053](#))

**Previous Common  
Council Action:**

7/27/21 – Common Council approved the change in zoning from Two-Family Residential, RT4, to a Detailed Planned Development, DPD, known as the 1500's to allow construction of a commercial building on part of 1540 North Jefferson Street, located on the east side of North Jefferson Street, south of East Pleasant Street, in the 3rd Aldermanic District. (FN [210053](#))

**Recommendation:**

Since the proposed zoning change will allow the construction of a residential development that is consistent with the neighborhood context and recommendations of the Northeast Side Plan, staff suggests that the City Plan Commission recommends approval of the subject file.