



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
Ald. Brostoff

**CITY PLAN COMMISSION
ZONING REPORT**

Ordinance File No. [221449](#)

Location: 1709-23 North Farwell Avenue

**Applicant/
Owner:** 1709 Farwell Propco LLC (owner)

**Current
Zoning:** Local Business (LB2)

**Proposed
Zoning:** Detailed Planned Development (DPD)

Proposal: The proposed change in zoning to DPD was requested by 1709 Farwell Propco LLC and will allow the development of an 11-story, 130-room hotel on the subject site. This development will require the demolition of existing structures on the site. The building will also include restaurants and other food service venues, meeting and event spaces, retail uses for hotel guests, and other ancillary uses supporting the hotel.

The proposed restaurant use will be located on the 1st and 2nd floors, providing activation along the street. The hotel rooms will be located on floors 3 through 10, and the 11th floor will include a rooftop bar and outdoor terrace.

The design of the building includes a two-story base with glazing and a brick screening system, and the upper floors consist of modular brick and an aluminum framed glazing system. The southern corner of the building will be fully glazed from the ground floor to the 11th floor.

**Circulation, Parking
and Loading:**

The proposed design will maintain the three existing curb cuts for vehicle access to the site. These curb cuts allow for a driveway lane and port cochere between Farwell Ave. and Cambridge Ave., where loading/unloading of goods and guest pick-up/drop-off can take place on site. The curb cut on Farwell Ave. will be designated as right turn in only. A loading and service area is provided on-site, located adjacent to the southern curb cut on Cambridge Ave. Trash dumpsters

will be stored inside an enclosure located adjacent to the northernmost east corner of the property.

Approximately 11 parking stalls will be provided on the northern portion of the site, which can be accessed from the loading drive lane or the northern curb cut on Cambridge Ave. A minimum of 59 parking stalls will be located off-site at 1744 N. Farwell, which is zoned LB2. The total number of parking spaces that will be provided for the hotel is consistent with what the zoning code would require under the LB2 zoning, and the off-site location is within 700 feet of the hotel's main entrance, which meets the zoning code's distance standard for off-site parking. This offsite parking is required to be available for use at the time an occupancy permit is issued for the hotel. The applicant is continuing to work through various parking options for 1744 N. Farwell Avenue that would be allowed under the existing LB2 zoning.

DPW has identified the need for the applicant to make arrangements for the provision and installation of Rapid Rectangular Flashing Beacons for the pedestrian crossing of North Farwell Avenue at East Royall Place, which is where hotel patrons are anticipated to cross to access the parking at 1744 N. Farwell Av.

Entry points to the building are located at the southern corner of the site and along Farwell Ave, which can be accessed by pedestrians from public sidewalks along Farwell and Cambridge Avenues. The two existing bus stops along Farwell and Cambridge will remain (with potentially minor shifts in locations as necessary).

Given the additional pedestrian activity that this development will bring to this intersection and the existing context (2 bus stops and a relatively narrow sidewalk condition), DPW has requested that the applicant work with them to consider relocating the east curb line of North Cambridge Av. to the west to create additional space for pedestrian uses, additional landscaping, in-lane bus boarding, and to shrink the crossing distance across North Cambridge Av. at its intersection with North Farwell Av. and East Brady St. as this intersection is reconstructed by the developer during the construction process.

Three bicycle racks (providing 6 temporary spaces) will be provided on the northern portion of the site beneath the port cochere.

DPW Traffic Engineering has requested that a traffic study be performed for this development, and this has not yet been provided by the applicant at the time that this report was drafted.

Landscaping & Open Space:

Planting strips are proposed along the edges of the site along Cambridge and Farwell, creating a buffer along the street curb and along the edge of the building. On the northern portion of the site, landscaping and a masonry wall will screen the small surface parking area. Plantings will include grasses, shrubs, and trees.

Signage:

Four Type A building wall signs are proposed in this design, including two identifying signs along the top edge of the building, a street level sign for the restaurant, and a sign on the port cochere. Temporary signage will be in place during construction.

Community

Meeting:

An in-person community meeting was held regarding this development proposal on January 23, 2023. The meeting was held at Dorsia on Brady Street, and approximately 130-140 people attended. The development team presented on their proposed plans and design for the site and Alderman Brostoff coordinated a question and answer session for neighbors. During the question and answer portion of the meeting, some questions or areas of concern included pedestrian safety, general safety and crime in the area, impacts to surrounding property values, increase in traffic, parking, and opportunities for multi-modal access with bicycle parking. Many neighbors expressed support for bringing a hotel to the Brady Street area.

Adjacent Land Use:

The site is surrounded by a variety of commercial, residential, and mixed-use buildings. Adjacent properties are designated as Local Business (LB2) and Multi-Family (RM7) zoning districts.

Consistency with Area Plan:

The proposed DPD is within the boundaries of the Northeast Side Area Plan. The Northeast Side Area Plan recommends high-density transit-oriented development in commercial districts and areas well served by public transit. The plan supports context sensitive development within the Lower East Side sub-area, and acknowledges the need to revise design standards to allow for higher density in the Farwell Avenue Corridor. The proposed DPD is consistent with the height and bulk of recent development in the Farwell Avenue corridor, and the compact footprint retains the fine grain scale of the Brady Street Business District, creating a successful transition in scale between the two areas. Furthermore, the proposed development will add new pedestrian activity to the area to support local businesses and advance the goals of creating strong commercial districts, including by bringing visitors to the area who may support increased daytime commerce. The proposed DPD is consistent with the Northeast Side Area Plan.

Previous City Plan Commission

Action:

None.

Previous Common Council Action:

None.

Staff

Recommendation:

Since the proposed development is consistent with the mixed-use context of the neighborhood and the recommendations of the Northeast Side Area Plan, staff suggests that the City Plan Commission recommends approval of the subject file conditioned on the applicant submitting final exhibits that incorporate DCD,

DPW, and the ADA Coordinator's comments. More specifically:

- Conditioned upon the applicant working with DPW to submit an updated site plan and any needed adjustments to the DPD narrative to incorporate DPW comments related to the installation of flashing beacons for a pedestrian crossing at Royall Place and adjustments to the Cambridge Avenue curb lines required as a result of this development.
- Conditioned upon the applicant providing the Traffic Impact Analysis (TIA) to DPW for their review, and working with DPW through any recommendations or requirements by the department based on their findings, as well as updating the DPD exhibits as needed to incorporate any changes relating to the TIA.
- Conditioned upon the applicant clarifying the building wall sign placement and size.
- Conditioned upon the applicant updating the applicable plans to show a corrected City paving detail (to be provided by DPW) and the required placement of accessible parking spaces as noted in the ADA Coordinator's comments.