



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

3<sup>rd</sup> Ald. District  
Ald. Brostoff

**CITY PLAN COMMISSION  
ZONING REPORT**

**Ordinance File No.**      [221431](#)

**Location:**                      1443-51 North Prospect Avenue

**Applicant/  
Owner:**                          New Land Enterprises

**Current  
Zoning:**                          Residential and Office (RO2)

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

**Proposal:**                      The subject file relates to a change in zoning from Residential Office (RO2) to Detailed Planned Development (DPD) known as Renaissance Farwell. The parcels that would be included within the DPD include the former Renaissance Place event hall and Mexican Consulate office building and the surface parking lots located to the rear of each of these buildings. The new development proposed under this DPD would occur on the land currently used for surface parking. A Certified Survey Map will be created to combine the properties containing the surface parking lot, Renaissance Place, and Mexican Consulate into one lot.

The proposed development will maintain the Renaissance Place and Mexican Consulate buildings along Prospect Avenue and create a new 25 story residential tower in place of the existing parking lot located behind the buildings along Farwell Avenue. The residential tower will include up to 318 apartments, residential amenities such as an outdoor pool deck, community room, fitness area, and on-site management, as well as an enclosed parking structure at the base of the building with room for at least 350 parking stalls (up to 465).

1443 N. Prospect Av. is anticipated to continue to be occupied by the Mexican Consulate. 1451 N. Prospect Av. was previously utilized as an event space known as Renaissance Place. In the future, all uses permitted in the RO2 zoning district will be allowed within these two buildings, including assembly hall (event space) and a co-working space/club within the former Renaissance Place building. If it is determined that the property management/leasing space on the northwest

corner of the ground floor of the new residential tower is not necessary, active uses permitted within the RO2 zoning will be allowed provided the windows are not covered or blocked.

**Building Design:**

The ground floor of the new building will host space for property management as well as a lobby for residents with a mail room and long-term bicycle storage; these areas are located on the north and west sides of the building footprint and have storefront windows to activate the adjacent street edges. The eastern portion of the ground floor will be an open-air, covered parking lot with up to 26 spaces to serve the users of the Mexican Consulate and Renaissance Place. Floors 2 through 8 will consist of the enclosed parking structure for the building. The remaining floors (9 through 25) will host the residential units and other residential amenities. The southwest portion of the 9<sup>th</sup> floor will consist of the outdoor pool and amenity deck. The upper floors form an L-shaped footprint around this amenity deck. The DPD would permit the applicant to remove one floor of parking either for the residents (provided the parking ratio remains at least 1 space per residential unit) or for 1451 N. Prospect Av. (former Renaissance Place) if they are able to find arrangements for an equivalent number of parking spaces in a legally established, existing surface parking lot or structure.

The building will be placed up to the property lines along Curtis and Farwell, as well as to the south. The northwest corner of the building (along the main entrance) will be set back approximately 7' – 6".

Exterior materials consist of dark grey brick masonry, flat plate metal panel, corrugated metal panel, window wall systems with spandrel glass at residential units, and an aluminum storefront system with frosted glass at the parking structure. The brick masonry is located on the first 9 floors of the building to mimic the architecture of surrounding buildings. The upper floors have both attached and integrated balconies made of structural concrete that have aluminum railings with clear glass panels.

**Circulation, Parking and Loading:**

Main pedestrian access to the new structure is located at the lobby entrance along Farwell Ave. There are also service entrances on Curtis Pl. and further south on Farwell Ave. The two existing buildings have pedestrian access points through the main entrances on Prospect Ave.

Short- and long-term bicycle parking is provided on site. The long-term bicycle parking room has an access door along Farwell Ave, immediately south of the lobby entrance. Outdoor bicycle parking racks are located nearby the main lobby on Farwell Ave as well.

A loading zone will be created on Curtis Pl. for resident move-in, and another loading zone on Farwell Ave. will be used for drop-off/pick-up and queuing for rideshare services.

The entire development will be served by a minimum of 350 on-site spaces and up to 465 spaces. Structured parking for residents and the future tenant of 1451

N. Prospect Av. is provided in an enclosed garage on floors 2 through 8 of the building, and there will be approximately 26 covered parking spaces on the ground floor for use by the Mexican Consulate. This parking deck has access through a garage door on Farwell Ave., south of the building's lobby entrance. The open-air covered parking will be accessed from Curtis Pl. The applicant may elect to remove one floor of structured parking if they are able to secure parking in nearby existing lots or structures for the future tenant of 1451 N. Prospect Av.

Dumpsters for the new building will be located in a trash room within the ground floor of the building and collected on Curtis Pl. Dumpsters for 1451 N. Prospect will continue to be stored behind the existing structure and will be screened with an enclosure. Garbage pickup for 1443 N. Prospect will occur from the driveway located along the south side of the building.

**Landscaping & Open Space:**

Street trees will be planted along Farwell Ave. and planters will be placed at the corner of Farwell Ave. and Curtis Pl. Landscaping at the existing buildings will remain and may be improved within applicable standards.

**Signage:**

Building wall signs will include a back-lit, pin mounted or internally illuminated name and address sign above the lobby entrance, and the option for future retail tenant wall signage. All signs will comply with RO2 Type A zoning standards for signage. There will be no off-premise signs. Temporary banner signs will be used during construction and leasing. Signage on the existing Renaissance Place and Mexican Consulate buildings will remain, but may be revised with new branding. Any sign changes will be reviewed and approved by DCD staff.

**Community Meeting:**

A community meeting was hosted by Alderman Brostoff on February 2 at the Renaissance Place building on the subject site. Representatives from New Land Enterprises and Korb + Associates Architects presented the design proposal and Alderman Brostoff spoke about the impact of this project. During the Q&A portion of the meeting, attendees asked questions and made comments about parking, pedestrian and bicycle infrastructure, impacts to rental prices in the area, the size of the building, construction timing and quality, and more. Subsequent to the community meeting, the applicant made a number of significant adjustments to the design of the parking structure elements of the project to respond to community and DCD staff feedback to improve the pedestrian realm and better integrate the design with the context of surrounding buildings.

**Adjacent Land Use:**

Surrounding properties consist of residential and commercial uses in the Residential and Office District (RO2) and Multi-Family Residential District (RM7).

**Consistency with Area Plan:**

The proposed DPD is within the boundaries of the Northeast Side Area Plan (NESAP). The NESAP recommends high-density transit-oriented development in areas well served by public transit. North Farwell and North Prospect Avenues feature multiple high frequency MCTS bus routes, and the site is approximately one block from an existing streetcar station, making it one of the most transit

served locations in the City. The NESAP recognizes the high-density urban context of Farwell and Prospect Avenues and identifies a need to re-evaluate current zoning requirements to allow for more height and density in the corridor. The plan also prioritizes the preservation of existing buildings that add to the historic character of the area. The proposed DPD would accomplish both objectives, adding density to the corridor while preserving the contributing buildings along Prospect Avenue. The proposed high-rise building will add to the City's skyline while integrating with the older surrounding context through the use of high-quality materials and façade articulation on the parking plinth. The proposed DPD is consistent with the Northeast Side Area Plan.

**Previous City  
Plan Commission  
Action:**

None.

**Previous Common  
Council Action:**

None.

**Staff  
Recommendation:**

This development proposal will entail replacing an existing surface parking lot along a well-served transit corridor with a high quality residential tower, while preserving existing buildings along Prospect Avenue, which is substantially consistent with the Northeast Side Plan recommendations. Because of this, staff suggests that the City Plan Commission recommends approval of the subject file conditioned on the applicant submitting revised exhibits that incorporate staff comments. More specifically:

1. Conditioned upon updating the narrative to clarify items relating to parking for the residential tower and existing buildings along Prospect Avenue, among other minor items. Based on the applicant's proposed parking plans for the multiple uses on site, this would include updating the exhibits to indicate a minimum of 372 total parking spaces to serve the development.
2. Conditioned upon the applicant working with DPW to submit any needed updated plans or adjustments to the DPD narrative to incorporate DPW comments and findings from the Traffic Impact Analysis that may require updates to the DPD exhibits.