



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

4th Ald. District
Ald. Bauman

CITY PLAN COMMISSION ZONING REPORT

Ordinance File No. [230044](#)

Location: 1237 North Van Buren Street

**Applicant/
Owner:** New Land Enterprises

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

**Proposed
Zoning:** 1st Amendment to the Nova DPD

Proposal: In 2021, a DPD was approved for this site to allow the development of an 8-9-story, 251-unit mixed-use residential building, which is currently under construction. New Land Enterprises is requesting an amendment to the DPD zoning to allow a portion of the residential units to be used as short term rentals for a period of 2 years once the building is complete. From a zoning code standpoint, more than 4 short term rental units in one building is classified as a Commercial Hotel, which is not presently an allowable use for this site. This amendment to the zoning will add Commercial Hotel as a permitted use within the residential portion of the building for a period of 2 years for up to 90 of the 251 residential units.

The temporary hotel use will not exceed 24 months from the date the building's Certificate of Occupancy is issued. This use is intended to be in place temporarily to bridge the lease-up period before residential occupancy has stabilized. This proposed use does not involve any construction or changes to the exterior of the building. One parking space will be available for each unit used as part of the Commercial Hotel (short term rental) component, and hotel management staff will be onsite 24/7 to assist with guest arrivals, guest services, and housekeeping.

Adjacent Land Use: The subject site is surrounded by properties with various downtown zoning designations.

**Consistency with
Area Plan:**

The DPD known as Nova is within the boundary of the Downtown Area Plan. The current Downtown Area Plan was approved in 2010. A draft update to the Downtown Area Plan is currently pending approval by the Common Council. Both versions of the plan support a broad mix of compatible land uses throughout Downtown, including hotel uses, which are generally allowed in all Downtown zoning districts. The proposed amendment to the DPD is consistent with the Downtown Area Plan.

**Previous City
Plan Commission**

Action:

3/8/2021 – The City Plan Commission recommended approval of the change in zoning from Downtown Neighborhood Retail, C9C, to a Detailed Planned Development known as Nova for a mixed-use development on the property located at 1237 North Van Buren Street. ([FN 201143](#))

7/12/2021 – The City Plan Commission recommended approval of a Minor Modification to the Detailed Planned Development known as Nova to allow changes to the glazing pattern at the previously approved mixed-use building's southeast corner and the second floor balconies on the east façade. ([FN 210171](#))

**Previous Common
Council Action:**

3/23/2021 – The Common Council approved the change in zoning from Downtown Neighborhood Retail, C9C, to a Detailed Planned Development known as Nova for a mixed-use development on the property located at 1237 North Van Buren Street. ([FN 201143](#))

7/12/2021 – The Common Council approved a Minor Modification to the Detailed Planned Development known as Nova to allow changes to the glazing pattern at the previously approved mixed-use building's southeast corner and the second floor balconies on the east façade. ([FN 210171](#))

**Staff
Recommendation:**

Since the proposed commercial hotel use is intended to be in place temporarily to bridge the lease-up period before residential occupancy within this new construction building has stabilized and a commercial hotel is a permitted use on upper floors of all Downtown zoning districts, staff suggests that the City Plan Commission recommends approval of the subject file.