



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 Aldermanic District
Ald. Brostoff

CITY PLAN COMMISSION ZONING REPORT

Resolution File No. [230512](#)

Location: 2575 N. Downer Avenue

**Applicant/
Owner:** Bridge33 Capital (owner)

**Current
Zoning:** Detailed Planned Development (DPD) known as Downer Avenue Redevelopment, Phase 2

**Proposed
Zoning:** Minor Modification to DPD

Proposal: A General Planned Development (GPD) was established in 2007 for multiple buildings and sites on the 2500 and 2600 blocks of Downer Avenue. Subsequently, a Detailed Planned Development (DPD) for Phase 1, which includes the mixed-use parking structure at 2574 N. Downer Avenue, was approved, and a DPD for Phase 2 was established for the remainder of the land within the GPD, including this subject site. The DPD for Phase 2 anticipated a mix of new construction (including a 7-story hotel and 11-story residential condominium building, which have not yet been constructed) and existing buildings. The facades of the existing buildings essentially became part of the DPD zoning, and minor modifications to the DPD have occurred over the years to approve façade alterations, including the former Pizza Man space and Mulkern building (now Stone Creek Coffee).

Façade alterations are being proposed for the tenant space located at 2575 N. Downer Avenue, which was previously occupied by the Chancery, a sit-down restaurant. This minor modification approves the façade changes proposed for the Downer Avenue façade of the building, which will be split into two tenant spaces and assigned the addresses of 2569 and 2573 N. Downer Avenue. Specific tenants are not known at this time, but will be required to be compliant with the Downer Avenue Redevelopment GPD permitted use list. Changes include the following:

- Removal of the existing masonry and storefront windows on the northern half of the first floor of the building.

- Replacement with new storefront windows, brick piers and bulkhead to mimic the original façade design.
- The brick will match the existing masonry on the southern portion of the building and the entire first floor together.
- Two new entryways will be added to replicate the entrances of the original building design.

This building is within a local historic district, and the Historic Preservation Commission approved the subject changes on February 21, 2022.

Adjacent Land Use:

Mixed-use commercial uses are to the north and south of the subject site. A mixed-use parking structure is to the east, and multi-family residential uses and a parking lot are to the west.

Consistency with Area Plan:

The property is within the Northeast Side Area Plan. The Northeast Area Plan recommends strategies for revitalizing and improving the retail environment along North Downer Avenue to be a thriving and sustainable commercial district. The proposed design will make the façade more attractive and new building entrances will make the district more walkable. The proposed minor modification to the DPD is consistent with the recommendations of the Northeast Side Area Plan.

Previous City Plan Commission

Action:

02/12/2007 – City Plan Commission recommended approval of a change in zoning from Local Business (LB2) and Multi-Family Residential (RM4) to General Planned Development (GPD) to allow for the redevelopment of existing and vacant commercial uses along North Downer Ave. The GPD establishes zoning standards and a master plan for redeveloping and revitalizing the 2500 and 2600 blocks of N. Downer Ave. (FN 060705)

05/14/2007 – City Plan Commission recommended approval of an ordinance relating to the change in zoning from a GPD to a DPD known as Downer Avenue Redevelopment, Phase 1. This file approved the site plan and building design for the first phase of new construction including a 4-story mixed use commercial and parking garage building at 2574-90 N. Downer Ave. (FN 070034)

11/05/2007 – City Plan Commission recommended approval of the minor modification to the DPD known as Downer Avenue Redevelopment Phase 1. This resolution harmonized the zoning and approved Certificate of Appropriateness for the 4-story retail and parking structure. (FN 070964)

02/11/2008 – City Plan Commission recommended a substitute ordinance relating to the change in zoning from GPD to DPD known as Downer Avenue Redevelopment, **Phase 2**. The second phase of development would allow for the construction of a 7-story hotel and 11-story residential condominium building, with 3-story townhomes along Stowell. The Mulkern’s Building (garage) will be

renovated and a new, 4-story addition will be constructed for medical office tenants at the southeast corner of N. Downer Ave and E. Park Place. (FN 070963)

11/10/2008 – City Plan Commission recommended approval of a resolution permitting a minor modification to a DPD known as Downer Avenue Redevelopment, Phase 1, to allow for storefront improvements to the commercial space of the Parking Garage.(FN 080929)

12/10/2012 – City Plan Commission recommended approval of a resolution permitting a minor modification to a DPD known as Downer Avenue Redevelopment, **Phase 2**, to allow exterior modifications to the building at 2595-97 West Downer Avenue for the Pizza Man restaurant (FN 121059).

7/14/2014 – City Plan Commission recommended approval of a resolution relating to a minor modification to the Detailed Planned Development known as Downer Avenue Redevelopment, Phase 1, on land located at 2574-2590 North Downer Avenue, on the east side of North Downer Avenue, south of East Belleview Place, in the 3rd Aldermanic District. (FN 140451)

12/08/2014 – City Plan Commission recommended approval of a minor modification to the DPD known as Downer Avenue Redevelopment, **Phase 2**, to allow a second sign on the building for Shoreview Pediatrics (FN 141177).

7/17/2017 – City Plan Commission recommended approval of a resolution relating to a Minor Modification to the Detailed Planned Development known as Downer Avenue Redevelopment, **Phase 2**, to permit changes to the existing building at 2650 North Downer Avenue to allow for a retail and coffee shop, with adjacent patio, on land located on the east side of North Downer Avenue, south of East Park Place, in the 3rd Aldermanic District. (FN 170293)

**Previous Common
Council Action:**

02/27/2007 – Common Council approved a change in zoning from Local Business (LB2) and Multi-Family Residential (RM4) to General Planned Development (GPD) to allow for the redevelopment of existing and vacant commercial uses along North Downer Ave. The GPD establishes zoning standards and a master plan for redeveloping and revitalizing the 2500 and 2600 blocks of N. Downer Ave. (FN:060705)

05/30/2007 – Common Council approval an ordinance relating to the change in zoning from a GPD to a DPD known as Downer Avenue Redevelopment, Phase 1. This file approved the site plan and building design for the first phase of new construction including a 4-story mixed use commercial and parking garage building at 2574-90 N. Downer Ave. (FN:070034)

11/09/2007 – Common Council approved a substitute resolution permitting the minor modification to the DPD known as Downer Avenue Redevelopment Phase 1. This file approved modifications to building footprint and exterior building façade to provide consistency with the Historic Preservation Commissions Certificate of

Appropriateness. (FN: 070964)

02/26/2008 – Common Council approved a substitute resolution to ratify Common Council File No. 070964, being a resolution permitting a minor modification to the DPD known as Downer Avenue Redevelopment, Phase 1. (FN: 071365)

02/26/2008 – Common Council approved a substitute ordinance relating to the change in zoning from GPD to DPD known as Downer Avenue Redevelopment, **Phase 2**. The second phase of development would allow for the construction of a 7-story hotel and 11-story residential condominium building, with 3-story townhomes along Stowell. The Mulkern's Building (garage) will be renovated and a new, 4-story addition will be constructed for medical office tenants at the southeast corner of N. Downer Ave and E. Park Place. (FN: 070963)

11/25/2008 – Common Council approved a resolution permitting a minor modification to a DPD known as Downer Avenue Redevelopment, Phase 1, to allow for storefront improvements to the commercial space of the Parking Garage.(FN: 080929)

12/18/2012 – Common Council approved a resolution permitting a minor modification to a DPD known as Downer Avenue Redevelopment, **Phase 2**, to allow exterior modifications to the building at 2595-97 West Downer Avenue for the Pizza Man restaurant (FN 121059).

7/22/2014 – Common Council approved a resolution relating to a minor modification to the Detailed Planned Development known as Downer Avenue Redevelopment, Phase 1, on land located at 2574-2590 North Downer Avenue, on the east side of North Downer Avenue, south of East Bellevue Place, in the 3rd Aldermanic District. (FN 140451)

12/16/2014 – Common Council approved a minor modification to the DPD known as Downer Avenue Redevelopment, **Phase 2**, to allow a second sign on the building for Shoreview Pediatrics (FN 141177).

7/31/2017 – Common Council approved a resolution relating to a Minor Modification to the Detailed Planned Development known as Downer Avenue Redevelopment, **Phase 2**, to permit changes to the existing building at 2650 North Downer Avenue to allow for a retail and coffee shop, with adjacent patio, on land located on the east side of North Downer Avenue, south of East Park Place, in the 3rd Aldermanic District. (FN 170293)

Staff

Recommendation:

Since the proposed minor modification will allow façade alterations to restore the original building design and add additional storefront glazing, which will provide activation along Downer Avenue, staff suggests that the City Plan Commission recommends approval of the subject file.