

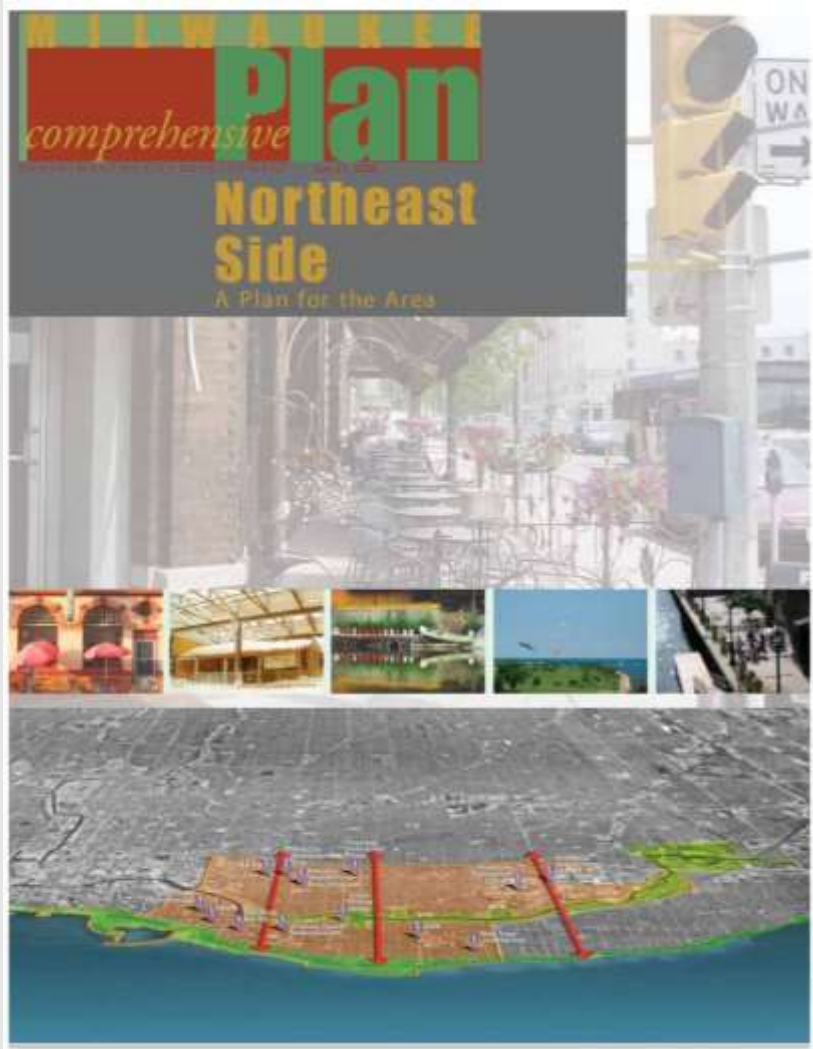
File No. 230510. A substitute ordinance relating to the First Amendment to the Detailed Planned Development known as Renaissance Farwell to allow changes to the previously approved multi-family residential development located at 1443 and 1451 North Prospect Avenue, on the south side of East Curtis Place between North Prospect Avenue and North Farwell Avenue, in the 3rd Aldermanic District.



File No. 230510. Site context.



File No. 230510. Consistency with the Comprehensive Plan.



Northeast Side Area Plan:

- Adopted in 2009. Amended in 2012 and 2018.
- Recommends high-density transit-oriented development in areas well served by public transit
- Prioritizes the preservation of existing buildings that add to the historic character of the area
- Proposed 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
- **The proposed DPD amendment is consistent with the Northeast Side Area Plan**

SUMMARY OF CHANGES:

- REDUCTION OF ONE LEVEL OF PARKING
 - REDUCING FROM 25 TO 24 STORIES
 - MAINTAINS 1:1 PARKING FOR RESIDENTS AND RENAISSANCE PLACE & CONSULATE PARKING REQUIREMENTS
- INCREASED UNIT QUANTITY FROM 314 TO 346
 - UNIT MIX WAS ADJUSTED TO PROVIDE ADDITIONAL 1 BEDROOM & STUDIO UNITS
- REDUCED SF OF TYPICAL FLOOR PLATE AT WEST ELEVATION OF TOWER
- MODIFIED SIGNAGE
 - REMOVED WALL SIGNAGE ON NORTH FAÇADE
 - CREATED BLADE SIGN ON WEST FACADE

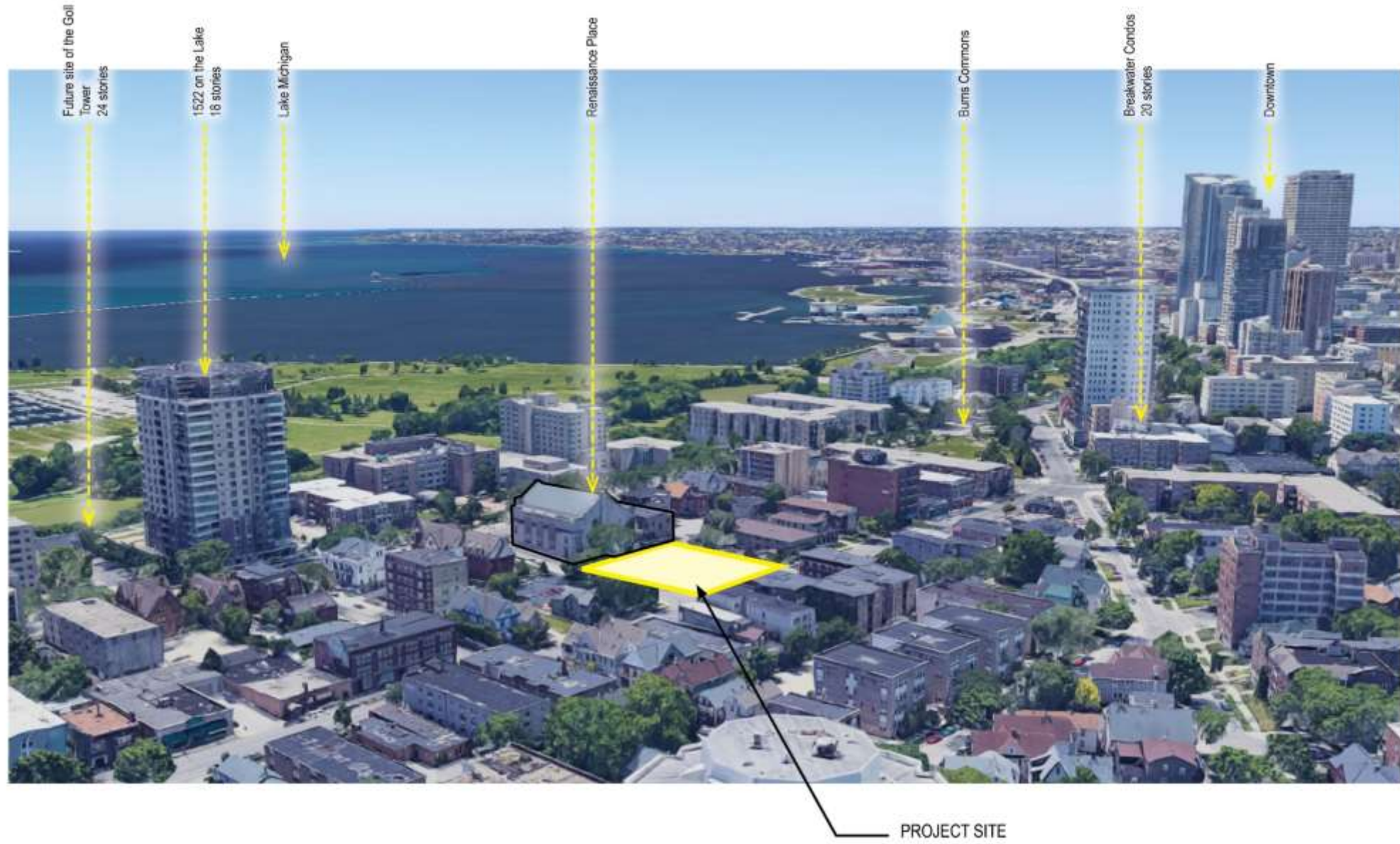
RENAISSANCE FARWELL

1443 & 1451 N. Prospect Ave. and 1490 N. Farwell Ave.
Milwaukee, WI 53202

1st Amendment to the Detailed Planned Development known as Renaissance Farwell
Submission Packet
File Number: 230510









N/E Corner of Site - E Curtis Place



N/W Corner of Site - E Curtis Place + N Farwell Avenue



S/W Corner of Site - N Farwell Avenue



Existing Mexican Consulate Building - N Prospect Avenue



Existing Renaissance Place Building - N Prospect Avenue



Existing 1451 N Prospect (Renaissance Place) - East Facade & Building Signage



Existing 1451 N Prospect (Renaissance Place) - North Facade



Existing 1451 N Prospect (Renaissance Place) - West Facade



Existing 1443 N Prospect (Mexican Consulate) - East Facade & Landscape



Existing 1451 N Prospect (Renaissance Place) - Existing Monument Sign



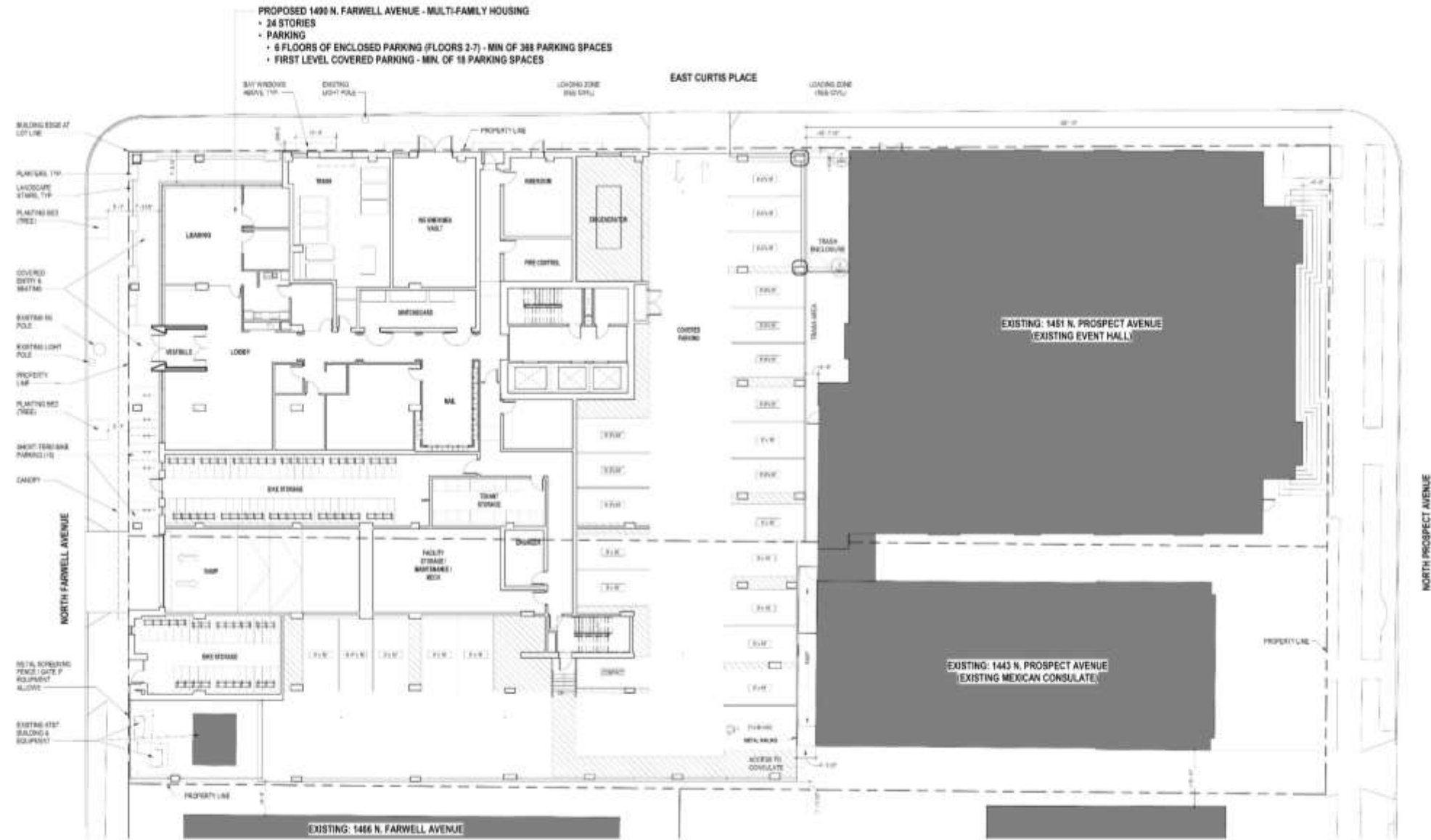
Existing 1451 N Prospect (Renaissance Place) - Existing Entrance

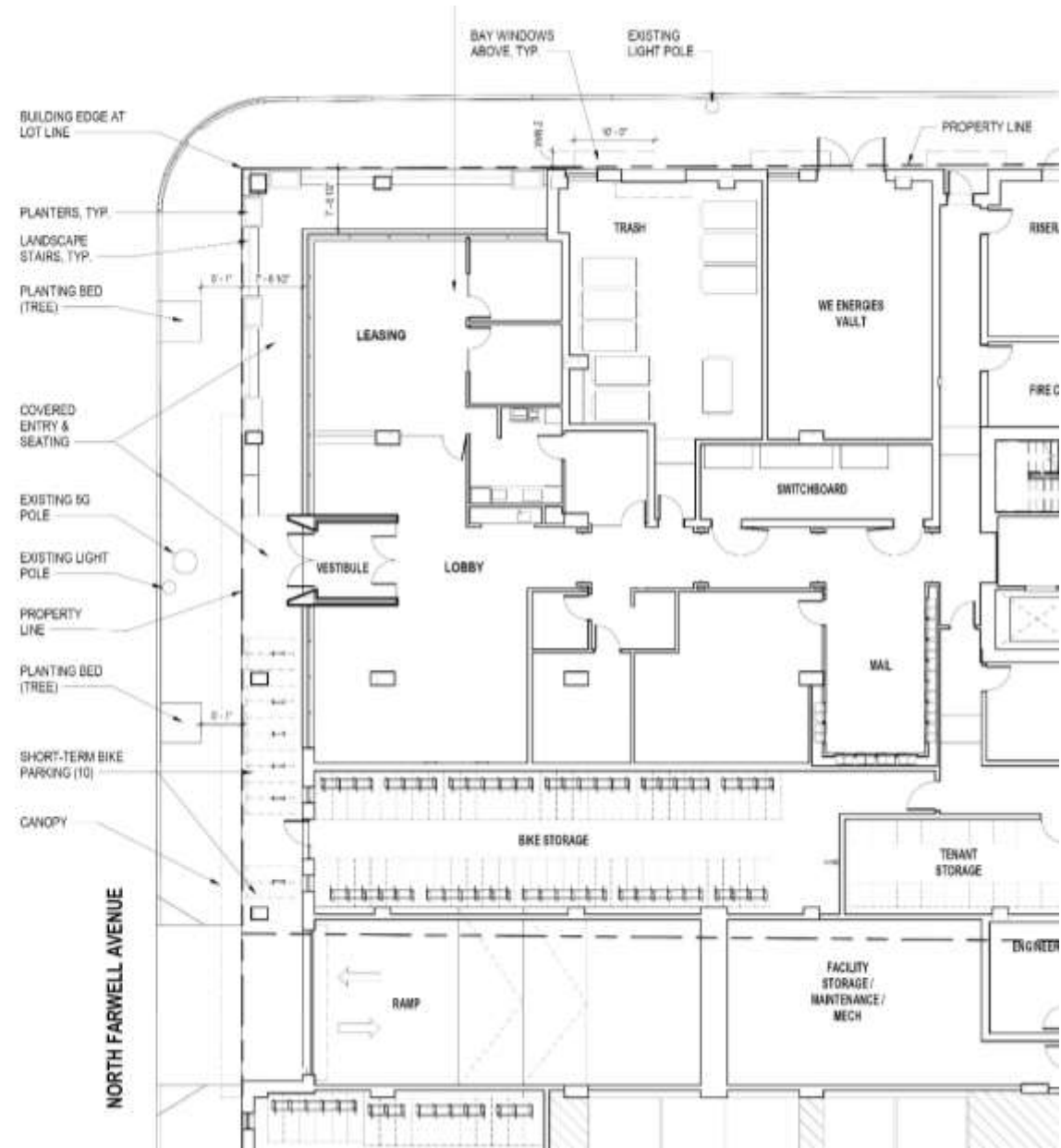


Existing AT&T Building and Equipment to Remain - New 1490 N Farwell structure to be constructed over this equipment



Existing electrical service to be relocated into new structure electrical vault





NORTH FARWELL AVENUE





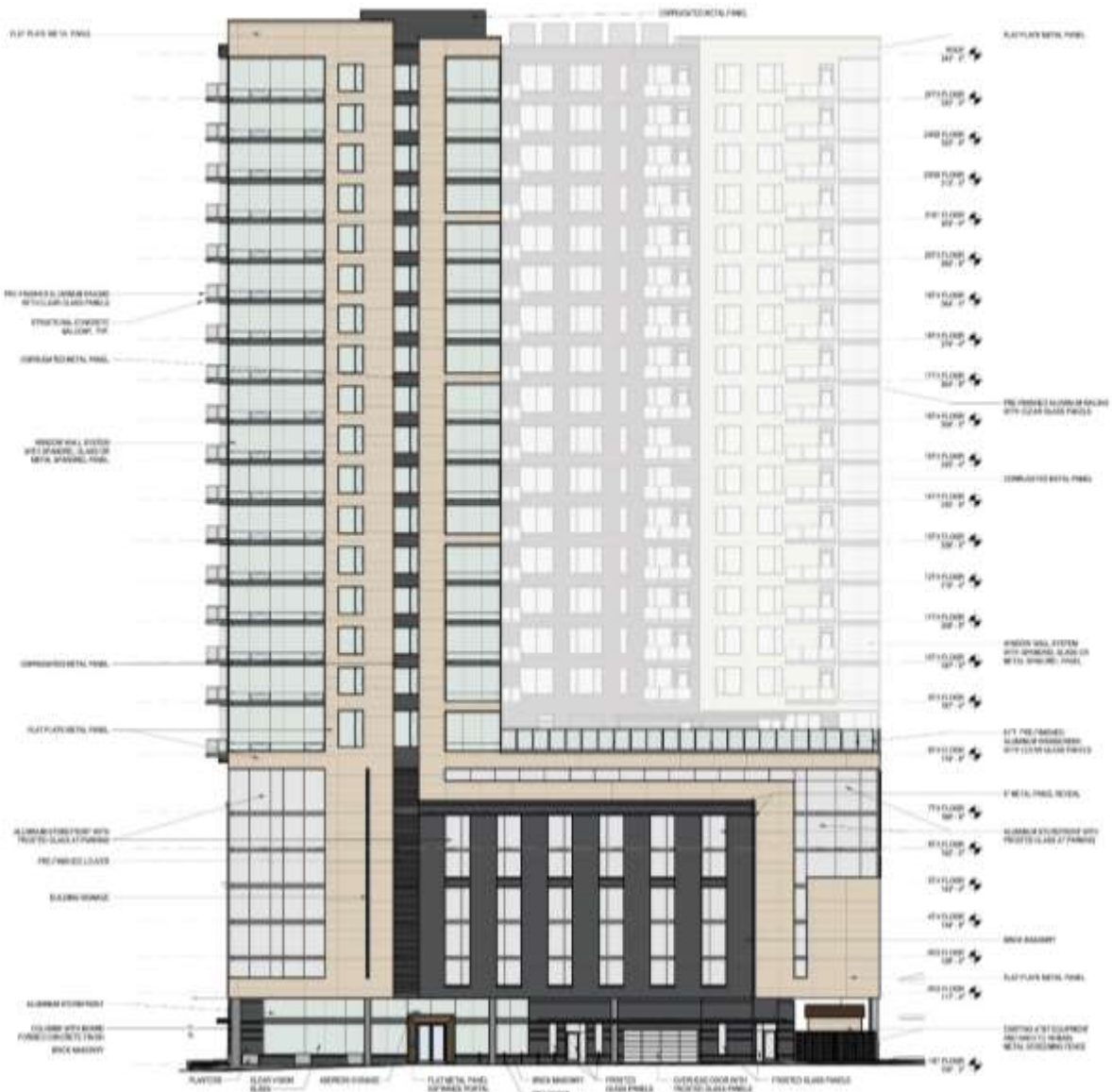




Architectural Elevations: West



ORIGINAL SUBMISSION



AMENDMENT 1

1st Amendment to the Detailed Planned Development known as Renaissance Farwell
1443 & 1451 N. Prospect Ave. and 1490 N. Farwell Ave. Milwaukee, WI 53202
File Number 230510



ORIGINAL SUBMISSION



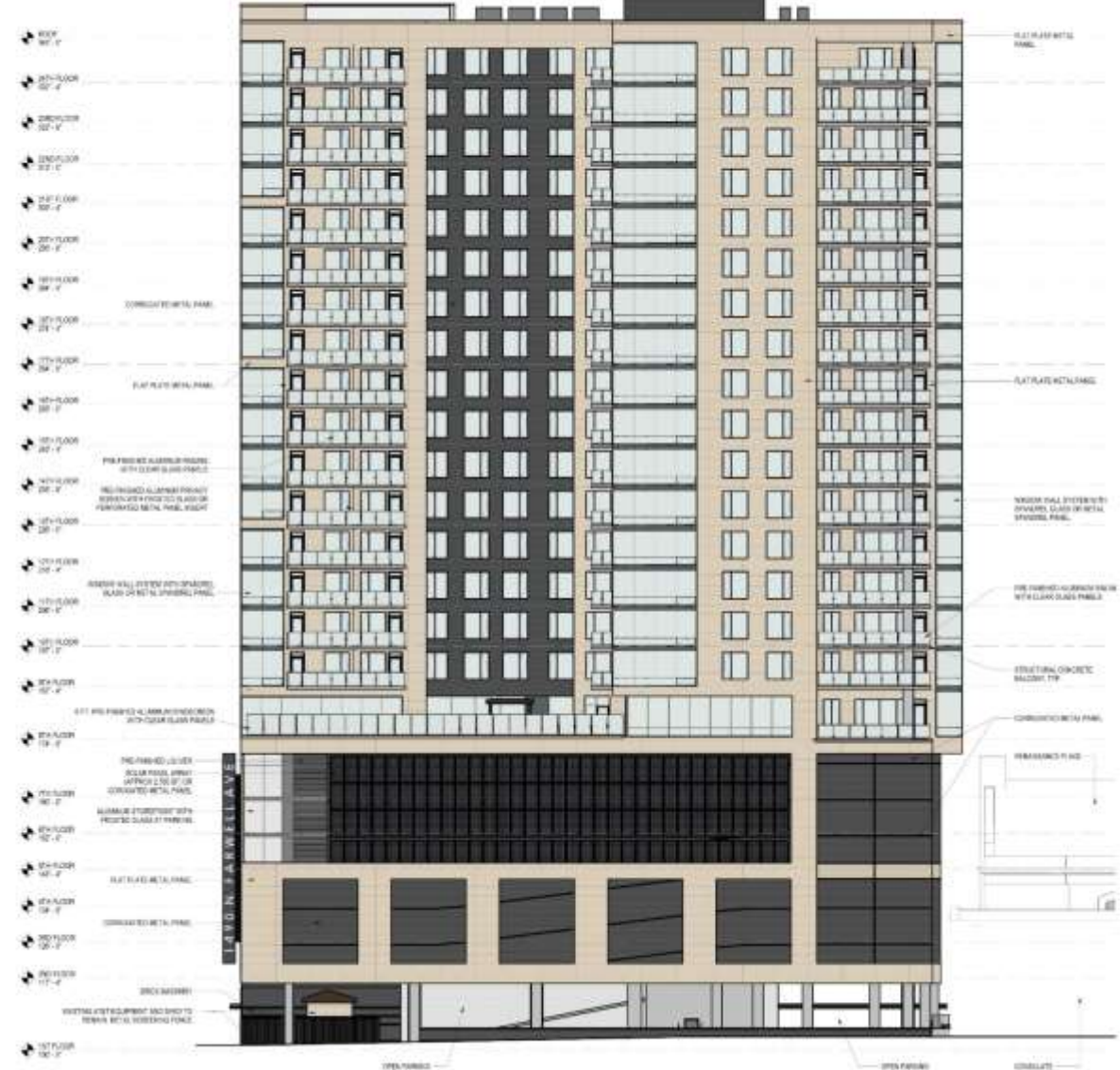
AMENDMENT 1

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ORIGINAL SUBMISSION



AMENDMENT 1



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