File No. 250521. A substitute ordinance relating to the change in zoning from Industrial Light, IL2, to Downtown – Mixed Activity, C9G, to allow a mixed-use development on the property located at 1414 North Vel R. Phillips Avenue, on the east side of North Vel R. Phillips Avenue, north of West Vliet Street, in the 6th Aldermanic District.

File No. 250521. Context.

Aerial view

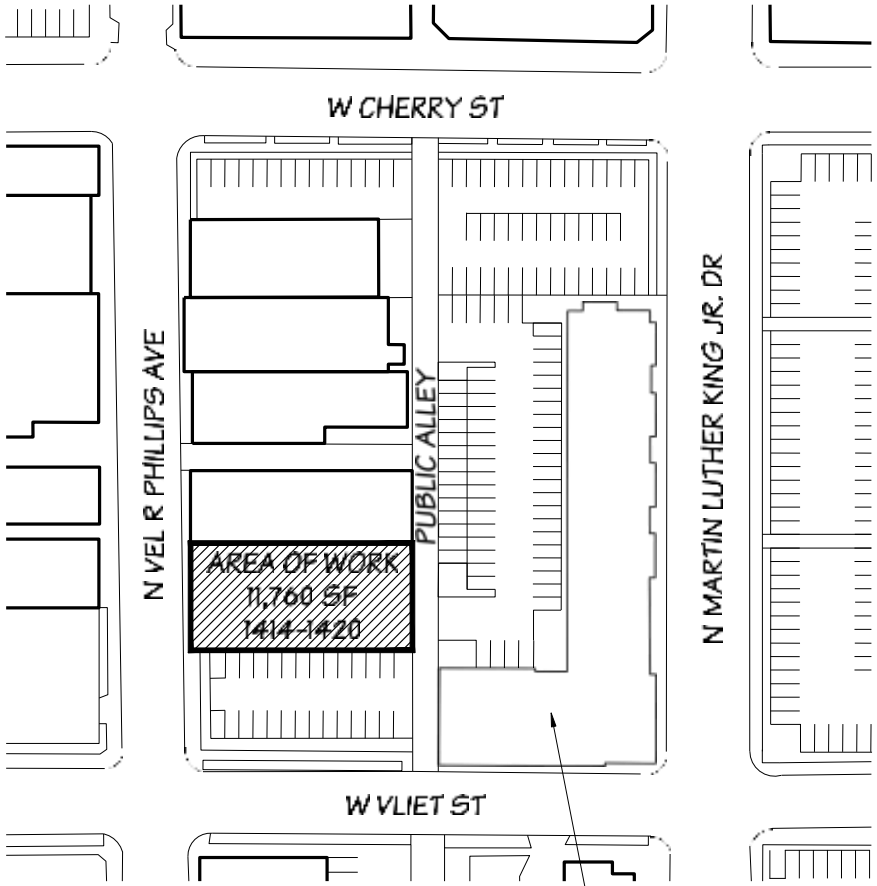
File No. 250521. Consistency with Comprehensive Plan.

Downtown Area Plan

- Adopted in 2023.
- Plan recommends increasing the supply of housing in the Downtown area, and encourages new residential development on underutilized land throughout Downtown – including the Haymarket District.
- Plan identifies the redevelopment of the Haymarket District as a catalytic project with an emphasis on high and medium-density residential development.
- Plan specifically calls for rezoning industrial properties in the Haymarket District to allow for a wider mix of uses.
- **The proposal is consistent with the Plan recommendations.**

22 APARTMENTS & 3,601 SF RETAIL

1414-1420 N. VEL R PHILLIPS AVE. MILWAUKEE, WI 53212



LOCATION PLAN

PASS EAST ENTERPRISE LOFTS
1401 N MARTIN LUTHER KING JR DR
ZONING: PD
LOT AREA: 44,000 SF
USE: RESIDENTIAL/ COMMERCIAL
DWELLING UNITS: 80 DU
LOT AREA/ DU: 550 SF

SECTION DIAGRAM

SITE DATA

LOT AREA = 11,760 SF (0.27 AC)

PROPOSED USE = 22 APARTMENTS + 3,601 SF RETAIL + 14 PARKING SPACES

ALLOWABLE USES = MULTI-FAMILY, OFFICES & LIMITED RETAIL

ALLOWABLE BUILDING AREA = 6X LOT AREA (66,000) +
6X SURFACE OF PUBLIC OPEN AREA (1,666) + (10,560) = 73,626 SF

REQUIRED SETBACKS = FRONT: 0, SIDE: 0, REAR: 0

REQUIRED MIN/MAX HEIGHT = 20' MIN. / NO MAX

PROVIDED # OF PARKING SPACES (COVERED PARKING @ GRADE) = 14

DRAWING LIST

APPLICABLE CODES

2015 INTERNATIONAL BUILDING CODE W/ AMENDMENTS
2015 INTERNATIONAL MECHANICAL CODE W/ AMENDMENTS
2015 INTERNATIONAL FUEL GAS CODE W/ AMENDMENTS
2015 INTERNATIONAL ENERGY CONSERVATION CODE W/ AMENDMENTS
2017 NATIONAL ELECTRICAL CODE W/ AMENDMENTS
2015 SPS 361-367 WISCONSIN PLUMBING CODE

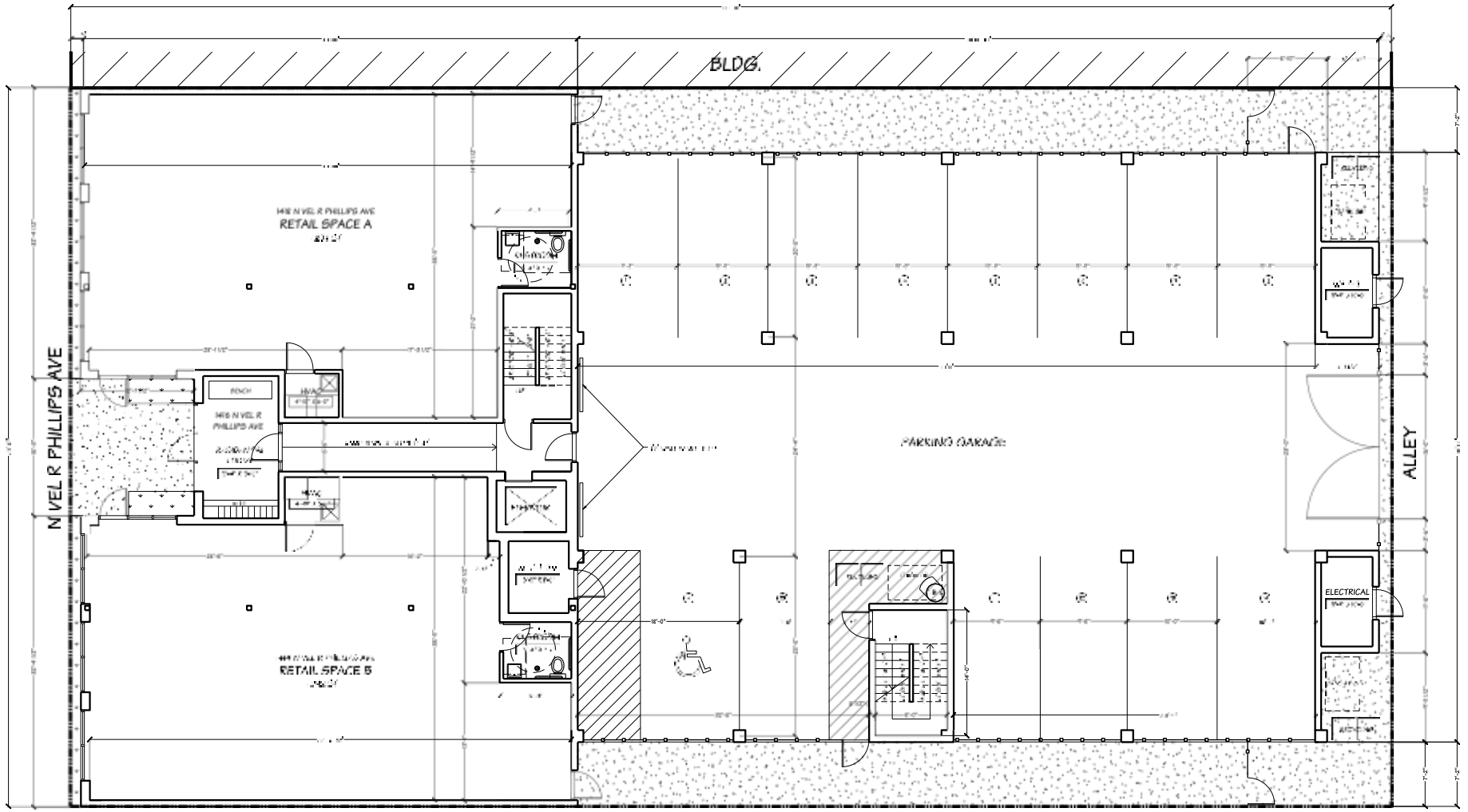
CONCEPTUAL - FOR ZONING PRESENTATION ONLY

MAEMAR P.C.

APARTMENTS & RETAIL
1414-1420 N. VEL R PHILLIPS AVE. MILWAUKEE, WI 53212

TITLE SHEET

T-1



NORTH

1ST FLOOR PLAN

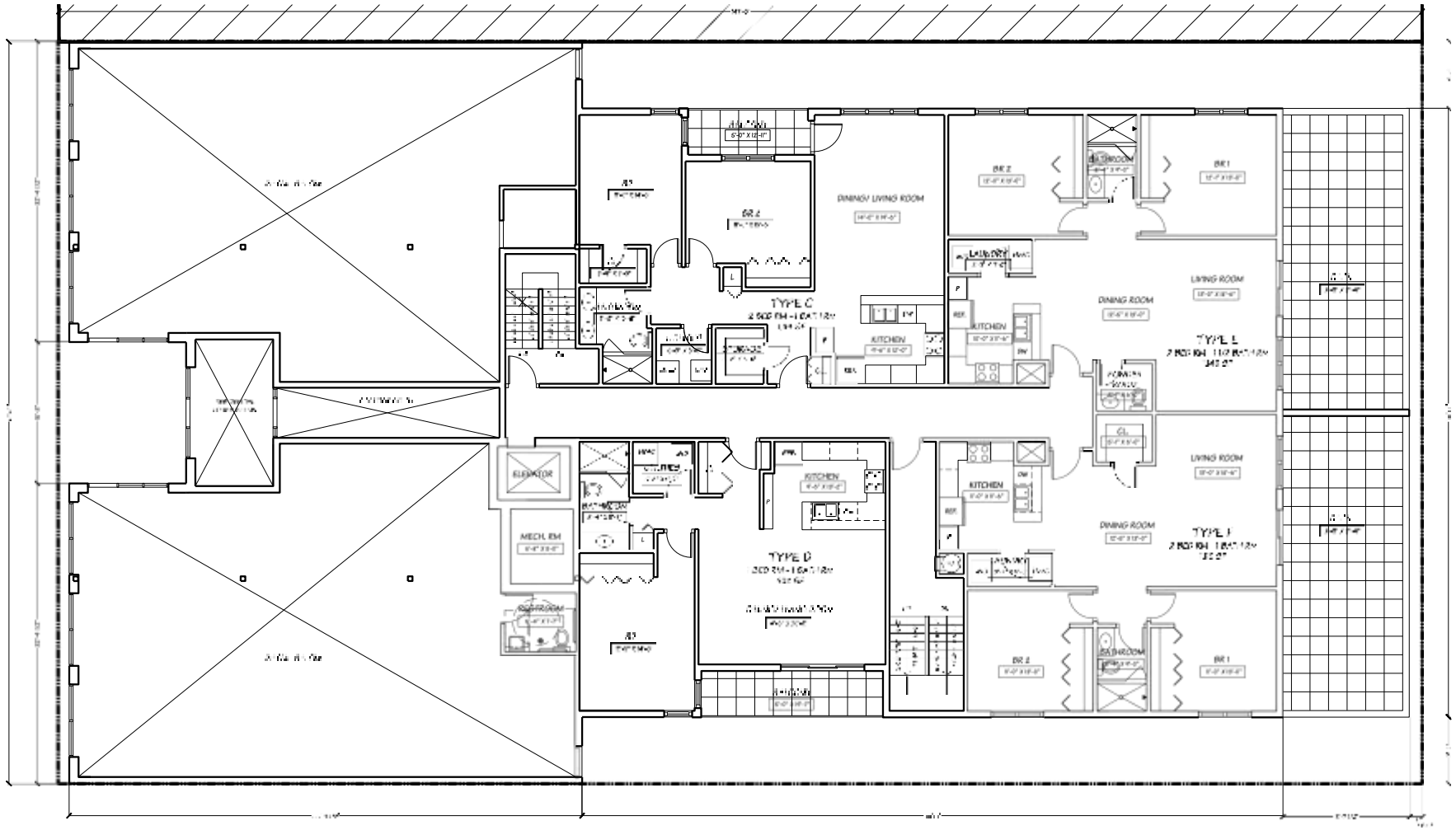
CONCEPTUAL - FOR ZONING PRESENTATION ONLY

MAEMAR P.C.

APARTMENTS & RETAIL

1414-1420 N. VEL R PHILLIPS AVE. MILWAUKEE, WI 53212

1ST FLOOR PLAN



NORTH

2ND FLOOR PLAN

TOTAL APARTMENT UNITS = 16

TYPE A = 2	TYPE B = 2	TYPE C = 4
TYPE D = 4	TYPE E = 4	TYPE F = 4

CONCEPTUAL - FOR ZONING PRESENTATION ONLY

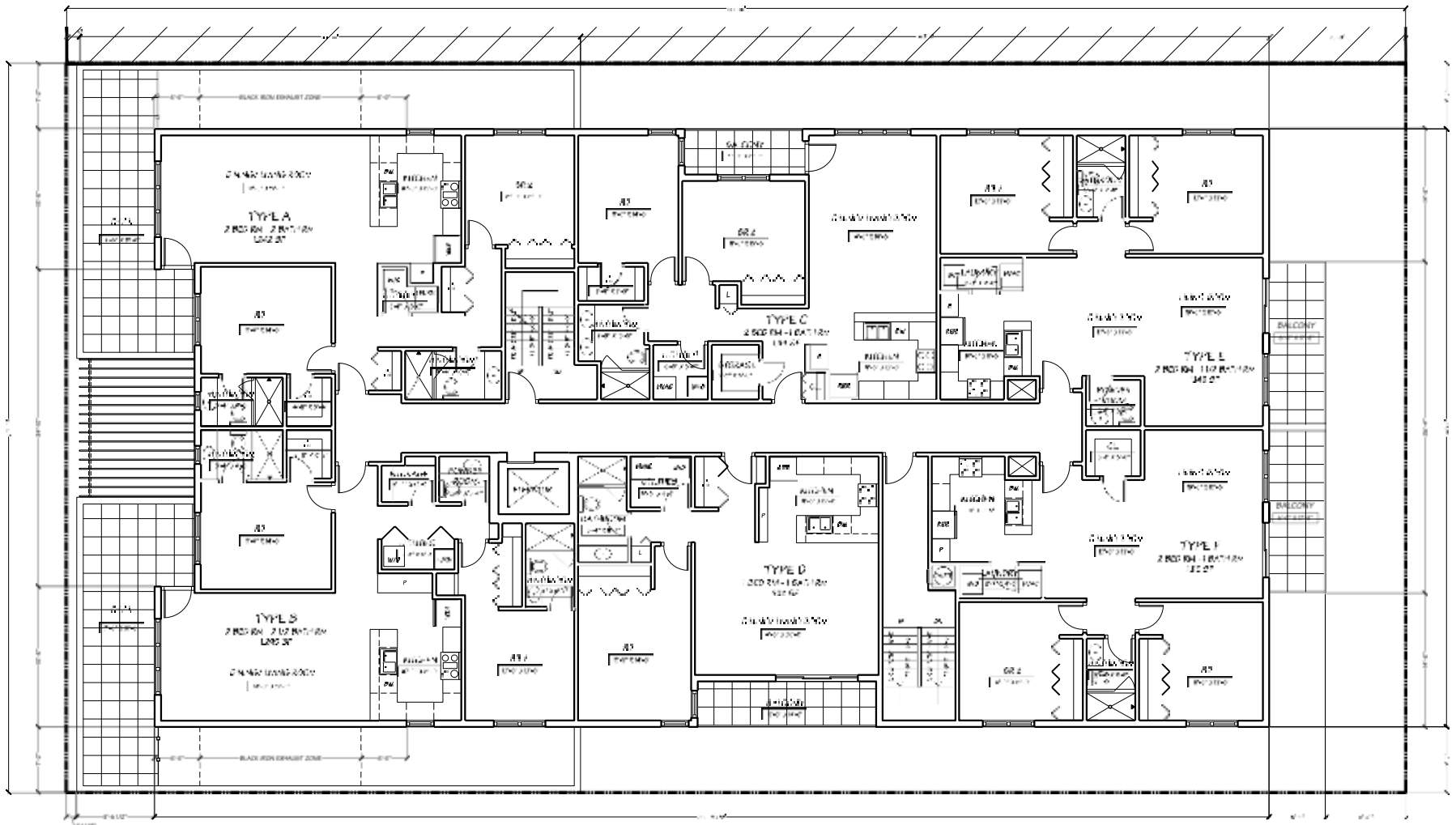
MAEMAR P.C.

APARTMENTS & RETAIL

1414-1420 N. VEL R PHILLIPS AVE. MILWAUKEE, WI 53212

2ND FLOOR PLAN

A-02



3RD FLOOR PLAN

TOTAL APARTMENT UNITS = 16

TYPE A = 2	TYPE B = 2	TYPE C = 4
TYPE D = 4	TYPE E = 4	TYPE F = 4

CONCEPTUAL - FOR ZONING PRESENTATION ONLY

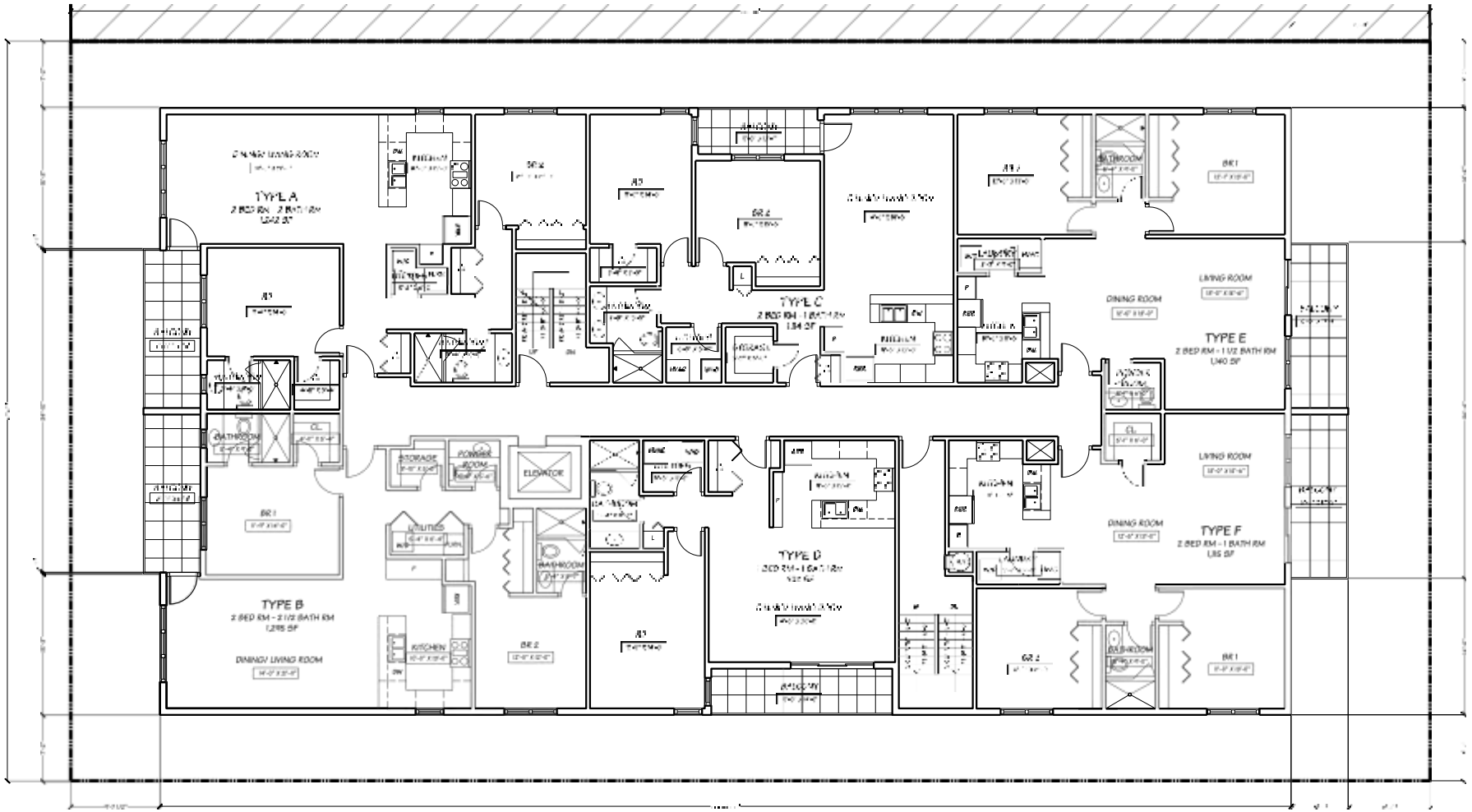
MAEMAR P.C.

APARTMENTS & RETAIL

1414-1420 N. VEL R PHILLIPS AVE. MILWAUKEE, WI 53212

3RD FLOOR PLAN

A-3



NORTH

4TH & 5TH FLOOR PLAN

TOTAL APARTMENT UNITS = 16

TYPE A = 2 2 BED RM - 2 BATH RM 1,242 SF	TYPE B = 2 2 BED RM - 2 1/2 BATH RM 1,295 SF	TYPE C = 4 2 BED RM - 1 BATH RM 1,134 SF
TYPE D = 4 2 BED RM - 1 BATH RM	TYPE E = 4 2 BED RM - 1 1/2 BATH RM 1,140 SF	TYPE F = 4 2 BED RM - 1 BATH RM 1,115 SF

CONCEPTUAL - FOR ZONING PRESENTATION ONLY

MAEMAR P.C.

APARTMENTS & RETAIL
1414-1420 N. VEL R PHILLIPS AVE. MILWAUKEE, WI 53212

4TH & 5TH FLOOR PLAN

NORTH

ROOFTOP PLAN

TOTAL APARTMENT UNITS = 16

TYPE A = 2	TYPE B = 2	TYPE C = 4
TYPE D = 4	TYPE E = 4	TYPE F = 4

CONCEPTUAL - FOR ZONING PRESENTATION ONLY

MAEMAR P.C.

APARTMENTS & RETAIL

1414-1420 N. VEL R PHILLIPS AVE. MILWAUKEE, WI 53212

ROOF-TOP PLAN

A-5

BIRD'S EYE VIEW FROM SW

STREET VIEW FROM SW

ALLEY VIEW FROM SE

ALLEY VIEW FROM NE

RENDERINGS

CONCEPTUAL - FOR ZONING PRESENTATION ONLY

MAEMAR P.C.

APARTMENTS & RETAIL

1414-1420 N. VEL R PHILLIPS AVE. MILWAUKEE, WI 53212

RENDERINGS

A-9