



**Department of City Development**  
City Plan Commission  
Redevelopment Authority of the City of Milwaukee  
Neighborhood Improvement Development Corporation

**Lafayette L. Crump**  
Commissioner

**Sam Leichtling**  
Deputy Commissioner

November 11, 2025

To the Honorable Members of the  
Zoning, Neighborhoods and Development Committee  
City of Milwaukee  
City Hall, Room 301-B

Dear Committee Members:

File Number No. 250731 relates to a Minor Modification to the Detailed Planned Development (DPD) known as 1550 Prospect to allow an existing parking lot to temporarily be used as a principal use parking lot on the site located at 1550 North Prospect Avenue, on the east side of North Prospect Avenue, north of East Albion Street, in the 4th Aldermanic District.

In 2017, the subject site was rezoned to a new DPD to allow the construction of a 27-story, 192-unit residential building. Additionally, the historic Goll Mansion would be shifted closer to Prospect Avenue to allow sufficient space for the residential tower. The DPD was modified in 2023 to allow changes to the design of the residential building. Due to market conditions, development has not yet occurred, and the owner intends to begin construction in 3 - 5 years. The previously approved plans for this site remain valid.

This minor modification will allow an existing parking lot adjacent to the historic Goll Mansion to temporarily be used as a principal use parking lot for 3 years from the date of Common Council approval of this file. Repairs will be made to the parking lot surface and enhanced landscaping will be placed along the street frontage. Additionally, the owner will make repairs to the Goll Mansion, including the roof and exterior of the building, to ensure that the structure remains in satisfactory condition. The existing abandoned monument sign along Prospect Avenue will be removed.

This item was considered on Monday, November 10, 2025 at the regularly scheduled City Plan Commission meeting. The owner was present to answer questions. The City Plan Commission recommended approval of the subject file.

Sincerely,

for

Lafayette L. Crump

Executive Secretary

City Plan Commission of Milwaukee

CC: Ald. Bauman

