

DETAILED PLANNED DEVELOPMENT

1550 N. PROSPECT

CITY of MILWAUKEE

ZONING, NEIGHBORHOODS and
DEVELOPMENT COMMITTEE

07.19.2016



PROJECT

BENEFITS

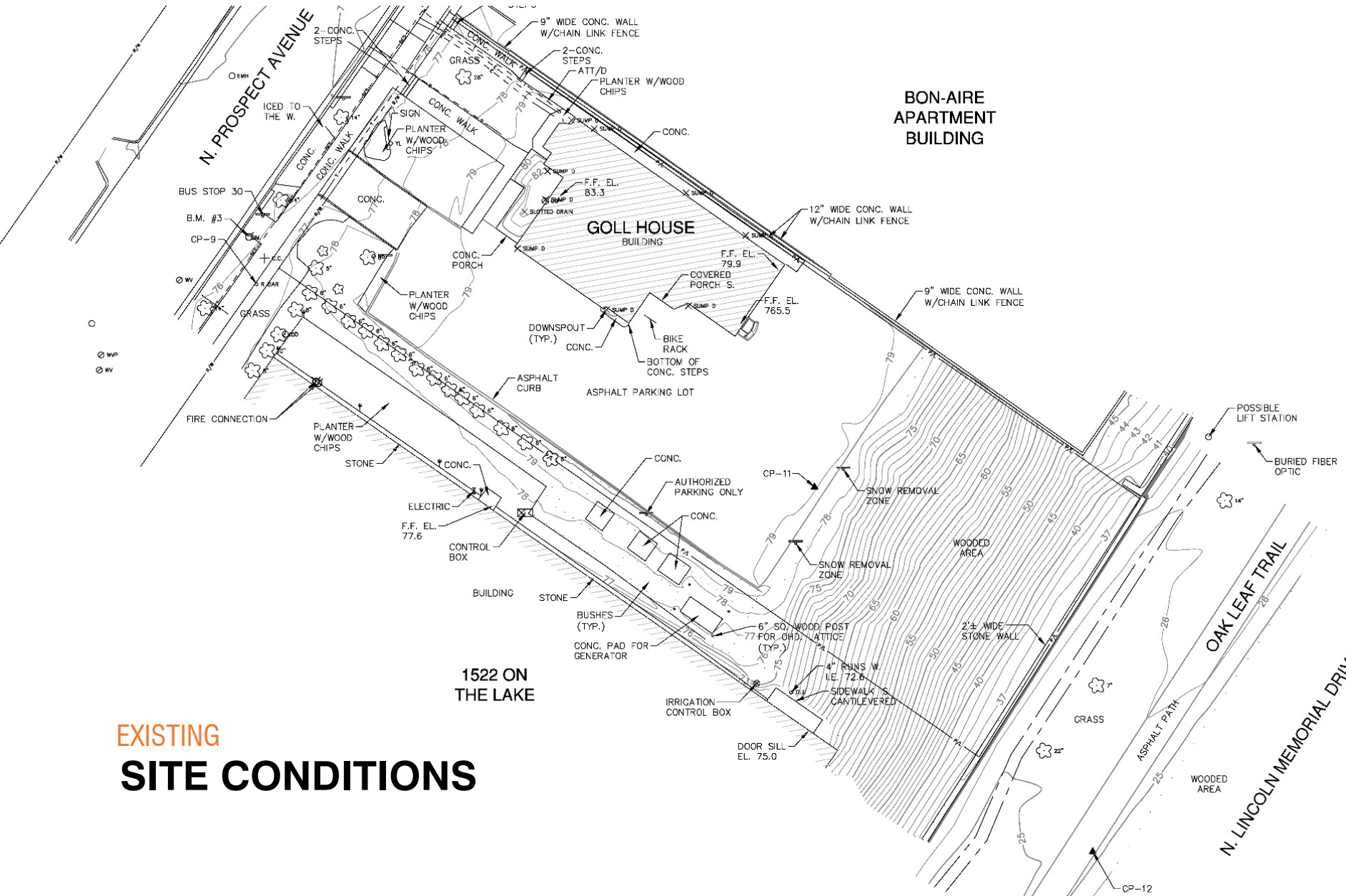
- Increase Tax Base - \$55M Investment
- Preserve the Goll House
- Support Local Businesses
- No Public Assistance Required
- At least 20% Residency Participation
- At least 20% MBE/SBE Participation
- Significant Union Participation



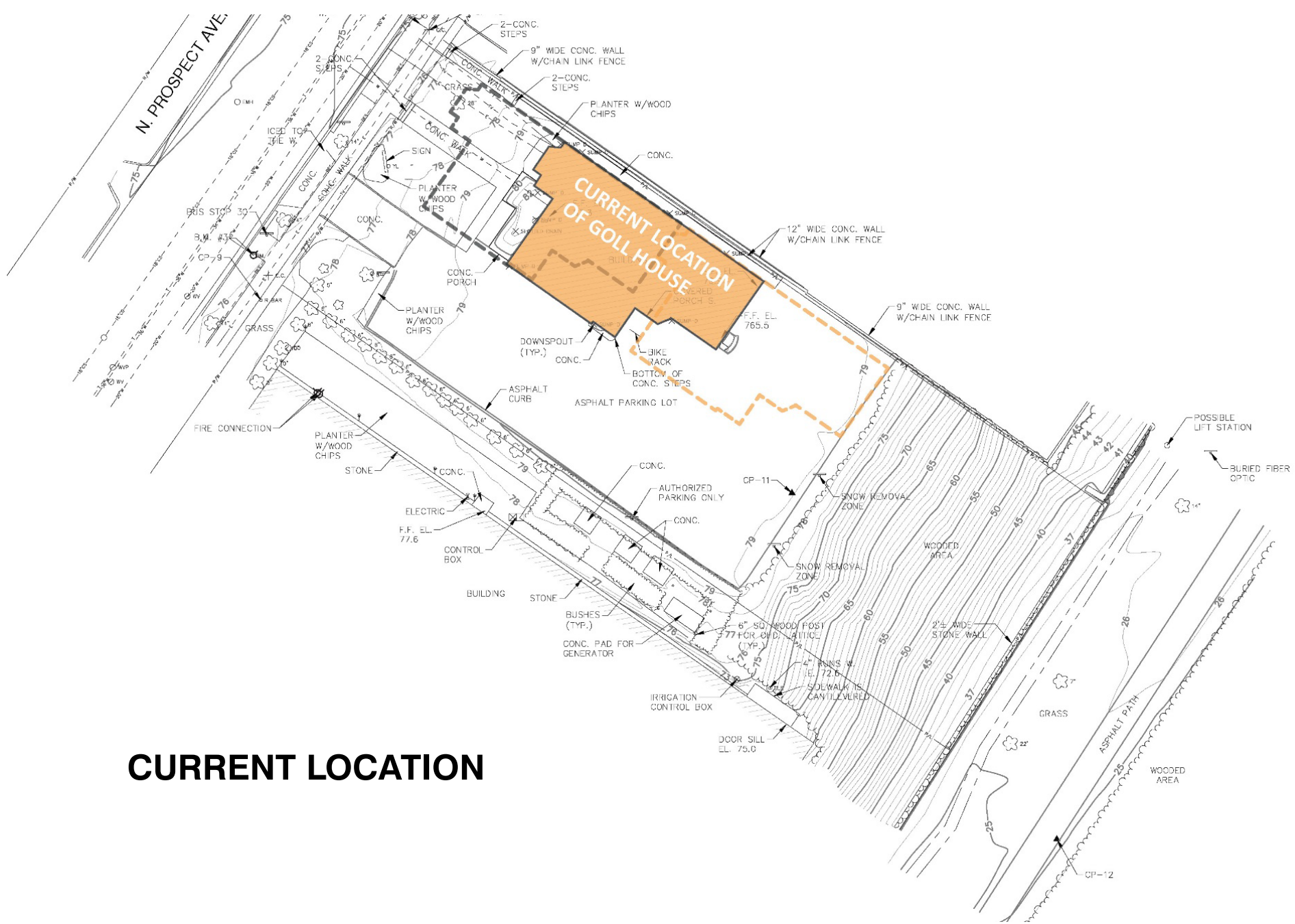
PRESERVATION OF **THE GOLL HOUSE**

- Designed and Built in 1898
- Designed by George Ferry and Alfred Clas
- Built for Frederick & Eleanor Goll
- Meticulously designed to resemble an early 17th century English manor
- One of the city's finest examples of the Jacobean/Elizabethan revival style
- Embellished with some of the best hand carved stonework in Milwaukee
- Design reflects the original owner's ethnic heritage
- Contributing to the Prospect Avenue Mansions Historic District

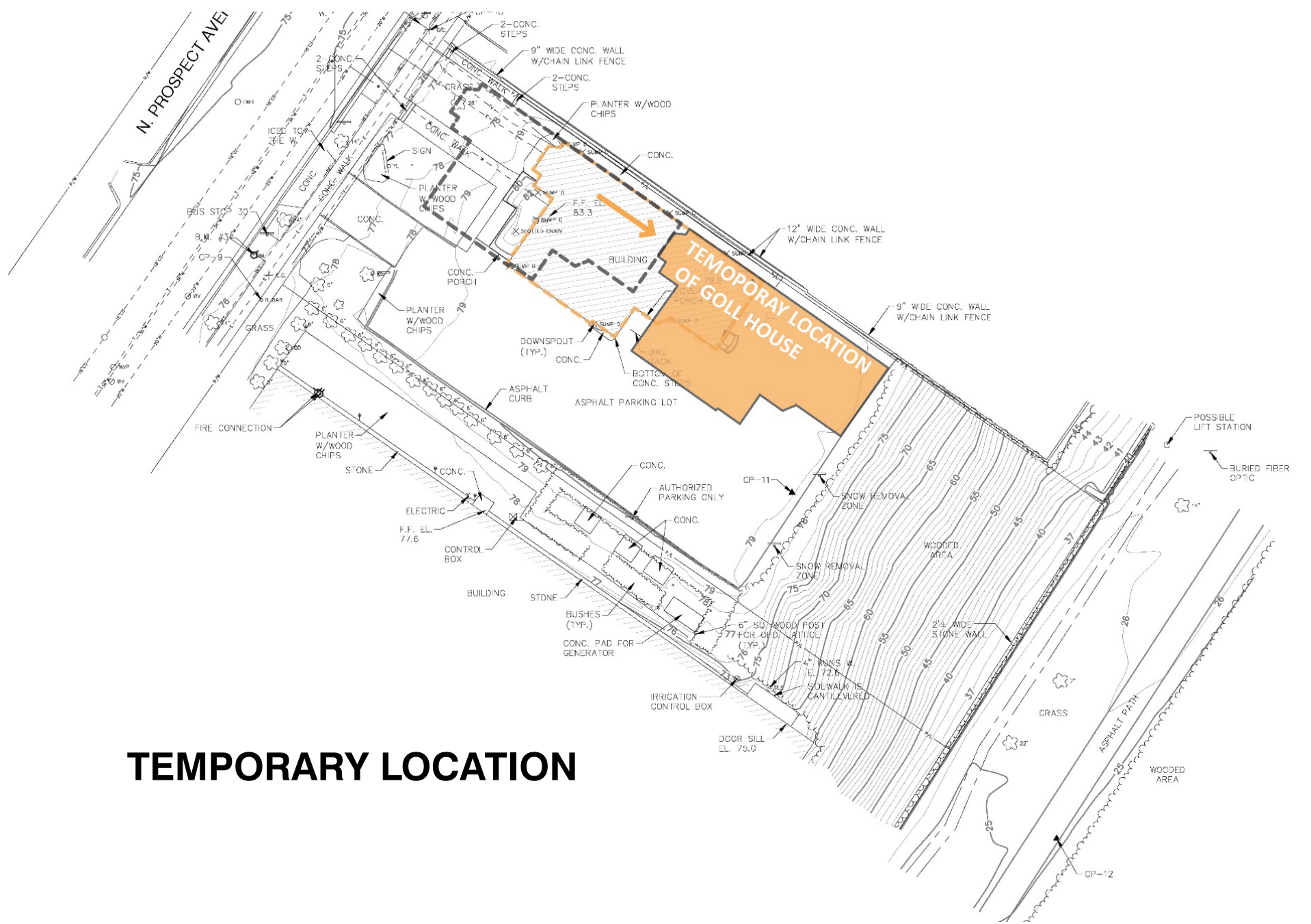




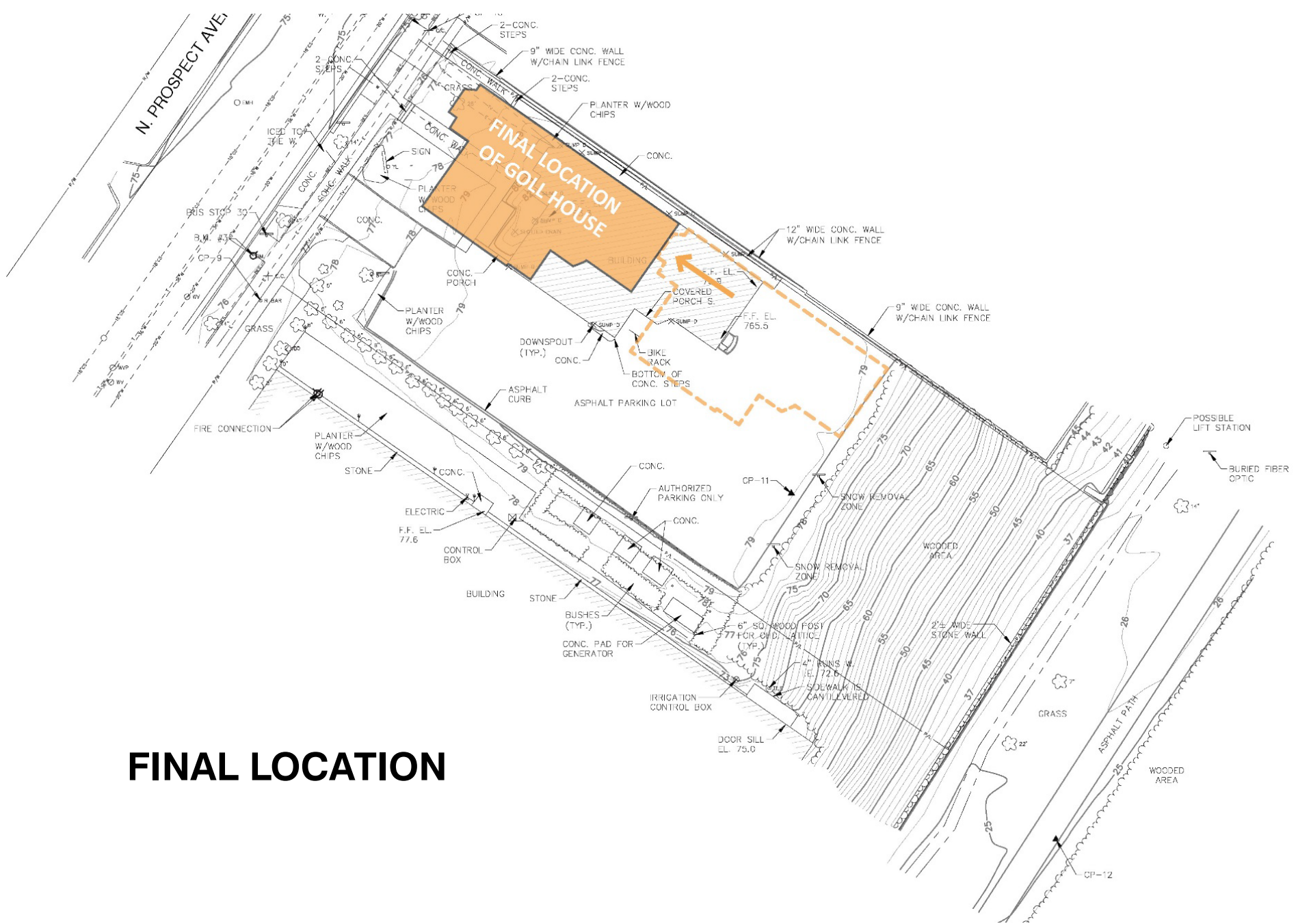
EXISTING
SITE CONDITIONS



CURRENT LOCATION



TEMPORARY LOCATION



FINAL LOCATION

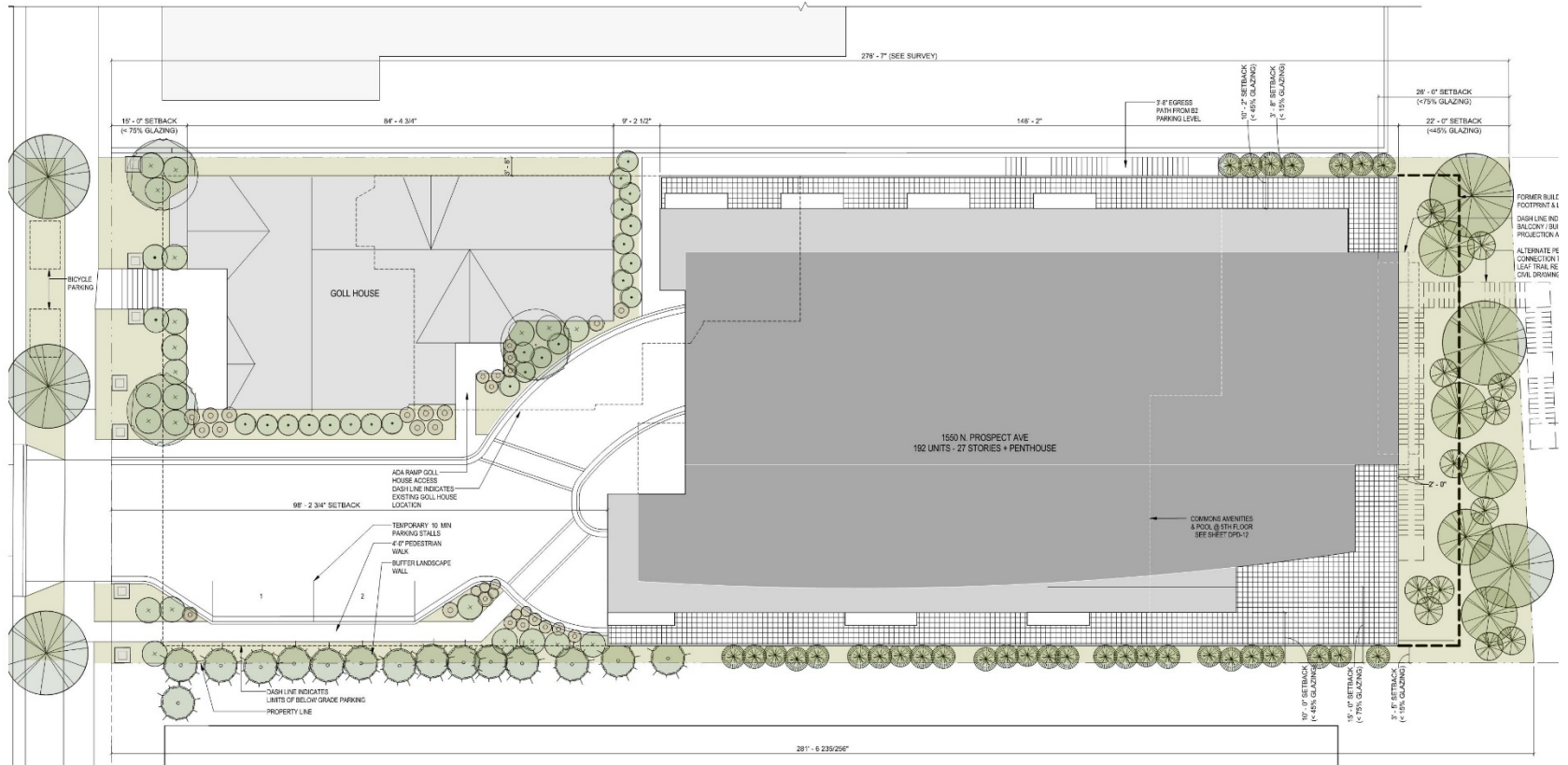
BENEFITS OF PRESERVING THE

THE GOLL HOUSE

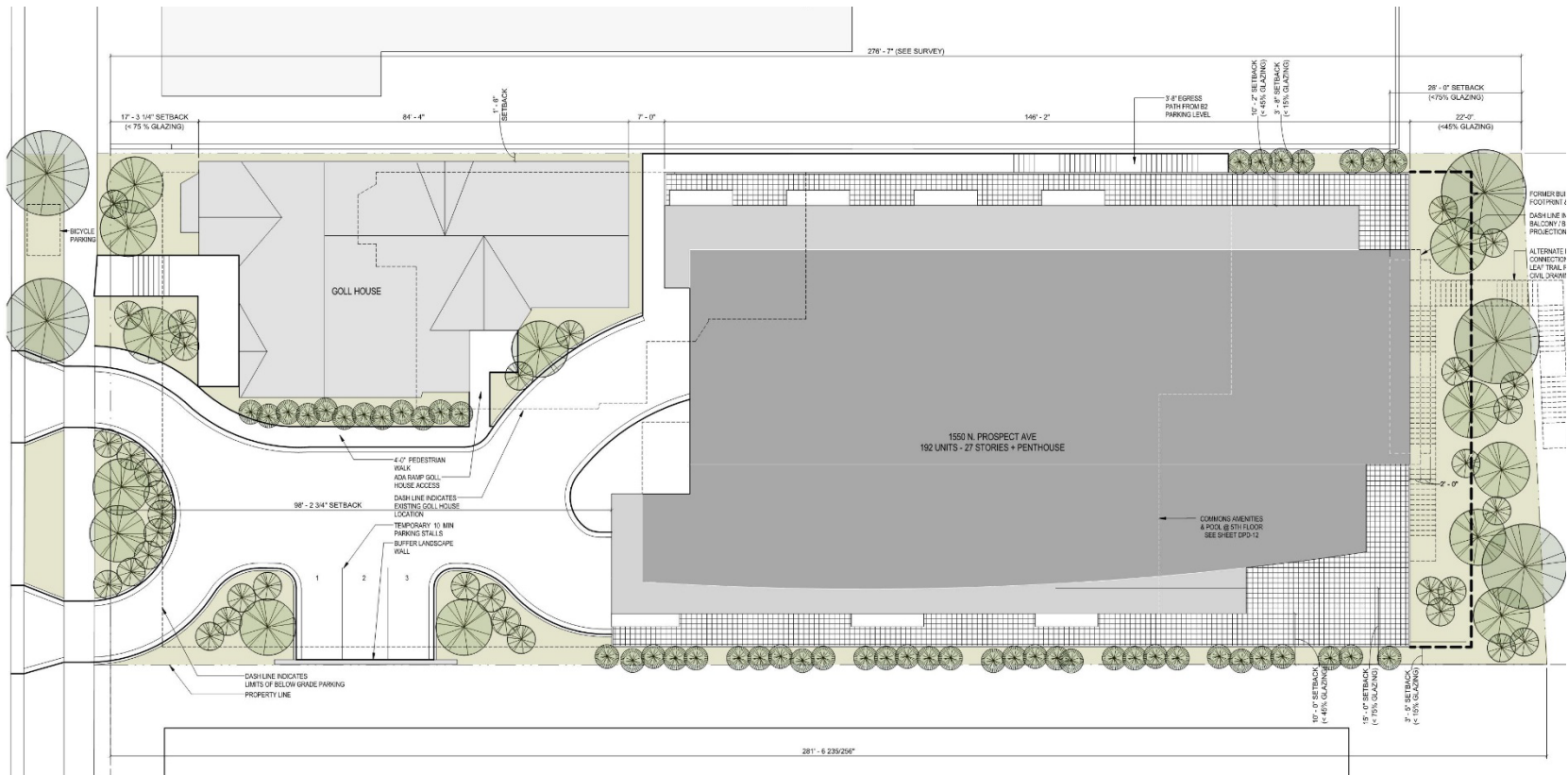
- Enables new development.
- Eliminates future redevelopment pressures.
- Maintains the building on its original site.
- Maintains the building as freestanding structure, as originally designed.
- Increases visibility of the house.
- Provides a more continuous streetscape experience along N. Prospect Avenue.
- Reintroduces the original residential use to the program of the restored building.



PROPOSED SITE PLAN



ALTERNATE SITE PLAN



DEVELOPMENT

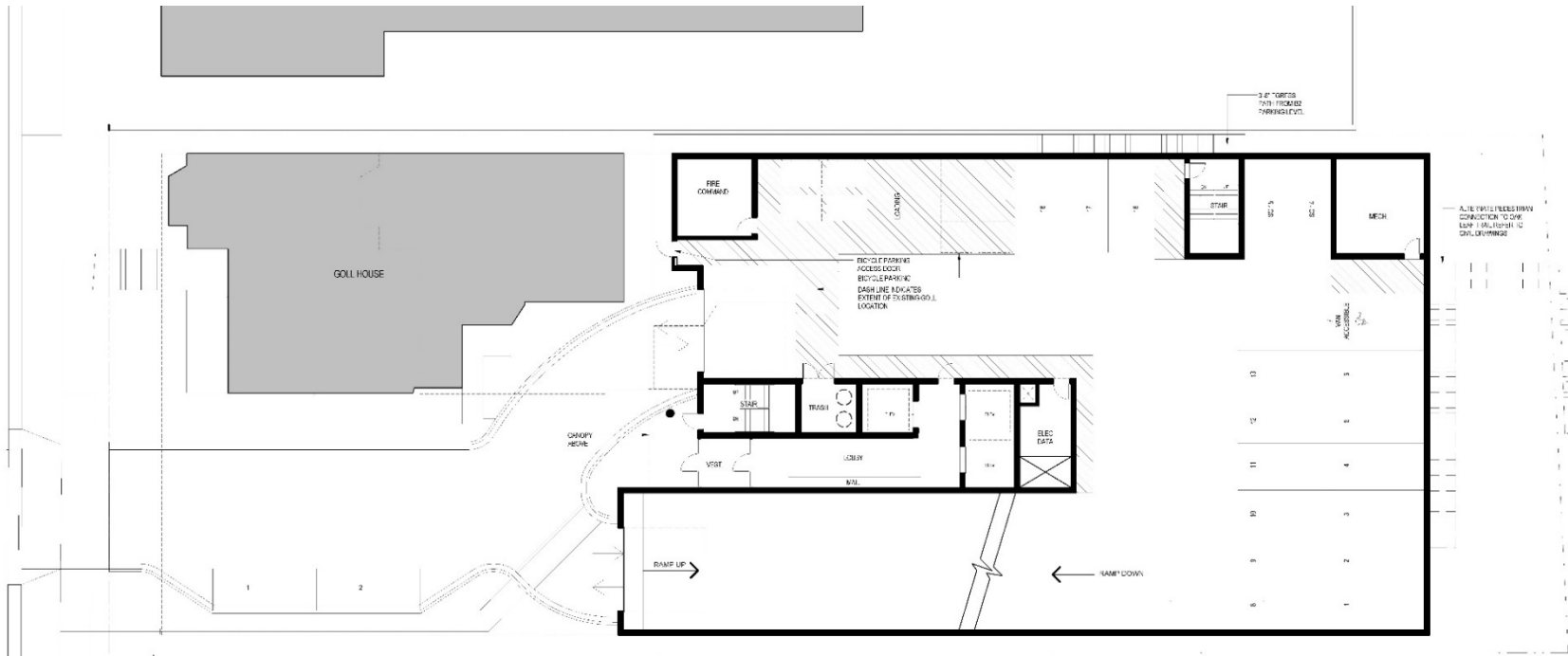
PROGRAM

NEW BUILDING

- 27 Stories with Penthouse
- 192 Units
- 4 Stories of Parking Above Grade
- 2 Stories of Parking Below Grade
- 212 Parking Stalls
- Amenity Spaces (Club House, Gym, Theater, Community Kitchen, & Rooftop Pool)

RELOCATION of GOLL HOUSE ON SITE

- Preservation of Historic Building
- Guest Suites (up to 8 units)
- Commercial Office (Management & Leasing)
- Community Uses for Tenants



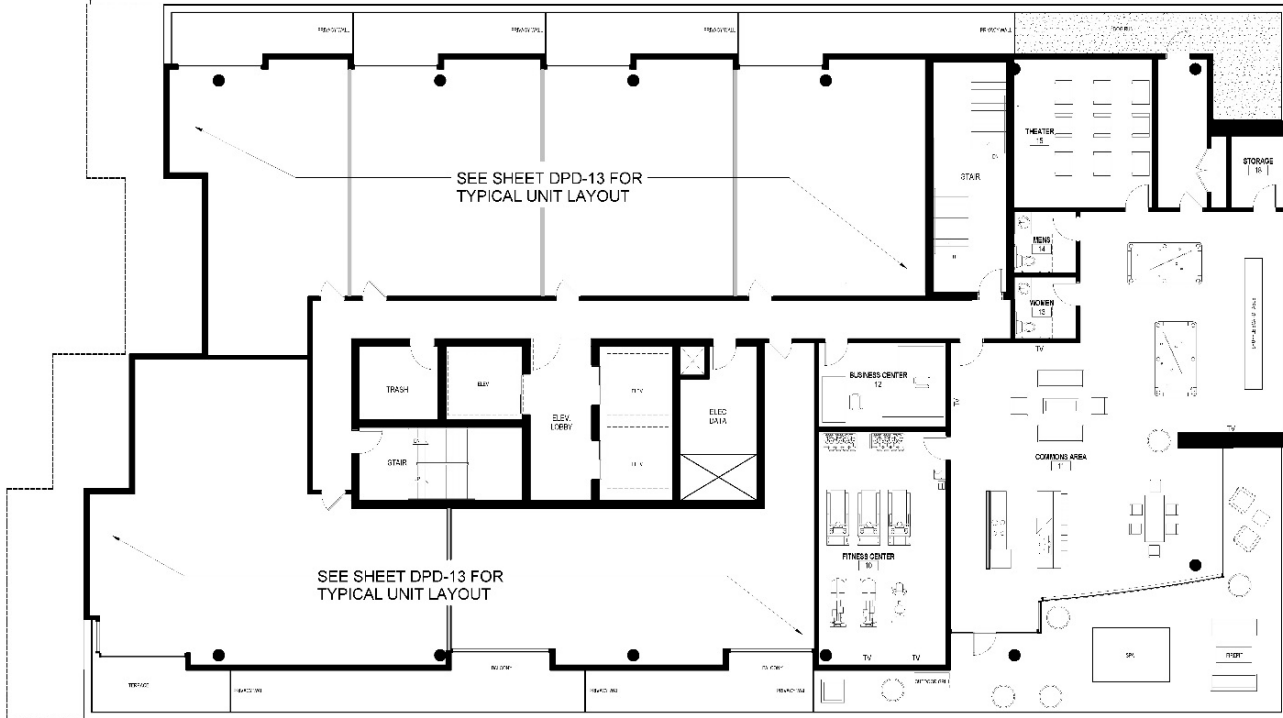
PROPERTY LINE
REFER TO CIVIL DRAWINGS

VERIFY EXISTING
VERIFY EXISTING BY DRAWING

SCALE 1/2" = 1'-0"

1st FLOOR PLAN

REDUCED FOOTPRINT
BY 1742'



5th FLOOR PLAN

REDUCED FOOTPRINT
BY 1742'



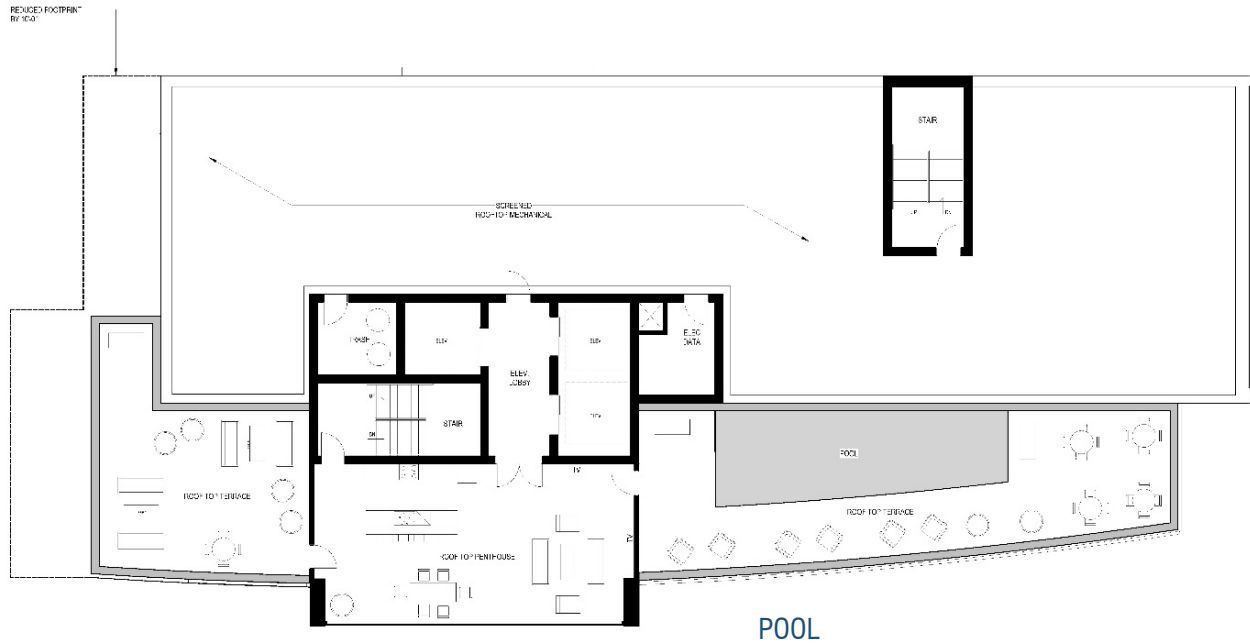
5th FLOOR PLAN



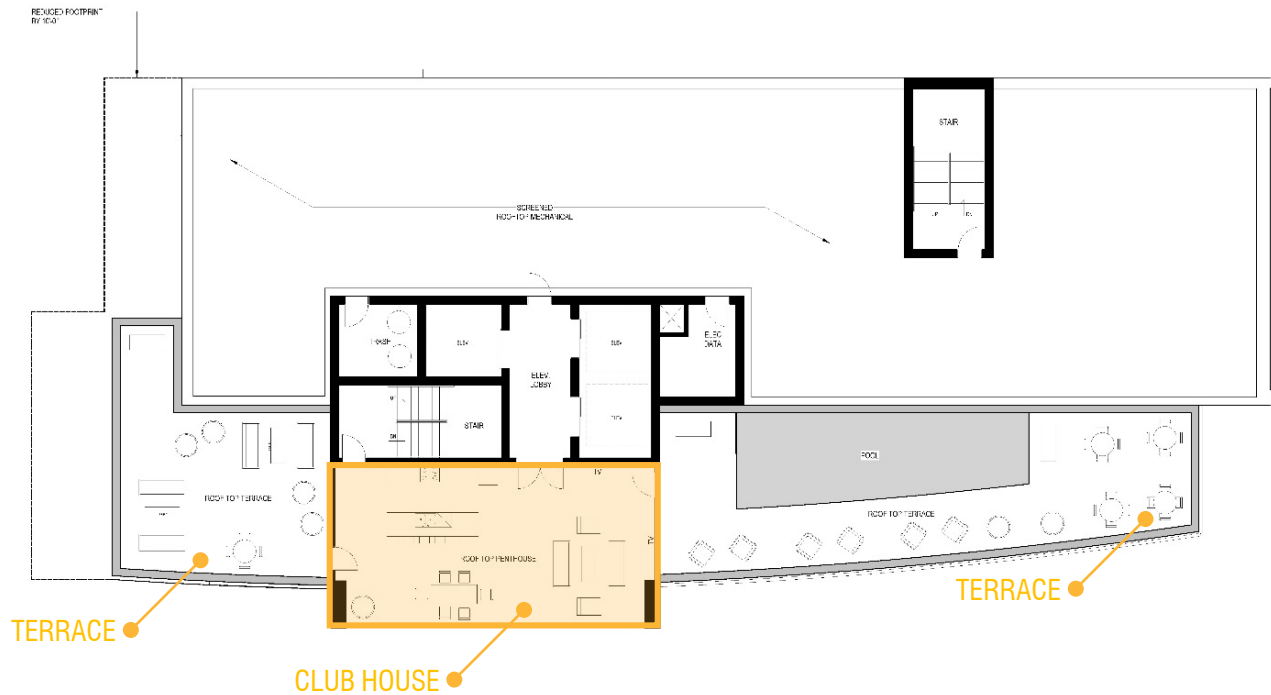
21st FLOOR PLAN



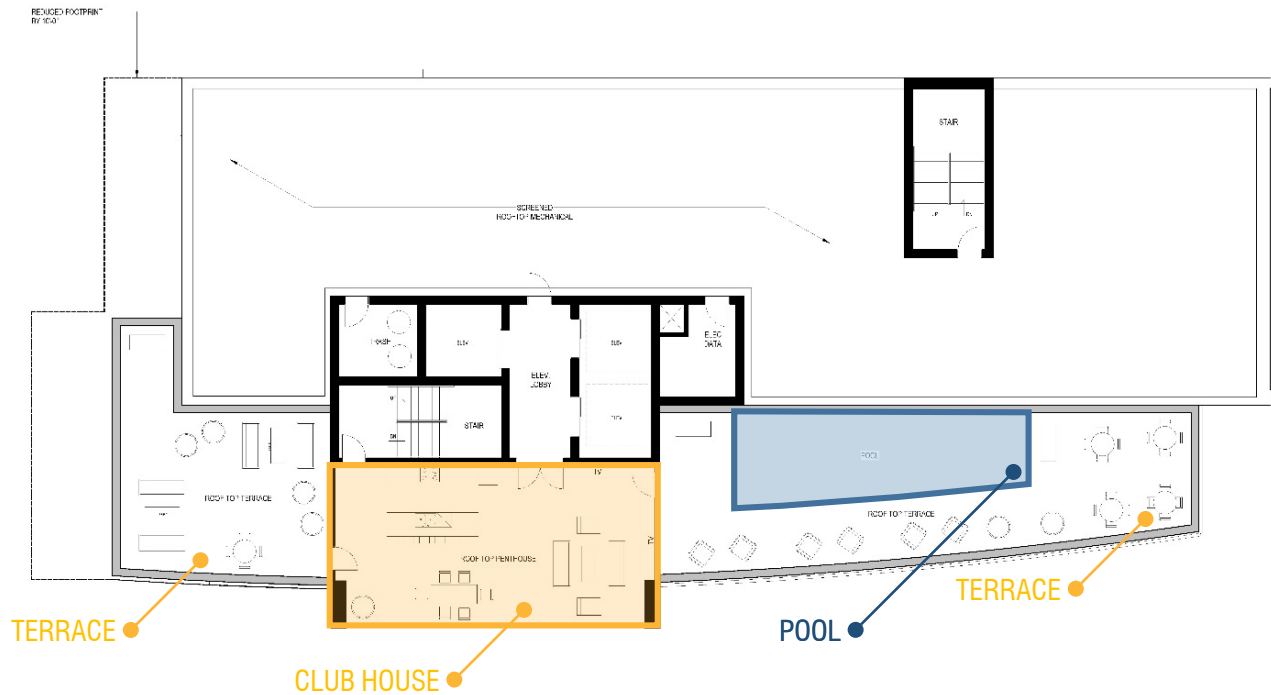
21st FLOOR PLAN



PENTHOUSE FLOOR PLAN



PENTHOUSE FLOOR PLAN



PENTHOUSE FLOOR PLAN

MATERIAL

PALETTE



CURTAIN WALL



METAL and PRE-CAST PANEL



BRICK



VIEWS



VIEW

FROM PROSPECT AVE



BUILDING

CONTEXT



BLUFF
CONTEXT



ART & LANDSCAPING

AT THE PODIUM

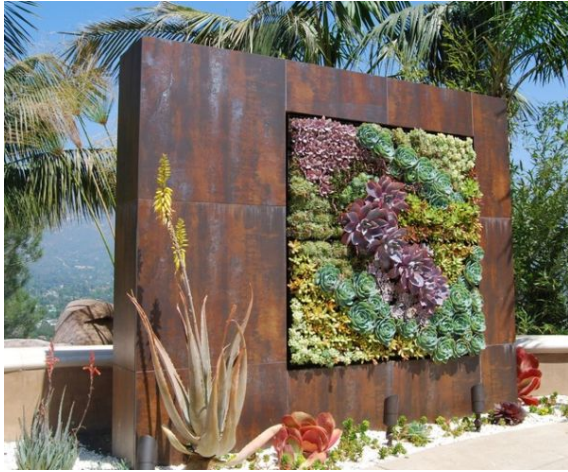


BRICK BAS RELIEF or SCULPTURE

ADDITIONAL LANDSCAPE FEATURES

ART & LANDSCAPING

AT THE PODIUM

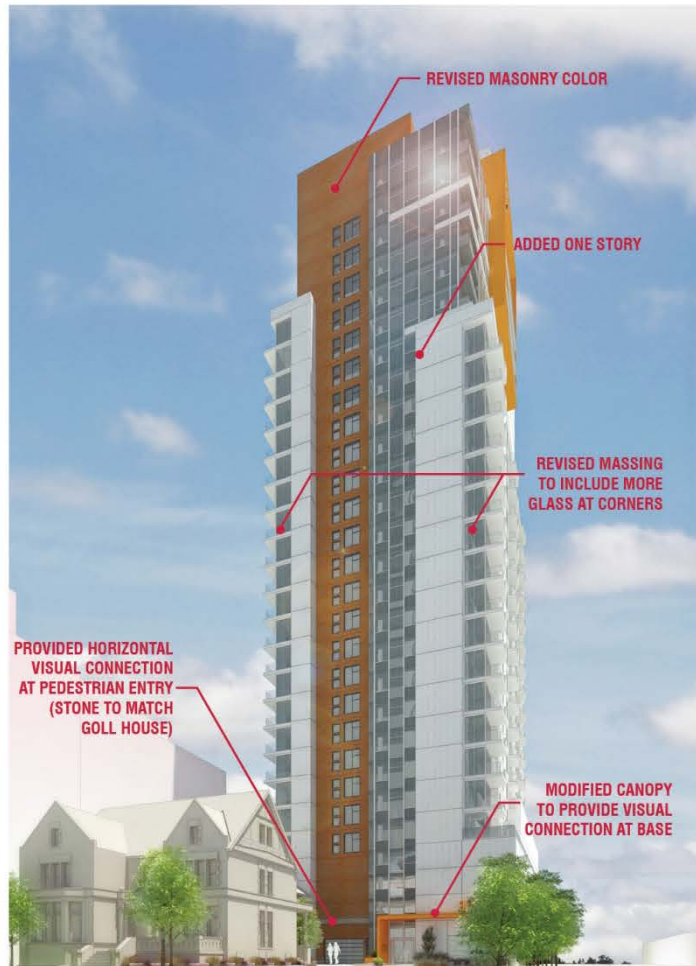


PROJECT

SUSTAINABILITY

- Low E Glazing
- High Efficiency Plumbing Fixtures
- Low VOC Materials
- Energy Star Appliances
- Energy Efficient Central HVAC Systems
- “A Very Walkable Address” (as rated by [walkscore.com](https://www.walkscore.com))
- Bicycle Amenities, Commuter Access
- Excellent Transit Options
- Areas of Green Roof and Green Screens
- A Construction Waste Management and Recycling Program
- Adaptive Reuse of the Goll House
- Density in Downtown is Smart Growth

CITY and NEIGHBORHOOD COMMENTS



CITY and NEIGHBORHOOD
COMMENTS



LEVELS 16-20



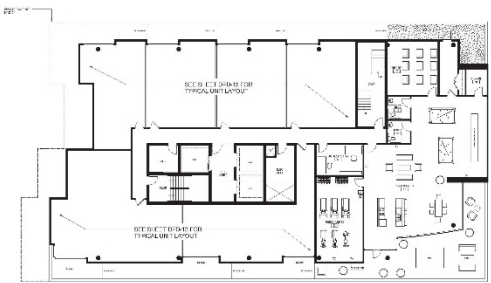
LEVELS 26-27



LEVELS 6-15



LEVEL 25



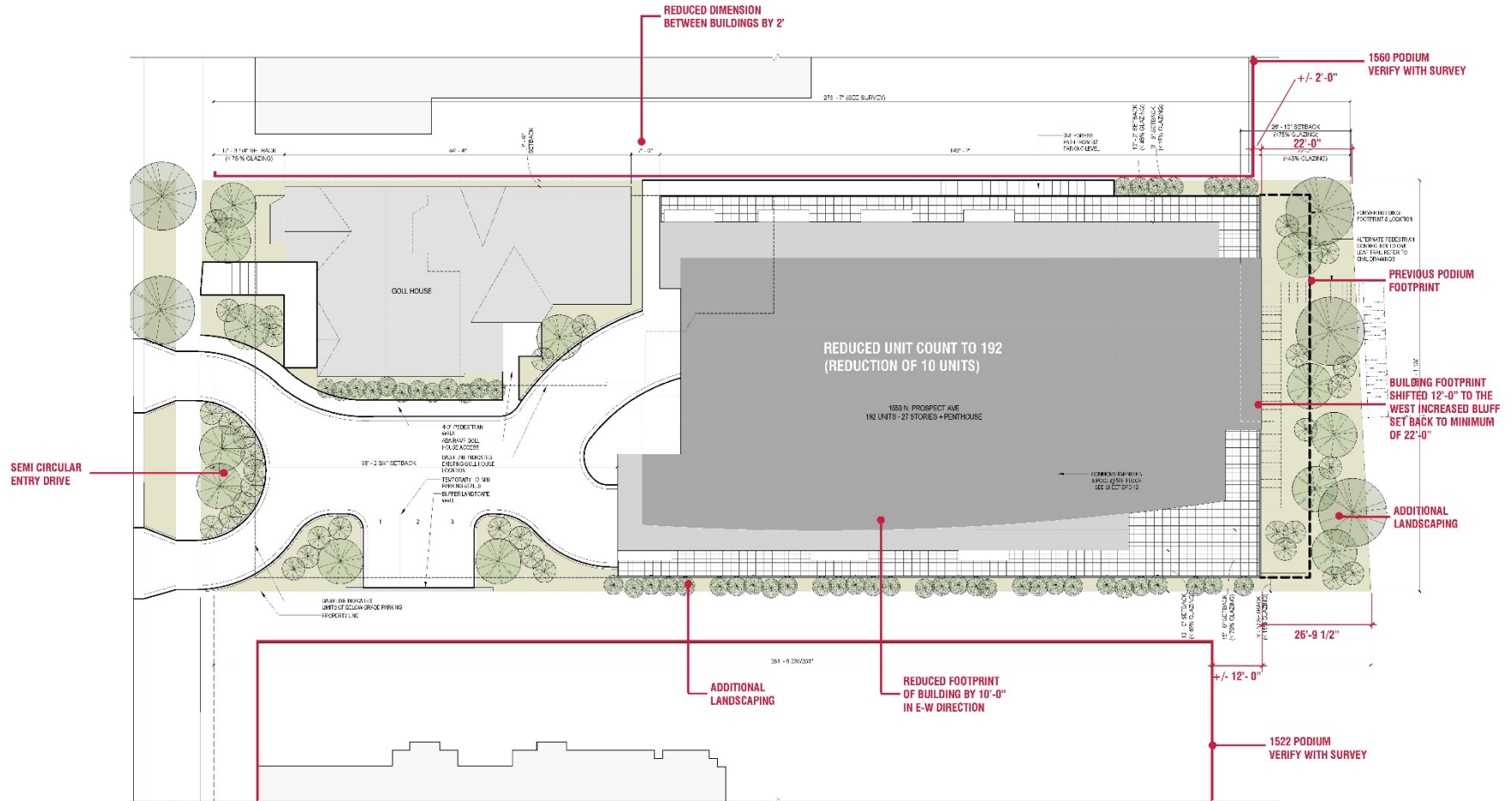
AMENITY LEVEL 5



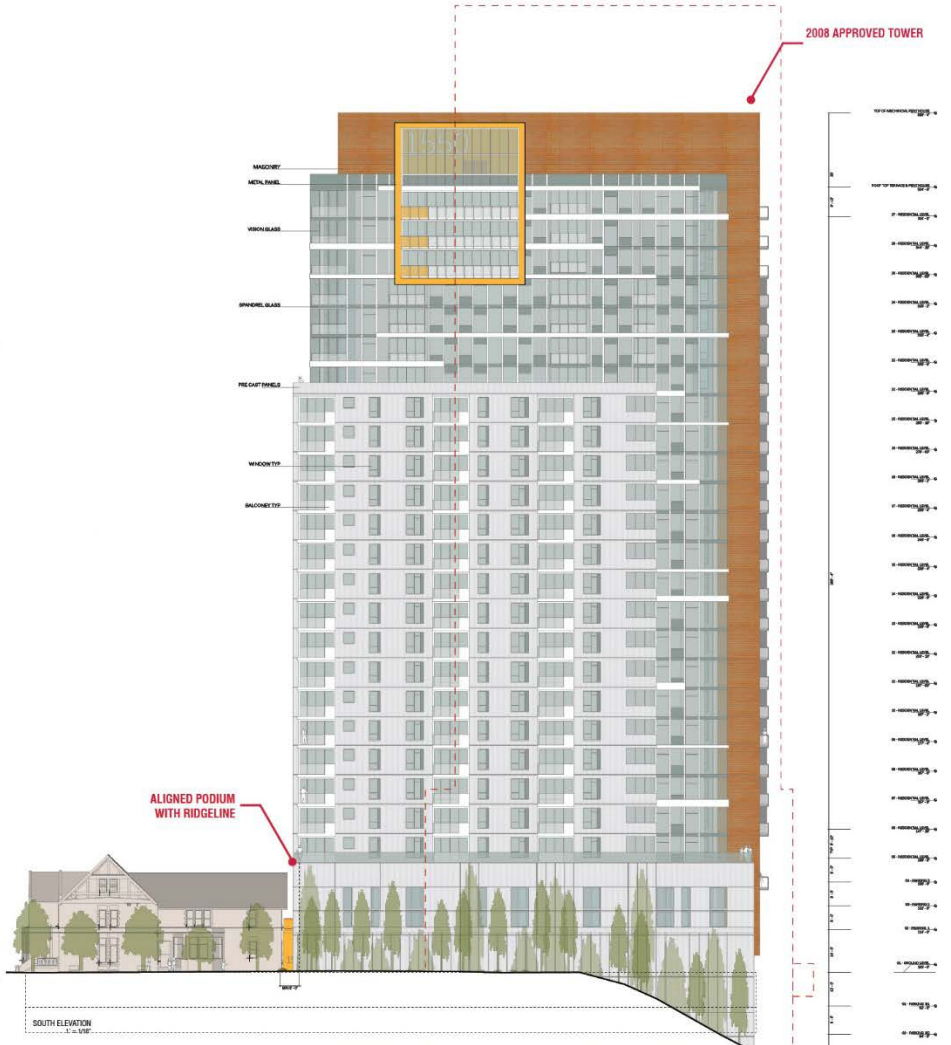
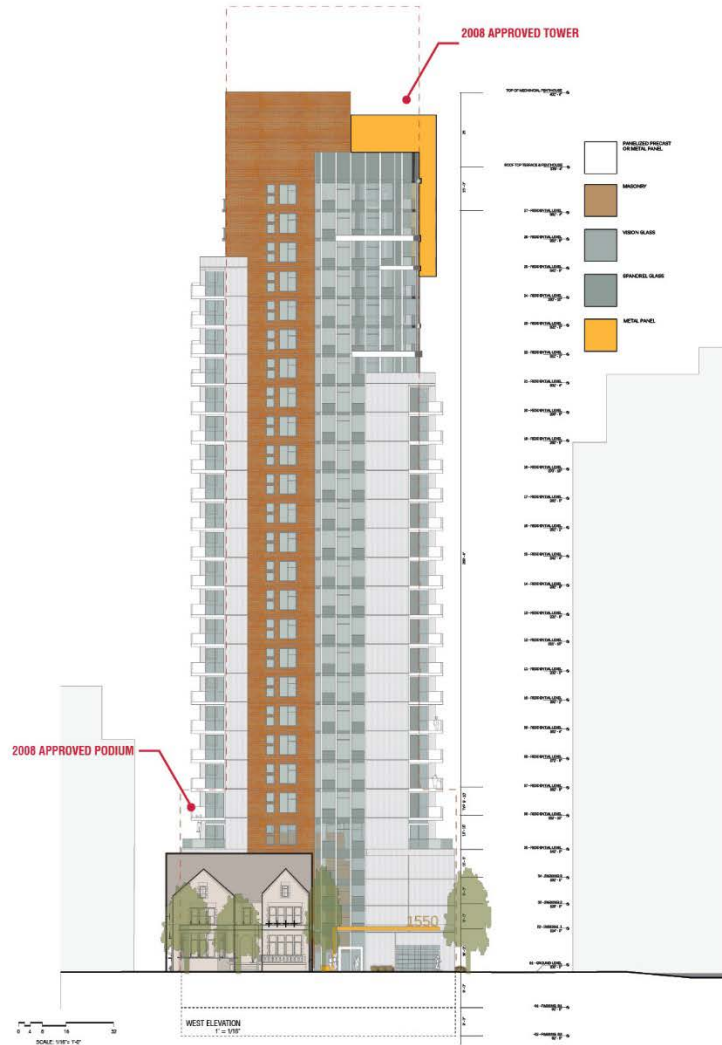
LEVELS 21-24

TOTAL UNIT COUNT: 192

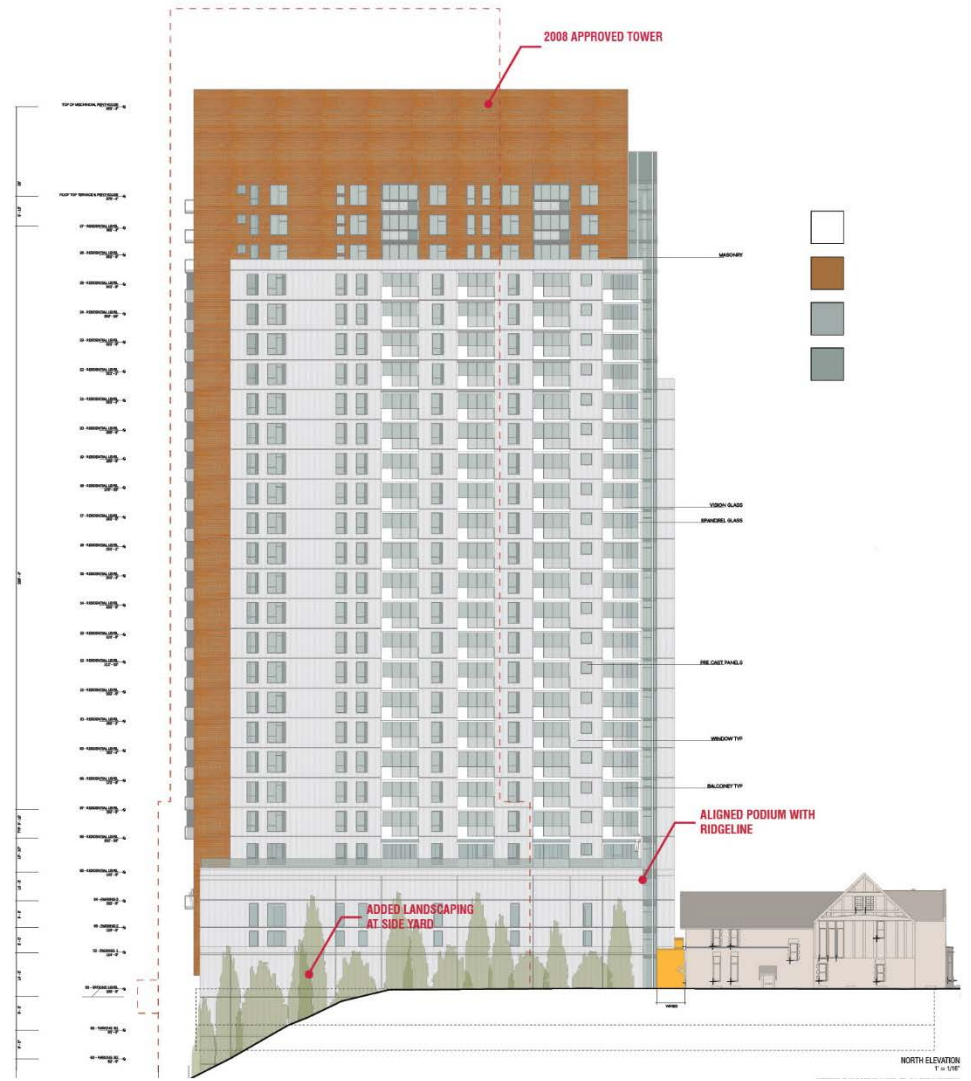
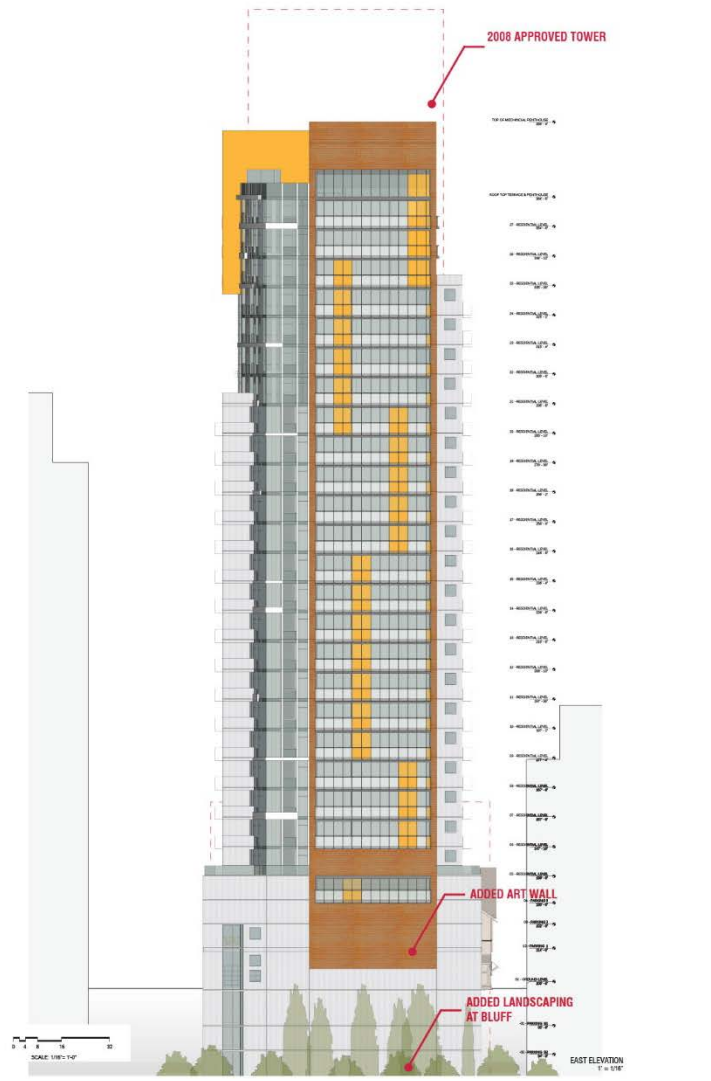
COMMENTS



CITY and NEIGHBORHOOD COMMENTS



CITY and NEIGHBORHOOD COMMENTS



KEY POINTS

PARKING

- 1 stall per dwelling unit: 150% of code requirement (2 stalls per 3 units)
- Plus 10 indoor guest parking stalls
- Plus 8 stalls for Goll House
- Plus 2 drop-off/delivery stalls
- Ample bicycle parking
- Significantly more parking than requested

LOADING

- 2 interior/off-street loading bays
- Interior/off-street trash and recycling collection

TRAFFIC

- 13,500 cars daily on Prospect
- Prospect is a signalized, one-way street designed for high volumes of traffic
- Right-in/right-out (no cross-traffic left turning actions)
- On-site stacking
- “No significant impact” of 212 parking stalls based on City DPW analysis
- Semi-circular drop off at driveway

KEY POINTS

MASSING and DENSITY

- 1550: 260,000 gsf plus Goll House and parking
- 1522: 264,000 gsf plus parking
- 2008 DPD: 111,000 plus Goll House and parking
- 186 units allowed by right under RM7 zoning
- Similar FAR to Park Lafayette and other neighborhood developments
- Less dense than the recently approved Bookends development

LIGHT and AIR

- 1550 parking podium is 45' from 1522 residential tower
- 1550 residential tower is between 55' and 75' from 1522 residential tower
- Building setbacks are greater than those required in RM7 zoning
- Building north and south setbacks are equal to current DPD zoning
- Building is 20' to 26' from east property line (60' from trail)

PROJECT

BENEFITS

- Increase Tax Base - \$55 Million Investment
- Preserve the Goll House
- Develop an Underutilized Site
- Implement Smart Growth
- Support Local Businesses
- No Public Assistance Required
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- At least 20% MBE/SBE Participation
- Significant Union Participation



THANK YOU

