



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

4<sup>th</sup> Ald. District  
Ald. Bauman

**CITY PLAN COMMISSION  
ZONING REPORT**

**Ordinance File No.**      [220986](#)

**Location:**                      1550 North Prospect Avenue

**Applicant/  
Owner:**                          Willow Partners, LLC

**Current  
Zoning:**                              Detailed Planned Development (DPD) known as 1550 Prospect

**Proposed  
Zoning:**                              Minor Modification to 1550 Prospect DPD

**Proposal:**                          This minor modification will acknowledge the updated design changes proposed by the new owner of the site. In 2017, a Detailed Planned Development (DPD) was approved for this site to allow construction of a 27-story (plus penthouse), 192-unit residential building. The historic Goll Mansion was proposed to be shifted closer to Prospect Avenue. The Goll Mansion will still be shifted to the west in the new proposal, and the west setback is consistent with the previous design. The number of residential units and parking spots will remain unchanged, while some building and site design changes are being proposed.

The proposed changes, as outlined below and in the zoning exhibit, meet the 7 criteria for a minor modification to the DPD (versus an amendment). The zoning code states that approved detailed plans may be modified, subject to Common Council resolution, provided that such minor modification will not cause:

1. A change in the general character of the planned development.
2. Substantial relocation of principal and accessory structures.
3. Substantial relocation or reduction of parking, loading and recreation areas.
4. Substantial relocation of traffic facilities.
5. An increase in land coverage by buildings and parking areas.
6. An increase in the gross floor area of the buildings.
7. A reduction in the amount of approved open spaces, landscaping or screening.

Though a minor modification does not require a public hearing as part of the formal approval process, the applicant's team has discussed the proposed changes with the residential buildings to the north and south of the site. Additionally, DCD Planning staff, a DNS construction inspection manager, and the development team attending a meeting with the 1522 N. Prospect Ave. condo board, a representative of 1560 N. Prospect Ave., and Alderman Bauman to answer questions regarding the zoning and construction process as it relates to City review and oversight.

**Building Design:**

Interior changes include a drive-in space for moving and loading purposes on the southwest side, increased bicycle parking on multiple levels of the building, and EV charging in the below-grade parking garage.

Site design changes include increased setbacks on the north and west sides and a decreased setback on the east side. The distance between the Goll Mansion and residential area has increased on the ground floor only. Changes to the configuration of the surface parking lot include 2 additional ADA spaces and a delivery turn-around space. A temporary loading zone is proposed for Prospect Avenue. An egress stair and bike ramp is proposed to be added from the parking structure to the Oak Leaf Trail, consistent with the previous approval.

The residential tower will have a simplified design with 24 stories (previously 27), a decreased width (north-south) by about 9 feet, and an increased length (east-west) by about 5 feet. The stepped massing of the building will be removed from this design. The south and east facades will be clad primarily in glass and metal, while the north and west facades will feature glass and precast or metal panel. The north façade will no longer have balconies and a level of basement parking will be added.

**Adjacent Land Use:**

The site is located among other residential towers zoned at Multi-Family Residential (RM7). Across Prospect Avenue, some sites are zoned at Residential Office (RO2). The Oak Leaf Trail and other park land is located immediately southeast of the site.

**Consistency with Area Plan:**

The proposed minor modification to the DPD at 1550 N Prospect Avenue is within the boundaries of the Northeast Side Area Plan. The Northeast Side Area Plan recommends high-density transit-oriented development along the Prospect Avenue Corridor, combined with the preservation of historic structures. The plan also recommends adjusting zoning requirements to allow for taller and denser high-rise buildings that reflect the high-density urban character of the corridor while ensuring that new development includes a high level of architectural design. The proposed DPD is consistent with the Northeast Side Area Plan.

**Previous City Plan Commission**

**Action:**

8/14/2017 – The City Plan Commission recommended approval of the change in zoning to DPD for a multi-family residential development at 1550 N Prospect Ave.

[\(FN170406\)](#)

**Previous Common**

**Council Action:**

9/26/2017 – The Common Council approved the change in zoning to DPD for a multi-family residential development at 1550 N Prospect Ave. ([FN170406](#))

**Staff**

**Recommendation:**

Since the proposed site and building design changes meet the minor modification criteria as outlined in the zoning code and are consistent with the spirit and intent of the previously approved DPD, staff suggests that the City Plan Commission recommends approval of the subject file.