

**The  
Historic Goll House**

**Memorandum of Agreement**

A development proposal has been put forth by New Land Enterprises that provides some very unique and creative solutions to the specific challenges of preserving the Goll House. The National Trust for Historic Preservation (NTHP) and the Milwaukee Preservation Alliance (MPA) were contacted and asked to meet with the developer in what has been a series of proposal presentations and frank discussions about the idea of further developing the site while restoring and preserving the Goll House. The NTHP and MPA would like to thank the developer for making the effort and taking the time to meet not only with the Trust representatives and Alliance board members, but other stakeholders in the Milwaukee Preservation community. We are encouraged by New Land Enterprises' interaction with the preservation community and hope that such early discussions will become increasingly common as both the preservation and development communities have much to gain from such dialogue.

**Memorandum of Agreement**

New Land Development presented plans to members of Milwaukee's preservation community for a development including the restoration of the Historic Goll House, located at 1550 North Prospect Avenue. The Frederick T. and Eleanor Goll House is a contributing structure in the Prospect Avenue Residential District.

**The Milwaukee Preservation Alliance is in support of this development because:**

- 1) The Goll House will be restored in compliance with the Secretary of the Interior Standards for Rehabilitation governing exterior and interior spaces as reviewed by the Milwaukee Historic Preservation Commission and the State Historic Preservation Office, where applicable. Further repairs and maintenance to the building will comply with the Secretary of Interior Standards in perpetuity as will be described in the condominium declaration.
- 2) The Goll House will maintain its traditional connection with Prospect Avenue, appearing from the street as a free-standing building.
- 3) The Goll House will maintain its integrity of form, with a minimalist soft-connection to the new structure behind the house.
- 4) The Goll House restoration will include a condition assessment of the original carved bargeboards and appraisal for reinstallation versus replication.


- 5) The original first floor interior of the Goll House will be retained in its original form and restored to its original condition. The second floor interior spaces will be restored or rehabilitated.
- 6) The possibility of having public tours of the Goll House (minimum of once/maximum of four times per year) will be formally investigated as pre-scheduled public access would strengthen the house as a historic community resource; at the same time it would foster pride in ownership of the condominium property owners. Any tour program will respect the ownership rights and interests of the condominium unit owners and will appropriately address reservations and prior notice, duration of tours, number of participants, drop-off/pick-up and physical impact upon the Goll House.

**It is further understood that:**


- 7) A new structure totaling up to 30 stories, with no more than five stories of above grade parking, will be centered towards the east and rear bluff easement of the property behind and on a diagonal axis from the more northerly position of the Goll House.
- 8) The location of the new building and the setbacks from the property lines will not vary materially from the preliminary schematic plan attached hereto. The building tower will rise from the five story parking garage, which will function as a plinth..
- 9) The open perimeter of the roof deck around the tower will be a terrace atop the garage plinth.
- 10) The garage base of the structure will be articulated with brick and cast concrete; windows will be used at certain locations to break up the expanse of the façade.
- 11) Portions of the base will utilize a "green wall" or "live wall" system to screen the view of the garage plinth from Lincoln Memorial Drive.
- 12) The Prospect Avenue or western garage plinth facade will have horizontal design elements that would provide a minimal (neutral) background for the Goll House serving to frame the house and acting as a backdrop.
- 13) The tower emerging from the plinth will be stepped back (approximately as shown on the plan attached hereto) so as to increase openness between adjoining buildings and also increase the backdrop of sky and light falling between neighboring buildings and Prospect Avenue.
- 14) The setback area along the east property line (between the property line and the base of the garage plinth) will be professionally and appropriately landscaped.
- 15) The eastern wall of the garage plinth will be enclosed, and being set back from the easement, will not encroach upon the bluff green-way.

**In Summary:**

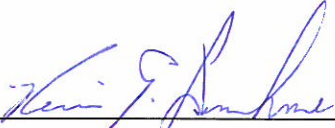
In consideration of the conditions agreed to by New Land Enterprises, LLC, the National Trust for Historic Preservation Midwest Office and the Milwaukee Preservation Alliance support this project because it affords the best opportunity for saving and restoring the Goll House. The project described in this Memorandum of Agreement will not only reuse this important local landmark but also ensure its continued maintenance and care in perpetuity.

Signed:   
Royce A. Yeater, AIA  
Midwest Director  
National Trust for Historic Preservation

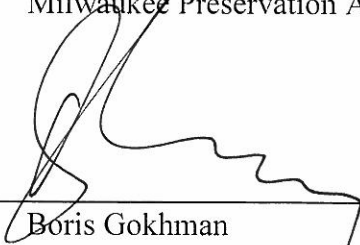
Dated: 7/16/08

Signed:   
Paul Demcak  
Executive Director  
Milwaukee Preservation Alliance

Dated: 7-16-08

Signed:   
Kevin E. Donahue, AIA  
Board of Directors  
Milwaukee Preservation Alliance

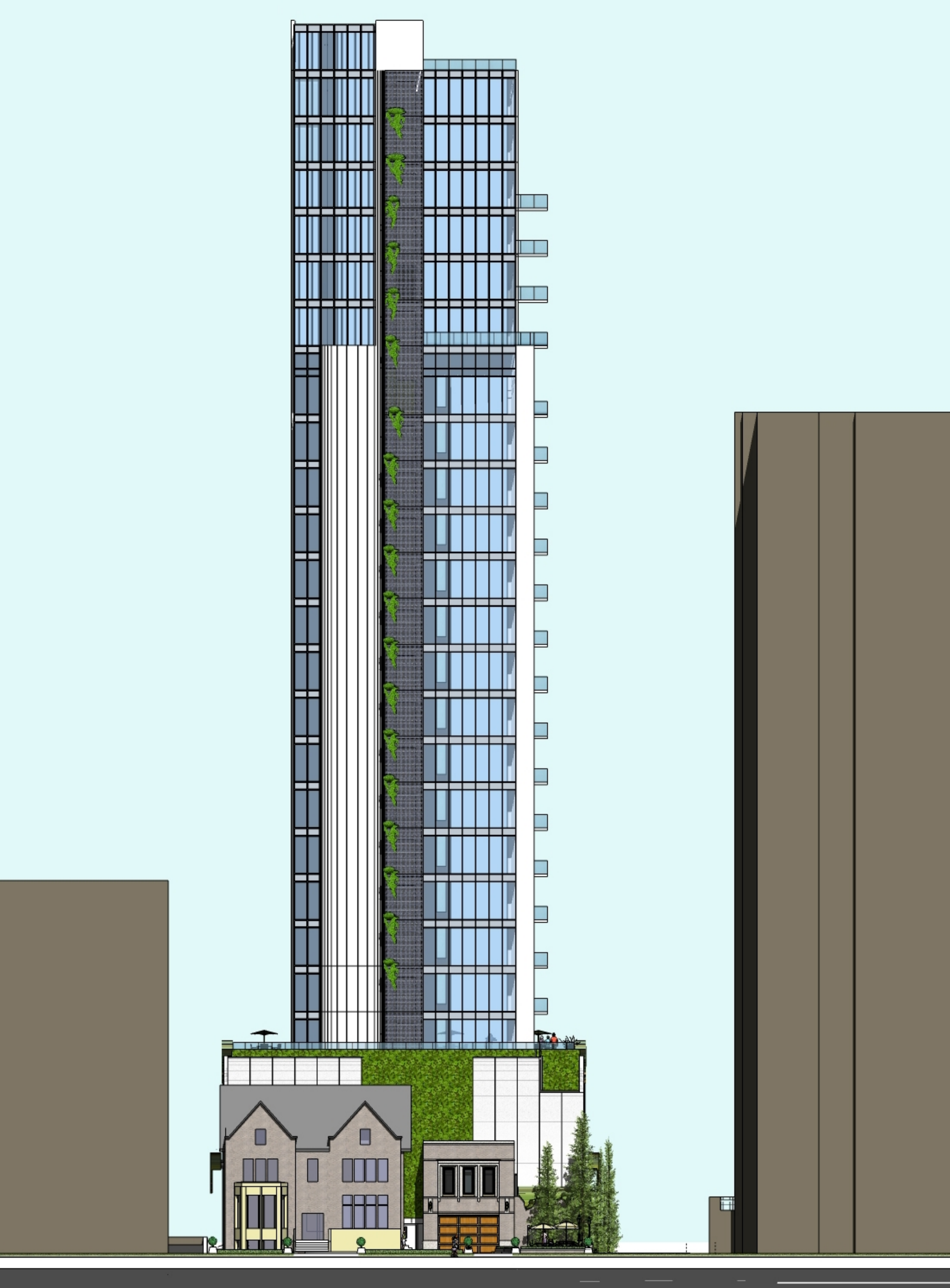
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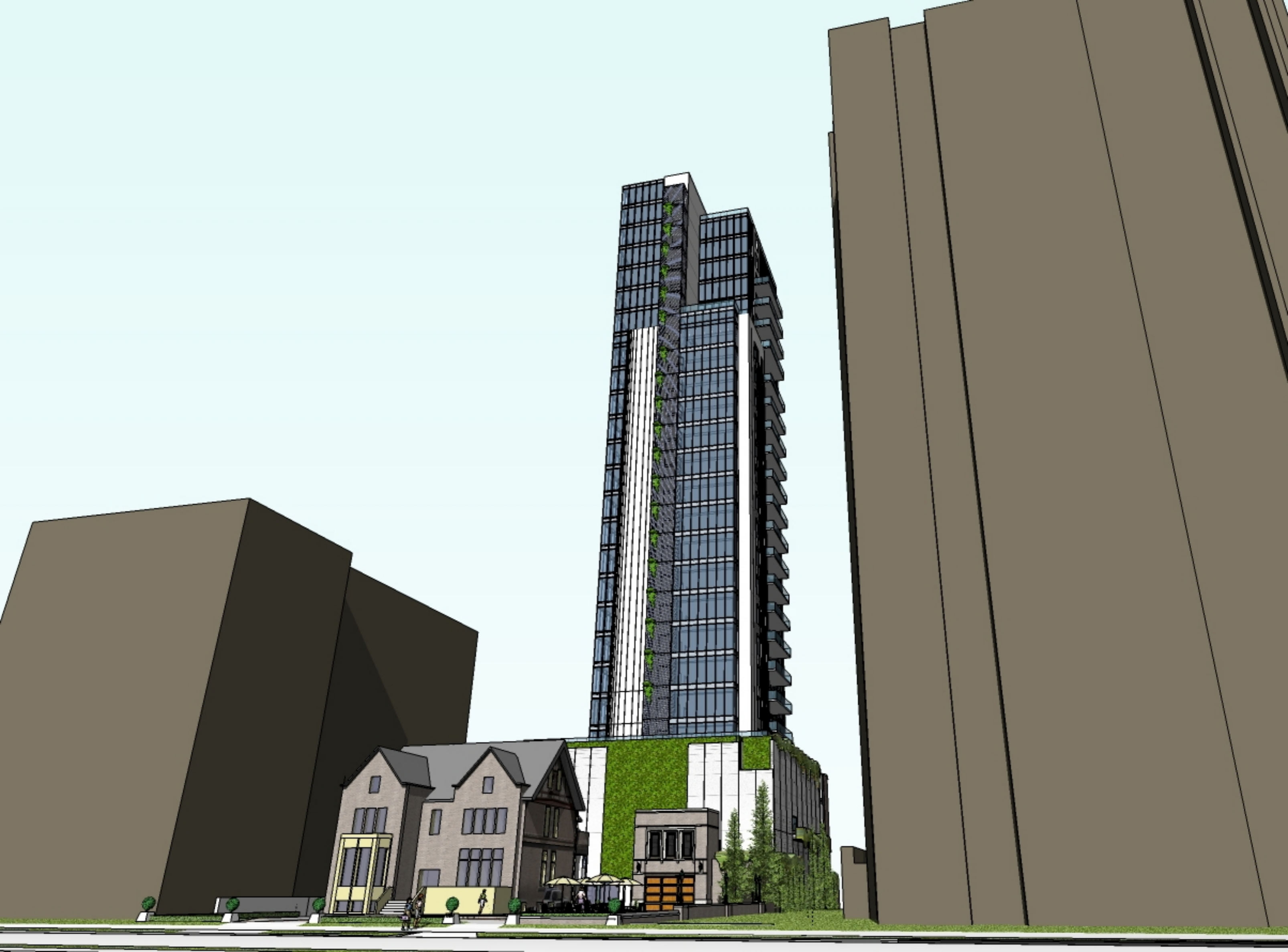
Signed:   
Boris Gokhman  
Principal  
New Land Enterprises, LLC

Dated: 7.16.08

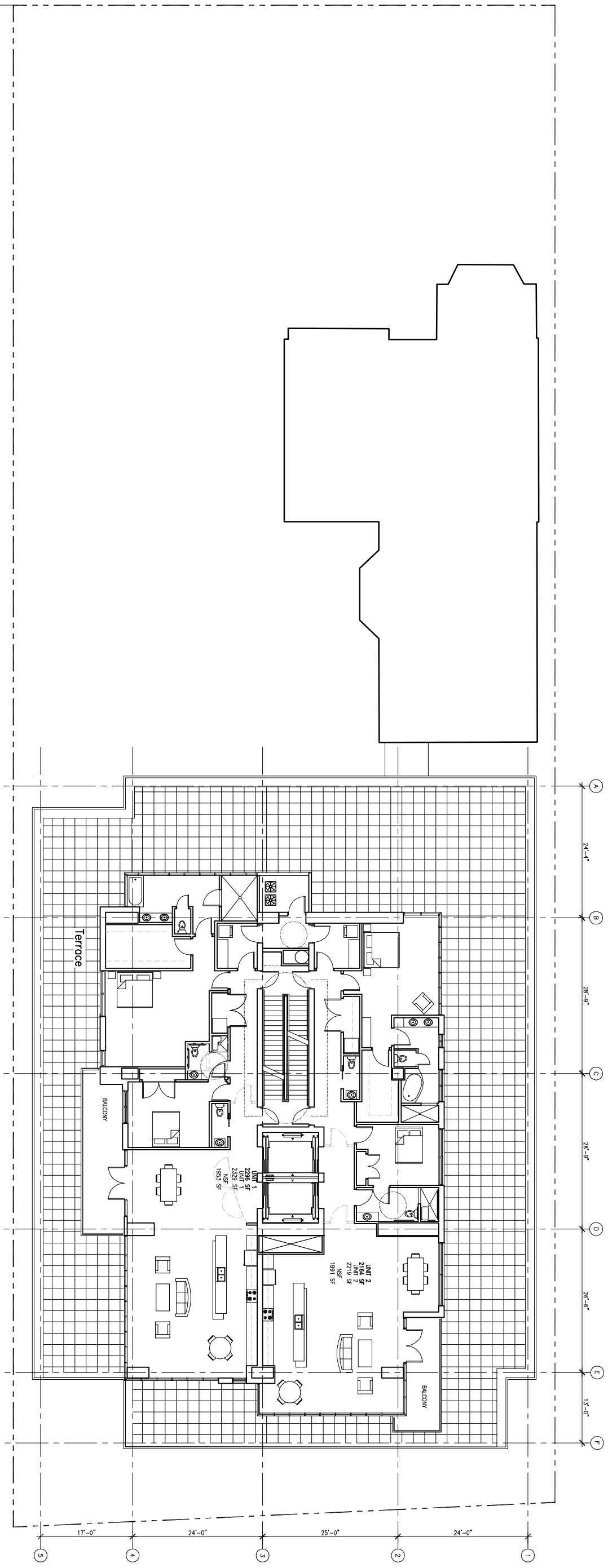
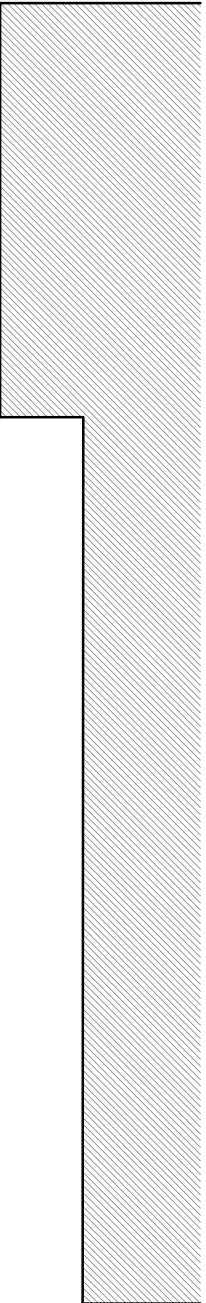
Attachments.











# 1 TERRACE UNIT PLAN 6TH FLR

1"=20'-0"

