



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

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

## CITY PLAN COMMISSION ZONING REPORT

**File No:** [250731](#)

**Location:** 1550 N. Prospect Avenue; on the east side of N. Prospect Avenue, north of E. Albion Street

**Applicant/Owner:** Willow Partners LLC (owner/applicant)

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

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

**Proposal:** In 2017, the subject site was rezoned from a previous Detailed Planned Development (DPD) to a new DPD to allow the construction of a 27-story (plus penthouse), 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. The unit and parking counts remained unchanged.

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, including moving and restoring the historic Goll Mansion and constructing the residential tower, 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. Additionally, the owner will make repairs to the Goll Mansion, which include improvements to the roof and front and west façades (among others as outlined in Exhibit A), to ensure that the structure remains in satisfactory condition, and the existing abandoned monument sign along Prospect Avenue will be removed.

The improvements and terms of the temporary principal use parking lot are as follows:

- The approval of this use is for a period of 3 years from the time that this Minor Modification is approved by the Common Council. If the parking lot is proposed to continue as a principal use parking lot thereafter, a subsequent Minor Modification will be necessary.

- Prior to the issuance of an occupancy permit for this use, the applicant must provide Historic Preservation staff with proof of a signed contract and paid deposit to perform the required work on the Goll Mansion.
- The 24-space parking lot will remain configured as it is currently and access to the parking lot will remain off of N. Prospect Avenue.
- The pavement within the parking lot will be repaired with potholes repaired and the lot restriped.
- Wheel stops will be added along the north edge of the paved area to separate the parking lot from the unpaved area.
- The parking lot will be managed by the owner and monthly spaces will be available to the public for a fee.
- Security signage has been affixed to the west façade of the Goll Mansion. Additionally, a sign advertising the available parking may be affixed to the Goll Mansion at an appropriate location, such as bolted through the front porch railing, and is subject to Historic Preservation Commission approval.
- For lighting, 2 solar powered lamps of 40,000 amps each will be affixed to the west façade of the Goll Mansion in place of 2 existing lights that no longer work. The existing brackets/holes must be used for the new lights.
- Landscaping will be enhanced along the Prospect Avenue frontage adjacent to the parking area.
- Existing landscaping and foliage will be cleaned up.
- Additional base plantings will be added to provide additional visual appeal and screening from the street.

All other aspects of the DPD zoning remain unchanged.

**Adjacent Land Use:**

To the north and south of the site are multi-story apartment buildings and condominium complexes, zoned Multi-Family Residential (RM7). To the east lies the Oak Leaf Trail, which is zoned Parks District (PK). Properties zoned Residential and Office (RO2) and Multi-Family Residential (RM7) are to the west of the site and include an apartment residential agency, real estate agency, and several residential buildings.

**Consistency with Area Plan:**

The subject property is within the lower east side sub-area of the Northeast Side Area Plan. The Northeast Side Area Plan encourages high density development along North Prospect Avenue that supports the area's architectural character, pattern language and blend of historic buildings. The Plan also recommends addressing parking needs on the Lower East Side while taking into consideration the character the area and the pedestrian environment. The temporary parking lot will allow for future development and preservation as proposed in the DPD, while meeting an existing parking need. The proposed minor amendment to the DPD is consistent with the Northeast Side Area Plan.

**Previous City  
Plan Action:**

12/5/2022 – City Plan Commission recommended approval of a substitute resolution relating to a Minor Modification to the Detailed Planned Development known as 1550 Prospect for design changes to a previously approved multi-family residential development at 1550 North Prospect Avenue. ([FN 220986](#))

8/14/2017 – City Plan Commission recommended approval of a substitute ordinance relating to the change in zoning from Detailed Planned Development to a new Detailed Planned Development for a multi-family residential development at 1550 North Prospect Avenue. ([FN 170406](#))

**Previous Common  
Council Action:**

1/17/2023 – Common Council approved a substitute resolution relating to a Minor Modification to the Detailed Planned Development known as 1550 Prospect for design changes to a previously approved multi-family residential development at 1550 North Prospect Avenue. ([FN 220986](#))

9/26/2017 – Common Council approved a substitute ordinance relating to the change in zoning from Detailed Planned Development to a new Detailed Planned Development for a multi-family residential development at 1550 North Prospect Avenue. ([FN 170406](#))

**Recommendation:**

Since the proposal will allow the applicant to provide parking within an existing lot to local residents for a temporary period of time, staff suggest that the City Plan Commission recommends approval of the subject file.