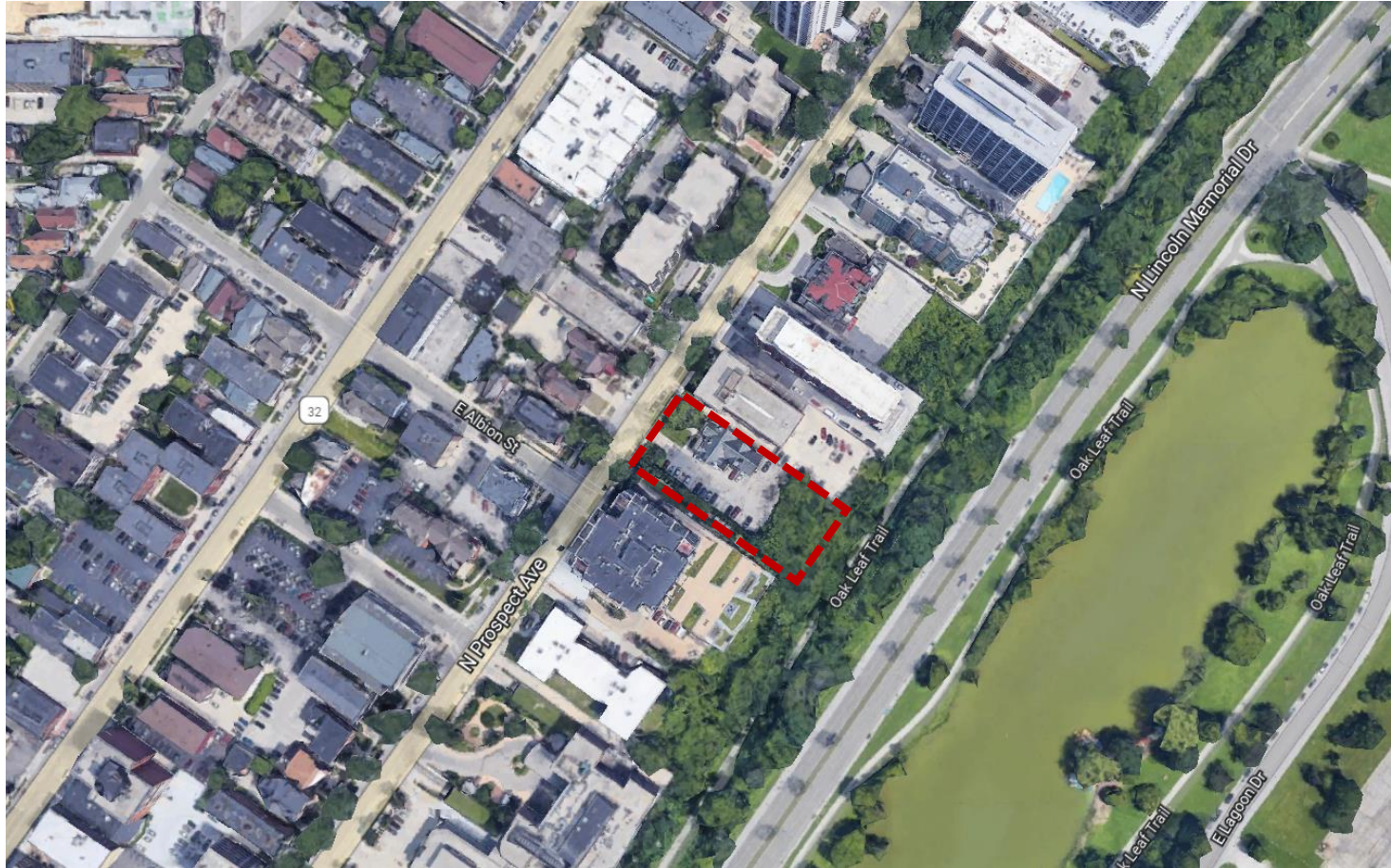


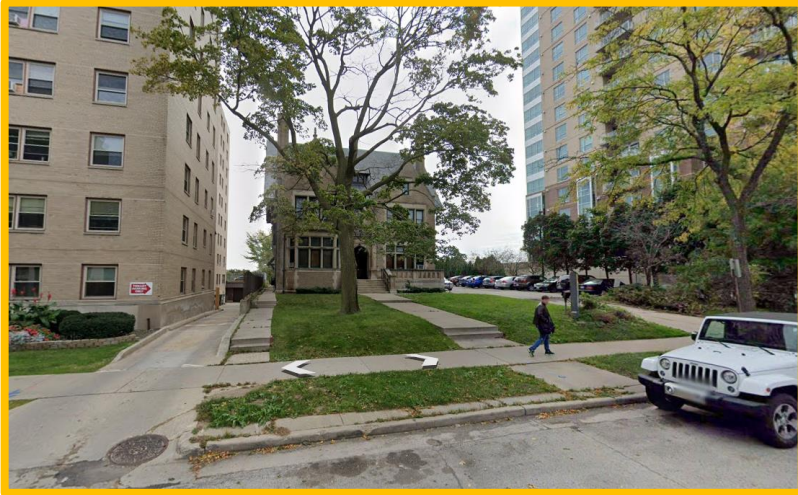
5. Zoning

File No. 220986. 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, on the east side of North Prospect Avenue, north of East Albion Street, in the 4th Aldermanic District.

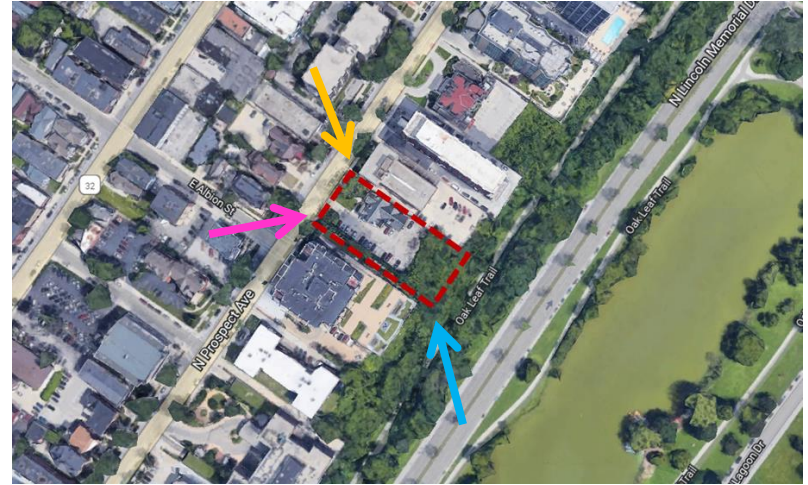


5. Zoning

File No. 220986. Site context.



View from N Prospect Ave looking southeast



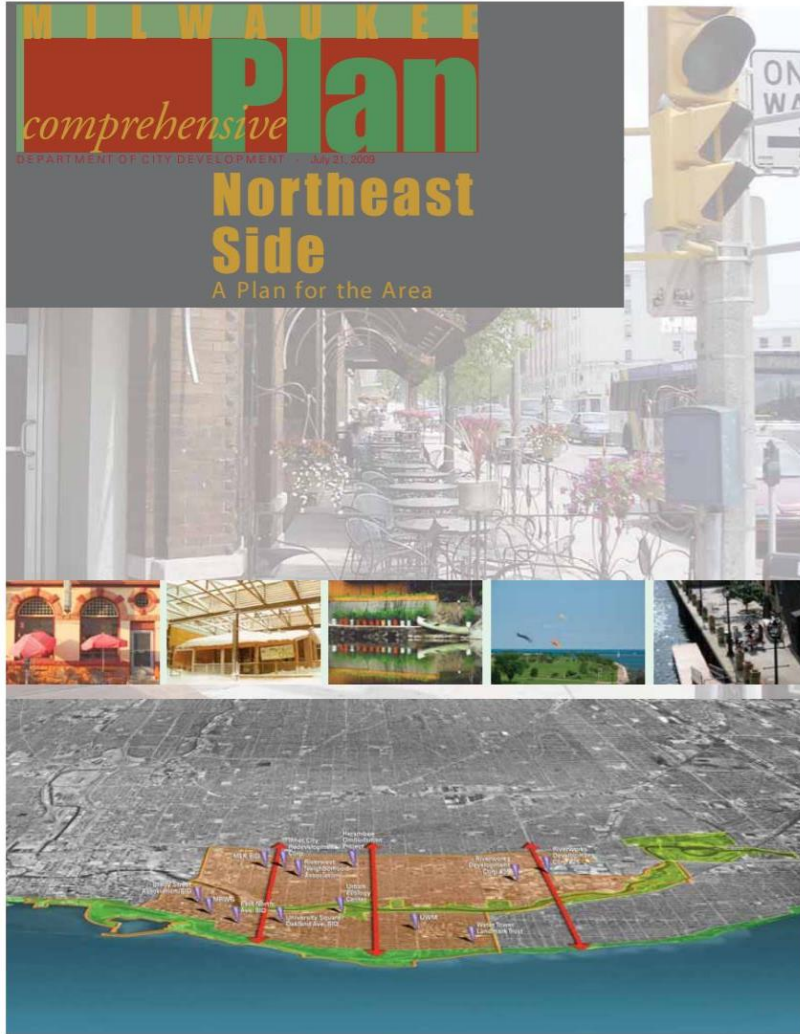
View from N Prospect Ave looking east



Aerial view looking north

5. Zoning

File No. 220986. Consistency with the Comprehensive Plan.



Northeast Side Area Plan

- Recommends high-density transit-oriented development and preservation of historic structures along the Prospect Avenue Corridor
- 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.

1550 N. PROSPECT, MILWAUKEE

ZONING, NEIGHBORHOODS & DEVELOPMENT MEETING

01-10 / 2023



Proposed Design Summary

- **More Sustainable Building**

- LEED Certified / Lower-Carbon Materials /
Reduced footprint / EV Parking

- **Reduced Building Width**

- Greater gap between adjacent buildings
- Provide better condition for residential privacy

- **Reduced Tower Height**

- **Tower Design Improvement**

- Exterior solid materiality is engaged with
Historic Goll House in terms of color/texture
- Less visual impact to neighborhood

- **More bike parking**

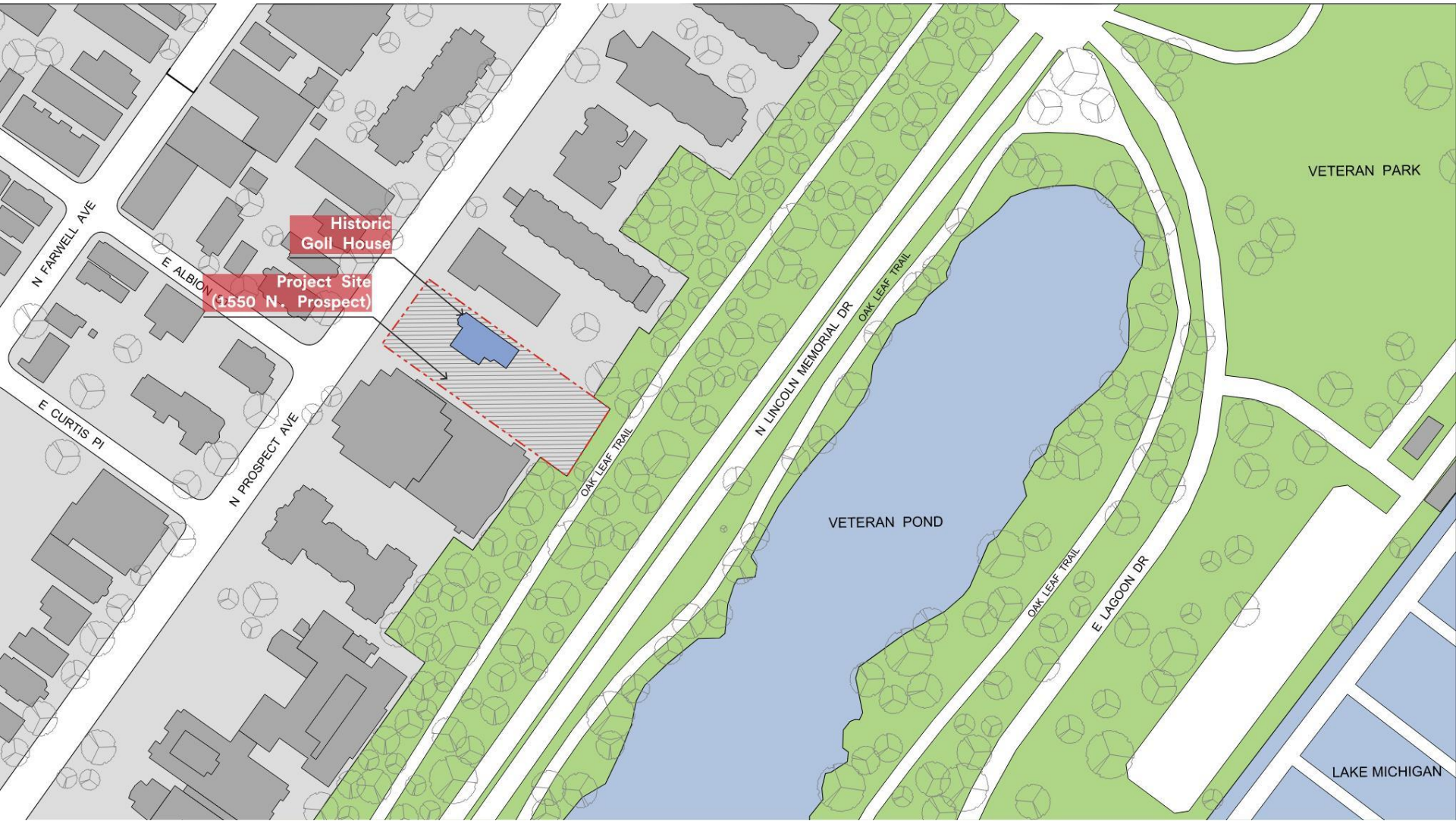
- Increased bike parking number (from 48 to 74)

- **Less building density**

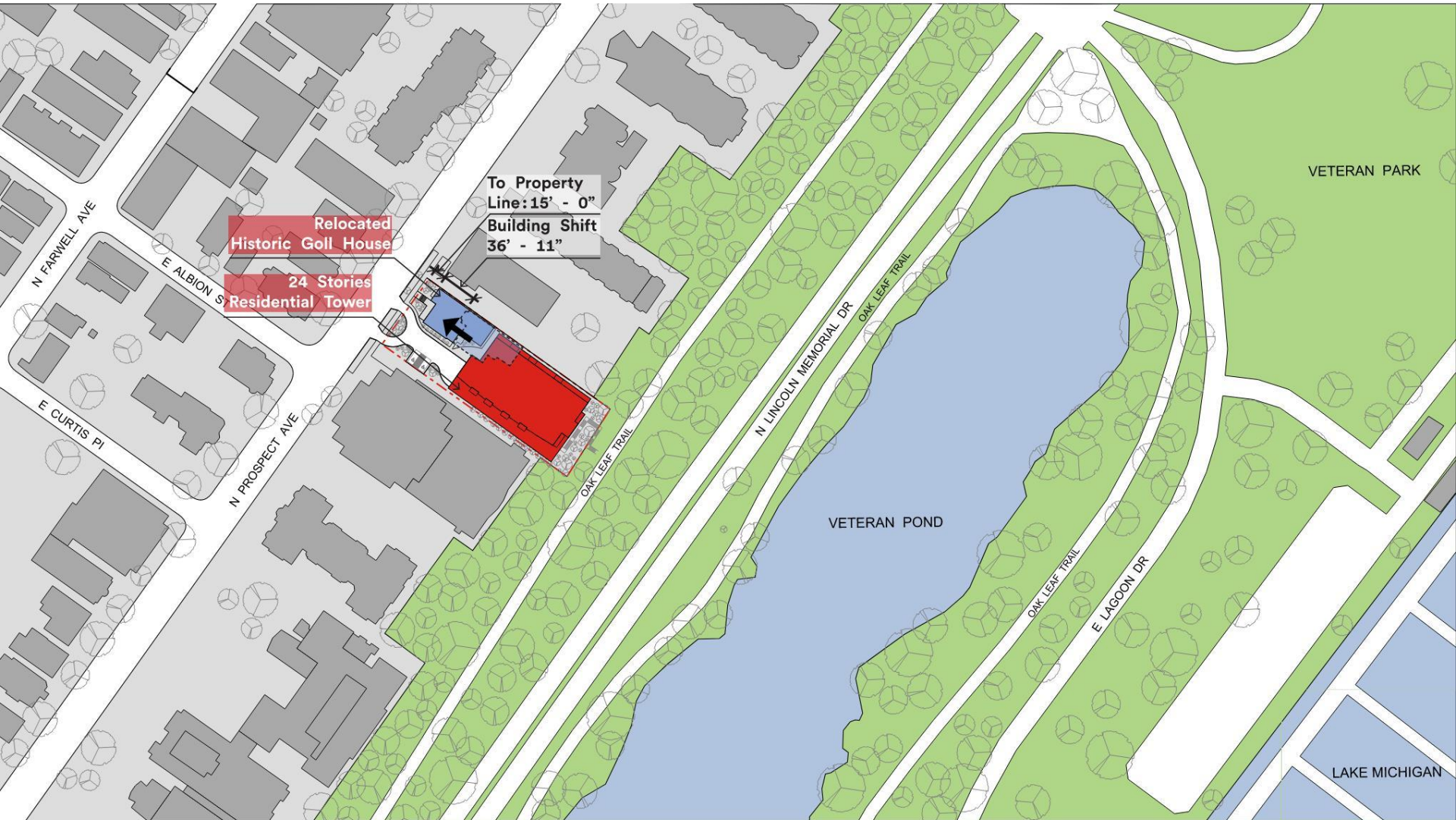
- Less impact to neighborhood in terms of traffic,
light pollution



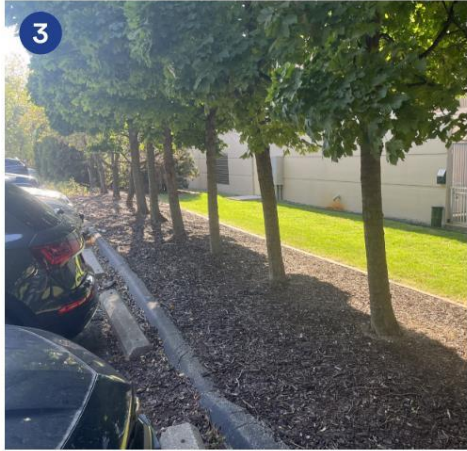
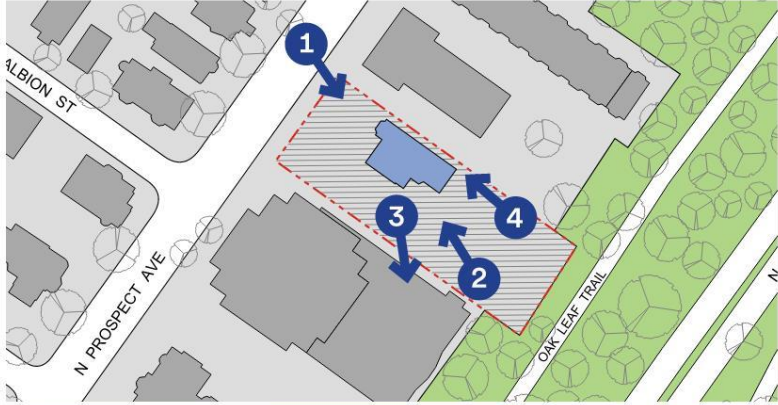
Existing Site Plan



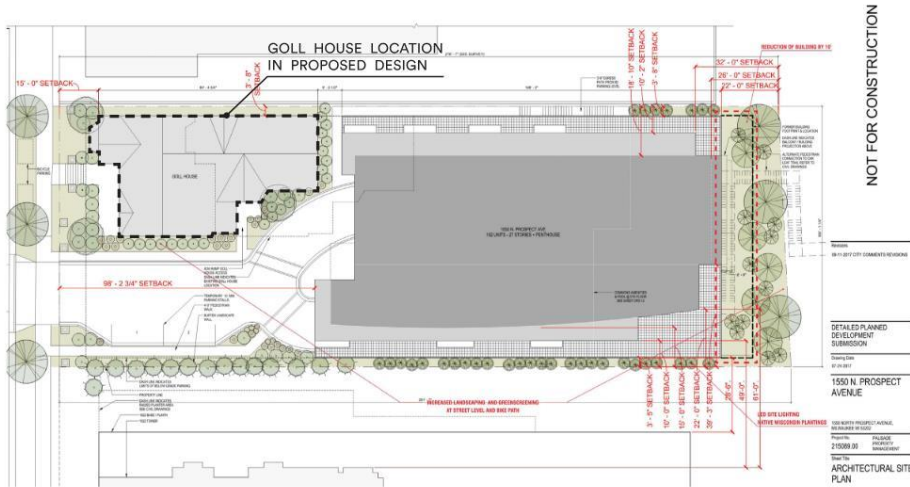
Proposed Site Plan



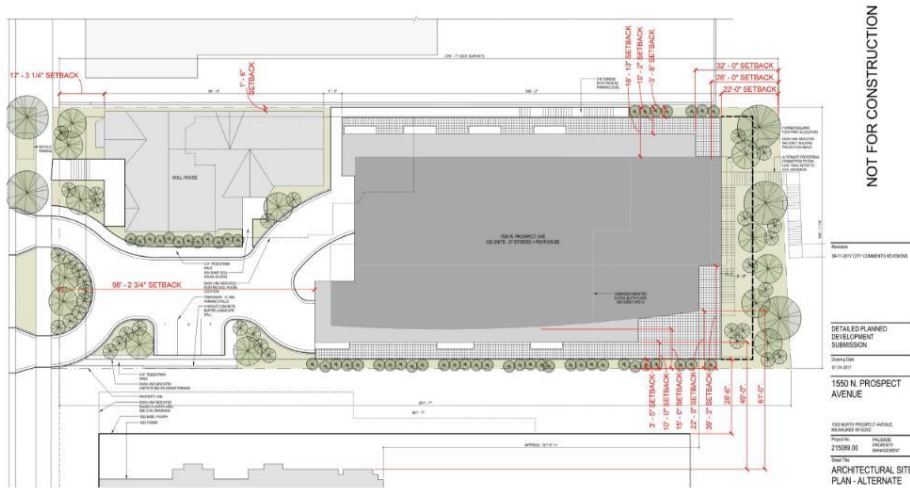
Site Photo



PD approved site plan (2017)

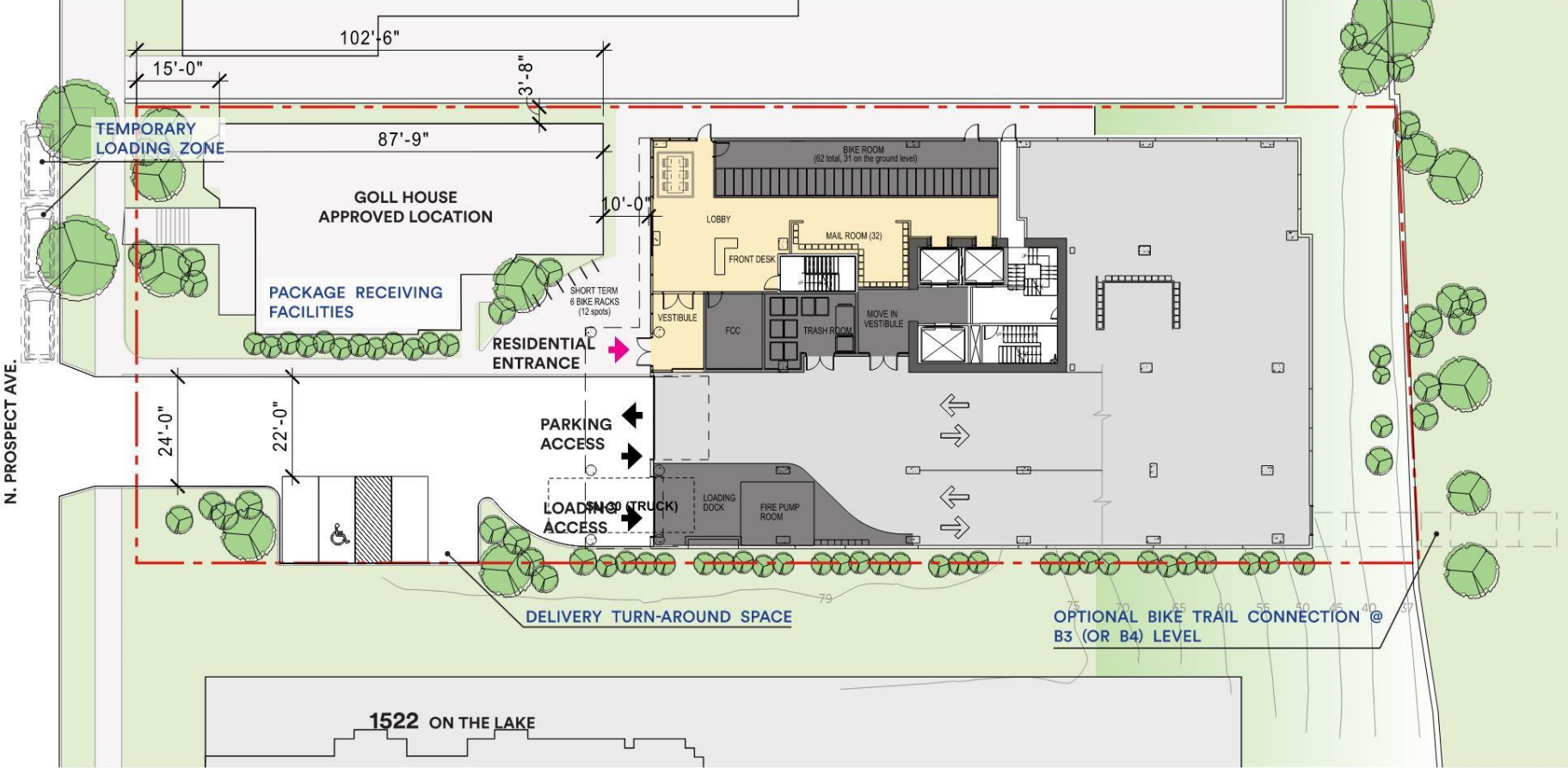



BASE SITE PLAN



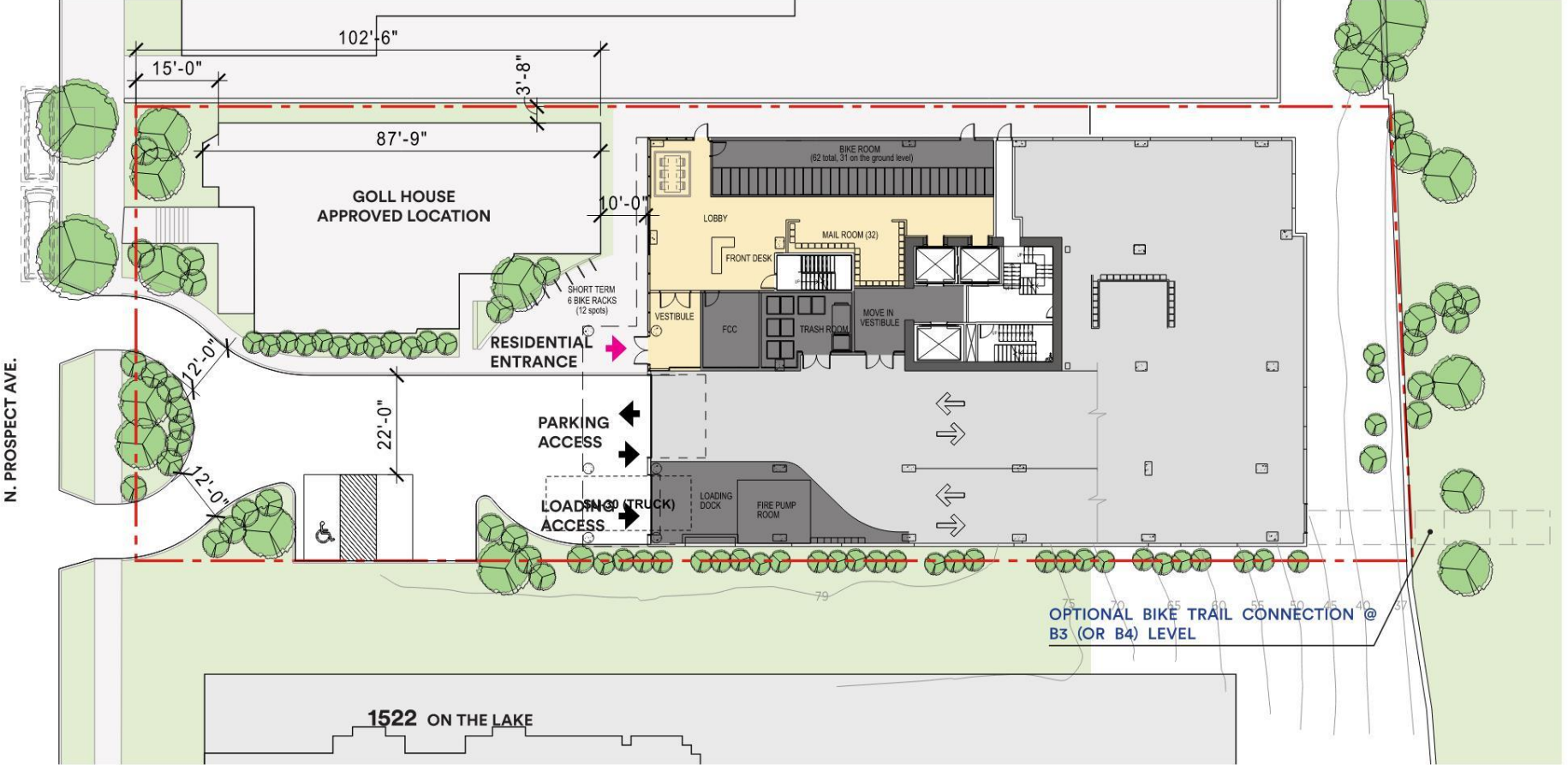
ALT. SITE PLAN

Site Plan (Proposed Design)

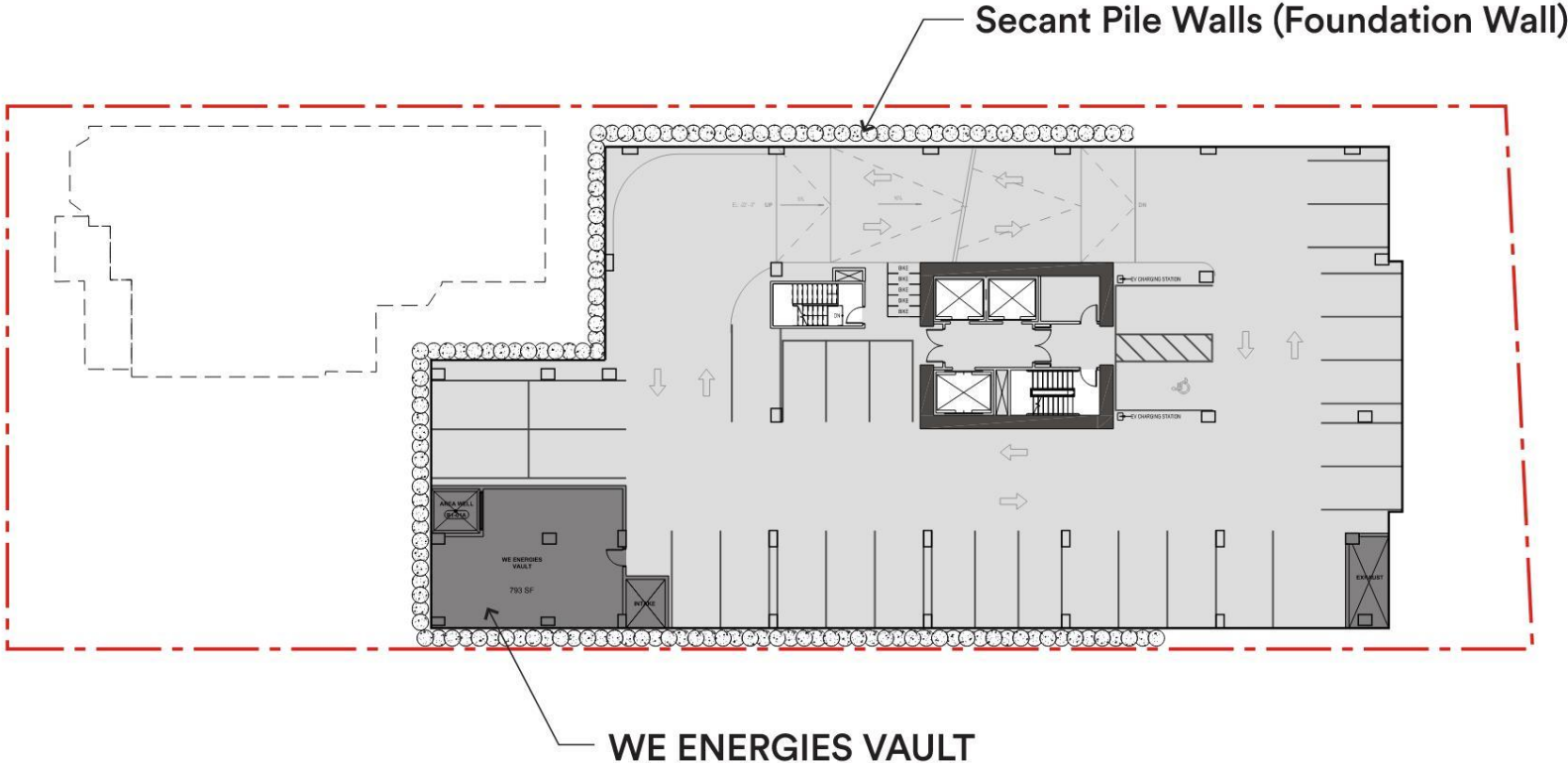



 3/64" = 1'-0"

Alternative Site Plan

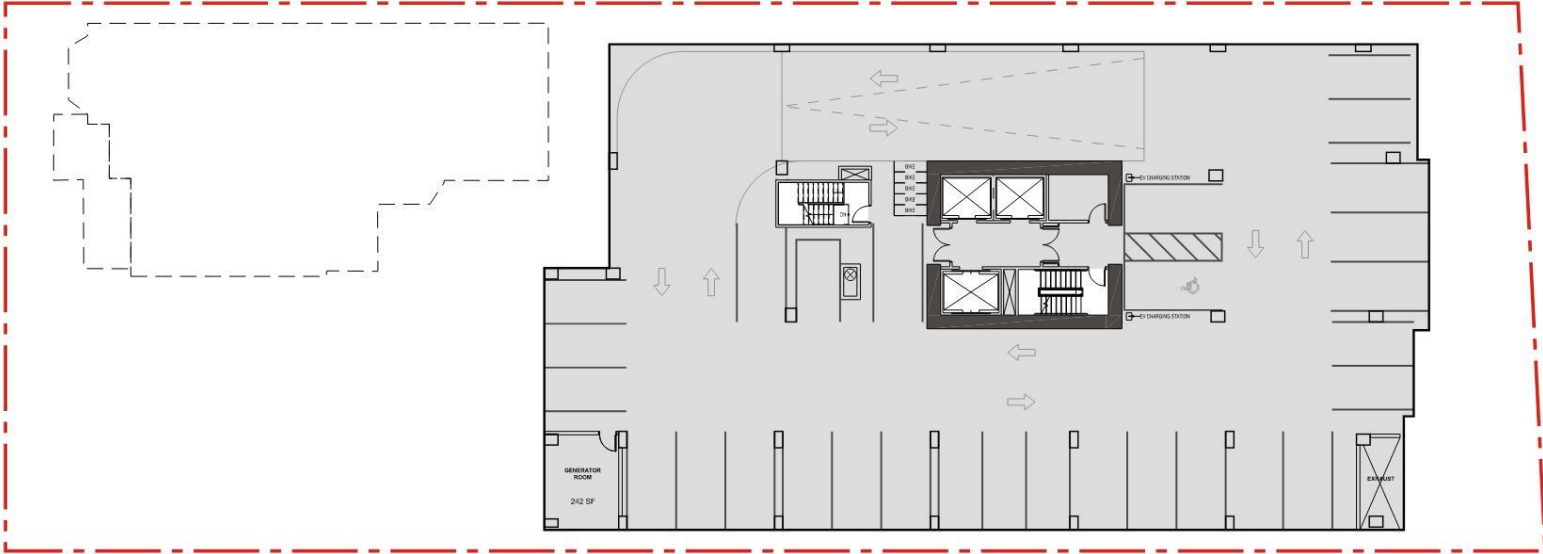


Below Ground Parking Plans | B01



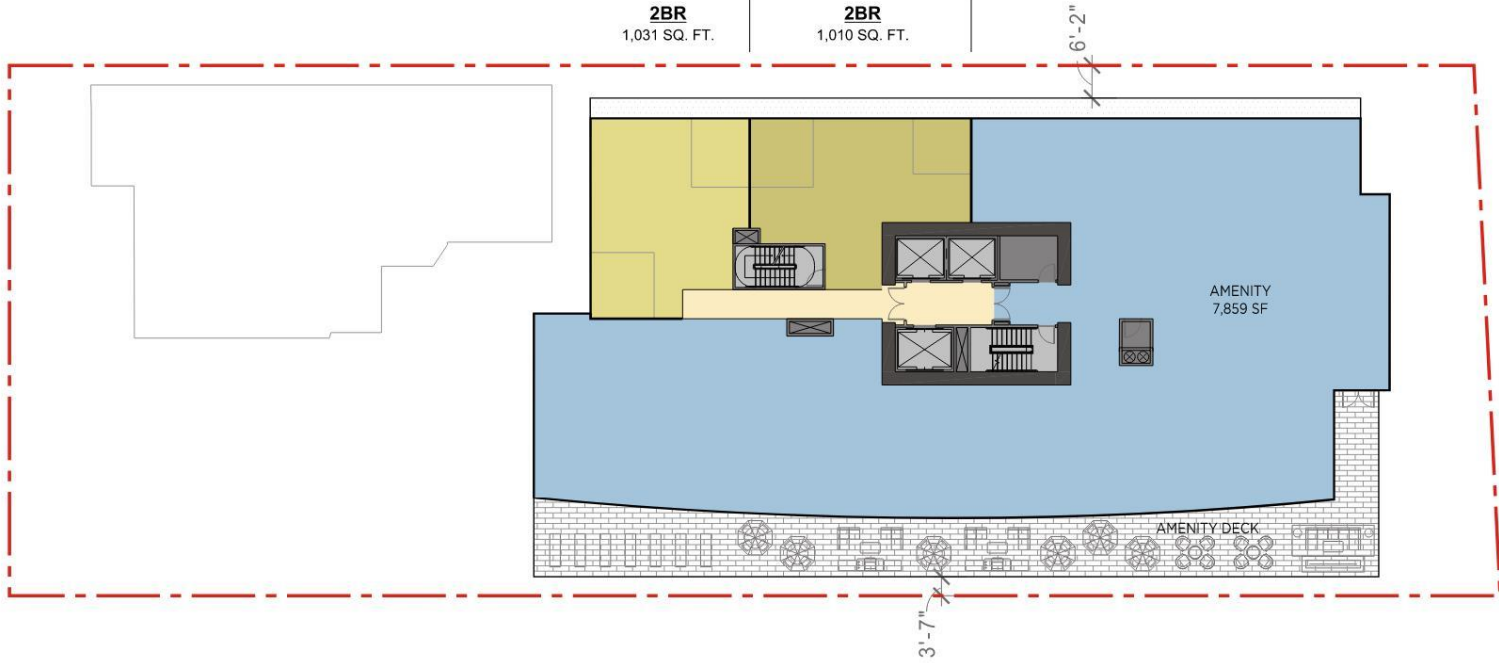

3/64" = 1'-0"

Above Ground Parking Plans | L02




3/64" = 1'-0"

Lower Amenity Level | L05




3/64" = 1'-0"

Typical Level Floor Plan | L06 - L24

Unit Mix Matrix

		UNITS				
		Studio	1B	2B	3B	
		subtotal				
		units/flr				
25	mech/amenity					
20 24	apartments	10	1	4	4	1
19 23	apartments	10	1	4	4	1
18 22	apartments	10	1	4	4	1
17 21	apartments	10	1	4	4	1
16 20	apartments	10	1	4	4	1
15 19	apartments	10	1	4	4	1
14 18	apartments	10	1	4	4	1
13 17	apartments	10	1	4	4	1
12 16	apartments	10	1	4	4	1
11 15	apartments	10	1	4	4	1
10 14	apartments	10	1	4	4	1
9 13	apartments	10	1	4	4	1
8 12	apartments	10	1	4	4	1
7 11	apartments	10	1	4	4	1
6 10	apartments	10	1	4	4	1
5 09	apartments	10	1	4	4	1
4 08	apartments	10	1	4	4	1
3 07	apartments	10	1	4	4	1
2 06	apartments	10	1	4	4	1
1 05	amenity / apartments	2				2
04	parking					
03	parking					
02	parking					
GR	ground floor					
B1	parking					
B2	parking					
B3	parking					
Subtotals		192	19	76	78	19
		units	units	units	units	units
		100%	9.9%	39.6%	40.6%	9.9%
APPROVED			Studio	1 BR	2 BR	3 BR
PD MIX		192	17	81	75	19
		100%	8.9%	42.2%	39.1%	9.9%

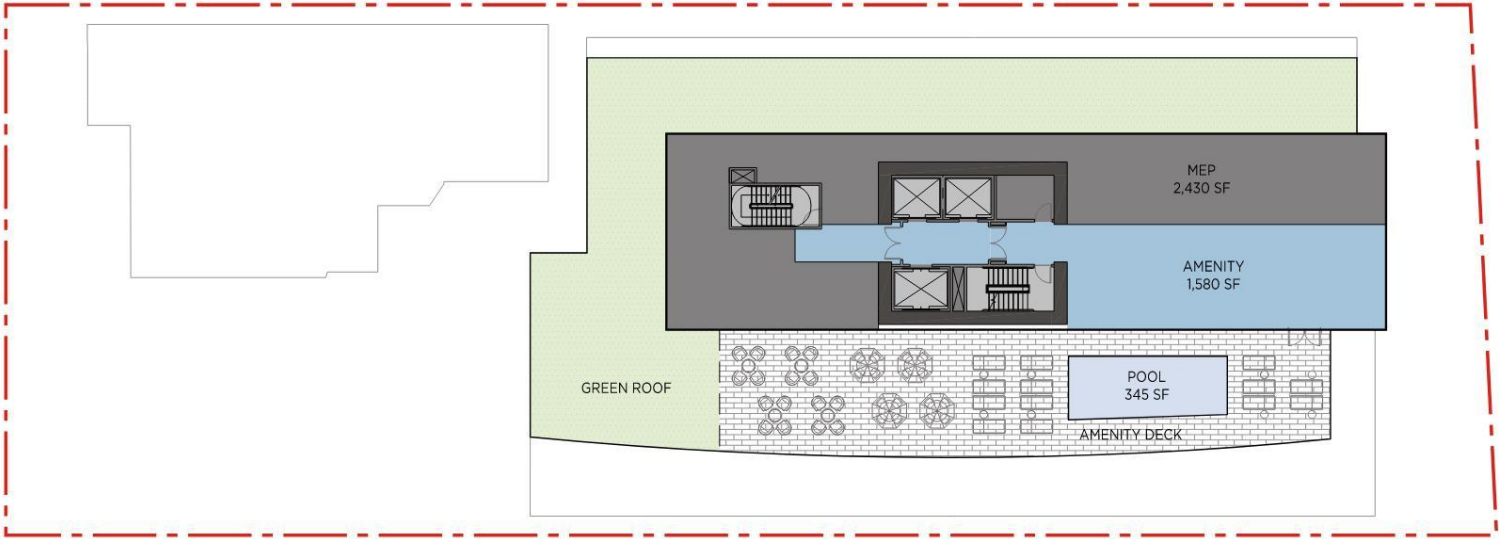


Unit Mix Summary

Unit Type	Avg. Unit Size	Unit Area Range	Unit Counts	%
Studio	514 SF	514 SF	19	9.9%
1 BR	821 SF	755 SF - 863 SF	76	39.6%
2 BR	1,119 SF	1036 SF - 1212 SF	78	40.6%
3 BR	1,361 SF	1,361 SF	19	9.9%
Total	965 SF	514 SF - 1361 SF	192	100%

3/64" = 1'-0"

Penthouse Floor Plan



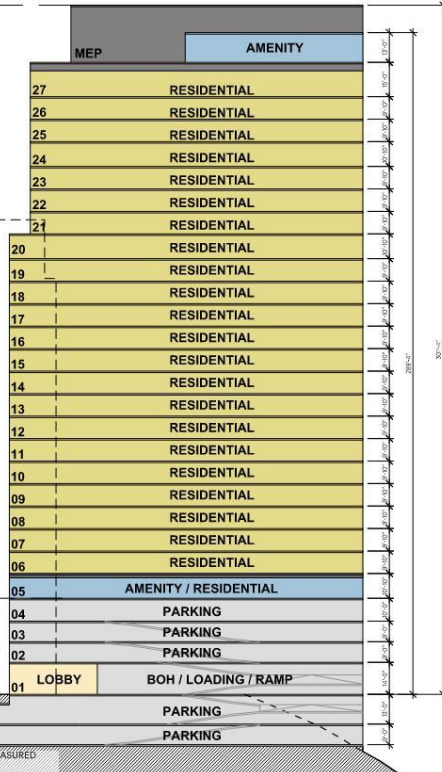

3/64" = 1'-0"

Approved PD design

28 stories
192 units
212 parking
48 bike parking

RESIDENTIAL GSF: 270,000 sf
PARKING GSF: 100,000 sf

301'-4"
T/ROOF



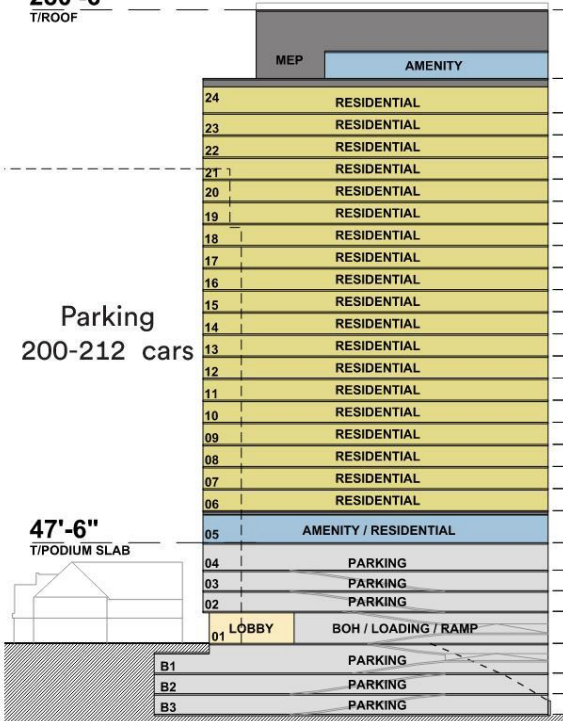
RE-DRAFTED AND APPROXIMATELY MEASURED
BASED ON:
1550 N. PROSPECT AVENUE /
DETAILED PLANNED DEVELOPMENT SUBMISSION /
WEST & SOUTH EXTERIOR ELEVATIONS /
DPD-19 / DRAWING DATE 07-24-2017

BASE OPTION (3 BELOW GRADE LEVELS)

24 stories
192 units
200-212 parking
74 bike parking

RESIDENTIAL GSF: 256,000 sf
PARKING GSF: 93,000 sf

280'-6"*
T/ROOF



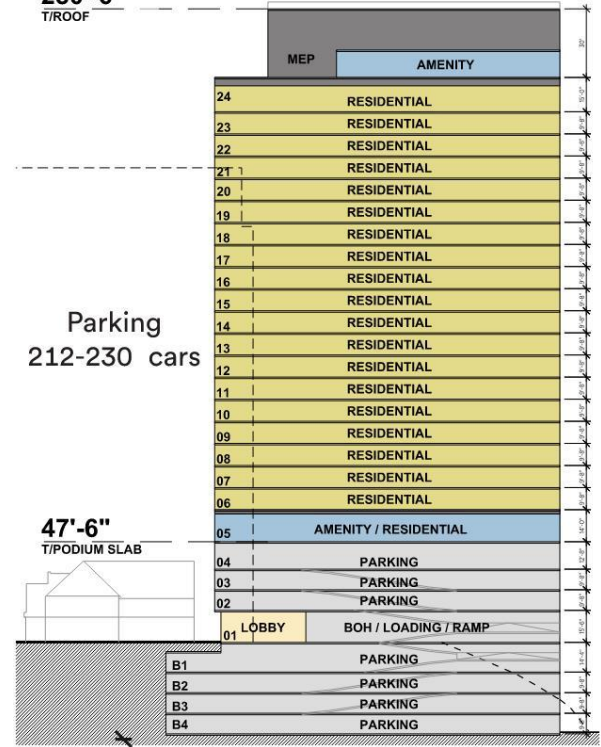
*Parapet Height may be added to building height (Max.5 ft)

ALT OPTION (4 BELOW GRADE LEVELS)

24 stories
192 units
212-230 parking
74 bike parking

RESIDENTIAL GSF: 256,000 sf
PARKING GSF: 100,000 sf

280'-6"*
T/ROOF



*Parapet Height may be added to building height (Max.5 ft)



1550 N. PROSPECT | TEL: 414.962.1099











1550



Density Comparisons

7SEVENTY7
Milwaukee
(constructed)



units: 322
levels: 34
site area: 31,022 sf (approx.)

density: 452 units / acre

333 N. Water Street
Milwaukee
(under construction)



units: 333
levels: 31
site area: 35,014 sf (approx.)

density: 414 units / acre

Ascent MKE
Milwaukee
(constructed)



units: 259
levels: 25
site area: 34,600 sf (approx.)

density: 326 units / acre

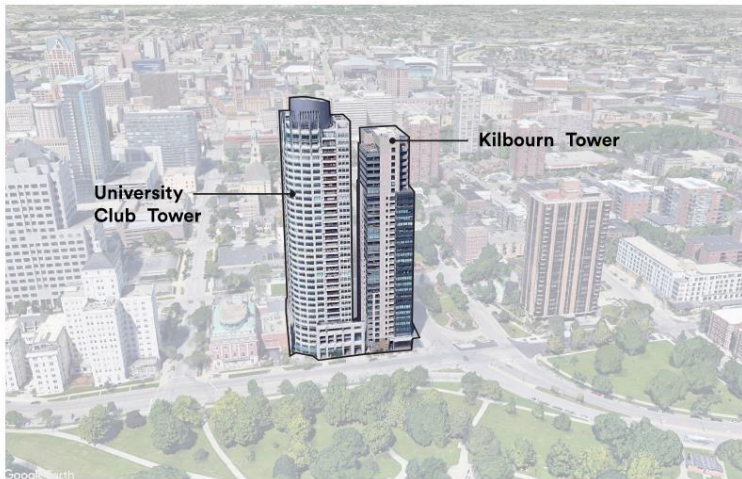
1550 N. Prospect
Milwaukee



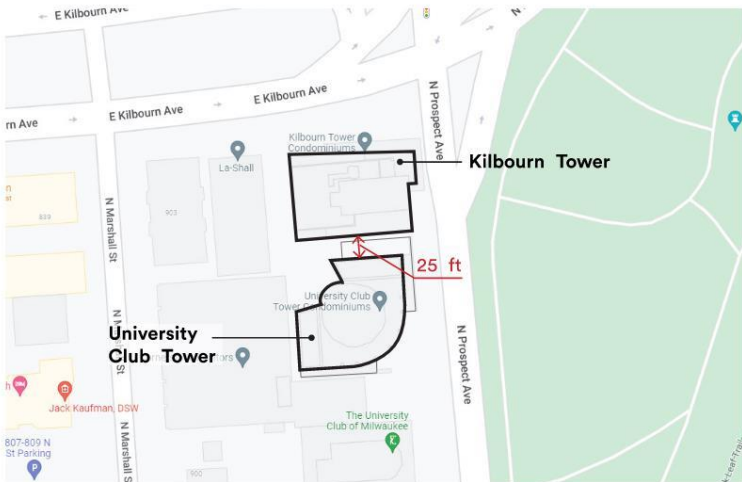
units: 192
levels: 25
site area: 27,937 sf

density: 300 units / acre

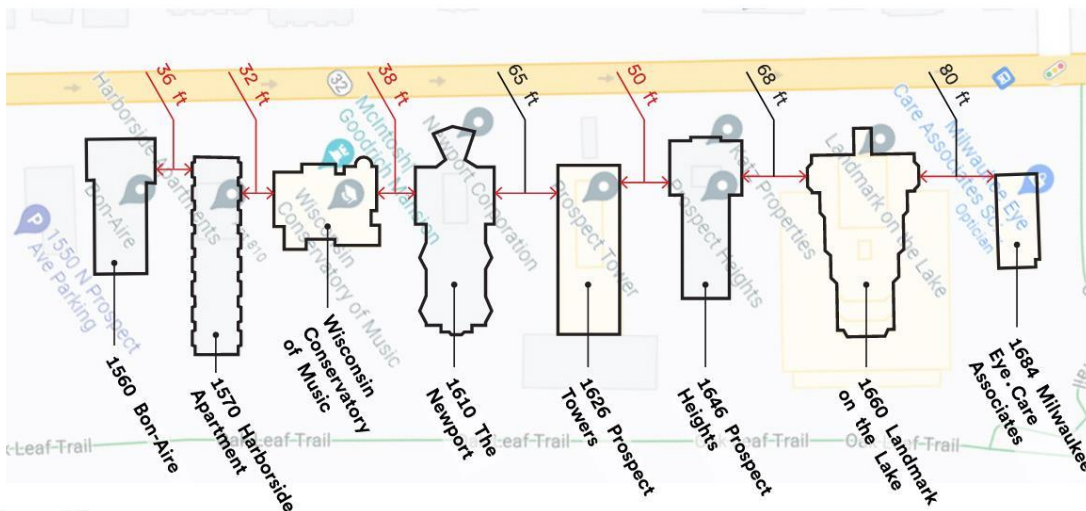
Tower Separation Distance Comparison

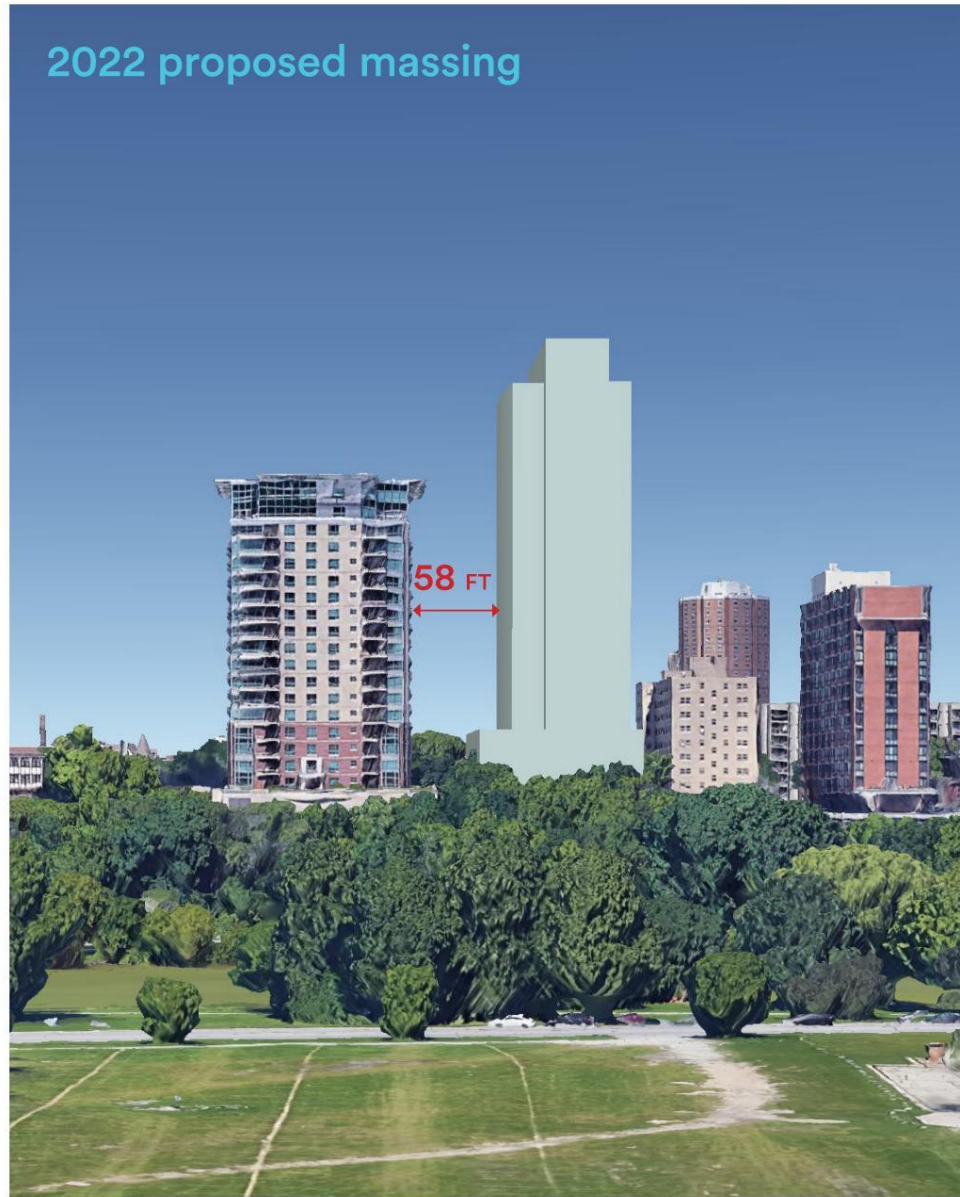


Kilbourn Tower <-> University Club Tower
923 E Kilbourn Ave.



Tower Separation Distance along N. Prospect Avenue (#1684 - #1560)
N. Prospect Avenue









Exterior Materials



FLOOR TO CEILING GLASS

SOLID WALL TYPE A (AT PUNCHED OPENINGS ON THE TOWER)

MATERIAL OPTION 1 (BASE) - FORM-LINER PRECAST CONCRETE PANEL

MATERIAL OPTION 2 - METAL PANEL

(IN CASE THAT THERE IS AN ISSUE WITH PRECAST PANEL WEIGHT OR CONSTRUCTABILITY)

SOLID WALL TYPE B (AT ENTIRE PARKING PODIUM AREA)

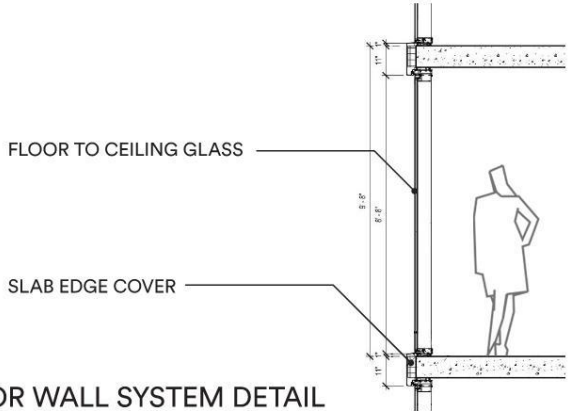
MATERIAL OPTION 1 (BASE) - FORM-LINER PRECAST CONCRETE PANEL

MATERIAL OPTION 2 - BRICK

Exterior Material Reference - Glass

GUARDIAN SUNGUARD - SNR 50 or SNE 50 (previously AG-50)

TRANSMITTANCE 48% / REFLECT OUT 26% / REFLECT IN 17% / U VALUE 0.24 / SHGC 0.25



EXTERIOR WALL SYSTEM DETAIL



SODO APARTMENTS, CALGARY CANADA



SODO APARTMENTS, CALGARY CANADA



SALES FORCE TOWER, SAN FRANCISCO CA



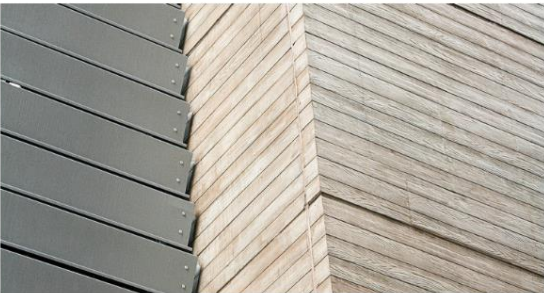
VUE 53, CHICAGO ILLINOIS

Form Liner Concrete Panel (Base material option)

<https://www.plasmacem.com/en/prefabricated-concrete-slabs-exposed-concrete-walls/cph-24-esx-0207-siena>



<https://www.reckli.com/pt/products/concrete-formliners/select/wood/282-colorado>



<https://gateprecast.com/projects/168052/nordstrom-the-woodlands/>



Precast Panel used in Kilbourn Tower



Brick (Alt. material option for podium)

<https://gateprecast.com/projects/182628/tcu-worth-hills-parking-garage/>



<https://bbp.style/PUBLIC/products/brochures/australprecast/AP-Precast-Panel-Brick.pdf>



Metal Panel (Alt. material option for tower)

<https://www.dri-design.com/project/nordstrom-eaton-centre/>
<https://www.dri-design.com/project/cts/>

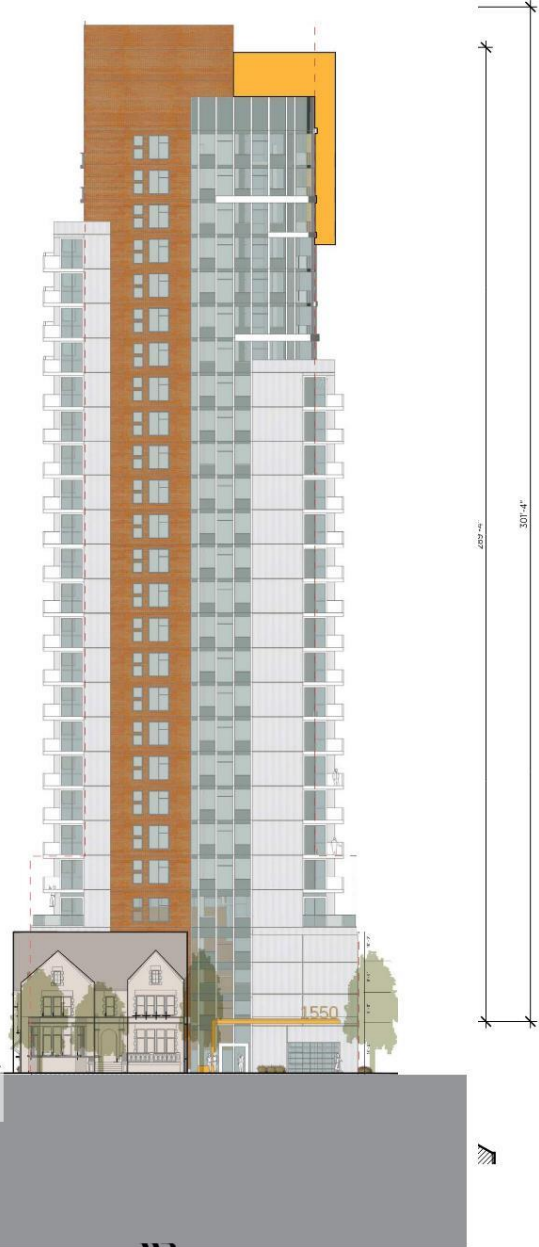


Signage Design

the size and location of the signage remains the same relative to the approved PD design

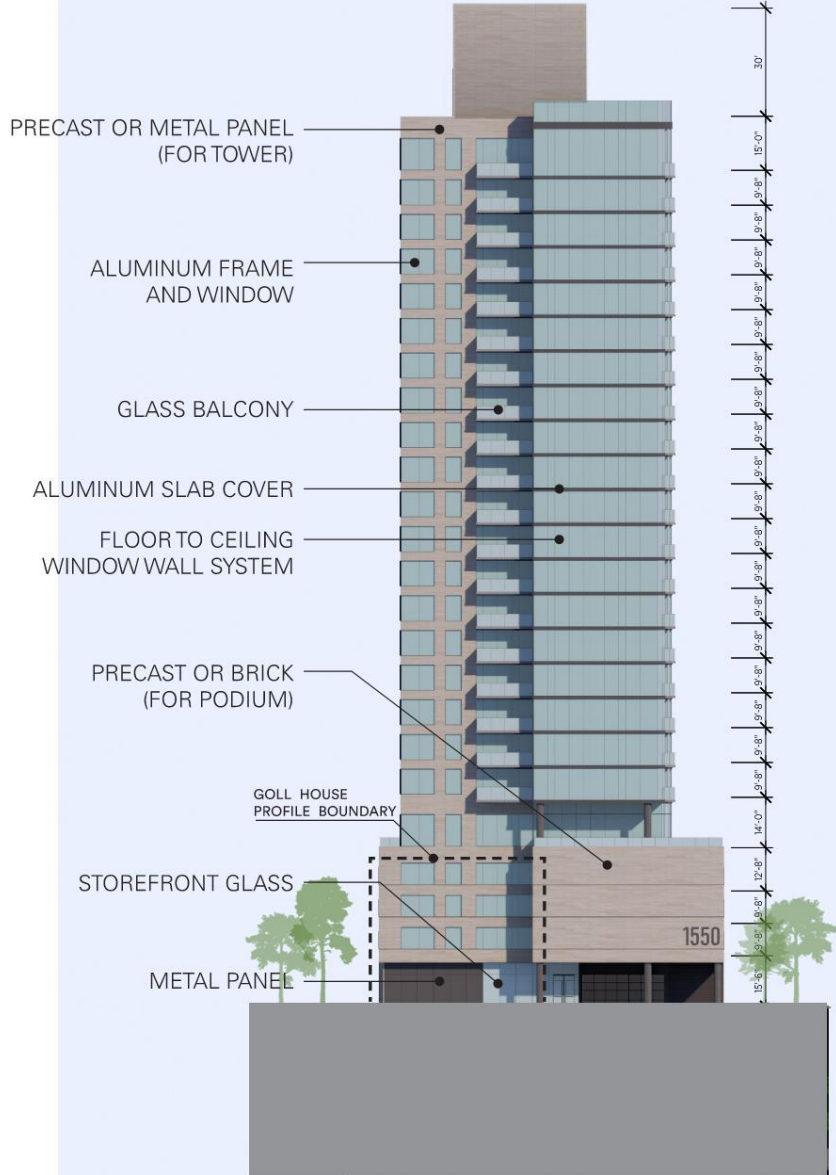


2017 PD DESIGN



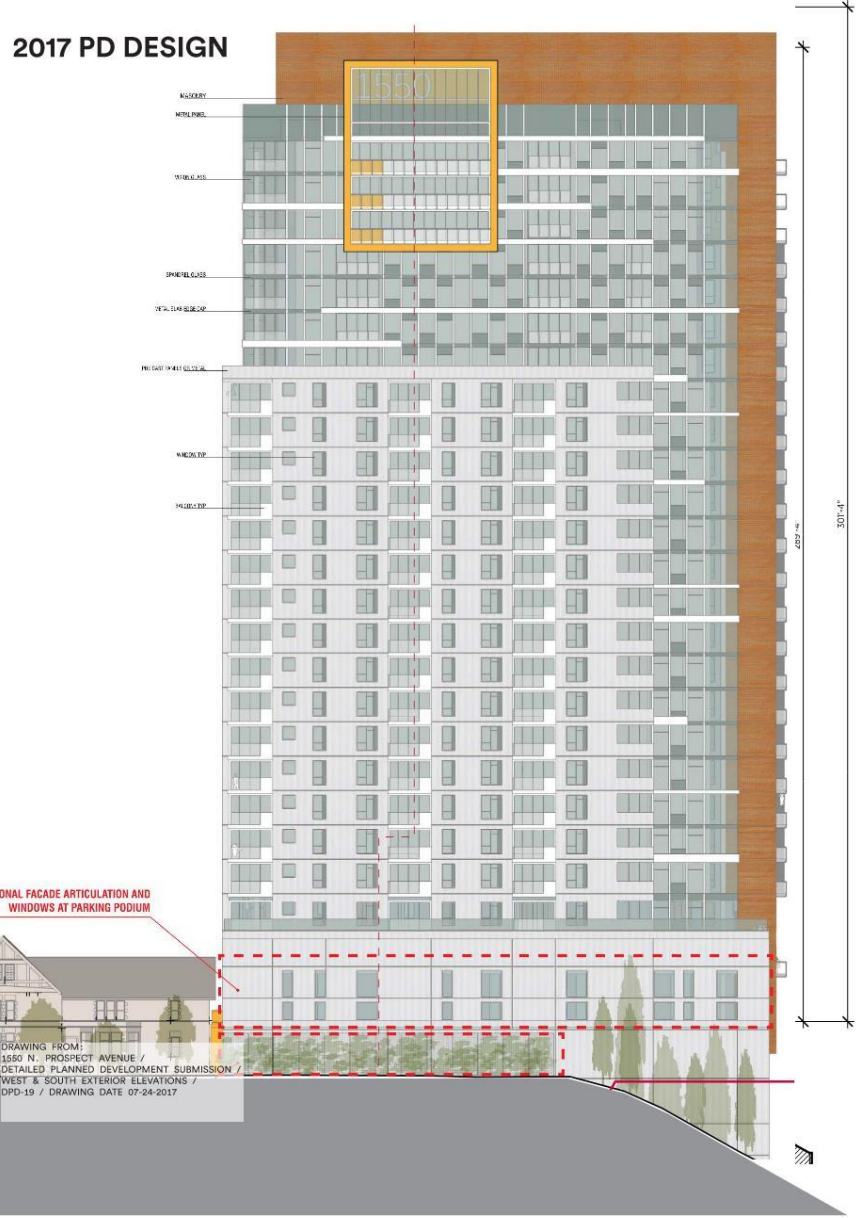
DRAWING FROM:
1550 N. PROSPECT AVENUE /
DETAILED PLANNED DEVELOPMENT SUBMISSION /
WEST & SOUTH EXTERIOR ELEVATIONS /
DPD-19 / DRAWING DATE 07-24-2017

PROPOSED DESIGN



0' 16' 32'
1/32" = 1'-0"

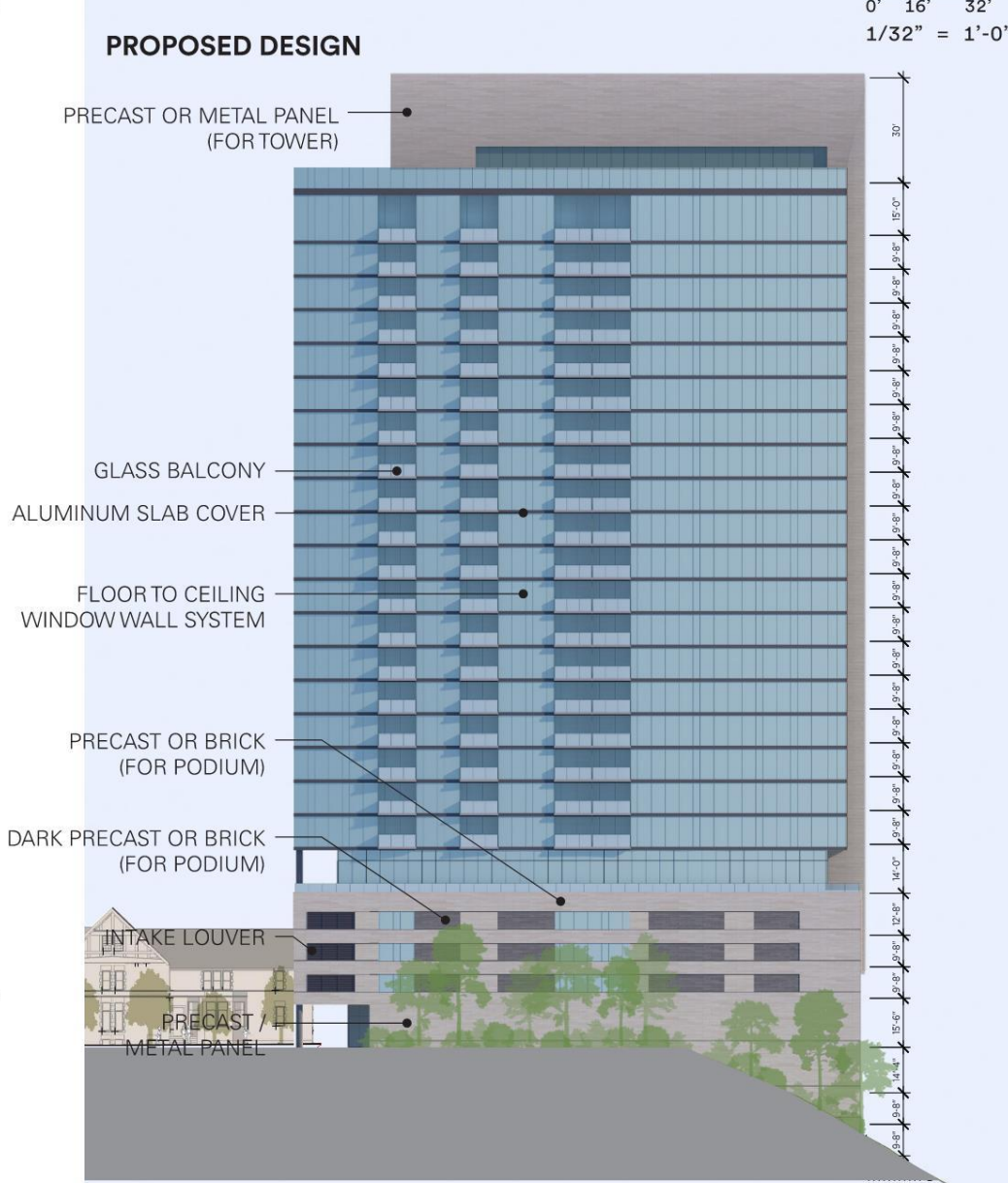
2017 PD DESIGN



ADDITIONAL FACADE ARTICULATION AND WINDOWS AT PARKING PODIUM

DRAWING FROM:
1550 N. PROSPECT AVENUE /
DETAILED PLANNED DEVELOPMENT SUBMISSION /
WEST & SOUTH EXTERIOR ELEVATIONS /
DPD-19 / DRAWING DATE 07-24-2017

PROPOSED DESIGN



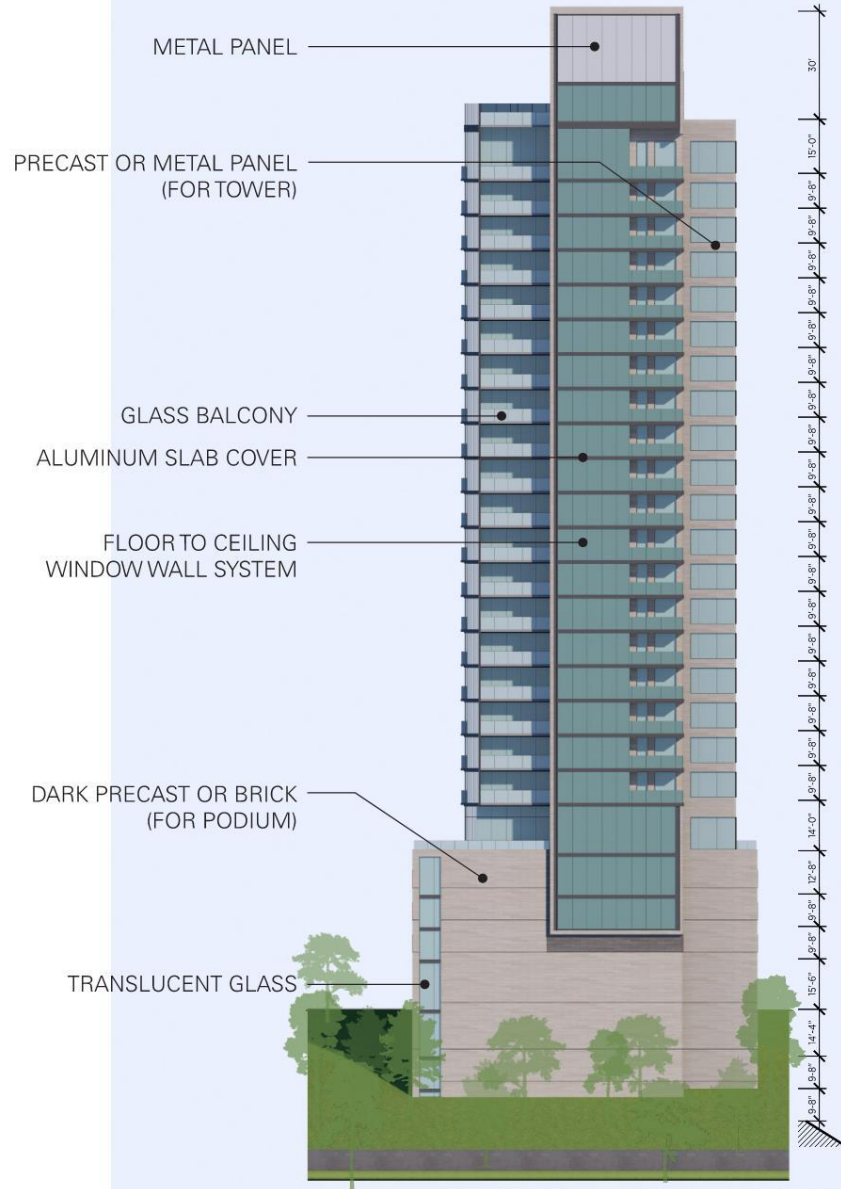
0' 16' 32'
1/32" = 1'-0"

2017 PD DESIGN



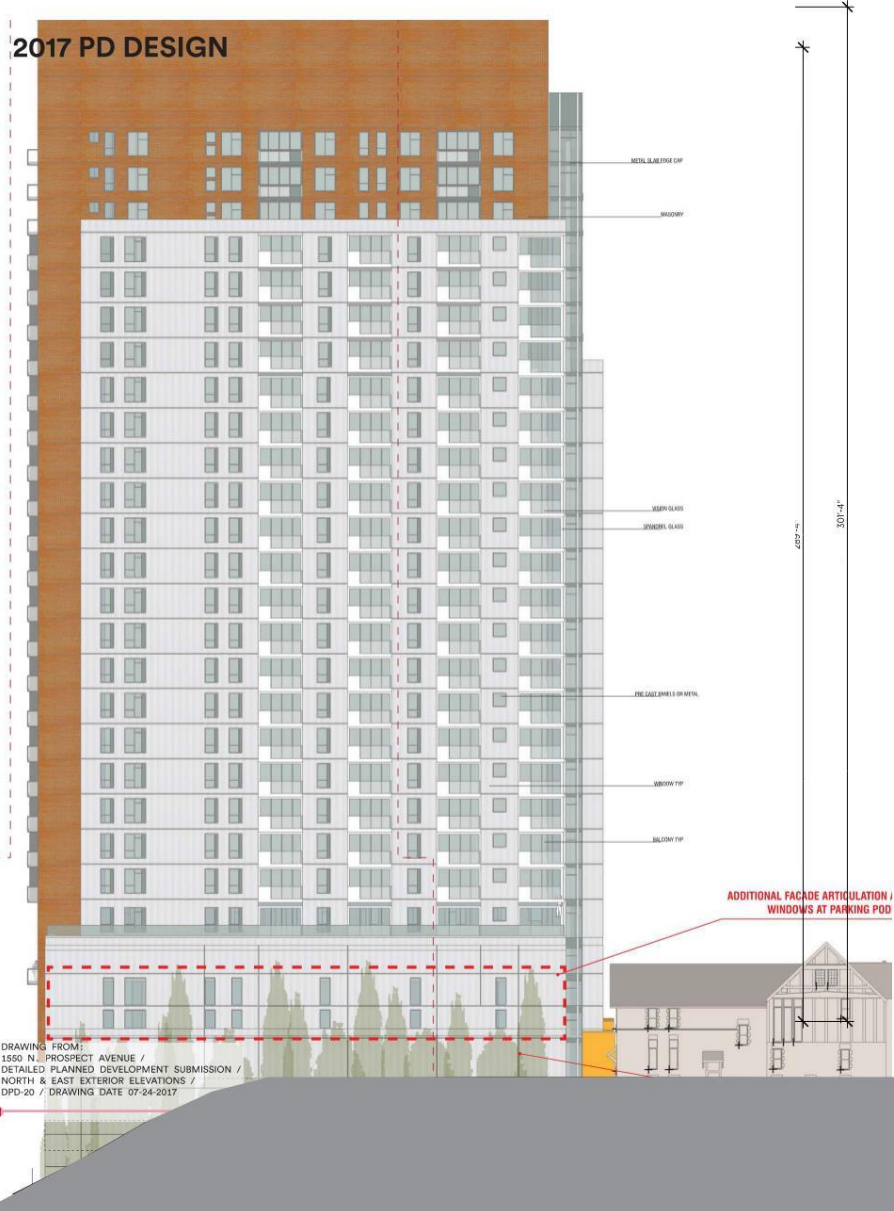
DRAWING FROM:
1550 N. PROSPECT AVENUE /
DETAILED PLANNED DEVELOPMENT SUBMISSION /
NORTH & EAST EXTERIOR ELEVATIONS /
DPD-20 / DRAWING DATE 07-24-2017

PROPOSED DESIGN

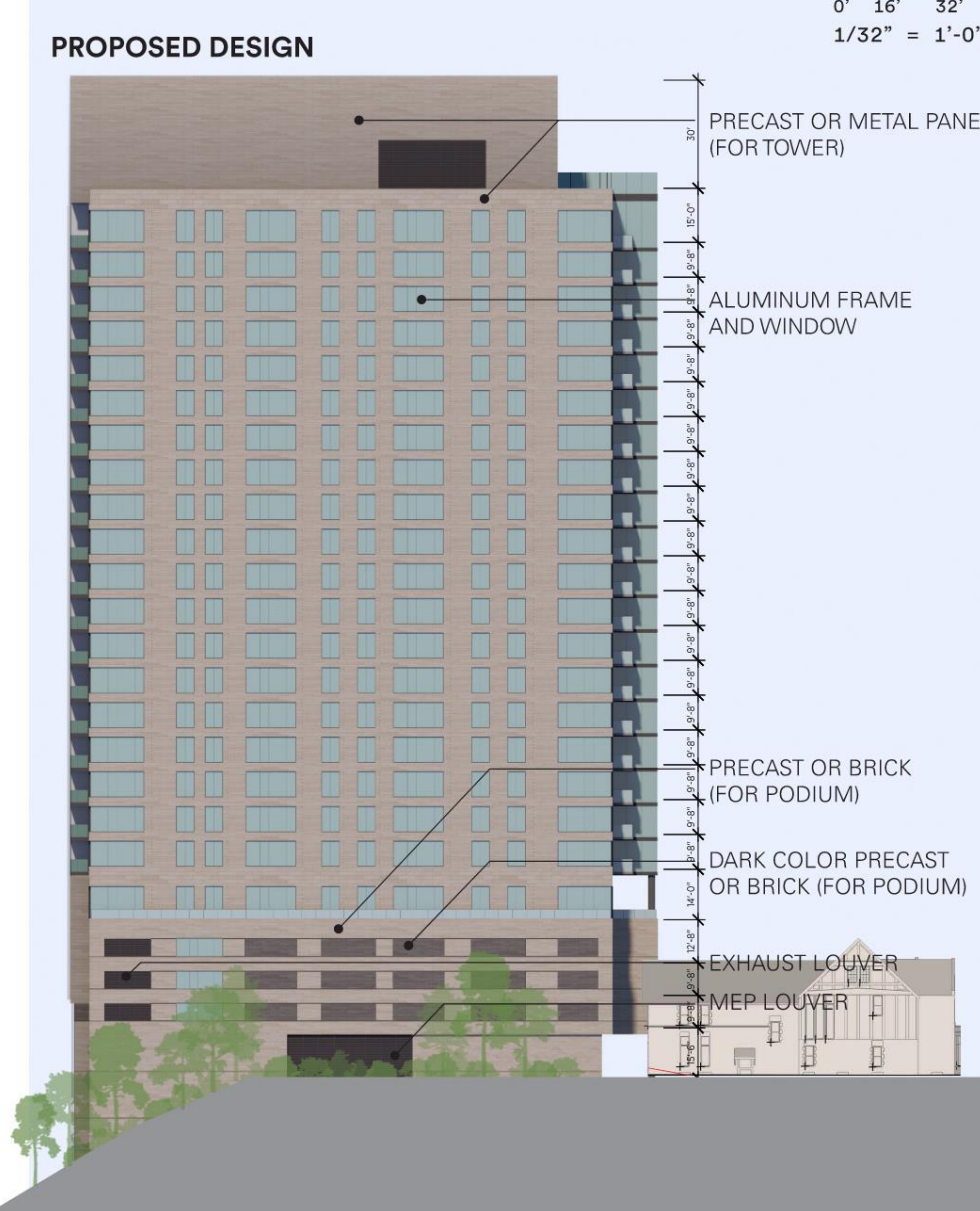


0' 16' 32'
1/32" = 1'-0"

2017 PD DESIGN

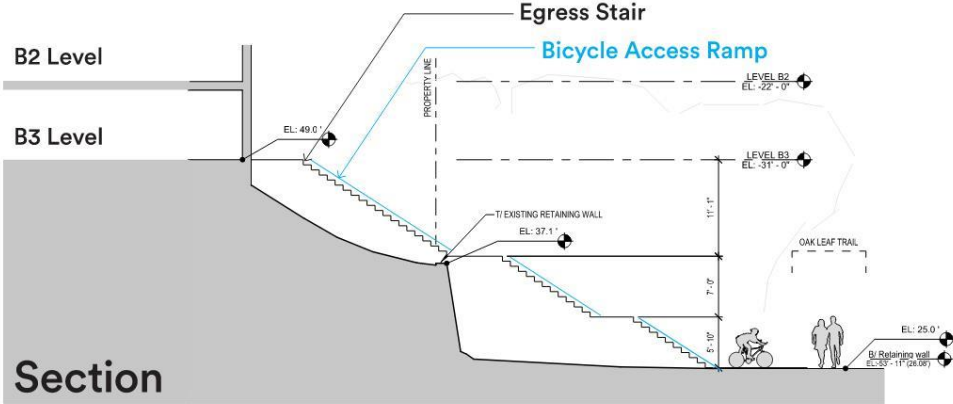
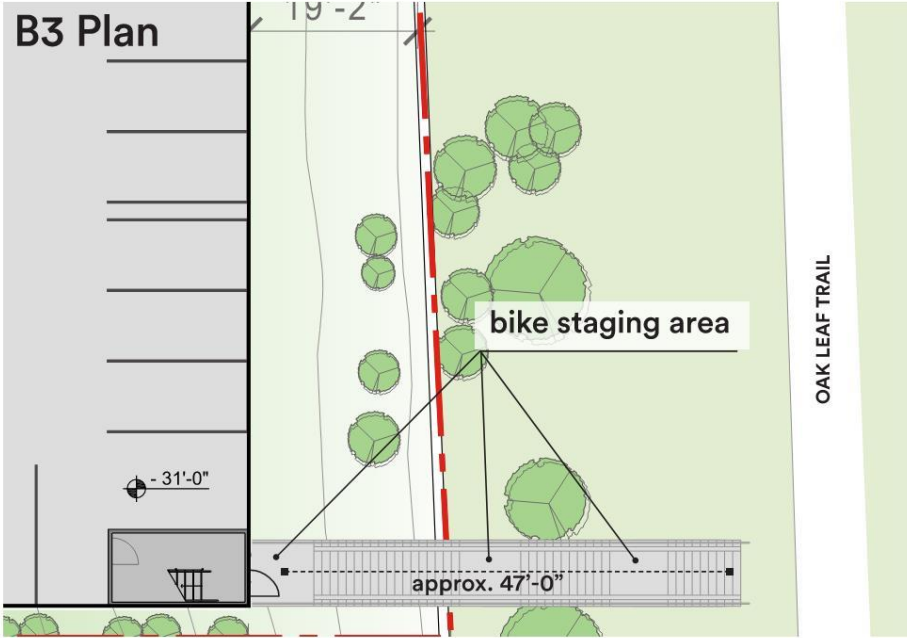


PROPOSED DESIGN



DRAWING FROM:
1550 N. PROSPECT AVENUE /
DETAILED PLANNED DEVELOPMENT SUBMISSION /
NORTH & EAST EXTERIOR ELEVATIONS /
DPD-20 / DRAWING DATE 07-24-2017

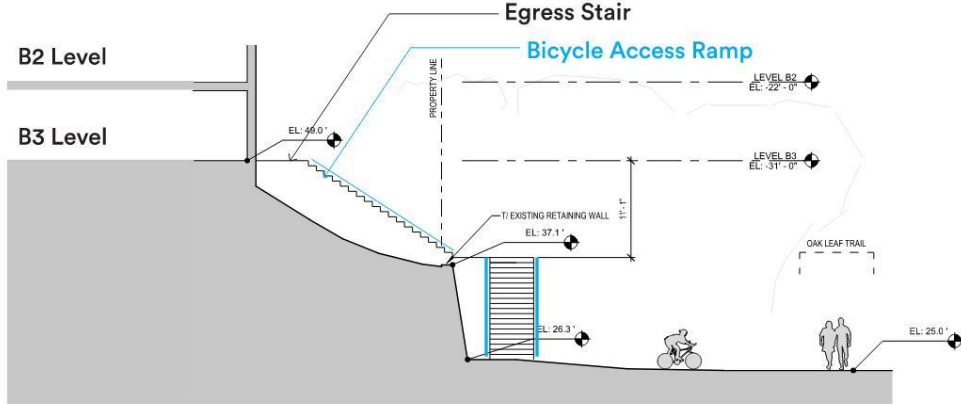
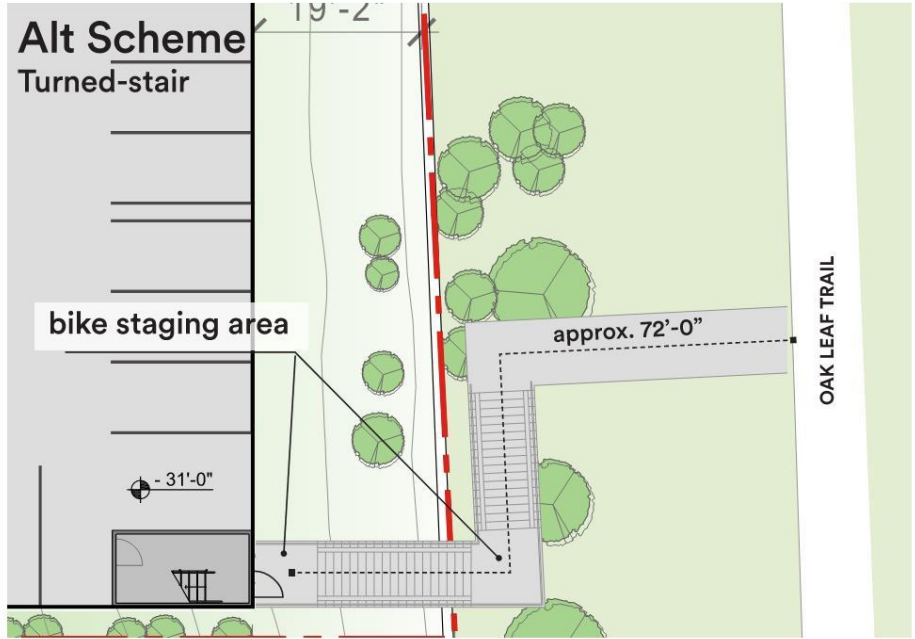
Optional Oak Leaf Trail Connection (Base Scheme)



Bicycle Access Ramp Example

<https://www.sarisinfrastructure.com/post/blog-announcing-the-bicycle-access-ramp-a-stairway-for-your-bike>

Optional Oak Leaf Trail Connection (Alt Scheme)



Development Program

NEW BUILDING

- 24 Stories with Penthouse
- 192 Units
- 3 Stories of Parking above grade
- 3 or 4 Stories of Parking below grade
- 200-212 parking for 3 below-grade level option
- 212-230 parking for 4 below-grade level option
- Amenity Spaces
(Club lounge, Gym, Co-working space, Theatre, Rooftop pool)

RELOCATED THE GOLL HOUSE

- Preservation of historic building
- Guest suites (up to 8 units)
- Leasing Office (Management & leasing)
- Package receiving facilities



- **Bike parking and bike amenities**

- Proximity to Oak Leaf Trail is great for bike commuters and recreational cyclists. Expect high tenant demand for secure bike storage.
- LEED standard: 1 space per 3 units

- **EV Parking**

- LEED standard: 10% EV ready or 5% EV chargers

- **Trees/Green open space at ground level**

- Provide shade at project walkways & public ROW – very important for urban heat island effect as climate warms

- **Lower-Carbon Materials**

- Concrete, aluminum, and steel have a big carbon footprint. SCB specifications request documentation of carbon impact and lower-carbon measures like recycled content and innovative concrete products. These are available in Milwaukee and potential cost savings.
- Contributes to multiple LEED credits

- **Migratory bird safety:** (Reduce night light)

- Project will consider providing blackout shades at residential units to reduce light spill.

- **Local bird safety:** (Reduce glass collision hazards)

- Amenity deck glass handrail will be partially behind an opaque wall.
- We will work with the landscape designer to reduce reflections of landscaping plants in the amenity floor windows (plant locations, screening, etc – specific strategies TBD.)
- North side balconies have been removed and the South balconies have been recessed. This reduces fly-through conditions at the rails on those balconies.

Site Improvement / Project Benefit

- Enhancement of park-like setting
- Native Wisconsin plantings
- Structural foundation systems without piles
- Monitoring of properties through construction
- Bluff protection plan
- Increase Tax Base
- Preserve the Goll House
- Develop an under-utilized site
- Implement smart growth
- Support local business
- Create jobs
- No public assistance required
- Advance RPP and DBE/MBE goals
- Promote sustainability