



# Milwaukee Historic Preservation Commission Staff Report

LIVING WITH HISTORY

**HPC meeting date: 1/9/2023**

**Ald. Bauman**

**Staff reviewer: Tim Askin**

**CCF #221382**

<b>Property</b>	1550 N Prospect Ave	Goll House
<b>Owner/Applicant</b>	Willow 1550 LLC	TKWA
<b>Proposal</b>	The current proposal before the commission is to approve the relocation of the Goll House on its same lot to accommodate new high rise construction to the rear of the property. The Goll House will not be connected to the new development.	
<b>Staff comments</b>	<p>The Goll House has been locally designated since December 11, 2002. It has been a contributing building to the Prospect Avenues Mansions National Register Historic District since April 7, 1990.</p> <p>Highly similar projects have come before this body in the past and have been approved. The approvals have expired and the owners, applicants, and designs have changed enough to require review <i>de novo</i>.</p> <p>The proposed relocation of the Goll House will move the structure to the northwest approximately 36'-11" from its current location, giving it a similar setback to the adjacent structures on Prospect Avenue. The entry terrace will be retained and moved in conjunction with the rest of the structure. A comparative setback analysis has been provided and demonstrates the new general alignment of building frontages. Further there is no evidence that the front yard of this property ever had landscaping of any historical or aesthetic significance.</p> <p>The new construction is not subject to our review.</p>	
<b>Recommendation</b>	Recommend HPC Approval. The house will be preserved on its original site and the city will retain one of its significant heritage houses, designed by one of the top architectural firms, Ferry and Clas. Prospect Avenue will retain some of the significance it had when it was known as the showplace of the city while making room for new high-density housing. The mansion will still have context and visibility and relate to the other mansions in the National Register historic district.	
<b>Conditions</b>		
<b>Previous HPC action</b>	CCF 151623, June 2016 PTS 30517, September 2008.	
<b>Previous Council action</b>		