

**DETAILED PLAN PROJECT DESCRIPTION AND OWNER'S STATEMENT OF INTENT**

File No. 151545  
DCH PROPERTIES, LLC  
1550 NORTH PROSPECT  
July 11, 2016

**I. COMPONENTS OF DETAILED PLAN AND SUPPORTING MATERIALS**

DCH Properties requests that the zoning be amended from a DPD (Detailed Plan Development) to a new Detailed Plan Development (DPD) for 1550 North Prospect Avenue, on land located on the east side of North Prospect Avenue between East Albion Street and East Brady Street in the 4<sup>th</sup> Aldermanic District in accordance with this submission.

This Owner's Statement of Intent, together with the accompanying plan sheets and related materials identified below constitute and support the Detailed Planned Development:

**Plan Sheets**

**Sheet Index**

DPD-1 Vicinity Map, Project Team and Sheet Index  
DPD-2 Existing Facilities Site Plan  
DPD-3 Proposed Project Boundary Description  
DPD-4 Proposed Site Plan  
DPD-5 Proposed Utility Plan  
DPD-6 Proposed Grading Plan  
DPD-7 Proposed Landscape Plan  
DPD-8A Architectural Site Plan  
DPD-8B Architectural Site Plan - Alternate  
DPD-9 Below Grade Parking Plans (B1-B2)  
DPD-10 First Floor Plan  
DPD-11 Typical Above Grade Parking Plans (B1-B3)  
DPD-12 5<sup>th</sup> Floor Common Amenities  
DPD-13 Typical Floor Plan (Floors 6-15)  
DPD-14 Typical Floor Plan (Floors 16-20)  
DPD-15 Typical Floor Plan (Floors 21-24)  
DPD-16 Floor Plan (Floor 25)  
DPD-17 Typical Floor Plan (26-27)  
DPD-18 Penthouse Level  
DPD-19 Exterior Elevations  
DPD-20 Exterior Elevations  
D-21 Typical Enlarged Unit Plans

- Exhibit A Statistical Sheet
- Exhibit B Building Renderings
- Exhibit C Site Photographs
- Exhibit D Building Precedents

## II. OVERALL DEVELOPMENT CONCEPT

### 1. Existing Conditions

The parcel is 27,938 sq. ft. (0.64 Acres) and includes one existing building (the Goll House, which is a locally and nationally designated historic structure).

### 2. Proposed Buildings:

The project includes two buildings, one existing structure (Goll House) to be repositioned on site approximately 12 feet back from the Prospect Avenue property line (generally aligning with the setback of the buildings on the adjacent parcels) from its current setback of approximately 48 feet, and one building of 27 stories plus a penthouse level (with mechanical room, roof deck and associated clubhouse), which will be placed behind the Goll House.

The existing building will be positioned in approximate alignment with its current side yard setbacks. The newly constructed building will be approximately 98' from the Prospect Avenue public right-of-way, 22 feet from the southeast property line along the Oak Leaf Trail right-of-way to the face of the parking podium, 20 feet to the face of the residential tower above, 3.44 feet from the southwest side-yard property line and 3.66 feet from the northeast side yard property line. Both buildings will have pedestrian entrances/exits facing Prospect Avenue and the new building will have vehicular entrances for access to the below and above-grade parking areas. The new building will have direct pedestrian access to Oak Leaf Trail public right-of-way, pending approval from authorities having jurisdiction.

Up to 192 residential units will be in the newly constructed building and 4 to 8 units in the Goll House. The project will include dwelling units ranging from approximately 740 sf. to approximately 1970 sf. Units will range from studio units to 3-bedroom/2-bath units. The studio and 1-bedroom units represent approximately 51% of the units with the remaining 49% being the 2-bedroom and 3-bedroom units. The exact unit mix and unit sizes may change as further market studies and design are completed. All units will have a balcony, private terrace or access to common area open space. Building amenities will include a fitness center, community room, business center, theater, secure bike storage and common landscaped roof decks at the 5<sup>th</sup> floor and penthouse level.

The project includes 212 parking spaces located two levels below ground, one level at grade and three levels above grade within the new structure:

- 1 stall per residential unit at the newly constructed building
- 10 interior visitor parking stalls
- 8 stalls for the Goll House
- 2 surface stalls adjacent to the access drive

The project includes 12 exterior bicycle parking spaces at grade in the public right-of-way to meet City standards and 48 interior bicycle parking spaces distributed throughout the parking areas of the building.

### 3. Exterior

The newly constructed building is a 27-story structure with a penthouse comprised of a 4-story podium that includes the building entry lobby, common tenant amenities and parking which supports 23 stories of residential units and the penthouse level which includes mechanical rooms, rooftop equipment and shared tenant amenities.

The existing structure, the Goll House, will be relocated and stabilized. A Certificate of Appropriateness has been approved for this work. Future work will include the restoration and adaptive use of the interior of the building when the program of the building is established.

The primary exterior materials of the new building are architectural precast concrete, masonry, window-wall, and metal panel. The primary exterior materials of the existing Goll House are masonry, limestone and painted wood.

The site includes landscaped areas, short-term parking and circulation for vehicles and pedestrians. The fifth floor and the roof at the penthouse level have common amenities including landscaped roof decks.

### 4. Approved Uses:

The approved uses of the development are multi-family residential including accessory and ancillary uses - structured parking, surface parking, and resident amenities; commercial office for leasing, management and marketing of the property; and sit-down restaurant included as part of the adaptive reuse of the Goll House first floor (a restaurant use will only be included in the project if an appropriate independent owner/operator that is sympathetic to the historic character of the existing building can be identified).

The current uses on the site, which include office and parking may continue to operate until such time that development occurs.

Following are the use locations, areas, and maximum heights for each of the buildings, as applicable:

A. Uses at the newly constructed building -- Approved uses within the new building include residential units and associated amenities, commercial space for property management and leasing and parking as an accessory use.

B. Uses at the Goll House -- Approved uses in the existing Goll House include residential units and associated amenities, commercial space for property management and leasing and sit-down restaurant uses.

C. Area -- Maximum gross square footage of both buildings will not exceed approximately 100,000 gsf for above and below-grade parking and approximately 270,000 gsf for residential and commercial uses. The commercial uses include a property management, leasing office of up to 2000 gsf and a sit-down restaurant of up to 4000 gsf. The new building has a height of 27 stories plus a penthouse level (which includes the mechanical room, clubhouse and roof deck) and will be a maximum of approximately 310 feet tall from the first floor elevation. A restaurant use may require some exterior modifications to the Goll House, such as a vent, and review and approval by Historic Preservation staff or the commission may be necessary.

### III. COMPLIANCE WITH DESIGN STANDARDS

The proposed DPD development rezoning complies with, or varies from, the standards prescribed by Section 295-907 of the Milwaukee Code of Ordinances in the following respects:

#### 1. Gross Land Area (295-907.2.c-1-a.)

The land area subject to the DPD is approximately 27,938 square feet (0.64 acres).

#### 2. Density (295-907.3.c.)

The development consists of 196 to 200 total dwelling units -- 192 units in the new building and 4 to 8 in the existing building (pending further design).

Up to 315 dwelling units per acre or approximately 146 square feet of site per unit dependent on total unit count in the restored Goll House (maximum of 8 units).

#### 3. Space between Structures (295-907.3.d.)

Minimum of 7'-0" between the Goll House and the new building.

#### 4. Setbacks (295-907.3.e.)

Standards for setbacks and landscaping treatments for street edges within the site are defined below for each façade treatment. Refer to Sheet DPD 8A for the location of the treatments.

Principal Façade is defined as the public façade designed to substantially meet the City of Milwaukee Urban Design Guidelines. The Principal Façade area will have a setback from the N. Prospect Avenue property line of approximately 12 feet for the existing structure and approximately 98 feet for the newly constructed building (note: below grade parking will extend into the setback area). The Principal Façade areas will have pedestrian and vehicular entrances designed for the public, as well as for deliveries. The Principal Façade will have landscaping and streetscape treatments designed to enhance the pedestrian experience. And the building elevation at the Principal Façades will have a range of glazing from 15% to 75%.

Secondary Façades are the areas adjacent to neighboring properties removed from significant public contact at ground level, but exposed at upper levels. The Secondary Façade area will have minimum setbacks from the property line of 3.44 feet at the southwest property line and 3.66 at the northeast property line. The Secondary Façade at the Oak Leaf Trail public right-of-way will have a setback of 22 feet to the parking podium, 20 feet to the residential tower above (with a projection balconies of up to 2 feet into the setback). The elevations at the Secondary Façade areas will have a range of glazing from 45% to 75%.

#### 5. Screening (295-907.3.f.)

Urban Landscape Treatment will be used as a landscape buffer along all streets. New landscaping shall substantially conform to City of Milwaukee standards. Screening of circulation facilities will be Type "A" landscaping (standard parking lot landscaping), conforming to Section 295-405.1, b-l. Facilities such as mechanical equipment or enclosures, will be screened per Section 295.405.1.b-7, Type "G" Landscaping (object screening), wherever these facilities are visible to the public.

#### 6. Open Spaces (295-907.3.g.)

Open spaces are shown on Sheet DPD-4. Open spaces may include facilities for pedestrian circulation, including paved paths and seating areas; landscaped and garden areas with walls and fencing; information features such as signs or kiosks; lighting, shielded so as to not cause glare on adjoining streets and residences; and decorative enhancements, such as flagpoles, artwork, or water features. Landscaping and screening in open spaces will be maintained so as not to create a nuisance or hazardous condition.

#### 7. Circulation, Parking and Loading Facilities (295-907.3.h.)

Vehicular access and egress, as well as interior loading facility access for service and move ins/move outs), will be from Prospect Avenue and is identified on sheet DPD 4 and DPD 8A. Access for pedestrians will be provided by means of walkways connecting the public sidewalk to the building entries. Parking will occur at the surface, at 2 levels below-grade, at the first floor, and at 3 levels above-grade. There will be 212 parking stalls. Loading facilities are located inside the first floor of the new building. Bicycle parking will be provided on the site. Specifically, approximately 48 spaces will be provided for residents inside the parking areas and 12 spaces will be provided outside for guests. Sheet DPD 8B shows an alternate site layout currently under review by the City of Milwaukee. Revision of the site layout to DPD 8B will be made through minor modification to the DPD if approved by authorities having jurisdiction.

#### 8. Landscaping (295-907.3.i.)

Site landscaping standards will conform largely to Section 295-405, Milwaukee Code of Ordinances; and will be of a quality consistent with the standards of the American Association of Nurserymen (ANSI 260.1). Circulation facilities will be landscaped and screened in conformance with sheet DPD 7. Open spaces will include the uses and related landscape standards as specified in III.6. Landscaping shall meet the requirements of Section 295-405.1.c, for planting materials, fencing and walls, and berms. Landscape features may encroach into the public right-of-way, with City approval, in accordance with Section 295-405.1.C-8. Refer to sheet DPD 7 for specific information on planting types and locations.

#### 9. Lighting (295-907.3.j.)

The new structure will have lighting at all entrances/exits to the building, down-lighting at the primary entrance canopy, illuminated address lighting and building identification signage will be lighted at the canopy and penthouse level of the building and the tower of the building will have accent up-lighting to highlight the architectural features of the building.

The Goll House will have building entry lights to match the character of the original structure.

The site will have landscape lighting to light the entry drive and accent the plantings throughout the front yard setback landscape beds.

The monument sign, outlined in the signage section of this document, will be internally illuminated.

New building lighting will conform to the Illuminating Engineering Society Standards and City of Milwaukee Ordinances. All exterior lighting shall be shielded so as not to cause glare on adjoining streets and residences. All on-site lighting will have cut-off fixtures that ensure that lighting levels and glare are controlled as follows:

1. No light source shall be visible from an adjoining property or public right-of-way.
2. Where adjoining properties are zoned residential, the maximum illumination at a property line shall be one foot-candle. In all other circumstances, the maximum illumination at a property line shall be 5 foot-candles.

#### 10. Utilities (295-907.3.k.)

All new utility lines will be installed underground. New transformers and substations will be installed within buildings or otherwise screened from view.

#### 11. Signs (295-907.3.l.)

Directional signs, identification signs, informational signs, canopy-mounted signs, temporary marketing signage prior to and during construction will be developed generally in accordance with the requirements of Section 295-605-5, Milwaukee Code or Ordinances, and other requirements of the City of Milwaukee Ordinances, and as outlined below:

1. Temporary Construction Signs: 4'x8' – wood (Qty 2)
2. Temporary Construction Access Control Sign: 4'x8' – wood
3. Marketing and Leasing Signs 4'x4' – metal and wood (Qty. 2)
4. Monument Sign: 4'x6' – cast stone and painted w/ internally illuminated signage. The sign shall be Type A (individual letters and logos).
5. Building Wall Sign – Goll House 2'x2' – metal
6. Building Historic Designation Wall Signage, Goll House 1'x1' – metal (will also require COA)
7. Building Restaurant Identification Sign: up to 8' in length – 1' channel letters (will also require COA)
7. Building Address New Building 1st Floor: 4' channel letters – metal, illuminated
8. Building Address New Building Penthouse Level: 8' channel letters – metal, illuminated
9. Building Address Wall Mounted, Goll House: 6" metal

## 12. Survey (295-907)

The Boundary/Site Survey, Sheet DPD-3 & DPD-6 shows topography at 1-foot intervals.

Minor improvements of the site and buildings may be allowed without submittal and approval of a general plan if sufficient detail is shown on the approved DPD.

## V. PHOTOS, RENDERINGS & BUILDING PRECEDENTS:

See Exhibit C for site photos, Exhibit B for building renderings, and Exhibit D for building precedents attached hereto.

## VI. DETAILED PLAN DEVELOPMENT STATISTICAL SHEET

Section 295-907.2.c-1 of the Milwaukee Code of Ordinances provides that this Owner's DPD Project Description contain a statistical sheet setting forth specific information on the project. The pertinent information required under this Section is set forth on the Statistical Sheet attached hereto as Exhibit A.



**EXHIBIT A**  
**DETAILED PLAN DEVELOPMENT STATISTICAL SHEET**  
**DCH PROPERTIES, LLC**  
**1550 NORTH PROSPECT AVENUE**

2.b-1-a	Gross Land Area	27,938 sf	0.64 ac	
2.b-1-b	Maximum Amount of Land Covered by Principal Buildings (Goll House - 4000 sf; New - 14,000 sf)	18,000 sf	0.42 ac	65% of total
2.b-1-c	Maximum Amount of Land Devoted to Parking, Drives and Parking Structures	8000 sf	0.18 ac	29% of total
2.b-1-d	Minimum Amount of Land Devoted to Landscaped Green Space	4500 sf	0.10 ac	16% of total
2.b-1-e	Total Area Devoted Solely to Non - Residential Uses (note: a restaurant of up to 4,000 sf may be located within the Goll House)	0 sf	0.0 ac	0% of total
2.b-1-f	Maximum proposed dwelling unit density of residential and/or total square footage devoted to non-residential uses: 300 dwelling units per acre (lot area = 146 sf per unit) with 2000 gsf of commercial office and 4,000 sf of restaurant.)			
2.b-1-g	Maximum number of dwelling units per building.  New Structure: 192 Goll House: 8			
2.b-1-h	Bedrooms per unit:  290 max. bdrms at New Structure (1.5/unit) 16 max. bdrms at Goll House (2.0/unit)			
2.b-1-i	Proposed Number of Buildings: Two (one existing (Goll House) to be repositioned and one new construction).			
2.b-1-j	Parking Spaces Provided:	Surface:	2	
		Structured:	210	
		Total:	212	
		Parking Ratio:	Approximately 1.1 stall per dwelling unit	