



**Department of City Development**  
City Plan Commission  
Redevelopment Authority of the City of Milwaukee  
Neighborhood Improvement Development Corporation

**Rocky Marcoux**  
Commissioner  
rmarco@milwaukee.gov

**Martha L. Brown**  
Deputy Commissioner  
mbrown@milwaukee.gov

June 15, 2016

To the Honorable Members of the  
Zoning, Neighborhoods and Development Committee  
City of Milwaukee  
City Hall, Room 205

Dear Committee Members:

File No. 151545 relates to the change in zoning from Detailed Planned Development to Detailed Planned Development (DPD) for a 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.

This zoning change was requested by DCH Properties, LLC, and will allow for construction of a multi-family tower on the site, and retaining the historic Goll mansion. In 2008, this site was rezoned to DPD to permit a 26-story, 35-unit multi-family residential building that was approved to be connected to the rear of the Goll mansion that sits on the site. That development did not move forward, and DCH Properties, LLC is proposing to establish a new DPD that will permit a 27-story, approximately 192-unit multi-family residential building on the site. Additionally, the developer proposes to relocate the Goll mansion closer to Prospect Avenue, in front of the new building which received approval by the Historic Preservation Commission. The Goll mansion would have an additional approximately 4-8 residential units. Approximately 212 parking spaces will be provided within the new building for residents, along with two surface parking spaces, south of the Goll mansion.

The Goll mansion will be relocated and stabilized as part of the development. The building will be completely restored and adaptively reused as residences and possibly a restaurant. The tower will be comprised of a 4-story base that includes the building entry lobby, common tenant amenities and parking. Above the base will be 23 stories of residential units plus a penthouse level for mechanical rooms, rooftop equipment and shared tenant amenities. Primary exterior building materials for the tower include architectural precast concrete, masonry, window-wall and metal panel. The Goll mansion consists of masonry, limestone and painted wood.

Two neighborhood meetings were held prior to the City Plan Commission meeting. Ald. Bauman hosted the first meeting on March 9, 2016 with the condominium owners to the north. They expressed their opposition. Staff rejected the initial proposal and requested a new design to address the following concerns:

1. Modify composition of tower to use more glass at corners and revise lakeside balconies.
2. Review palette of exterior materials, specifically masonry.
3. Provide a finer grain of articulation at podium, and add an element that ties primary entrance to podium.
4. Add elements that engage bluff-side of podium, common uses, greenscaping and building articulation.
5. Reduce footprint of tower floorplate to allow a greater primary elevation setback and to potentially reduce encroachment towards bluff. The principal goal is the reduction the perceived mass of building in the east-west direction. Floors may be added to attempt to maintain unit count. This will include an analysis of the potential for reduction of total number of units.
6. Add sidewalk along south property line leading to primary building entry.



On June 7, 2016, the developer hosted a follow up meeting to discuss the design revisions with the condominium owners and neighbors. About 30 neighbors attended the meeting, along with Aids. Bauman and Kovac. Numerous questions were asked and answered by the development team. The adjacent condominium owners remain opposed to the proposal, mainly due to the density and parking issue. Neighbors voiced concern that this development was not providing enough off street parking, as parking is an issue on Prospect Avenue. The developer indicated that he believes that tenants may not have cars, or one vs. two per household because of access to public transit, increase in bicycle use, walkability of this location and the future streetcar extension. The walk score for this property is 76 of 100. This property is also located near, or adjacent several bus lines, including but not limited to the 30, 30X, and the Gold.

After the neighborhood meetings and prior to the City Plan Commission (CPC) public hearing, several letters were received by residents, mainly from 1522 N Prospect Avenue, both supportive and in opposition to the proposal. Those in support noted that this development will provide high quality housing to attract and retain millennials and allow the Goll mansion to be restored. Those opposed noted density, building height, stability of the bluff, view shed, parking and massing of the building as concerns.

On June 13, 2016, a public hearing was held, and several people attended both for and mostly against the proposal. Many of the issues raised at the meeting were consistent with the letters that were received. Some of the commissioners stated that, while the development may be a positive for the neighborhood and city, the developers should take into account the concerns of the neighbors. One commissioner suggested that the item is held over for one cycle to incorporate the neighbors' concerns with respect to addressing the bluff stability, density and volume of the building and lack of parking. However, the Planned Development zoning ordinance requires the CPC to either recommend to approve or deny the DPD proposal. The architect indicated that the applicant did not wish to hold over a cycle. He did state they would re-examine the idea of a vehicular turnaround, providing a traffic study and an engineering report for bluff stability. After discussion, a motion was made to recommend that this file is Placed on File. Three of the six commissioners voted for this motion, and three did not, resulting in a tie vote.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Bauman