

DETAILED PLANNED DEVELOPMENT

1550 N. PROSPECT

CITY of MILWAUKEE

ZONING, NEIGHBORHOODS and
DEVELOPMENT COMMITTEE

07.19.2016



PROJECT

BENEFITS

- Increase Tax Base - \$55M Investment
- Preserve the Goll House
- Support Local Businesses
- No Public Assistance Required
- At least 20% Residency Participation
- At least 20% MBE/SBE Participation
- Significant Union Participation

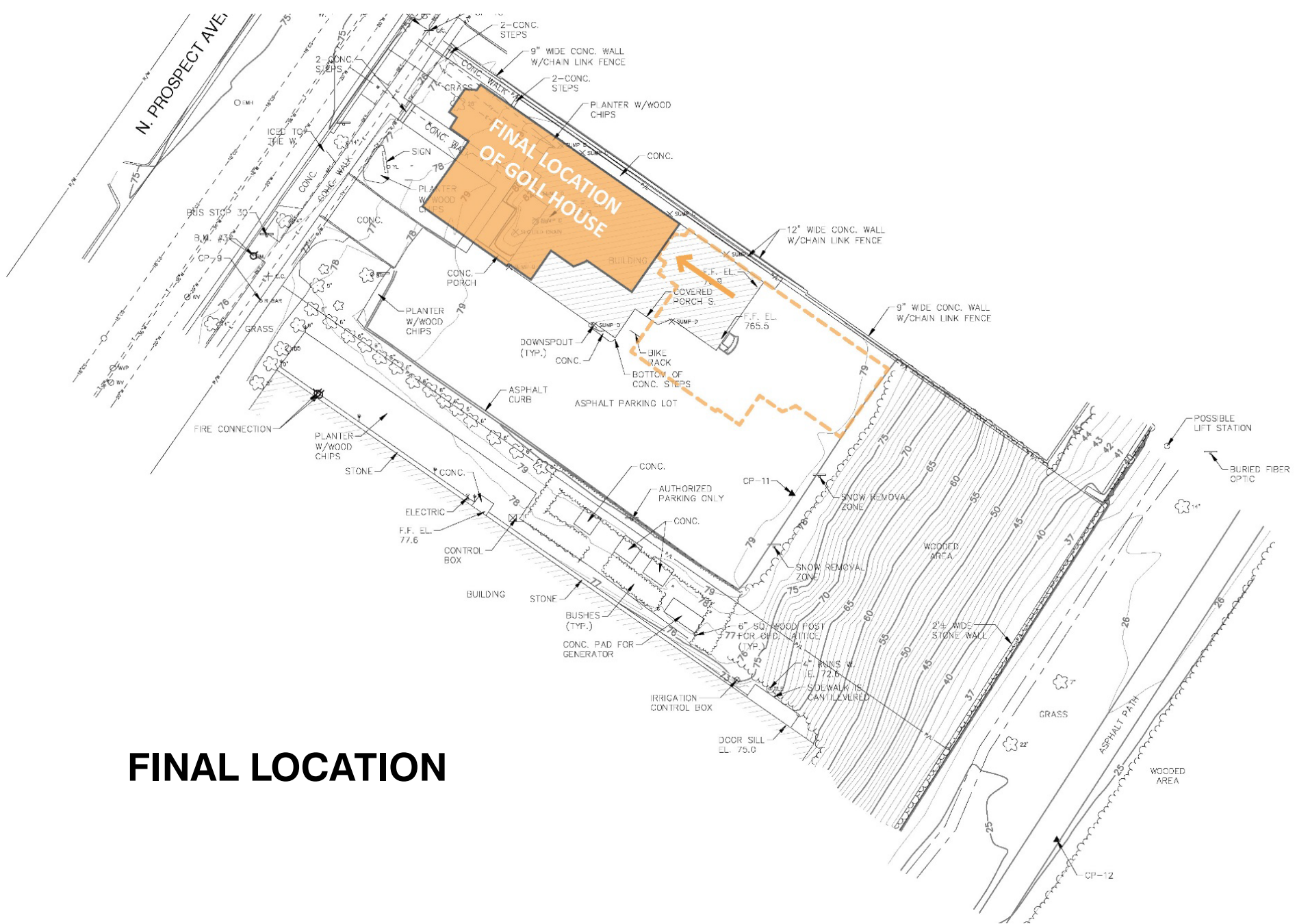


PRESERVATION OF THE GOLL HOUSE

- Designed and Built in 1898
- Designed by George Ferry and Alfred Clas
- Built for Frederick & Eleanor Goll
- Meticulously designed to resemble an early 17th century English manor
- One of the city's finest examples of the Jacobean/Elizabethan revival style
- Embellished with some of the best hand carved stonework in Milwaukee
- Design reflects the original owner's ethnic heritage
- Contributing to the Prospect Avenue Mansions Historic District





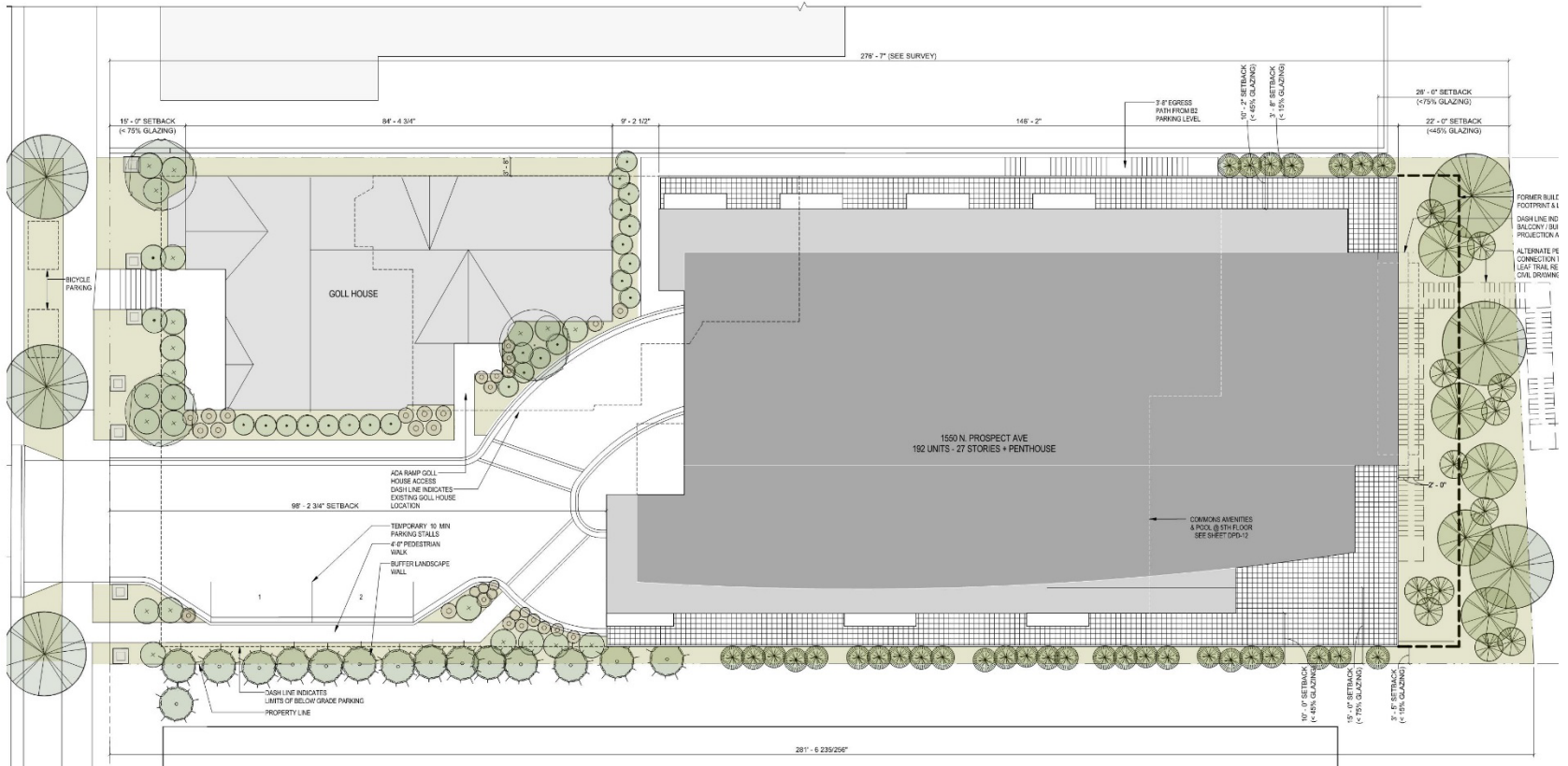


BENEFITS OF PRESERVING THE **THE GOLL HOUSE**

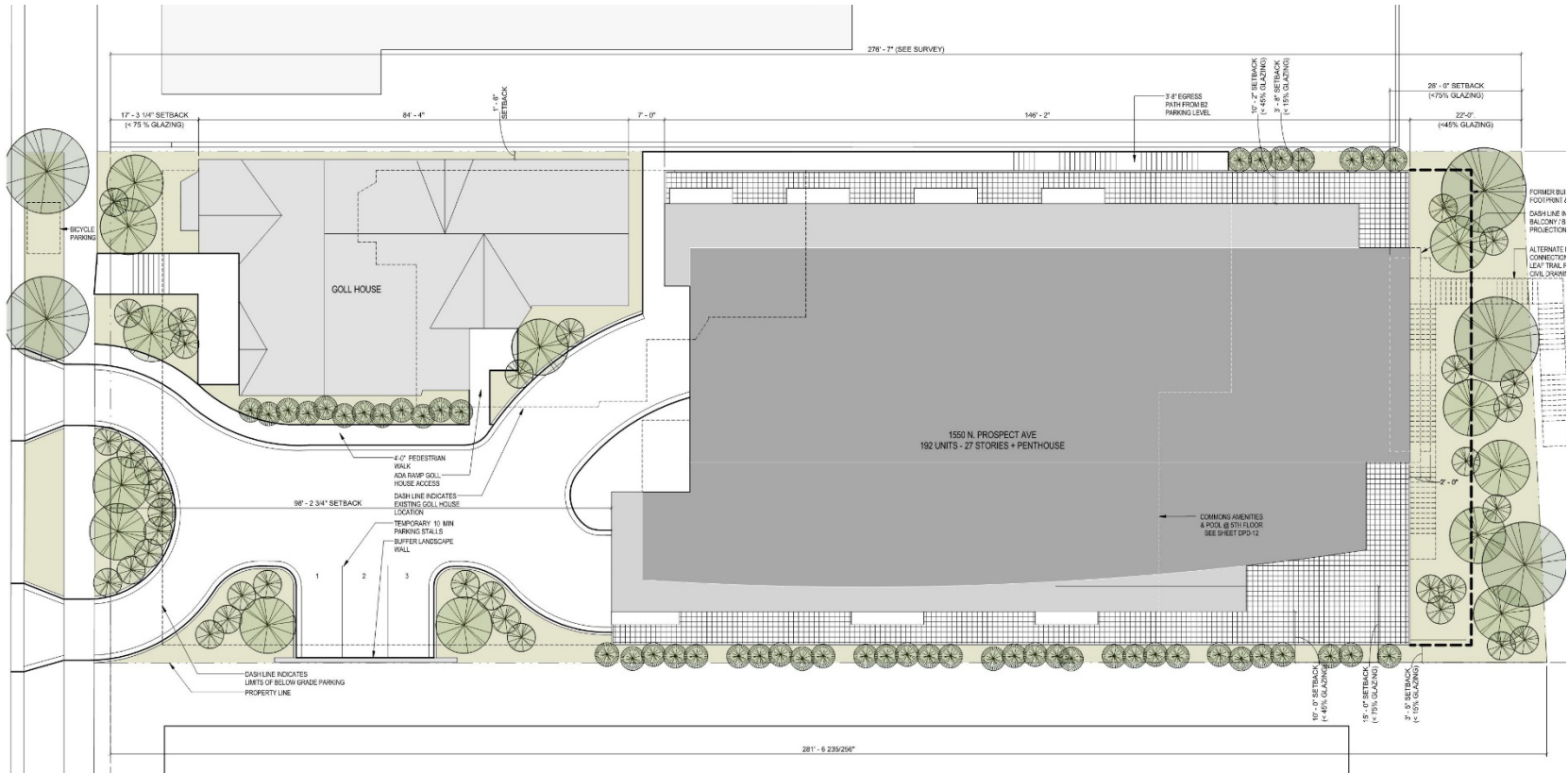
- Enables new development.
- Eliminates future redevelopment pressures.
- Maintains the building on its original site.
- Maintains the building as freestanding structure, as originally designed.
- Increases visibility of the house.
- Provides a more continuous streetscape experience along N. Prospect Avenue.
- Reintroduces the original residential use to the program of the restored building.



PROPOSED SITE PLAN



ALTERNATE SITE PLAN



DEVELOPMENT

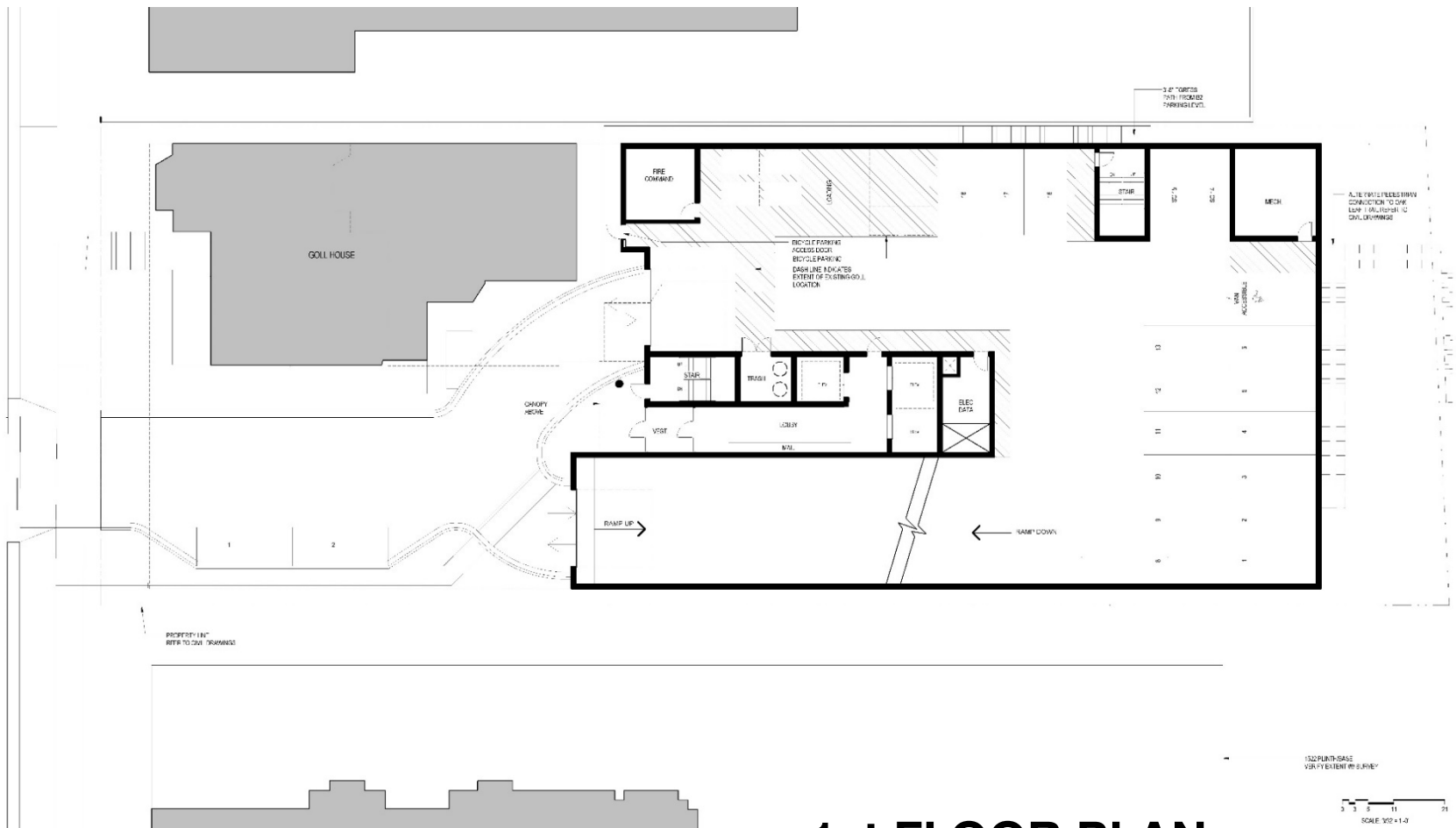
PROGRAM

NEW BUILDING

- 27 Stories with Penthouse
- 192 Units
- 4 Stories of Parking Above Grade
- 2 Stories of Parking Below Grade
- 212 Parking Stalls
- Amenity Spaces (Club House, Gym, Theater, Community Kitchen, & Rooftop Pool)

RELOCATION of GOLL HOUSE ON SITE

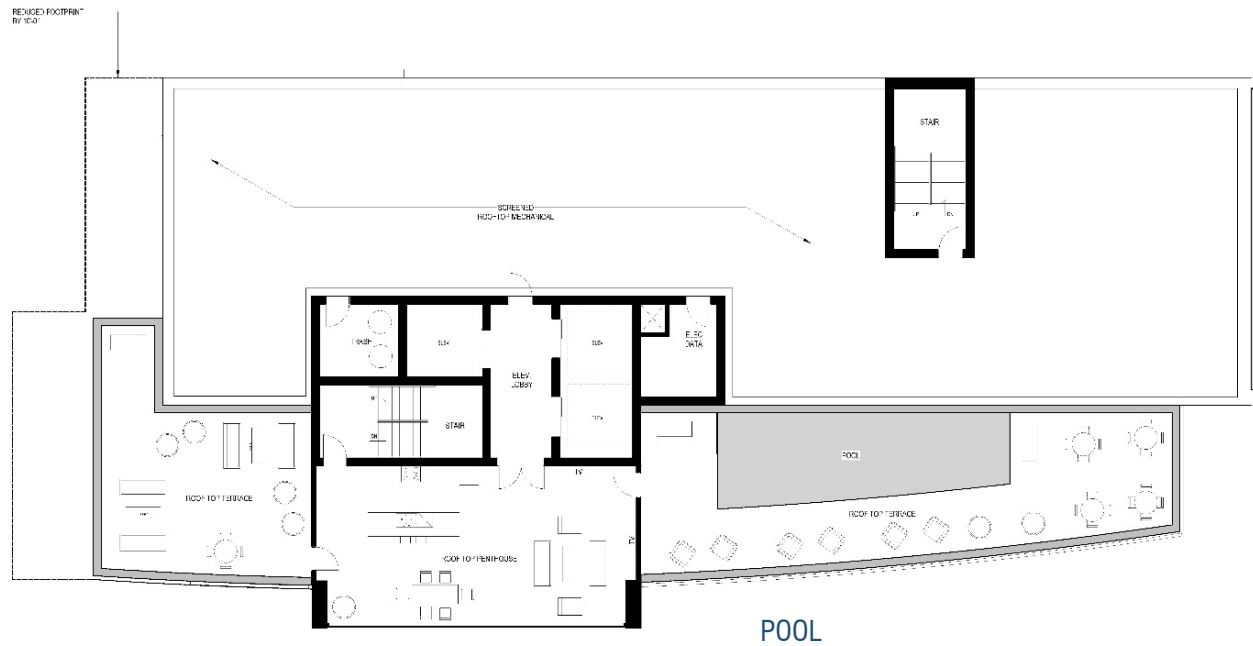
- Preservation of Historic Building
- Guest Suites (up to 8 units)
- Commercial Office (Management & Leasing)
- Community Uses for Tenants



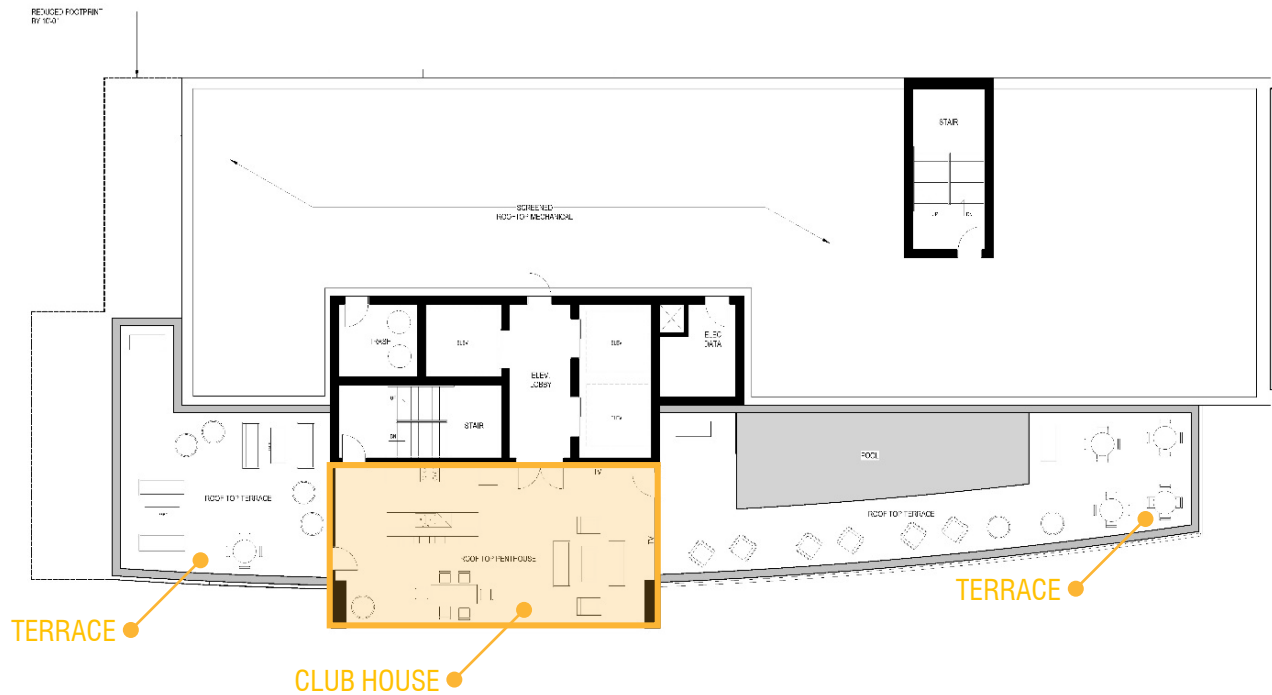
1st FLOOR PLAN



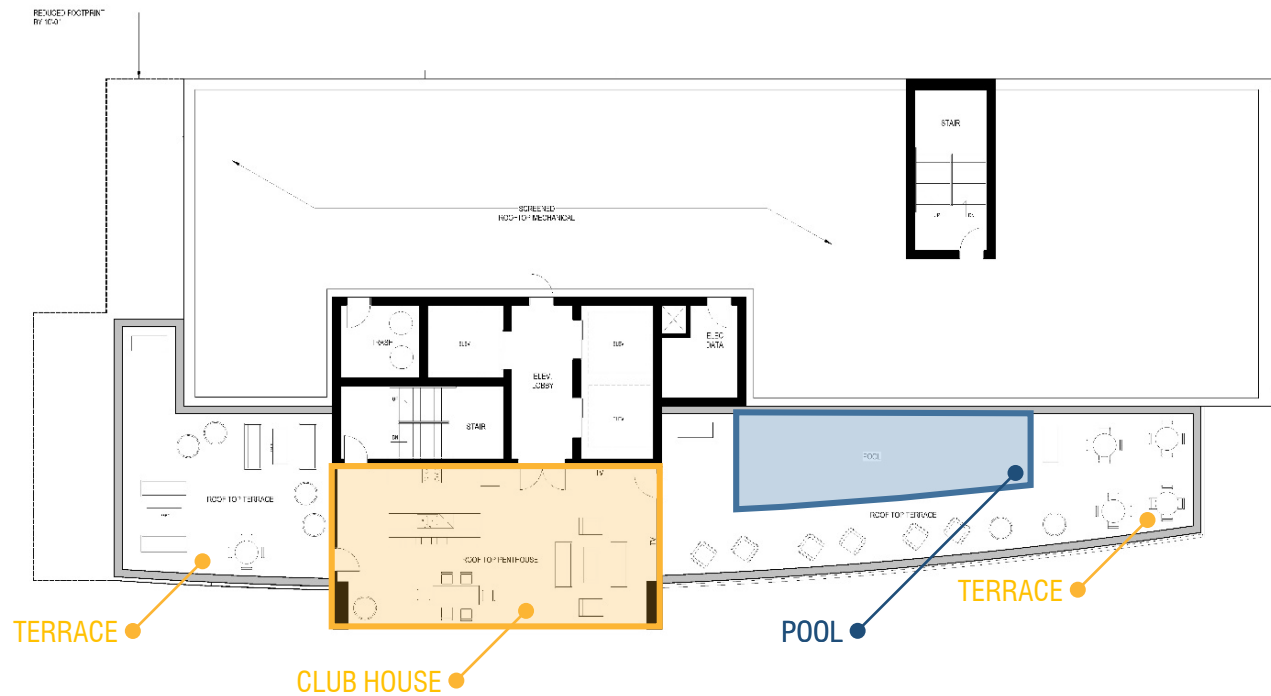
21st FLOOR PLAN



PENTHOUSE FLOOR PLAN



PENTHOUSE FLOOR PLAN



PENTHOUSE FLOOR PLAN

MATERIAL PALETTE



CURTAIN WALL



METAL and PRE-CAST PANEL



BRICK



VIEWS



VIEW

FROM PROSPECT AVE



BUILDING

CONTEXT



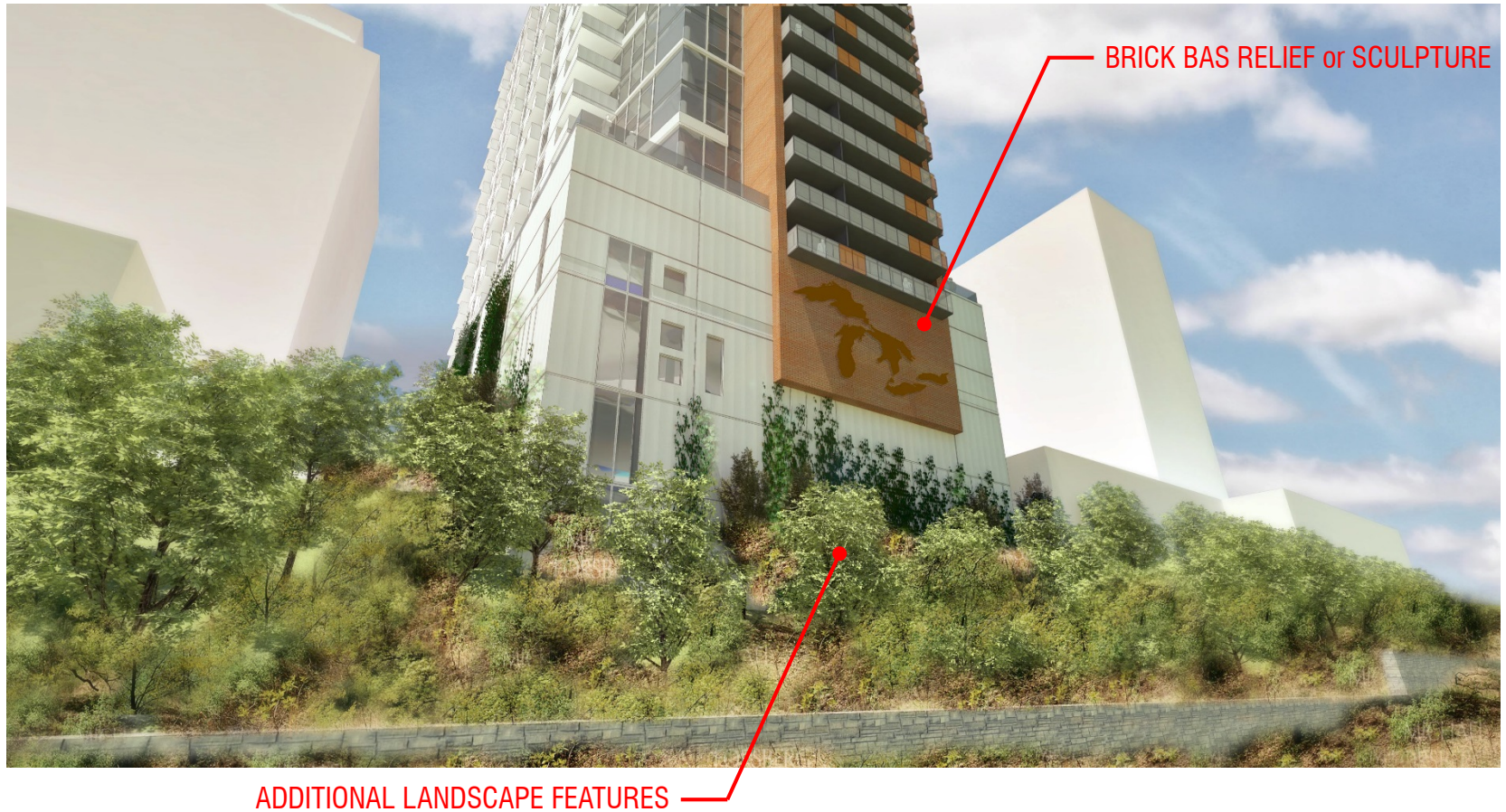
BLUFF

CONTEXT



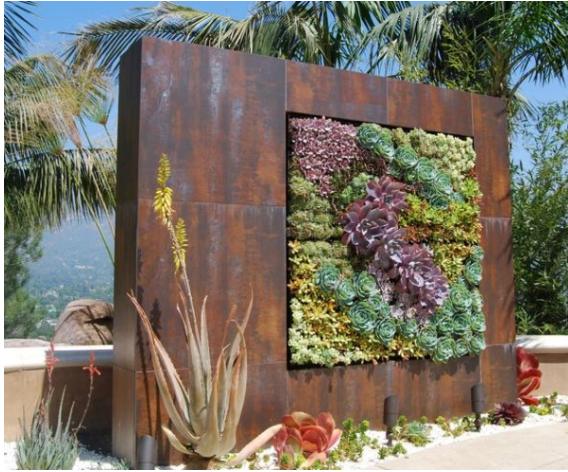
ART & LANDSCAPING

AT THE PODIUM



ART & LANDSCAPING

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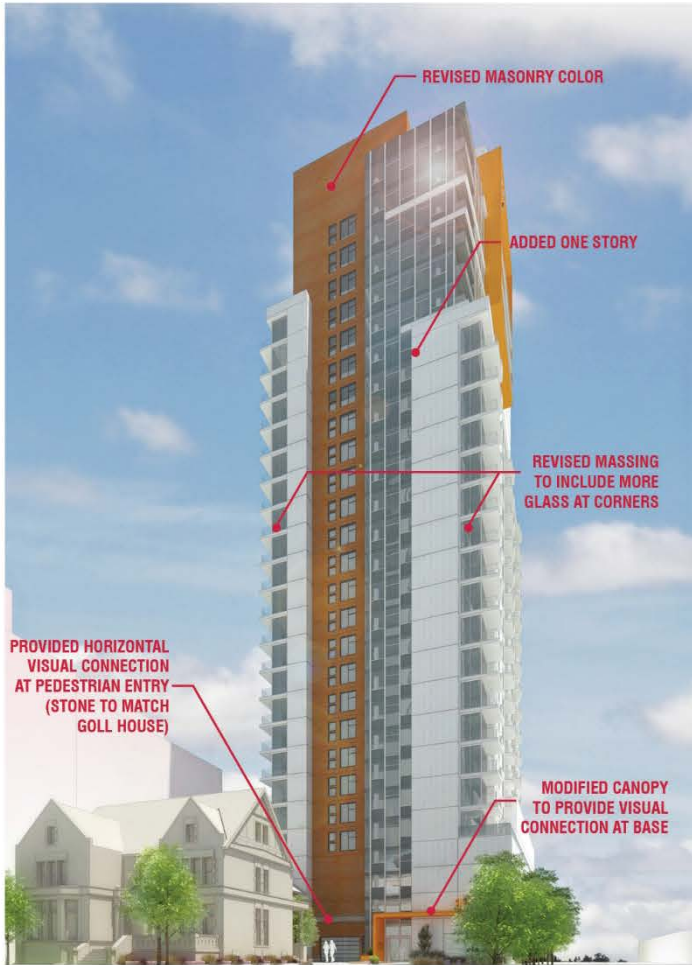


PROJECT

SUSTAINABILITY

- Low E Glazing
- High Efficiency Plumbing Fixtures
- Low VOC Materials
- Energy Star Appliances
- Energy Efficient Central HVAC Systems
- “A Very Walkable Address”
(as rated by [walkscore.com](https://www.walkscore.com))
- Bicycle Amenities, Commuter Access
- Excellent Transit Options
- Areas of Green Roof and Green Screens
- A Construction Waste Management and Recycling Program
- Adaptive Reuse of the Goll House
- Density in Downtown is Smart Growth

CITY and NEIGHBORHOOD COMMENTS



CITY and NEIGHBORHOOD COMMENTS



LEVELS 16-20



LEVELS 26-27



LEVELS 6-15



LEVEL 25



AMENITY LEVEL 5



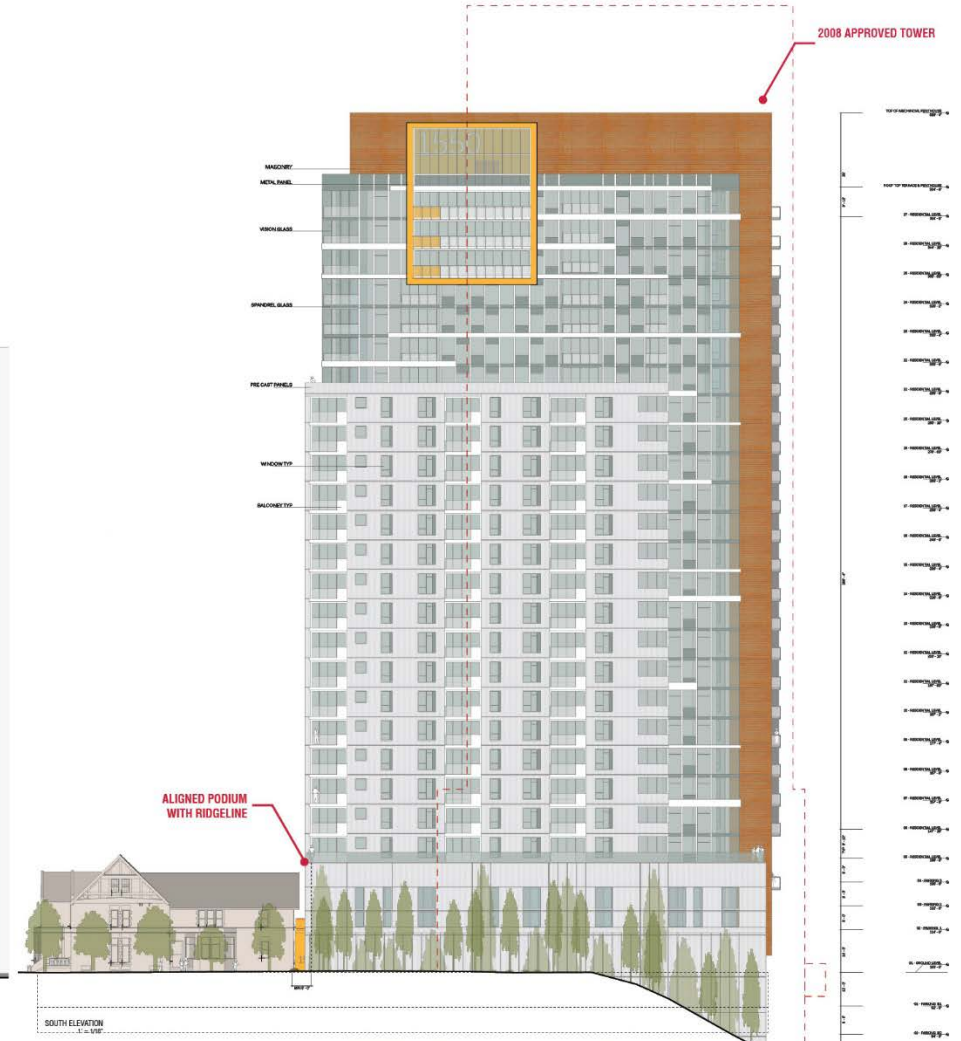
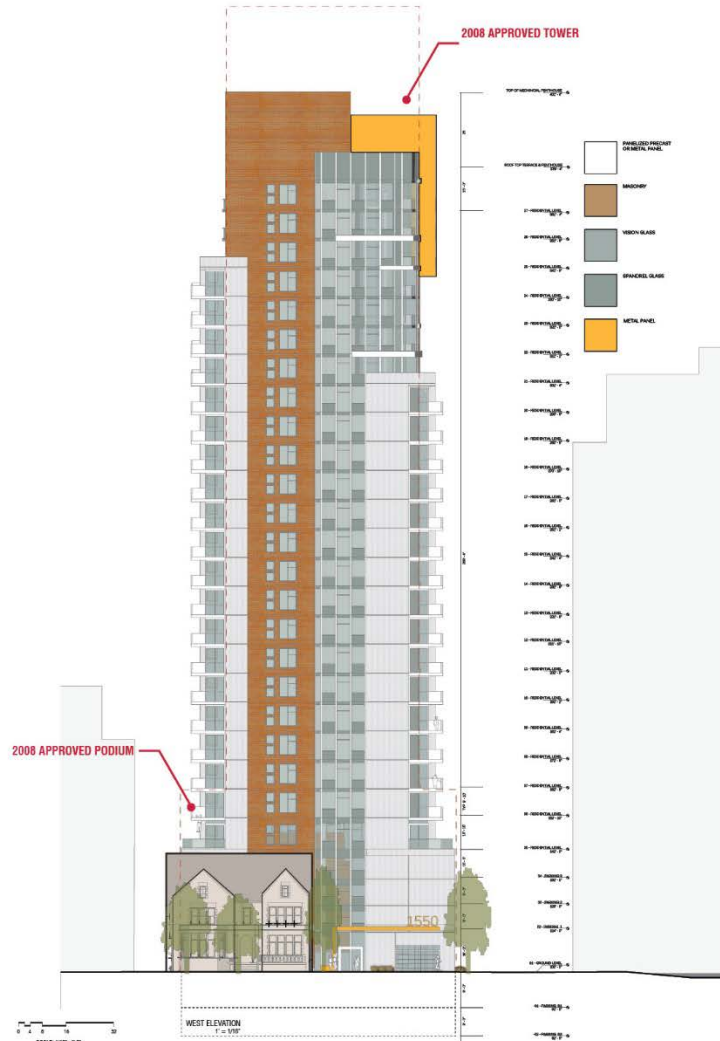
LEVELS 21-24

TOTAL UNIT COUNT: 192

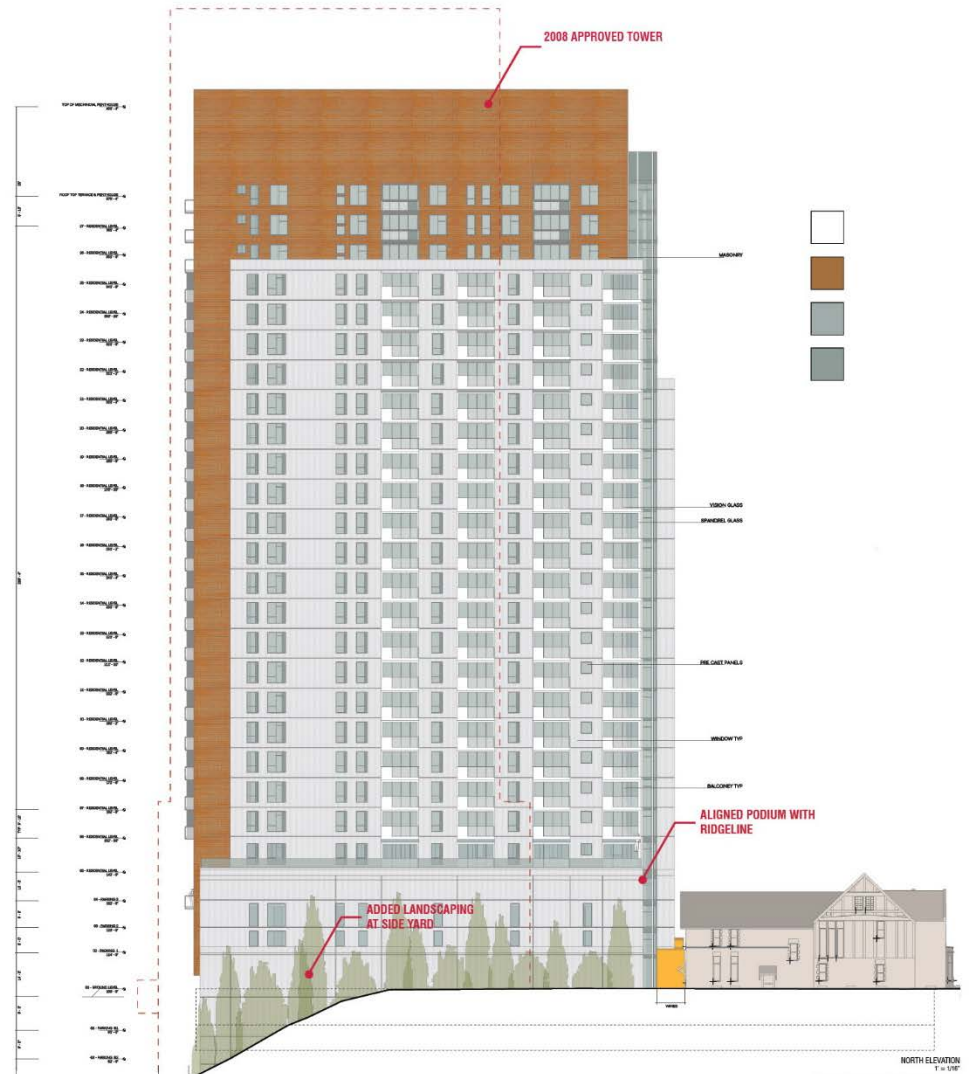
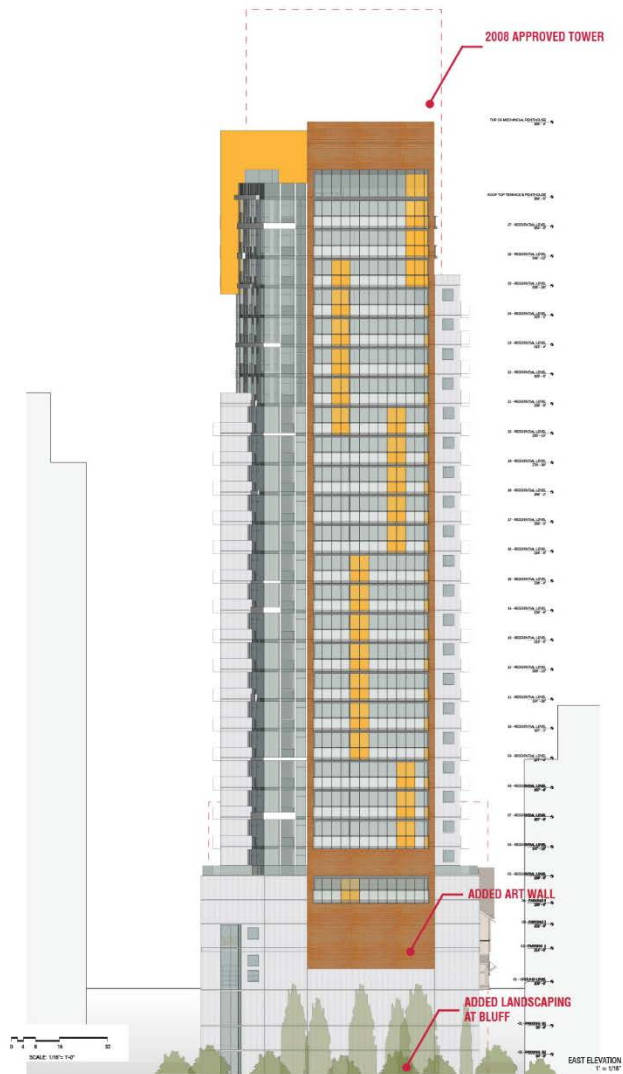
CITY and NEIGHBORHOOD



CITY and NEIGHBORHOOD COMMENTS



CITY and NEIGHBORHOOD COMMENTS



KEY POINTS

PARKING

- 1 stall per dwelling unit: 150% of code requirement (2 stalls per 3 units)
- Plus 10 indoor guest parking stalls
- Plus 8 stalls for Goll House
- Plus 2 drop-off/delivery stalls
- Ample bicycle parking
- Significantly more parking than requested

LOADING

- 2 interior/off-street loading bays
- Interior/off-street trash and recycling collection

TRAFFIC

- 13,500 cars daily on Prospect
- Prospect is a signalized, one-way street designed for high volumes of traffic
- Right-in/right-out (no cross-traffic left turning actions)
- On-site stacking
- “No significant impact” of 212 parking stalls based on City DPW analysis
- Semi-circular drop off at driveway

KEY POINTS

MASSING and DENSITY

- 1550: 260,000 gsf plus Goll House and parking
- 1522: 264,000 gsf plus parking
- 2008 DPD: 111,000 plus Goll House and parking
- 186 units allowed by right under RM7 zoning
- Similar FAR to Park Lafayette and other neighborhood developments
- Less dense than the recently approved Bookends development

LIGHT and AIR

- 1550 parking podium is 45' from 1522 residential tower
- 1550 residential tower is between 55' and 75' from 1522 residential tower
- Building setbacks are greater than those required in RM7 zoning
- Building north and south setbacks are equal to current DPD zoning
- Building is 20' to 26' from east property line (60' from trail)

PROJECT

BENEFITS

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- Preserve the Goll House
- Develop an Underutilized Site
- Implement Smart Growth
- Support Local Businesses
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THANK YOU

