

September 18, 2008

To the Honorable Common Council  
Zoning, Neighborhoods and Development Committee  
City of Milwaukee

Dear Committee Members:

File No. 080543 relates to the change in zoning from Multi-Family Residential (RM7) to Detailed Planned Development (DPD) on land located at 1550 North Prospect Avenue, in the 4th Aldermanic District.

This file will allow for the construction of up to 35 condominium units in a 26 story structure. The zoning change is requested by New Land Enterprises. NLE submitted a certificate of appropriateness application (COA) and a zoning change application to the Department of City Development (DCD) that provides both historic preservation and new multi-family residential construction along the North Prospect Avenue corridor on the east side of the city.

The change in zoning from RM7 to DPD will allow for the construction of up to 35 condominium units in a 26 story, modern, slender structure, and the construction of a modest connection piece between the new tower and the existing Frederick T. and Eleanor Goll House. The Goll House will serve as the public entrance and lobby area for the condominium tower. Three guest suites will also be located in the Goll House. The first six stories of the proposed tower would be the parking deck. A total of 77 structured parking spaces will be supplied for the condominium units, and 12 surface parking spaces will be provided for guests. The Goll House restoration and the new building development will occur in a single phase.

Since the Goll House has been designated a historic structure by the Common Council, per the City of Milwaukee's historic preservation ordinance (308-81), the Historic Preservation Commission was also asked to issue a Certificate of Appropriateness.

Under the City's zoning code, the purpose of a planned development district is to: allow flexibility in land development; promote creativity, variety and environmental sensitivity; and encourage development compatible with its surroundings and consistent with the city's comprehensive plan. Planned development districts create site specific zoning requirements. This DPD proposes a plan to develop a multi-family structure at the rear of this under-developed 28,000 square foot site, while maintaining the existing Goll House Structure at the front of the site and incorporating it into the proposed development.

Prior to the meeting, DCD received several letters from neighbors and organizations, both in support and in opposition to the proposal. 1522 on the Lake Condo Association submitted a letter of opposition, with concerns including saturation of condo units in the area and whether the proposal is historically sensitive, among other points. The National Trust for Historic Preservation sent a letter of support, stating that they stand by their Memorandum of Understanding which supports the proposal involving the Goll Mansion. On September 15, 2008, a public hearing was held and at that time several people spoke, both in support and opposition to the proposal. Concerns included ensuring that the Goll Mansion would be preserved and restored as part of the project, blocked views of the residents with north facing condo units at 1522 North Prospect Avenue, and the design of the 5-story parking portion of the building that faces North Prospect Avenue. Supporters stated that the proposal was context-sensitive and would allow the historic mansion to

be restored. Since the proposed change complies with the Zoning Code and City plans for the area, the City Plan Commission at its regular meeting on September 15, 2008 recommended approval of the subject file, conditioned on 1. work with CPC staff to tweak the garage design, and 2. any changes to the tower that affect the Goll house need to be considered by the Historic Preservation Commission.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Robert Bauman