



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

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

Dear Committee Members:

File No. 170406 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 Goll Mansion LLC and will allow for construction of a multi-family building on the site. 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. The Goll mansion is a locally designated historic structure and requires review and issuance of a Certificate of Appropriateness (COA) from the Historic Preservation Commission (HPC) for any alterations to the structure. That development did not move forward, and in June 2016, DCH Properties, LLC proposed to establish a new DPD that would permit a 27-story, approximately 192-unit multi-family residential building on the site. Additionally, the developer proposed to relocate the Goll mansion (a locally designated structure) closer to Prospect Avenue, in front of the new building. The Goll mansion would have an additional approximately 4-8 residential units. HPC approved the COA for the restoration and new placement of the mansion at its June 13, 2016 meeting. Approximately 212 parking spaces would be provided within the new building for residents. This proposal was denied by the Common Council in July 2016, and again reconsidered and denied in November 2016. Per ordinance, reconsideration of this zoning change is allowable given that more than one year since the initial denial of the rezoning.

Since that time, the applicant (which remains the same as the previous applicant, but under a new LLC) purchased the property and is proposing a project that is substantially the same as the previous proposal, with some changes noted below. The aspects relating to the relocation of the Goll mansion have not changed, and as such, the previously approved COA from HPC remains in place. The tower will be comprised of a 4-story podium that includes the building entry lobby, common tenant amenities and parking. Above the base will be 23 stories plus a penthouse level for mechanical rooms, rooftop equipment and shred 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. The base of the building on the east side faces the bluff, which is adjacent to the Oak Leaf Trail. Active uses have been placed along this edge to enliven the base at this point. The developer is exploring the possibility of connecting to the Oak Leaf trail, pending Milwaukee County approval. Vehicular and pedestrian access will occur from Prospect Avenue. There will be a pedestrian walkway from Prospect Avenue to the building along the south end of the site. There will be secure bicycle storage within the building.

Since 2016, changes have been made to the proposal. These changes include, but are not limited to: review of the circular design of the entry drive and an analysis of the logistics of deliveries and parking; and the addition of windows at the parking levels, increase of the articulation at the podium, incorporation of green screens at the parking levels, and the addition of an art feature along the bike path elevation of the building. Additionally, there has been a reduction of the building in the east/west direction by 10 feet, and many



sustainable elements have been added to the building and site.

Prior to the City Plan Commission meeting, staff received many letters that were both in support and opposition to the proposal, all of which have been added to the file. On August 14, 2017, a public hearing was held and at that time, people attended in support and opposition to the item. Those in support stated that this project will contribute to creating a diverse and urban environment, as well as increase the tax base and create a substantial number of construction jobs. Those in opposition, most of whom were residents of the adjacent building at 1522 North Prospect Avenue, expressed concern regarding, among other items, the stability of the bluff and whether the construction of the proposed building would damage adjacent buildings. There were also concerns regarding how parking and loading would occur on the site and that this size of a development would promote an increase in double-parking along Prospect Avenue. Ald. Bauman spoke in opposition to the proposal stating that it was inconsistent with the recommendations of the Northeast Side Comprehensive Area Plan, and that this proposed development would be better suited downtown. Since the proposed development is consistent with the surrounding context and the recommendations of the Northeast Side Comprehensive Area Plan, the City Plan Commission recommended at its regular meeting on August 14, 2017 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Bauman