

DETAILED PLANNED DEVELOPMENT
FOR
1550 N. PROSPECT

CITY of MILWAUKEE
ZONING, NEIGHBORHOODS and DEVELOPMENT
COMMITTEE

09.18.2017

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 exterior and stonework in Milwaukee
- Contributing to the Prospect Avenue Mansions Historic District
- Certificate of Appropriateness Issued



CERTIFICATE of APPROPRIATENESS

THE GOLL HOUSE



MILWAUKEE
HISTORIC
PRESERVATION
COMMISSION

LIVING WITH HISTORY

Certificate of Appropriateness

Milwaukee Historic Preservation Commission/200 E. Wells Street/Milwaukee, WI 53202/phone 414-286-5712/fax 414-286-3004

Property

1550 N. PROSPECT AV. The Goll House, an individually designated historic property

Description of work

The Goll House has been locally designated since December 11, 2002. It has been a contributing building to the Prospect Avenues Mansions National Register Historic District since April 7, 1990.

The current proposal to approve the relocation of the Goll House on its same lot to accommodate new high rise construction to the rear of the property. The house will be moved back to allow for the construction of underground parking, then moved forward closer to Prospect Avenue. The house will remain on the same property and thereby retain its connection to Prospect Avenue.

PTS ID 111314 COA Reposition Goll House on site

In accordance with the provisions of Section 320-21 (11) and (12) of the Milwaukee Code of Ordinances, the Milwaukee Historic Preservation Commission has issued a certificate of appropriateness for the work listed above. The work was found to be consistent with preservation guidelines. The following conditions apply to this certificate of appropriateness:

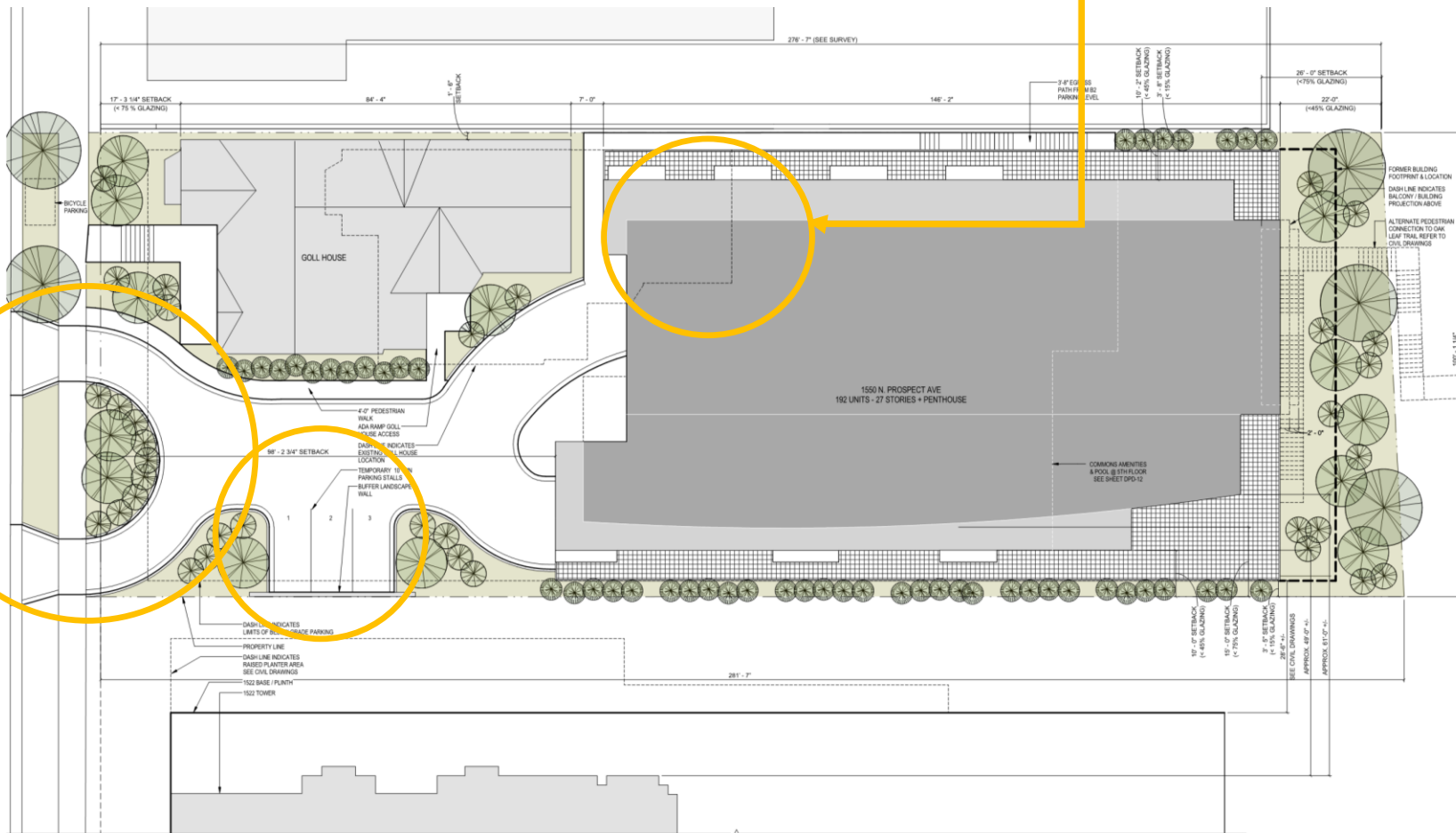
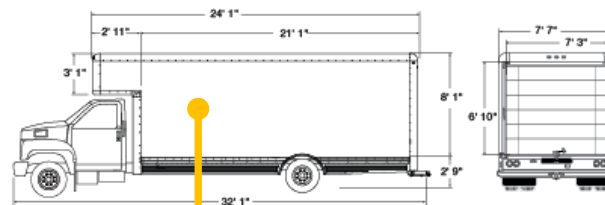
There is precedent for the HPC approving the move of historic buildings. In this case, the developer and moving contractor have outlined how they will stabilize the house for the move and secure it during the construction of the new residential tower behind the Goll House.



SITE PLAN



PROPOSED ALTERNATIVE



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)

MATERIAL PALETTE



CURTAIN WALL



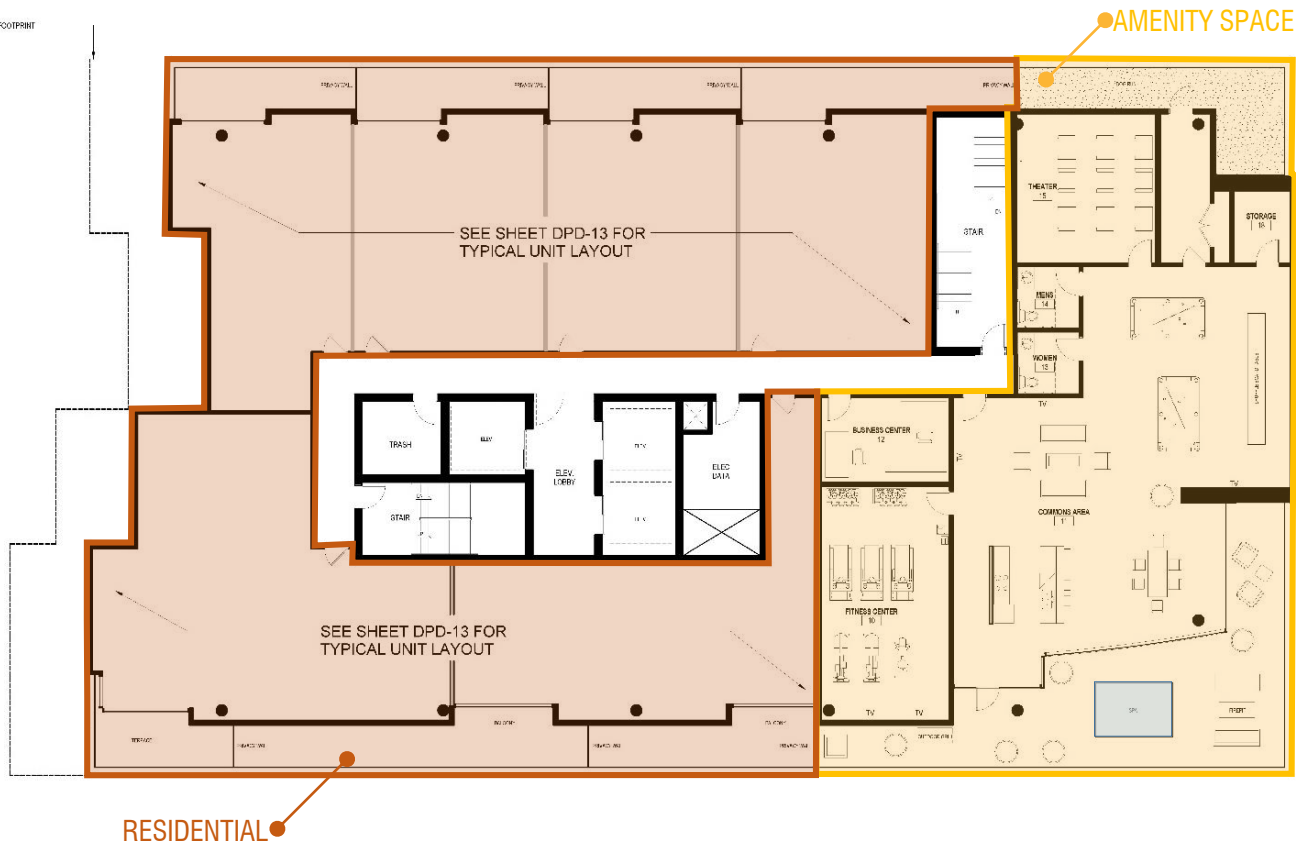
PRE-CAST PANEL/METAL PANEL



BRICK



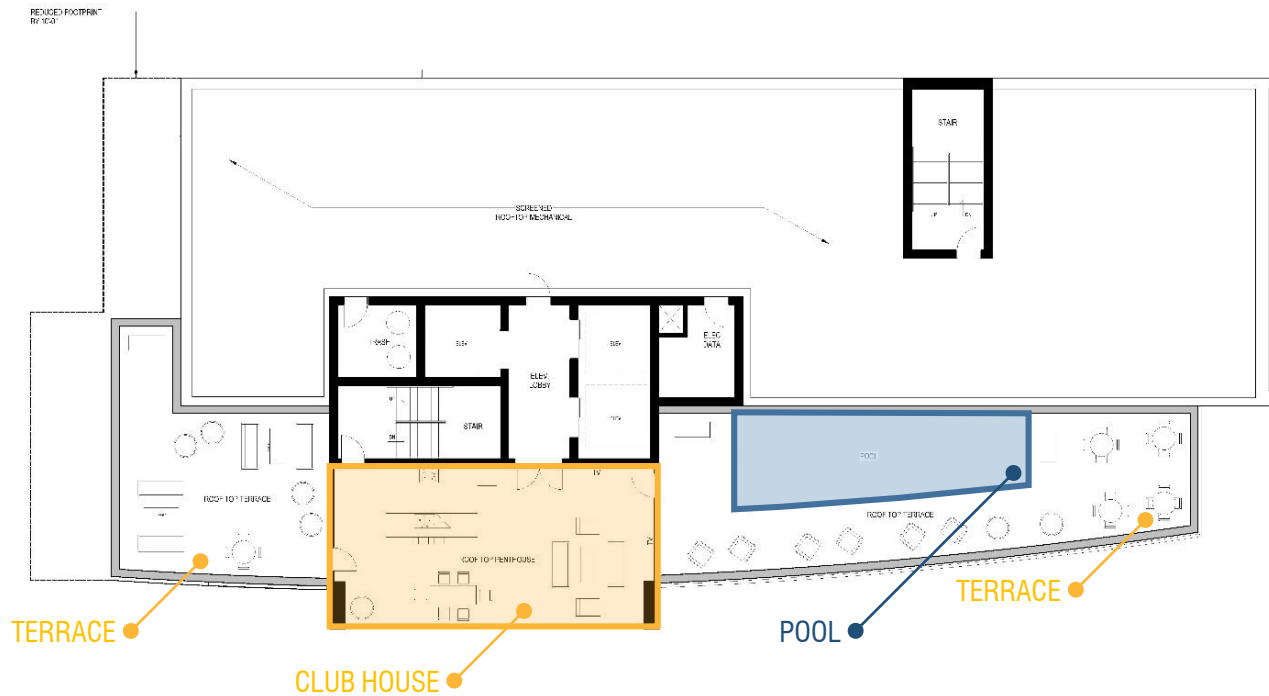
REDUCED FOOTPRINT
31'13"4"



5th FLOOR PLAN



21st FLOOR PLAN



PENTHOUSE FLOOR PLAN

VIEWS



VIEW FROM PROSPECT



VIEW FROM BLUFF SIDE

2016

VIEW

FROM PROSPECT AVE



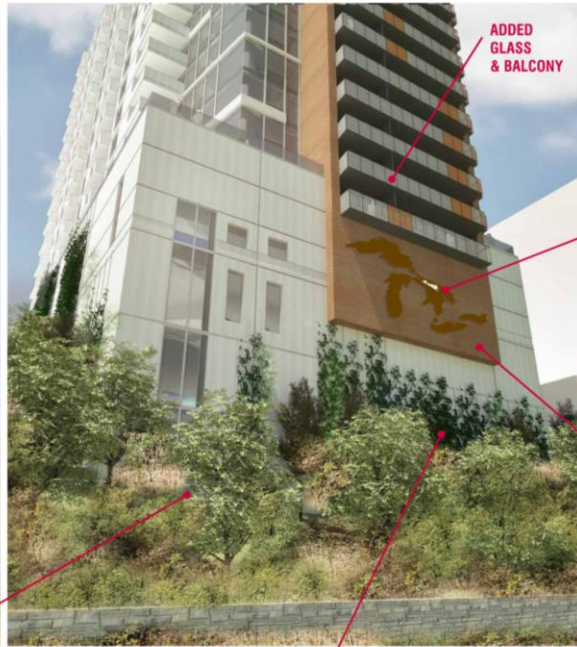
EXISTING

BLUFF



PROPOSED

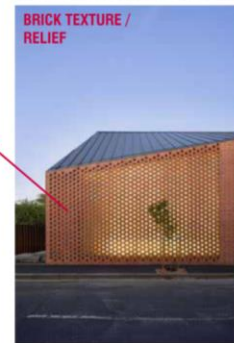
BLUFF



ADDED
GLASS
& BALCONY



PUBLIC ARTWORK



BRICK TEXTURE /
RELIEF



BRICK TEXTURE /
RELIEF



ENRICHED
LANDSCAPE



GREEN
WALLS



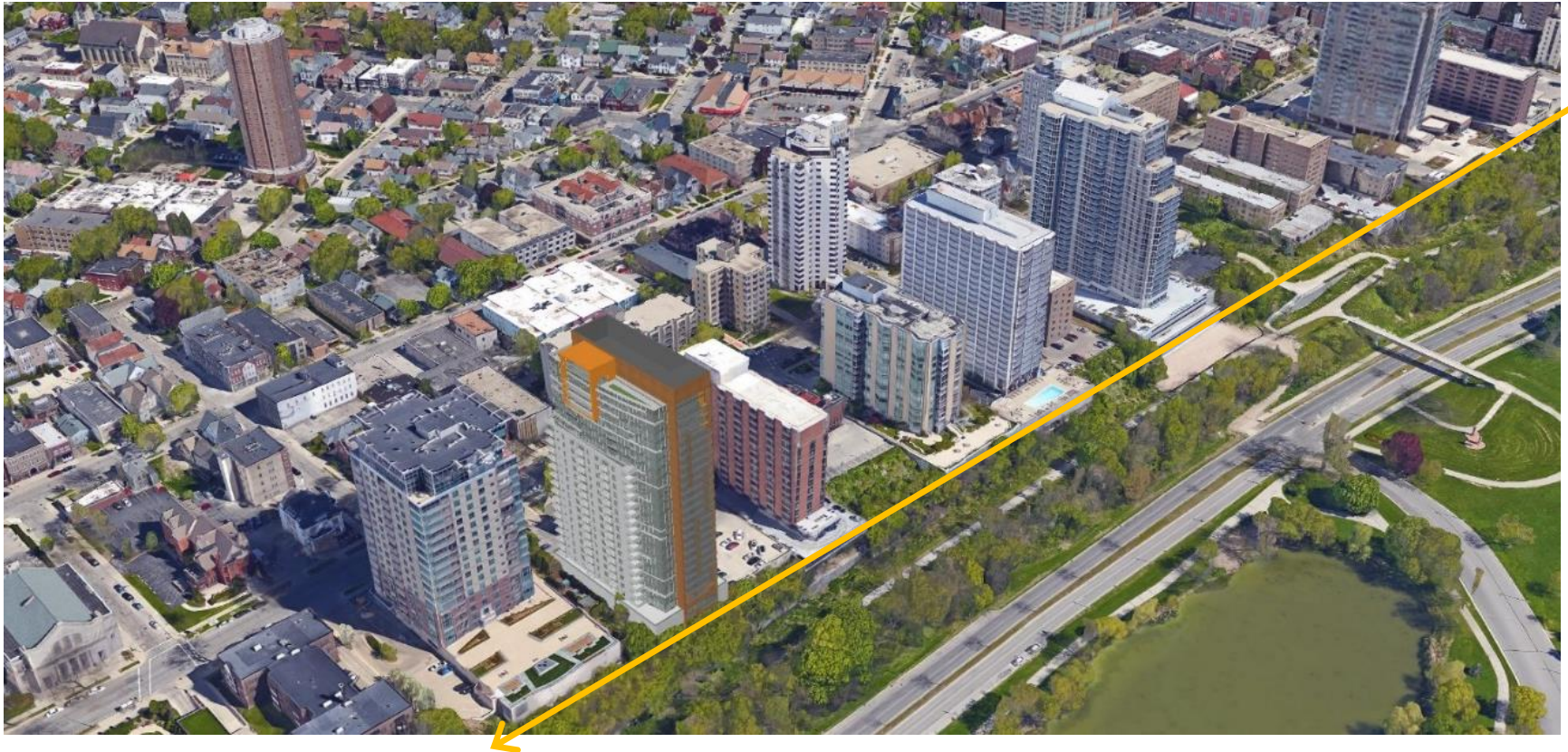
NATURAL
MATERIALS



BRICK TEXTURE /
RELIEF

BUILDING

CONTEXT



TRAFFIC ANALYSIS

- Vehicle turn around alternate
- Off-street flat-truck loading is provided in the building
- Off- street delivery and visitor stalls provided
- 212 parking stalls
 - 192 stalls per for residents
 - 10 visitor stalls
 - 3 short-term delivery and visitor stalls
 - 2 loading stalls
 - 5 stalls for Goll Mansion
- Ample bicycle parking for guest and residents

SITE IMPROVEMENTS

- Enhancement of park-like setting
- Native Wisconsin plantings
- Public Artwork
- Limited encroachment (12' reduction in size of podium)
- In line with adjacent properties
- Structural systems without piles
- Monitoring of properties through construction
- Bluff protection plan

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))
- Native Wisconsin plantings
- 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
- Solar panels
- Car charging stations
- Car sharing

2017

RECENT REVISIONS

- Revised Site Layout: Semi-Circular Drive
- Increased Temporary and Visitor Parking
- Interior Loading and Recycling
- Enhanced Design at Bluff: Public Art
- Additional Windows at Podium
- Increased Landscaping at Oak Leaf Trail
- Greater Sustainability
- Structural System Redesign – No Piles Required
- 20% RPP and DBE/MBE Commitment

PROJECT

BENEFITS

- Increase Tax Base - \$55 million investment
- Preserve the Goll House
- Develop an underutilized site
- Implement Smart Growth
- Support local businesses
- Create Jobs
- No public assistance required
- Advance RPP and DBE/MBE goals
- Promote sustainability

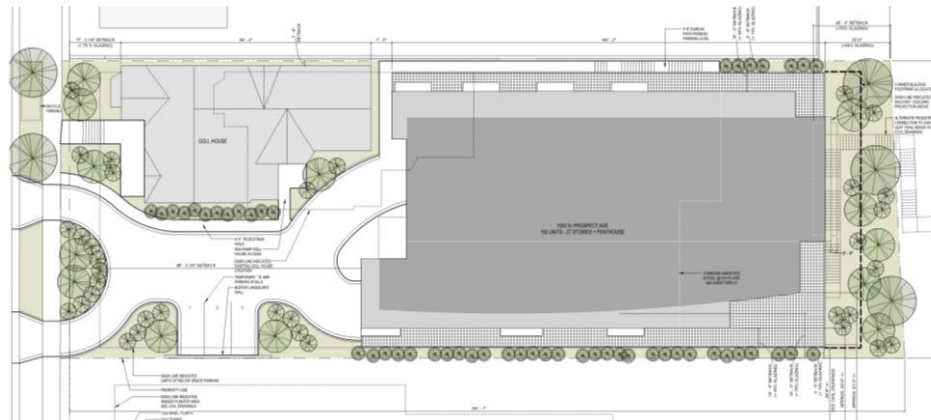


VIEW FROM PROSPECT



VIEW FROM BLUFF SIDE

THANK YOU



EXHIBITS for REFERENCE

KEY POINTS

PARKING

- 1 stall per dwelling unit: 150% of code requirement (2 stalls per 3 units)
- Plus 10 indoor guest parking stalls
- Plus 5 stalls for Goll House
- Plus 3 drop-off/delivery stalls
- Ample bicycle parking
- Significantly more parking than requested by City elected officials

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)
- One-site stacking
- “No significant impact” of 212 parking stalls based on City DPW analysis
- Semi-circular drop off at driveway with City staff

KEY POINTS

MASSING and DENSITY

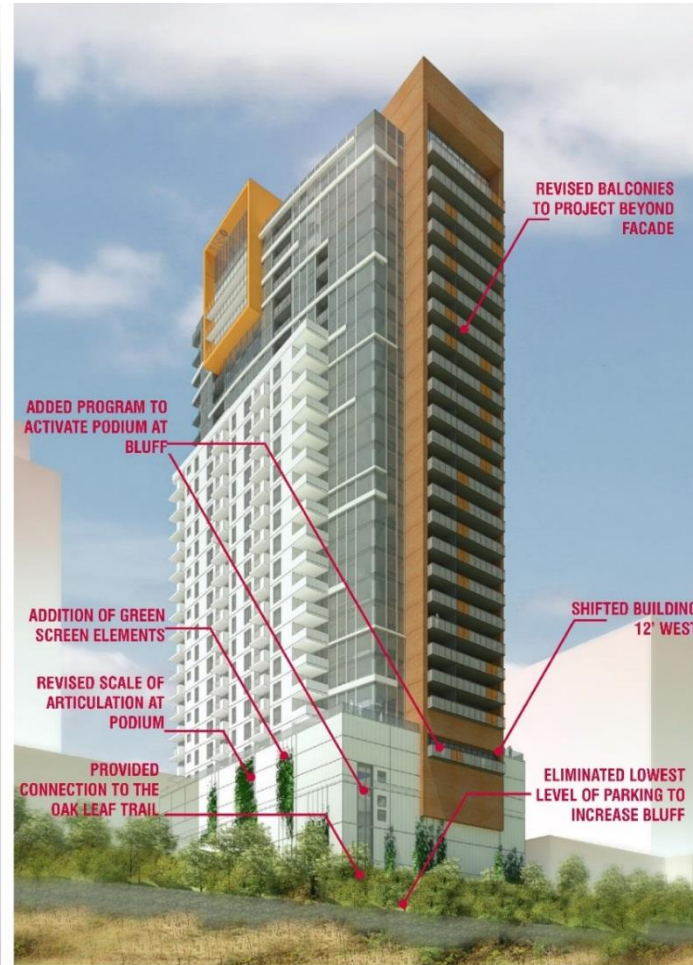
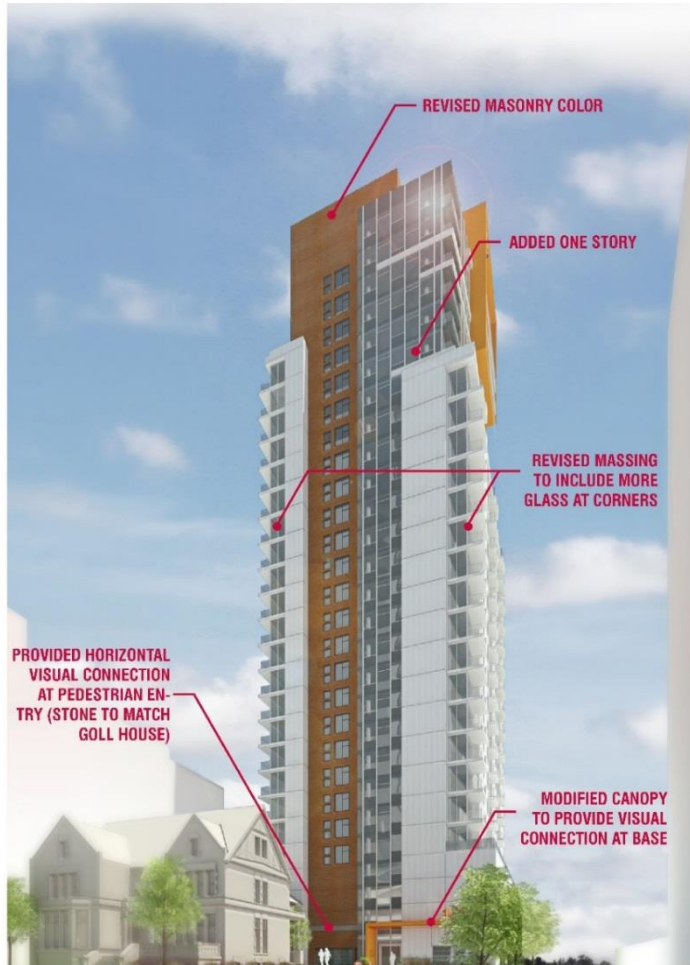
- 1550: 260,000 gsf plus Goll House and parking
- 1522: 264,000 gsf plus parking
- 2008 DPD: 111,000 plus Goll House and parking
- 186 units allowed by right under RM7 zoning
- Building is narrower than current zoning allows
- Building is shorter than current zoning allows

LIGHT and AIR

- Parking podium is 45' from 1522
- Residential tower is between 55' and 70' from 1522
- Building setbacks are greater than those required in RM7 zoning
- Building north and south setbacks are equal to current DPD zoning
- Building is 22' to 26' from east property line (60' from trail)

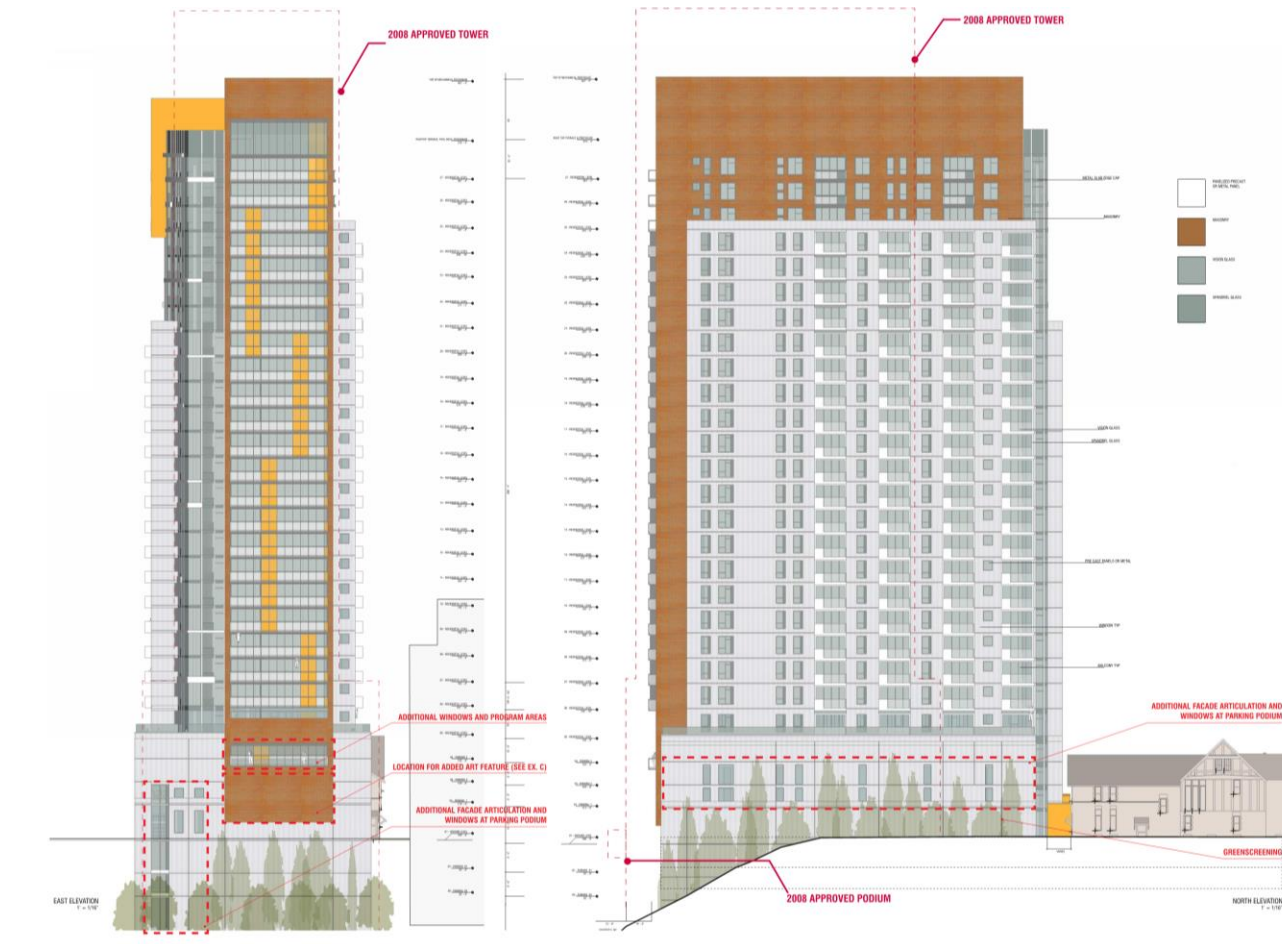
2016

REVISIONS



2017

REVISIONS



REVISIONS

2017

