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| **From:** | Gary Rosenberg |
| **To:** | planadmin; Bauman, Robert; Marcoux, Rocky; Mayor Tom Barrett; Douglas Hagerman; Dettmann Mary |
| **Subject:** | Remonstrance: Goll Mansion Project, 1550 N. Prospect Ave, Milwaukee 53202 |
| **Date:** | Sunday, June 12, 2016 11:41:44 PM |

June 12, 2016

TO:
City Plan Commission of Milwaukee PlanAdmin@milwaukee.gov

CC:
Department of City Development Commissioner Rocky Marcoux
rocky.marcoux@milwaukee.gov
Alderman Robert Bauman rjbauma@milwaukee.gov
Mayor Tom Barrett mayor@milwaukee.gov
Doug Hagerman (1522 Representative) doughagerman@gmail.com
Mary Ertl Dettmann (1522 Association President) famdett@wi.rr.com

FROM:
Gary David Rosenberg, Unit 502
1522 N. Prospect Ave., Milwaukee, 52302
Fellow, Geological Society of America

I was impressed with Alderman Bauman's candor in his summary at the hearing on the Goll Mansion Project, 1550 N. Prospect, held in the community room, 1522 N. Prospect, Tuesday, June 7, 2016.

Alderman Bauman made two particularly noteworthy points: something will eventually be built on the lot at 1550 N. Prospect and, second, the proposal now before the City Plan Commission has an extraordinarily large footprint and density and consequently has unacceptable consequences for the neighborhood. I add that these problems contravene numerous standards itemized in the City of Milwaukee Zoning Code 295 as well as flout common geological sense. And I conclude that the proposal before you is a project compatible with neither the property at 1550 N. Prospect nor the Prospect neighborhood and thus should be rejected.

I must object not only as a resident of 1522 N. Prospect but also as a geologist educated at UWM, UW-Madison, UCLA and who taught and researched geology at the university level for 37 years. The enormous footprint of the building which will come within a very few feet of abutting against our property on its south side and the Bon-Aire Apartments on its north side; a building that will project over the bluff unlike any other building on lower Prospect—a bluff comprised of soft, unconsolidated sediment which has proven vulnerable to rapid erosion (cf Landmark condo and Jewish Home slope remediation projects); a massive building well beyond the scale of the building previously approved (in 2008) that will weigh heavily on the soft, unconsolidated sediment of the site with consequences to erosion and surface and subsurface water flow that the developer made no attempt to evaluate by employ of certified professional consulting geologists. Not to mention the risks to adjacent property and stability of substrate from pounding of pilings within feet of adjacent property lines and beyond the edge of the bluff overlooking the Oak Leaf Trail.

Add to this, inadequate provisions for parking of delivery trucks, moving vans, and other service vehicles off Prospect Ave and on the Goll Mansion property in order not to impede traffic flow on Prospect Ave; limited provision for even modest sized service vehicles to turn around on the property unless they drive into and turn around in the garage; four floors of above-surface garage parking unprecedented in the residential, lower Prospect neighborhood; 200-some apartments accommodating more than 300 beds for upwards of more than 500 renters; a vague proposal for a "possible" upscale restaurant in the Goll Mansion which will pressure the lower Prospect residential neighborhood with an unprecedented commercial enterprise—all of which will transform lower Prospect into a high density, excessive use, commercial-ready neighborhood never conceived of nor approved in 2008, nor fully explained or justified or accommodated for in the present proposal. In sum, a project way out of SCALE for the site and the neighborhood.

In fact, it is astonishing that the developer did not respond in his second submission to a single one of the many valid concerns raised by neighbors and posted on your web sites at the time of the first hearing on the project (which the developer did not attend).

The developer did state at the June 7 meeting that the project will "enhance" the property values of nearby residences on Prospect, and which I heard Alderman Bauman explicitly disavow when he countered that the condos on the north side of 1522 facing 1550 "will" – to quote Alderman Bauman—drop in value. The developer's prevarication that Alderman Bauman disputed casts doubt on the veracity of all of the developer's claims of benefits for the neighborhood.

I must repeat the concern about consequent traffic pressure on Prospect that I expressed in my remonstrance submitted to Alderman Bauman, Mayor Barrett, and the City Plan Commission on March 13. The claim was again made on June 7 that millennials, whom the building is meant to attract, are abandoning cars in favor of mass transit. This to justify inadequate parking for tenants' cars in the proposed building as well as for their guests' cars along Prospect (not to mention those of diners at the proposed restaurant). The developer claimed to have commissioned a study that determined parking to be perfectly adequate, but what would one expect from a consultant paid by the developer?

I repeat a citation I referred to in my remonstrance of March 13. The article, "Millennials arriving in car market," in the MJS Business Section, March 13, p. 5D quotes Steven Szakaly, chief economist for the National Automobile Dealers Association, as saying, "The whole idea that they [millennials] are not going to need cars is absolutely ridiculous." He asserts that millennials have only waited a while longer than usual to buy cars for various economic reasons but that they are doing so now (consistent with improved auto sales during the first quarter of the year). I cannot believe millennials will forsake automobiles for travel to distant doctors' and dentists' appointments, relatives, shopping malls, even grocery stores beyond the reach of Milwaukee's limited mass transit service. Simply stated, the developer offered a report that he paid for that contradicts the expert opinion of the automobile industry in order to understate likely traffic and parking problems.

Finally, it is my understanding from the CPC website that its mission is not simply to facilitate commercial development but also to ensure the livability of residential neighborhoods. In fact, the Milwaukee Zoning Code of Ordinances, Zoning 295, states that its mission is to encourage development that is compatible with its surroundings, and in particular to "maintain safe pedestrian and vehicular circulation…prevent and control

erosion, sedimentation, and other pollution… enhance the streetscape and pedestrian environment… maintain a compatible scale of development….and encourage reinvestment in established urban neighborhoods while protecting their unique characteristics…"

I submit that the proposed Goll Mansion project before you violates every one of these principles and therefore should be summarily rejected.

Gary David Rosenberg
1522 N. Prospect Ave, # 502
Milwaukee, WI 53202
Fellow, Geological Society of America