

February 25, 2016

Ms Patricia Keating Kahn
Chair, Historic Preservation Commission
200 E Wells St. Room B-4
Milwaukee, WI 54202

Dear Ms Kahn

I am a resident at 1522 N Prospect Ave, Milwaukee. Major changes are proposed that will significantly alter the character of our neighbor, the Goll Mansion. A developer is seeking approval to place a massive apartment building on the current home of the Goll Mansion. The proposed apartment building would loom so close and large over the mansion as to totally dwarf the Mansion.

The design of the project will do nothing to enhance or to retain the historic character of the mansion. A future passerby could be excused for not noticing the mansion as it is dwarfed by this massive apartment building. Approval of this project is inconsistent with historic preservation principles. Even our alderman, Robert Bauman has called into question the massive size of the proposed building.

I am enclosing a rendering of the project that shows the absurdity of the mismatch of these two buildings on the same property. Could a smaller apartment building restore some balance to coexistence of the two buildings? You are an Eastsider that champions historic preservation. Please let your heart influence your decision on the future of the Goll Mansion.

Sincerely,

Howard Roth
1522North Prospect Ave
Milwaukee, WI 53202

cc. Anna-Marie Opgenorth
Vice-Chair, Historical Preservation Commission



The Goll House, 1550 N. Prospect Ave., was built in 1898 and designed to resemble an English manor house. Under a new plan, The Goll House would be moved 30 feet northwest from its current location so a 26-story apartment tower can be developed.

MIKE DE SISTI / MDESISTI@JOURNALSENTINEL.COM

Massive undertaking

1898 Goll mansion could be moved not once but twice to make way for high-rise

By **TOM DAYKIN**
 tdaykin@journalsentinel.com

Milwaukee's Goll House is a survivor.

Built in 1898, the mansion was designed to resemble an English manor house at a time when N. Prospect Ave. was lined with many grand homes and known as Milwaukee's Gold Coast.

Several of those houses were eventually demolished to make way for mid- and high-rise apartment developments. The Goll House, 1550 N. Prospect Ave., avoided the wrecking ball by being converted into a rooming house during the Great Depression before later being remodeled into offices.

Under a new plan, the Goll House would be moved — not just once but twice — so a 26-story apartment high-rise can be developed.

That proposed move would be a painstaking process if the project is approved by city officials. And it would lead to the Goll House again having a residential use, this time as

developer Chris Houden's plan to develop a 202-unit luxury apartment building overlooking Lake Michigan.

Houden, co-owner of Madison-based Palisade Property Management LLC, has filed plans with the Milwaukee Department of City Development that show a building with seven levels of parking, including three levels underground. The apartments would be on floors five through 26.

The building would include a rooftop terrace, a fifth-floor swimming pool and 2,000 square feet of street-level commercial space. Most of the apartments would be evenly split between one- and two-bedroom units, with a small number of three-bedroom units.

The \$55 million project would need Common Council approval.

And the council review would occur only if the proposal to move the former mansion first receives Historic Preservation Commission approval, according to



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