From: Historic Preservation Commission
To: Elmer, Linda
Subject: FW: Please stop the Current Goll House Development Plan
Date: Monday, June 20, 2016 10:42:50 AM

From: Stephanie Van Alyea [mailto:sfvaquirk@gmail.com]
Sent: Sunday, June 12, 2016 10:27 PM
To: Historic Preservation Commission
Cc: Bauman, Robert; Mayor Tom Barrett; doughagerman@gmail.com; famdett@wi.rr.com
Subject: Please stop the Current Goll House Development Plan

June 11, 2016

To: Historic Preservation Commission
From: Stephanie Van Alyea Quirk

I am excited about Milwaukee's future, and in favor of development, though I would like to see carefully considered, mindful development. Without careful consideration, wealthy developers will continue putting their bottom line and self interest above the quality of life and safety interests of Milwaukee residents.

I AM NOT IN FAVOR OF THE CURRENT GOLL HOUSE PROPOSAL.

My family owns the Eschweiler designed, historically designated mansion at 1537 N. Prospect (Prospect and Albion NW corner).

WHY THE CURRENT GOLL HOUSE 1550 PROPOSAL SHOULD NOT BE APPROVED:

LACK OF ADEQUATE PARKING. This plan does not have enough parking and that will create ongoing dangerous congestion conditions on N. Prospect Ave, and potentially lead to prohibitive parking prices.
NO ROOM FOR MOVING AND DELIVERY TRUCKS, EMERGENCY VEHICLES, TAXIS and UBERS. Designed without sufficient space on premises for safe unloading and pick ups. Potential fire condition on high floors adds risk to First Responders required to park on N. Prospect Ave. at a distance to the property.
WRONG SCALE. Too gigantic for its lot size destroying quality of life, existing views and property values for current owners.
NO TARGET AUDIENCE. Is not sufficiently researched and outlined. This building is designed to attract hard partying students, not the existing demographic of responsible Prospect Avenue residents, potentially turning Prospect Avenue into a late night party destination.

Additionally, Prospect Ave. current needs to be addressed before any new development:
DANGEROUS OAK LEAF TRAIL. Improvements needed for the crime ridden, dilapidated and dangerous condition of the trail and the bluff.
NEIGHBORHOOD GATED PLAYGROUND NEEDED. A gated neighborhood playground needed on Prospect for young families hoping to attract.

IT CAN BE DONE!:
In positive contrast to this proposal, compare the 1550 N. Prospect proposal to the St. John's development on N. Prospect. St John's has adequate parking, sufficient guest parking as well, and can accommodate large moving vans, delivery vehicles and related, all on-site, without any

double-parking on N. Prospect. St. John's units typically exceed one million dollars, and they have an extensive waiting list. Note that the building footprint is only a fraction of the overall site footprint, with the remainder open space and parking. St, John's achieves the ideal for parking and 1550 N. Prospect does not. From my perspective, rather, the 1550 N. Prospect proposal is an affront to the type of considered development that went into the St. John's project.

In closing, Parking is inadequate, moving van size truck access nonexistent, loading dock not part of the plan, No Emergency Vehicle access, no passenger drop off from cars, taxis and ubers etc... The right thing for the neighborhood does not entail increasing the probability of vehicle to vehicle, vehicle to pedestrian, vehicle to bicycle, and vehicle to motorcycle accidents in the vicinity of N. Prospect Ave. and Albion Streets. A luxurious high end building would add value. This is not the plan.
Residents count on the City to protect Milwaukee from unscrupulous wealthy out of town developers who unless regulated, will always put their bottom line and self interest above the interests of Milwaukee residents. This plan should not be approved because of reasons stated.

Sincerely,

Stephanie Van Alyea Quirk
Concerned East Side Resident,
Principle in Back Bay Investments, LLC,
Co-owner of 1537 N. Prospect Ave (Prospect & Albion)
sfvaquirk@gmail.com

IN DEPTH:

PARKING SCARCITY Parking is going to become even more of a major issue on Prospect Avenue. With the very Inadequate parking in this design: given the number of spaces versus the number of units. And lack of guest parking. Parking will be next to impossible. You should have an impartial group do a parking feasibility study for this neighborhood before this proposal with its insufficient number of spaces is considered.

NO SPACE FOR MOVING AND DELIVERY TRUCKS, FIRE AND EMERGENCY VEHICLES, TAXIS,
The current 1550 lack of room for moving trucks is likely to kill or injure future pedestrians, bicycle riders, motorcyclists, and increase traffic accidents at Albion and N. Prospect as a result of the ensuing congestion on N. Prospect. Emergency vehicles also will not be able to get in close enough to the building for appropriate rescue and fire fighting. Shouldn't the plan be reviewed by The Fire commissioner. And Taxis and Ubers will have to drop off their customers in the street, again congesting the busy two lanes of Prospect Ave.

There is not appropriate space for a moving size truck to drive on to the lot. Prospect Avenue can not have one of its congested lanes be a full time stop for moving in and out. There needs to be a drive in circle where a moving truck can park to unload. This was not addressed for one of the Park Lafayette Towers and it has created congestion and chaos with moving vans and Fed-x and other delivery vehicles now regularly illegally double-park at Lafayette. The end result is congestion, a cost for the neighborhood, and additional risk of collisions in particular on Lafayette Ave just West of Summit Ave.

Obvious result will be ongoing double parking on N. Prospect Ave in the vicinity of Albion St. (note also that Albion St. is a narrow two-way street that was previously designated a one-way

(West only) street, but now allows Eastbound traffic making lefts onto Prospect, with limited visibility South onto Prospect, while Prospect traffic can make left turns onto Albion. Now take away the right lane on N. Prospect and reimagine traffic congestion at N. Prospect and Albion, and consider bike and pedestrian traffic.

NO UNLOADING SPACE ON A DAILY BASIS (LOADING DOCK WOULD BE OPTIMAL)
Especially If there is a restaurant associated with this project, you will need a space to unload constantly.

SCALE OF BUILDING TO LOT SIZE
This high rise is too big for the lot. With only 3.5 feet on either side. 1/3 of the building over hanging the Oak Leaf Trail and the Goll house practically on the sidewalk, this building is simply too large for its lot size. Why are you not demanding a smaller building with real luxury with fewer units but more expensive?

TARGET AUDIENCE IS NOT SUFFICIENTLY OUTLINED.
Saint Johns has a wait list for its over a million dollar units. With party rooms and pool tables etc. this proposal is a college dormitory style residence. That has not been addressed sufficiently and that has the potential to downgrade Prospect Avenue.

Additional considerations to address before any new development is considered:

IMPROVE THE CRIME SUPPORTING CONDITION OF THE OAK LEAF TRAIL AND THE BLUFF
Before any new development is approved, shouldn’t you also address the condition of the Oak Leaf Trail and the bluff? Right now, it attracts muggers and other clandestine seeking criminal activity (robbery/rape) with its lack of visibility. In addition, the idea that, in practice, material numbers of individuals will access Oak Leaf Trail through the 1550 N. Prospect Ave parking structure will prove to be just a marketing message to ideally achieve (from the developer’s perspective) approval of this deficient design plan for 1550 N. Prospect.

IMPERATIVE NEED: A GATED NEIGHBORHOOD PLAYGROUND
Before any new development is approved, considering the addition of families in the neighborhood, a gated playground is required. Think of Goudy park in Chicago which is always busy. Our Lakefront and Oak Leaf Trail are beautiful but not good places for busy toddlers. If you are hoping to attract young families, this should be addressed.