

September 23rd, 2015

Alderman Nik Kovac
200 E. Wells St., Room 205
Milwaukee, WI 53202

RE: Brady and Humboldt proposed development

Dear Ald. Kovac:

I am writing to express my opposition to the proposed development at 1701-11 and 1717-19 N. Humboldt Ave. This opposition is based on the facts that the development, as proposed, does not meet the criteria to receive a certificate of appropriateness from the Historic Preservation Commission (HPC), does not fit the overall historic character of the East Brady Street corridor, and represents an unnecessary 60% increase in density over the current zoning of the parcels in question, which directly relates to the mass and scale of a building that is not consistent with the character of Brady Street.

The Historic Preservation Commission's criteria for issuing a certificate of appropriateness for a new development include:

- Architectural sensitivity to the mass and proportion to surrounding properties found within the historical district in question
- Appropriately scaled architecture that is clearly differentiated from nearby historical structures, but takes cues from them
- Conforms to the objectives of the historic preservation plan for the historic district in question, as duly adopted by the Common Council

This proposal clearly does not meet the above referenced criteria. The **vast** majority of the properties found within the Brady St. Historic corridor, including the most recent infill developments and building additions, are a maximum of two stories and possess a substantially smaller mass. The architecture of these buildings blends in with the historic fabric, and the scale (done "as of right" under the existing zoning) is appropriate. A proposed development of four (4) stories, when including the penthouse level, is an affront to the historic nature and character of one of the most well-known and iconic, historic streets found anywhere in the city of Milwaukee.

Moreover, the proposed zoning change, through the vehicle of a Detailed Plan Development (DPD), unnecessarily increases the allowed density of this site by almost **60%** (when compared to the current zoning of LB2 and RT4). Given the recent development and density pressures our neighborhood faces (former Gallun Tannery site, 1887 North Water Street, 1910 North Water Street, etc.), this proposal represents a very real "tipping point" that could begin the irrevocable process of eroding the unique quality of life that makes Brady Street such a wonderful place to live, work and play. Balancing the needs of development with the historical infrastructure (and its limits) of our neighborhood is of paramount concern here.

While we can all agree that the existing vacant lot and empty building on the development site do not constitute the highest and best use for the site, the current proposal goes beyond what the neighborhood (as apparent by comments made at the neighborhood meeting in August) is willing to accept. On the other hand, the neighborhood has been generally very accepting of the high density development that has been approved through several changes along the Water Street corridor. We recognize that change is good and an increase in density beyond what the zoning permitted is a great thing in the appropriate place. That place is not this site. I ask you to take the neighborhood's concerns regarding the current proposal for this site seriously.

I strongly urge you to oppose this development until such time that the market allows for an appropriate development that better fits and respects the nature of the Brady Street corridor and can be done "as of right" through the current zoning of the parcels in question.

Regards,

John A. Connelly
904 E. Pearson St., #301
Milwaukee, WI 53202

Cc: City Plan Commission
Historic Preservation Commission
Ald. Bauman
Ald. Bohl