From:	Historic Preservation Commission
To:	Elmer, Linda
Subject:	FW: Developer plans 26-story apartment high-rise after moving Goll Mansion
Date:	Tuesday, March 08, 2016 10:10:18 AM

From: Laurie Mahoney [mailto:lkmahoney2010@gmail.com]
Sent: Sunday, March 06, 2016 1:19 PM
To: Bauman, Robert; Historic Preservation Commission; David Klabanoff
Subject: Fwd: Developer plans 26-story apartment high-rise after moving Goll Mansion

Begin forwarded message:

> **From:** Laurie Mahoney <lkmahoney2010@gmail.com>
> **Date:** March 6, 2016 at 12:24:53 PM EST
> **To:** lkmahoney2010@gmail.com
> **Subject: Developer plans 26-story apartment high-rise after moving Goll Mansion**
>
> Dear Alderman Bauman and Members of The Milwaukee Planning Commission,
>
> First, and most importantly we thank you for your hard work and determination in the transformation of Milwaukee's lakefront to a world-class destination showcasing our beautiful Lake Michigan. Where other cities have allowed similar natural resources to deteriorate into unplanned tee-shirt shops and hot dog stands or controlled for private lots unavailable to our general population, you have assured architecturally important War Memorials, Art Museums and Children's Museums on the shoreline. The Bluff has been controlled for diverse residential, cultural and residential-care living. Perhaps more importantly, the integrity of the Bluff has been assured by requiring scientifically established safe set backs for construction that avoided the Bluff erosion and instability that has incurred massive loss and remedial costs in less cautious neighboring communities.
>
> Personally, my husband and I have each been committed to supporting Milwaukee's jobs, health, children and beauty through life-long careers and service. Like all of you, we care desperately for all of Milwaukee's children, families, businesses and aesthetics. We understand that new construction and development is key to Milwaukee's future health.
>
> We are however deeply concerned about two specific elements of the proposed development:
>
> 1. The dwarfing of the Goll mansion by the height and width of the proposed building in relation to the size of the lot. It was our understanding that the Goll Mansion would be aesthetically preserved for current and future generations even if proportional construction occurred on the lot. Prior development in the area has respected architecturally endorsed, as well as City required height to width

ratios that resulted in visual access to our lakefront, not just for the occupants of one building, but of neighboring buildings and Milwaukee's entire population. New construction has respected the concept of average set back for the east side (Bluff side). Please see the attached link with a rendering reflecting the consistency of average set back from the Bluff prior to the proposed construction.

http://www.jsonline.com/business/developer-plans-apartment-high-rise-at-goll-mansion-site-b99668462z1-368468071.html?ipad=yo

2. The proposed extension of the building up to and beyond the edge of the Bluff. Although neither of us is an architectural engineer, information we were able to access related to the erosion of Lake Michigan shoreline in Milwaukee and surrounding counties point to several man made actions and natural conditions that accelerate bluff erosion and destruction. The proposed project includes several: new construction that does not have adequate (sources quoted Milwaukee as traditionally requiring a minimum of 75 feet but additionally using an average of neighboring buildings') set backs from the bluffs; height and steepness of the bluff involved and, seasonal variability of precipitation and freezing/thawing soil conditions.

We respectfully request that, even as we all support continued urban development, your offices continue to enforce the aesthetic presentation of our historical buildings as well as enforcing rigorous protection of Lake Michigan's geologically fragile bluff and shoreline.

Sincerely,

Lorelle K and P. Michael Mahoney

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Sent from my iPad