

From: [Bohl, James](#)
To: [Lee, Chris](#)
Subject: Fwd: Regarding Goll Mansion development "Proposal" # 170406
Date: Friday, August 04, 2017 7:53:54 PM

Sent from my iPad

Begin forwarded message:

From: Jack Zehner <bradystreet414@gmail.com>
Date: August 4, 2017 at 5:51:11 PM CDT
To: PlanAdmin@milwaukee.gov
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Subject: Regarding Goll Mansion development "Proposal" # 170406

Elected officials -

I am writing you in regard to the proposed development of 1550 N. Prospect Ave, CPC file #170406 on the current site of the Goll Mansion.

I've been a happy resident of 1522 N. Prospect going on 14 years. I've seen the boom/bust of the condo building craze in the 2000's. It did not end well. Loans dried up, supply was excessive, and prices plummeted.

It seem that history might serve as a good guide in this instance as well.

I challenge you to name ALL the apartment developments this cycle in the city in the last 6 years - you'd be hard pressed. We are on a similar path with regard to overdevelopment of rental supply, but the myopic view of "tax dollars" is blinding us.

I'm all for sensible development, but the Goll Mansion development proposal just doesn't pass the "reasonableness test":

- Remove tax income from the equation: would you approve this assuming \$0 tax dollars?
- Scale is excessive, impeding properties on both sides, less than 4' from property lines
- 192 residences is more then DOUBLE the building capacities around it.

- Excavation risk and city "liability" for damage to surrounding structures should be very carefully studied, verified, and vetted.

- Multi-family structures are like small cities, they require hundreds of vendors and visitors to effectively service the needs of the homeowners. We at "1522 on the Lake" have thirteen (13), easily assessable, outdoor, off-street vendor/guest parking spaces to "run" our little city. The proposed development better have close to THIRTY (30) such off-street spaces to service the needs of close to 200 units. Think about that.

- Parking for the guests of these units will be a huge burden. Come walk the street during any business day and you'll see the congestion.

Imagine adding the future streetcar route down Prospect Avenue. You have to think ahead and have the appropriate infrastructure to handle what's being proposed.

- Can this building be accessed appropriately by City of Milwaukee fire trucks, their equipment, ladders, etc. in case of a fire on the 26th floor? What are the required setbacks for these emergency vehicles to perform their duties in case of a high rise fire? Seems to be too much structure stuffed into a small envelope. Dangerous from a safety standpoint.

I urge you to take off your tax-dollar glasses and review this (unchanged) proposal for its scale, appropriateness, and IMPACT to the entire neighborhood infrastructure. You'll see more clearly that in the long term, an alternate design will best serve the neighborhood.

I don't even face the proposed development, so the "blocking our view" argument doesn't form the basis for my objection. I just hope you vote NO on the proposal in its current form.

Jack Zehner
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Regards - Jack