

From: [Bohl, James](#)
To: [Lee, Chris](#)
Subject: Fwd: Goll Mansion Development
Date: Saturday, August 12, 2017 4:42:15 PM

Sent from my iPad

Begin forwarded message:

From: "Avery, Mary" <averym@ripon.edu>
Date: August 12, 2017 at 11:01:55 AM CDT
To: jbohl@milwaukee.gov
Subject: Goll Mansion Development

Dear Alderman Bohl:

My husband and I are new residents at 1522 N. Prospect. We voted in Milwaukee for the first time last November and are excited about our new life here. I grew up in Milwaukee and have returned after 35 years. Milwaukee has improved a lot since my youth.

However, we have come to understand that there is a proposal to develop a large apartment building at the site of the historic Goll Mansion. My husband Tom and I have several concerns about the project.

We understand that there are two community priorities that this project is supposed to help accomplish.

1. Economic Development. As long time economic development professionals, we are aware of the value of a long-term economic development effort. We are also aware that the economic impact of this particular project will be short-lived, in that the vast majority of the wages and purchase of materials will be short-term, during the construction period. As a result, the only long-term economic development impact will be the relatively small workforce that is required to manage a rental property. These jobs are generally low-paying, and will, as a result, have a relatively modest impact on an economy the size of the City of Milwaukee.

2. Increased property tax revenue. While clearly a project of this scope will have a positive impact on the City's property tax revenue stream, it comes at a serious risk. We understand that you're aware of the engineering study that has indicated that the method of construction on the new building, on such a narrow lot, is likely to have a negative impact on the viability of the existing buildings in the immediate neighborhood. Damage to those buildings will clearly diminish the property tax value of those properties, particularly if they are damaged beyond reasonable repair.

The other negative impact on the long term benefit of the facility, is the probability that the liability of the damage to the neighboring properties in view of the clear risk, could have a cost that would further erode the long term value of the increased property taxes.

Third, we also understand from reviewing the plot plan that the proposed building extends over the edge of the bluff, over the Oak Leaf Trail, and we're wondering if an engineering study supports that plan. I am sure that environmental/recreational issues are part of the long-range plan.

Fourth, as long time economic development professionals, we understand the value of long range community planning. We applaud the fact that Milwaukee has engaged in planning, kept the plan updated, and has been careful to reference the plan as opportunities for new development present themselves. A review of the plan approved by the City Council for this district indicates several departures from the current district plan.

For example, the extremely limited and narrow access and egress proposed for the new building, will make it impossible for delivery, moving, commercial, waste management, and emergency vehicles to access the building off street. This will cause an exacerbation of an already unsafe necessity for many of these vehicles to double park on North Prospect Avenue.

Finally, the Goll Mansion, a lovely historic building, has been neglected, and is in need of TLC. It is not beyond repair, and while I am not an engineer, I doubt that, in its current condition this building could be moved. In the absence of a substantial financial penalty, should the mansion be destroyed during the moving process, it would clearly be in the developer's best interest to allow this to happen. It would be very sad to see one of only two historic buildings left on the east side of Prospect be needlessly destroyed.

We love Milwaukee, but in our opinion, North Prospect Avenue cannot handle another large development. We hope we can continue to make our home here.

Sincerely,

Mary

Mary E. Avery, CMC
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