

August 25, 2017

Dear City of Milwaukee Leaders:

We urge you to not approve the rezoning of the property at 1550 N. Prospect Avenue. The site was originally the home of a single family residence, affectionately and currently referred to as the Historic Goll Mansion. There are a lot of red flags regarding Palisade Property's proposal to construct a massive tower with 192 apartments on this small piece of land. *Cause for alarm!*

As retired officers with the City of Milwaukee Fire Department, we must alert you to the serious life safety concerns regarding this particular development. When we reviewed the proposed plan and how it consumes the site, frankly, it worried us. Clearly, there's a significant access problem presented when a tower is placed over the edge of a bluff; less than 4 feet from adjoining lots; setback far off of Prospect Avenue; placed directly behind the Goll Mansion; with an insufficiently sized driveway, turn around and inadequate number of exterior parking spaces; and 4 stories of above ground parking. *Doesn't fit!*

The plan has two options of driveways which are both highly restrictive to the "ins and outs" of 192 residential vehicles. Alone, the numerous visitors and various transportation services using the narrow driveway will cause frequent gridlock on the property and crosswalk. There won't be room for multiple delivery and service vehicles (Waste Management, FedEx, UPS, USPS, Amazon, Peapod, etc.) to easily pull in off the street, resulting in an overflow on to Prospect Avenue. Double-parked trucks will block the bike lane and the right-hand lane adding to the congestion on the street. Most significantly, the 192 unit tower will have frequent moving truck activity, with no accommodation for off-street parking of the large semi-trucks that often are very common for high end residential moves. *Bad planning!*

With all the added chaos, illegal vehicle parking, and over congestion that will occur, there'll be an increased risk to the health and safety of the neighborhood's residents and visitors. Besides impatient drivers attempting to navigate the influx of vehicles on to the street from the property, bicyclists and pedestrians will also be risking their safety maneuvering around the blockage. This includes those at greatest risk: small children; the elderly; hearing impaired individuals; wheelchair bound neighbors; and our dogs; who'll have to be on guard as they navigate the sidewalk and cross the street. *Dangerous situation!*

This poorly designed, too-large-for-the-lot, residential building will cause the delay of emergency responses all along Prospect Avenue and to the apartment tower itself. Milwaukee Fire Department apparatus wouldn't pull into either driveway, as designed. The drivers would park in front of the address and often be forced to block the left-hand lane, thus completely shutting down the thoroughfare. Add the time it takes personnel to get numerous pieces of equipment and kits from the rig to the structure, which is built behind the Goll Mansion, positioned at the rear of the property, with the lowest residential units at the fifth floor. Emergency medical responses would be significantly delayed. Firefighting operations would be non-existent from the bluff, severely limited from the sides, and difficult at best from the front. Seconds can mean the difference between life and death. *Disaster waiting to happen!*

As leaders of the future growth of our Lower East Side neighborhood, with the possible extension of the Milwaukee Streetcar down Prospect Avenue, we urge you to listen to our warnings and choose development within a reasonable scale. If there was to be a building constructed on this site that would minimize emergency access and maximize the risk to health and safety, this would be the perfect project. *Don't allow it!*



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Please see two attached PDFs:

- 1) N. Prospect Ave. - Traffic Congestion
- 2) N. Prospect Ave. - Deliveries & Services