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Sent: Monday, August 14, 2017 9:06 AM  
To: planadmin; Bauman, Robert; Kovac, Nik  
Cc: pzanghi@milwaukeekeepreservation.org  
Subject: 1550 N Prospect Avenue #170406

Dear Commissioners,

I am writing on behalf of Milwaukee Preservation Alliance. We regret that we are unable to attend today's CPC meeting to testify regarding our objection to Resolution #170406. Please consider our comments below.

The previous plan to develop the Historic Goll House property was approved after the developers contacted and asked to meet with the National Trust for Historic Preservation and Milwaukee Preservation Alliance. There were a series of proposal presentations and frank discussions about the idea of further developing the site while restoring and preserving the Goll House. The developers committed to restoring the Goll House in compliance with the Secretary of Interior Standards for Rehabilitation governing exterior and interior spaces. A Memorandum of Understanding was drafted and signed by New Land Enterprise, the National Trust for Historic Preservation and the Milwaukee Preservation Alliance.

The New Land Enterprise plan shows the tower emerging from behind the Goll. The tower is stepped back so as to increase openness between adjoining buildings and increase the backdrop of sky and light falling between neighboring buildings and Prospect Avenue.

The base of the NLE development is designed to provide a minimal or neutral background for the Goll House.

The NLE plan provides that the Goll House maintains its traditional connection with Prospect Avenue, and would appear from the street as a free-standing building.

Palisade did not contact Milwaukee Preservation Alliance (MPA) to discuss preservation plans for the Goll, nor have they approached MPA to consult on a design that would minimize the adverse effect of infill development.

The Palisade proposal allows for minimal daylight between buildings. It is large and positioned directly behind the Goll House resulting in the appearance that the historic building was dropped down in front of the new building, removing historic context.

To our knowledge none of the care for historic preservation of the Goll House that went into the previously approved plan has gone into this one. Therefore we ask that the Commission deny approval.

The MOU signed by New Land Enterprise will be forwarded in a separate email.

Thank you for your consideration.

Dawn McCarthy  
Immediate Past President

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