

**From:** Mary Dettmann [mailto:famdett@wi.rr.com]  
**Sent:** Wednesday, August 09, 2017 9:50 PM  
**To:** planadmin; Marcoux, Rocky; rbauman@milwaukee.gov; Mayor Tom Barrett  
**Cc:** Hagerman Doug; Lee utsunomiya Carol & Del Dettmann  
**Subject:** File 170406 1550 North Prospect Ave  
**Importance:** High

We are writing this letter to express our most fervent opposition to the proposed huge development at 1550 N. Prospect.

We live in the neighboring building at 1522 N. Prospect, but please know that **our home faces the south. Our opposition has nothing to do with views as we have no lake view.**

Our oppositions are centered on 2 items:

- Danger to the precious bluff
- Non-conformance with the Prospect Avenue Corridor Comprehensive Plan

#### **Bluff:**

One of the gems of Milwaukee is the lakefront. From earliest days, city officials have been steadfast in preserving the lakefront. The bluff is an integral part of that lakefront. This proposed development poses significant risk to the bluff as a large portion of the extremely tall building will be built into the bluff. The developer has produced no professional evidence of bluff protection and impact. On the contrary, professional studies have been conducted that clearly state the bluff will be significantly adversely affected. These studies are available for your review by contacting Doug Hagerman at the email above. You have also received a letter from an esteemed geology professor (Dr. Gary Rosenberger) outlining the dangers to the bluff. To be clear, once damaged, the bluff cannot be reclaimed. It will be gone forever and the work of so many for over a century will be for naught.

#### **Prospect Avenue Corridor Comprehensive Plan**

The Prospect Avenue Comprehensive Plan that was authored by the City of Milwaukee and the alderpersons in July 2009 enumerates specific visions and plans. The proposed development violates these principles in many ways.

- “New high-rise towers should have ... a porte cochere that allows off street loading, pick-up and drop off.” (page 239) This proposed building does not comply with this stipulation in any way. There is NO truck access. Think of many move-ins, move-outs, package deliveries, waste removal, work vehicles — no place for any of them to be other than Prospect Avenue. This is direct non-compliance of the plan.
- Page 240 “1. Consider... building to allow more light and air 5. Consider...building materials energy efficient and transparent 6. Consider... massive base and slender tower. 4. Consider...traffic impacts...and negative impacts on area’s quality of life.”

All of these are areas that the proposed development is in direct non-compliance. The materials, building design and disregard for accommodations for deliveries and moves and quality of life all demonstrate that the development does not follow the Plan.

We believe the plan was created by thoughtful council members who care about controlled, progressive development with an eye to the future of the city. The plan should be followed.

Please know we are not opposed to any and all development at the site. We believe that reasonable development that does not endanger the bluff and that complies with the Comprehensive Plan should be welcomed.

The proposed over-sized development does neither of these...it endangers the bluff and is non-compliant with the Plan.

Please oppose this development.

Thank you for all that you do for Milwaukee.

Del Dettmann  
Mary Ertl Dettmann

1522 North Prospect Ave  
Unit 401  
Milwaukee WI 53202