

**From:** gary lakritz [mailto:[lakritzgary@gmail.com](mailto:lakritzgary@gmail.com)]  
**Sent:** Friday, August 11, 2017 1:34 AM  
**To:** Mayor Tom Barrett; planadmin; Marcoux, Rocky; Bauman, Robert  
**Subject:** Goll Mansion Apartment Project

Mr. Mayor, Members of the City Planning Commission, Commissioner Marcoux and Alderman Bauman,

As a life-long resident and enthusiastic booster of Milwaukee, I am writing to strongly object to the proposed project on the site of the Goll Mansion. One need only look to the Northeast Side Comprehensive Plan (the "Northeast Plan") to understand the reasons why one must oppose this project. According to the Northeast Plan:

1. "...[F]or large highrise buildings, a porte cochere that allows for off-street loading, pick-up and drop-off may be desirable. Traffic problems arising from the lack of individual property loading areas, and pedestrian safety issues due to traffic speeds, need to be addressed."

2. Regarding Prospect Avenue --

- "Consider context sensitive ways of building on the east side of Prospect (e.g., taller, more slender towers that allow more light and air... )";
- "Consider traffic impacts of prospective development over time and potential negative impacts on the area's quality of life";
- "Establish standards for new construction that address preservation of historic districts and structures."

The proposed project fails each of these standards. It has no circular drive to allow off-street pick-up and drop-off for the inordinate amount of moving vans and delivery trucks that will frequent a 200-unit building. The tower is anything but slender, spanning lot line to lot line. The project will have a clear negative impact on the area's parking situation. The chances the Goll Mansion will survive the project intact are highly doubtful.

The Northeast Plan was designed to prevent long-term deleterious effects that projects which fail its standards will have on the tax base. I urge you to follow this plan rather than focus on the enticing, but short-lived, monetary benefit of this project. Thank you.

Sincerely,

Gary Lakritz  
1522 North Prospect Avenue  
Milwaukee, WI 53202