

From: [Milwaukee Alder](#)
To: [Murphy, Michael \(Alderman\)](#); [Hamilton, Ashanti](#); [Johnson, Cavalier](#); [Kovac, Nik](#); [Bauman, Robert](#); [Bohl, James](#); [Coggs, Milele](#); [Rainey, Khalif](#); [Donovan, Robert](#); [Lewis, Chantia](#); [Perez, Jose](#); [Witkowski, Terry](#); [Zielinski, Tony](#); [Stamper II, Russell](#); [Mayor Tom Barrett](#); [Lee, Chris](#); [Borkowski, Mark](#)
Subject: 1550 North Prospect Avenue/Goli Mansion. *PLEASE REJECT PROPOSED DEVELOPMENT*
Date: Thursday, September 14, 2017 2:51:40 PM

Dear Common Council Members,

The intent of this communication is to respectfully request rejection of the proposed development at 1550 North Prospect Avenue.

Proposed development for this lot drastically exceeds the City's density standards. The City's density standards are in existence to protect the neighborhood as a whole. In direct contrast to the City's density standards, the development proposed is too large for the lot. The proposed building may include extremely small setbacks and may be situated right up to property boundaries without respect to neighboring properties and with disregard to the streetscape architecture of the neighborhood.

Of great concern is whether a significant percent of the footprint of the building would extend beyond the crest of the bluff. The weight of this structure would significantly compromise the integrity of the bluff and pose a hazard for surrounding buildings. Damage to surrounding buildings is likely. Has an engineering or geological study been provided by the developer? Financial assurances to cover damages to surrounding buildings should be required of the developer.

This property development may provide grossly inadequate surface parking for visitors and deliveries. The current struggle which presently exists for any given individual to secure street parking on Prospect Avenue will dramatically intensify. Overbuilding on this property will result in increased traffic congestion with a hazard to pedestrian traffic on an already overcrowded Prospect Avenue. This scenario puts at significant risk the safety of all pedestrians and vehicle traffic traveling on Prospect Avenue. Adding additional residents to an already densely populated area will severely and negatively impact the quality of life for all individuals already residing within this Prospect Avenue neighborhood. Please consider the Milwaukee Zoning Code of Ordinances, section 295-103, which states that the purpose of the ordinance is to "maintain safe pedestrian and vehicular circulation...prevent and control erosion, sedimentation and other pollution...enhance the streetscape and pedestrian environment...maintain a compatible scale of development...and encourage reinvestment in established urban neighborhoods while protecting their unique characteristics...".

My respectful request is that significant consideration be given to the negative impact and long term ramifications to the neighborhood as a whole by the proposed development at 1550 North Prospect Avenue. Please protect this Prospect Avenue neighborhood and it's residents! Please reject this oversized proposed development at 1550 North Prospect Avenue.

Most Sincerely,

Laurel A. McDaniel
1522 North Prospect Avenue, Unit 205
Milwaukee, WI 53202

Milwaukee 1522 LLC
Trustee, Administrative Member