

The Equity Group, Inc.

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To: The Milwaukee Common Council

From: The Equity Group, Inc

Date: August 31, 2017

Re: Proposed Goll Mansion Development

We are among the owners of 1560 N. Prospect Avenue, better known as the Bon Aire apartment, and we are writing to express our strong opposition to the proposed Goll Mansion Development.

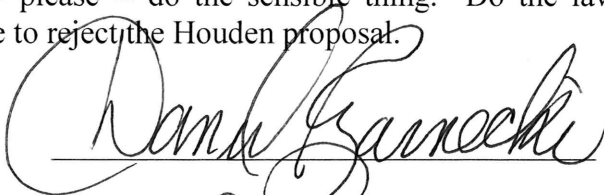
First, the importance of the Northeast Side Comprehensive Plan to any development on North Prospect Avenue cannot be overstated. The requirements of the Comprehensive Plan are not simply a set of nice recommendations or helpful suggestions. They carry the force of law -- and any proposal that is not compliant with them ought to be treated accordingly. In that light, when you review the Houden proposal, we believe you'd be hard pressed to find a proposal that is at odds with virtually every one of the development criteria outlined in the Comprehensive Plan. Take your pick: Consider any one of the general Plan requirements with respect to traffic issues, adequate drop off and pick up zones, context sensitivity, bluff stabilization, or quality of life concerns. The Houden proposal fails each and every one of them -- miserably. For that reason alone, the Common Council should reject the Houden proposal.

As the property immediately north and adjacent to the Goll Mansion site, we are particularly concerned about the traffic and quality of life concerns issues that are addressed in the Comprehensive Plan. Believe it or not, we're not terribly worried about a few hundred more cars on North Prospect (although anyone who's traveled on that street recently will tell you it's already congested). What actually gives us pause is the number of additional delivery and service vehicles that will be added to the mix. As we understand it, the majority of units in the Goll Tower will be one bedroom and studio apartments, which likely will attract a demographic that relies heavily on on-line purchases; as a result, we would anticipate a considerable spike in the number of UPS, FedEx, Amazon, Peapod and similar delivery trucks along this stretch of the street. The two "box truck" parking spaces in the current design proposal simply will be inadequate.

In light of these considerations, it's not far-fetched to imagine the following scenario: It's rush hour on a Friday afternoon. UPS and FedEx trucks are making deliveries to the Goll Tower and have to double park to do so; a garbage truck is backing into a driveway; vehicular traffic is

moving at a snail's pace up Prospect. And then, a firetruck needs to respond to an emergency call north of the Goll Tower -- but can't get through. A life is lost. A house burns to the ground. We would think that no Common Council member would want his or her name attached to the approval of a development that could lead to such a disastrous result.

We hope to send another letter to the Common Council in the very near future, one that is in favor of a Goll Mansion development plan that is compliant with the Comprehensive Plan. But until then, we would ask you to please -- please -- do the sensible thing. Do the law-respecting thing. Do the right thing. Please vote to reject the Houden proposal.


CCRT Properties, a general partnership