

From: [Milwaukee Alder](#)
To: [Bohl, James](#); [Rainey, Khalif](#); [Kovac, Nik](#); [Coggs, Milele](#); [Stamper II, Russell](#)
Cc: [Murphy, Michael \(Alderman\)](#); [Hamilton, Ashanti](#); [Johnson, Cavalier](#); [Bauman, Robert](#); [Donovan, Robert](#); [Lewis, Chantia](#); [Perez, Jose](#); [Witkowski, Terry](#); [Zielinski, Tony](#); [Mayor Tom Barrett](#); [Lee, Chris](#); [Borkowski, Mark](#)
Subject: Letter to ZND with attached photos
Date: Friday, September 15, 2017 4:42:06 PM
Attachments: [Pics Prospect Congestion.pdf](#)
[Pics Prospect Deliveries.pdf](#)

Honorable Members of the Zoning, Neighborhoods & Development Committee

Regarding File No. 170406

Dear Members of the Committee,

We write to express our concerns regarding the proposed change in zoning to the new Detailed Planned Development for a multi-family development at 1550 North Prospect Avenue. We respectfully request that you reject the proposed change.

You are hearing from many residents up and down Prospect Avenue on many issues. To focus your attention on **one issue**, we are not commenting on our many other concerns and instead will address only one – **the dangerous and disruptive situation on Prospect Ave. regarding deliveries and double-parked vehicles and how this proposed DPD would make things much worse**. We will explain below how the developer's claimed solution to this problem is a joke.

Attached is clear photographic evidence of this situation. We ask you to **take 30 seconds and review the attached photos**.

The existing Northeast Side Comprehensive Plan has a section that addresses the "Prospect Avenue Corridor". Some excerpts:

"The demand for high rise apartments and condos with views to the lakefront has increased development pressure on the corridor. This has become an issue especially along the corridor's two historic districts."

"[F]or large high rise 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 ... need to be addressed."

"Address ... conflicts that arise from lack of service alleys and on-street loading and unloading."

"Consider traffic impacts of prospective development over time and potential negative impacts on the area's quality of life."

The expressed purposes of the Zoning Code also speak these same issues: "(4) Maintain and promote safe pedestrian and vehicular circulation."

The proposed DPD would make a bad situation worse and seemingly ignores the concerns of the Comprehensive Plan.

As you know, Prospect Avenue is a principal thoroughfare leading north out of downtown. As it is, in the segment between Ogden and Brady:

- There are two lanes of traffic, curb parking on both sides, and a bike lane.
- Much of the curb length is taken up with driveways, bus stops, fire hydrants.
- There are not many places to safely park a truck on the street.
- Traffic is plagued by double-parked trucks and delivery vans of every possible type – moving vans, UPS, USPS, FedEx, furniture deliveries, AT&T trucks, tree trimmers, garbage trucks, etc.

The Houden proposal lacks basic infrastructure for deliveries, movers, and visitors, threatening chaos and safety hazards on Prospect Ave. The Houden proposal for 1550 will make the situation totally untenable:

- Combination of a narrow lot and relocation of the mansion to the front of the lot means only a narrow corridor from the street to the new tower.
- One version of the Houden proposal has a 24-foot driveway with only two visitor spaces; in the other proposal, the driveway is even narrower, adds a tiny circle drive inadequate for delivery vans and trucks, and has three visitor spaces. Look at the drawings he has submitted!
- **There is no room for one large delivery van, let alone three or four;** most deliveries will result in double-parking, blocking traffic in the bike lane and the right-hand traffic lane.
- There are only 10 proposed visitor spaces inside the building, grossly inadequate for 200 units. (1522 has 13 visitor spaces for less than 100 units)

The developer has contended that he has “solved” this problem by creating two bays for panel trucks inside the building. In other words, a truck driver has to decide to pull in off of Prospect (with no way to turn around), drive up to a closed overhead door, figure out how to get a code to open it, hope that his/her truck can maneuver inside the building, and hope that one of those bays is unoccupied so he or she can make the delivery. **There is no way drivers – who after all are strictly timed by their companies and held accountable if they get into a situation that results in delay – will use those bays.** The developer would have you suspend your common sense when he claims that those interior bays will solve the problem.

The needs of the building and its residents will overwhelm the inadequate infrastructure:

- Tenant trends show a **huge increase in deliveries, as consumers order more from Amazon**, grocery deliverers, online retailers, meal delivery services, etc. The staff at 1522 estimate that delivery volume has tripled since 2003. At 1522, there are now six deliveries a day, just from Amazon!
- Then add the service providers coming to a 200-unit building – cable TV, cleaners, pet walkers, painters, garbage trucks, and more.
- According to the National Center for Housing Management, **average annual turnover in apartment communities is 54 percent**. With 200 units, this means 108 move-ins and 108 move-outs at 1550 each year, clustered around the end of the month; the **moving truck volume will be staggering**.
- The layout of 1550 provides no way for the property to absorb this level of vehicle activity, unlike a properly-designed building with a circle drive, loading dock and surface space. Spilling into the street and blocking traffic is the only possibility at 1550.

This is a safety issue, not just a quality of life issue. Double parked vans are dangerous for cyclists forced to swerve out of the bike lane into speeding traffic. The congestion will result in emergency vehicles and public transit being blocked. Pedestrians will have to dodge trucks *backing up* into the street.

The Houden proposal will turn Prospect Avenue into a dangerous obstacle course!

This is NOT about whether Prospect can handle a few hundred more cars per day. It is specifically about deliveries, loading, double-parking, and unsafe conditions.

For these reasons, the proposal does not comply with the legal standards for approval, especially under the Comprehensive Plan. We respectfully request that you fulfill your responsibilities to City residents and taxpayers by rejecting this proposed new DPD at 1550 North Prospect Avenue.

Sincerely and in gratitude for your service to our community,

Doug and Jane Tadych Hagerman

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