

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: File 170406 Proposed Goll Mansion Development
Date: Monday, September 18, 2017 10:42:10 AM

Dear Zoning, Neighborhoods and Development Committee and fellow Common Council Members,

The purpose of this letter is to oppose the proposed development at 1550 N. Prospect. I oppose this particular development for the following reasons:

1) SCALE of the proposed development. The lot is 100 feet wide and the proposed building is 93'-94' wide. That is a LOT of density in a very, very small footprint. This leaves very little room for maneuvering construction equipment, materials, workers, air, light and water runoff.

Both cit zoning standards (RM7) and the current DPD provided for a building of 112,000 square feet. Mr. Houdan is proposing a building of 370,000 square feet. Houdan's plan is not reasonably sized by existing city standards. This is nearly triple the square footage!

2) EROSION to the bluff. The positioning of the proposed development on this lot calls for a great expanse to be built on the bluff. This causes significant risk to the neighboring buildings which cannot be ignored by the City. The east edge of the foot of the proposed tower is over thirty vertical feet below the crest of the bluff. Mr. Houdan has not shared an independent geological study the the building can be built down the bluff without damage. Is there a study?

I can speak from personal experience as a former owner at Landmark on The Lake. We recently finished paying a three year assessment to repair a corner of the four story parking garage which had started to sink into the bluff due to erosion. Our share was

\$1300 for our unit (a two bedroom) and there are 275 units - so let's assume that was the average. The equals roughly \$360K per year so roughly \$1,000,000 to restore and stabilize the garage!

My point with this example is this was only a four story garage and erosion happened. What could happen with a 27 story hi rise on the bluff. Could be a disaster to that building and all of us around it - not to mention the Oak Leaf trail below!

3) DEVELOPER. He has said he will not use pile driving. Just because he says that how can he be held accountable for that promise.

Mr. Houdan stated at the City Planning Commission Hearing on Monday, August 14th that "he held highly attended meetings with the neighbors" both on Prospect and the Brady Street Association within the last year plus. There was a collective gasp in the

room which was packed with opponents of the project. THOSE MEETINGS NEVER HAPPENED! As a resident of Prospect Avenue (and many of the others in the room) would have attended had there been one.

In addition, I reached out to Lynn Fordis who has been President of the Brady Street Area Association, Inc. for the past three years and she confirmed that NO meetings were held.

So, we would all like to know who exactly he and the architect are referring too?

Promises to move the Goll Mansion twice and preserve it. WHAT IS THE CONSEQUENCE if the Goll breaks up in the process. Another piece of Milwaukee history gone for the sake of development.

4) SAFETY. Living on Prospect and walking it everyday I have the opportunity to watch the traffic. It is not unusual to see trucks double parked and Prospect reduced to one lane - often moving at a snail's pace. This is a high traffic area for ambulances and

firetrucks especially with several elderly housing communities on the street.

Also, with the scale of the proposed project a retired City of Milwaukee Fire Captain has been quoted as wondering how the MFD could even fight a fire at the proposed building. Lot too tight for fire truck to enter near entrance, can fight fire on the sides

because the building will be too close to neighboring buildings. As it is large moving trucks are often parked for the day and blocking existing fire hydrants. As neighbors, this concerns all of us greatly!

5) DAMAGE TO NEIGHBORING BUILDINGS. Construction of this particular tower on this particular lot will undoubtedly damage the buildings next to it. No amount of heartfelt promises from Mr. Houdan can change that fact. In light of the virtual certainty that

neighboring properties will be damaged by construction, settling and erosion, the Committee and the City of Milwaukee should require monitoring of said buildings and provide financial assurances that damages will be paid by the developer.

6) At the City Plan Commission mtg on August 14th it was also noted that 124 letters of support of the development were submitted and read by members. In doing a bit of research, I have found that the letters in support of the project are overwhelming

from people who do not share their addresses and many if not most that don't even provide their last name. This is quite curious! Who are these people?

7) I have not provided the pictures (too many to attach) to show that virtually EVERY apartment building on N. Prospect Ave have FOR RENT signs on a constant basis. There is not need for a development this size.

In closing, I am a resident of 1522 and I live on the south side of the building so view is not my issue! I am also not opposed to development on the Goll lot. It is just that Houdan's plan is a very bad idea. The lot is too small, the mansion occupies a large portion of it and I think there is major damage exposure to the neighborhood

and the bluff.

This simply is the wrong site for this building! This site deserves restoration of the Goll Mansion and proper development, not reckless development. PLEASE VOTE NO!

Thanks you,

Chris McDermott