

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: Goll Mansion - Protect Prospect
Date: Friday, September 22, 2017 1:44:54 PM

Dear Mayer Barrett, members of the Common Council and the office of the City Clerk,

We are writing to express our opposition to the proposed tower at the Goll Mansion site at 1550 N. Prospect Avenue.

There are many reasons that we oppose Mr. Houdan's proposal. The list is long!

CREDIBILITY OF THE DEVELOPER IS FIRST ON THE LIST.

Mr. Houdan is not from Milwaukee. He has no building history in Milwaukee. No ties to Milwaukee. He has not offered contracts to any of the people that he has represented that will help him build this building with a strong percentage

of minority business owners and labor force. Some of his supporters who have said they live in Milwaukee - not quite sure that is a fact.

Mr. Houdan's proponents have sent many letters to the Common Council. When you review those letters you will notice that many - if not most of those are on a small, two paragraph form letter with an electronic signature. Do these people

live and work in Milwaukee. Who are they? Are they taxpayers like we are? Will they be affected? Doubt it! The letters of opposition that you have received from more than a dozen neighboring buildings do live, work and pay taxes in the Milwaukee

and our voices need to be heard.

Mr. Houdan and his architect have stated many things which we know are FALSE. At the August 14 ,2017 City Plan Commission meeting (which I might add had an overflow crowd of which the far majority were Prospect Ave. neighbors and

businesses that are in opposition) they stated that they had had two neighborhood meetings with Prospect Avenue neighbors and Brady Street neighbors and Businesses. We know that never happened. The President of the Brady Street Area

Association (for the past three years) has confirmed in writing that no meetings have ever occurred. SO who did he meet with and when? HE CANT ANSWER the question. I asked at the ZND meeting and he had nothing to offer.

Mr. Houdan was told specifically (I believe by Alderman Stamper) last year that he needs to reach out and work with the neighbors. That suggestion fell on deaf ears.

Mr. Houdan states at the ZND meeting on September 19, 2017 that "he loves the Goll Mansion" and is doing everything to make sure there is no water intrusion etc and has taken every step INCLUDING removing all of the window

air conditioning units and has the windows covered in plastic and secure.

Mr. Houdan clearly doesn't have a clue and has not made a site inspection because I walked over there this afternoon and there are SIXTEEN window air conditioners that I could see. Five on the W, Six on the S and Five on the N. There were only a

few windows where plastic was visible and would be a deterrent to future water damage from a big rain storm.

Mr. Houdan has claimed more than once that he has financing in place - yet at the ZND when he was asked by several members of the Committee he couldn't quite come up with an answer. Interesting.

This is just the short list that causes all of us great concerns because we don't believe we can rely on his promises and his statement that his "word is his bond" Mr. Hodan has MANY credibility issues.

A few other concerns:

SCALE - it doesn't fit the lot - it is too large. We are NOT opposed to the lot being developed - actually look forward to supporting the restoration of the Goll House and an appropriate building being a part of that lot.

TRAFFIC - Prospect Ave is a busy North South route and traffic and parking are already over and above what the Avenue can handle. Trucks are double parked, it is often reduced to one lane. It is incredulous to think a developer

would propose a 192 unit apartment building with a mere 192 parking spots - NOT TO MENTION AN INADEQUATE NUMBER OF GUEST SPOTS - AND NO MENTION OF DISABLED PARKING IN THEIR PLAN!

HISTORIC PRESERVATION - We don't believe that this building can safely be moved twice - The Goll House has an historic designation that should be respected and great emphasis should be placed on the importance of preserving this piece of Milwaukee history. There is no bond or consequence to Mr. Houdan should he destroy a piece of Milwaukee history!

EROSION OF THE BLUFF - very concerned to have such a large structure being built so far over the bluff. I can't imagine that bluff can handle a 27 story structure. We are former owners at Landmark on The Lake and we just had to pay a three year assessment because ONE corner of a four story parking garage was falling into the bluff. We were one of 275 units paying a big assessment - they are not offering any studies on the bluff and that it can handle a proposed 27 story tower.

SAFETY - This is huge. We have heard from a retired City of Milwaukee Fire Department Captain at the CPC meeting that she believes there is no way they could effectively fight a fire at this structure. Can't access from Oak Leaf Trail and proposed

structure too tight to the lot line to even help adjacent buildings. Can a full size fire truck fit into the entry way of the proposed tower? We haven't seen anything that makes it seem like it is even close! There is also a lot of ambulance and fire

truck traffic on Prospect due to many of the buildings being home to an elderly population. Sometimes the already busy Ave is reduced to one lane and is already poses an issue to those heading to Columbia St. Mary's.

NEIGHBORHOOD OPPOSITION - All of the letters/emails that you have received in opposition are from those of us in the neighborhood. We care about the neighborhood. Love to live in the neighborhood and this proposal just doesn't work.

Full disclosure, we do live at 1522 on The Lake. We are on the south side of the building so our view will not be affected. We welcome appropriate development of the lot at 1550 N. Prospect Ave. BUT for all of the reasons stated above, this is not the right building or the right developer.

We urge you to vote NO on September 26th. There are other viable options out there. This one is not the one!

Chris and John McDermott
1522 N. Prospect Ave.
Milwaukee, WI