

**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:** Concerns about Goll Project at 1550 North Prospect Avenue  
**Date:** Friday, September 22, 2017 11:44:30 AM

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Milwaukee Leaders,

I have followed the proposal for the development of this project and wanted to express my concerns about it. I am one of the owners of the properties at the corner of Farwell and Brady that have been in our family for more than 60 years. I have seen changes and developments in the neighborhood and many have improved the neighborhood and the City.

However, I believe that new, large developments will overtake the ability of the blocks along Prospect and Farwell and between Lafayette and Ogden to absorb the number of new residents and especially increased traffic and parking congestion. I know that the City's plans for this area assumes greater density, but the plan needs to be revisited before a large development such as the Goll Project is approved and needs to take into account how recent changes such as the increased use of delivery trucks and the streetcar along Ogden will affect the plan.

I have no personal interest in the Goll project or its adjacent properties, but I have seen traffic and parking become very difficult in just the last few years along Prospect and Farwell and along Brady Street. A new additional building with almost 200 units and an inadequate number of parking spaces will only make a difficult situation worse. I would like to highlight two concerns that affect our properties and the neighborhood:

**Traffic.** Those who support the project and public officials should spend a few days, especially in summer on Brady Street, Farwell Avenue and Prospect Avenue to see how traffic backs up during the morning and especially the afternoon rush hours and when there are special lakefront events. The City has been helpful in trying to minimize congestion, but there frankly are just too many cars and pedestrians for the streets. Once the streetcar project along Ogden is completed, there will be even less room for traffic, pushing more traffic onto other streets. All of this congestion makes it difficult for ordinary traffic and especially emergency vehicles to use the streets as necessary,

**Parking.** The provision for parking in new buildings just does not adequately account for multiple vehicles in many apartment units and the needs of visitors who have no on-site parking and who cannot find evening and weekend parking. Again, the changes along Ogden Avenue will push more parkers onto other streets where there is no room available. This parking problem becomes even more difficult and practically impossible in winter.

This project is not just about how a building should be constructed on a particular lot. I believe the population density in the vicinity of the project has reached its maximum unless the City can develop planning alternatives that meet the needs of current and future residents. I believe the livability of the neighborhood and access to it need to be considered in a new plan for the neighborhood before this and other large projects are approved and as part of that process, current and potential residents need to be consulted and their views need to be considered. This neighborhood has been a great asset to the City, but it can lose its value if it becomes a difficult place in which to live.

For these reasons I believe the Goll project should be put on hold until the City's plan for the area is revisited and updated after public debate.

Joseph Ziino