

**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:** 1550 N. Prospect- Goll Mansion  
**Date:** Monday, September 25, 2017 1:04:15 PM

---

As an area resident and as someone who has a long family history in this neighborhood, I would like to voice some concerns about the proposal for the Goll Mansion site.

1. **Parking:** As it is, parking can be a challenge around the Lower East Side, especially around Prospect and Farwell. This is for a number of reasons. There is a high density of residents, many of whom do not have off-street parking. Area businesses such as the Conservatory of Music and the Mexican Consulate need a reasonable number parking spaces to accommodate their clientele. Additionally, residents in area often have visitors. These visitors also need parking. Many buildings on Prospect that have garages or lots have little or no guest parking.

2. **Traffic:** While Prospect and Farwell can currently handle most of the traffic that comes their way, there are certain aspects of increased traffic that are concerning. The logical turnaround point for most area residents is Brady and Farwell. This corner has a notoriously congested and often dangerous intersection. While Alderman Kovac's office has been very helpful in allowing two parking spots on Brady Street to be moved in order for cars to go around those turning left onto Farwell, congestion still persists. When asked if a left-turn lane could be create to help relieve this problem, the answer from the City was no because the street itself is too narrow to allow for turn lanes. Adding more vehicles to this mix would only further congest this intersection. While some believe that millenials don't have cars, I beg to differ. The reality is that even though they may use ride-sharing services to go out on the town or to dinner, they are driving for their day-to-day travels (work, store, etc...).

3. **Neighborhood:** As a resident and as someone who has seen this area grow and change over the last decade (and heard of all the other changes that have occurred for the past 60 years that my family has been present at Brady and Farwell), the one consistent thing I continue to hear from both residents and visitors is how they love the sense of neighborhood and community in this area. Whether it is someone who has lived in their home for decades or newer arrivals that have purchased a condo, everyone feels that the area has been able to maintain the sense of a true neighborhood. That feel is based on many things: green space, walk-ability, architecture, and most of all, the area residents. This project proposes about 50% studio and 1-bedroom units. Those who rent (not buy) units of those sizes do not stay for long. The transient nature of those residents will take away from the neighborhood feel. Those of us who are invested and have stayed are the ones who really care for this area and work hard in collaboration to keep it a great place to live and work.

4. **Overbuilding:** The endless number of apartments being built in the area is of concern. First, I do not see that Milwaukee is generating enough new jobs to occupy this many units with residents that can afford these rents. Also, overbuilding often puts quantity over quality. I believe that the City learned a hard lesson in the early 2000s when condos were overbuilt. Many developments towards the end of the cycle were of poor quality, while others were empty.

5. **Historic Preservation:** I would think it would be hard to find people in Milwaukee that don't find it a shame that so many beautiful mansions were destroyed on Prospect Avenue during the last century in order to make way for developments. While I applaud the fact that the Goll Mansion would be preserved here, it is a risk to the structure to move it so many times. If it were not to survive, that would be a real loss for Prospect.

While I believe that many of the developments have been positive additions to the area, I do believe that the Goll Mansion project is not worth the investment. At a certain point, if the area becomes cumbersome for residents and visitors due issues with parking, traffic and sense of neighborhood, no

one will want to visit or stay. I do believe the success to any neighborhood (and any city) is to have a large, strong base of residents that stay and invest in the community. This project does not promote that.

Mary Ziino

[1714 N. Farwell Ave.](#)

[Milwaukee, WI 53202](#)