

# David V. Uihlein, Jr.

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322 East Michigan Street, Suite 204  
Milwaukee, WI 53202

March 28, 2019

Ms. Linda Elmer  
Office of the City Clerk  
200 East Wells Street, Room 205  
Milwaukee, WI 53202

Dear Ms. Elmer,

I am writing to express my objections to the revised 3/26/19 submittal for a COA for 600-610 North Broadway in the East Side Commercial Historic District.

I am the owner of the McGeoch Building at 322 East Michigan Street, which is proximate to the subject property.

I had a chance to discuss the design with Charles Bailey and his architect, John Vetter on March 25<sup>th</sup>, this past Monday. The adjacent property owner, Don Ahrenson, also attended this meeting. While many positive changes have been made from the first submission, Don and I are still concerned about the three story opaque and unfenestrated north façade which is adjacent to his building.

The proposal creates an environment where the new hotel addition towers over its neighbor blocking sunlight and devaluing the neighbor's property. To improve the situation, the blank wall requires a more human scaled façade to respectfully engage both properties.

The north elevation, as shown, will set a bad precedent for future projects to be undertaken on the rooftops of the five contributing historic structures to the north of the subject property.

I urge the commission to consider the future ramifications and to seek revisions to this scheme before granting a certificate of appropriateness.

Very Truly Yours,



David V. Uihlein, Jr.

DVU/bk