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September 9, 2008

Mr. Rocky Marcoux, Executive Secretary  
City Plan Commission and Historic Preservation  
Commission of Milwaukee  
809 North Broadway  
Milwaukee, WI 53202

Re: File 080543 - Goll Mansion Zoning Change Request

Dear Mr. Marcoux:

I am unable to be at the September 15<sup>th</sup> meeting regarding the subject matter and am writing this letter to express my objections to the request.

1. The proposed building will extend further east than the immediate neighbor buildings (north and south), thereby unduly blocking neighbors' views.
2. Approval of the request would set an unfortunate precedent.
3. I question the economic viability of a building in this neighborhood with an average unit cost of nearly \$2 million; especially in this market. I calculated this average based on the information given at the August, 2008 informational meeting at the Conservatory of Music: \$65 million project cost / 35 units.
4. The design is not consistent with what was presented at the Conservatory of Music. As I recall, the design presented at the Conservatory showed the tower directly behind the Goll mansion, whereas the proposed design shows it centered on the property.
5. Referring to the proposed project drawings, The East View from Lake Front (A402) is misleading because it shows the building in early morning, however no shadow appears on the neighboring 1522 On The Lake building. I believe the proposed building will shade 1522 until mid-late morning during the summer.

Thank you for your consideration of my objections.

Sincerely,



George C. Walker

Cc: Robert J. Bauman, 4<sup>th</sup> District Alderman  
Nik Kovac, 3<sup>rd</sup> District Alderman

REFERRED

C BY MARCOUX  
TO KOSTER  
DATE 9-11-08

ACTION  
 INFORMATION

COPIES TO:  
GREEN STREET  
BROWN  
LASKOWSKI