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**To:** Bauman, Robert <[rjbauma@milwaukee.gov](mailto:rjbauma@milwaukee.gov)>; Kovac, Nik <[nkovac@milwaukee.gov](mailto:nkovac@milwaukee.gov)>; Mayor Tom Barrett <[mayor@milwaukee.gov](mailto:mayor@milwaukee.gov)>

**Subject:** Letter of Support 1550 N Prospect

To Whom It May Concern:

I am writing this to express my support for 1550 N Prospect, the 27-story apartment tower being developed at the Goll Mansion site.

It seems as if local support for this project has gone unnoticed due to loud opposition from a few wealthy condo owners not wanting their views blocked. This is a fantastic project for a city trying to reinvent itself. I have lived at 720 N Old World 3<sup>rd</sup> St for the past 5 ½ years and have seen the drastic changes happening in downtown Milwaukee firsthand and it is truly amazing. Northwestern Mutual is building a shiny new HQ that, by the looks of it, is surly going to be something Milwaukee can be proud of. They are also building an equally stunning apartment tower next door. After years of waiting and fighting, The Couture finally seems poised to emerge from the ground as another Milwaukee landmark. We fought hard to keep OUR Milwaukee Bucks and now our work is about to pay off as they get set to finally break ground (I have been a Buck's season ticket holder since I have moved downtown). There is a gorgeous new tower waiting for approval on Wells at the river, new hotels are under construction, office buildings are being planned, and apartments are being built everywhere. It is truly an exciting time.

This brings me to the purpose of this e-mail. The lower East Side has 3 major projects brewing. One, a 13-story tower, is about to break ground while 2 other landmark projects are waiting for, or about to seek, approval. I'm very concerned that a FEW wealthy condo owners are going to kill 2 amazing, tax-generating developments that will benefit the entire city, at their own selfish expense. The first is the 27-story apartment tower at the Goll Mansion site while the other is Mandel's long awaited Portfolio project. Both are stunning developments and at least one is facing opposition due to lost views and increased traffic (Portfolio has not had any public hearings that I am aware of yet). I don't understand how representatives of one of the most densely populated areas of the city can oppose developments for being too dense. I also find it difficult to understand how projects like these, which are directly along the planned streetcar extension, can get shot down. The city fought for years to finally bring the streetcar to fruition and here we are, finally ready to break ground on the long awaited transit project. The streetcar is a project that is meant to attract dense developments along and near its route but now we have the city getting in its own way, questioning developments that serve that exact purpose. Something special is happening in Milwaukee and projects like 1550 N Prospect and Portfolio are only going to help keep that momentum going. I hope that our local representatives are able to see what is in the best interest of the city and not just a few, local condo owners that don't want to lose their views. Thank you for taking the time to read this e-mail.

Justin Allemang

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