

From: [Dan Steininger](#)
To: [Bohl, James](#); [Lee, Chris](#); [planadmin](#)
Subject: 1550 N Prospect: important message of support
Date: Monday, August 07, 2017 7:29:54 PM



STEININGER & ASSOCIATES LLC
DANIEL J. STEININGER, PRESIDENT
1749 N PROSPECT AVE. MILWAUKEE, WI 53202
MOBILE: 414.430.2204
FAX: 414.390.5515
DSTEININ@EXECPC.COM

August 7, 2017

RE: Proposed Development at 1550 N. Prospect Ave.

I appreciate the opportunity to offer my support for the proposed development at 1550 N. Prospect Ave., which will save one of Milwaukee's great historic assets, add a tremendous new amenity to the East Side and build significant new tax base for the City of Milwaukee.

I am a lifelong Milwaukee resident,(Eastside at 3060 N. Marietta Ave.); own a condo In the Landmark on the Lake 1600 N. Prospect Ave; and have an office on Prospect Avenue not far from this proposed development.

I deeply value and appreciate the rich history of our great City and the importance of preserving our built environment.

I was involved in saving the Frederick Pabst Mansion the thereafter helped with the creation of the City's first Historic Preservation Ordinances in the early 1980s.

I believe the proposed development is a great way – and probably the last and only viable way – to restore the Goll House. The project will increase visibility of the mansion, restore it to its former grandeur, and provide a more continuous streetscape experience on Prospect Avenue.

The new tower will be an attractive new addition to Milwaukee's skyline and, more importantly, provide the type of high-end residential options that we need to attract and retain top talent in our City. That talent pipeline is absolutely essential as we look to start and build new businesses in our City and meet the needs of growing established businesses.

We should welcome this type of investment in our community, which brings significant new economic development creates jobs and builds tax base – and do so without the need for incentives or subsidies. The \$55 million investment will bring \$2 million in new property tax revenue annually and create 400,000 man-hours of labor during the construction process.

This is a terrific project that deserves our support.

Sincerely yours,



Daniel J. Steininger

(I am also the grandson of Daniel Hoan, Mayor of Milwaukee 1916 to 1940.)



STEININGER & ASSOCIATES LLC
DANIEL J. STEININGER, PRESIDENT
1749 N PROSPECT AVE. MILWAUKEE, WI 53202
MOBILE: 414.430.2204
FAX: 414.390.5515
DSTEININ@EXECPC.COM