

**From:** [Chadwick Keller](#)  
**To:** [Bohl, James](#); [Lee, Chris](#); [planadmin](#)  
**Subject:** Support Letter for Goll Mansion Site - 1550 Prospect  
**Date:** Thursday, August 10, 2017 3:55:27 PM

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Hello

Thank you in advance for taking the time to read this letter of support for the proposed development at 1550 Prospect Ave. (Goll Mansion site). I **strongly support** this development for a variety of reasons.

I have lived and worked in Milwaukee for 20 years since the time I graduated from Marquette University. Nearly every single one of my friends from school moved to other more developed cities (Dallas, Atlanta, Chicago, Denver, L.A. just to name a few) but I decided to stay. I saw and continue to see great potential in this city, and it appears that potential is finally starting to become a reality.

With the new sports arena, the NML building, the Couture, and many new apartment buildings I have never felt more positive about our city's future. We need more developments like those I just mentioned. The 1550 development fits this mold. While most of the inner downtown area is blossoming we have not seen the same on our cherished lakefront, more specifically along Prospect Ave. This site is ideal for a luxury apartment development, and will be one of the premier living spaces in the entire state.

Being the owner and operator of a small business based in Milwaukee I can attest to the hiring challenges we (and other companies like mine) face. Like so many of my talented friends that left this city after college, we are losing other talented young professionals to more developed cities. Developments like this and others help to retain our top talent for years to come. This is very important and cannot be overlooked.

When I learned the developer was not seeking any public financing or TIF district, as so many other developments that have been approved are, I was sold on their commitment to Milwaukee. In addition to preserving a historical landmark, the tax revenue created from this development will contribute to the city now and in perpetuity in a major way.

There are many others like myself that support developments like this and the progress of our city, and I'm hopeful through this process their voices will be heard. I implore you not to let a few dissidents from one small neighboring building impede this development and the very tangible benefits its construction will create for the entire city.

Thank you for your time and consideration and I respectfully ask that you approve this beautiful development and allow our city to continue to

move forward.

Best regards,

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