

**From:** Hannah Rosenthal [mailto:HannahR@MilwaukeeJewish.org]  
**Sent:** Tuesday, September 05, 2017 2:02 PM  
**To:** planadmin <planadmin@milwaukee.gov>; Kovac, Nik <nkovac@milwaukee.gov>  
**Cc:** Mayor Tom Barrett <mayor@milwaukee.gov>  
**Subject:** Prospect Avenue

Dear City Plan Commission, Mayor Barrett, and Mr. Kovac:

I am writing in two capacities today. As CEO of the Milwaukee Jewish Federation (1360 N. Prospect Ave.), I am keenly aware of the difficulties navigating Prospect Avenue daily. Our 500 volunteers are always complaining that there is not enough parking to facilitate our meetings. I have learned that a new 27 story residential building will be built at 1550 North Prospect, two blocks from the Federation. I don't see how Prospect Avenue can possibly take the increased traffic and parking – it will have a profound impact on our ability to function. As you know, the Federation has a wonderful museum, which no one will be able to get to and/or park with this new influx of cars. The proposed development will exacerbate the already difficult situation for the Federation staff, volunteers, and visitors, and I urge you to reject the proposal.

Also, I am writing to you as a resident of 2036 North Prospect – Park Lafayette apartments. Many evenings when I leave work, it will take me over 20 minutes to get the 7 blocks from the Federation to my home – on the same street. There is always construction on the avenue, trucks are making deliveries to buildings there, and cars double park waiting for a parking spot to become available. This is the current headache. Adding at least 192 cars to the location will make it impassable for so many who use Prospect Avenue to get north (shopping, hospital, doctors' appointments, and getting to homes already on the street). It is unconscionable that additional cars will be added. This is not a mere inconvenience – this is potentially a horrendous problem for anyone who works on the avenue or lives on the avenue. I both work and live on Prospect and know that I may have to move in order to get my work done due to time delays, lane closures, and deliveries. This is just not tenable nor reasonable.

I urge you to reject the proposed rezoning at 1550 North Prospect.

Sincerely,

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