

From: [Milwaukee Alder](#)
To: [Murphy, Michael \(Alderman\)](#); [Hamilton, Ashanti](#); [Johnson, Cavalier](#); [Kovac, Nik](#); [Bauman, Robert](#); [Bohl, James](#); [Coggs, Milele](#); [Rainey, Khalif](#); [Donovan, Robert](#); [Lewis, Chantia](#); [Perez, Jose](#); [Witkowski, Terry](#); [Zielinski, Tony](#); [Stamper II, Russell](#); [Mayor Tom Barrett](#); [Lee, Chris](#); [Borkowski, Mark](#)
Subject: Proposed Development 1550 North Prospect
Date: Friday, September 15, 2017 3:01:26 PM
Attachments: [image001.png](#)

Dear Members of the Common Council,

The Wisconsin Conservatory of Music has called its home on Prospect Ave since 1932, located in the McIntosh/Goodrich Mansion three doors up from the Goll Mansion. As one of the longest standing neighbors on Prospect Avenue it seems appropriate to weigh in on the most recent development proposal at [1550 North Prospect](#) Ave. Several issues and concerns come to the forefront with this proposed 27-story, approximately 192-unit residential building. First and foremost is the direct affect this building will have on the Wisconsin Conservatory's business model. During the course of the year, thousands of children and adults rely on the Conservatory to practice and perform at the McIntosh/Goodrich Mansion. This historic mansion, one of the only remaining mansions on the East side of Prospect Avenue provides a distinct community resource to Milwaukeeans. But our location also faces the same challenges as others who call Prospect home—adequate and available parking. Our music customers young and old struggle with the limited parking available near our location to attend their music lessons and performances.

The current proposed development will only exacerbate the parking situation for our customers. As I reviewed the current plans, I saw inadequate parking options for visitors to the proposed building. Imagine visitors to this almost 200 unit building attempting to park in an already crowded, limited parking situation in our neighborhood. This will certainly cause even more stress on our current situation. Indeed, lack of parking is one of the biggest threats to ability to remain at [1584 North Prospect](#).

Another major concern is the plans leave no parking for the numerous delivery trucks that will be dropping off and picking up at the proposed location. Unlike some other residential buildings on Prospect that provide a parking area for delivery trucks, this proposed building doesn't include adequate delivery parking since delivery drivers will not drive into the proposed building to drop off the packages. They will just double park. At any given time during the day and night, you will find Prospect Avenue lined with delivery trucks. Many times they are double parked on Prospect making for a very dangerous situation for pedestrians, vehicles and bicyclists. The increased delivery at the proposed location, will most certainly leave Prospect Avenue and its neighbors in a precarious position at it relates to safety and quality of life.

Finally, the Conservatory serves thousands of students each year. Currently, we are experiencing significant growth in the number of students that utilize the Conservatory. Our concern is that this development will cause our current students to look for alternative options for their music education based on limited parking

options absorbed by visitors and its residents of the proposed building and the unsafe traffic conditions on Prospect Avenue.

I would strongly encourage the Council to reject the proposed rezoning at [1550 North Prospect Avenue](#).

Sincerely,

Eric P. Tillich

Eric P. Tillich | President & CEO

Wisconsin Conservatory of Music

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