

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: A New Voice re: 1550 N. Prospect Avenue Proposed Zoning Change
Date: Tuesday, September 26, 2017 8:30:51 AM

Alderman Hamilton, Alderman Stamper, Alderman Johnson, Alderman Kovac, Alderman Bauman, Alderman Bohl, Alderwoman Coggs, Alderman Rainey, Alderman Donovan, Alderwoman Lewis, Alderman Murphy, Alderman Borkowski, Alderman Perez, Alderman Witkowski, Alderman Zielinski --

After the sudden death of my husband, I recently moved from my home in the Boston area to Milwaukee to be closer to my family in Wisconsin. Despite their desire to have me in the Madison area, I chose Milwaukee and Prospect Avenue as my home because I fondly remember the time I spent at the Wisconsin Conservatory of Music throughout high school and undergraduate school, and because I appreciate the beauty of this "community" that has found a way to combine new housing development with historic mansions.

The proposed zoning change for [1550 N. Prospect Avenue](#) and the site of the Goll Mansion is not the right choice for the Prospect neighborhood for many reasons. Here are my top concerns:

1. With a building of this size, parking will be unbearable in the neighborhood. While I have adequate parking for myself, I worry about others who live and work in the neighborhood and especially for the Conservatory students and patrons who will not be able to easily access everything the Conservatory has to offer. The proposed 192 parking spaces for 192 proposed units is ill conceived at best and irresponsible at worst.
2. Traffic congestion, particularly at the busiest times of day, will reduce the quality of life for everyone in the neighborhood.
3. How can we not be concerned about the bluff being able to support a building of this size when there have been established issues with bluff degradation already?
4. We risk losing what Prospect Avenue represents ... a perfect marriage of housing development and preserved historic structures. Frankly, if I had known a significant zoning change like this could pass our elected representatives, I would have chosen not to move to Prospect Avenue and likely not have moved to Milwaukee. I would have taken my real estate investment, taxes, discretionary income, and community contributions and gone elsewhere.
5. The developer, Chris Houden, has no accountability to the city of Milwaukee. He doesn't live here. He hasn't worked here before. And, if things don't go well, he won't work here again. When there are other development options that can be pursued for this site that are in line with the city plan and that would also protect the Goll mansion, why should we take the word of someone who has made it clear through both words and actions that he is not worthy of our trust?

To those of you who have decided to vote against the proposed zoning change for [1550 N. Prospect Avenue](#) and the site of the Goll Mansion, thank you for listening to those who live and work in the Prospect Avenue community.

To those of you who are still thoughtfully considering the options ...
As a successful business person, both a marketing/sales executive and a small business owner, I know the importance of listening to my constituents/customers. With overwhelming neighborhood opposition to this proposed zoning change, I respectfully implore you to hear the significant concerns of those that will be directly impacted by a decision to change the zoning for this site and vote NO on this issue at tomorrow's meeting.

Best -- Deb

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