

neutral - 7/21/11  
MIKE MEAGUIR  
1522 N. PROSPECT  
UNIT 706  
MILW 53202

I APPRECIATE THIS OPPORTUNITY TO APPEAR BEFORE YOU TODAY AND WANTED TO EXPLAIN WHY MY POSITION IN THIS PROJECT IS NEUTRAL AND WHY I THINK THIS IS A CLASSIC CASE WHERE THOSE WITH EXPERTISE AND RESPONSIBILITY AS OPPOSED TO THOSE THAT ARE EMOTIONALLY INVOLVED SHOULD MAKE THE CALL. I WANT TO COVER EACH OF THE AREAS OF THE DEBATE AS I KNOW AND UNDERSTAND THEM AND QUICKLY GIVE YOU MY COMMENTS.

NUMBER ONE ON THE ISSUE OF HISTORIC PRESERVATION, I THINK I HAVE LEARNED A GREAT DEAL ABOUT HISTORIC PRESERVATION IN THE LAST COUPLE OF YEARS IN MY DEALINGS WITH THE BREWERY PROJECT. TO BE REALISTIC, THE GOLL HOUSE WAS A NEGLECTED AND ABUSED ASSET OF OUR COMMUNITY. AS WE ALL KNOW, MANY A HISTORIC BUILDING LIKE THE GOLL HOUSE FALL INTO DECLINE. FEWER GET TO BE SAVED. I AM IMPRESSED BY THE FACT THAT ONE OF THE BEST MINDS IN THE COUNTRY, FROM RIGHT HERE IN MILWAUKEE, IS WORKING DILIGENTLY ON A PLAN TO MAXIMIZE THIS BUILDING AND ITS HISTORIC SIGNIFICANCE. I THINK WE SHOULD RESPECT THEIR EXPERTISE AND BE THANKFUL FOR THEIR PARTICIPATION.

RELATIVE TO THE DESIGN OF THIS BUILDING, (BY WAY OF DISCLOSURE I WISH TO ADVISE YOU THAT WE ARE WORKING WITH SCOTT KINDNESS ON

A PROJECT AT THE BREWERY. DURING THIS PROCESS I HAVE BECOME EXTREMELY IMPRESSED WITH HIS SKILLS AND COMMITMENT TO INNOVATIVE AND CREATIVE ARCHITECTURE AND TO BEING RESPECTFUL OF THE PROJECTS AROUND HIM). ALTHOUGH I AM NOT EXCITED ABOUT THE DESIGN OF THIS BUILDING, I FULLY UNDERSTAND AND APPRECIATE THAT WITHOUT INNOVATION AND CREATIVITY, OUR CITY CANNOT GROW. THERE WERE MANY WHO WERE OPPOSED TO THE CALATRAVA. I'M SURE THERE WERE MANY WHO WERE OPPOSED TO THE US BANK BUILDING. IN FACT I'M SURE THERE WERE MANY WHO WERE OPPOSED TO THE EMPIRE BUILDING WHERE MY OFFICES ARE, WHICH WAS BUILT IN 1923 AND AT THE TIME WAS REFERRED TO BY MANY CRITICS AS A RADICAL DESIGN. IF WE ARE GOING TO GROW OUR CITY AND WE MUST. WE CANNOT CONTINUE TO BE THE SEVENTH POOREST CITY IN THE UNITED STATES. LET'S FACE IT, INNOVATION AND CREATIVITY, BY THEIR VERY NATURE, WILL HAVE THEIR OPPONENTS.

A FEW WORDS ABOUT VALUE. LET ME SPEAK FIRST TO THE VALUE OF THIS PROJECT TO THE COMMUNITY. GOING BACK TO THE FACT THAT WE ARE THE SEVENTH POOREST CITY IN THE COUNTRY, WE MUST BUILD, WE MUST RENOVATE, WE MUST EXPAND OUR TAX BASE AND WE MUST CREATE VALUE IN OUR COMMUNITY. WE CANNOT LIVE ON EVER INCREASING FEES ON EVERYTHING EXCEPT WALKING DOWN THE STREET. LET ME ALSO SAY A FEW WORDS ABOUT THE PROPERTY VALUES IN THE

BUILDING THAT I LIVE. THEY ARE NOT. I REPEAT – THEY ARE NOT GOING TO BE NEGATIVELY EFFECTED BY ANOTHER BUILDING ON PROSPECT AVENUE ANY MORE THAN THEY ARE EFFECTED BY THE FACT THAT WE HAVE AN ALCOHOL REHAB TREATMENT CENTER ACROSS THE STREET, OR THAT DOWN THE WAY IS A FACILITY FOR INDIVIDUALS WITH ALZHEIMER’S. I HAVE TALKED TO A NUMBER OF ASSESSMENT EXPERTS THAT WE WORK WITH NOT ONLY IN MILWAUKEE, BUT THROUGHOUT THE COUNTRY AND NOT A SINGLE ONE OF THEM BELIEVES THAT THE ADDITION OF A NEW BUILDING WILL HAVE A NET NEGATIVE EFFECT ON THE PROPERTY VALUES AT 1522.

A WORD NEXT ABOUT THE REPUTATION OF MR. GOKHMAN. AGAIN, BY WAY OF DISCLOSURE, I SOLD MY HOUSE AT 1693 NORTH WATER TO MR. GOKHMAN. ALSO BY WAY OF DISCLOSURE, MY WIFE HANDLED THE NEGOTIATIONS BECAUSE I KNEW WE WOULD GET MORE MONEY IF SHE WAS DEALING WITH HIM. MR. GOKHMAN’S REPUTATION, TO BE SURE, IS MIXED. HE HAS COMMITTED HIMSELF TO MILWAUKEE IN A WAY THAT FEW DEVELOPERS HAVE. HIS RECORD IS ALSO SOMEWHAT SPOTTY IN TERMS OF QUALITY, OPERATION AND COOPERATION. HAVING KNOWN HIM FOR ALL OF HIS TIME IN THE CITY OF MILWAUKEE, PRIMARILY IN MY ROLE AS A MEMBER OF THE BRADY STREET ASSOCIATION AND PRESIDENT OF THE BRADY STREET BOARD, I BELIEVE HE HAS LEARNED MANY A LESSON. DO I THINK HE HAS LEARNED ALL THE LESSONS HE

NEEDS TO LEARN? NO, I DO NOT. I AM EXTREMELY DISAPPOINTED AS TO HOW HE HAS HANDLED HIS PURCHASE OF MY HOUSE IN TERMS OF UPKEEP AND MAINTENANCE, BUT I ALSO UNDERSTAND THAT IN THE SCHEME OF THINGS, THE CITY HAS A RESPONSIBILITY AS DOES THE HISTORIC PRESERVATION COMMISSION, THE PLANNING COMMISSION AND THE COMMON COUNCIL TO SET THE GUIDELINES AND STANDARDS UNDER WHICH THIS PROJECT MAY, AND I WANT TO EMPHASIZE MAY, BE APPROVED. IT WILL BE YOUR RESPONSIBILITY TO MAKE SURE THAT THE STEPS NECESSARY TO SUCCESSFULLY IMPLEMENT ANY PROJECT THAT IS APPROVED ARE CAREFULLY AND THOROUGHLY SPELLED OUT.

NEXT, THE QUESTION OF AN URBAN SETTING. FOR ANYONE TO THINK THAT THEY COULD LIVE IN A HIGH-RISE BUILDING AND THERE WOULD NOT BE OTHER HIGH-RISE BUILDINGS PUT UP ON LAND THAT IS AVAILABLE EITHER NEXT TO THEM, DOWN THE STREET, OR ACROSS THE STREET IS EXTREMELY NAIVE. THE SUCCESS OF ANY URBAN COMMUNITY IS THE STRENGTH OF ITS NEIGHBORHOODS, ITS ABILITY TO CONSTANTLY CHANGE, TO PROVIDE ITS CITIZENS WITH OPPORTUNITY, EXPAND AND ENHANCE THE QUALITY OF THEIR LIFE. AS MOST OF YOU KNOW, I AM DEEPLY INVOLVED IN THE ZILBER NEIGHBORHOOD INITIATIVE UNDER WHICH MY BOSS, JOE ZILBER, HAS COMMITTED \$50 MILLION AND OTHERS HAVE COMMITTED MILLIONS AND MILLIONS OF DOLLARS MORE TO PRESERVING AND ENHANCING THE LIVES OF THOSE WHO LIVE IN

NEIGHBORHOODS THAT HAVE SUFFERED MANY YEARS OF DECLINE. FOR THAT INITIATIVE TO BE SUCCESSFUL, THE REST OF THE CITY, JUST LIKE THESE NEIGHBORHOODS, NEEDS TO GROW, EXPAND AND ENHANCE ITSELF.

FINALLY A WORD ABOUT YOUR RESPONSIBILITY. I HAVE LEARNED OVER THE YEARS THAT NONE OF THESE BIG CALLS IS EASY. AS YOU HAVE SEEN AND WILL CONTINUE TO SEE, EMOTION RUNS HIGH. FACTS AND FIGURES ARE SUBJECT TO A LITTLE BEND HERE AND A LITTLE DISTORTION THERE. A DEVELOPER ARGUES HE'LL GET IT RIGHT. THE OPPONENTS ARGUE THAT EVEN IF HE GETS IT RIGHT, IT'S WRONG. SEEMS TO ME THAT IN SUMMATION, THE DESIGN IS INNOVATIVE, AN HONEST ATTEMPT IS BEING MADE AT HISTORIC PRESERVATION FOR THE GOLL HOUSE AND THE NET RESULT COULD BE A POSITIVE ASSET WITH AN ENHANCED TAX BASE FOR OUR CITY. THE RISKS ARE ALSO CLEAR. FAILURE TO CORRECTLY IMPLEMENT, CHANGES IN DESIGN THAT LEAD TO A REDUCTION IN VALUE, POOR IMPLEMENTATION AND A LACK OF SPECIFICITY IN THE APPROVAL PROCESS CAN WELL LEAD TO A PROJECT THAT ALL OF US WOULD FIND DISAPPOINTING. THOSE WHO HAVE THE FINAL SAY HAVE BEEN DOWN THIS PATH BEFORE. I KNOW THAT YOU WILL WEIGH THE FACTS RATHER THAN THE EMOTIONS WHEN MAKING YOUR DECISION. I KNOW YOU UNDERSTAND THE IMPORTANCE OF GROWING OUR CITY WHILE AT THE SAME TIME PROTECTING ITS HERITAGE AND TO THE EXTENT POSSIBLE,

INSURING IT'S FUTURE. I APPRECIATE THAT THIS IS NOT AN EASY TASK,  
BUT I HAVE CONFIDENCE THAT WHEN THE FINAL DECISION IS MADE, IT  
WILL BE REASONABLE AND PROPER AND MOST IMPORTANT OF ALL, YOU  
WILL BE COMFORTABLE THAT YOU HAVE DONE THAT REGARDLESS OF  
EMOTIONS AND HYPERBOLA, YOU WILL HAVE DONE WHAT IS RIGHT FOR  
ALL OF MILWAUKEE, NOT JUST THOSE OF US WHO LIVE ON PROSPECT  
AVENUE.

THANK YOU.