

September 12, 2008

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Patricia Balon, Chair
Historic Preservation Commission
Department of City Development
809 North Broadway – 1st Floor
Milwaukee, WI 53202

Re: New Land Enterprises, LLP Proposal
Frederick T. & Eleanor Goll House
1550 North Prospect Avenue

Dear Ms. Balon:

In regard to New Land Enterprises' proposal to restore and rehabilitate the Frederick T. & Eleanor Goll House at 1550 North Prospect Avenue, I, speaking as an individual active in Milwaukee's preservation community as well as from my position as Executive Director of Historic Milwaukee, Inc., would like to express support for NLE's proposal. NLE's engagement of the Milwaukee Preservation Alliance, other community stakeholders and The National Trust for Historic Preservation early in the planning process provides a positive precedent, a precedent that will encourage developers to continually engage the preservation community when historically sensitive sites, structures and districts are involved. I applaud NLE's choice to exhibit understanding of the sensitivity of the Goll House and its importance to Milwaukee's cultural heritage.

Prospect Avenue has a rich history, many periods of which can still be experienced in the built environment. In the past 150 years Prospect has seen everything from small working class cottages to Art Deco apartments, elaborate Victorians and Queen Anne's to an automobile assembly plant and high-rise condominiums. Our community's choice to preserve these strata of history and incorporate them into our contemporary culture shows pride, innovation, and a high level of education that will attract not only visitors interested in learning about our cultural heritage but individuals who believe Milwaukee worthy of investing their livelihood.

New Land Enterprise's proposed condominium tower, set askew behind the Goll House respects the historic building's positioning as an independent structure relating to Prospect Avenue while incorporating it into a living system of buildings along a living avenue. I feel it will create an interesting architectural synergy; the juxtaposition will enrich the visual environment through the use of high standards for historic preservation.

I feel the five-story parking garage, or plinth, of the proposed condominium tower adequately respects the massing of the mansion. That the mansion will be restored with integrity under the purview of H. Russell Zimmerman ensures the vital resource of Milwaukee's unique architectural and historic heritage contained within the Goll House will not be disposed of through lack of expertise.

Furthermore I support New Land Enterprise's willingness to formally investigate scheduled tours of the Goll House. These tours would fully respect the rights of the property owners while utilizing the Goll House as an important community resource.

It is crucial the preservation community support and nurture this early engagement between developers and preservationists in order to effectively work for higher standards in our built environment, high standards that necessarily incorporate historic preservation as a key tool for smart growth and economic development.

Sincerely Yours,

Anna-Marie Opgenorth