

July 21, 2016

Ald. Jim Bohl, Chairperson
Zoning, Neighborhoods & Development Committee
City of Milwaukee
200 E. Wells Street Room 205
Milwaukee WI 53202

Re: Proposed development at 1550 N. Prospect Ave.

Dear Members of the Zoning, Neighborhoods & Development Committee:

We appreciated the opportunity to present to the Zoning, Neighborhoods and Development Committee this week and were humbled by the Committee's unanimous support of our proposed project at 1550 N. Prospect Ave.

As I shared on Tuesday, I am tremendously excited about the opportunity to invest in Milwaukee. I believe that this project is a win-win-win for our community – bringing a new \$55 million project to the City, creating new jobs for City residents and ensuring the restoration and revitalization of the historic Goll House. It is a project that I believe has become even better over the last few months because of the great ideas that we have been able to incorporate from aldermen, City staff and neighbors.

I wanted to take a moment to address and confirm in writing the answers to a few questions that arose during discussions before the Committee.

First, I believe strongly in the importance of local hiring and the power of projects like this to build the capacity of local businesses and residents. For that reason, I have voluntarily committed to meeting or exceeding 20% Residency Preference Program (RPP) participation and 20% MBE/DBE subcontractor hiring. I will ask to incorporate this commitment into any development agreement with the City and ensure that it is incorporated into the contract with the general contractor that I select for the project.

Second, I am proud of the work that our architect, Kahler-Slater, has done in designing a beautiful building that will become a new landmark for Milwaukee. Kahler-Slater and all of the general contractors that we are currently considering have a strong track record of success. While we have not yet selected a general contractor, we will ensure that the selected firm shares our vision for the building and a commitment to excellence.

Finally, at the meeting we entered into the record a series of correspondence outlining the timeline for our commitment to stabilize, restore and revitalize the Historic Goll House. In short, we intend to begin Phase 1 work (relocation, stabilization and initial exterior work) immediately upon Common Council approval, with completion by Spring 2017. We will commence Phase 2 interior and exterior work immediately thereafter, completing all work by early Fall 2017. Our goal is to have a management office and model unit (guest suite) up and running in advance of the tower completion so that we can begin leasing apartments.

I look forward to consideration by the full Common Council next week and welcome the opportunity to answer any other questions you may have. Please feel free to contact me at any time.

Sincerely,

A handwritten signature in black ink, appearing to read "C. A. Houden", with a long, sweeping underline that extends to the right.

Christopher Houden
DCH Properties, LLC
608-770-2335

CC: Common Council