

June 5, 2016

Mr. Douglas M. Hagerman
1522 N. Prospect Avenue, Unit 1803
Milwaukee, WI 53202

Dear Mr. Hagerman:

Thank you for your June 2, 2016 letter about our project at 1550 N. Prospect Avenue which will save and give new life to the historic Goll House and add a remarkable new building to Milwaukee's skyline. We have appreciated the dialogue we have had with you and your neighbors at 1522 N. Prospect, including at the March 9 community meeting hosted in your building, where we had the opportunity to address many of the questions you've listed in your letter. We look forward to our subsequent meeting in the 1522 community room on Tuesday, June 7.

Our project is a win-win for the entire community. First, it will provide significant investment in the neighborhood, new tax base for the city and provide new, high-end residential options. The new units will greatly benefit existing businesses by bringing new patrons and amenities to the East Side.

Our project also ensures a new and vibrant future for a great historic asset, the Goll House. A key component of our proposed redevelopment is the relocation and restoration of the Goll House. Because the foundation is failing, the repositioning and new foundation will stabilize the historic structure and enable this great historic asset to be returned to use. Repositioning the mansion on the existing site will also align it with the adjacent buildings and with the setback for most mansions on Prospect Avenue. In doing so it will increase the visibility of the mansion, reestablish the prominence it greatly deserves, and enhance its accessibility. Once the Goll House is restored, the historic space can be renovated for restaurant use and tenant amenities, residential uses (e.g., guest units for tenants), as well as leasing and commercial space for property management.

We appreciate your interest in reviewing the details of the proposal and we have provided a link to numerous documents that provide additional insight and explanation. We believe the vast majority of the questions you have raised in your letter will be addressed by these documents, which were submitted to the city and are public record. A number of these documents are also available at the Plan Commission website at <http://city.milwaukee.gov/CityPlanCommissionCPC.htm>. We look forward to addressing other relevant questions at our meeting on Tuesday and in the upcoming public meetings.

Lastly, you asked about any materials that we've provided to Common Council members. Enclosed is a fact sheet we have used in our discussions with city officials, for your reference.

We have had great discussions with the city and community members, like you and your neighbors, and we have worked hard to incorporate input into what we think is an even better development. We are excited to move forward and continue our conversation, including exploring these issues at the June 7 meeting, and bringing an exciting new historic preservation and apartment project to Milwaukee's East Side.

Sincerely,

Christopher Houden
DCH Properties, LLC

CC: Mayor Tom Barrett
Ald. Robert Bauman
Ald. Nik Kovac
Commissioner Rocky Marcoux
Mary Ertl Dettmann
Patrick O. Dunphy

Enclosures available for download at <http://tinyurl.com/1550Prospect>