

Milwaukee Historic Preservation Committee
200 E. Wells Street, Room 301-B
Milwaukee, WI 53203

Re: 3121 W. Wisconsin Avenue

Dear Sirs and Madams:

As co-owner of the above stated property, I am writing in opposition to the Wisconsin Avenue Historic District proposed by the Milwaukee Historic Preservation Committee (HPC). From my perspective, it appears that the initial nomination from Mr. Dieter wasn't necessarily driven by the purest of intentions but rather as Alderman Bauman's patsy due to the City's reluctance or inability to work with Berrada Properties directly regarding concerns about renovations done to their properties.

At the January HPC meeting Committee Member Peltz queried, "Why is this one coming now?", which I think is a very valid question. Where was this concern for our property when we purchased it as a board-up in 2014? Neither Mr. Dieter, Alderman Bauman nor the HPC have ever contacted us for any reason, not even to thank us for taking the time and making the investment in the property and the Avenues West community. No one offered any assistance financial or otherwise when we purchased a building that had no walls, and holes in the floors big enough for an adult to fall through. We did not need HPC designation when we, as owners, took the time, effort and expense to painstakingly restore the floor in the grand ballroom, not because we had to but rather because it was the right thing to do, to honor the history of our building. That the HPC has taken it upon themselves to insert themselves into our property now, after a decade of peaceful coexistence, is neither appropriate nor welcome.

There have been no concerns regarding our property, or any of the other properties in this area, until that is, Berrada Properties purchased the Millerand Apartments. Mr. Dieter's own reluctance to "speak openly" at the January HPC meeting regarding his motivations for the nomination speaks volumes that this is an attempt to target Berrada Properties while simultaneously avoiding a lawsuit by entangling other area property owners in this thinly-veiled charade. If the concern is regarding Berrada Properties or their renovations, the City and the HPC need to deal directly with Berrada Properties and leave the other property owners out of conversation. Or better yet, the City, Ald. Bauman and the HPC should put as much time and attention into attracting new, more palatable investors, for the other properties in this area that are currently boarded up, as they were, in 2014 when we made our investment. Then perhaps there would be no need to ram unwelcome historical designation down the throats of the current property owners.

Additionally, how this process has been conducted by the HPC has been wanting at best; questionable motivations, last minute notifications and lack of compliance with your own by laws. I am fortunate enough to have a unique and historically significant primary residence that was nominated for historical designation in 2020/2021 by the Wisconsin Historical Society (WHS). Our interactions with the WHS board throughout the process was respectful, collaborative and professional. We, as the property OWNERS, had the final say as to whether we accepted the designation and when we politely declined, that decision was accepted and respected. The HPC would do well to study how the WHS identifies and nominates properties and conducts themselves throughout the process.

I strongly encourage the HPC to recognize HPC Planner Stern's recommendation that the "standard for a historic district is not met" and drop this proposed district. They can then focus on improving its relationship and communication with Berrada Properties and leave the rest of the property owners alone, just as you have for the previous decade.

Sincerely,

Rosemary Moylan