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September 12, 2008

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SENT BY EMAIL

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

Dear Ms. Balon:

Re: Frederick T. & Eleanor Goll House  
1550 North Prospect Avenue

As you know, this firm represents New Land Enterprises LLP ("NLE") in connection with its application for a Certificate of Appropriateness ("COA") for rehabilitation of the Goll House at 1550 North Prospect Avenue (the "Goll House").

We have received a copy of the opinion issued on September 9, 2008 by the Office of the City Attorney which limits the jurisdiction of the Historic Preservation Commission ("HPC") to the Goll House structure itself. We also have become aware that members of the preservation community have concerns about limiting HPC's review of the Goll House COA to the changes to the exterior structure.

Of course, the determination of HPC's jurisdiction is a matter for the City Attorney and the Common Council. We reserve the right to revisit that issue at a later date.

However, throughout this process, NLE has taken great pains to involve the preservation community, not just in its plans to rehabilitate the Goll House, but also in its plans to construct a new 35 unit residential tower at the rear of the property on which the Goll House rests as well as a walkway to connect the two structures. We have made significant modifications to our plans to not only preserve, but to enhance the presence of the Goll House from Prospect Avenue and to maintain the integrity of

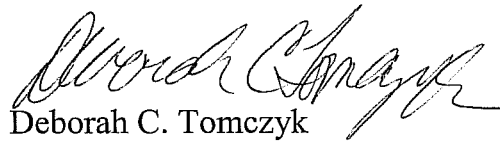
Patricia Balon, Chair  
September 12, 2008  
Page 2

the Goll House as a distinct, freestanding structure. We are confident that we have satisfied historic standards and guidelines for our entire project—under any level of scrutiny.

Accordingly, at its hearing on Monday, we *invite* HPC to discuss and consider, not just our proposed renovations to the exterior of the Goll House, but all aspects of our project including the connector and the new residential tower. We are cognizant of the fact that HPC is holding a joint hearing with City Plan Commission ("CPC") and that CPC will undoubtedly find HPC's discussion of all aspects of our project instructive as well.

We hope that HPC will endorse all aspects of this innovative model to marry historic preservation and quality development.

Yours very truly,



Deborah C. Tomczyk

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cc Ms. Martha Brown (sent by email)  
Mr. Boris Gokhman (sent by email)  
Mr. Greg Hagopian (sent by email)  
Mr. Scott Kindness (sent by email)  
Ms. Vanessa Koster (sent by email)  
Ms. Genell Scheurell (sent by email)  
Mr. Royce Yeater (sent by email)