

Lee, Chris

From: Brian J. Quincey <brian.j.quincey@jci.com>
Sent: Thursday, March 21, 2024 5:29 AM
To: Lee, Chris
Subject: 3121 W. Wisconsin Ave. OPPOSED to HPC designation and a call to investigate misuse of HPC processes

Importance: High

March 21, 2024

QuidRoe

3121 W. Wisconsin Ave.

Milwaukee, WI

To: Mayor of Milwaukee

Historical Preservation Committee

Chris Lee (Chris, could you please forward to the Mayor and the HPC?)

Dear Milwaukee leaders:

We are opposed to being labelled a historic property. Clearly, the historic committee rushed the process to make an historic district without proper vetting and that the Historic Designation is being used as a form of punishment. Evidence of this includes:

- No member of the proposed district was contacted to find if there is interest in becoming a historic property and/or district. In fact, since the process started, all 5 owners have expressed extreme disagreement with becoming historic on the record and off on multiple occasions.
- In the study report, there is some information on the other 4 properties but very little detail on our property 3121 W. Wisconsin Ave. to justify it being considered historic. That would seem to indicate that our property was added late without good justification as a historic property.
- A month ago, the historic district included 2 Berrada Properties buildings who are the target of this punishment. The 5 properties in this new district were separated from the Berrada Properties buildings because the set did not have a common theme.
- In a meeting on February 5, 2024 which I attended, it's on the record that a board member asked "why now" and a reply made it clear that Alderman Baumann was not able (or willing) to speak openly. This is an indicator that this rush job has nefarious intent.

- This mis-use of the historic designation as a punishment is seriously degrading the legitimacy of the entire HPC.
- The remaining 5 properties in this set still do not have a common historic theme as they are from different styles and time-frames. In fact, the main thing they have in common is that they are some of the only non-boarded-up properties in the 3 block area. By making them historic against their the owner's will, instead of having these properties become a catalyst for other neighborhood improvements, the odds are higher that they will move the other direction and become blighted as well.
- We have maintained our property in a historic way but by branding it as historic, the property has already lost value and will be at far greater risk to becoming another board-up. We bought this property as a near-tear-down and took it back to it's former beauty through investment and quality workmanship. Our plan is to sell it, but unfortunately with this designation, buyers for the property are limited. I doubt 10 years ago before we bought this property in the poor state it was in, that it would have any interest to the HPC.
- Why are no board-ups in the area tagged as historic? There are plenty to choose from, and I suspect several of them have similar historic significance. The clear answer is that it is widely recognized that this tag puts requirements on the building that cause people to not want to buy and invest in it. So, tagging a board up will make it too expensive for anyone to buy and put added money into.
- We are open to slowing down and following the proper processes as outlined by the HSB itself instead of this rush to punish Berrada Properties (where we are being brought in to shield the board from a lawsuit). Considering the rushed process, we subsequently have an interest in beginning our own lawsuit or joining with Berrada Properties.

Considering all of this, we are opposed to being labelled as a historic property at this time and further we would like the Common Council to call for an investigation of this misuse of HPC designation. Thank you.

Sincerely,

Brian Quincey

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