



WISPARK LLC

February 25, 2005

Sandy Ackerman, Chair
City of Milwaukee Historic Preservation Commission
809 North Broadway
Milwaukee, WI 53202

Dear Ms. Ackerman:

Please accept this letter as our formal request to amend the preservation guidelines for the Pabst Brewing Company local historic district, in accordance with sect. 308-81-8.5, Milwaukee Code of Ordinances. Specifically we are asking the guidelines be amended as follows:

- The requirements that are described in Section IX.A. only pertain to Buildings No. 9, 10, 20, 21, 27, 28, 29 and 35 as further depicted on the attached site plan of the current complex.
- The requirements that are described in Section IX.B. be deleted in their entirety.
- The requirements that are described in Section IX.C. only pertain to Buildings No. 9, 10, 20, 21, 27, 28, 29 and 35 as further depicted on the attached site plan of the current complex.
- The requirements that are described in Section IX.D. only pertain to Buildings No. 9, 10, 20, 21, 27, 28, 29 and 35 as further depicted on the attached site plan of the current complex.
- The requirements that are described in Section IX.E. only pertain to Buildings No. 9, 10, 20, 21, 27, 28, 29 and 35 as further depicted on the attached site plan of the current complex.
- The requirements that are described in Section IX.F. only pertain to Buildings No. 9, 10, 20, 21, 27, 28, 29 and 35 as further depicted on the attached site plan of the current complex.
- The requirements that are described in Section IX.G. only pertain to Buildings No. 9, 10, 20, 21, 27, 28, 29 and 35 as further depicted on the attached site plan of the current complex.

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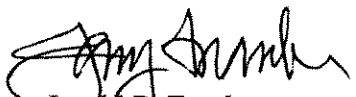
A subsidiary of Wisconsin Energy Corporation

Ms. Sandy Ackerman
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We believe that additional design guidelines for any new construction, demolition, streetscape and signage will be fully addressed in a Development Agreement between the City of Milwaukee and Juneau Avenue Partners.

We appreciate your consideration of our request.

Sincerely,



Jerold P. Franke
Juneau Avenue Partners

Enclosure