



Historic Concordia Neighbors, Inc
PO Box 80096
Milwaukee, WI 53208

City of Milwaukee Historic Preservation Commission
200 E. Wells Street
Milwaukee, WI 53202

February 1, 2024

Dear Historic Preservation Commission:

The purpose of this letter is to announce our board's unanimous endorsement of granting historic designation status to 3035 W. Wisconsin Avenue, 3111 W. Wisconsin Avenue, 3121 W. Wisconsin Avenue, and 3133 W. Wisconsin Avenue.

As residents of the Historic Concordia Neighborhood, we have seen first-hand how granting historic designation to properties can add to the character and quality of life within a neighborhood. Many of us are united by our love of historic architecture and the unique beauty of the homes in our community. Furthermore, our annual neighborhood Tour of Homes brings hundreds of people from Milwaukee and beyond to discover the uniqueness and community of the near west side.

While the properties being considered are technically not within the Concordia neighborhood (our boundaries begin on the north end of Wisconsin Avenue), we are still excited about the momentum that historic designation of these properties could bring to Concordia, Merrill Park and beyond. These properties are all located within walking distance of the 27th Street and Wisconsin Avenue intersection, which is increasingly seen as an important transportation "hub" within the city. Given such a location, the historic properties on Wisconsin Avenue have the potential of being a unique and elegant "gold standard" that could entice more people to making the near west side their long-term home.

We have heard the argument that historic preservation could lead to higher expenses and maintenance costs, and therefore increased rents and residents being "priced out." Respectfully, we do not believe that one must choose either historic preservation or affordable living. In fact, several nearby apartments on the near west side—including the Kilbourn Knoll apartments on 31st & Kilbourn and properties along Martin Drive near Highland Boulevard—have maintained their historic character and beautiful exteriors while simultaneously keeping rates competitive for renters and tenants. We are

happy to meet with any of the current owners of the Wisconsin Avenue properties to share strategies and resources that have helped us all maintain our own historic homes at reasonable cost.

While we are hopeful that the current owners of the aforementioned properties will continue to care for and maintain these buildings, we recognize that having historic designation will ensure that *future* owners will maintain these properties' unique character for generations to come. With that in mind, we heartily, enthusiastically, and unanimously endorse the Commission's proposal.

Sincerely,
The HCNI Board

Tracy Bredow Santilli
Taylor M. Calvert
Kokugonza Kaijage
Deborah Selm
Jason Tetzlaff
Barry R. Weber
Aaron Zeleske