

To: HPC Commissioners and staff
From: Tim Gokhman, owner, 2387 N Terrace Ave
Date: 12/4/2023

I would like to express my support for the proposed home at 2409 N Terrace Ave. The proposed design appears to meet the guidelines in the Historic Designation Study Report.

There are a few points that have been made and deserve perspective. The neighborhood has homes of all sizes and shapes, with distinctive design elements. Within a block radius, there is a house with white brick, 2 with white wood siding, and 2 with white stucco. The assessment that white brick is inconsistent is subjective - the guidelines specifically ask for consistency in "colors, textures," etc., separated by commas, and the color white is not inconsistent with others in the neighborhood. Either way, if we were to apply the exacting standards applied to new homes, the Frank Lloyd Wright home (and multiple others in the immediate vicinity) would be deemed non-compliant. The quality of the various designs makes the neighborhood special, and this home would be a welcome addition.

No other elements other than the 4 design criteria should be considered - this body, and the applicants, should ignore irrelevant conversations about individual design preferences or concerns about design elements not covered by the aforementioned guidelines (like metal roofs or window wells). Design by committee, and prescriptive design solutions, make the process subjective and should not be a part of the conversation. The simple fact that professional developers and builders are put through the HPC ringer repeatedly is self-evident.

The proposed design is appropriate in scale and form, and as such, I urge the commissioners to wrap this saga up and allow a new home – with people that add to our goal of growing Milwaukee and increasing the tax base – to move forward as soon as possible.

Sincerely,

Tim Gokhman