

September 18, 2017

Milwaukee Common Council
City of Milwaukee
200 E. Wells Street Room 205
Milwaukee WI 53202

Re: Proposed development at 1550 N. Prospect Ave.

Dear Members of the Common Council:

We appreciated the opportunity to present to and receive a favorable recommendation from the Plan Commission last month regarding our proposed development at 1550 N. Prospect. We look forward to presenting this week to the Zoning, Neighborhoods and Development Committee.

I am tremendously excited about the opportunity to invest in Milwaukee. I believe that this project is a win-win-win for our community – bringing a new \$55 million project to the City, creating new jobs for City residents and ensuring the restoration and revitalization of the historic Goll House. It is a project that I believe has become even better because of the great ideas that we have been able to incorporate from aldermen, City staff and neighbors.

In advance of the presentation tomorrow, I wanted to share a few key points.

As I shared last year, I believe strongly in the importance of local hiring and the power of projects like this to build the capacity of local businesses and residents. We will have more than 400,000 hours of construction labor for the project and believe it is important to use this opportunity to continue to build the local workforce.

For that reason, I have again voluntarily committed to meeting or exceeding 20% Residency Preference Program (RPP) participation and 20% MBD/DBE subcontractor hiring. I have engaged Prism Technical to assist with this effort and have received commitments from CD Smith, the union general contractor I am working with, that they can meet this goal.

We are proud of the broad support we've received for the project – from businesses on Brady street, East Side residents and small business owners looking to attract new employees – and hope that we will have your support as well.

We look forward to continued discussion and review this month and welcome the opportunity to answer any other questions you may have. Please feel free to contact me at any time.

Sincerely,

A handwritten signature in black ink, appearing to read "C. A. Houden", with a long, sweeping underline.

Christopher Houden
Palisade Properties
608-770-2335