

July 18, 2021

Milwaukee Common Council
Zoning, Neighborhoods and Development Committee
City Hall, Room 205 200 E. Wells St.
Milwaukee, WI 53202

Dear Honorable Members of the Milwaukee Common Council:

I submit this support letter for the housing development at 1887 North Water Street that is being developed by Rule Enterprises and Movin' Out Inc. Both are very high-quality firms doing important work in the affordable housing space. I support this project for several reasons. Like our Beerline B Apartments, it will provide an opportunity for improved quality of living at different levels of affordability in a location that is not typical for affordable housing projects. The mix of one, two and three-bedroom units combined with a diverse rent scale of low-income units to market rate units provides a broad socio-economic base in a neighborhood that does not have enough affordable housing units. Another positive aspect of this housing development is that it includes three-bedroom town home units, a unit type that is not generally available in the neighborhood where this development is located.

In addition, I support this housing development because it sets aside sixteen units for individuals who are permanently disabled. In our experience, there is a terrible shortage of these types of units, and they fill immediately and stay full. Lastly, this project provides a unique design to the Riverwalk in that it keeps the natural bluff in place.

In summary, the area has seen tremendous growth but only for those that can afford the highest rents. It has never been more important for the City of Milwaukee to offer diverse price points in all neighborhoods. For these reasons, I urge you to approve the project at 1887 North Water Street. Thank you for your consideration.

Sincerely,



David Weiss
CEO
General Capital Management, Inc.

Cc: M. Weiss
L. Gorens