

January 24, 2020

City of Milwaukee – City Plan Commission
809 N Broadway
Milwaukee, WI 53202

To Whom It May Concern:

I am delighted to support Near West Side Partner's request for a General Planned Development to prepare the site at North 27th Street and Wisconsin Avenue for redevelopment. I understand the mission of Near West Side Partners and support the organization in sustaining and revitalizing the Near West Side of Milwaukee. As a developer/owner who has invested millions a block from the location, I am eager to see the redevelopment occur.

I believe that preparing the block at 27th Street & Wisconsin Avenue for the development of an office building will have a catalytic effect, providing a positive sign of investment and change in the immediate neighborhood. The rezoning of this site is the first of several steps towards redevelopment at an intersection that has suffered from blight and disinvestment for many years.

NWSP's work in the areas of safety, housing, commercial development and branding of the community has led to decreases in crime, new businesses and investments along commercial corridors, and a general improvement of perceptions of the area. The rezoning of this site for future development will continue to support these positive changes in a very significant way. Having invested in the area,

I believe that this site would be an ideal location for development seeking to be a catalyst for a strong community, and that approval of this General Planned Development is an important step towards this goal.

Sincerely,



Melissa N. Allen, MBA, MS, LPC-IT (formerly Goins)
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