

HISTORIC  
**DOWNER  
AVENUE**  
EASTSIDE

February 3, 2025

Kristin Connelly, AICP  
Principal Planner  
City of Milwaukee  
809 N. Broadway  
Milwaukee, WI 53202

Re: File No. 240938, Downer Avenue Redevelopment

Dear Ms. Connelly,

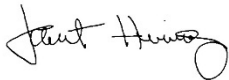
Please accept this letter of support from the Historic Downer Avenue Business Improvement District (BID) #41 for File No. 240938, Detailed Planned Development known as Downer Avenue Redevelopment – Phase 2 located at 2560 North Stowell Avenue. The Downer Avenue Business Improvement District (BID) represents one of Milwaukee's most vibrant, walkable, and historic commercial corridors, and the success of commercial corridors like Downer Avenue is dependent on people visiting our shops, restaurants, bars, and places of employment.

As our districts continue to grow, it is vital that we provide safe, clean and well-maintained housing for those residents. We believe this development would be a welcome addition to the Downer Avenue neighborhood would benefit the residents as well as the businesses. Our only suggestion would be to replace the first-floor parking garage with additional housing units, building amenities such as a workout room or possibly commercial space for additional businesses to occupy. We'd prefer activating the first-floor space with such uses instead of approving frosted windows or blank walls on the street level of the building.

The people living, working, playing, and visiting our neighborhoods, you all as elected officials, and the DCD team - understand their benefits of increasing available housing to our district. We hope you take our suggestions into consideration when approving the zoning.

For additional information from BID #41, please feel free to reach out to the Executive Director, Janet Henning or BID Board President, Michael DeMichele at the email below.

Sincerely,



Janet Henning  
Executive Director  
Historic Downer Avenue Business Improvement District (BID) #41