



## MILWAUKEE DOWNTOWN

Business Improvement District 21 | 301 W Wisconsin Ave. Suite 106 | Milwaukee, Wisconsin 53203  
Phone 414.220.4700 | [www.milwaukeedowntown.com](http://www.milwaukeedowntown.com)

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Re: The “Nova” redevelopment proposal for 1237 N. Van Buren Street

Dear Mr. Tim Gohkman,

I am writing on behalf of Milwaukee Downtown, Business Improvement District #21 in general support of the “Nova” redevelopment proposal by New Land Enterprises for 1237 N. Van Buren Street.

The mixed use redevelopment proposal appears to be appropriate for this key site that is highly underutilized in the heart of downtown Milwaukee. The current site layout most likely requires a full scale redevelopment to become a positive contributor to the North Van Buren Street corridor.

The “Nova” proposal appears to be properly scaled given the site context and responds to the unique shape of the subject parcel. The proposal also replaces a vacant, obsolete building and large surface parking lot while adding more than 250 residential units directly on The Hop streetcar line. This proposed redevelopment is ideally situated adjacent the City of Milwaukee’s investment in public transportation infrastructure. The project will also add critical residential density in an appropriate location to provide more of a customer base for downtown businesses.

Thank you to New Land Enterprises for your continued investment in downtown and the City of Milwaukee. We look forward to positive addition of “Nova” in the important North Van Buren corridor.

Best regards,

Elizabeth A Weirick, CEO  
Milwaukee Downtown BID #21 | Milwaukee Downtown Inc.  
[bweirick@milwaukeedowntown.com](mailto:bweirick@milwaukeedowntown.com)

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