

Finally! Couture To Break Ground In Weeks

By Mark Belling, WISN-AM

I reported exclusively earlier this year that developers of the Couture high rise on Lake Michigan in downtown Milwaukee had finally secured sufficient private financing to build the long-delayed building. That was before COVID. But despite all of the things that have happened since the pandemic, the Couture financing has stayed in place. The developers have gotten a federal loan guarantee from HUD and the Business Journal is now reporting that construction will begin in January:

The total loan is for over \$100 million. Developers Rick Barrett and Tan Lo turned to the Baird investment firm to find investors after failing for years to come up with enough money on their own. The actual terms of who owns how much of the project are not known. The building, when completed, will redefine the Milwaukee skyline as it stands between the lake and the Northwestern Mutual and US Bank buildings and is kitty-corner from the iconic Calatrava-designed addition to the Milwaukee Art Museum.

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