

October 9, 2007

To the Honorable Common Council
Community Economic Development Committee
City of Milwaukee

Dear Committee Members:

On October 1, 2007 the City Plan Commission held a public hearing regarding a petition to the City of Milwaukee to create the Business Improvement District Number Forty-One (Downer Avenue) and approve its first year operating plan. The district would generally be bounded by the east and west sides of North Downer Avenue between East Bradford Avenue and East Park Place, in the 3rd Aldermanic District.

Section 66.1109 of the State statutes allows businesses within such a district to develop, manage and promote the district, and to establish an assessment method to fund these activities.

Business Improvement District (BID) No. 41 will be used to promote the Downer Avenue commercial district, create a unified visual identity and image for the business area, to create a landscape program, act as a catalyst for private investment by owners and tenants through the continuation of the street re-building process, façade improvements, and graffiti removal, and increase the number and variety of businesses in the Downer Avenue BID.

A representative of the Downer Merchants Association attended the public hearing to voice support. A few neighbors outside the boundary attended the public hearing to ask questions relating to whether or not all of the business owners agree that streetscape improvements would take place initially and whether or not New Land Enterprises would undertake streetscaping first, as approved by the DPD. DCD staff confirmed that all businesses signed and were in agreement with the BID formation and that the BID would make the determination which improvements would take place first.

Based on this information, the commission felt that the establishment of the business improvement district would be a positive step for the general area and therefore approved the establishment of BID No. 41.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: R. Manuel
File: 070843