

October 4, 2012

To the Honorable Members of the
Community and Economic Development Committee
City of Milwaukee

Dear Committee Members:

On September 10, 2012, the City Plan Commission held a public hearing regarding a petition to the City of Milwaukee to create the Business Improvement District (BID) Number Forty-Eight (Granville). The district would generally be bounded by 60th Street on the East, 95th Street on the West, Glenbrook Road on the North, and Good Hope Road on the South, in the 9th 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.

BID No. 48 would be used to enhance the economic viability of local businesses, enhance property values, maximize business facilities (general commerce, dining, and entertainment), market and promote the friendliness and quality of services, enhance the community image through safety and beautification, and promote growth of the area.

At the September 10, 2012 meeting, the Granville Chamber presented the proposed first year operating plan, that would include over 500 properties, both commercial and manufacturing. Additionally, several people spoke both positively and negatively about the proposed BID. Those in support stated that the BID would improve the area, and make it more attractive for employees and businesses. Those in opposition stated that the business owners, not property owners, should be assessed by the BID, property owners should take care of their individual properties, and an additional assessment was not desirable.

Based on this information, the City Plan Commission felt that the establishment of the BID would be a positive step for the general area, and therefore approved the establishment of BID No. 48.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Puente
R. Manuel
M. Pandazi
Mary Hohne, Granville Brown Deer Chamber