

Lafayette L. Crump, Commissioner, DCD
Jose G. Perez, Common Council President & Alderman, District 12
Jonathan Brostoff, Alderman, District 3

November 2022

Hello all,

I am writing to inform you of my support of the proposed Tax Increment District (TID) along E. North Avenue on the City's East Side.

North Avenue, from the Milwaukee River to Lake Michigan, is a central commercial corridor on the East Side of Milwaukee. This segment of North Avenue is also one of the top Crash Corridors identified in the 2019 Milwaukee Pedestrian Plan and is one of the city's top corridors in the High Injury Network.

The proposed TID could provide essential funds for infrastructure and streetscape improvements that directly support and are inspired by the City of Milwaukee's recent commitment to **VISION ZERO**. The study also builds upon and is consistent with prior planning efforts:

- Northeast Side Area Plan, City of Milwaukee, amended 2018
- City of Milwaukee Complete Streets Policy, 2018
- Gathering Places Feasibility Study, City of Milwaukee, 2022
- East Side BID Market and Redevelopment Study, 2015

Again, I offer my support for the proposed TID along E. North Avenue. As a neighborhood constituent and voter, I sincerely hope you support this initiative as well.

Sincerely,

Emily Chirillo
Hospitality Director for New Land Hospitality Group
1840 N Farwell Ave
Milwaukee, WI 53202

CC:
Redevelopment Authority, City of Milwaukee
Chris Lee, Staff Assistant, Zoning Neighborhoods, & Development Committee
Plan Commission, City of Milwaukee