



12 November 2024

Chair Stephanie Bloomingdale  
City Plan Commission  
City of Milwaukee  
809 N. Broadway  
Milwaukee, WI 53202

Chair Bloomingdale and members of the City Plan Commission:

On behalf of the East Side BID #20 Board, I am writing to express our strong support and recommendation for adoption of the *Growing MKE* as part of the City's Comprehensive Plan. At our recent Board meeting on 24 October, the Board voted unanimously in support of *Growing MKE* as it establishes a collective vision for how housing development can advance Milwaukee's goals for population growth, housing choice, equity, affordability, economic development, and climate resiliency.

As a business and neighborhood organization, we understand that housing growth is key to supporting neighborhood businesses as it allows more people access to shopping, employment, and services. Businesses succeed when they have greater access to customers and employees.

The East Side BID's values and objectives to create Milwaukee's most vibrant neighborhood are well-aligned with the *Growing MKE* plan. Adopting the *Growing MKE* plan will provide the housing policy, land use, and zoning tools needed to meet the evolving housing demands of our city.

Sincerely,

Joey Wisniewski  
Board President, East Side BID #20

CC: Alder JoCasta Zamarripa, 8<sup>th</sup> District  
Alder Mark Chambers, 2<sup>nd</sup> District  
Sam Leichtling, DCD, City Planning Director  
Amy Oeth, DCD, Senior Planner  
Tanya Fonseca, DCD, Long Range Planning Manager