



20 June 2025

Common Council
City of Milwaukee
200 E. Wells Street
Milwaukee, WI 53202

Dear Members of the Milwaukee Common Council:

On behalf of the East Side BID #20 Board of Directors, I am writing to express our strong support and recommendation for the adoption of *Housing Element* as part of the City's Comprehensive Plan. At our recent Board meeting on 5 June 2025, the Board voted unanimously in support of *Housing Element* 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 for creating Milwaukee's most vibrant neighborhood align well with the *Housing Element* initiatives. Adopting the *Housing Element* zoning amendment will provide the necessary housing policy, land use, and zoning tools to meet the city's evolving housing demands.

Sincerely,

Joey Wisniewski
Board President, East Side BID #20

CC: Chris Lee, DCD, ZND Staff Assistant
Ald. Alex Brower, 3rd District
Sam Leichtling, Deputy Commissioner of City Development
Amy Oeth, DCD, Senior Planner
Tanya Fonseca, DCD, Long Range Planning Manager