



BID 39 Center Street Marketplace
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To: City of Milwaukee Common Council

On behalf of the Center Street Business District #39, we are expressing our support for Legistar File #240402, regarding the housing update to Milwaukee's Comprehensive Plan. Our board representatives have participated in meetings and reviews, as well as having given input regarding the plan and the concern for not only the business, but also the residential needs of our city.

Our goal is to change the dynamic of opportunities available within the Center Street Commercial Corridor, this goal cannot be realized unless there is equity in every area of our city of which we care about so much that we choose to stay and build. Being a Service-Connected Disabled American Veteran, it is important that we have affordable as well as *relevant* housing options in Milwaukee. Not just the aging population, but the "now" populus of whom have needs that could be unmet if we do not adjust our current landscape in alignment with the need of flexible housing options.

There is a dire need to have safe, affordable, and realistic housing choices and options for our generations to enjoy. We lose too many individuals to other cities that are more appealing to our residents. Milwaukee can stay competitive not just in some areas, but in all areas of our great city, including housing.

We appreciate the City of Milwaukee for the outreach to our BID. We participated in the engagement, as well as interactive meetings, outlets, and methods that the City of Milwaukee implemented to make our voices heard. The City of Milwaukee team were great listeners, not with deaf ears, but with action and implementation as well. The residents are engaged, the business owners are engaged and want to continue to do business in the central city and on Center Street. Our businesses are supported by the residents. With the proposed zoning changes, we believe that Milwaukee will be more inclusive for many.

The Center Street BID #39 supports the update to Milwaukee's Housing element.
File # 240402.

Dr. Jennifer Potts