



The East Side  
Business Improvement District

The East Side Association  
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November 29, 2005

Alderman Michael D'Amato  
Chair, Zoning, Neighborhoods and Development Committee  
200 E. Wells St., RM 205  
Milwaukee, WI 53202

Dear Chairman D'Amato,

The East Side BID and East Side Association represent Milwaukee's most exciting retail, entertainment, and residential district.

Located between Lake Michigan, the Milwaukee River, Downtown, and UWM, we are actively involved in the conscientious development of an enhanced business district designed for people looking for a dynamic place to live, work, shop, and relax.

Thank you for the opportunity to communicate with your committee regarding the proposed zoning change at the northwest corner of N. Prospect Ave. and E. Lafayette Place. Unfortunately, I am unable to attend this morning's hearing. I did appear in support at the City Plan Commission meeting yesterday.

I represent the East Side Business Improvement District (#20) and the East Side Association, two organizations that represent 70 property owners and over 130 businesses in the E. North Ave. area, just north of the proposed development.

We have hosted two meetings of our organization in recent weeks with the development team regarding their proposed plans. There were no objections raised at either meeting and to my knowledge our membership is satisfied with the plans as they've been presented to us.

I feel that this is a positive development for our commercial neighborhood and good for the City of Milwaukee. As you know, there is a considerable amount of retail space currently on the market and to be developed just north of this site. Projects like the Renaissance Park Lafayette will help us continue our efforts to redefine the retail environment in the Prospect Ave. corridor and throughout BID #20.

The East Side and Downtown are two of the most desirable residential development areas in southeastern Wisconsin. This is good news for the taxpayers of Milwaukee and good for the continued viability of our commercial neighborhoods.

Thank you for this opportunity to address your committee. Please feel free to contact me with any questions.

Sincerely,

Jim Flaisted, Executive Director

cc: Alderman Willie Wade  
Alderman Michael Murphy  
Alderman Ashanti Hamilton  
Alderman Robert Baumann

