

Plan Commission on 2025-09-08 6:00 PM - Regular Meeting

Meeting Time: 09-08-25 18:00

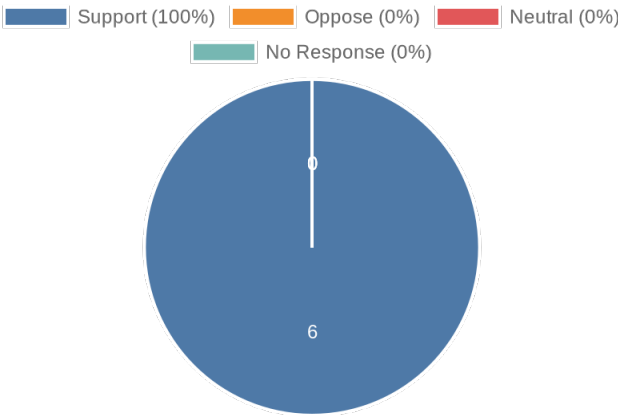
eComments Report

Meetings	Meeting Time	Agenda Items	Comments	Support	Oppose	Neutral
Plan Commission on 2025-09-08 6:00 PM - Regular Meeting	09-08-25 18:00	11	6	6	0	0

Sentiments for All Meetings

The following graphs display sentiments for comments that have location data. Only locations of users who have commented will be shown.

Overall Sentiment



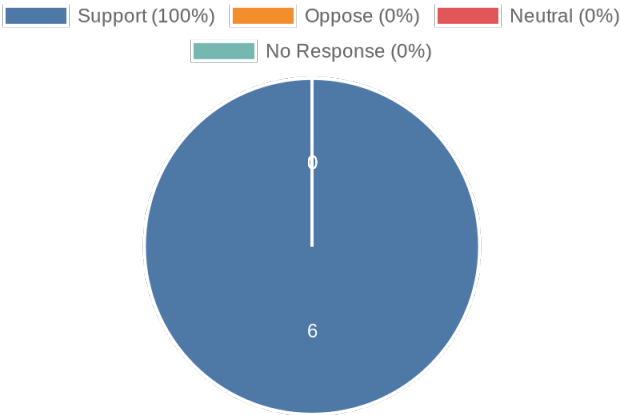
Plan Commission on 2025-09-08 6:00 PM - Regular Meeting
09-08-25 18:00

Agenda Name	Comments	Support	Oppose	Neutral
3. 25-1321 Public Hearing regarding the establishment of a Business Improvement District (BID) along North Avenue in an area generally bounded by North 60th Street on the east and Wauwatosa Avenue on the west	6	6	0	0

Sentiments for All Agenda Items

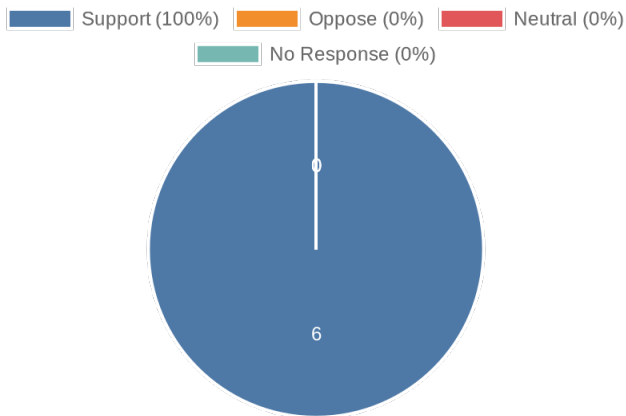
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Overall Sentiment



Agenda Item: eComments for 3. 25-1321 Public Hearing regarding the establishment of a Business Improvement District (BID) along North Avenue in an area generally bounded by North 60th Street on the east and Wauwatosa Avenue on the west

Overall Sentiment



Chelsey Libeck Duszynski

Location:

Submitted At: 5:53pm 09-08-25

As a resident who lives just four houses off North Avenue, I see firsthand the tremendous potential of our business corridor—and the pressing need for coordinated investment. Establishing a Business Improvement District (BID) is an important step toward ensuring that North Avenue remains a vibrant, welcoming, and safe destination for both residents and visitors.

A BID would provide the structure and resources needed to uplift businesses that are lagging in updates and upkeep, while also bolstering the many wonderful businesses that already bring energy, character, and foot traffic to our community. These thriving establishments deserve to be complemented by storefronts and public spaces that reflect the same level of care and investment.

The benefits of a BID extend beyond business alone. A stronger, more cohesive commercial district directly impacts the quality of life for nearby residents. Improved lighting, maintenance, and streetscape projects increase safety not only for business patrons, but also for the hundreds of children, families, and pedestrians who walk these blocks daily. For those of us who call this neighborhood home, the BID represents a proactive step to protect and enhance our community while creating a healthier environment for small businesses to grow.

In short, supporting the North Avenue BID is about more than economics—it is about strengthening the fabric of our neighborhood. It is about ensuring that North Avenue reflects the pride and potential of the people who live near it and rely on it.

I strongly urge decision-makers to approve the BID proposal so that North Avenue can continue to evolve into a safe, thriving, and dynamic corridor that benefits everyone.

Jeremy Maggio

Location:

Submitted At: 12:15pm 09-08-25

As a business owner on North Ave I am strongly in favor of the BID. Having opened my business only a few years ago I remember reaching out (cold calling) business owners and city employees trying to learn more about the area and available resources. Along with the many benefits to existing businesses and the community, I am excited for the potential this BID has a resource to new potential businesses considering investment in East Tosa.

I see the approval of this BID as a golden opportunity to support the continued health and growth of the East Tosa community.

Sara Claussen

Location:

Submitted At: 10:07am 09-07-25

I have owned (and owner occupied until moving one street east) a property directly next to North Ave businesses since 2017. It has been awesome to watch North Ave really come to life since then and how hard all these small businesses work to have big impacts. I have read the plan and think this is a great next step for them. North Ave is ready and especially overdue for some of the cohesive aesthetic changes, signage, parking education, etc. Great plan for all who live here or visit.

Shola Vaughn

Location:

Submitted At: 6:53pm 09-06-25

I also emailed this to Zach Kessler:

Dear Mr. Kessler,

I am writing to express my strong support for the proposed East Tosa Business Improvement District (BID) on North Avenue. While I am unable to attend the Plan Commission meeting on Monday, September 8, I wanted to ensure my voice is heard in favor of this important initiative.

The establishment of a BID would provide our neighborhood with the dedicated resources and a structured plan needed to enhance the vitality of East Town. The benefits for both residents and business owners are clear and compelling. A BID will lead to cleaner and safer streets, creating a more welcoming environment for everyone.

Beyond the daily improvements, a BID would foster a stronger sense of community pride. The planned investments in public art, new plantings, and seasonal events will make East Tosa an even more vibrant place to live and gather. It will also provide a unified and professional voice for the neighborhood, allowing us to advocate more effectively for important city projects like safer crossings and improved streetscapes.

Finally, the BID will directly benefit the local small businesses that we all cherish. By providing a framework for marketing and promotions, the BID will help bring more customers to the doors of our favorite restaurants, shops, and services. A thriving business community is the heart of a healthy neighborhood. Some of my favorite shops - including M. Sheahan Studio, Camp Bar, and Rocket Baby, will be enhanced by this initiative.

I urge the Plan Commission to approve the formation of the East Tosa BID. This is a critical step toward building a more beautiful, safe, and connected community for all of us.

Thank you for your time and consideration.

Sincerely,

Shola Vaughn (1127 Kavanaugh Place, 53213)

Tracy Keller

Location:

Submitted At: 1:22pm 09-05-25

As an East Tosa resident and someone who runs a small business on North Avenue (Firefly Counseling), I'm writing in full support of the proposed East Tosa BID. This is an important step toward creating a stronger, safer, and more vibrant neighborhood.

I care deeply about this community—not just as a business owner, but as a neighbor. A BID would bring the structure and support needed to help North Avenue thrive, benefiting everyone who lives, works, and visits here.

I hope the Plan Commission will vote to move this forward. East Tosa is worth the investment.

Ryan Wallace

Location:

Submitted At: 9:48am 09-05-25

I am writing to express my strong support for the creation of the East Tosa Business Improvement District (BID). As a resident, I can attest that our vibrant community of local businesses is a primary reason my family and I chose to live here. The walkability of the district, and the unique, independent businesses that line the streets, are what make this neighborhood so special.

However, even in a thriving area, there is always room for improvement. I believe a BID is the perfect vehicle to provide a cohesive system of support for our existing businesses while also encouraging new ones to sprout. A formal organization will ensure consistency with crucial elements like marketing, events, and festive decorations. It will also provide a unified voice to advocate for improvements to infrastructure and address ongoing needs like cleanliness.

After reviewing the proposed budget, I believe the suggested assessment is a reasonable and necessary investment in the future of our neighborhood. This is not just about helping businesses—it's about protecting and enhancing the very character of East Tosa that we all love. Please vote yes to establish the BID.