

From: [Zachary Kessler](#)
To: [Ying Xiong](#); [Misty Richey](#)
Subject: FW: [External] Public comment for 9/8/25 Plan Commission Meeting
Date: Wednesday, September 3, 2025 3:09:19 PM

From: Jonathan Ference-Burke <jonathan.ference@gmail.com>
Sent: Wednesday, September 3, 2025 9:34 AM
To: Zachary Kessler <zkessler@wauwatosa.net>
Subject: [External] Public comment for 9/8/25 Plan Commission Meeting

Hi Zach,

I understand that you are the correct recipient of this email as interim clerk, but if not, please let me know to whom I should direct it.

I am writing in support of the formation of a business improvement district in the East Towne/North Avenue corridor, item nos. 3 and 4 on the agenda for the Plan Commission's September 8, 2025 meeting. I am a Tosa resident who patronizes many of the businesses located in that corridor, and my in-laws reside nearby just over the Milwaukee border and often shop and eat there as well.

I firmly believe that supporting the small businesses that operate within Tosa, including on this stretch of North Ave, is critical to the future success of Tosa. Our neighborhoods are walkable, and being able to patronize walkable small businesses is a key part of the Tosa experience. Most importantly, many of the small businesses in Tosa are operated by Tosans who are deeply invested in and involved in our community, whether through sponsoring sports teams, volunteering at our schools, and so on.

I have seen how successful the Village BID is at promoting its businesses and making the Village a destination, and I would love to see the same happen for East Towne.

I urge the commission to support the formation of this BID.

Best regards,
Jonathan Ference-Burke
8011 Chestnut St

