



Historic Downer Avenue Times

Spring Edition 2009

Business Improvement District #41

Executive Director

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Revitalization Dates

Mon, May 4 630 pm

Neighborhood Meeting

Where: St Mark's Church

Hotel and Streetscape Presentation

Summer Events

Friday, June 26

Belgium Beer Fest

Sat, June 27

The Downer Classic 11am

Races start 1pm

DAMA Meetings:

(Downer Avenue Merchants Assoc.)

3rd Wednesday each Month @ the Original Pancake House on Downer

DAMA President: Mike Eitel

Revitalization: Hotel and Streetscape

The Downer Avenue merchants have proposed and supported the idea of introducing a boutique hotel with an intimate ballroom and restaurant to continue the revitalization of the Downer Avenue Business District.

Van Buren Management has taken the merchants' suggestions into consideration and developed a new boutique hotel proposal for the northeast corner of the business district.

Merchants are certain that the proposed development will attract the much needed pedestrian traffic critical to the survival of the business district's boutique retail shops and restaurants. In addition, the proposed development could attract more synergistic retail businesses into the area.

The original DPD, approved in 2008, called for the construction of a four story, 60-foot tall plastic surgery center on the SE corner of N. Downer Ave. and E. Park Pl. The new proposal is a five

story, 60-foot tall, 45-room boutique hotel with a restaurant and banquet center.

The Downer Avenue Business Improvement District has updated the plans for the Downer Avenue streetscape, and is seeking matching grant money from the city to complete the project. The streetscape will create an aesthetic appeal for the entire business district. The BID district would like to start construction during the fall of this year.

Both the zoning change for the hotel and the public financing for the streetscape will require Common Council approval. Before the formal public review process begins, Alderman Kovac would like to know what you and your neighbors think of the changes.

A neighborhood meeting is scheduled for Monday, May 4, 630pm at St Mark's Church, 2618 N Hackett Ave. All merchants, property owners, and neighbors are welcome to attend the meeting. ■

Coming June 27: The Downer Classic!

A new bike race will come to Historic Downer Avenue this summer: **The Downer Classic**. Mark your calendars as this race will be held earlier than previous years' races. As the featured Saturday night race for what is being called the 'Tour of America's Dairyland, the Downer Classic will held on **Saturday, June 27th**. The twilight Pro Race will cap a full day of racing and will be immediately preceded by the famous **kids' race**. We are still actively looking for business sponsorships as well as donations from the community for recognition on our Friends of the Race donor banner. The street will close to traffic at 11am and the races will begin at 1pm. Live music

by the Exotics will follow the award ceremony. For more information about the day's activities, go to our brand new website: historicdowneravenue.com

Also, interested sponsors should email Downer Merchant President Mike Eitel at: meitel@diablosrojos.us

Get Newsletters Online!
www.historicdowneravenue.com

Downer Businesses

Breadsmith	414-962-0032
B.O.S.S.	414-229-6503
Boutique Bebe	414-962-2323
Church in the City	414-961-1122
Creative Resources	414-967-1469
DeWan Dental Wellness	414-962-5915
Downer Dry Cleaners	414-961-6950
Downer Hardware	414-332-2820
Downer Theater	414-276-8711
Downer Wine & Spirits	414-332-0880
East Castle Place	414-963-6151
Enigma Salon	414-964-6610
Footgear & Ma Jolie	414-961-8202
Grims Barber Shop	414-962-0817
Bookshop	414-332-1181
Henry's Tavern	414-332-2772
Cafe Hollander	414-963-6342
Craig Larabee	414-963-9440
Lighthouse Clinic	414-964-9200
Libco Inc.	414-332-3338
Optics	414-964-3125
Original Pancake House	414-431-5055
Paperwork	414-963-0555
Probe Research Services	414-964-7671
Sendik's	414-962-1600
Soaps & Scents	414-962-6566
St. Marks Church	414-225-1767
Starbucks	414-332-6105