



# MidTown Tosa Report



MidTown Tosa is the premier destination in central Wauwatosa, offering exceptional products and services to our desirable neighborhood and beyond. Located on West North Avenue between 80<sup>th</sup> Street and Swan Blvd, MidTown's fifty businesses are minutes away from Mayfair Mall, the Milwaukee Regional Medical Center, and a large portion of both Milwaukee and Waukesha counties.

*Service ■ Wellness ■ Community*

**Volume 1, Issue 2**

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**February 15, 2017**

## Board Members

**Michael Gardner – President**  
(Ray's)

**Matt Poulson – VP**  
(Ruckus & Glee)

**Nick Bandoch – Secretary**  
(Sendiks)

**Cindy Seemann – Treasurer**  
(Design Vision)

**Jamie LaMora**  
(Colectivo)

**Dr. Tim Marsho**  
(Tosa Pediatrics)

**Jeff Roznowski**  
(Community Member)

## MIDTOWN TOSA UPDATE

The Common Council approved the proposal of RDG to lead the MidTown Master planning efforts. This process will take place over the next four to six months, with considerable public engagement. The Board will be selecting a 12-person steering committee to guide the planning efforts, consisting of business, neighbor and urban planning reps. We also need participants for focus group meetings. Let us know if you have interest in participating.

Our membership drive is underway and we already have 14 paid members! Please consider joining MidTown at one of three membership levels: \$300 member, \$150 supporter and \$40 friend. MidTown welcomes our newest business, Cody and Company Salon owned by Linda Craite and located at 8735 W North Ave, in the Ludington Plaza space formerly occupied by Supercuts. Cody and Company was located in the Village for 25 years.

And we regretfully say good bye to Netzow's Pianos and Steve Datz, who have been in business for 131 years. Steve is retiring and we wish him nothing but the best. We will all miss Netzow's!

## Alderspersons

**District 2**  
(south of North Ave.)

**Kathy Causier**  
**John Dubinski**

**District 6**  
(north of North Ave.)

**Allison Byrne**  
**Kelly Rifelj**

## CITY OF WAUWATOSA UPDATES

The Transportation Affairs Committee is considering several modifications to North Avenue, many that improve safety: making permanent the right turn only lane from eastbound North Ave. to southbound Swan Blvd.; installation of a flashing crosswalk sign at 83<sup>rd</sup> and North, funded by a Safe Routes to School grant; and bike lanes, as recommended by the city's bike ped committee. If you wish to offer an opinion on any of these, be sure to contact MidTown Alders Allison Byrne or Kathy Causier, both of whom sit on the Transportation Affairs committee. The committee meets on Feb. 28.

The Common Council did not approve the zoning changes from residential to commercial at 84<sup>th</sup> and North, a requirement for The Ruckus proposal. The council will discuss a reconsideration of this zoning change on Feb. 21.

*- Submitted by Aldersperson Kathy Causier, District 2*

## 2017 Events

**February 19**  
PNA Social 5 pm  
Grand Hall – Tosa Pool

**February 22**  
Board Meeting 8 – 9 am  
Ray's Growler Gallery

**July 4**  
Independence Day Parade

**July 15 - 23**  
MidTown Tosa Week

## MIDTOWN TOSA BUSINESS SPOTLIGHT

### **Design Vision, 8720 W. North Ave**

Design Vision Optical is your local destination for vision care. Cindy Seemann, a long-time resident and nationally credentialed optician opened the practice in Wauwatosa three and a half years ago. She offers comprehensive eye exams (convenient hours – evenings & Saturdays), contact lens evaluations, eyewear, sunglasses and sports frames for all ages. The entire staff is focused on your individual vision care needs.

They will help you select the right frame and lens options for your visual needs and budget. Design Vision makes the process of buying eyeglasses fun and easy. Buy the brands you love locally. Stop by for the March 15 Maui Jim sunglasses event. For more information, go to Facebook – Design Vision Optical.



## MidTown Wants YOU!

Become a Member!

**Email:**  
[midtowntosa@gmail.com](mailto:midtowntosa@gmail.com)