



# 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**

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**October 15, 2019**

## Board Members

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

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

**Jeff Roznowski – Secretary**  
(Community Member)

**Cindy Seemann**  
(Design Vision)

**Dr. Sara Mahalko**  
(AlignLife)

**Jesse Dill**  
(Ogletree Deakins)

**Mike Wichman**  
(Sendiks)

## MIDTOWN TOSA UPDATE

Implementation of the MidTown Tosa Master Plan has begun with the Common Council approval of a new Zoning Code for MidTown on August 6. Zoning has been simplified and streamlined to include only 3 designations: residential, transitional and mixed use. Certain businesses such as drive through retail are now prohibited. Several currently non-conforming uses have been modified. Height restrictions follow current market conditions. The current character and feel of MidTown continues to be maintained.

The 4<sup>th</sup> annual MidTown Madness Festival, held on July 20, was a big success, despite some challenges with the weather. We featured 12 exhibitors and 5 vendors. Thank you to our generous sponsors: MidTown Dental, Anytime Fitness, AlignLife, Design Vision, and Tosa Dental. We also presented a check from the proceeds of \$1000 to the Wauwatosa Library Foundations. See photos at midtowntosa.com

**Our Annual meeting will be held on Monday evening, December 2, at 5: 30 pm at Ray's Growler Gallery.** We will elect Board candidates, recap 2019 and preview 2020. See you there!

## Alderspersons

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

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

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

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

## BUSINESS UPDATES & INITIATIVES

Improvements have continued to brighten the MidTown landscape over the past several weeks:

- Steinkellners newly painted building, Men's Hair House new business at 8841 W North Avenue
- New gas pumps at Mobil, M. Anderson Studio building improvements
- And MidTowns first mural at Thai-Namite

In addition to our financial support of the Wauwatosa Library, MidTown businesses AlignLife and Wonderkind Pediatric Dentistry partnered with the Children's Library last summer and put on some fun and educational programs for the children (and parents!)

**MidTown will again sponsor a Holiday window decorating event this year. Our theme is "Santa Claus is Coming to MidTown".** Look for more details soon!

And we continue to explore visible branding ideas for MidTown, such as banners and murals.

## 2019 Events

**October 15**  
Board Meeting  
Ray's Growler Gallery  
7:30 am

**November 19**  
Board Meeting  
Ray's Growler Gallery  
7:30 am

**December 2**  
Annual Meeting  
Ray's Growler Gallery  
5:30 pm (note: evening)

## MIDTOWN TOSA BUSINESS SPOTLIGHT



**Midtown Dental Care** was founded in 1995 at its present location, 8726 W. North Avenue, by Dr. Mark Crego. The practice serves all ages of patients for general dental care, and has grown over the past 25 years due to the support of its patients and the local neighborhood. Dr. Crego is now joined by his partner, Dr. Laura Russell, and two other associate doctors, AnnMarie Hoyme, and Karla Schmidt. Community involvement is very important to the doctors and team members at Midtown Dental Care. Free mouth guards are available for any local student athletes, and other community service is always a priority for the practice. The practice provides all aspects of dental care, as well as cosmetic dentistry, implants, root canals, and has the latest technology in order to provide the best possible care for the patient. They are grateful to be in their Midtown location, where they feel connected to the neighborhood, and their patients. They look forward to another 25 years of providing the highest quality care to their patients, and want to live up to their motto: "Our patients look and feel their best"

## Contact us!

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