

The Garden District

13th District Alderman Terry L. Witkowski



Dear Neighbors,

The Garden District has been moving forward and the facelift and energy here has been noticed by others. Where I once questioned if our area was falling behind the rest of the city, our collaborative efforts have changed that. Even in a tough economy, this area has stayed strong. Improvements and investments continue to take place and not with property tax dollars.

Time and energies spent organizing business and neighborhood associations have resulted in a healthier district as you will see in this newsletter. The efforts and ideas of many people living and working here now help keep this district a great place in which to live and do business. This area is becoming noticeably different than other districts.

We do play a role in the economic success of the city. Our area serves as Milwaukee's front door from the airport and southern approach highways and as such, has the second highest grouping of hospitality industry businesses in the city. For many, our area presents their first image and impression of Milwaukee. Tourists and those wishing to do business or locate a business here form their impression of the city through our district.

This newsletter contains information on what's new in the district and plans and efforts to improve the district in the future.

Sincerely,

Terry Witkowski
Alderman, 13th District



Mark Your Calendars

Town Hall Meeting

Tuesday, December 13, 2011 – 6:30 p.m.

Town of Lake Water Tower Facility
4001 S. 6th St., 3rd Floor

Town Hall Meeting

Tuesday, January 10, 2012 – 6:30 p.m.

Town of Lake Water Tower Facility
4001 S. 6th St., 3rd Floor

Garden District Garden Committee

First Tuesday of every month – 6:30 p.m.

4121 S. 6th St., 2nd Floor

Alderman Witkowski's Committee Assignments

VICE CHAIR

Judiciary & Legislation

MEMBER

Public Safety

Community & Economic Development

Administrative Review Appeals Board

Wisconsin Center District Board of Directors

Alderman Witkowski was joined by Greenfield Mayor Michael Neitzke (left) and Department of City Development Commissioner Richard "Rocky" Marcoux after accepting an award from the Public Policy Forum for cooperation between Milwaukee and Greenfield related to improvements and maintenance along a three to four mile stretch of S. 27th St.



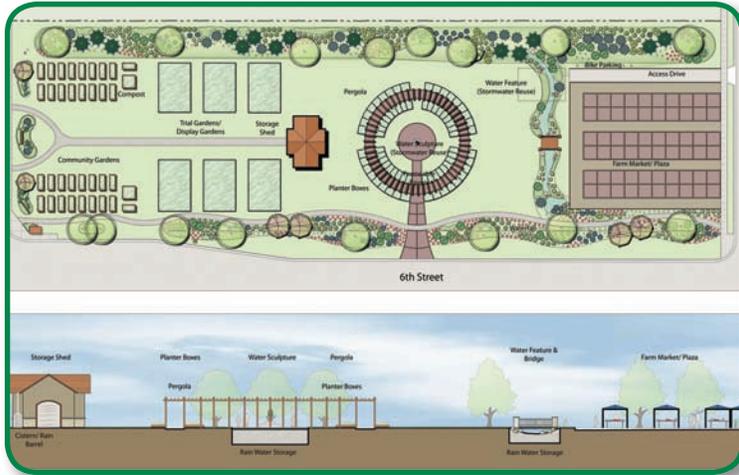
Alderman Accepts Public Policy Forum Award

After successfully lobbying the Wisconsin DOT for streetscaping for 4.2 miles of S. 27th St., a new challenge emerged. Milwaukee County would not mow the lawn on the median if signs and trees were placed there. They also reduced mowing to once a season. The DOT would not install the improvements if they would not be maintained. The county had always maintained the highway medians from Howard Ave. south but had no money to spend to make such improvements at this time.

To complicate matters, Greenfield and Milwaukee share three miles of S. 27th St. The solution was organizing businesses into a two-city Business Improvement District (BID) and ask the businesses to tax themselves and use the funds to maintain the boulevards. Tough enough, but state law does not allow a BID to go over city lines. The solution was to form BIDs in two cities and then each BID contracts with a third party to do administration for both of them. With this creative solution in place, Mayor Michael Neitzke of Greenfield and I accepted an award for Intergovernmental Cooperation from the Public Policy Forum on behalf of our cities.

Garden District Community Garden

The Garden District Community Garden at 6th and Howard completed its first full year of operation. Plots that were not rented were filled with donated plants, more than 600 pounds of vegetables were donated to food banks, and other produce was sold at the farmers market. In all, this garden and neighborhood volunteers have improved this area and brought about a sense of community. To rent a plot or become involved as a volunteer, call **379-2450**.



The above illustrations show the plan for the community garden block on 6th St. and Howard Ave. This overhead view shows the farmers market on the Norwich side, a possible water feature using recycled rain water, a circular pergola with a center water feature, a storage shed and the gardens. Completion of the plan depends on money raised.

Your Work is Important

No one person can accomplish the things that have been accomplished lately in this district. Hundreds of neighbors, business owners and layers of government have been involved. I will lay claim to providing the platforms for others to learn of problems and efforts to become involved and able to make changes affecting them, their neighborhood or business. I didn't plant flowers in everyone's front yard for beautification of the Garden District, you did that. I didn't buy and build new businesses, others did that. I may have testified with neighbors at hearings, but neighbors' caring carried the day. I will continue to work to provide leadership and creativity to give others the opportunity to develop this area and keep our district, this city and our region healthy.

Garden District Days

The Garden District Neighborhood Association held the first annual Garden District Festival this August at 5th St. and Layton Ave. in 90-degree weather. Not beaten by the heat, a committee has been formed and has already begun planning next year's event. For more information or to help out, please call **379-2450**.

Farmers Market

The Garden District Garden Committee had a test run of a farmers market this fall.

Located at 6th St. and Norwich St., a 66-stall permeable brick farmers market was built this summer with a donation of \$25,000 in brick and another \$25,000 donation for labor and materials.

Watch for the grand opening next summer! This year, vegetables sold were grown in the community garden and by Will Allen's Growing Power. The committee indicates there is already great interest by potential new vendors for next year. The farmers market operated on Saturdays from 1 p.m. – 4 p.m. in September and October.



Shoppers walk on permeable brick pavers at the new 66-stall farmers market that was built this summer with donated labor and materials.

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S. 6th St.: The Green Corridor

Worldwide, business and government is “going green.” After six months of planning, S. 6th St. from Howard Ave. to College Ave. now carries the City of Milwaukee supported title The Green Corridor. This title, just like the Garden District title, comes with no funds. The intent is to use this area to showcase government, business and residential green efforts, including sustainability and usability.

More than 25 agencies including neighborhood groups, three universities and MATC participated in meetings to see what is there and express a vision of what could be there. They built upon the energy and improvements along 6th St. like the community garden, rental gardens, neighborhood plantings, the 10,000 plant Holler Park rain garden and the Energy Center at 4121 S. 6th St.

Since the June designation, bike lanes have gone in, bio-swales along 6th St. now divert rain water from nearby creeks, Lindner Logistics’ parking lot diverts rain water to bio-swales, General Mills’ new parking lot allows rainwater to pass through it, the Islamic Center has a green roof and the school parking lot has bio-swales, a farmers market with permeable pavement was completed at 6th and Norwich and College Mobile Homes has begun a berm with plantings.

Both the Gateway to Milwaukee and Aerotropolis Milwaukee welcomed The Green Corridor knowing that this effort can only help in projecting a positive image for Milwaukee when trying to draw new business here.

It will be a project in progress as groups find grants and funding for projects here. These efforts will also include beautification. Watch for continued improvements along S. 6th St. in coming years.

Garden District Gets the City’s First Green Alley



When the city and housing authority replaced the alleys in part of Southlawn, they installed the city’s first green alley. What makes it green is a center strip that allows water to pass through the pavement and enter a layered filtering system. One alley has a center of brick pavers and the other permeable pavement. This alley is part of the water quality improvement program and the city is under a directive to use efforts like this to safeguard our water supply. Water going into storm sewers goes into creeks and rivers and is not treated before it goes into the lake.

Grange Ave. Gets Bio-swales



Last fall, bio-swales were installed on median islands on W. Grange Ave. from the freeway to S. 26 St. The city is trying to reduce the amount of water going into storm sewers that then goes into creeks and rivers. We have experienced flooding along Honey Creek, Wilson Creek and Oak Creek.

Water flows off the pavement into catch basins but is then directed into bio-swales. The bio-swale may be as much as 10 feet deep containing layers that filter and clean the water. Wisconsin native flowering plants, some with roots as deep as 10 feet are planted in the bio-swale and the number of trees nearby are increased. Flowering trees were requested here.

There have been discussions of extending this state funded project to S. 6th St. or S. Howell Ave.

District Roads Improved

Not a bad turnaround for our major roadways! After years of the last mayor under-funding roadway maintenance, resurfacing and replacement, Mayor Barrett’s budgets increased this funding for the last few years and the Council agreed. We were back on target to replace or resurface roadways at the end of the average life, 60 years instead of 120 years by 2015. This would mean fewer potholes and damaged vehicles.

Our area also got help on resurfacing from the state when they paid for resurfacing for roadways to be used for freeway construction detour routes. The city also used federal stimulus money to pay for other road resurfacing and bridge replacement. The post-World War II building boom caused rapid expansion of infrastructure throughout the country. Roads and bridges built then are now in need of replacement or resurfacing. The stimulus program helped put people to work and also helped repair the country’s infrastructure needed for commerce to move people and products throughout the country.

Major roadways completed this season include S. 6th St. near College Ave. and S. 20th St. south of College Ave., S. 13th St. south of College Ave. and College Ave. east of S. Howell Ave.

District Hotels

It was not too long ago that some said we had a lack of quality hotels near the airport. Today (as you can see in these photos) the brand lineup is something we should be proud of, as it reflects an overall uptick in confidence in Milwaukee and how the hotel chains view (positively) what’s happening around the airport proper.



Hilton Garden Inn – New top brand in the district on Howell Ave.



Crowne Plaza on 13th St. – New up-graded brand with extensive remodeling



Hyatt Place on Grange Ave. – New up-graded brand with extensive remodeling



Courtyard by Marriott – New top brand in the district on Layton Ave.

Signs of the Times

Around the 13th District

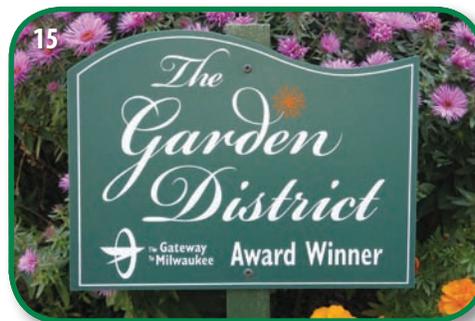




Photo Key

1. Solar Flowers – possible Green Corridor project (Looking for donor)
2. Discount card billboard (Gateway funded)
3. Business, dining, shopping billboard (Gateway funded)
4. Spirit of Milwaukee sign and planting (Funded by the Milwaukee Brewers)
5. Wilson Park Neighbors rehabbing old park benches
6. Garden District event sign (GDNA funded)
7. Planting at railroad bridge (Gateway funded)
8. Concept Railroad bridge cover design (Gateway seeking funding)
9. New Opportunities Arriving Daily banner (Gateway funded)
10. Gateway to Milwaukee banner (Gateway funded)
11. Town of Lake Neighborhood Association sign and planting (Neighborhood & grant funded)
12. Holler Park Neighborhood signs (Neighborhood and grant funded)
13. Holler Park's third planting (Neighborhood & grant funded)
14. Wilson Park neighborhood sign (Wilson Park & grant funding)
15. Garden District award sign (Gateway funded)
16. Community garden (GDNA and grant funded)
17. Volunteers creating a planting
18. New island with plantings on Oklahoma Ave. in front of Pulaski High School (City funded)
19. New Aerotropolis logo
20. Lincoln Heights community garden on vacant lot (Neighborhood project)

Redistricting Brings 13th District Changes

The redistricting process completed earlier this fall by the Common Council will mean new 2012 voting wards, polling locations, and district boundaries for aldermanic districts, including the 13th District.

Effective in April 2012:

- The area north of the rail line that runs along the Forest Home Cemetery will be in the 8th and 12th Aldermanic Districts.
- The area bounded by S. Howell Ave., W. Howard Ave., S. Whitnall Ave. and W. Waterford Ave. will be in the 13th District.
- All voting wards within the district have been renumbered, and several have had their boundaries altered.

Go to www.milwaukee.gov/District13 to view the new map of the 13th District (effective April 2012) and www.milwaukee.gov/Redistricting for more details about redistricting in the City of Milwaukee.

The Election Commission will have updated ward and polling place information available soon. To reach the commission, please call 286-3491.

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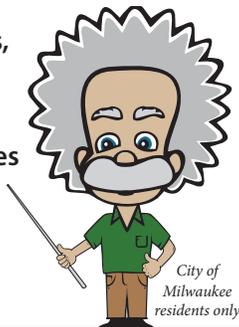
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Artwork to Appear on Medians Near the Airport

The Gateway to Milwaukee is the Business Improvement District around the airport. More than 300 businesses are in this district and pay a separate fee on their tax bill that they use to promote and improve the area. They have been adding to the number of boulevard plantings on Layton and on Howell Avenues and paying for watering median grass in that area. The city stopped watering boulevards unless someone else pays for it.

The Gateway believes in the Garden District concept, has been funding area landscape and garden awards and believes the first impression of Milwaukee happens a lot in this district. Gateway members realize that the Garden District concept works for half the year but decided median islands also needed something different and visual in the other dark and snowy half of the year. The answer: artwork! Look for some metal sculptures to appear soon and if you don't like them, remember, you didn't pay for them.



Wave artwork under construction on Layton Ave., funded by Gateway to Milwaukee.

Businesses I'd Like to See in the 13th District

My wish list includes: the Town Center for S. 5th St. and Layton Ave. described in the city plan; a Cracker Barrel behind the Quality Inn and Suites; a Joe's Crab Shack and a Texas Road House for S. 5th St. and Layton Ave.; a new 700-room convention hotel; a coffee shop in a greenhouse; an office building at S. 20th St. and Layton Ave.; and a breakfast restaurant for the 13 hotels near S. 13th St. and Layton Ave.

Bringing Jobs to Milwaukee

How does an alderman improve Milwaukee's job outlook and economy? So many of the city's problems revolve around people having jobs and income, and foreclosures, crime, education, ability to support a family, buy and maintain a home all are connected to jobs. Drawing in jobs and new companies adds to the tax base, and it keeps our local economy healthy and robust.

As a voting member of the Common Council I can support developer proposed and funded projects that will provide jobs as the projects are brought forward for city approval. I can support projects that improve an area to draw in business such as the Menomonee Valley and Tower Automotive clean ups. I can support Tax Incremental Financing Districts in which the future taxes from the improvement repay bonds floated to assist the building of the project. I can also support transportation improvements that get workers to jobs and plan for tomorrow's needs.

Other things I can do include working to make our district a place that businesses want to locate in. I can try to make it a desirable area to work in. I can be responsive and as business friendly as possible while still supporting neighborhoods. I can create a buzz that makes developers look at our area. We have done that with Historic Route U.S. 41, the Gateway to Milwaukee, Aerotropolis Milwaukee, the Green Corridor and the Garden District.

Jobs Coming to the District

Cameo Care Campus will add a third building near S. 27th and W. Ramsey. St Francis Hospital is adding a Physicians Building. Three commercial buildings are being built at the former site of Foster Pontiac. The new Courtyard by Marriott will open before Christmas at S. 5th St. and W. Layton Ave., and a small model railroad store is coming in at Norwich St. and Howell Ave.

Electric Car Chargers

One of five grant-funded electric car chargers will be located in the Garden District. Discussion is ongoing as to its possible location, but there are several locations mentioned: the airport; an airport hotel; the AMTRAK station on 6th St. in the Green Corridor; or a shopping area on Historic Route US 41 which also is flush with car dealerships. The city's Office of Environmental Sustainability will make the decision on the locations citywide.

Tourism and our Area?

“Our tourism industry in the greater Milwaukee area supported 58,000 jobs and accounted for more than \$2.3 billion in expenditures in the local economy despite a very tough 2009,” said Paul Upchurch, president and CEO of VISIT Milwaukee.

Look around this district and you’ll find hotels, restaurants, bars, stores, rental car agencies, highways and an airport – all a large part of the income for the region. Our area is part of the tourism industry and the first impression that visitors to Milwaukee get of this city. It has been my goal to work with business and the residents of this district to give visitors to this city the best possible first impression.

The Garden District, The Green Corridor, Historic Route US 41, Gateway to Milwaukee and homeowner beautification efforts all are part of making that first good impression of Milwaukee.

City’s Green Fleet

In case you didn’t notice, most of the city’s fleet of hybrid vehicles start and end the day at the water tower in our district and are used by the Department of Neighborhood Services. The city has hybrid cars and SUVs and also some trucks using compressed gas.

Did you know?

Milwaukee ranks:

- 3rd in the nation in Fortune 500 headquarters per capita
- 13th in the nation for volunteerism
- 10th best dining scene in the nation
- 25th most fun city in the nation
- 22nd for new college grads

Wisconsin ranks:

- 4th in the U.S. for manufactured food products
- 2nd in U.S. for number of organic food producers
- Grows 90% of U.S. ginseng
- Nation’s largest cranberry producer

(Figures from M7)

Introducing Milwaukee’s New *Single Sort* Recycling Program

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- > Cardboard & paperboard
- > Cartons
- > Glass bottles & jars
- > Metal pots & pans
- > Mixed paper & junk mail
- > Newspapers, magazines & catalogs
- > Phone books
- > Steel cans & empty aerosol cans

NEWLY ACCEPTED ITEMS IN BLUE

The city’s new single sort recycling program is now in effect. Single sort recycling is a system that allows all recyclables to be mixed together in the recycling cart or bin. It means that only one sort is necessary – separating all the recyclables from trash. Papers and containers no longer need to be kept separate. Special equipment will be used to separate them once they reach a recycling facility.

However, it does NOT mean that garbage and recyclables may be mixed together.

Important points for Milwaukee residents:

- New items are added to the list of accepted materials (see graphic above.)
- Single sort offers increased convenience for residents.
- Single sort brings increased revenue to the city.
- Single sort allows the use of the same type of truck to collect either garbage or recycling on a given day, meaning the city can serve residents more efficiently.
- Cart dividers will be removed from carts throughout the city. This will be a gradual process, and the dividers will be recycled.
- This change supports the goal of reaching 40% diversion from landfill by 2020.

Unacceptable Materials:

- Mirrors and window or auto glass
- Ceramics, porcelain, china, & drinking glasses
- Glass cookware/bake ware
- Household items (toasters, microwaves, etc.)
- Styrofoam or foam packaging material
- Needles & Sharps, other medical waste
- Plastic bottles that contained motor oil or antifreeze
- Food soiled paper (clean pizza boxes are accepted)
- Light bulbs
- Unmarked plastics
- Plastic bag & film
- Coat hangers
- Batteries
- Tissue & paper towels
- Trash

Preparation Guidelines:

- Food & beverage containers must be emptied and rinsed
- Flatten cardboard boxes
- Place extra recyclables next to cart
- Shredded paper must be placed either in clear plastic bags (tied off) or in paper bags (rolled and stapled shut)

The Garden District

13th District Alderman

Terry L. Witkowski



One Call That's All: 286-CITY (2489)

That one number can connect you with 21 departments, thousands of employees and 100s of city services, ranging from building permits to parking permission to library hours to garbage pickups.

Alderman Witkowski says the city continues to seek ways to improve communications with residents, and this one-stop number for city services makes it even easier to find the right department and person to handle your complaint or request. Residents will still call 911 for emergencies but can use the new number for any other city-related calls.

Of course you can always call Alderman Witkowski's office at 286-8537.

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Historic Hwy. 41 Gets a Facelift



Alderman Terry Witkowski was joined by Mayor Barrett, Greenfield Mayor Michael Neitzke and members of the area's business improvement districts on June 2 to celebrate the grand opening of the newly streetscaped and improved S. 27th St. corridor. The area has been renamed for its historic routes and new U.S. Historic Route 41 signage is now displayed. Above left: Mayor Barrett and Mayor Neitzke with Alderman Witkowski and Tina Klose, whose designs were selected in a competition to create brand images and signage for the U.S. Historic Route 41 streetscaping project.

Decorative Art on the Freeway



Decorative images and public infrastructure are not often mentioned in the same breath, but the 13th District boasts bridge deck fencing and freeway noise barriers that include a touch of artwork. The Garden District may have influenced the flowers and oak leaves, and the jet in flight just might have a connection to the Airport Gateway. The images of "home," designed by students at Garland Elementary School and decorating the noise walls on their playground, are certainly reflective of the rich residential life of the district.