

ALDERMAN
Tony Zielinski

Fall 2004

Dear Neighbor,

In this first newsletter as your Alderman, I want to thank you for giving me the opportunity to serve you on the Common Council. The 14th District is an historic, vibrant, diverse and wonderfully rich area in which to live and work, and I am truly very honored to serve the people, businesses and neighborhoods that make it special. I look forward to working with you in partnership as we seek to improve the quality of life in our neighborhoods, in the district and throughout our city.

I take pride in being proactive as your representative, and my first priority is returning your phone calls and e-mails. Each day my office receives 35-40 phone calls and several e-mails, and we make a point of responding to each and every one of them. I also think getting your input on important issues is critical, and so far I have held 15 community meetings to get the community involved and engaged in important discussions. For example, when a developer proposed building condominiums on Bay Street just east of S. Kinnickinnic Ave., residents living near the site came to a meeting and strongly voiced their concerns, stating clearly that they wanted to retain the green space that would have been lost to the development.

Economic development and jobs are also important to the health and viability of the district, and you will read about one positive development in the works – the Holt Plaza project near S. 3rd St. and W. Chase Ave. – that promises to bring excellent retail and consumer services as well as jobs and tax revenue for our city. You will also read about efforts to stimulate business development in the district, this time in the form of the new S. 13th Street Area Business Association, which aims to bolster the businesses near S. 13th St. and W. Oklahoma Ave.

Lastly, I want city government to be more efficient and more effective, especially as we try to find ways to cut waste and consolidate our services. In that vein, you will read about my effort to crack down on fraud and waste in city government with the creation of the fraud hotline, which hopefully will help save city taxpayers millions of dollars in coming years.

Please call me at **286-3769** if you ever have a question or an issue that you'd like to discuss. I look forward to hearing from you.

Please have a safe and enjoyable fall!

Sincerely,

Tony Zielinski
Alderman, 14th District

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E-mail tzieli@milwaukee.gov		City Website www.milwaukee.gov
Ald. Zielinski's Committee Assignments		
CHAIR • Anti-Graffiti Task Force		
VICE CHAIR • Community & Economic Development Committee		
MEMBER • Public Safety Committee		

Kohl's Food Store

Progress is being made on getting a new grocery store for the former Kohl's Food Store location on S. Kinnickinnic Ave., Ald. Zielinski said.

"I am talking with grocers and working closely with a representative of the owner of the former Kohl's store and I am confident that we will be able to attract a new grocery store to this location," said Ald. Zielinski. "There are some prospective grocery store operators who have expressed an interest in the location and I think now it's just a question of 'when' – not 'if' we'll have a new store there."

The alderman said he expects there to be more definitive information on a new grocery store for the former Kohl's location by late October.



Proposal Would Add Police, Solve Alarm Problems

Legislation proposed by Ald. Zielinski would enable the city to hire more police officers and cut down the number of false burglar alarms.

Police officials say 96% of burglar alarm calls they receive and investigate are false alarms. Each year the amount of police personnel time required to check on false alarms costs taxpayers about \$1.2 million, according to the MPD. Under Ald. Zielinski's proposal a \$70 annual fee on alarm owners would generate \$3.5 million per year, resulting in a net profit for the city of about \$2.3 million.

Ald. Zielinski is working with State Senate Jeff Plale, who is preparing state legislation requiring police to respond to all burglar alarms. Current state law leaves the decision to respond in the hands of each department.

Holding Parents Accountable

Ald. Zielinski is the co-sponsor of a proposed ordinance that would impose penalties on Milwaukee parents who fail to supervise their children.

The **parental responsibility ordinance** – not yet formally drafted – would subject parents to sanctions if their juvenile child repeatedly gets in trouble with the law. A similar ordinance being considered for adoption in St. Francis imposes sanctions on parents if their child is convicted of any municipal or state violations twice within six months or three or more times in a year.



Ald. Zielinski attended a recent meeting of the S. 12th – S. 13th Streets Block Watch Club – which he helped form – to discuss neighborhood issues. Anyone interested in joining or forming a block watch club should call Ald. Zielinski's office at 286-3769 or email tzieli@milwaukee.gov.

Ald. Zielinski Helps Form Block Watches

Ald. Zielinski, who has helped start Block Watch groups, said the Block Watch program is designed to make neighborhoods safer places to live, work and play. "The program has proven that it can improve communication, cooperation and organization among residents, as well as between residents and the Milwaukee Police Department," said Ald. Zielinski.

Ald. Zielinski also wants residents to call his office for information on how residents can use the city's nuisance abatement ordinance to take action against houses and buildings that generate police calls and problems such as noise, litter, disturbances and possible criminal activities such as drug dealing and prostitution.

Most crimes are crimes of "opportunity" and therefore can be prevented. The Block Watch program provides residents with specific information on how to reduce or eliminate opportunities for crimes. "When residents get involved in a Block Watch, a common bond develops between neighbors that instills neighborhood pride and protectiveness," the alderman said. "I believe that this can only enhance the quality of life in our district."

Working To Get More Police

A proactive crime fighting collaborative involving the District Attorney's office, police, community-based organizations, and citizens would be an excellent crime-fighting program for the 14th District and would add additional officers, Ald. Zielinski said.

The Community Prosecution program – which puts DAs in neighborhoods to address quality of life and urban blight issues – has so far yielded impressive results in certain near south side neighborhoods. The Community Prosecutors report to satellite offices within targeted areas, and are accessible to the police, community groups, and citizens in person or by pagers and cell phones. The program is made possible through a federal grant that was issued to the Milwaukee County DA's office in July 2000.

Ald. Zielinski said the fundamental job of the program is that the Community Prosecutor becomes an agent for change in processing the cases – not just a reactive element – and can make a direct impact against crime and blight. "The Community Prosecutor can make on-the-spot judgment calls based on his or her knowledge of the law and the criminal justice system, and that knowledge combined with hands-on contact and coordination on the street and in neighborhoods can make for a very effective crime-fighting entity," said Ald. Zielinski.

Ald. Zielinski said the program would bring additional officers to District Two, and he said he's working to secure a Community Prosecutor for the 14th District.

The agencies involved in the collaboration would include: the

District Attorney's office, the City Attorney's office, the Milwaukee Police Department, the Health Department, the Department of Neighborhood Services, the Department of Public Works, community-based organizations, the citizenry, and the religious community. The groups involved would be working together, for the first time, to improve the quality of life in the 14th District.

Nuisance Properties

The majority of what the prosecution team will be involved in dealing with include nuisance properties, homes and buildings that are the repeated sources of complaints and police calls. The complaints include drug dealing, prostitution, gambling, trash, and dangerous dogs and code violations. The team would meet with the landlords of these properties to discuss an abatement plan. The landlords' options include working with the problem tenants, evicting the tenants or boarding up the residence. Whichever avenue is taken, the community prosecution team will be involved.

If eviction occurs, the team will work with the landlords to screen new tenants, and get the landlords enrolled in the City of Milwaukee's free Landlord Training Program, which is offered to rental property owners.



Graffiti Needs To Be Cleaned Up ASAP

In his role as an advocate for the 14th District and as chair of the city's Graffiti Task Force, Ald. Zielinski is asking residents and business owners to be proactive when it comes to cleaning up graffiti.

"Graffiti that doesn't get cleaned up only encourages more graffiti and, in some cases, criminal activity," said Ald. Zielinski. "That's why it's vitally important to paint over graffiti as soon as possible – no more than 24 hours after a surface is defaced with graffiti. Please encourage your neighbors and area businesses to remove graffiti immediately."

If you need free paint or graffiti removal advice, or if you are not physically able to remove the graffiti, call the Graffiti Hotline at **286-8715**. Also call the hotline to report surfaces that have graffiti on them. Graffiti on city property such as bridges or sidewalks also can be reported by calling the Graffiti Hotline.

The Milwaukee Christian Center, a south side neighborhood organization, will help citizens who physically cannot remove graffiti themselves. To be referred to this group, please call the Graffiti Hotline at **286-8715**.

Audit Hotline Targets Fraud, Waste

A new Audit Hotline web page that Ald. Zielinski made possible is now up and operating, giving the public a means to report fraud, waste and abuse in City of Milwaukee government. Those reporting information to the hotline can do so **anonymously**.

Ald. Zielinski said other major cities that have created similar mechanisms for reporting fraud and abuse have saved millions of dollars by rooting out and eliminating such activities.

The Audit Hotline web page may be used to report:

- Illegal acts, such as theft, fraud, kickbacks, price fixing, or conflicts of interest by city employees and its contractors;
- Misuse or abuse of city property, including city buildings, vehicles, or equipment, and
- Misconduct, incompetence or inefficiency by city employees.

The city's Audit Hotline web page is not intended for reporting:

- Improper activities by County, State or Federal employees or entities, and
- Improper activities by private parties not related to City of Milwaukee government.

The public is encouraged to report fraud, waste and abuse in City of Milwaukee government. The Audit Hotline web page may be accessed through a link on the City's home page at www.milwaukee.gov, or from the City Comptroller's web page. Please follow the reporting instructions carefully. Audit Hotline staff can also be contacted by email at Hotline@milwaukee.gov, by FAX at (414) 286-3281 or by mail at the following address:

Office of the Comptroller
Attention: Audit Hotline
200 E. Wells Street, Room 404
Milwaukee, WI 53202

Ald. Zielinski helped create the hotline when he sponsored File 040063, which was introduced on May 10, 2004, and adopted by the council on June 15, 2004.

Ald. Zielinski Exploring Comprehensive Planning

Ald. Zielinski and various community groups are looking at how an area plan for the 14th District could help to identify opportunities and guide investment in the district.

The City of Milwaukee has started a multi-year process to develop a citywide Comprehensive Plan. The plan, which is required by a state law passed in 1999, will consist of a series of policies covering issues like housing, transportation, and economic development. The plan also will project future land uses within the City of Milwaukee.

At the same time the Comprehensive Plan is being developed, the Department of City Development will be working to create area plans that address opportunities and challenges specific to particular parts of Milwaukee. These plans can be used to guide public land use decisions and private investment decisions. Recently completed area plans evaluated the near west side and near north side.

Both the citywide Comprehensive Plan elements and area plans are created with extensive public involvement. In the case of area plans, the cost of plan development is shared between the City of Milwaukee and stakeholders in the area being studied. The financial involvement of organizations and businesses in the area helps to ensure a true partnership in both the creation and implementation of the plan.



COMMENT CARD:

Communicating with you directly and receiving your input on issues that are important to you are top priorities for me. Your calls, e-mails and letters are my most important source of information and truly help me make decisions that affect you. I encourage you to use this card to share your thoughts and concerns on city government with me. **Ald. Tony Zielinski, Room 205, City Hall, 200 E. Wells St., Milwaukee, WI 53202.**

Thank You!



Ald. Zielinski Helps Form New Business Association For 13th Street Area



Ald. Zielinski spoke with Marc Bold (right), president of the S. 13th Street Area Business Association, and association vice president Dale Trostorff during the business group's first meeting earlier this summer. About 40 people attended the meeting. Bold is owner of T & M Hardware, 3014 S. 13th St., and Trostorff is the owner of Sports Connection, 3000 S. 13th St.

A new group has formed to represent the needs and interests of businesses near S. 13th St. and W. Oklahoma Ave. Assisted by Ald. Zielinski, the **South 13th Street Area Business Association** formed within the past few months and has held its first meeting.

Ald. Zielinski said the group will concern itself with business-related issues within a five-block radius of S. 13th St. and W. Oklahoma Ave. Marc Bold, owner of T & M Hardware, 3014 S. 13th St., and the group's president, said the association will initially be focusing on trying to unify businesses and reaching out to engage area neighborhood groups. "We really want to involve neighborhood groups and representatives in an effort to start a dialog with them

and to help us build community support for the businesses we represent," said Bold.

Recruiting and retaining quality new businesses to the area and keeping up work to revitalize and maintain business properties are also high priorities for the association, Bold said. One of the group's primary goals is to get Jewel-Osco to lift the deed restrictions it has on the former Piggly Wiggly grocery store location at S. 13th & Oklahoma that prevent another grocer from occupying the property.

The association meets once every six weeks. For more information please contact Marc Bold at 384-7010.

Holt Plaza Project Moving Forward

Bay View and the entire 14th District will soon be getting a much-needed **Home Depot home improvement store** at the new Holt Plaza shopping center at W. Holt Ave. and S. Chase Ave.

The \$20 million Holt Plaza development, when finished, will feature a 103,000-square-foot Home Depot store (including a garden center) and a larger, newly reconfigured **Pick 'n Save store** with more than 75,000 square feet of space, said Ald. Zielinski, who helped secure Tax Incremental Financing (TIF) for the plaza.

Ald. Zielinski said the project will bring **350 jobs** to the plaza and will also support **150 construction jobs**. In addition the development will boost the tax base and generate

valuable property tax revenue for the city. "This is a tremendous project not only for the jobs it will create and the tax revenue that it will generate, but it's also going to help provide tools and valuable fixtures and materials of all kinds for the booming building and rehab activity in the district," Ald. Zielinski said.

The new Pick 'n Save will be open next year, and the Home Depot is expected to be open by the end of 2006. Some 20,000 square feet of additional retail space adjacent to the site on three lots will be developed in 2005 and 2006.

The site is the location of the Pick 'n Save and the former Builders Square, which shut its doors when it folded in 1999.



As a backhoe prepares to work at the construction site at S. Chase Ave. and W. Holt Ave., Ald. Zielinski discusses the Holt Plaza development with Ronald San Felippo, president of SFCC Inc., (standing to Ald. Zielinski's right) and Jeff Pfister, a general manager with Home Depot.

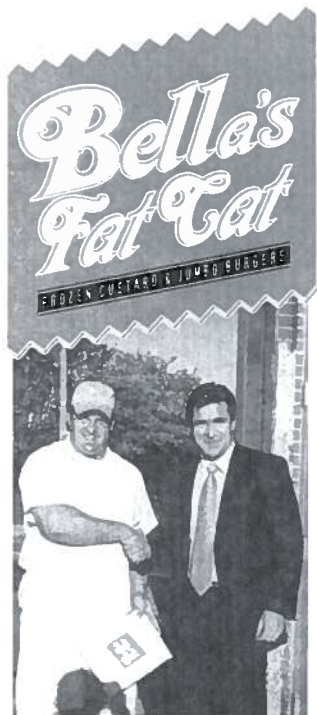


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Bella's Fat Cat Comes To Bay View

Ald. Zielinski joined Mike Schmidt, owner of Bella's Fat Cat restaurant, in front of the newly opened business at 2737 S. Kinnickinnic Ave. "It's very important from an economic development perspective to work with new businesses and help them deal with critical issues and hurdles so that they can prosper and benefit the neighborhood and the community," said Ald. Zielinski.

Preserving Green Space

Making
Things
Happen

Bay Street

Preserving the unique character and integrity of the neighborhoods that make up the 14th District is one of my top priorities.

Since taking office I have hosted several community meetings where community residents have stated – almost unanimously – that they prefer retaining green space. In the case of the developer who wanted to build condominiums on Bay Street east of S. Kinnickinnic Ave., residents were soundly in favor of keeping the open space, and I agreed with them. In fact, I was able to stop development on that land.

As we move forward, I believe that it's extremely important for constituents who would be directly impacted by a proposed development to have their say, so that we don't lose the rich character of our 14th District.

Bridgeport Park

Green space at E. Conway St. and S. Wentworth Ave. in Bay View should always remain just as it is – open and undeveloped, Ald. Zielinski said.

That's why Ald. Zielinski said he is working with the land's owner – the State of Wisconsin – to get the 2.6 acres transferred to local control. "This space should always be open space – under no circumstances should it be offered up for development," he said, noting that state officials have said they want to sell the property to the highest bidder.

"This is clearly a piece of property that would be attractive to a condo developer, but neighbors are adamant and united in their strong opposition to any development on this valuable green space," Ald. Zielinski said. "We need to retain this land as green space because it is the kind of open space that provides wonderful views of the city's harbor and the city skyline, and that's part of what helps make Bay View so unique and so beautiful."

The land became a green space – sometimes it's also referred to as "Bridgeport Park" – when the Lake Parkway project was completed in 1999.