

Ceella, Jessica

From: License
Sent: Monday, March 16, 2015 12:49 PM
To: Schunk, Jason; Ceella, Jessica
Subject: FW: suggestion: LBAT survey



Jonathan Koberstein
License Specialist III
City Clerk's Office – License Division
City Hall Rm 105
200 E Wells St
Milwaukee, WI 53202
(414)286-2238 Office
(414)286-3057 Fax

From: Grau, Janet
Sent: Monday, March 16, 2015 11:54 AM
To: License
Cc: Little, Kenneth; Marcoux, Rocky; Richardson, Ed
Subject: suggestion: LBAT survey

To the LBAT:

I had a couple of thoughts after visiting the LBAT website. It would be helpful for those attending or not attending the LBAT forums to have a structured survey on the website. This would do two things. First, it would provide a menu for comments--give people the specific areas where the city wants feedback. Second, it would broaden the response. Not all business owners can physically attend a meeting and even if they do, they might not get around to all the items worth commenting on. And many will hear about it after the fact.

For example, take special privilege. If you want to put a menu board or outdoor cafe on a public sidewalk, there is a process and a fee. Are business owners satisfied with the requirements? For loading zones, there is a review process and a fee. For parking lots, there are both zoning and landscaping requirements. Is the zoning correct? Are fencing and landscaping requirements flexible and affordable enough? Would business owners like to see a wider variety of fencing options, suggestions for lay-out and plant materials, or is what the city provides sufficient? The same question could be asked regarding signage. Is the zoning too much, too little, or the right amount. Is the process for a business owner who wants to do something out of the ordinary, reasonable from a process standpoint.

In other words, for each topic area, there are probably three or four questions that should be asked pertaining to reasonableness, cost and process. A web-based survey might get the most return of useful information from the greatest number of Milwaukee businesses. After each section, I would give a space for comments on things that the questions did not cover--because no survey is perfect.

Thanks, Janet