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FOR INFORMATION CALL

February 5, 2008

Ald. Terry L. Witkowski
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Council Approves Garden District Designation For District 13

New Title Reinforces Neighborhood Character, Develops Business Gateway

Today the Common Council approved a resolution to name the 13th Aldermanic District the Garden District of the City of Milwaukee capitalizing on a long tradition of gardening among residents and businesses.

Ald. Terry Witkowski actively supported the actions of the area's Garden District Neighborhood Association, the group who first sought the title. "The pride our businesses and residents have in their yard, their curbs and the area's appearance should be recognized. Their efforts benefit Milwaukee because this area is often the first part of town many business travelers see," Ald. Witkowski said.

Ald. Witkowski said, "Residents and businesses here have worked hard to solidify this identity. We have had perennial exchanges and gatherings, lectures by noted gardeners and even awarded area businesses landscaping awards to encourage and foster the character of our area."

The group has identified partnerships with nine neighborhood associations, two business associations, 20 schools, the Airport Business Improvement District, the City of Milwaukee, Milwaukee County, the Department of City Development, the Wisconsin Department of Transportation and the Department of Public Works to continue to coordinate with the area's environmental and boulevard plans. "This is a long term plan to create and sustain partnerships with local and state agencies to develop this area. This is our gateway to Milwaukee from the airport, and we want travelers to recognize it immediately as a Garden District," Ald. Witkowski said.

Garden District/ADD ONE

The long-term plan seeks to encourage business growth by enhancing curb appeal and streetscaping or boulevard efforts and marking the community and its history in an identifiable way. Ald. Witkowski said, “It will give the area an identity, pride in the neighborhood and foster a spirit of community.”

The resolution will be signed at a news conference hosted by Mayor Tom Barrett and Ald. Witkowski on Thursday, February 7 in Mayor Barrett’s office at 10:00 a.m.