

Rita Higgins
Milwaukee, WI 53204
05/30/2024

City of Milwaukee
Zoning, Neighborhood & Development Committee
City Hall
200 E Wells St
Milwaukee, Wisconsin 53202

Dear Zoning, Neighborhood, and Development Committee,

My name is Rita Higgins, I am writing to share my support of the Pierce & Bruce Sub-District Study. Our family has owned a property in in this neighborhood for 6 years and lived in it for one year.

Businesses and property owners in this area joined the Menomonee Valley Business Improvement District several years ago because of a range of issues in and around the area. We want to see the same kind of positive changes that have happened in other areas of the Menomonee River Valley happen here, and having a City-adopted plan will help leverage the resources for improvements needed in this part of the district.

We support the plan's recommendations: 1) mobilizing resources to address real and perceived safety issues in the district, 2) implementing streetscape and intersection improvements, 3) expanding public access to the Brunham Canal, and 4) pursuing minor rezoning in some areas to ensure more consistency in land use expectations throughout the district.

To expand on the 3rd point, my daughter, who is now 17, was exposed to fishing at an early age. She regularly accesses our waterways in the City but has no safe options in our neighborhood. Access to nature with low cost or free activities has been proven to have positive impacts on youth and adults. We have a wealth of water in this city, and creating equal access for use is important.

We look forward to seeing the City of Milwaukee and Menomonee Valley Partners implement these recommendations that will improve safety, visibility, and attractiveness of our neighborhood so that businesses continue to thrive in the Bruce and Pierce Street corridor, and visitors and near south side residents can access the neighborhood amenities.

Sincerely,
Rita Higgins