

*The
Garden
District*

Designation Plan

January, 2008

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Introduction

As the gateway to the City of Milwaukee, the 13th Aldermanic District welcomes both residents and visitors with Midwest hospitality. The district is home to the General Mitchell International Airport and is a major transportation hub with easy access by plane, train, bus and automobile. In representing the city, first impressions are critical. Therefore, the appeal and appearance of the district is important to portray Milwaukee as a world-class city.

As home to 38,191 residents, the 13th Aldermanic District is comprised of 15,830 households. It is a desirable place to live, work or locate a business. With a strong residential character, the district has a solid gardening tradition. Many homeowners are active gardeners that take pride in adding beauty to their homes and neighborhoods. In addition, many commercial businesses landscape their properties to maximize curb appeal and increase customer traffic. Social researchers have documented that trees and landscaping can increase business success. The opportunity exists to elevate these individual actions into a coordinated district-wide campaign through an official designation of the 13th Aldermanic District as the “Garden District.”

To work toward “Garden District” designation, a group of active residents and businesses formed the Garden Committee, a part of the Garden District Neighborhood Association. The mission of the Garden Committee is to improve quality-of-life by preserving, extending and supporting the gardening and beautification traditions of the residents, businesses and community organizations located in the 13th Aldermanic District.

The designation plan provides the vision for long-term improvement of the district and a short-term work plan to guide the current activities and priorities of the Garden Committee and other partners. The plan is intended to offer guiding principles to lead the district into the future by focusing on beautification, stewardship and resource sharing. The goal is to create a Garden District identity that fosters the expectation of and raises the standard for landscaping on both public and private property.

The Alderman of the 13th District will serve as a liaison between residents, businesses and intergovernmental agencies to promote the Garden District. This role will be fundamental in advancing a district-wide identity. The alderman will introduce the Designation Plan to the City of Milwaukee Common Council to request the naming of the 13th Aldermanic District as the “Garden District.” The alderman will also act as the chief advocate for the Garden District to generate interest and buy-in from the residents and businesses of the district through constituent relations, aldermanic communication and business and neighborhood group meetings. The alderman will coordinate efforts with city, county and state agencies to facilitate intergovernmental cooperation on multi-jurisdictional issues. The alderman will work with the founding organization, the Garden District Neighborhood Association Garden Committee to aggressively market the Garden District to raise public awareness and build support from a wide spectrum of stakeholders.

The concept for the Garden District grew from discussions between the alderman and residents regarding the strong interest in and tradition of gardening and landscaping within the district. The effort began in earnest in early 2007, when a group of individuals formalized a garden committee and met regularly to create a vision for the 13th Aldermanic District that focused on gardening and landscaping to beautify and improve quality-of-life. In its first season, committee activities included perennial plant exchanges in May and September, a garden talk with Melinda Myers, Business Landscape Awards presented to 37 businesses and a community planting project located at 1111 W. Layton Avenue. The inaugural year accomplishments demonstrate the group's commitment and enthusiasm to improving the district.

Organizationally, the Garden Committee elected officers and initiated membership in the former 13th District Neighborhood Association. While the 13th District is fortunate to have several active neighborhood groups, many with garden committees, it was determined that a district-wide focus for this effort was necessary. The 13th District Neighborhood Association offers a broad reach linking individual neighborhoods with the ability to serve the entire district. The mission of the 13th District Neighborhood Association also complemented that of the committee with a focus on household improvements. The Garden Committee became a formal member of the 13th District Neighborhood Association with its officers reporting to the Association's Board of Directors. To signal a renewed and expanded role, the 13th District Neighborhood Association re-branded to become the Garden District Neighborhood Association. The name change creates a meaningful union whereby both groups emerge stronger. The Garden District Neighborhood Association provides a district-wide identity and scope, non-profit 501(c) 3 status and greater flexibility to raise funds while gaining new goal-oriented members with a proven record of success.

Garden District Neighborhood Association
Garden Committee

Peg Mueller – Chair	Kendall Karst
Lori Zahn – Vice Chair	Ted Kuecker
Marie Cassavant – Secretary	Ellen Loughran
Samar Abu Lughod	Lori Loughran
Jen Baciak	Barb Lukaszewski
Diane Bartoszewicz	Dennis Lukaszewski
Patti Batten	Yvonne Makowski
Patti Bigelow	Ronald Michalski
Ken Borkowitz	Dennis Mueller
Lisa Bretsch	Mary Jo Mueller
Paul Budzisz	Patty Najera
David Ciepluch	Jason Ney
Mary Dix	Lisa Nowakowski
Ron Eveland	Kandy Perez
Anne Fagan	Marge Pisca
Jenni Gordon	James Plizka
Kristine Hien	Claire Raasch
Kathryn Hien	Mark Schulz
Rebecca Hien	Southside Gardens
Kelly Hughbanks	Florence Tello
Cindy Janusz	Christine Will
Lauren Kamez	Joe Wilson
Shannon Kantowski	Terry Witkowski - Alderman
Lauren Karnes	

Objective 1: Brand Garden District Identity

It is critical that the Garden District brand an identity that will be embraced by stakeholders and incorporated into their messaging that communicates participation with the Garden District. The Garden District represents the entirety of the 13th Aldermanic District and should be used as a promotional tool that portrays the unique quality of the district.

Identity Creating Activities

1. Brand Garden District through the creation of a meaningful logo:



2. Implement an awareness campaign to inform stakeholders about the Garden District including:
 - a. Incorporate the Garden District logo into aldermanic letterhead, newsletters and constituent communication
 - b. Issue letters to all businesses to introduce the Garden District
3. Encourage partners to incorporate Garden District into their messaging and promotional materials:
 - a. Promotion by business partners such as the Airport Gateway Business Association, 27th Street Business Association and private enterprises including the use of logo on business letterhead, advertising, display signs; "...proudly located within the Garden District..." etc.
 - b. Promotion by neighborhood associations as part of the Garden District

Future Considerations:

1. Work with neighborhoods to designate specific planting themes
2. Use consistent plantings in streetscaping and on private property

Objective 2: Celebrate & Recognize Gardening Tradition

The 13th Aldermanic District with its many residential neighborhoods places a collective importance on gardening and landscaping. Many residents have home gardens and businesses landscape to increase customer traffic. As the Garden District, it is important to celebrate this tradition and encourage greater participation in beautification by individuals and businesses.

The Garden Committee believes a strong community can be built. One necessary building block is beautification. Neighborhoods filled with residential gardens and commercial districts lined with inviting landscaping play an important factor in keeping a community strong, vibrant, safe and a desirable place to live, work and recreate. Gardening brings people outdoors and into contact with one another. As a result, neighbors meet and talk together. When neighbors connect, they develop relationships that grow a strong community. Businesses play an important role as well; landscaped businesses show the community that the owner is engaged and values being a part of the community. Beautification contributes to quality-of-life and also offers ecological services such as reducing stormwater runoff, improving air quality, reducing the urban heat island effect and softening the urban hardscape.

Celebrate and Recognize Activities

1. Garden District Landscape & Garden Awards

The Garden District Neighborhood Association will issue annual landscape and garden awards to recognize outstanding gardeners and landscaping to celebrate their contribution to the Garden District. Residential award winners will receive a yard sign for display while Business award winners will receive a wall plaque to display in their place of business.

In 2007, recognition awards were issued in the Business Landscape category. Residential awards were not issued. In an effort to promote the Garden District and to encourage participation, the 2007 awards were based on the concept of curb appeal to recognize businesses with maintained landscaping. Awards were not ranked in an effort to be inclusive and increase awareness of the Garden District. Future award cycles may create award divisions such as hospitality, service station, restaurant, etc. and rank based on the quality of landscaping.

2007 Business Landscape Award Winners:

Name

Howard Shell Gas & Foodmart
Rudy Uttke & Sons Heating & Cooling
Radke Chiropractic Office
Wyndham Milwaukee Airport Hotel & Convention Center
Airport Exec Office Building Towne Investments Inc.
Motel 6 –Milwaukee Airport
Best Western Airport Hotel & Conference Center
Plant Land
Packing House Restaurant
McDonald's Restaurant – Steren Management Co.
Beer Belly's Pub
Culver's Frozen Custard
Wendy's Restaurant
Porterhouse Restaurant
Spring Garden Café
All Seals & Hose
Hampton Inn Hotel
Knots Landing Hardwoods
Campbell Soup Supply Co LLC Milwaukee
The Plainfield Pub
Holiday Inn Express
Quality Auto Body
USF Holland Trucking
AmTrak - Airport
Banta Specialty Converting
Wenta Monument Company
Walker's Maple Grove Banquets & Catering
Crocus Restaurant
Milwaukee Fire Department Engine #14
Houlihan's Restaurant & Bar
Giuffre Brothers Crane Inc.
National Bakery & Deli
John J. Walloch Funeral Home
Landmark Credit Union
Chancery Pub & Restaurant
House of Fong
Prasser-Kleczka Funeral Home South Suburban Chapel

Location

3725 S. Howell Avenue
4209 S. Howell Avenue
4353 S. Howell Avenue
4747 S. Howell Avenue
4915 S. Howell Avenue
5037 S. Howell Avenue
5105 S. Howell Avenue
6204 S. Howell Avenue
900 E. Layton Avenue
191 W. Layton Avenue
512 W. Layton Avenue
575 W. Layton Avenue
580 W. Layton Avenue
900 W. Layton Avenue
1716 W. Layton Avenue
355 W. Boden Street
1200 W. College Avenue
241 W. Edgerton Avenue
500 W. Edgerton Avenue
312 W. Plainfield Ave
1400 W. Zellman Court
4930 S. 6th Street
6161 S. 6th Street
S. 6th Street
5111 S. 9th Street
3552 S. 13th Street
3555 S. 13th Street
3577 S. 13th Street
6074 S. 13th Street
6331 S. 13th Street
6635 S. 13th Street
3200 S. 16th Street
4309 S. 20th Street
4000 S. 27th Street
4624 S. 27th Street
5460 S. 27th Street
6080 S. 27th Street





Kevin Murphy, owner of the Porterhouse Restaurant presented with the 2007 Business Landscape and Garden Award by Mayor Tom Barrett and Alderman Terry Witkowski

2. Host Annual Garden Crawl

The Garden Committee will host an annual “Garden Crawl” to promote residential landscape award winners. A tour of winning gardens provides the opportunity to recognize the contribution of outstanding gardeners to the Garden District. It provides gardeners a network of fellow gardeners to share lessons, tips and stories and perhaps spark a ‘friendly’ competition among neighbors – all for the good of the neighborhood and community.



*The
Garden
District*

*2007 Landscape & Garden
Award*

Presented to
**The Porterhouse
Restaurant**

Committee Chairman

Alderman

FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

January 9, 2008

Ald. Terry L. Witkowski
(414) 286-2221

Businesses To Be Honored For Landscaping & Garden Efforts

Alderman Terry L. Witkowski and members of the 13th District Garden Committee will hand out 2007 business landscape and gardening awards Friday as a way of recognizing efforts to beautify properties and to further the image of the area as Milwaukee's "Garden District."

The inaugural awards ceremony will be held at 10 a.m. on Friday, January 11, 2008 at the Best Western Midway Airport, 5105 S. Howell Ave. Media coverage is invited.

Recent warmer-than-usual temperatures have sparked thoughts of spring – and gardening/landscaping projects – and that also serves to remind 13th District businesses that the committee will be keeping an eye out for the 2008 landscape and gardening award candidates later this year, said Ald. Witkowski. "The Garden Committee had an abundance of excellent properties we looked at, and we're proud to be honoring more than 30 Garden District businesses for 2007 which have gone out of their way to enhance their curb appeal through gardening and landscape improvements," he said.

"The committee believes the awards not only serve to recognize 'above and beyond' efforts to beautify, but will also encourage businesses and residents who see the awards displayed to launch landscaping and gardening projects of their own and to reinforce the 13th District's identity as the Garden District," the alderman said.

Ald. Witkowski has led an effort to call the 13th Aldermanic District the "Garden District" because of its proud tradition of beautiful, award-winning residential gardens, as well as intricately landscaped business properties. A Common Council resolution he's sponsored to officially designate the 13th District as the city's Garden District will go before the Council's Public Works Committee at 9 a.m. at City Hall on Wednesday, January 23, 2008.

-30-

3. Perennial Flower Exchange

The Garden Committee sponsored two successful perennial plant exchanges on May 19, 2007 & September 8, 2007 hosted by Custom Grown Greenhouse located at 920 W. Armour Avenue. In addition to use of their parking lot, Custom Grown Greenhouse offered participants a discount coupon for a future purchase. Both events were well attended with over 120 residents interested in giving away or trading perennial plants. No sale of plants among participants was allowed.

The dates for the 2008 perennial flower exchanges are May 17th & September 20th

Perennial Exchange – May 19, 2007



Perennial Exchange – September 8, 2007



Garden Committee members Lori Zahn, Peg Mueller & Joe Wilson of Keep Greater Milwaukee Beautiful

The
Garden
District
COMMITTEE

Announces the first
Perennial Flower Exchange



Saturday, May 19, 2007
10:00 until Noon

Custom Grown Green House Parking lot
920 West Armour Ave.
(Armour is one block north of Layton)



Separating or thinning perennials?

Want to trade them or give them to others? Bring them to the flower exchange.
Any left over plants will be used at a school or other public display by the
13th district Garden District Committee. No sales of plants will be allowed.

Custom Grown is lending its parking lot for this event and
will also give those participating a discount coupon.

This event may be repeated on September 15

The
Garden
District
COMMITTEE

Announces the second
Perennial Flower Exchange



Saturday, September 8, 2007

10:00 a.m. until Noon

Custom Grown Green House Parking lot
920 West Armour Ave.
(Armour is one block north of Layton)



Separating or thinning perennials?

Want to trade them or give them to others? Bring them to the flower exchange.

Any left over plants will be used at a school or other public display by the
13th District Garden District Committee. No sales of plants will be allowed.

Custom Grown is lending its parking lot for this event and will also give those participating a discount coupon.

Make plans to attend one of the following Garden District Committee
planning meetings at the Robert A. Anderson Water Tower & Municipal Building
at S. 6th and Norwich (4001 S. 6th St.):

- 6:30 p.m. Tuesday, September 4
- 6:30 p.m. Tuesday, October 2
- 6:30 p.m. Tuesday, November 6
- 6:30 p.m. Tuesday, December 4

Objective 3: Serve as Environmental Stewards

The mission for the Garden Committee is to improve the quality-of-life in the 13th Aldermanic District. Central to quality-of-life is a healthy environment. Residential gardens, city boulevards, public parks, neighborhood greenspaces and private landscaping together create an urban environment that offers social and ecological benefits. While the environment offers beauty, respite and recreation, it also requires care and stewardship. The Garden Committee will serve as environmental stewards through community garden projects, providing technical assistance where needed and by working with businesses and property owners to encourage greater landscaping on private property. The Garden Committee will work directly with schools, businesses, neighborhood associations and governmental units in this effort. Through collective action, the Garden Committee will protect, conserve and enhance the environment.

Stewardship Activities

1. Beautify public, private & commercial property

Layton Avenue Perennial Garden

The Garden Committee completed its first beautification project in spring 2007 with the planting of the Layton Avenue Perennial Garden located at 1111 W. Layton Avenue. In partnership with Mary Pat Berry, owner of Hickey Rice Terminals, Inc who donated the land and contributed financially along with the Garden District Neighborhood Association who provided funds for plant material, the Committee created a 250 ft² perennial garden with a variety of native prairie plants including butterfly weed, Karl Forester feather reed grass, myrtle spurge, White Swirl Siberian iris, prairie blazing star, compass plant, Goodness Grows and Red Fox veronicas.

The Layton Avenue Perennial Garden was successful because of the planning and hard work of the Garden Committee volunteers. A team of 10 enthusiastic and dedicated volunteers completed the planning, preparation, planting and initial watering of the perennial garden. As the perennial garden continues to mature, the plants will fill-in and the garden will contribute a striking element to the landscape.

Step 1: Project layout



Step 2: Digging & trenching



Steps 3: Digging



Step 4: Digging



Step 5: And more digging...



Step 6: Watering



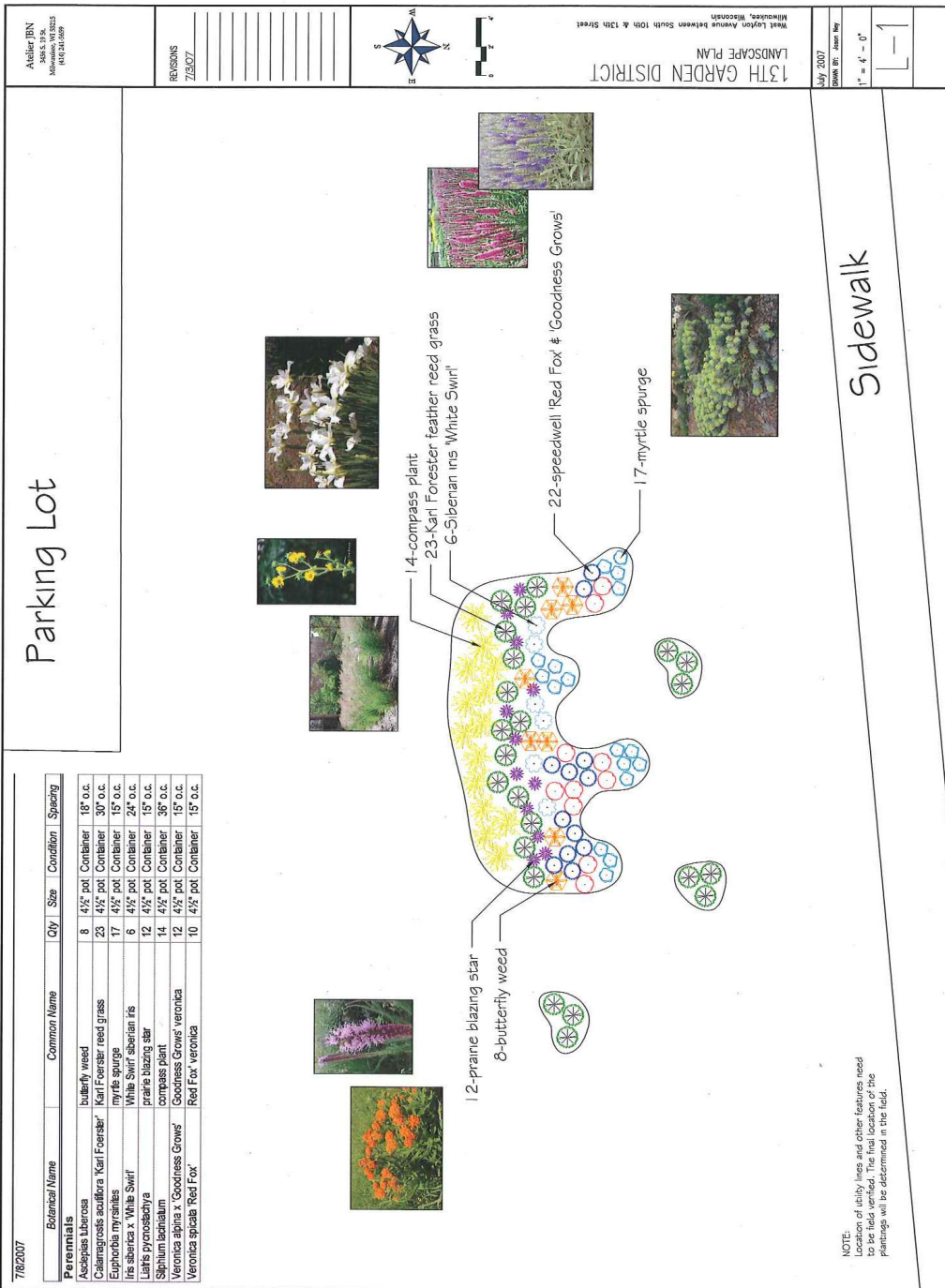
Step 7: Watering with drip hose



Completed Perennial Garden



Layton Avenue Perennial Garden Design



'Plant a Seed' Gardens

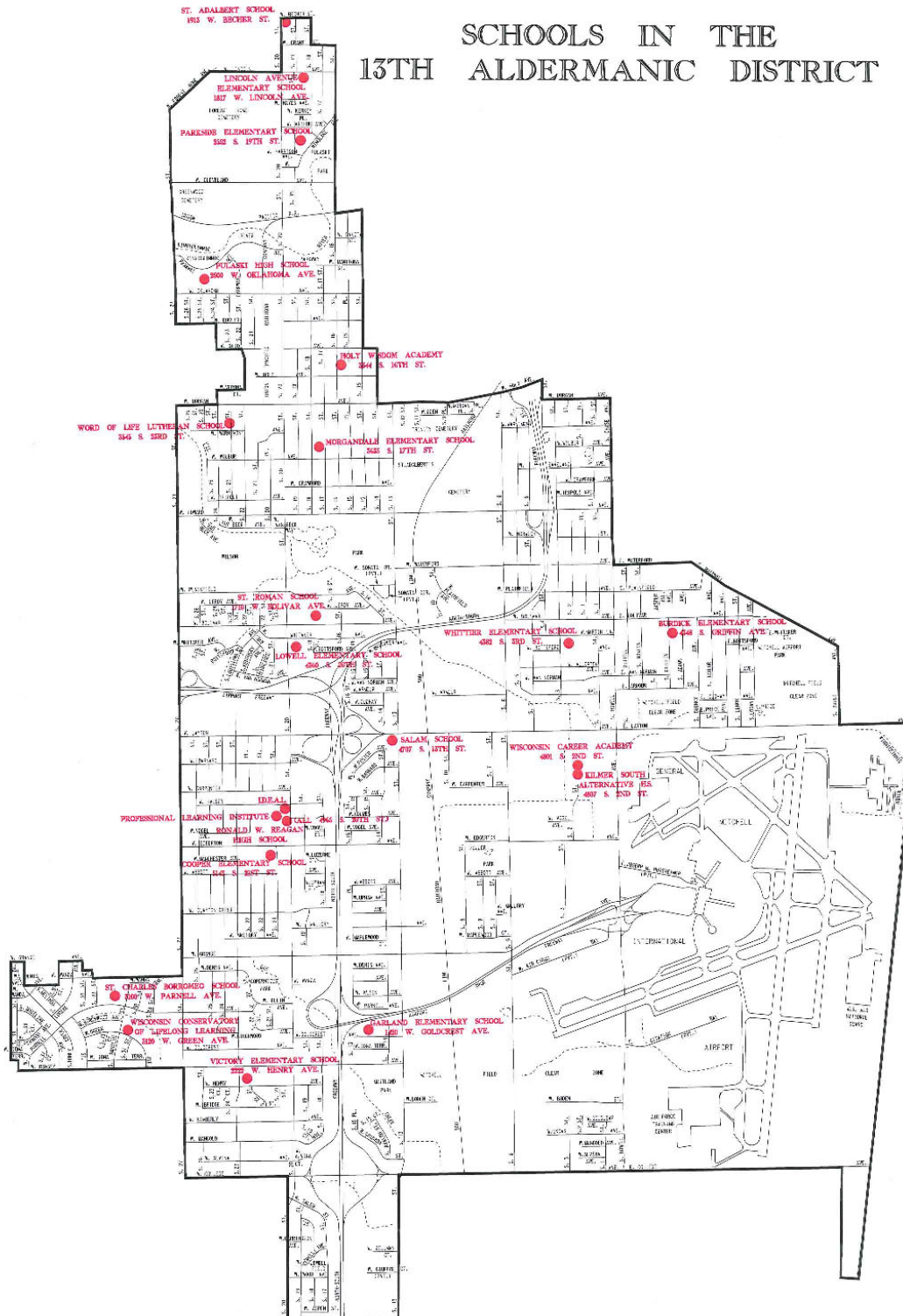
To inspire environmental stewards among the next generation, the Garden Committee will work with schools located within the Garden District to teach the basics of gardening. Schools will be invited to participate in the Garden District through the creation of a 'plant a seed' garden. The *Plant a Seed* garden will enhance the main school entrance with a garden of the school's choice – a rain garden or vegetable garden. The Garden Committee will provide the design and labor to create and plant the garden. The school will need to commit funds to purchase the plant material. The Committee will provide a plan to assist with garden maintenance and can offer additional technical assistance such as how to prevent mold, proper mulching and staking techniques and suitable companion plants. Each school will participate in a dedication ceremony to commemorate the garden. As the Garden District is successful at *planting the seed* with Milwaukee Public Schools, the Garden District can expand the effort to private schools. Schools in the 13th Aldermanic District include: Burdick Elementary School, Cooper Elementary School, Garland Elementary School, I.D.E.A.L., Lincoln Avenue Elementary School, Lowell Elementary School, Morgandale Elementary School, Parkside Elementary School, Victory Elementary School, Whittier Elementary School, Wisconsin Conservatory of Lifelong Learning, Pulaski High School, Kilmer South Alternative High School, Professional Learning Institute/Ronald Reagan High School, Holy Wisdom Academy, Salam School, St. Adalbert Catholic School, St. Charles Catholic School, St. Charles Borromeo Catholic School, St. Roman Catholic School and Word of Life Lutheran School.

Plant a Seed Gardens provide opportunities for interactive outdoor learning. The Garden Committee will encourage the use of established lesson plans to expose children to gardening. The early involvement of children in the planting and maintenance of the garden will connect them to the natural environment. This connection may be the only exposure to nature for some children. As an outdoor classroom, a garden provides lessons in a broad range of subjects including natural sciences, math, reading, writing, etc. Additional opportunities exist to increase children's interest in gardening by encouraging local businesses to donate seed packets to schools. This allows children to bring lessons home and share their enthusiasm and knowledge with family members.

Neighborhood Garden Sanctuary

The Garden Committee will work to create a neighborhood garden sanctuary on a city-owned vacant lot to turn a neighborhood problem into an asset. The committee will work with the City to identify a non-buildable vacant lot suitable for development into a neighborhood garden. The garden sanctuary will transform a blighted vacant lot that is home to debris and trash into a welcoming sanctuary to be enjoyed by all neighbors. The neighborhood garden sanctuary will serve as a public garden planted with a mix of annuals and perennials with amenities such as a brick walkway, benches, fence, trees and shrubs, bird houses, a rain barrel and compost bin, etc. A sign will dedicate the sanctuary to the neighborhood. The neighborhood garden sanctuary will serve as a model for vacant lots that can be replicated elsewhere in the district and citywide.

SCHOOLS IN THE 13TH ALDERMANIC DISTRICT



List of potential vacant lots located in the 13th Aldermanic District:

2224 S. 20 th Street	1532 W. Halsey Avenue
2225 S. 18 th Street	1520 W. Halsey Avenue
1811 W. Grant Street	1514 W. Halsey Avenue
2417 S. 16 th Street	4921 S. 15 th Street
2079 W. Oklahoma Avenue	4911 S. 15 th Street
3400 S. 20 th Street	4901 S. 15 th Street
1820 W. Morgan Avenue	4922 S. 15 th Street
3112 S. 20 th Street	4912 S. 15 th Street
3302 S. 20 th Street	4902 S. 15 th Street
3318 S. 18 th Street	1415 W. Halsey Avenue
3346 S. 20 th Street	1425 W. Halsey Avenue
909 W. Morgan Avenue	1505 W. Halsey Avenue
4201 S. 1 st Place	4927 S. 15 th Place
4206 S. 2 nd Street	1516 W. Barnard Avenue
4238 S. 2 nd Street	1523 W. Halsey Avenue
4260 S. 2 nd Street	1517 W. Halsey Avenue
4203 S. 1 st Street	1511 W. Halsey Avenue
4249 S. 1 st Street	4980 S. 20 th Street
4259 S. 1 st Street	1503 W. Barnard Avenue
4276 S. 1 st Place	700 W. Grange Avenue
4200 S. 1 st Place	1640 W. Grange Avenue
4212 S. 1 st Place	5279 S. 20 th Street
4203 S. Howell Avenue	2310 W. Goldcrest Avenue
530 E. Bolivar Avenue	5674 S. 20 th Street
4323 S. 5 th Street	5810 S. 18 th Street
4329 S. 5 th Street	1800 W. Ramsey Avenue
1719 W. Bottsford Avenue	5630 S. 20 th Street
4420 S. 18 th Street	623 W. Grange Avenue
4446 S. 20 th Street	6227 S. 1 st Street
2141 W. Van Norman Avenue	198 W. Uncas Avenue
2113 W. Van Norman Avenue	6220 S. 3 rd Street
5001 S. 24 th Street	6072 S. 18 th Street
1566 W. Halsey Avenue	1565 W. Ramsey Avenue
1560 W. Halsey Avenue	1701 E. College Avenue
1556 W. Halsey Avenue	
1548 W. Halsey Avenue	
1542 W. Halsey Avenue	

Community Vegetable Garden

The Garden Committee believes in the benefit of a community vegetable garden. Residents without the space have an opportunity to garden and raise food for their families. The community vegetable garden can also serve as a source for donations of locally grown produce to area food pantries. The committee will work to identify a parcel to develop as a community vegetable garden. The committee is currently in discussions with WE Energies about a lot at Howell and Waterford Avenues which could serve as a community vegetable garden. Residents interested in maintaining a plot would have an area to grow vegetables. The committee will arrange for excess produce to be donated to local food banks. Access to water will be a primary concern. To address this issue, the committee will work to secure rain barrels or cisterns to capture rain water and use for watering. The lot under consideration is sufficient size to provide room for rain barrels, cisterns and a compost area. The community vegetable garden will also incorporate perennial plantings around the border to both beautify the neighborhood and grow produce.

Community Nursery and Greenhouse

The Garden Committee is interested in developing a community nursery and/or greenhouse to grow plant material for use in Garden District beautification projects. The potential exists to house a community nursery at the same location as the vegetable garden depending on lot size.

2. Solicit Volunteers and New Members

The Garden Committee will build a volunteer-base and solicit new members to participate in beautification and planting projects. As the Garden District gains recognition, the committee will seek new neighbors and target landscape architects for volunteer design service.

Another local source of volunteers is the Southeast Wisconsin Master Gardeners Program. Master Gardeners receive 36 hours of initial training with 10 hours of continuing education annually on soils, botany, entomology, plant pathology, houseplants, landscaping, turf, vegetables, fruits and ornamental plants. Certified Master Gardeners are required to provide 24 hours of volunteer service to their community annually. The committee will work with the Milwaukee County-UW Extension Horticultural Program to involve Master Gardeners in Garden Committee projects where possible.

3. Landscape Service for Garden District Neighborhood Association Members

The Garden Committee will provide landscape service to members of the Garden District Neighborhood Association (GDNA) on a donation basis. The Committee will offer landscaping to residents and businesses that make a donation to the GDNA designated to the Garden Committee.

Objective Four: Share gardening resources and knowledge

The Garden Committee embraces lifelong learning. The Garden Committee provides a forum for neighbors to gather and share their gardening experiences. The learning that takes place at this level can be invaluable to improving gardening results. In addition to this informal learning, the Garden Committee will host garden lectures and workshops to provide neighbors with the latest in gardening techniques and sustainable gardening practices.

Sharing Activities

1. Educate residents through resource sharing

The Garden Committee hosts an internet group for posting meeting announcements, Q&A and relevant meeting materials. Interested neighbors can join the 13th District Gardeners Yahoo Group at <http://groups.yahoo.com/group/13thdistrictgardeners>.

2. Coordinate garden lectures and workshops

The Garden District hosted a garden talk with Melinda Myers, the Plant Doctor on June 12, 2007. The garden talk was held at Victory School located at 2222 W. Henry Avenue. Ms. Myers spoke and advised on late season planting followed by a question and answer session. The event was highly successful with over 35 attendees.



Melinda Myers, the Plant Doctor



Melinda with Garden District Neighbors



Peg Mueller, Garden Committee Chair with Melinda Myers

Ald. Terry Witkowski

and

*The
Garden
District*



Announce

Melinda Myers

the Plant Doctor to speak

- It's not too late to beautify your yard
- Late season planting • Questions and answers

June 12, 6:30 p.m.

Victory School, 2222 W. Henry Ave.



Help make this



*The
Garden
District*



Get Involved! Bring Your Neighbors!

Call 731-0472 for more information.

Partners

The success of the Garden District is dependent on participation from a broad cross-section of the community. The Garden Committee will connect residents and businesses to improve the quality of-life in the 13th Aldermanic District through gardening and beautification. While the Garden Committee's lead role is critical, partnerships will be necessary to maximize the impact of the Garden District. The Garden Committee will focus on developing and enhancing the following relationships:

Stakeholders and Project Partners

Garden District Neighborhood Association:

The Garden District Neighborhood Association (GDNA) is the parent organization of the Garden Committee that offers a district-wide reach and impact, 501(c) 3 status, funding and a base of volunteers. The Garden Committee will use the GDNA newsletter to disseminate information on projects and solicit volunteers. The newsletter is distributed to 10,000 households.

Neighborhood Associations:

The 13th Aldermanic District is home to seven neighborhood associations including Forest Hill, Oklahoma Gardens, Holt Park, Wilson Park North, Tippecanoe, Holler Park and College Heights. As select neighborhoods that make-up the Garden District, the associations will act as major contributors to the success of the district. Currently, many of the associations have a garden committee or include beautification as part of their mission.

One example, the Holler Park Neighborhood Association created a neighborhood garden on a former vacant lot. This effort was in response to a request for a city permit to build a garage on the site. The Garden Committee encourages these efforts and will work with the associations to incorporate the Garden District in their activities.

Business Associations:

Airport Gateway Business Association (AGBA)

Beautification is central to the mission for the Airport Gateway Business Association (AGBA), as beautification is good for business. With funds from the Business Improvement District, AGBA is active in enhancing the neighborhood around the airport. In 2007, they donated funds to the Holler Park Neighborhood Association to cover the cost of plant material for their neighborhood garden. In 2008, AGBA plans to enhance Layton Avenue between 10th and 11th Streets to complement the committee's perennial garden. This project will landscape the east and west sides of the railroad trestle and paint the Garden District logo on the railroad bridge crossing Layton Avenue. In addition, AGBA will work through its members to encourage businesses to improve landscaping of their properties. The Garden Committee will work in conjunction with AGBA to facilitate these types of projects to meet compatible goals.

27th Street Business Association

The 27th Street Business Association may be negatively impacted for the duration of the reconstruction of I-94 North/South Corridor in Milwaukee County with possible ramp closures that will reduce traffic and as a result, business. Daily traffic counts show that of the 16,000 vehicles that travel 27th Street south of Oklahoma, approximately 1,500 vehicles exit on/off from I-94. The Garden Committee will work with the 27th Street Business Association to lobby for enhanced landscaping on S. 27th Street from Oklahoma Avenue to College Avenue to include raised landscape beds with annual and perennial plants, decorative lighting and stamped concrete. Maintenance of the improved streetscaping will be the responsibility of the business association.

Utilities:

With relatively open property, there is great potential and need for beautification on WE Energies property. The Garden Committee is currently in discussion with WE Energies regarding property at Howell and Waterford Avenues for development of a community vegetable garden. The Garden Committee faces considerable restrictions to occupy WE Energies property that includes major liability insurance. The alderman is in discussion with WE Energies to encourage the use of utility property for beautification. An expectation of WE Energies will be that they allow the committee to beautify their property or they do so themselves. The committee will continue to work with WE Energies to establish a positive partnership that benefits both the Garden District and addresses the needs of the company.

Public Partners:

City of Milwaukee

Department of Community Development (DCD)

DCD will incorporate the Garden District designation in two key ways. First, the Department's business attraction and retention efforts will utilize the Garden District brand in promoting business sites. Businesses are attracted to business parks with campus-like settings. The Garden District can provide this setting through planting and maintenance of gardens and trees on and near public rights-of-way.

Secondly, DCD is working with partners in the local community to prepare a comprehensive area plan. Discussions at workshops in November have pointed to these Garden District strategies:

- Require all businesses to landscape areas in front of their building
- Require all parking areas be located to the side and behind new buildings, rather than in front
- Work with AGBA to identify locations and strategies to improve streetscaping
- Identify a location and a preliminary design for a town center to encourage walking between businesses such as hotels, restaurants and entertainment venues
- Identify a set of trails and pathways from the town center to parks throughout the area to encourage biking, walking and recreation
- Identify gateway locations with appropriate signage, landscaping and symbols to further create a unique image to help promote the area

Department of Public Works – Environmental Services

DPW Environmental Services' mission is to improve the environmental quality-of-life for Milwaukee residents which relates directly to the Garden District's priorities of beautification and stewardship. Environmental Services will support the Garden District through implementation of the city boulevard plan, tree planting, resource sharing and Arbor Day celebrations. Environmental Services will coordinate with the Garden Committee to implement *Sustainable Boulevards*, the citywide strategic boulevard plan. Sustainable Boulevards calls for the:

- Removal of non-impact landscape beds to be replaced with turf
- Planting of 4,500 shade, ornamental and evergreen trees to increase tree canopy
- Planting of approximately 300 signature beds comprised of annuals, perennials, shrubs and trees at designated locations throughout the city

The Garden District has the second largest number of landscape beds in the city. Under *Sustainable Boulevards*, the Garden District will gain 5,700 ft² of landscape beds for a total of 39,170 ft². Approximately 34 signature beds of 1,000-1,200 ft² each will be planted. Signature beds will be a mix of annuals, perennials, shrubs and ornamental trees. Environmental Services will seek input from the Garden Committee on the location of these beds.

In addition, Environmental Services will work with the Garden Committee and neighborhood associations on planting projects on public right-of-ways such as traffic triangles or greenspaces. Where trees can be added, Environmental Services will provide and plant trees from the municipal nursery. One example of this cooperative effort is in the Holler Park neighborhood where Environmental Services will plant 3-5 trees on the median at 6th Street and Maplewood Court. Groups are required to enter into a maintenance agreement with the city for projects involving more than the "usual and customary" work by the city.

On an educational front, Environmental Services consists of a dedicated staff of arborists and landscaping professionals who are willing to share their experience and expertise. The Environmental Services staff is willing to speak to the Garden Committee and neighborhood groups on proper tree care and landscaping for seasonal interest.

To support resource sharing, Environmental Services provides wood chips at no charge for community planting projects. Annually, following boulevard planting, Environmental Services makes excess plant material available to neighborhood groups on a first come, first serve basis.

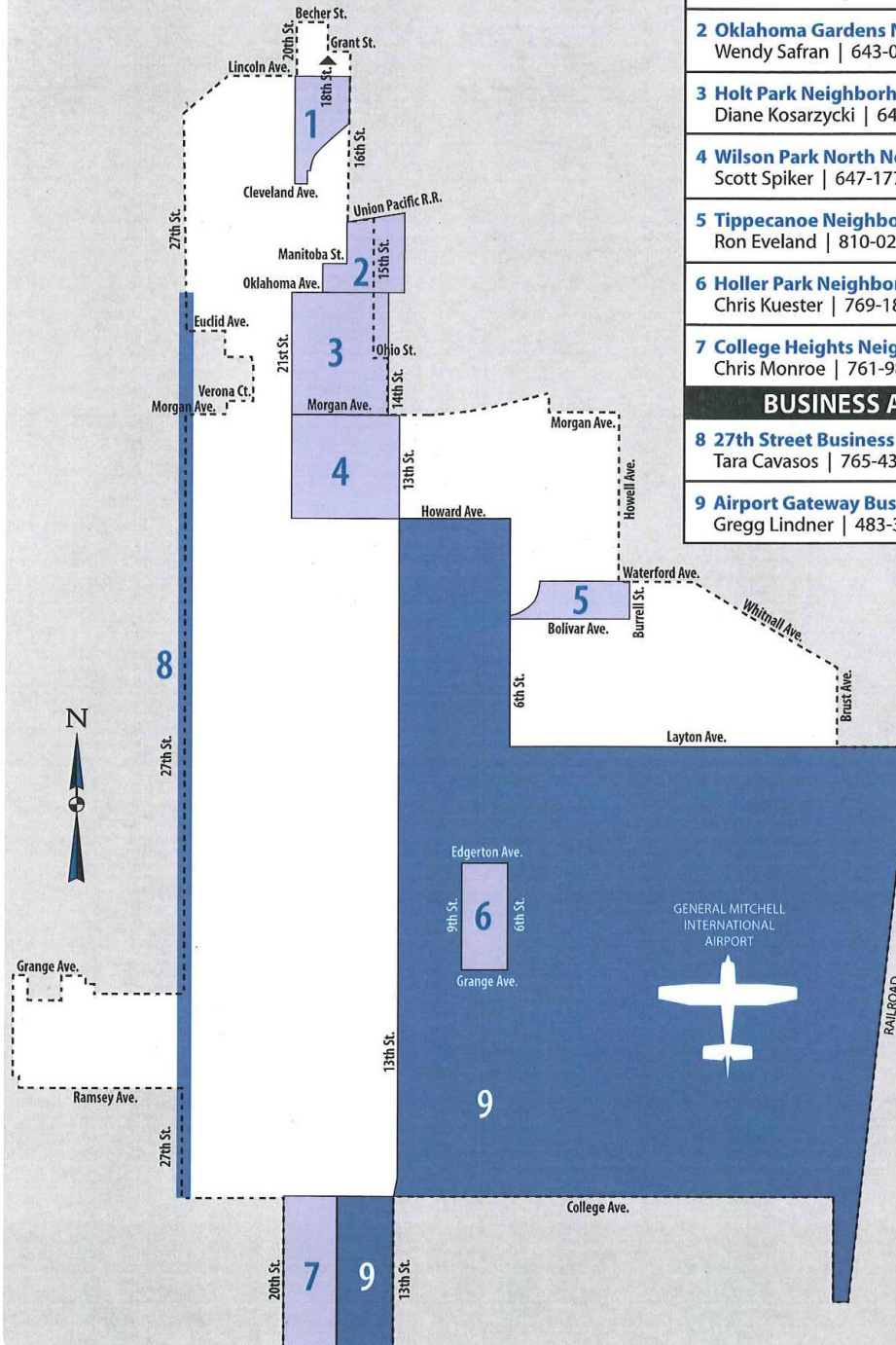
Milwaukee County

Given its prominence and impact on the landscape of the 13th Aldermanic District, the Garden District must feature cooperation with the Milwaukee County General Mitchell International Airport. The Garden Committee, led by the alderman, will facilitate cooperation with airport staff to create native prairie fields in the airport clear zones along Layton Avenue and S. 13th Street. In addition, the committee will encourage the airport to enhance their curb landscaping.

Wisconsin Department of Transportation

The Garden Committee will work with the WisDOT to incorporate the Garden District into the I-94 North/South Corridor reconstruction. The WisDOT is soliciting input from the community on issues ranging from construction design alternatives, safety, environmental impact and effects on the neighborhood. To mitigate the negative impact resulting from a reconstruction project such as this, the WisDOT will establish a committee to address responsiveness and sensitivity to the community. The Garden Committee will be an active participant in this process advocating for a native prairie or wild flower motif displayed in relief on the noise wall to reflect the Garden District designation. The Committee will also encourage WisDOT to landscape the exit ramps at College Avenue, the Airport Spur, Layton Avenue and 27th Street. The Garden Committee will work with WisDOT to enhance the streetscape on HWY 241 during the reconstruction to compensate for lost traffic on S. 27th Street.

Business & Neighborhood Associations In The 13th Aldermanic District By Area



NEIGHBORHOOD ASSOCIATIONS

Garden District Neighborhood Association
(District-Wide) Vince Bobot | 588-6326

1 Forest Hill Neighborhood Association
Mike Johnson | 687-5242

2 Oklahoma Gardens Neighborhood Association
Wendy Safran | 643-0766

3 Holt Park Neighborhood Association
Diane Kosarzycki | 645-1967

4 Wilson Park North Neighborhood Association
Scott Spiker | 647-1774

5 Tippecanoe Neighborhood Association
Ron Eveland | 810-0274

6 Holler Park Neighborhood Association
Chris Kuester | 769-1815

7 College Heights Neighborhood Association
Chris Monroe | 761-9887

BUSINESS ASSOCIATIONS

8 27th Street Business Association
Tara Cavazos | 765-4321

9 Airport Gateway Business Association
Gregg Lindner | 483-3080