

G R E A T E R
M I T C H E L L
S T R E E T
A S S O C I A T I O N

Greater Mitchell Street Association
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Alderman Nardelli
City of Milwaukee
200 E. Wells Street
Milwaukee, WI 53202

Dear Alderman Nardelli,

On April 3, an agenda item of great importance to the Greater Mitchell Street Association will be discussed at the Public Safety meeting that you chair. Legislation has been prepared to ask that there is no meter parking on Mitchell Streets on Saturdays to encourage retail business. There is already precedent for this Downtown and in the Third Ward.

The business community has followed this issue for months through the monthly newsletters I send to property owners and commercial tenants. A post card survey by Alderman Sanchez reaped a huge response in favor of this change. It is a very hot issue on Mitchell Street.

The Department of Public Works has been far less than reasonable on this issue as our requests were passed around from one individual to the next with scant communication between and no invitation to participate in any department discussions. The community I represent feels a bit of resentment about this treatment. In 1995 there were no meters on the Street at all. The business association invited the Department of Public Works to install them recognizing the practicality and need for them at times. Had the Association and property owners realized that the Department of Public Works would take such a rigid position and the attitude that it knows what's best for us, we might not have invited them to install the meters. Property owners and businesses know what is in their best interest and they pay the real estate taxes, do the development, employ the neighborhood and take the risks. The people of Mitchell Street are the ones whose livelihoods are at stake, not Public Works'.

The Department of Public Works revenue stream from meters on Saturdays is viewed as our revenue loss only multiplied. Our retailers compete with retailers in the suburbs and parts of the city that have no meters at all. Shoppers from other areas of the city and the suburbs are unaccustomed and might not even have the change on their person to pay the meter if they wanted to. We are doing everything in our power to encourage new shoppers to use Mitchell