

Jeff Jones  
1012 E. Pleasant St.  
Milwaukee, WI 53202  
414-791-3047  
[JeffJonesMKE@gmail.com](mailto:JeffJonesMKE@gmail.com)

Date: Nov. 20, 2017

**RE: Opposition to the “Resolution approving a Land Disposition Report and authorizing the sale of the City-owned tax deed property at 1697 North Marshall Street, in the 3rd Aldermanic District.” File # [171109](#)**

To: Zoning, Neighborhoods & Development Committee  
CC: Mayor Tom Barrett

Please consider this letter as formal opposition to this land sale. I preface all of the below by stating that: I am writing to you as a longtime resident of the Brady Street area and owner of three residential properties in the neighborhood; a resident committee member of the “Brady Street Backyard – a Community Greenspace Committee” of the Brady Street Area Association (BSAA); and that all of the below comments and observations are my own.

First, I would like to sincerely thank Mayor Tom Barrett for beautifying the lot under the Strong Neighborhoods Plan, which the neighbors have enjoyed over these last few years. This initiative brought a better sense of community to a neighborhood that is often seen as only a bar/entertainment district with a transient population of renters. I also thank the City of Milwaukee, Department of City Development and Alderman Nik Kovac for the permission to activate the lot for fundraising events. I only wish residents and groups had more time to utilize it, similar to the City-owned lot on Locust Street in Riverwest, that has hosted farmers markets and similar community events for many years and is seen as a great asset to that neighborhood (see attached “OtherNeighborhoodGreenspace.jpg”).

#### **What, where, who:**

- City-owned vacant lot at the corner of Brady and Marshall streets.
- At the 2016 BSAA Spring Forum meeting held at the Charles Allis Art Museum, Ald. Kovac suggested that if residents and the BSAA wanted to keep the lot as green space, then the association and interested neighborhood residents should activate it.
- A lot committee was formed (“Brady Street Backyard – a Community Greenspace Committee”) to assist BSAA with activating the space and to help plan events.
- A City permit was given to BSAA to use the lot from Spring 2016 through Fall 2017.
- BSAA hosted fundraisers and events on the lot, and neighbors enjoy using the passive and open space for bag toss, playing with their kids, walking their dogs, relaxing, etc.

#### **Why is open/passive green space needed to host neighborhood events?**

- Swing Park under Marsupial Bridge – now has a sand base on the ground, which is no longer conducive for organized sales and vendor booths.
- Private vacant lot next to Jimmy John’s sold for development – former home of the Brady St. BID Sunday Fundays Art Markets. Markets are held in the middle of the street, on Arlington Street at Brady, but some have been held on this vacant lot.

- Hosting events — whether they are organized by community residents or from the BSAA and BID — on a commercial corridor helps bring the community together to meet new neighbors and draws people to these events by having a presence in a prominent space with foot traffic. I personally met dozens of neighbors I otherwise would not have met, which helped build a sense of community in this highly-transient neighborhood, which helps with safety, crime prevention, etc.
- Successful NIDC Bloom & Groom Plant Sale (I was the lead organizer of this event in 2016 and 2017, on behalf of the BSAA) and Corn Roasts held as BSAA fundraisers – where will events like this be hosted in 2018 that will draw attention and attract buyers?



## **BSAA Vacant Lot Timeline:**

**2015**

**Mayor Barrett's Strong Neighborhoods Plan beautifies lot with shrub plantings, rose bushes, trees and new Strong Neighborhoods Plan sign.**

**July 7** – Walk 100 with the Mayor, BSAA, Ald. Kovac – met at Swing Park and walked the entire commercial corridor. Mayor Barrett had an opportunity to speak about the plan at the vacant lot and about the City/DPW making improvements across the city.

**2016**

**May 21, 10am** – BSAA hosts first Bloom & Groom Plant Sale with matching NIDC grant funds. Great FUNdraising event — with over \$1,000 in sales — used to beautify neighborhood, build BSAA membership and sell BSAA tote bags. MMSD 5 lb. milorganite samples were given away free with \$20 purchase and Master Gardener was on-hand to discuss plantings. Brady Street Community Garden members sold seeds, birdhouses, garden kneelers, etc.

**June 4, Noon to 4pm** – Brady St. BID, Spring on Brady's 5th Annual Art Walk – Pop-up sale hosted by local retail shop Permanent Baggage (store located on Hamilton St.).

**June 12** – Sunday Funday – Urban Flea LLC hosts Antique and Flea Market (reportedly no longer wanted to use Swing Park, due to sand).

**July 12** - Walk 100 with the Mayor, BSAA, Ald. Kovac – met at Swing Park and walked through the neighborhood. An info sheet was given out to highlight historic places, new developments and admire the neighborhood housing stock. Mayor Barrett had an opportunity to speak about

the Strong plan at the vacant lot and about the City/DPW making improvements across the city. Raffle prizes: Festa tickets, #Walk100 sunglasses, BSAA totes, garden kneelers.

**July 30** – Brady Street Festival – the BID utilizes lot for children’s activities and breathing room off street.

**August** – new "Aldo Leopold" benches introduced on the lot (painted to reflect eras: Polish, Italian, 60s, American, piano representing music). Benches have since been distributed to local businesses. Tamarack installed two benches at Pulaski Park, one each at Wolski’s and Cempazuchi, and one was stolen.

**August 14** – Hot By Ziggy performance during Brady St. BID Sunday Fundays (noon-4pm).

**August 16, 5:30-8:30pm** – BSAA Corn Roast – great attendance, very diverse crowd. MKE United hosted table to inform residents of their mission.

## 2017

**May 20, 10am** – BSAA hosts second Bloom & Groom Plant Sale with matching NIDC grant funds. Over \$1,000 in plant sales. Great FUNdraising event used to beautify neighborhood, build membership and sell BSAA tote bags. MMSD 5 lb. milorganite samples were given away free with \$20 purchase.

**June 12** – BID 6th Annual Art Walk & Spring on Brady – Urban Flea LLC hosts Antique and Flea Market with music by Ian Olvera at 12:30pm.

**July 29** – Brady Street Festival – utilizes lot for children’s activities and breathing room off street.

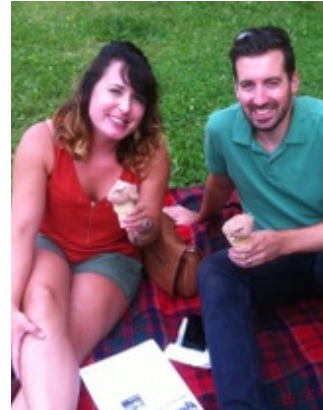
**August 15, 5pm** – 5th Annual BSAA Corn Roast, hot dog and ice cream sale fundraiser.

**September 8, dusk** - BSAA hosts its first Movie Night on the lot, showing the original Ghostbusters movie. This fundraiser and community gathering brought in a great crowd and passers by joined in and were excited to come across this event on the street.

## A Small Sampling of Event Photos:

### BSAA Corn Roast, hot dog and ice cream fundraiser





## Bloom & Groom Plant Sale

**Bloom & Groom**  
Plant Sale

**MAY 21 • 10AM**  
starts 10 am - until sold out  
**BRADY & MARSHALL**  
corner lot

Various sizes of discounted  
flats, perennials, annuals,  
grasses and hanging baskets.

< less than retail prices >  
CASH SALES ONLY

---

**Join the BSAA**  
Sign up or renew your membership  
at this FUNdraising event!

Watch for updates: [facebook.com/BradyStreetAreaAssociation](https://facebook.com/BradyStreetAreaAssociation)  
[BradyStreetAreaAssociation.org](http://BradyStreetAreaAssociation.org)





### Brady Street Festival



### Art Walk w/Permanent Baggage Sale



# Movie Night

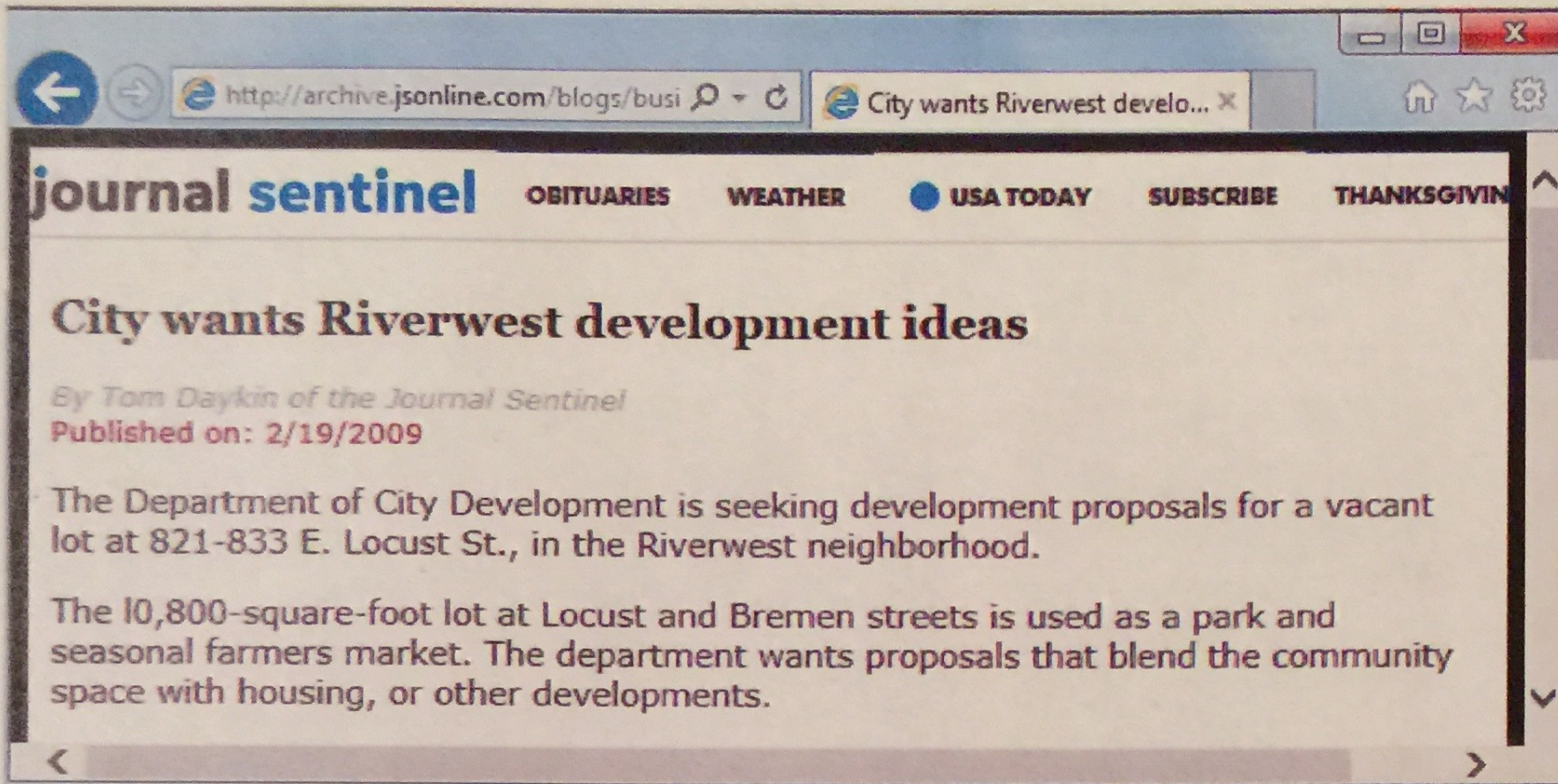


**Walk 100 with Mayor Barrett**



**###**

# Other neighborhoods get community green space on City-owned lots... Why not Brady Street?



## Garden Park Riverwest Gardeners Market

A City-owned vacant lot also used for Riverwest24 bike race and camping.

The market is located at 821 E. Locust Street, in Garden Park.



## Proposed Trestle Park on Milwaukee's Third Ward RiverWalk to cost city \$1.2 million

Tom Daykin, Milwaukee Journal Sentinel Published 10:19 a.m. CT July 13, 2017 | Updated 5:12 p.m. CT July 13, 2017



Rendering of the Adams Garden Park.

Vacant lots in Lindsay Heights to be developed into urban garden oasis

APRIL 5, 2017 BY EDGAR MENDEZ



**MILWAUKEE**  
NEIGHBORHOOD NEWS SERVICE  
MILWAUKEE PRESS CLUB AWARD WINNER 2016