










MILWAUKEE FOOD TRUCK LEGISLATION

Beth Weirick, CEO
Milwaukee Downtown, BID #21

MILWAUKEE DOWNTOWN, BID #21 SUPPORTS FOOD TRUCKS IN MANY WAYS



2011 HOSPITALITY ZONE ASSESSMENT BY RESPONSIBLE HOSPITALITY INSTITUTE



HOSPITALITY ZONE ASSESSMENT
HOSPITALITY ZONE ASSESSMENT BY RHI'S SIX CORE ELEMENTS

RESPONSIBLE HOSPITALITY INSTITUTE: Assisting Businesses and Communities to Create Safe and Vibrant Places to Socialize

Milwaukee, Wisconsin

Summary Report


ROUNDTABLE DISCUSSIONS

JANUARY 10-12, 2011
Entertainment
Public Safety
Venue Safety
Multi-Use Sidewalk
Transportation
Quality of Life

LEADERSHIP SUMMIT

MARCH 3, 2011

RESPONSIBLE HOSPITALITY INSTITUTE
740 Front Street, Suite 318
Santa Cruz, California 95060
Phone: 831.325.4426
Contact: Allison Hamden
Email: Allison@RHIweb.org



The contents of this report are a collection of opinions and do not reflect the opinions of the sponsors. Some facts have not been verified.



Quality of Life

Mixed-use development places residents and commercial businesses in close proximity, often resulting in conflicts about noise, trash, vandalism, fights and public urination. Coordinated approaches to set community standards and hold patrons accountable for behavior can prevent or address impacts to residents and visitors.

QUALITY OF LIFE ROUNDTABLE

Milwaukee is evolving with more residents and more nighttime businesses locating downtown. In early evening, residents can enjoy the walkable status of downtown and partake in a variety of offerings. However, later at night as they settle back into their homes, some are impacted by noise and public incoherence including urination, vomiting and fights. Likewise, daytime businesses have experienced broken planter boxes and tipped trashcans.

Residents are the lightning rod for determining how well a nighttime economy is managed. They can provide valuable information for improvement and are often willing to invest time to protect and enhance their property investment. The current process for including their viewpoint is complaint-based and so far down the line that their input is not likely to elicit change. Additionally, the current process tends to ignite and fuel hostile relationships between businesses and residents, whereas a more proactive one could strengthen the potential partnership between these stakeholders.

Observations

- Businesses are successfully enforcing smoking ban, but smoking areas need to be designated and ash receptacles provided.
- Participants noted there is little to do at night for those under 21.
- Some intoxication levels on street are quite high, which could be due to car or parking lot parties. Tour participants noted large glass sizes and heavy shot pours, which can reduce business profitability, contribute to intoxication and add to unfulness that patrons carry outside.

Proposed Work Plan

- Change Licensing System** – by adding resident perspective to License Review Committee.
- Collaborate on a Downtown Neighborhood Association (DNA)** – Recognizing that downtown businesses and residents are neighbors, these groups can positively work together to:
 - Formulate a "DNA Seal of Approval" program that bestows positive recognition upon businesses that follow best practices mutually decided upon by DNA businesses and residents.
 - Accomplish a community cleanup, utilizing as a model Del Ray Beach, Florida's "You've got a Great Backside" alley cleanup and transformation awards.
 - Research and document where improvements can be made i.e. repeated impacts, specific locations where broken glass is found. Cross-educate on how the situation creates impacts and dig deep for the why. Example: Manager turnover may explain recurrence of night staff slipping grease from kitchen to dumpsters.
- Quench Bar Closes Intensely with Late-night Bites** – At night's end, noise and other quality of life impacts erupt and can escalate as patrons linger on sidewalks, in parking lots and outside closed businesses. Promote existing food options available after bar closes and encourage other businesses to serve late night bites to provide destinations for some who linger. This can also provide a BAC (Blood Alcohol Content) cool down period before patrons travel home.
- Review Policies Relating to Quality of Life Impacts** – Outdoor amplification of music may no longer be appropriate for a downtown with residents. Requiring valet parking companies to have a dedicated parking lot can eliminate the hijacking of resident parking and apartment loading zones if paired with consistent monitoring by code enforcement.



Multi-use Sidewalk

Hospitality zone vitality often extends to the streets and sidewalks through outdoor dining, street entertainment, public markets and vendor shopping. Balancing pedestrian flow and safety with ADA rules, handwashing management and lighting to connect pathways is critical to success.

MULTI-USE SIDEWALK ROUNDTABLE

When it comes to outdoor summer events, everyone agrees Milwaukee has great systems, great capacity and great participation. The rest of the year, downtown attracts thousands of night visitors and locals every weekend but things don't run as smoothly.

Businesses of all kinds are confounded about permitting and how to stay in compliance. Enforcers are not up to date on changes to free parking and locations for food vendors. It was recognized that the City has improved the sidewalk café process and has worked hard to compile information for new businesses. However, confusion still prevails. Some businesses work hard to follow the rules; others plough forward illegally, causing frustration and divisiveness between peers.

Observations

- Milwaukee has a college student population of 92,000.
- Sidewalk café permits require different closing times (10pm, 12am, 2am), which differ by district.
- Resources: Development Center's website, BD 21 compilation of information on sidewalk cafes, Department of Health brochure compiles multi-agency requirements for events.
- Police are unaware of the new 2-hour free parking policy. Also, they force food trucks to move off public property even though they are following rules. Food trucks are only allowed on public property.

Proposed Work Plan

- Change Licensing Process** – Include base standard by which to make consistent decisions on licenses related to sidewalk cafes, events, outdoor and patio entertainment. Take a leadership role in convening stakeholders to dialogue about steps to improve current process.
- Winterize Hospitality Zones** – Program and market events that embrace winter socializing, beginning with shoulder season in early spring and late fall. Model Red Arrow Park during holiday season where there is a warming place with beverages. Also offer hot laps for smokers.
- Connect Nodes to Fill Dead Zones** where people are not comfortable walking (i.e. between downtown and Third Ward, under freeway, Patronage drops off in winter months, and those that do come out don't circulate. Pilot a transportation circulator or streetcar on Saturday nights and more frequently in winter. Utilize taxi stands as invigorators and as pedestrian linkages.
- Improve Upfront Transparency of Business Licensing and Compliance Requirements** – Strive to make business opening a welcome process utilizing timelines, flowcharts and a detailed master multi-agency checklist. Convene a study group comprised of City and private sector outdoor cafes, street vendors, food trucks, bar, restaurant, special event). Work to improve licensing processes and create better understanding of City and business needs within that process. Evaluate current system together, modify and simplify it. Then, educate all businesses and compliance agencies, and cross-train licensing and permitting stakeholders. Consider an orientation for new food, beverage and nighttime businesses. *RHI Resource: Case Study on San Diego Hospitality Business Orientation*











heart(beats) of the city

powered by **MGIC**

**Enjoy Beats and Eats
Wednesdays at 12pm
June 1 – August 30
Red Arrow Park**



MilwaukeeDowntown.com

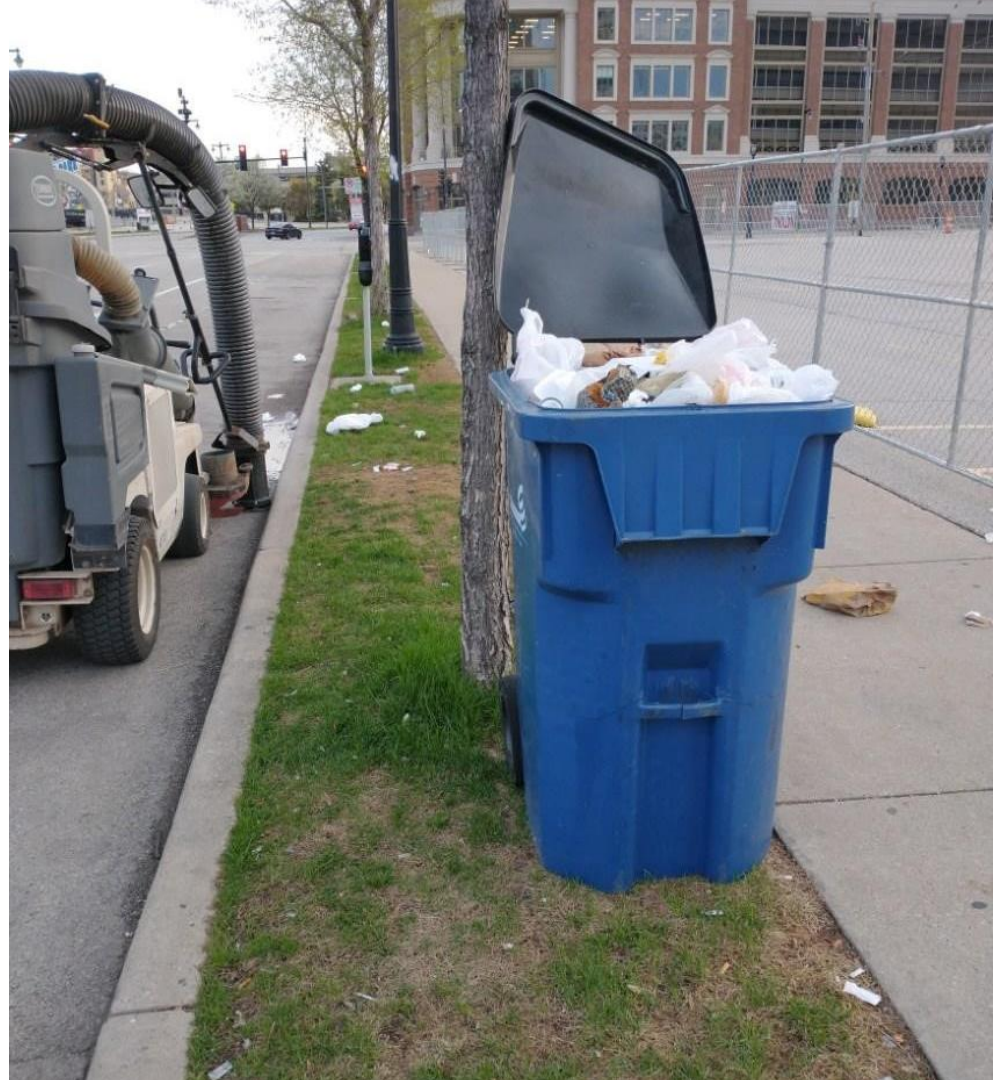




**UNDESIRABLE CONSEQUENCES
FROM BAD ACTORS**

NEGATIVE SECONDARY IMPACTS

- Littering
- Liquid Waste
- Noise
 - Large groups congregating well beyond bar closing times





PROVIDING A FRAMEWORK

Guardrails are needed to:

- Support responsible operators
- Address unintended consequences
- Maintain a high-quality of life for everyone – neighbors, guests, businesses, etc.





THANK YOU

Beth Weirick
Milwaukee Downtown, BID #21
bweirick@milwaukeedowntown.com
www.milwaukeedowntown.com