



To: Members of the Milwaukee Public Works Committee
From: Commercial Association of REALTORS® Wisconsin
Re: Opposition to Ordinance 171393
Date: January 24, 2018

Dear Council Members,

Safety is of paramount importance for a thriving City and active Downtown. The momentum of Milwaukee's real estate market is a result of not only perceived safety, but real security in areas where employees, citizens and visitors work and park their vehicles. As new companies locate to downtown, apartments are being built, and a new NBA basketball facility is being constructed, density and activity follows. The millions of new and existing square feet of real estate in downtown Milwaukee are a result of strong market demand, good planning, accessible parking and transit options, and cooperation between public and private entities.

Momentum begets momentum.

That demand is driven by activity and safety; and our commercial real estate community takes great ownership in making that a reality. Many invest heavily in security measures and have adjusted as needed.

Members of CARW are opposed to the ordinance 171393. Blanket policies, such as this, to solve for site-specific incidences may give a false sense of security because the measures being proposed are often already being done in some form or do not address the problems directly.

Additionally, the timing of this ordinance when the commercial real estate market is at a fever pitch sends a message to the marketplace, that doing business downtown may have unexpected and incremental user fees such as this.

Stakeholder engagement and a survey of the status of structures and parking lots will provide a baseline for determining next steps. Additional research on specific locations of incidences will identify lots where additional security is warranted. The market will drive security measures as consumers demand it, not ordinance 171393.

We want to be partners with you, the City, to create a vibrant, safe downtown community.

On behalf of the members of CARW,

A handwritten signature in blue ink that reads 'Tracy K. Johnson'.

Tracy Johnson
President & CEO
Commercial Association of REALTORS® Wisconsin