

# ALDERMAN Mike D'Amato

## 3RD DISTRICT



## Reduce Opportunities For Crime

All 3rd District Residents should try to follow a few simple tips for reducing the opportunity for crimes to occur. **Good locks, simple precautions, neighborhood awareness, and common sense can help prevent most property crimes.**

### Outside

- Never leave valuables in plain view in your vehicle. Secure packages in a locked trunk and hide or take electronics.
- Make sure all porches, entrances, and yards are well lit.
- Maintain the neighborhood. Dark alleys, litter, and run-down areas attract criminals.

### Locks, Doors, and Windows

- Install and use good deadbolt locks in your doors (about half of all burglars enter through unlocked doors and windows).
- Secure sliding glass doors with locks or a rigid wooden dowel wedged in the track.
- Use window pins on double hung windows for safety and convenience.
- Inside, never leave a key in the deadbolt lock (burglars will shatter a door window, reach in and unlock the door).

### Answering the Door

- Install a peephole or viewer in all entry doors so you can see who is outside without opening the door.
- Do not trust door chains. They can be easily broken.
- Don't open the door to anyone you don't know, but make sure that you appear at the door so that the individual knows you are at home. Insist service personnel verify their identity before allowing them in.

Most importantly, get to know your neighbors! Say hello, exchange phone numbers, plan block parties and other gatherings. Knowing your neighbors is the easiest way to cut crime in your neighborhood.

**Easy Ways To Do Things & Get Info. On [www.milwaukee.gov](http://www.milwaukee.gov)**

## 3rd District Info Delivered Direct To You

E-Notify is another on-line service of the city that can keep you abreast of news or events in the 3rd Aldermanic District. Ald. D'Amato says you can sign up for E-Notify and receive e-mail updates on neighborhood events, legislation and issues affecting the 3rd District. Sign up by going to [www.milwaukee.gov](http://www.milwaukee.gov) and search for "E-Notify".



During a special Brady Street event launching the **StreetShare program**, Ald. D'Amato walked beside a wheelchair-bound resident and strode with residents and Mayor Tom Barrett to survey the specially-designated crossings along the street.

## Increase Safety By Joining StreetShare

People crossing the street to visit a neighbor, bicyclists riding to work, parents driving kids to a soccer game, motorcyclists out for a club ride, the elderly or disabled out shopping and truckers hauling freight -- all have to share the same streets. But today's busy lives often have us in a rush, and many people speed, run red lights and don't stop to let pedestrians cross the street in their attempt to make up time. And many motorists don't really understand what it means to yield the right of way to a pedestrian or when they have to stop.

The city-sponsored **StreetShare** program is designed to educate and encourage motorists about their responsibility to allow pedestrians to cross the street at a crosswalk, to drive within the speed limit and to share the road with bicyclists and other users. But **StreetShare** is more powerful than many similar encouragement programs because our partners all have thousands of drivers who will be leading by example. That means our streets will immediately be more pleasant and safer for pedestrians because all those drivers will be more considerate every day.

You can help make our streets safer and more pleasant for everyone. Go to [www.streetshare.org](http://www.streetshare.org) and take the **StreetShare** pledge. You can also find out more about **StreetShare** and the rules of the road on the website.



# News From City Hall

## Referendum On Iraq War Passes City, 3rd District Overwhelmingly

On November 7, Milwaukee residents voted on the first advisory referendum in the City of Milwaukee in 22 years thanks to the dedication and hard work of many 3rd District residents and the leadership of **Riverwest's Peace Action Center**. The result was a resounding "yes" on the referendum that asked people whether the U.S. should start withdrawing forces from Iraq.

The advisory referendum – brought about by legislation co-sponsored by Ald. D'Amato -- asked voters whether they support "a humane, orderly, rapid and comprehensive withdrawal of United States military personnel and bases from Iraq."

A full 70% of city voters who cast ballots on November 7 said "yes," and the measure passed in every one of the city's 314 voting wards, Ald. D'Amato said. "Despite the diversity of neighborhoods and people in the City of Milwaukee, the measure passed soundly, even garnering a 90% 'yes' vote in some wards," he said.

"I had little doubt that the referendum would pass, but I never thought the sentiment would prove to be so strong," the alderman said, noting that 3rd District wards ended up with "yes" numbers in the 80% range.

The effort to put the question to voters began last year, when citizens in Milwaukee and many other communities began noticing their dissenting opinions about the war were falling on deaf ears. "This war is costing Americans over \$2 billion a week. That's money that could otherwise be spent on education, strengthening our cities or building our neighborhoods. The voters realized that this war has a very local impact and expressed their opposition to our present national priorities," he said.



**Rev. Andrew Warner, pastor of Plymouth Church, 2717 E. Hampshire,** gave the invocation prior to the October 24 Common Council meeting in the Council Chamber at City Hall.



Ald. D'Amato and **County Supv. Gerry Broderick** (back) took in all of the wonderfully delectable smells and eye-pleasing sights of the new **Whole Foods Market** during a preview tour a few days before the 54,000 square-foot natural grocery store opened in September at **N. Prospect and E. North Aves.** "The diversity of the store is truly amazing, with various offerings of fresh food available at several stations and something cool catching your eye at every turn," he said. "The east side, North Avenue and the entire city should feel good about having such a top-notch store locate here." The store is the second for Whole Foods in the state, with its other location in Madison.

## Make Your Buildings Talk To You!

Property owners can now use the **City of Milwaukee's E-Notify System** to have e-mail sent to you whenever the **Department of Neighborhood Services (DNS)** receives or issues any new document including recorded ownership, orders, complaints or permits. Here's how:

1. Log in at [www.city.milwaukee.gov](http://www.city.milwaukee.gov)
2. Click on "Request Services Online" in the left hand column.
3. Register your name and e-mail address to get a password.
4. Re-login at step #2, use your password and follow the instructions.
5. Click on the "E-Notify" button.
6. Select "Location Based Notification" by checking the box and follow the instructions on entering an address to subscribe to.
7. After checking the "Completed Entering Addresses" box, remember to click the "Update Notification" button at the top before exiting.

**You can also set a "range" and get notifications within 600 ft., 1,000 ft., or a half-mile. More help is available at:**  
[www.milwaukee.gov/dns](http://www.milwaukee.gov/dns)

# News From City Hall



## City Wi-Fi Deal Signed, System To Be Built

After months of negotiations, the City of Milwaukee has finalized a contract with Midwest Fiber Networks to construct a system to provide citywide wireless fidelity (Wi-Fi) Internet service, Ald. D'Amato said.

A co-sponsor of the city legislation that led to the contract with Midwest Fiber, Ald. D'Amato said the deal authorizes the company to own, operate and upgrade the network at its own cost (**no taxpayer dollars involved**) and recoup its estimated \$20 million investment by leasing its network to other companies, including Internet service providers, for a fee. The city would not sell the service. It will allow the firm to lease space in the city-owned underground conduits or to place Wi-Fi antennas on city property such as buildings or streetlights.

"Wi-Fi service is seen as technology innovation vital to the communication needs of a growing number of businesses, particularly in the high tech sector, and Milwaukee is among the first cities in the nation to deploy this technology," said Ald. D'Amato. "It (wireless Internet) is important because it positions Milwaukee among the leading larger U.S. cities when it comes to available technology improvements that enhance the quality of life for residents and businesses."

The first construction work on the system started in November and, under the contract, the entire city must be wired within 18 months.



Earlier this year Ald. D'Amato presided over a special Common Council ceremony honoring longtime **City Librarian Kathleen Huston**, a 3rd District resident, who retired in July after 37 years of dedicated service to the **Milwaukee Public Library**. During her tenure as city librarian, Ms. Huston helped guide the growth of computer technology and use of the Internet at the library, she successfully promoted the renovation of the Central Library and five neighborhood libraries, and the building of both the Bay View and Washington Park libraries, and she consistently championed reading at all levels.

## What Do You Think About Your Neighborhood?

If you live, work, shop or spend time on the Northeast Side of Milwaukee, the Department of City Development is looking to hear from you. Ald. D'Amato is asking that you please take a few moments to offer your input and help plan your neighborhood.

The Community Survey uses your opinions to discover what is happening in your neighborhood today and what changes would make the Northeast Side a better place in the future. In short, the information you provide will help city planners identify the community's goals, policies, and objectives for the Northeast Side of Milwaukee. Please take a few moments to complete the Community Survey and share your views and opinions at the website below or call 286-5605 for a paper copy.

**For more information and updates about the Northeast Side Area Plan, please visit the Department of City Development web site at [www.mkedcd.org/planning/NE](http://www.mkedcd.org/planning/NE) or call 286-5605.**

## Who Are The Landlords On Your Block?

If you'd like information about who owns homes and buildings on your block or near your home, please click on the link below, where you can access both single addresses and address ranges maintained by the **Department of Neighborhood Services (DNS)**.

[www.milwaukee.gov/dns](http://www.milwaukee.gov/dns)

Click on DNS Property Data in left column.

The property data provided allows users to find out ownership information, code violations, and other important details about properties in your neighborhood.

## Ald. D'Amato Insists On Greater Tracking Of Lobbyists

Tracking people who are registered as lobbyists with the city is now easier than ever, said Ald. D'Amato, the primary sponsor of the legislation that created the lobbyist registration program.

At [www.milwaukee.gov/lobby](http://www.milwaukee.gov/lobby) the city now posts reporting period summaries and highlights in addition to a copy (in pdf format) of each principal expense statement filed. "Overall, since the ordinance was adopted in late 2004, we've greatly expanded our use of the city website to provide information related to lobbying," said Ald. D'Amato.

The ordinance created a system for the registration and regulation of those who engage in lobbying at City Hall. It requires lobbyists to register and disclose information about who they represent and how much time and money they spend on their contacts with Common Council members, the Mayor, and other city officials. More information is available at [www.milwaukee.gov/lobby](http://www.milwaukee.gov/lobby) or by calling **414-286-2238**.



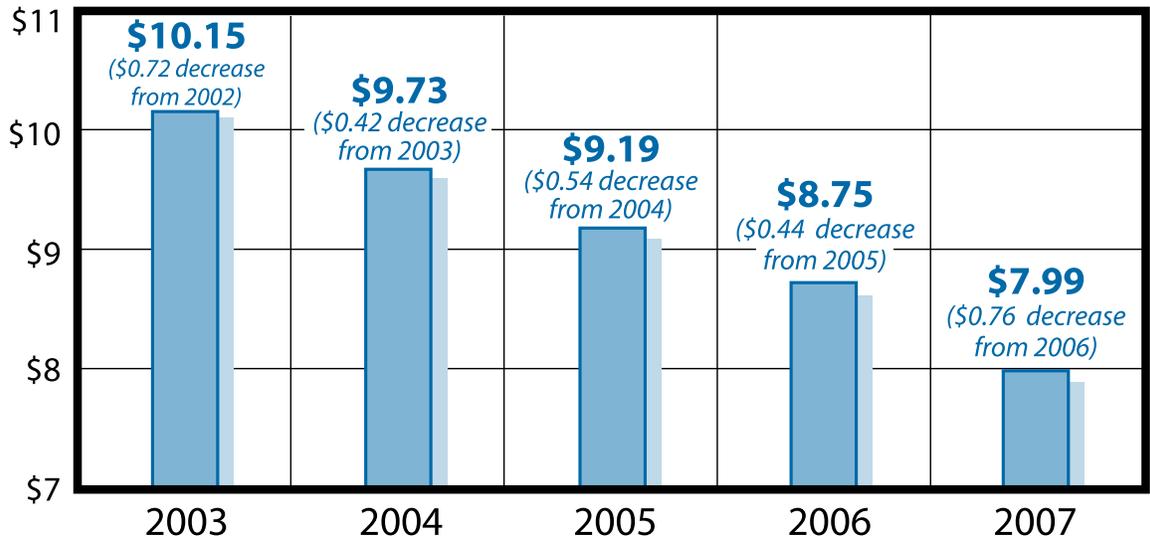
# News From City Hall

## Milwaukee Collects Fewer Taxes, Incurs Lower Expenditures Than Peer Cities

For the third year in a row an analysis of Milwaukee’s spending shows that the city spends less on services than our peer cities. “It’s easy to jump to the conclusion that we have higher property taxes therefore we spend more,” said Ald. D’Amato. “However, the opposite is true because other cities choose to pay from other sources, namely sales taxes, assessments and fees.”

The **2006 Comparative Revenue and Expenditure Report** from City Comptroller W. Martin “Wally” Morics not only shows that the City of Milwaukee collects lower taxes and other revenues than nearly all of nine similar municipalities throughout the country, it also spends less per capita. “Citizens and businesses need to know that despite numerous references to high property taxes in the city, they are getting value for the tax dollars they are paying,” Ald. D’Amato said.

The report looks at major functions in a city, such as public safety, public works and health services. The comparison indicates that Milwaukee is limited by the state in the amount of revenue it can collect compared with the peer cities, many of which collect sales and income taxes in addition to a property tax. The local taxes collected by the City of Milwaukee are about



### A Steady “Downsizing” of the City Tax Rate

half of the comparable cities’ average. Local taxes in Milwaukee are \$374 (51%) less per person than the average of comparable cities, putting it eighth on the list.

The report compared Milwaukee’s revenue sources with Charlotte, Cincinnati, Cleveland, Columbus, Oklahoma City, Pittsburgh, Portland, Sacramento and Toledo.

The local tax in Milwaukee is the property tax, and per capita the report indicates that local property taxes are \$98 higher than the average. Unlike many other states however, Wisconsin prohibits local municipalities from imposing local sales and income taxes. “When other local taxes and intergovernmental aids are combined, per capita revenue for the City of Milwaukee is

\$412 (22%) less than comparable cities,” said Ald. D’Amato, “despite the fact that Milwaukee received \$240 less in local taxes and other governmental aids than the other cities in the report.”

The report indicates that on the expenditure side, Milwaukee pays \$248 dollars less than the peer cities, ranking the city eighth in per capita expenditures. Public safety expenditures ranked seventh lowest, public works the eighth lowest. “For a family of four it means nearly \$1,000 they don’t pay in taxes for services.”

City efforts to control the growth in property taxes and decreasing state aid have resulted in a need to look for alternative funding sources and user charges. Here too the report shows **Milwaukee’s per capita**

**charges for services are \$191 (32%) less than the average of comparable cities.**

“This is a message that city officials must do a better job of explaining to city residents,” said Ald. D’Amato. “Many of the peer cities have a diversified revenue stream with local sales and income taxes that makes their property tax rate look low, but even with fewer revenue options in Milwaukee, this report shows that the city is competitive with similar municipalities around the country.”

The 2006 Comparative Revenue and Expenditure Report is available on the Comptroller’s page of the city web site, [www.city.milwaukee.gov](http://www.city.milwaukee.gov) under financial services, or you can call the Comptroller’s office at 286-3321 for a copy.

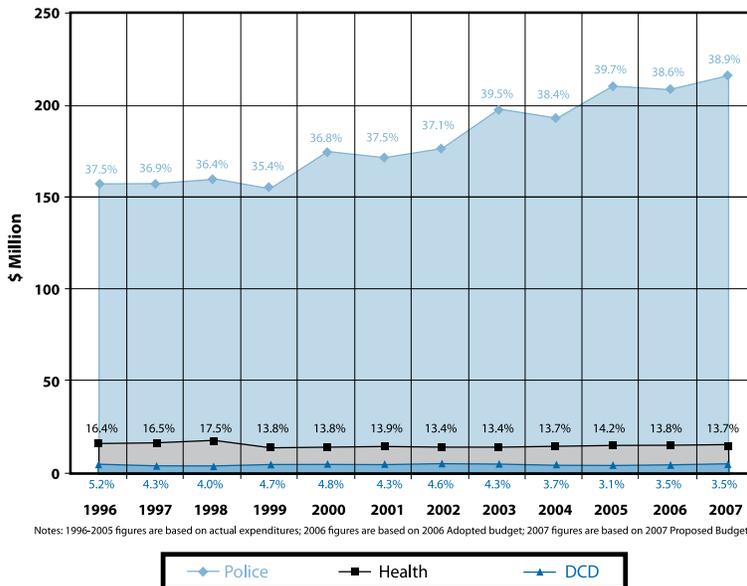
# News From City Hall



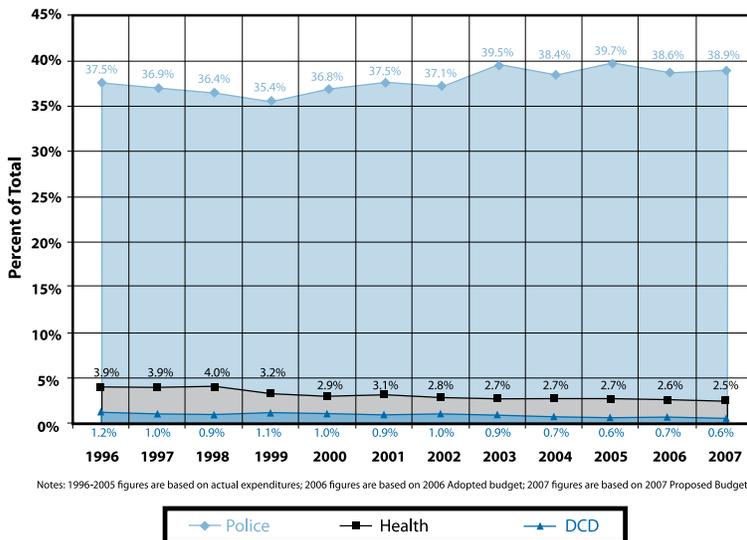
## By The Numbers

The City of Milwaukee continues to spend more on police and less on economic development, public health and infrastructure (see charts). “We continue to pour massive amounts of money into police services when we should really put resources into efforts to create jobs, into health programs that keep infants and children healthy and into education --an approach that I believe will, in time, reduce our need for more police services,” Ald. D’Amato said.

**Police, Health and DCD Budgets  
1996-2007**



**Police, Health and DCD Shares of Total Budget for General City Purposes  
1996-2007**



Ald. D’Amato listened to testimony during a recent meeting of the **Common Council’s Zoning, Neighborhoods and Development Committee** at City Hall. As chair of the committee, Ald. D’Amato schedules major city and neighborhood development projects and guides discussions on issues affecting those developments, which in 2006 included the Manpower Corp. relocation and The North End condominium project on the former Pfister & Vogel Tannery property along N. Water St.

## Interfaith Offers Senior Services

**Interfaith’s Eastside Senior Services** provides valuable services to seniors in the 3rd District. The mission of the Eastside Interfaith’s Senior Services is to link older adults to a caring community. The free services include transportation for shopping and doctor appointments, home chores, and home repairs. Please contact Interfaith’s Eastside Senior Services if you are 60 or older and can benefit from any of the services or are interested in volunteering. The number is **961-0661**.

## One Call That’s All...286-CITY

**That one number can connect you with 21 departments, 8,800 employees and 100s of city services, ranging from building permits to parking permission to library hours to garbage pickups.**

Ald. D’Amato says the city continues to seek ways to improve communications with residents, and this one-stop number for city services makes it even easier to find the right department and person to handle your complaint or request. Residents will still call 911 for emergencies but can use the new number for any other calls. **Of course you can always call Ald. D’Amato’s office at 286-3447.**

# In Your Neighborhood



## Manpower HQ Relocation: Huge For Milwaukee

Work is well underway on the \$80 million project to create a downtown riverfront headquarters for Manpower Inc. that could ultimately employ 1,200 people, Ald. D'Amato said.

The Manpower project, according to Ald. D'Amato, represents "a great deal for the long-term health of our city. We as a city worked diligently and openly to help attract Manpower, and we are ecstatic that they decided to be part of the renaissance of our City."

Approved by the Common Council in February 2006, the Manpower project is expected to add nearly \$50 million to the downtown economy during the life of the tax incremental financing (TIF) district, according to an economic analysis provided by the Metropolitan Milwaukee Association of Commerce (MMAC).

The 3rd Aldermanic District includes the riverfront parcel that will become home to Manpower when construction work is completed in 2007.



Ald. D'Amato (right) joined colleague **Ald. Willie C. Wade** and **Manpower CEO Jeff Joerres** earlier this year during a special groundbreaking ceremony for the **new downtown corporate headquarters of Manpower Inc.** The \$80 million Manpower project, which will create a riverfront headquarters that could ultimately employ 1,200 people, is expected to be completed in 2007. Ald. D'Amato, whose 3rd Aldermanic District includes the Cherry Street Manpower site, serves as chair of the Zoning, Neighborhoods and Development Committee, which helped negotiate the relocation and crafted the tax incremental financing (TIF) district that made the deal possible. An economic analysis provided by the **Metropolitan Milwaukee Association of Commerce (MMAC)** indicates that the Manpower project will add nearly \$50 million to the downtown economy during the life of the tax incremental financing (TIF) district.



Ald. D'Amato surveys the spectacular view with residents and guests prior to a special dedication ceremony for the new **Alice Bertschy Kadish Park**, located adjacent to Kilbourn Park along the bluff above N. Commerce St. The park -- the result of a new partnership with the **City of Milwaukee** and **Children's Outing Association (COA)** -- is believed to be the **first neighborhood run park in the City of Milwaukee.**

## Alderman Helps Dedicate Alice Bertschy Kadish Park



Earlier this year Ald. D'Amato joined COA Youth & Family Centers and community leaders for the dedication ceremony of the new Alice Bertschy Kadish Park located south of the reservoir overlooking Commerce Street and the Milwaukee River.

The park is named in honor of Alice Bertschy, an MPS elementary school teacher who touched the lives of thousands of children. The park is funded by the Halbert and Alice Kadish foundation.

The creation of the Alice Bertschy Kadish Park is the result of a new partnership with the City of Milwaukee and COA. The park is believed to be the first neighborhood run park in the City of Milwaukee. The Alice Bertschy Kadish Park is one of Milwaukee's newest parks with a spectacular skyline view, great green space, and a new community performance venue. New additions to the park will include construction of a soccer field and a mini-amphitheatre.

Following the ceremony, community members, and leaders enjoyed a picnic and a host of performances.

"The Alice Bertschy Kadish Park is a wonderful public space that will long be a special haven to neighborhood residents," said Alderman D'Amato.

# In Your Neighborhood



## Neighborhood Design Process Has Roots In Environment

With the flurry of retail, condominium and commercial development on the East Side and throughout the city over the past several years, there's been much debate and plenty of questions about design standards for development projects.

To give constituents an idea of where I stand on this important topic, I want to draw upon some good development criteria I found in a recent **Sierra Club** report.

The report, entitled **"Building Better: A Guide To America's Best New Development Projects,"** pointed out that – unfortunately – much of the retail development happening now in America is "sprawling, low density, car-dependent 'big box' or 'strip mall' construction. This type of development, which might be great for suburbia, isn't very creative, draws people away from residential neighborhoods and helps add to traffic congestion, and air and water pollution. What's more, these developments seem to feed on each other, and soon you have an entire commercial area with nearly identical big box stores and strip malls.

Smart development – utilizing environmentally friendly "green design" principles and offering walkable destinations in areas with a history of development – is the positive alternative to poorly planned sprawl. These developments are designed to add a healthy mix of retail, residential and commercial space that will enhance a neighborhood for many decades.

**The Sierra Club report also listed criteria – which I agree with – for top characteristics of "good development."**

Some of those are:

- Offer a range of transportation choices, including walking, biking and public transportation.
- Redevelop existing areas, rather than developing natural areas, working farmland or wetlands.
- Locate homes, retail shops, and offices close to each other.
- Preserve existing community assets by re-using older buildings and protecting rivers, woodlands and farms.
- Minimize stormwater pollution and handle runoff in an environmentally responsible manner.
- Be the product of meaningful input by neighbors and reflect a broad set of local values.



In July 2006 Ald. D'Amato joined **developer Rod Engel** during a special "watering ceremony" for some of the plantings that will adorn the outside of **The Flatiron**, a \$10 million condominium development on a triangle-shaped parcel at N. Jefferson St./E. Pleasant St. and N. Water St. The Flatiron, the first privately owned project to break ground in the **Park East redevelopment corridor**, will house 38 condominiums when completed. Ald. D'Amato said he expects development in the area to blossom in coming months as the Mandel Group's North End project gets underway at the site of the former U.S. Leather (Pfister & Vogel) tannery complex and as Ruvin Group develops a hotel and condominium complex with office space, retail and parking between N. 4th and Old World Third St. and W. Juneau Ave. and McKinley Blvd.



**Alterra Coffee Roasters** – the force behind the historic redevelopment of the Milwaukee River Flushing Station on the lakefront and of an older manufacturing building at 2211 N. Prospect Ave. – has broken ground on its future location at **2941 N. Humboldt Blvd.** The rendering shown here resembles how the development will look when it's completed sometime in 2007. Ald. D'Amato has worked closely with Alterra's Lincoln Fowler, Ward Fowler and Paul Miller to help bring about the redevelopment project, at the former Post Building location. When completed the development will feature an Alterra coffee shop, a bakery, office space, warehouse space and additional retail space. Ald. D'Amato has said the project is "a major shot in the arm" for the **Riverwest neighborhood** – the rebirth of property that sat vacant for years as a blighted former manufacturing building – into a valuable mixed-use development. "This project is also a wonderful marriage between one of Milwaukee's premier home-grown companies (Alterra Coffee) and one of Milwaukee's premier, dynamic neighborhoods," Ald. D'Amato said.



**Parking Issues?** If you need to find out about winter parking regulations on your block or have questions about night parking regulations, access the city's parking web page at [www.parking.mpw.net](http://www.parking.mpw.net) or call 286-8350.

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With Ald. Michael Murphy (left) and members of the **Housing Trust Fund Task Force** looking on, Ald. D'Amato spoke during a special bill signing ceremony in November in the Mayor's Office. The ceremony marked the **creation of the city's first housing trust fund**, which will be used to help create safe, affordable housing for low-income residents. Ald. D'Amato co-sponsored the trust fund legislation, joining primary sponsor Ald. Murphy. *(See story below).*

## Ald. D'Amato Sponsors Housing Trust Fund

Ald. D'Amato co-sponsored a resolution to establish a \$5 million housing trust fund, introduced and approved at the Common Council meeting September 26. Unlike the mayor's one-time, \$250,000 plan to buy out Habitat for Humanity mortgages, the permanent trust fund would provide affordable housing for the mentally ill, homeless and disabled more efficiently. It would also help fund renovations to existing apartments and help create new lower-cost houses.

Potawatomi Bingo Casino proceeds, revenue from closed tax incremental financing districts and payments that churches or other non-profit institutions make instead of property taxes will finance the trust fund. Mayor Barrett's proposals would require assistance from other governments or private sources to match money from closed tax financing districts.

"The fund will help Milwaukee better meet critical housing needs," said Ald. D'Amato. "The council wants to ensure that every citizen in Milwaukee has equal opportunity to live in safe, comfortable and affordable housing."



Ald. D'Amato sponsored a Common Council commendation in 2006 honoring the Milwaukee firefighters of **Engine Company 6**, 1693 N. Franklin Pl., for going above and beyond the call of duty in helping find a missing boy. The firefighters saw a boy sleeping on a bus stop bench who matched the description of the missing child, and they stopped, discovered that the child was cold, tired and hungry, and they determined that he was the missing boy. They took the boy back to the engine house and made sure he had something to eat and drink before contacting his mother to come get him. The boy thanked the firefighters and was in good spirits when he was reunited with his mother. **Pictured with Ald. D'Amato (from left): Firefighter Jordan Ponder; Firefighter Christian Hoose; and Firefighter Gregory Browne.**



[www.milwaukee.gov/district3](http://www.milwaukee.gov/district3)