

PLEDGE OF COOPERATION BY DOWNTOWN BUSINESS OPERATORS, PROPERTY OWNERS, APARTMENT MANAGERS AND CONDOMINIUM ASSOCIATIONS



The Downtown Neighbors Association of Milwaukee, Inc. (or “DNA MKE”) was organized in late 2011 to promote pride and participation in our downtown Milwaukee community by residents and business owners alike. Biologically, DNA is the source of all genetic information required to maintain any organism. We believe that residents and businesses alike play the same pivotal role in Milwaukee’s downtown. The ***goal of DNA MKE, therefore, is to improve downtown resident and business relations, in order to maintain the stability of both the business and residential communities and to build on past successes to make downtown an even place better for everyone.***

Milwaukee’s downtown has always been a center of business and commerce. However, since the mid-1990’s, over 3,000 new apartment and condo units have been constructed in dozens of new and renovated buildings, bringing the residential population to nearly 20,000 people in 2012. These residents moved here for many reasons, but chief among them was the desire to be close to offices, shopping, restaurants, bars, theaters and so many other wonderful amenities found in Milwaukee’s downtown. Therefore, ***downtown residents understand and appreciate that living downtown will never be as peaceful and orderly as living in a suburban subdivision—and they don’t want that!***

On the other hand, some property and business owners—and some other residents, as well—need to be reminded from time to time that ***downtown is both a business district and a residential neighborhood.*** DNA MKE believes that ***some very simple steps can be taken by all of us to minimize unpleasant and unwelcome conditions downtown which affect us all.*** Therefore, we are asking all downtown property owners, business operators, apartment managers, condominium associations and others with a vested interest in the continued success of our downtown to sign this pledge and be accountable to one another in order to uphold these standards:

NOISE: Traffic, construction projects, public conversations, outdoor music and so many other sounds ***create the symphony of urban life.*** No one is looking for a tranquil or serene environment when they visit, work in or live in downtown, but some sounds are not necessary and easily avoidable.

- ***Live outdoor music,*** speeches or other amplified performances from any venue located within ½ block of any residential building should be concluded by ***9:00 p.m. on Sundays through Thursdays and by midnight on Fridays and Saturdays.***
- ***Recorded or broadcast outdoor music*** or other audio programs should be played only for ambiance and at volumes which ***should not be heard indoors*** by neighbors with closed windows at any time.
- Patrons and guests entering and leaving any business or residence can be unruly and it is not possible to completely curtail all rude behavior. However, the development and execution of an effective plan to ***minimize loitering and noise***—especially during the evening and late at night—can make a significant difference.

- Engage ample, professional and ***courteous security staff*** to the extent that large crowds are expected at any time.
- Provide ***advance information*** to and work with neighboring property owners and residents to minimize surprises when ***planning a special event*** which may draw a large crowd.
- Construction projects should be scheduled to minimize disruptive noise to neighbors. Power tools, hammering and other ***noisy construction activity should be completed at the most appropriate times*** in light of the neighboring uses at the construction site—be aware of office workers during the day, as well as residents in the evening and overnight.

TRASH: Trash is a necessary by-product of all of our homes and businesses. It is never pleasant and usually smelly but, when managed properly, it **should not create problems for others**. These few simple steps will help significantly:

- Ideally, ***store trash, recycling and grease containers inside*** your building until pick-up, whenever feasible. Emptied containers should be returned to the indoor storage area as soon as possible after each pick-up.
- ***If indoor storage is not feasible***, trash, recycling and grease containers should be stored within a ***well-maintained fenced or screened area*** on the owner’s property—as far away from public sidewalks and pedestrian traffic as possible.
- Only in the event that indoor storage or screened outside storage is not possible, trash, recycling and grease should be kept in closed containers, which are stored in the least obtrusive location in the public alley adjacent to the property—***as far away from public sidewalks and pedestrian traffic as possible***.
- Outdoor trash, recycling and grease container ***lids should be closed*** as tightly as possible at all times. Pick-ups should be scheduled at ***sufficiently frequent intervals*** to prevent overflows. Trash should never be piled alongside or over the top of containers.
- Whenever trash, grease, etc. are spilled during removal, ***clean-up the mess immediately***.

TRAFFIC/PARKING: While the **density** of an urban landscape **creates** the **proximity** we all crave—to offices, shopping, restaurants, bars, theaters, homes and more—it also leads to challenges for those of us who spend so much of our time downtown. To help alleviate these challenges, remember:

- Any downtown environment depends on people being able to get around quickly and safely on foot. While you are a driver, watch closely for and ***yield to pedestrians*** crossing streets and driveways—encourage your staff, patrons and guests to do likewise.
- Because so many downtown buildings do not have access to on-site parking, ***loading zones*** are intended to provide delivery personnel, workers, residents, guests and others with a convenient ***short-term*** place to load or unload parcels, equipment, groceries, luggage, etc. Even if you pay for it, ***loading zones are not intended to be personal parking spaces***.

- **Valet parking** is a convenient amenity for patrons, who should expect that their vehicles are taken to **nearby, secure, off-street parking lots**—not to loading zones or other illegal street parking spaces.
- To keep street parking spaces available for your guests, visitors, residents or patrons, arrange for **nearby, secure, off-street parking for your staff as well**—don't allow employees to plug meters throughout the day.

MAINTAIN THE PUBLIC REALM: An attractive, clean, safe and accessible downtown will lead to a more pleasing experience for visitors, workers and residents alike. Some **grunge and grime is to expected, but consider:**

- The sidewalk, riverwalk, alley and other **public areas adjacent to any building are the responsibility of that building or business owner**. Even if it's not from your residents, occupants or patrons, **clean up all trash**, cigarette butts, spills and other messes **as soon as you see them**. You can also ask the Milwaukee Downtown BID 21 Clean-Sweep Ambassadors to pay special attention to persistent problem areas. Call 414-220-4700 or contact BID 21 on-line at <http://www.milwaukeedowntown.com/feedbacks/new>.
- Street planters, sidewalk dining and other outdoor touches are wonderful amenities which everyone enjoys, but remember to **leave room for pedestrians** to easily pass, side-by-side, and **especially for wheelchairs and strollers**.
- **Snow removal** along the sidewalk, riverwalk, alley and other **public areas adjacent to any building are also the responsibility of that building or business owner**, including the ADA accessible grades near cross-walks at corner buildings. To allow your residents, occupants and patrons (especially the elderly and physically impaired) to safely get to your building and down the street at all times, please **clear snow from the building to the curb early and often**.
- The front of your building creates the first impression for future tenants or patrons of your apartments, offices or business. **Install and maintain appropriate signage, lighting, security and other features** to maximize your building's appeal and utility.
- Repair broken windows, touch-up paint and **make other needed repairs** as **quickly** as you notice any problem on your building's exterior.
- Contact Milwaukee Downtown **BID 21's graffiti removal crew** at 414-220-4700 or on-line at <http://www.milwaukeedowntown.com/feedbacks/new> as soon as you see graffiti on your building or anywhere downtown. They will remove it within 24 hours.

If you sign this pledge, we know that you won't be able to completely stop all of the problems that might ever occur on or near your business or property. However, those who do sign this pledge (and work in good faith to honor its terms) **will be actively promoted by DNA MKE as "DNA Tested"** and we will encourage our members and others to patronize and support your business or building. Therefore, being "DNA Tested" does not mean that we expect perfection, but it does mean that we will expect a **high level of cooperation** with the downtown residential community and a **sincere focus on being a good neighbor**

How will we work with you? Cooperating businesses and buildings will be featured on our website (www.dnamke.org) and provided with a "DNA Tested" sticker which you may proudly display in your window. DNA members will recognize the DNA logo and this sticker will show that you have been given a stamp of approval from DNA. We will **encourage downtown residents to patronize** and support those businesses and buildings displaying the "DNA Tested" sticker. We would also like to work with you to **plan special events targeted at bringing more downtown residents into your business or building** to enhance your bottom line.

Please see www.dnamke.org for more information. Thank you.

Sincerely,



Claude Krawczyk, DNA MKE President

PLEDGE

We pledge to use our good faith efforts to uphold these standards, to cooperate with representatives of DNA MKE to minimize unpleasant and unwelcome conditions downtown and to help make downtown Milwaukee a better place to live, conduct business and enjoy for all.

Name of Property, Business, Apartment or Condominium:

Property Address/Zip Code:

Contact Name & Title: _____

Phone #: _____

E-mail Address: _____

Signature: _____ **Date:** _____