

Alderman Backes Update

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Happy summer to one and all! Our city council schedule tends to slow down in the summer months, with fewer meetings due to the 4th of July holiday, vacations, etc. However, there's still stuff happening! The biggest development pertains to the Everbrite property (not an actual development of the land yet, but more in how we're marking it).

Everbrite campus property added to comprehensive plan

This is a topic that is of particular interest to me, being one of the representatives for district two. I've received a lot of questions about what is happening with the Everbrite property since the company closed up shop a couple years ago. At the moment, the answer is "not much," but the city hopes that will change soon.

There has been a decent amount of interest in the property. At one point there was a company and prospective buyer that had a proposal prepared for how they would revamp the property and what it could look like. That deal fell through, but there have been more interested parties available. After all, it's not every day that such a large parcel of land so close to the lake becomes available.

At our most recent council meeting, the common council voted unanimously to amend the comprehensive plan to include the Everbrite campus property. You can find the full 2035 comprehensive plan [at this link](#).

The Everbrite campus is listed as an "opportunity area." Basically, these are specific areas of the city that the city markets in hopes of attracting prospective developers. Each opportunity area includes a sketch as to what development in that area could look like. An idealistic vision, if you will.

As you'll see in the below sketch, the city primarily envisions residential development in the former Everbrite campus with possible mixed-use potential, which is pretty much in line with what interested parties have had in mind as well.



I've talked to at least some of the property's neighbors ever since the property went up for sale to see what they might be interested in seeing happen at the property. Most people have commented either residential, greenspace, or both. Certainly, I'd like to see community greenspace as a component of any planned residential development, and as you can see, that's reflected in the drawing. (If you go to page 181 of the PDF linked above, you'll see a full, detailed description of what each of the numbers refers to on the drawing).

When I ask neighbors of the property (primarily on Marion, 5th, and 3rd so far) about any concerns they have, they mostly talk about the potential increase in traffic and possible road safety issues that could bring. A large influx of new residents to that area would make traffic increases essentially unavoidable, but that would also be addressed by studies about how best to make changes to traffic controls in the area.

Ultimately, this addition to the comprehensive plan is just one additional tool to put this property out there and make it known that we're looking for great things to happen in this space. It's a unique opportunity for our city, so we should be aiming big.

Fourth of July events!

Hopefully you're already aware of everything coming up on Tuesday in Grant Park, but if not, here's what you can expect!

First, for most of the day through the evening the Sprecher traveling beer garden will be serving drinks, and will likely have their usual food truck along with them as well. They always park at the brown pavilion at picnic areas five and six, right where all the other Fourth of July action is occurring!

Here's what you can expect for city-sponsored activities. Note the rain date this year! Hopefully we don't need it...

The poster features a light blue background with scattered red, white, and blue stars. On the left is the City of South Milwaukee logo, which includes a stylized bridge and the text '18 97 THE CITY OF SOUTH MILWAUKEE'. To the right of the logo, the words 'INDEPENDENCE DAY CELEBRATION' are written in large, bold, blue capital letters. Below this, the location 'Grant Park - Picnic Areas 5, 5A, & 6' is listed. A bulleted list of activities follows, including 'Call to Colors', 'Kiddie Parade', 'Bounce House', 'Races and Games - Face Painting, Corn Hole, and Penny Scramble', 'FREE Ice Cream & Cracker Jack', and 'FIREWORKS!' accompanied by a small firework icon. At the bottom left, the 'Rain Date: July 5th' is noted, and at the bottom center, a thank-you message to sponsors and partners is provided.

**INDEPENDENCE DAY
CELEBRATION**

Grant Park -Picnic Areas 5, 5A, & 6

- 10:00 a.m. - Call to Colors
- 10:10 a.m. - Kiddie Parade
- 10:00 a.m. - 1:30 p.m. - Bounce House
- 11:00 a.m. - Races and Games - Face Painting, Corn Hole, and Penny Scramble
- 12:00 p.m. - FREE Ice Cream & Cracker Jack
- 9:30 p.m. - FIREWORKS! 

Rain Date: July 5th

Thank you to all our sponsors & partners...

I'm looking forward to bringing my five-year-old to his first fireworks show, but the whole day should be a blast! Hope to see some of you there. Feel free to come and say hi and introduce yourself.

Mural Update

As you may be aware, the city currently is working on securing a mural artist for the west-facing wall of the Human Concerns building. The money for funding the mural project comes from the \$8 million gift from the Bucyrus Foundation to the city.

Earlier this year the city put out a request for artists to submit their design proposals. What started off as more than 100 design proposals was narrowed down to a set of finalists, and while I'm not going to reveal anything about what our committee has decided (not my place to do so), I can say that it would appear as though we are still on track to have a completed mural by the end of September.

This will be a great transformational use of that space, injecting even more life into a part of the city that has seen a lot of great things happen over the last couple years with Bucyrus Commons and the Crusher statue, not to mention the continued operation of the Downtown Market and other local events in that space.

My hope is that this is the first of many other mural and public art projects to come.

Hope you all have a happy (and safe—please!) Fourth of July and upcoming weekend!

If you have any comments, questions, or concerns, email Alderman Backes at tbackes@smwi.org.