

30th St Corridor Becomes BID

In October, the Milwaukee Common Council and Mayor Tom Barrett approved a Business Improvement District (BID) encompassing much of the 30th Street Industrial Corridor. The BID will bring additional resources to revitalize the Corridor and attract new businesses to the area. The goals for 2006 include:

- Signage identifying the area as the 30th Street Industrial Corridor
- Lighting for businesses and along the rail corridor
- Streetscaping enhancements
- Clean up of illegal dumping and graffiti removal
- Establishment of a project fund to assist businesses with security measures such as starting a block watch
- Part-time staff person dedicated to coordinating safety and security initiatives among businesses, neighborhood groups, security companies, etc

BIDs in other parts of the City have had great success in reinvigorating both commercial and industrial districts and leveraging funds for large scale improvements. A Board of Directors will oversee the implementation of the above goals in 2006. The Board will be comprised primarily of owners or occupants of businesses in the Corridor or residents of the City of Milwaukee. The Milwaukee Journal Sentinel published an article about the area and the BID in their November 27th edition. The article may be found on the Milwaukee Journal Sentinel's website at <http://www.jsonline.com/bym/news/nov05/373321.asp>.

Development to Rejuvenate South End of Corridor

The intersection of 31st and Garfield will soon be transformed thanks to the work and vision of Keith Terry. Mr. Terry has been working on a mixed use development to revitalize a former Cream City brick warehouse at 2200 N. 31st.

The plan for the project includes commercial space, apartments and condominiums, many with fantastic views of the downtown skyline. Terry is also interested in incorporating green space or gardens for use by the larger neighborhood.

Terry received a Wisconsin Department of Commerce brownfield grant for the site and is working with the 30th Street Industrial Corridor Corporation to obtain additional funds to redevelop the site. The redevelopment of this once blighted site stands to have a tremendous impact on revitalizing the south end of the 30th Street Corridor.



ICC To Launch Website in 2006

With funding from the Helen Bader Foundation, the 30th Street Industrial Corridor Corporation is preparing to launch its website in early 2006. The ICC is working with Ascedia, Inc. to develop the website that will include the ICC's Industrial Property Inventory, an interactive database to search properties located in the corridor and find information on those for sale or lease.

ICC members will be able to post job openings on the website and financial information and resources will also be available on the website. Watch upcoming newsletters for more information.

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Brenna Holly
Economic Development Planner

Looking for a Few Good Properties to Assess in the 30th Street Industrial Corridor

Tired of seeing blighted, vacant properties or empty buildings in the 30th Street Corridor? The Department of Natural Resources (DNR), the city and the 30th Street Industrial Corridor Corporation (ICC) are looking for your help in finding properties to assess for environmental contamination and eventual cleanup.

We would like to hear from the 30th St. community about which properties the neighborhood believes are underused or abandoned, or may be contaminated by environmental pollution. Funds will be used for properties located in the 30th Street Industrial Corridor, roughly bounded by Congress Avenue on the north, Highland Boulevard on the south, 35th Street on the west and 27th Street on the east. These properties—called “brownfields”—could be causing a neighborhood problem, or might be a good location for an expanding business or new commercial development.

In the next two years, we will spend up to \$400,000 in brownfield funds from the U.S. Environmental Protection Agency (EPA) in the Corridor in assessing contamination at up to 20 properties. The EPA grant was awarded to the DNR, who has

entered into a partnership with the City of Milwaukee and the ICC. This effort is part of Governor Doyle’s Urban Reinvestment initiative, which is focused on identifying, cleaning up and revitalizing properties in this neighborhood.

Feedback from the community is one way local officials will select the final list of properties. Other considerations include:

- the size of the property;
- if the property is tax delinquent;
- the proximity of the property to expanding business(es);
- the type of environmental contamination;
- the ability of the City and DNR to have legal access to the property to conduct environmental testing (such as properties owned by the City); and
- that the property meets EPA guidelines.

The \$400,000 federal grant is split into two separate funds – one for the assessment of sites with petroleum contamination (gas, diesel, fuel oil), and one for the

assessment of sites with non-petroleum contamination, such as dry cleaning facilities, foundries, or other manufacturing operations.

The goal is to have a final list of properties ready for assessment by the end of December, 2005. The assessment work will be completed within two years. In the meantime, City officials will work with DNR staff to secure additional funding for the cleanup and redevelopment of those properties where contamination is found.

Once these properties have been cleaned up, they can be redeveloped into residential, commercial, industrial or greenspace purposes, depending on the size and location of the available parcels.

Contact Brenna Holly from the ICC at 414-444-4706 or brenna_holly@sbcglobal.net, if you have an address or location of a property that you want to be considered for an environmental assessment. The final list of properties selected for assessment work will be available in January, 2006, at <http://www.dnr.state.wi.us/org/aw/rr/index.htm> or can be obtained by contacting Johanna Howard with the City of Milwaukee at 414-286-8268.

ICC Business Spotlight

Vanguard Sculpture Services

Located at 3374 W. Hopkins, Vanguard Sculpture Services has made its home in the 30th Street Industrial Corridor since February of 1998.

Vanguard provides fine art bronze casting, original art, fabrication, restoration,



repair and maintenance of art objects.

One of the Corridor’s hidden gems, Vanguard’s owners Beth Sahagian, Mike Nolte and Gwendolyn Gillen and their five artist employees have actively participated in the 30th Street Industrial Corridor Corporation’s last two Made in Milwaukee Tours.

Vanguard occasionally hosts tours and workshops. Contact them at 414-444-5508 for more information.

Lena’s Food Market

Earlier this year, the owners of Lena’s Food Market purchased a vacant manufacturing facility on 30th and Center for use as a warehouse and distribution center for their markets.

Lena’s was able to acquire the property by working with the 30th Street Industrial Corridor Corporation which marketed the facility on behalf of the previous owner. Lena’s has started using the facility and



will be adding more employees to the location in the near future.

Lena’s operates several food stores in Milwaukee’s central city including 4623 W. Burleigh, 2322 W. Oak, 3334 N. Holton and their new location at Capitol and Teutonia.

Motorcycle Ride Shows Manufacturing Success Stories

The 2005 Made in Milwaukee Tour was the most successful in the ICC's history. This police and deputy escorted motorcycle ride kicked off from Harley-Davidson's headquarters and made stops at several manufacturers in Milwaukee. Participants were treated to behind-the-scenes tours at Master Lock, Vanguard Sculpture Services, Super Steel and Miller Brewing. Senator Russ Feingold was represented by Rebecca Lopez of his Milwaukee office during the entire tour and Mayor Tom Barrett joined the festivities at Super Steel.

The tour concluded with a raffle drawing. The grand prize was airfare for two on AirTran Airways. Other prizes included tickets to Brewers, Admirals and Bucks games; leather Harley-Davidson jacket, an autographed Donald Driver football; restaurant gift certificates, overnight stays at the Hilton Milwaukee River and the Wyndham Milwaukee Center, museum passes, tickets to the Milwaukee Repertory Theater, golf passes for Milwaukee County golf courses and many other great prizes.

Funds raised by this year's tour will help the ICC continue its work providing technical assistance to businesses as well as attracting new businesses to the 30th Street Industrial Corridor.



Made in Milwaukee Tour Sponsors

- AirTran Airways
- America's Second Harvest of Wisconsin
- Apparel Design Group
- Eaton Corporation
- Highland Park Pies & Cafe
- House of Harley-Davidson
- M&I Bank
- Master Lock
- Miller Brewing
- Super Steel
- 30th Street Industrial Corridor Corporation
- Vanguard Sculpture Services



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Mission Statement:

The 30th Street Industrial Corridor Corporation is dedicated to supporting the economic vitality of the industrial corridor, by working together to promote the mutual interests of the companies in the corridor, and stimulating economic growth in the community.

ICC Membership Form

Any company, organization, or individual may become a member of the 30th Street Industrial Corridor Corporation if they have an interest in and support the ICC mission of improving the economic vitality of the corridor by attracting and retaining businesses to create jobs.

2006 Annual Dues

Business Size/ Type	Annual Dues
Employers of up to 25 employees.....	\$150.00
Employers of 26-100 employees.....	\$200.00
Employers of 101-500 employees.....	\$600.00
Employers of 500+ employees.....	\$1500.00
Individual Members.....	\$75.00
Nonprofit Organizations.....	\$30.00
Government Agencies.....	\$250.00

Name: _____

Company/ Title: _____

Address/ Zip: _____

Phone: _____ Fax: _____ Email: _____

Please return to: 30th Street ICC, PO Box 16498, Milwaukee WI 53216