



# Corridor Currents

A publication of the 30th Street Industrial Corridor Corporation

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## Corridor Next Focus for City

By **Benji Timm**, City of Milwaukee  
30th Street Project Manager

Exciting things have been happening in the 30<sup>th</sup> Street Industrial Corridor in recent weeks. On November 28<sup>th</sup> the Small Business Times hosted its annual Commercial Real Estate & Development conference. DCD Commissioner Rocky Marcoux, one of the key speakers, provided an exciting overview of City's redevelopment efforts in various parts of the city. As part of the presentation Rocky highlighted the City's new direction to revitalize the 30<sup>th</sup> Street Industrial Corridor. The 30<sup>th</sup> Street ICC was recognized as one of the key partners in the revitalization of this area and Rocky announced that the 30<sup>th</sup> Street Corridor is the next "Menomonee Valley."

What does that mean? Over the past eight years the City of Milwaukee has spent approximately \$24 million dollars on environmental remediation, infrastructure improvements, stormwater management efforts, and job creation in the valley. The showpiece of the valley is the Menomonee Valley Industrial Center, a 130 acre industrial park. The City has committed the same redevelopment efforts in the corridor including the assignment of a full time project manager to the corridor. The 30<sup>th</sup> Street Corridor offers even more opportunity because of its size and central location on the north side of Milwaukee.

One of the primary opportunities for redevelopment in the corridor is the former Tower Automotive site. Historically, the site employed 8,000 workers and was a major economic engine in southeastern Wisconsin. The entire Tower site comprised almost 150 acres. In the past year the west side has seen considerable new investment. The City Department of Public Works consolidated many of its operations from other parts of the city into a \$25 million dollar facility, bringing 460 employees to the site.

In late November, a group of local investors called the Milwaukee Industrial Trade Center (MITC) bought the east side of the property. The east side of the property is 85 acres and has almost 2 million square feet of buildings. MITC is working with the City to reconfigure the site, improve the infrastructure and make it more marketable for new companies. The site's biggest assets are access to Capitol Drive, rail access and heavy cranes. MITC and the City will work to attract industrial users, commercial users along Capitol Drive, and redevelop the parking lots along North 27<sup>th</sup> Street and North Hopkins Street.

## October ICC Meeting Focuses on Nuisance Abatement

The ICC's October General Membership Meeting informed area businesses and community members about the Community Prosecution Program and what is being done to abate nuisance activities and properties in the area. Guest speakers included Jeffrey Altenburg, Assistant District Attorney, and Adam Stephens, Assistant City Attorney. The 30<sup>th</sup> Street Industrial Corridor is served by Community Prosecution Unit Chief Assistant District Attorney Jeffrey Altenburg in Police District 3 in partnership with Metcalfe Park and North Avenue Community Development Corporation. To the north of Center Street, District 7 CPU is served by Assistant District Attorney David Malone in partnership with Sherman Park Neighborhood Association. Assistant City Attorney Adam Stephens works with the community and the 7th Police District to abate nuisance properties. For more information, contact the Community Prosecutor in your police district.

District 7: David Malone: 414.935.7758  
Adam Stephens: 414.935.7746

District 3: Jeffrey Altenburg: 414.935.7033

### 2007 ICC BOARD OF DIRECTORS

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**Maurice Williams, Jr.**  
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**Yves LaPierre**  
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Have you checked out the ICC's website lately? A wealth of information is available for businesses. ICC members can post their job openings on our website for free! We also post available properties for those looking for space in the 30th Street Industrial Corridor.

Visit [www.30thstreeticc.org](http://www.30thstreeticc.org) to learn more!

## ICC Business Spotlight

### Utility Graphics

4060 N. 34th Street  
414.871.5701

Mapboards are part of control rooms in utility companies and are used to keep track of transmission and distribution lines. They are laid out to scale and are composed of symbol and text indicators illuminated with LEDs and digital displays. Here, in the ICC, the appropriately named Utility Graphics has been manufacturing and maintaining system control mapboards for clients like Indiana Public Service, Puget Sound Energy, Commonwealth Edison, as well as several hundred small and midsize utilities across the country.

Utility Graphics has been housed at 4060 N. 34<sup>th</sup> Street here in the ICC since 1990. In 1984 Utility Graphics acquired the assets of Power Dispatchers Equipment Company which had been serving the same market since 1952.

Utility Graphics provides full professional services for command-control center environments. These services entail control room design, ergonomics, acoustics evaluation, furniture, functional solutions and video wall display design. Utility Graphics continues to meet the full audio/visual needs of its clients as control rooms move to computer generated projections on screens. Utility Graphics serves its clients through its strategic alliances with Evan Consoles, Christie Digital, Clarity Systems and others. Utility Graphics remains well positioned to continually update the systems it has installed across the country and continue to provide control room solutions.



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### Master Lock

2600 N. 32nd Street  
414.571.5625

Founded in 1921, Master Lock is the largest global manufacturer and marketer of padlocks, selling up to 50,000,000 locks per year. Master Lock's success grows from founder Harry Soref's inspiration to apply the laminated layers of steel used to build bank vault doors and battle ships to the construction of laminated steel padlocks. This new product could withstand a blow by a hammer that easily broke the hollow padlocks of the time. The added weight of Master Lock padlocks created confidence in this new and superior product.

Master Lock grew quickly and moved from a one room shop on Plankinton Avenue, which consisted of one punch press, one drill press, a grinder and Harry Soref, to the Pabst Brewery which was closed when prohibition restricted brewery operations. Master Lock rented this building located on 9<sup>th</sup> and Juneau from 1924 to 1939. Ironically, many of the first orders of Master Lock padlocks were from the federal government that was busy locking down speakeasies busted for selling illegal booze during prohibition.

Master Lock moved into its current production facilities at 2600 N. 32<sup>nd</sup> Street by the end of 1939. Up until the 1990s, Master Lock employed up to 1,100 workers and produced 97% of its products here in Milwaukee. Loss of market share and foreign competition precipitated a restructuring in the late 1990s/2000. Master Lock now has its primary assembly plant in Nogales, Mexico and distribution is out of Louisville, Kentucky. Milwaukee is still the primary component manufacturing center, and added 58 new employees since 2000, with the acquisition of American Lock of Crete, Illinois. The Milwaukee factory now houses 330 hourly and 39 salaried employees. With an average age of 51 and a median of 28 years of service, Master Lock will be looking to add new skilled workers to learn and grow with the business.

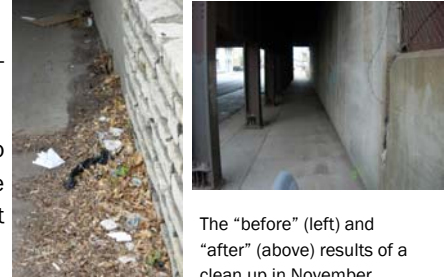
Master Lock is well positioned to grow its business here in Milwaukee with approximately \$2.5 million in capital improvements and equipment investments in 2006. It is launching new product lines to differentiate itself from its competitors and keep the Milwaukee plant humming. Along with providing well paying jobs, Master Lock will continue its community involvement with its sponsorship of the Clarke Street School, Habitat for Humanity and its ties to Milwaukee and the 30<sup>th</sup> Street Industrial Corridor.

## BID #37 Wraps Up First Year

BID #37 has had several successes during its first year of operation and looks forward to continuing to bring more positive changes to the 30th Street Industrial Corridor. "The first year of BID #37 has focused on establishing the direction and services and building the leadership system to implement those initiatives," said Rich Reynolds, Chair of the BID #37 Board of Directors. "We remain committed to addressing the short and long-term issues of all BID businesses, small and large."

Highlights of 2006 include:

- A **Graffiti Abatement Program** was created. BID #37 and its contractors have removed graffiti at no charge for a number of property owners in the district. More information on the graffiti abatement program is available at [www.30thstreeticc.org/bid37.htm](http://www.30thstreeticc.org/bid37.htm) or by calling Maurice Williams at 414.444.4706 ext. 92.
- BID #37 has organized monthly **litter clean ups** in the district and has been concentrating on picking up litter along the major thoroughfares that intersect the district.
- A **Safety & Security Project Grant** fund was established and is available to businesses in the BID boundaries for improvements to their facilities that enhance safety and security. Guidelines and the application are available at [www.30thstreeticc.org/bid37.htm](http://www.30thstreeticc.org/bid37.htm) or by calling 414.444.4706.
- With a grant from the Department of City Development and funds from the BID, **over 100 banners** will be installed throughout the district to create an identity for the area.



The "before" (left) and "after" (above) results of a clean up in November



BID #37's logo and the design used for the banners

"Building relationships is critical to the success of our vision. We have received outstanding support from the County and City and look forward to strengthening those relationships even further," added Reynolds. "The ICC and BID Boards have great leadership representation and continue to demonstrate a commitment to advancing the area forward. We collectively have a lot of opportunities in front of us, to make a difference in the business community, while strengthening the entire community. We are up to the challenges and excited about securing the 30th Street Corridor's future as one of Milwaukee's greatest success stories."

For more information on BID #37, visit [www.30thstreeticc.org/bid37.htm](http://www.30thstreeticc.org/bid37.htm) or call 414.444.4706.

## ICC Board Welcomes New Directors

At the ICC's Annual Meeting in November, we welcomed six new Board members for 2007-2008. New Board members include Linda Swift, President and CEO of United Tax Service; Mike Floyd, CEO of Glenn Rieder; Gerard Randall, CEO of the Private Industry Council of Milwaukee County; Gary Wenzel, President of Capitol Stampings; Tony Shields, Manager of Community Relations for Harley-Davidson Motor Company; and Dan Carey, General Manager of Master Lock.

"The new additions to the Board represent a commitment by their companies and organizations to improving the area, and they continue our tradition of having small businesses equally as involved as the larger firms," said Tim Casey, ICC President.

Three Board members will complete their terms of service this month: Robert Christensen of Metal Processing Company, Joe Taylor of Cans To Go and Tom Nelson of Clarke Manufacturing. All have given countless hours serving on the Board and volunteering for ICC sponsored events such as litter clean ups and the Made in Milwaukee Tour. Christensen also served as Treasurer for the ICC and has been active with the organization for over 10 years. "All of us in the 30th Street Corridor appreciate the service that Joe Taylor, Tom Nelson and Bob Christensen have given to the Board of Directors," said Tim Casey.

## Corridor Strategic Planning

The ICC and BID #37 Board of Directors are preparing for strategic planning in early 2007 through the assistance of a grant provided by the Nonprofit Management Fund.

In order to facilitate the process and gather as much input as possible, we are surveying 30th Street Industrial Corridor businesses.

We ask that businesses complete the survey and return it to the ICC as soon as possible. For more information, please contact the ICC at 414.444.4706.



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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.*

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**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.

**2007 Annual Dues**

<b>Business Size/ Type</b>	<b>Annual Dues</b>
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