

## Corridor Sites Receive Environmental Assessments

Through a partnership with the 30th Street Industrial Corridor Corporation and the City of Milwaukee, the Wisconsin Department of Natural Resources (DNR) received \$400,000 in U.S. Environmental Protection Agency funds to conduct Phase I and II site assessments on properties in the corridor with suspected hazardous substance or petroleum contamination. This initial grant will fund the first steps in revitalizing blighted properties in the Corridor.

Work has begun on a number of Corridor sites. Phase I Environmental Assessments have been completed for 15 properties and Phase II Environmental Assessments are underway on several sites. With the environmental background information gained through these assessments, these sites, many of which are vacant lots or abandoned properties, can be remediated and marketed for development, green space and other uses to serve the larger community. The partnership plans to pursue additional funds to continue restoring the Corridor's economic vitality.

For a complete listing of sites being assessed and project updates, please visit the DNR's website at <http://dnr.wi.gov/org/aw/rr/rbrownfields/uri-30th-street.htm>.

## New Mapping Feature Debuts on ICC Website

Have you visited the ICC's new website lately? In May, the ICC added a new interactive mapping feature developed with DNR staff and UW Madison graduate students.

This new feature includes area maps of various development zones eligible for tax credits and other incentives. Demographic information; data on environmental grants awarded; traffic counts; and other city, state and federal data is also featured.

This mapping application can be found at [www.30thstreeticc.org](http://www.30thstreeticc.org) in the "Corridor Real Estate" section of the website and was specifically designed as a resource for the community and businesses looking to locate within the 30th Street Industrial Corridor.



### Made in Milwaukee Tour Date Announced

The 6th Annual **Made in Milwaukee Tour**, an escorted motorcycle ride that stops at various manufacturers throughout the central city, will be held on Saturday, September 16th. This event is a fundraiser for the 30th Street Industrial Corridor Corporation. Please check the ICC's website [www.30thstreeticc.org](http://www.30thstreeticc.org) for more information as the date nears.

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**Brenna Holly**  
Executive Director

**Maurice Williams, Jr.**  
Program Coordinator

**Yves LaPierre**  
Redevelopment Specialist

## ICC Business Spotlight

### The Simple Soyman

3901 N. 35th Street  
(414) 444-8638

The Simple Soyman, established in 1983, has made its home in the 30th Street Industrial Corridor for 13 years. They are manufacturers of organic tofu and tempeh, ready to eat tofu products, granola, whole grain pie crusts and sweets. Their products are sold in co-ops, natural and specialty food stores, restaurants and some grocery stores under the brands The Simple Soyman, Bountiful Bean and Simple Sweets.

R Jay and Barb Gruenwald are the owners of The Simple Soyman and employ a staff of seven. The Gruenwalds live nearby in the Sherman Park neighborhood and are active in their community. The Simple Soyman has also been actively involved with the ICC in recent years. The Gruenwalds, Simple Soyman, and their unique and delicious products are truly an asset to the 30th Street Industrial Corridor!



A sampling of The Simple Soyman's products.

## Fondy Market

2200 W. Fond du Lac Avenue  
(414) 444-6067

The Fondy Market, run by the Fondy Food Center, has sprung into full gear for the summer. The Fondy Food Center has run the market for the past five years providing fresh produce to neighborhoods in the 30th Street Corridor. It is open six days a week during the summer season (June-October) and also has cooking demonstrations and nutritional programs.



Vegetables at the  
Fondy Market

The Fondy Food Center is also focusing its efforts on creating a kitchen incubator at the Market. A Kitchen Business Incubator is a large, fully-licensed food production kitchen that has the equipment, space, and support staff to cook in bulk. Milwaukee's food entrepreneurs will be able to rent the kitchen space on an hourly basis, without having to invest in expensive equipment or ongoing maintenance.

Before a kitchen is built, the Fondy Food Center needs input from Milwaukee's food entrepreneurs and has created a short survey. It is available online and takes only a few minutes to complete. To access the survey, go to the agency's website: [www.fondymarket.org](http://www.fondymarket.org). If you prefer to receive a paper survey in the mail or if you

## ICC and BID Develop Committee Structure to Serve Corridor

Interested in getting involved in the 30th Street Industrial Corridor? Join a Committee! The 30th Street Industrial Corridor Corporation and Business Improvement District # 37 recently developed a committee structure serving the two entities to focus on projects to revitalize the 30th Street Corridor. Committees include:

- Safety & Security
- Membership & Marketing
- Planning & Redevelopment
- Finance
- Ethics & Best Practices
- Strategic Planning

If you are interested in joining a committee, contact Brenna Holly at (414) 444-4706 for more information about each committee's role and responsibilities.

# University Students Focus on 30th St Corridor for Semester Projects

## University of Wisconsin-Madison

Landscape architecture students from the University of Wisconsin-Madison spent their spring semester completing gateway designs and design guidelines for the 30th Street Industrial Corridor Business Improvement District. Students toured the Corridor in February and hosted a design charrette to get input from area stakeholders. The students focused on the area as part of their urban design studio.

The students were led by Assistant Professor Samuel Dennis, Jr., and Adjunct Professor Eileen Kelley. The six groups of students each completed drawings of their vision for the area as well as a book of specification guidelines for street furniture, lighting, banners and other aesthetic enhancements.

## University of Wisconsin-Milwaukee

Several urban planning graduate students from the University of Wisconsin-Milwaukee, under the supervision of Adjunct Professors Carolyn Esswein and Brad Steinke, completed a project in the 30th Street Industrial Corridor this spring for their clients, the Wisconsin Department of Natural Resources (DNR) and the City of Milwaukee.

The students' project, which was completed in May, included the design of a methodology that their clients could use to prioritize the clean up of sites in the area. The goal is for the methodology to be used to assist the DNR and the City in leveraging additional funds to assess and remediate properties in the 30th Street Industrial Corridor and prepare them for redevelopment.

## Marquette University

Undergraduate business students at Marquette University also studied the 30th Street Industrial Corridor this past spring. Students in Professor Kathleen Rehbein's Business & Society class focused on finding potential partners and marketing strategies for future projects in the 30th Street Industrial Corridor.

Six groups of students spent several weeks researching foundations, corporations and other organizations that could serve as partners on future economic development projects in the Corridor as well as developing marketing strategies for the organization. Students presented their findings to the 30th Street Industrial Corridor Corporation in May.

## Safety & Security Updates

### ICC Adds New Safety & Security Staff

The 30th Street ICC is pleased to announce the hiring of the new Safety & Security Program Coordinator Maurice Williams, Jr. Initially, Maurice will be surveying businesses in the industrial corridor regarding public safety & security issues. The survey will be sent to businesses and posted on the ICC website. Maurice will be working with BID businesses this summer to establish a graffiti abatement program, initiate block watch programs, and coordinate beautification efforts with neighborhood associations and local businesses. Maurice will be working approximately 10-20 hours a week. Feel free to contact him with your safety and security questions and concerns. He can be reached by phone at 444-4706 or email at maurice@30thstreeticc.org.

### Deputy Chief Speaks at ICC Meeting

At the General Membership Meeting on June 15th, Deputy Chief of Police Dale Schunk spoke with ICC members about Milwaukee Police Department's (MPD) efforts to enhance law enforcement efforts. He was accompanied by Community Liaison Officers Thomas Kupsik (Dist. 3) and Shellee Lubus (Dist. 7). ICC members requested that police patrol "make their presence known" for small nuisances like blaring radios, loitering, etc. by activating their lights or using patrol car loud-speakers to

address unwanted activity. This technique sends a message of "police presence" in the community.

Deputy Chief Schunk also provided meeting attendees with the newly revised MPD brochure, *Working With The Milwaukee Police Department*. It contained updated information regarding 911 calls, district police contact phone numbers, as well as, important numbers for the City of Milwaukee.

Lastly, to help enhance police response times to criminal complaints the Deputy Chief of Police asked that businesses call certain phone numbers at the City of Milwaukee for the following complaints:

- Disabled street lights.....286-8282
  - Garbage pick-up.....286-8282
  - Garbage/litter on private property ..... 286-2268
  - Parking Issues.....286-8350
  - Damaged/Disabled Traffic Device..... 286-8282
  - Damaged or missing sign.....286-3488
- The community liaison officers for Districts 3 and 7 are as follows:
- Thomas Kupsik (Dist. 3).....935-7238
  - Shellee Lubus (Dist. 7).....935-7278



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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.

**2006 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