

FOR IMMEDIATE RELEASE

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**CITY, COUNTY SIGN 30TH STREET COMPACT TO REVITALIZE
HEART OF MILWAUKEE'S MANUFACTURING DISTRICT**

*Initiative led by Milwaukee County Supervisor Michael Mayo will target 30th Street Industrial Corridor;
complement "Greenlight District" Effort Announced by Mayor Barrett*

MILWAUKEE – Milwaukee County Supervisor Michael Mayo kicked off a news conference today announcing a new city-county partnership aimed at revitalizing the 30th Street Industrial Corridor. The news conference at the Milwaukee Industrial Trade Center (former Tower Automotive site) brought together representatives from Milwaukee County, the City of Milwaukee, the Department of City Development, Milwaukee Police Department, Milwaukee County Sheriff's Department, 30th Street Industrial Corridor Corporation and the Southeastern Wisconsin Regional Planning Commission (SEWRPC). As part of the news conference, county and city leaders signed the "30th Street Corridor Compact," pledging to work for the retention and growth of business in the corridor to provide 10,000 new jobs.

"We applaud Mayor Barrett's leadership in announcing the City's 'Greenlight District' efforts to encourage reinvestment in the 30th Street Corridor," said Supervisor Mayo. "Today, we pledge the county's support and resources to further the redevelopment effort. We recognize that it will take the combined efforts of all levels of government and local businesses to revitalize this critical industrial corridor."

One of the most serious economic challenges facing southeastern Wisconsin is the continuing loss of industrial employment, particularly in Milwaukee's urban centers. The 30th Street Industrial Corridor, located two miles northwest of downtown, is a prime example of a once thriving area with strong potential for revitalization – including underutilized industrial buildings, an untapped labor market and strong transportation links.

In Fall 2006, Supervisor Mayo, Chair of the County's Economic Development committee asked SEWRPC to oversee development and implementation of an Action Plan for the 30th Street corridor that would bring together key partners, including Milwaukee County, the City of Milwaukee, the 30th Street Industrial Corridor Corporation (ICC), local businesses, and federal and state agencies.

"The strength of this partnership cannot be overstated," remarked Phil Evenson, SEWRPC executive director. "Working together, we can find the necessary resources for this corridor to redevelop and flourish once again."

The action planning effort announced today will target the revitalization of the primarily industrial land uses on both sides of the rail corridor at 30th Street from Highland Boulevard to Hampton Avenue. The plan will capitalize on the core strengths of the corridor as well as address potential obstacles, including environmental concerns, obsolescence of some buildings and neighborhood safety. Through the combined resources of local, state and federal government agencies along with private businesses, the Action Plan aims to spur investment and revitalization in the corridor, with the primary objective of providing jobs to area residents.

30th Street Corridor / Add One

Common Council President Willie Hines said the Common Council's key role in spurring economic development and job creation in Milwaukee manifests itself in guiding approval of complex projects such as The Brewery (redevelopment of the former Pabst brewery complex) and Manpower Inc.'s corporate headquarters relocation to downtown to longer-term transformational projects like the redevelopment of the Park East corridor and the 30th Street Industrial Corridor.

"We have a clear hope that sound planning and our careful consideration of proposed projects along the 30th Street Industrial Corridor will bring not only opportunities and a brighter future for the residents, businesses and neighbors of the Corridor, but also a bold reinvigoration that will strengthen the city as a whole," said Alderman Hines.

County Board Chairman Lee Holloway noted, "The successful revitalization of the 30th Street Corridor will significantly impact Milwaukee's employment base and provide an effective model for targeted initiatives throughout Milwaukee County." He added that the Doyle administration has already chosen the 30th Street Industrial Corridor as the focus of their first project for the Urban Environment and Reinvestment initiative and the Milwaukee Department of City Development has referred to the corridor as "the next Menomonee Valley."

Tim Casey, president of the 30th Street ICC, has been a long-standing advocate for restoring the economic vitality of the 30th Street Corridor. "The corridor has a history of being a major industrial employer for the area as well as the region," said Casey. "We will work to restore the formerly vibrant industrial arterial running through the heart of the central city."

According to initial research completed by SEWRPC, concerns regarding public safety in the corridor have been a significant impediment to the corridor's revitalization. Sheriff David A. Clarke, Jr. and Assistant Police Chief Joe White were on hand to offer the resources and cooperative efforts of the Police Department and Sheriff's Department in improving safety in the corridor.

INITIATIVE SUPPORTED BY STATE AND FEDERAL OFFICIALS

Congresswoman Gwen Moore offered a letter of support commending the announced initiative. "The revitalization of the 30th Street Corridor is near and dear to my heart, and is something I've been committed to since my days in the State Assembly," noted Congresswoman Moore. "I've been so proud to be able to continue this work during my first term as U.S. Representative for Wisconsin's 4th district by securing \$400,000 in federal funding for the clean-up of environmental contamination along the Corridor. By investing in the 30th Street Corridor, we are enriching our city through the creation of jobs and the establishment of greenspace."

"There is a clear opportunity for the revitalization of the 30th Street Corridor and I am energized by the support being shown from area businesses, community leaders and the County and City government," added Representative Tamara Grigsby in a written statement. "This partnership shows strength and the immense potential to create thousands of jobs in an area in desperate need of an economic boost."

Senator Spencer Coggs echoed this sentiment. "Driving along the 30th St. corridor is a daily reminder of 'what was,' and 'what could be,'" wrote Senator Coggs. "Restoring 30th St. to its status as an industrial powerhouse will take the combined efforts of many groups and individuals. I look forward to putting my shoulder to the wheel."

ABOUT THE 30TH STREET CORRIDOR ACTION PLAN

The action plan will be completed under the auspices of SEWRPC and directed by local business, elected and civic leaders participating in six working groups. These working groups will:

- **Create the Vision:** Working together with key stakeholders, develop a consensus vision for the future of the corridor, establishing realistic and achievable short- and long-term goals;
- **Generate the Commitment:** Review eligibility for targeted assistance from federal, state and local entities that have committed resources to the revitalization effort and identify key partners – both public and private; and
- **Manage Implementation:** The group will develop a strategic structure to manage the revitalization effort, monitor its implementation and evaluate its success. The structure will ensure a streamlined process for key decision-making authority.

The result of the action plan will be an implementation design that will:

- Identify and categorize sub-areas within the corridor, including preservation areas and “Industrial Intensive Treatment Areas;”
- Recommend new program approaches and new partnerships;
- Identify site-specific development opportunities; and
- Suggest guidelines to maximize probability of successful revitalization.

ABOUT THE 30TH STREET CORRIDOR

The 30th Street Industrial Corridor is located two miles northwest of downtown Milwaukee. The corridor lies within a five-mile long segment of rail line in the urban center of Milwaukee, stretching from Highland Boulevard to Hampton Avenue, with sections of Fond du Lac Avenue and Hopkins Street.

ABOUT SEWRPC

The Southeastern Wisconsin Planning Regional Commission was established in 1960 as the official area wide planning agency for the highly urbanized region of southeastern Wisconsin. It serves as a key partner in working with the seven counties of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha. In particular, it works to address challenges that transcend the boundaries and fiscal capabilities of local units of government. More information is available at www.sewrpc.org.

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