

## 30th Street Industrial Corridor Streetscape Design Project Begins

Business Improvement District (BID #37) recently hired Schreiber/ Anderson Associates as consultants for a streetscape design and guidelines for the 30th Street Industrial Corridor.



Garret Perry of Schreiber/ Anderson Associates presents preliminary streetscape concepts at a community meeting.

On Thursday, April 19th, a Streetscape Design Charrette was held at Eaton Corporation to get input from businesses, residents, community groups and other Corridor stakeholders on the future streetscape of the area. We had a large turnout and many great ideas were generated and shared with the consultants. Attendees discussed streetscaping themes and elements, created maps of potential locations for gateways and other features and completed a visual preference survey. Schreiber/ Anderson Associates also presented and collected feedback at community meetings in neighborhoods surrounding the Corridor.

Preliminary design concepts, based on feedback received to date, are available for preview at [www.30thstreeticc.org](http://www.30thstreeticc.org) and are also on display at the Sherman Park Community Association office, 3526 W. Fond du Lac Avenue.

A Streetscape Design Open House will be held on Monday, June 4th from 4pm to 8pm at the Center Street Library, 2727 W. Fond du Lac Avenue. Please stop by to view and comment on the streetscape designs concepts for the 30th Street Industrial Corridor. A presentation will be held at 6pm as part of the Open House. The design guidelines are expected to be completed this summer. BID #37 hopes to begin implementation of one or two streetscape demonstration projects in 2008 or 2009.



Charrette attendees discuss streetscape ideas with group members.

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**Gary Wenzel**  
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### **STAFF**

**Brenna Holly**  
Executive Director

**Maurice Williams, Jr.**  
Program Coordinator

### **Upcoming Events**

**June 4th:** Streetscape Design Open House, Center Street Library, 2727 W. Fond du Lac Avenue

**June 14th:** ICC Membership Meeting, Eaton Corporation, 4201 N 27th Street

**September 22nd:** Made in Milwaukee Tour. More information will be available at [www.30thstreeticc.org](http://www.30thstreeticc.org) as the date approaches.

## **30th Street Industrial Corridor Streetscape Design**

### **Open House**

**Monday, June 4th, 2007**

**4pm to 8pm**

***A presentation will be held at 6pm***

**Center Street Library,  
2727 W. Fond du Lac Avenue**

## ICC Business Spotlight

### Capitol Stampings

2700 W. North Avenue

(414) 372-3500

Capitol Stampings is the designer, engineer and manufacturer of Original Equipment Manufacturers (OEM) and OEM supplier components. These include custom stampings, drive pulleys, idler pulleys, split steel pulleys, sprockets, composite idler and cable pulleys, spindle assemblies, brake drums and pinion gear and sectors. Capitol Stampings serves a variety of industries including lawn and garden, fitness, agricultural, bicycle, conveyor, industrial, home appliances and many others. Located at the intersection of N. 27<sup>th</sup> Street and W. North Avenue in the heart of the 30<sup>th</sup> Street Industrial Corridor, Capitol Stampings has 110 employees with approximately 42% of its workforce from Milwaukee's central city. Capitol Stampings was established in 1945 and was acquired by Wendorff Acquisition Inc. in 2005. The current owners were able to retain over 100 jobs and are now focusing on the creation of new jobs and opportunities for central city residents.

Gary Wenzel, President of Capitol Stampings, recently joined the Board of Directors of the 30<sup>th</sup> Street Industrial Corridor Corporation (ICC) and volunteers his time in assisting with economic revitalization and planning efforts for the area. Capitol Stampings was also a featured stop in the 2006 Made in Milwaukee Tour, a motorcycle ride and fundraiser for the ICC.

"We are excited to be a part of the 30th Street Industrial Corridor. There are some great opportunities in the future for this area and we are looking forward to being a part of it," said Wenzel. "Capitol Stampings is committed to this location and is looking forward to a very successful long term relationship with the community and corridor."



### Clarke Manufacturing

3000 W. Clarke Street

(414) 444-7003

When you see demanding high tech products in action, you are apt to find Swiss Turned Clarke manufactured parts working behind the scenes.

Clarke Manufacturing is a registered and certified contract company that produces medical and industrial parts at very high precision through a process called *Swiss Turning*—a very precise small parts machining process. Their products can be found in medical hardware, dental drills, defense/aerospace equipment, fiberoptics, and other high tech devices. In the beginning, Clarke Manufacturing was called Carry Lite and produced paper-pulp products such as bait boxes and decoy ducks up until approximately 1965.

Current President Tom Nelson has worked at the company off and on for the past 30yrs in various capacities. Tom credits his grandfather and father for what Clarke Manufacturing is today. Tom's father Bob Nelson retired six years ago and asked his son to take hold of the reins of the company.

In recent years, the large volume projects have moved over seas, but Clarke Manufacturing specializes in contract manufacturing where they produce smaller, specific volumes with quick turn-around. Rising fuel, healthcare, or utility costs have caused many manufacturers to shift to what is known as "lean" manufacturing, where a company buys only what it needs for specific jobs. Inevitably, this leads to production shortfalls because unintentionally too few parts will be ordered for the assembly of a tractor, medical tool, etc. and Clarke Manufacturing will receive a call for a special order. Most of Clarke's business does not happen that way, but this occurs more often as manufacturers try to produce the same quality products with less money. Ten years from now, Tom sees Clarke Manufacturing remaining in the Corridor, expanding his workforce of 18 employees to represent the diverse community of the neighborhood, and expanding his physical plant facility.



### ICC General Membership Meeting

Please join us for the next ICC General Membership meeting scheduled for Thursday, June 14th at 8am for presentation on the Milwaukee 7 Initiative and its Economic Development Plan. Our speaker will be Jim Paetsch of the Milwaukee 7. Please RSVP to Brenna Holly by phone (414) 444-4706 or email [brenna\\_holly@30thstreeticc.org](mailto:brenna_holly@30thstreeticc.org).

### Business Spotlight

We are always looking for ICC and BID #37 businesses to feature in our Business Spotlight section. If you have a story to share about your business and would like to be included in an upcoming newsletter, please contact the ICC at (414) 444-4706 or send an email to [info@30thstreeticc.org](mailto:info@30thstreeticc.org).

# BID #37 Works to Clean Up Litter in Corridor

BID #37 is actively involved in organizing street and litter clean ups throughout the district. Clean ups began in April and are scheduled to be held the second and fourth Friday of each month through October, weather permitting. The clean ups will primarily focus on major thoroughfares throughout the district as well as other locations accumulating garbage. BID #37 has had great success coordinating with Felmers Chaney Correctional Center for volunteers for these efforts.



Volunteers clean up litter along Capitol Drive.

If you are interested in volunteering for a clean up or would like more information, please contact Maurice Williams at the 30th Street Industrial Corridor Corporation at (414) 444-4706 or maurice@30thstreeticc.org. For more information on BID #37's programs and services, please visit [www.30thstreeticc.org/bid37.htm](http://www.30thstreeticc.org/bid37.htm) or call (414) 444-4706.



Before (above) and after (below) photos from an April clean up.



## City Updates By Benji Timm, City of Milwaukee Project Manager for the 30th Street Industrial Corridor

Public safety is a number one priority for Mayor Tom Barrett, he has asked me to share an update on what the City of Milwaukee is doing to increase safety and security within the 30<sup>th</sup> Street Industrial Corridor. Of course, one of the best ways to fight crime is to increase job opportunities. We continue to work with strong partners and invest resources in economic development and job creation within the Corridor. As we approach summer, a time when public safety is impacted by the heat and outdoor activities, Mayor Barrett and Milwaukee Police Chief Nan Hegerty recently announced an immediate crime-fighting strategy—the Neighborhood Safety Initiative.

The Neighborhood Safety Initiative begins with several dozens of officers on targeted patrols in high-crime neighborhoods from mid-May through Labor Day weekend, when there is typically an increase in crime.

In the 30<sup>th</sup> Street Industrial Corridor, Milwaukee Police Department will be:

- Increasing patrols in and around businesses during working hours
- Adding additional officers to evening patrols, especially focusing on 'hot spots' near the rail corridor itself
- Stepping up traffic management, cracking down on night time cruising
- Continuing the seizure of illegal guns

Additional improvements that you'll soon notice, thanks to the work of City departments, BID #37 and the ICC:

- Improved lighting in the overpasses and other areas of the corridor – recently lighting has been replaced and updated at Locust, Center, Burleigh, Townsend, Capitol, and Hampton.
- Public safety informational meetings for 30<sup>th</sup> Street Corridor employees/employers
- Neighborhood cleanups coordinated by BID #37 and Dave Weber of Neighborhood Improvement Development Corporation, in conjunction with the Targeted Neighborhood Investment program
- Increased focus on preventing illegal dumping

Citizens and businesses can act as eyes and ears for illegal dumping and criminal acts. Convey as much information to the police as possible (e.g. license number, description of vehicle, description of persons, time of day, etc)



Benji Timm helps pick up litter during a BID #37 clean up

### Department of Neighborhood Services

Illegal Dumping: 286-2268

### Police Districts

District 3: 935-7233

District 7: 935-7273

Emergencies: 911



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**Mission Statement:**

*The 30<sup>th</sup> Street Industrial Corridor Corporation is dedicated to restoring and maintaining the economic vitality of the Corridor by promoting the mutual interests of companies 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