

City, County and SEWRPC to work with ICC to revitalize Corridor

On January 25th, 2007, a news conference was held to announce a joint effort among Milwaukee County, the City of Milwaukee, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) and the 30th Street Industrial Corridor Corporation to revitalize the area. County Supervisor Michael Mayo made the announcement in front a large audience of businesses, elected officials, local government staff and others at the Milwaukee Industrial Trade Center, the east side of the former A. O. Smith campus.



From L to R: County Supervisor Michael Mayo, Common Council President Willie Hines, Alderman Willie Wade, County Executive Scott Walker, County Board Chairman Lee Holloway, DCD Deputy Commissioner Martha Brown, ICC President Tim Casey, SEWRPC Executive Director Phil Evenson, and Sheriff David Clarke.

SEWRPC will provide technical assistance in developing a vision for the area, an action plan for redevelopment, identification of specific redevelopment sites, and forming new partnerships for the advancement of the area. The emphasis of the plan is to create new jobs in the corridor.

“This initiative represents an unprecedented alliance of agencies and resources to focus on redevelopment in the Corridor,” said Tim Casey, ICC President. “The ICC appreciates the efforts of County, City and SEWRPC leadership to bring this collaborative effort together.”

Work will be directed through six work groups comprised of Corridor business representatives, elected officials and other Milwaukee area leaders and Corridor stakeholders.



Tim Casey, ICC President, gave a few remarks on the positive impact this effort will have in the Corridor.

Mayor & DCD Commissioner speak to Corridor Businesses

ICC and BID #37 businesses, community organizations and others gathered on February 7th to hear how the City will be working with them to revitalize the 30th Street Industrial Corridor. Over 75 attendees were on hand at Eaton Corporation for presentations by Mayor Tom Barrett and Department of City Development Commissioner Rocky Marcoux. Mayor Barrett recently proclaimed the area the “Greenlight District” for attracting businesses and jobs to the Corridor.

Both Mayor Barrett and Mr. Marcoux shared their excitement for the potential of the Corridor and the dedication to the area by many businesses, employees, community groups and residents in the Corridor and surrounding neighborhoods.



Business and organization representatives listen as Mayor Barrett addresses the crowd at the ICC Membership meeting.

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BID #37 Webpage

Are you a property owner in BID #37? Check out the BID's new webpage at www.30thstreeticc.org/bid37.htm for updates on projects and services offered through the BID. Or call (414) 444-4706 for more information on streetscaping, graffiti abatement, safety and security grants and other BID services.

ICC Business Spotlight

Gahn Meat

3329 N. 35th Street

(414) 442-9898

Gahn Meat Company is a third generation family owned business that has been located at 3329 N. 35th Street in the 30th Street Industrial Corridor since 1981. The first generation of the Gahn family started a German meat store in 1910 on the east side of Milwaukee. It has had various locations on Oakland Avenue in Milwaukee and Capitol Drive in Shorewood where cut-to-order meats and home-made sausages were the specialty.

Today the Gahn Meat Company has grown to be a meat processing and supply company that services the Hotel, Restaurant and Institution (HRI) sector of the economy. The company still custom cuts meat to their customer's specifications and uses family recipes for sausage



and other items. Their full service business meets the needs of its clientele that ranges from Port Washington to the north to Racine to the south, and out west to the Oconomowoc area. Gahn Meat Company employs thirty four full and part-time workers. It has been expanding in its current facility and may soon outgrow its current home.

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.

Atlas Heating & Sheet Metal

1414 W. Fond du Lac Avenue

(414) 342-7818



The tools of Ed Eschenburg's trade fill the ground floor of the over 100 year old house that is home to Atlas Heating and Sheet Metal. Massive sheet metal rollers, slitters, brakes and jump shears crowd the ground floor of this former restaurant and rooming house. Old tin ceilings and sloping wood floors seem a good match for a family business that has been around since 1924.

Atlas Heating and Sheet Metal was started by Ed's father, Edwin Eschenburg, in a shop at Walnut and Third, across from the old Schlitz Brewing Company. In 1954 it moved to its current location at 1414 W. Fond du Lac Avenue and Ed joined the family business in 1960. At its peak Atlas had 10 employees. Now the business is run by Ed and his son Mike, who came on board in 1980. Together they do commercial and industrial heating, ventilation, and air conditioning (HVAC) along with gutter and flashing replacement work. Ten percent of the work they do is residential. They have done lots of work in the 30th Street Industrial Corridor.

Ed Eschenburg has seen his businesses' neighborhood change dramatically in the forty seven years he has been there. He started years before I-43 was built and Fond du Lac Avenue was widened. These urban renewal projects displaced Atlas's neighbors and left it with one of the few remaining original buildings on Fond du Lac Avenue. What was once a crowded neighborhood of homes and businesses now houses the Milwaukee County Public Transit yards, Second Harvest's warehouse and vacant lots. Atlas's isolation will soon end with the addition of new homes at Josie Heights directly to the north. New businesses and residents will reinvigorate this quiet area and give it a semblance of its past.

UWM Students to Study Corridor

Four Master's Degree candidates in Urban Planning at UWM will be focusing their attention on the 30th Street Industrial Corridor this semester for a course known as the Applied Planning Workshop. The goal of this course is to provide Master's students with hands-on experience in the field of planning by allowing them the opportunity to work with a client on a single, "real world" project over the length of the semester.

Alyssa Elver, Sarah Horn, Eric Lynde and Kenny Veriga have chosen to work with the ICC, to assist in its endeavors to improve the business climate within the 30th Street Industrial Corridor. Expanding on Mayor Barrett's proclamation of this area as the "Greenlight District", the group is researching the potential for, as well as the process to implement, eco-industrial development within the Corridor. This form of development aims to create a self-contained area of industry where one company's waste is a neighboring company's resource. As eco-industrial development is new to Milwaukee, the students are working to outline the planning process which will serve as a guide in supporting eco-industrial development. The project will include a public participation component in which the students will work with businesses and individuals invested in the 30th Street Industrial Corridor. This opportunity serves as both an educational experience for the students and a positive addition to the ICC's efforts of enhancing the 30th Street Industrial Corridor.

BID #37 Selects Firm for Streetscape Design

The BID #37 Board of Directors recently selected Schreiber/ Anderson Associates to develop a streetscape design and guidelines for the district. The design will address gateway features for the 30th Street Industrial Corridor, enhancements to safety and security, aesthetic treatments through plantings and lighting and other measures to make the area more attractive for businesses, employees, residents and visitors. We will be asking for input from residents and businesses on the design so please plan to attend upcoming community engagement meetings. Meeting notices will be mailed to BID #37 property owners, posted on our website at www.30thstreeticc.org and available by calling 414.444.4706. Other BID #37 Updates:

- Banners have been hung throughout the district identifying the area as the 30th Street Industrial & Economic Corridor and promoting our slogan of "Industry and Community Working."
- Graffiti Abatement continues in the district at no charge to property owners in BID #37. If your property is struck by graffiti, please contact Maurice Williams at 414.444.4706 or Maurice@30thstreeticc.org to have it removed for free.
- Litter clean ups have been scheduled for April through September. To find out more, contact Maurice Williams or visit our website.
- Safety & Security matching grants are available for safety and security improvements to facilities within the BID #37 boundaries. Guidelines and applications are available at www.30thstreeticc.org/bid37.htm.

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

Announcements, Announcements, Announcements...In addition to all the planning efforts announced recently, there have also been a number of exciting announcements in the past few months. Here are a few highlights:

Targeted Investment Neighborhoods

In February Mayor Tom Barrett announced the creation of 10 Targeted Investment Neighborhoods (TINs) throughout the City. One of these TINs is located in the area bounded by West Congress Street on the north, West Capitol Drive on the south, West Atkinson Avenue on the east, and the rail corridor on the west and is named after the Eaton Corporation which has been very active in organizing the neighborhood around it. The City worked with the Coalition for Hope Blockwatch and other groups in the Garden Homes area to implement this program.

A TIN is a tool the City uses to promote investment and home ownership in a specified geographic area. Under the TIN program, the City focuses funds and resources in a 6 to 12 block area for approximately three years. A special pool of funds is set aside to help improve neighborhood housing conditions. Homeowners and responsible investor owners are offered low interest and forgivable loans to make improvements to their properties. At the same time, the TIN program works with residents, stakeholders and other city departments to address priorities and goals identified by neighborhood residents. The goal is to stabilize the neighborhoods surrounding the rail corridor. The neighborhoods are a key component to the revitalization of the corridor as a whole. Success in the corridor is going to be a direct result of social and economic investment in all aspects of the city.

On February 3, 2007 the Garden Homes/Coalition for Hope neighborhood was featured on the front page of the Journal Sentinel Sunday Real Estate Section as the neighborhood of the week. This was an exciting event as many of the neighborhood residents were featured. This neighborhood is one of the most active and organized in the area. The Eaton TIN will be a great asset to assisting in increasing owner occupancy and encouraging rehabilitation.

There are currently three active TINs in the Corridor: Harley Davidson TIN, Metcalfe Park TIN, and now the Eaton TIN as well as adjacent TINs such as in Sherman Park. If you have any questions regarding the Eaton TIN or any other TINs please check out the Department of City Developments website: www.mkedcd.org or contact Paula Butler of Community Partners at 414-397-0294.

Brownfield Urban Reinvestment Initiative

In 2005 the ICC, City of Milwaukee, and the Wisconsin Department of Natural Resources formed a partnership to address brownfield issues in the 30th Street Corridor. This partnership was awarded \$400,000 in US Environmental Protection Agency brownfield funds to aggressively investigate tax delinquent properties, vacant lots, and abandoned property in the corridor. Our efforts have mainly focused on parcels at the southern end of the corridor. I am happy to report that to date we have removed 12 underground storage tanks and assessed more than 20 properties. These activities are necessary to help the ICC, the City, and the WDNR get a grasp on significant challenges and environmental justice issues in the corridor. The environmental work completed on these properties will pave the way for new investment and new opportunities for redevelopment.



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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.

2007 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