

Former Tower Site to be Redeveloped as Century City

By Department of City Development staff

For more than five years, the purchase of the former A.O. Smith/Tower Automotive site was on the Commissioner's "to do" list. On December 15th, 2009, following nearly two years of negotiations with the owners and months of working through the final details, the City became the owner of the 84-acre industrial site. In a hearing before the Common Council, the site was coined as "post apocalyptic" in describing the current conditions. To reflect the vision towards the future as a destination for businesses complemented by new housing and retail development, the site has been renamed "Century City."

The \$35.4 million project has enjoyed widespread support from the Common Council to the RACM Board, Budget Office and Comptroller. Key to this decisiveness was the recognition that the City had already established a precedent in the Menomonee Valley. Borrowing from this success, Century City will progress along a timeline that today, signals real change in the 30th Street Industrial Corridor and, over the years, will result in 700-1000 new jobs.

Next steps include more detailed environmental investigation and overall site conditions analysis. A contract to engage Prism Technical Management for EBE and other contract fulfillment and monitoring services was approved at this weeks RACM Board meeting. Bids for electrical, security and snow removal/maintenance are under review.

The breakdown for the Century City development includes 58 acres for a business park, 20 acres for retail and office and 5 acres for residential.

The City of Milwaukee has engaged The Corridor to market the site as well as other sites in the 30th Street Industrial Corridor.

This is a significant accomplishment for DCD and required diligent leadership from within and outside the department. Everyone who has and has yet to become a part of this important project is applauded.

Workforce Training Dollars Available for Corridor Businesses

The Corridor and City of Milwaukee have partnered to provide training grants for Corridor companies during 2010-2011. This is an expansion of the pilot program that The Corridor implemented in 2008. Corridor businesses may qualify for grants of up to \$50,000 to train new hires and incumbent workers. Complete program guidelines, deadlines and eligibility requirements are expected to be available in early February at www.thecorridor-mke.org or by contacting Brenna Holly at 414.444.4706.

Capitol Drive Streetscape Enhancements

Capitol Drive has a new look thanks to streetscape enhancements jointly undertaken by Business Improvement District (BID) #37 and the City of Milwaukee. This past fall, new paving treatments in crosswalks and at major intersections were installed, complimenting the new boulevard plantings installed by the City of Milwaukee. The next phase of the project, anticipated to occur in 2010, will include new lighting, benches, trash receptacles and banners.

Many of these enhancements are the realization of the the streetscape design guidelines and conceptual designs developed for BID #37 in 2007. Capitol Drive is the first street in the district to have the improvements installed. BID #37 hopes to implement similar improvements on all the major thoroughfares in the district over the next 10-15 years. To view the guidelines and conceptual designs, visit <http://www.thecorridor-mke.org/BID37Streetscape.htm>.

CORRIDOR GENERAL MEMBERSHIP MEETING

The next Corridor General Membership meeting will be on **Wednesday, February 3, 2010 at 8am** at Eaton Corporation, 4201 N 27th Street.

Rocky Marcoux, Department of City Development Commissioner, and Benji Timm, the City of Milwaukee's Project Manager for Century City (former Tower Automotive site), will be presenting an overview of Century City.

Please RSVP to Brenna Holly at bholly@thecorridor-mke.org or 414.444.4706 by Feb. 1st if you would like to attend.

Business Spotlight: Scotty's Building & Construction

Do you have carpentry needs? – “Let Scotty’s Do It!” That’s the slogan for Scotty’s Construction, a carpentry construction firm that performs rough and finish carpentry.

As co-owner Tim Scott puts it, “Moving to the Corridor in 2006 was the best business decision we ever made.” Before the move, Tim had his ten year day job with the City of Milwaukee Housing Authority and would come home to run the construction business with his wife, Theresa. Theresa worked in real-estate during the day and this is what eventually led to the entrepreneurial couple finding space within the Corridor.

Finding space in the Corridor couldn’t have come at a better time. As the business started to expand, so did the need for extra commercial vehicles. “We had overflow from the garages and our vehicles started getting overnight parking citations. We needed work space that had an office, warehouse & vehicle storage,” states Scott.

Scotty’s Construction is really a continuation of Tim’s grandfather’s construction legacy. “My Grandfather was a contractor back in the 1960s, 70s and 80s and everyone called him ‘Scotty’ – especially his local Jamaican peers,” explained Scott. “I used to work on contracting jobs with him, but it was difficult because he would yell at me to get things right. So, I decided to enroll in an apprenticeship program with plans of returning to the family business, but my Grandpa passed away before I could finish my apprenticeship. So, in honor of Grandfather, my wife and I agreed to call it Scotty’s Construction.”

Lately, Scotty’s has been focused on getting workers certified to work in the field of lead abatement in order to qualify for contracts with the City of Milwaukee and other municipalities.

Feeling optimistic about the future, Tim Scott wants the larger Milwaukee community to know, “You can still get good minority carpentry contractors and a quality product completed in a professional manner in the City of Milwaukee – Let Scotty’s Do It!”

Scotty’s Construction is open Monday-Friday from 8am-4:30pm and can be reached at 414.444.7273

Public Art in the Corridor

Business Improvement District (BID) #37 is working with IN:SITE Milwaukee, an organization that coordinates and promotes temporary public art installations in Milwaukee.

The project will include two cycles of temporary art installations--one in the fall of 2010 and another in 2011. The first phase of installations will be near Century City (the former Tower Automotive site). The BID's goal with the project is to increase awareness about the area and future redevelopment in the Corridor.

"Bringing temporary art to Capitol Drive and other areas of the corridor is a way to shift how people feel about the area," said Beth Sahagian-Allsopp, Chair of the BID #37 Board of Directors. "This is a project of engagement ultimately redirecting misperceptions and opening new ways of thinking and seeing for anyone who lives, works or simply passes through the area. Art can be about discovery, whether charting your own course or traversing someone else's. It can be a glimpse into uncharted territory. My hope is that this project will help put the corridor back on the map and make a statement about who we are and what we have the potential to be."

IN:SITE has undertaken similar projects along North Avenue, in Sherman Park and most recently in the Park East Corridor. According to Pegi Christiansen, IN:SITE Chair and Site Manager, "IN:SITE believes temporary public art has its greatest value in neighborhoods in transition. This is certainly the case on Capitol Drive, where there is new streetscaping, the development of the Tower Automotive site, and experimental stormwater management projects."

For more information on IN:SITE, visit their website at www.insitemilwaukee.org.

Community Spotlight: Coalition for Hope

Lots of attention has been given to the northern Corridor community of late. Streetscaping elements have been added to Capitol Drive, the City of Milwaukee has purchased the former Tower Automotive site, and DRS Technologies has made \$10 million dollars worth of renovations to their facility on 4265 N.30th. To this end, some of the glue holding it all together is the Coalition for Hope (CFH).

Formed in 1990 by Eaton Corporation, Northwest Side CDC, and residents from merging nearby blockwatch groups, the Coalition's mission is to encourage a community based alliance between residents, businesses, and public agencies who's objective is to preserve and enhance the quality of life in our neighborhood. "It was clear to all parties if the neighborhood was to survive residents and businesses had to work together", according to Sue Mertes, Sr. Executive Assistant at Eaton Corp and one of the founding business members of the Coalition.

The CFH meets on the third Saturday of the month where up to thirty community stakeholders meet to address issues ranging from beautification to public safety. According to resident Valerie Sprewell, "Working with Eaton and DRS has helped our Coalition to better coordinate with our Alderman and other City departments when we are in need of their services." Fifteen year Coalition veteran Elnore "Nora" Nimmer feels having Eaton and DRS as Coalition partners is an indicator to the larger community, "They care about the neighborhood and the people." To show that support and solidarity for the northern Corridor community, the Coalition hosts an annual back-to-school picnic in August where youth attendees receive a hot meal and free school supplies. "Having Eaton and DRS as Coalition partners has been effective in opening doors of opportunity for this neighborhood," according to resident Alice Akers. "They helped establish a Target Investment Neighborhood and helped create the belief that this community can be revitalized."

Despite all of the successful efforts of this longstanding neighborhood group, one of the challenges they still face after all of these years is getting more men in the community involved with CFH. According to CFH officers Vince Toney and Alice Akers, "Having more men involved in our Coalition efforts would have many positive outcomes for our community."

The Corridor holds First Annual Breakfast Event

On October 22, The Corridor held its first annual breakfast event *Reshaping Southeastern Wisconsin: Connecting the Corridor to the Next Generation of Jobs* at DRS Power & Control Technologies, Inc. Carlos Santiago, UW Milwaukee Chancellor, gave the keynote address. The event was moderated by Julia Taylor of the Greater Milwaukee Committee and featured a distinguished panel of business leaders including Michael Floyd, Glenn Rieder, Inc.; Richard Meeusen, Badger Meter, Inc.; Alan Perlstein, DRS Power & Control Technologies, Inc.; and Peggy Troy, Children's Hospital and Health System, Inc. Mayor Tom Barrett provided the welcome for the event.

The Corridor would like to thank all of our speakers; our event sponsors including LISC, M&I Bank, DRS Power & Control Technologies, Inc., Harley-Davidson Motor Company, Foley & Lardner LLP and Milwaukee Economic Development Corporation (MEDC); our Membership & Marketing Committee for planning the event; and all who attended the event.

THE CORRIDOR BOARD OF DIRECTORS

SARAH SLACK, President, *Foley & Lardner LLP*

MICHAEL FLOYD, Vice President, *Glenn Rieder, Inc.*

DAVID MISKY, Secretary, *Redevelopment Authority City of Milwaukee*

LINDA A. SWIFT, CPA, Treasurer, *United Tax Service*

TIM CASEY, Past President, *Equity Commercial Real Estate*

RUBEN L. ANTHONY JR., *Wisconsin Department of Transportation*

KIM S. BAN, *DRS Power & Control Technologies, Inc.*

ROBERT DENNIK, *VJS Construction Services, Inc.*

PAUL FEHRENBACH, *M&I Community Development Corp*

JOHN KOLEAS, *Harley-Davidson Motor Company*

TED MATKOM, *Gorman & Company, Inc.*

TODD PARK, *Eaton Corporation*

GARY WENZEL, *Capitol Stampings*

STAFF

BRENNA HOLLY, Executive Director

MAURICE WILLIAMS JR., Program Coordinator



P.O. Box 16498
3536 W. Fond du Lac Avenue
Milwaukee, WI 53216

Phone: 414.444.4706
Fax: 414.444.4715
E-mail: info@thecorridor-mke.org

Mission Statement:

The 30th Street Industrial Corridor Corporation (The Corridor) 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.

The 30th Street Industrial Corridor extends from Hampton Avenue to Highland Boulevard between 27th and 35th Streets in Milwaukee.

The Corridor Membership Form

Any company, organization, or individual may become a member of the 30th Street Industrial Corridor Corporation (The Corridor) if they have an interest in and support our mission of improving the economic vitality of the Corridor.

2010 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 Industrial Corridor Corporation, PO Box 16498, Milwaukee WI 53216