



**Milwaukee 30th Street Corridor Economic
Development Master Plan**

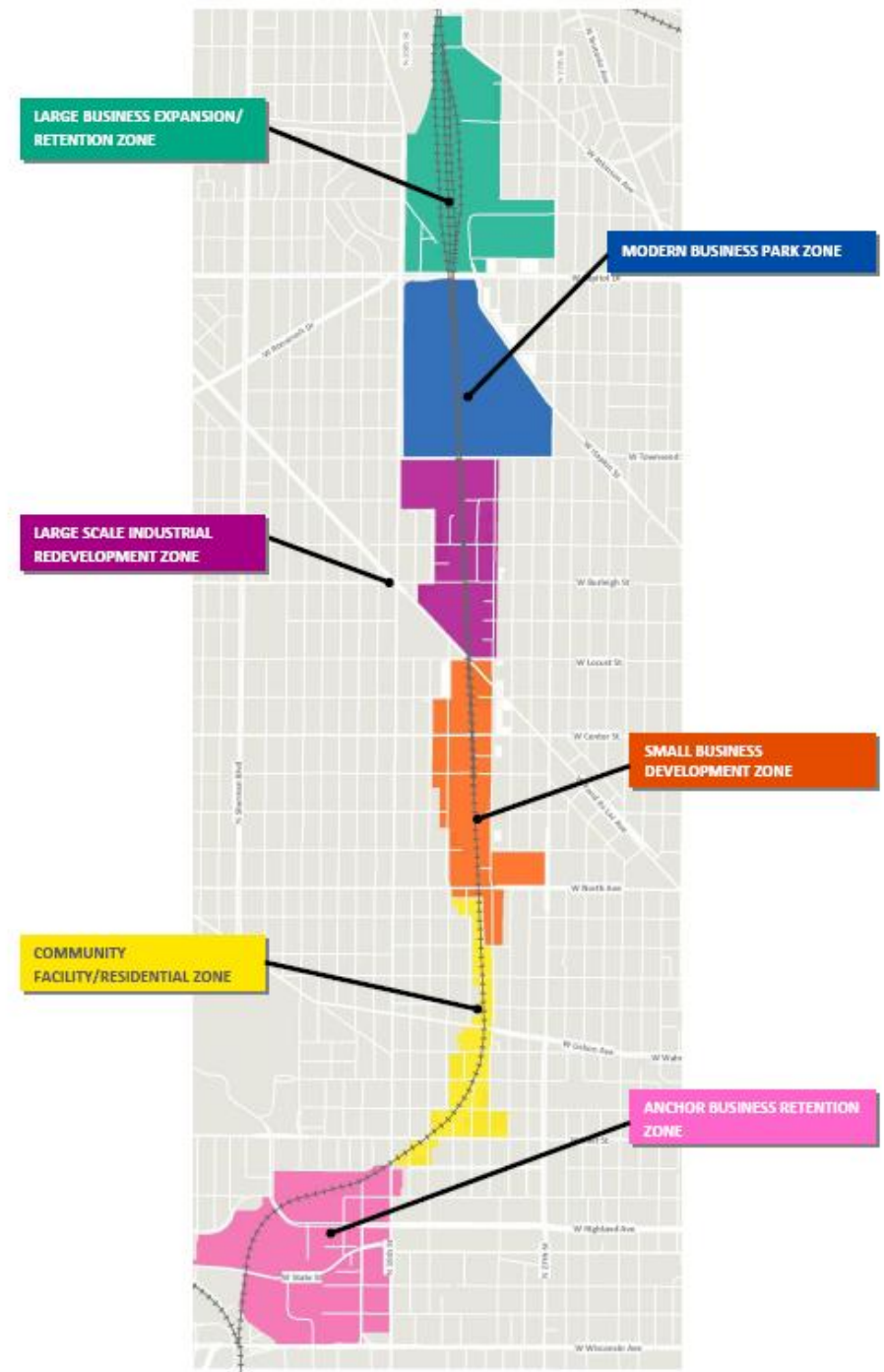
**Zoning, Neighborhoods & Development Committee
April 4th, 2012**

Purpose of the Study

- ▶ **City's Objective:** Transform 30th Street Corridor into Modern Employment Center and Economic Hub
- ▶ Study Goals – To Determine:
 - ▶ Market Potential for the Corridor
 - ▶ Workforce Issues and Strategies
 - ▶ Infrastructure Issues
 - ▶ Redevelopment Opportunities

Review of Strategic Subzones

- Large Business Expansion/Retention Zone
- Modern Business Park Zone
- Large Scale Industrial Redevelopment Zone
- Small Business Development Zone
- Community Facility/Residential Zone
- Anchor Business Retention Zone



Preferred Plan



Preferred Plan: Century City

Business Park Development Program

Developable Acres	74.6 acres*
Industrial	496,200 sf
Commercial	34,150 sf
Open Space	7.8 acres
New Right-of-Way	4.7 acres

*Includes 16.3 acre existing Talgo site

Residential Outlot Development Program

Multi-family units:

- Site 1: 94 units
- Site 2: 109 units



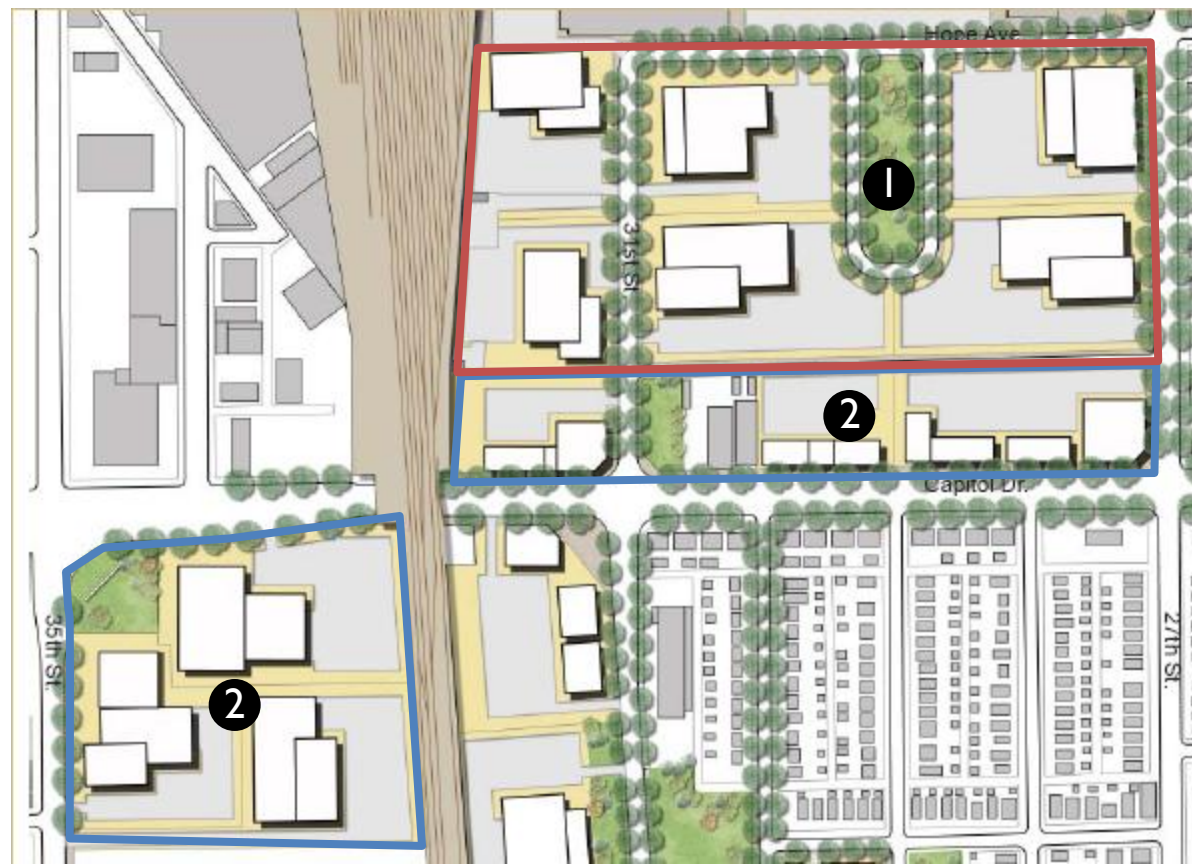
Preferred Plan: Century City II and Capitol Drive Corridor

1 Phase II Century City

Developable acres	24.7 acres
Industrial	288,750 sf
Open space	1.3 acres
New right-of-way	3.2 acres

2 Capitol Drive Corridor

Developable acres	21.7 acres
Retail	89,100 sf
Industrial/Retail*	157,600 sf
Open space	2.1 acres
New right-of-way	2.1 acres



**Options for 35th and Capitol site include retail or industrial development*

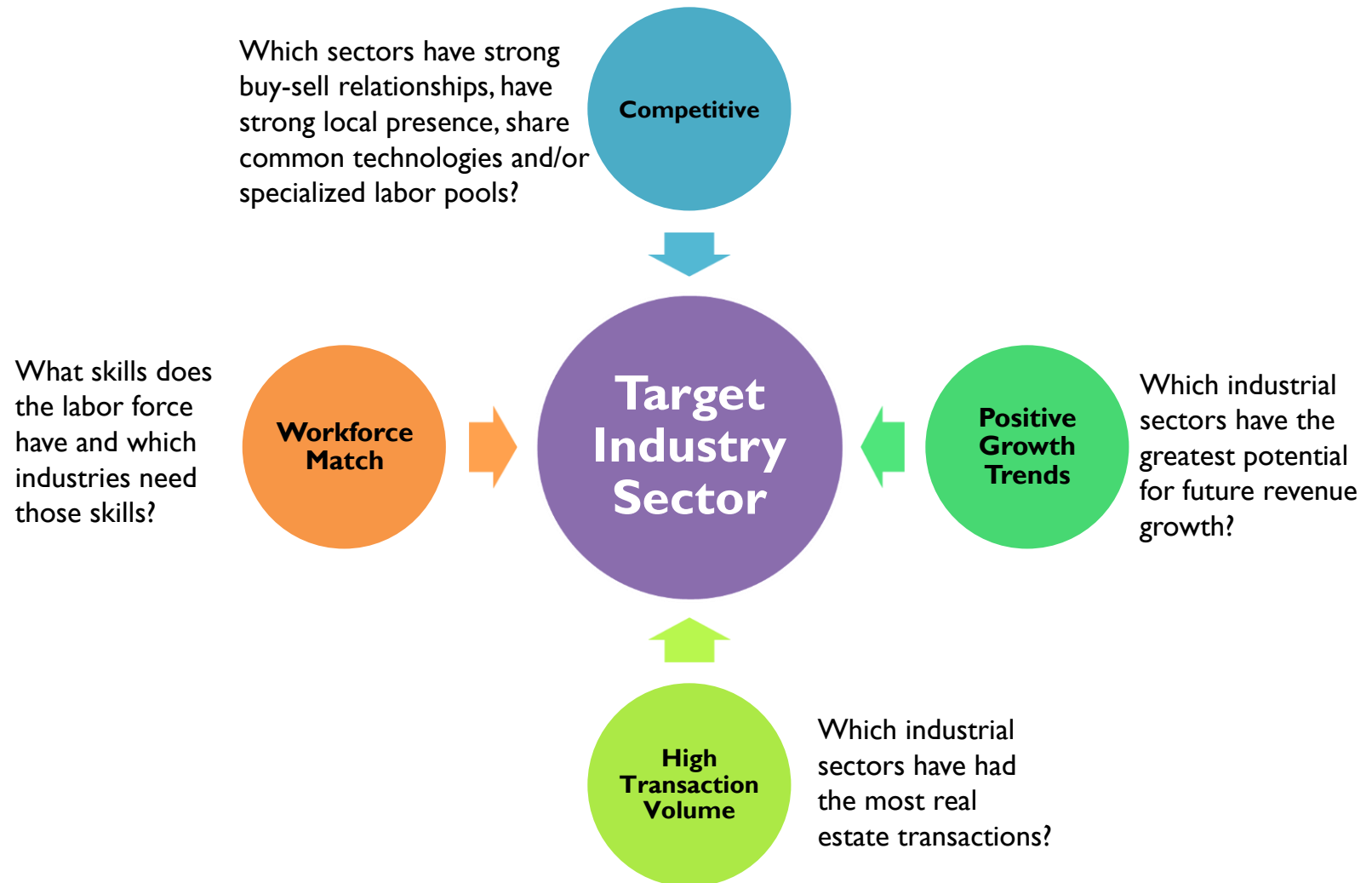
Preferred Plan: Esser Paint

Residential Development Program

Single-Family Homes	11 units
Multi-Family Residential	107 units



Target Sector Analysis



Target Industrial Sectors

Fabricated Metal Product Manufacturing	Machine Shops, Turned Product, and Screw, Nut and Bolt Manufacturing Architectural and Structural Metals Manufacturing Forging and Stamping Coating, Engraving, Heat Treating and Allied Activities Other Fabricated Metal Product Manufacturing
Machinery Manufacturing	Metalworking Machinery Manufacturing Other General Purpose Machinery Manufacturing Engine, Turbine and Power Transmission Equipment Manufacturing Ventilation, Heating, Air-Conditioning and Commercial Refrigeration Equipment Manufacturing Commercial and Service Industry Machinery Manufacturing
Computer and Electronic Product Manufacturing	Navigational, Measuring, Electromedical and Control Instruments Manufacturing Communications Equipment Manufacturing Semiconductor and Other Electronic Component Manufacturing Computer and Peripheral Equipment Manufacturing
Food Manufacturing	Animal Slaughtering and Processing Fruit and Vegetable Preserving and Specialty Food Manufacturing Other Food Manufacturing Bakeries and Tortilla Manufacturing
Electrical Equipment, Appliance and Component Manufacturing	Electrical Equipment Manufacturing Electric Lighting Equipment Manufacturing Other Electrical Equipment and Component Manufacturing



Fabricated Metals:
Busch Precision



Food Manufacturing:
Palermo's Pizza



Electrical Equipment:
Yaskawa

Implementation Framework

- ▶ **Four Components to Implementing Plan:**
 1. Land Use Regulatory Framework
 2. Transportation
 3. Stormwater
 4. Strategic Business Park

Implementation: Strategic Business Park

- ▶ Form Business Park investment entity
- ▶ Complete site design and develop site infrastructure
- ▶ Finance ongoing management and marketing expenses
- ▶ Translate institutional support into commitments from partners:
 - ▶ Civic/philanthropic
 - ▶ Corporate
 - ▶ Government
 - ▶ In-kind
- ▶ Designate permanent management entity for Business Park

Implementation: Strategic Business Park

- ▶ **Role of Business Park Investment Entity:** participate in site design and infrastructure development process
 - ▶ Detailed master plan for Century City
 - ▶ Development of trunk infrastructure
 - ▶ Parcelization
 - ▶ Pursue funding and partnerships
- ▶ **Role of Business Park Management Entity:** long-term management of business park operations
 - ▶ Day-to-day administration and maintenance of business park
 - ▶ Marketing and outreach/technical assistance

Read the Full Plan:

<http://city.milwaukee.gov/Projects/30thStreetIndustrialCorridor.htm>

