GROWING PROSPERITY | WORK PLAN

STRATEGY 4.1

Implement a data-driven, location-based approach

ACTION ITEM

4.1.2: Maintain an inventory of 100 acres "shovel ready" industrial land for development

PRIORITY

Medium-term, high priority

PARTNERS

LEAD:
- City of Milwaukee Department of City Development

PARTNERS:
- Redevelopment Authority of the City of Milwaukee
- Milwaukee Economic Development Corporation
- Wisconsin Department of Natural Resources
- Wisconsin Economic Development Corporation
- U.S. Environmental Protection Agency

REASON FOR ACTION

In order to support industry retention, growth and attraction, land available to support asset clusters needs to be readily available on an annual basis.

RESOURCES REQUIRED

- Staff to maintain inventory list and determine where the inventory will be listed.
- State and Federal Assessment and Cleanup Grant funds.
- Zoning code must be upheld and the City must resist rezoning requests of industrial land.

IMPLEMENTATION STEPS

1. Staff to identifies and prioritizes inventory, and maintains and updates on website.
2. Staff works with industrial BID and stakeholders to share inventory list.
3. Staff works with MMAC/M7 on prospective end users and to maintain list on www.choosemilwaukee.com.
4. Staff works on utilizing new tools to market industrial properties.
5. Staff works with City Attorney's Office on acquiring industrial properties to limit City's environmental liabilities.

DESIRED OUTCOME

An inventory of 100 acres of industrial land is available at any given time to support industrial asset cluster growth and expansion.