



Department of City Development
News Release

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**MAYOR DECLARES 30TH STREET INDUSTRIAL CORRIDOR
MILWAUKEE'S 'GREENLIGHT DISTRICT' FOR JOBS**

Milwaukee Mayor Tom Barrett announced today the City of Milwaukee will commit significant resources and work with local, state and federal partners on a plan to redevelop the 30th Street Industrial Corridor, similar to the long-range efforts that went into the revitalization of the Menomonee Valley. The project area is defined by the following boundaries: West Hampton Avenue on the north; West Highland Boulevard on the south; North 27th Street on the east; and North 35th Street on the west.

"I want to make revitalization and new job opportunities a reality for the 30th Street Industrial Corridor," said Mayor Tom Barrett. "The City of Milwaukee led the way in bringing strong partners together under one plan for the Menomonee Valley, and we will do the same for this industrial corridor that crosses the central city."

Mayor Barrett called the project Milwaukee's 'Greenlight District' to indicate a zone where the City gives a 'green light' on use of Tax Incremental Financing and other economic development tools within the corridor to attract businesses, especially 'green' industries. TIF plans could include funds for job training and specific workforce development initiatives to help prepare neighboring residents to work at the industries within the corridor.

The 30th Street Industrial Corridor has traditionally been a rail corridor through the central city, providing companies the ability to move raw materials and finished goods in and out of Milwaukee since the late 19th century. The corridor is or was home to such companies as: Master Lock, Miller Brewery, Harley-Davidson, Kehr's Candies, DRS Technologies, Eaton Corporation, Wisconsin & Southern Railroad, Perlick Corporation, AO Smith, Geiser's Potato Chip Company, Tower Automotive, Cutler-Hammer, and many more.

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While some companies have closed or moved out of the 30th Street Industrial Corridor, Mayor Barrett said the underused, underutilized industrial properties along the rail corridor present another opportunity to grow and attract businesses near remaining successful companies, major transportation routes and an eager workforce. The City of Milwaukee will seek outside assistance to prepare a corridor plan to:

- Attract/retain businesses
- Target green industries to grow this sector of the regional economy
- Focus resources to offer business incentives, identify additional resources
- Incorporate job training incentives, additional workforce development initiatives to support local industries in the corridor
- Improve infrastructure, residential and commercial areas
- Eliminate blight, add new appeal to the area
- Increase public safety

Mayor Barrett will ask Governor Doyle to include in the state's biennial budget funds from the Urban Reinvestment Initiative to assist with planning, demolition and marketing of sites within the 30th Street Industrial Corridor.

CITY TO ESTABLISH DISTRICT OFFICE, NAMES PROJECT MANAGER

Mayor Barrett named Benjamin Timm, a member of the City's Brownfields Team, project manager for the 30th Street Industrial Corridor. Timm will coordinate a city team in conjunction with public and private partners who are already at work in the corridor.

Timm has been a member of the city's aggressive Brownfields Team within the Department of City Development for the past six years. The Brownfields Team focuses on putting blighted, recycled properties back into use to boost business. To date, the Brownfields Team has secured nearly \$1 million in federal and state resources to renew sites in the corridor. Timm will work in the 30th Street Corridor and use an office provided by Eaton Corporation, 4201 N. 27th Street. Timm is working with Alderman Willie Wade, Alderman Ashanti Hamilton, the 30th Street Industrial Corridor Corporation and the newly formed 30th Street Industrial Corridor Business Improvement District on a several initiatives.

One of Timm's goals is to develop a corridor of opportunity. This involves the development of an incentive package to maintain and attract new stakeholders to the area. "The corridor will be a place people want to be and a place that makes sense for their business," said Timm.

"We are ecstatic to have Benji Timm as the Project Manager for the 30th Street Industrial Corridor," said Brenna Holly, Executive Director for the 30th Street Industrial Corridor Corporation. "In the short time that he has been in this position, he has proven himself to be an asset to our organization and Corridor businesses by helping us move the area forward and getting several projects underway. "

THE MILWAUKEE GREENLIGHT DISTRICT – A REINVESTMENT ZONE

Mayor Barrett said he wants to harness additional federal, state and city resources and combine with existing incentives within the corridor to bring new industries to the corridor. He declared the 30th Street Industrial Corridor Milwaukee’s ‘Greenlight District For Jobs’. A few of the incentives could include:

- Special ‘TIF Zone’ to support site development for industries, gap financing and job training to attract new companies. The City of Milwaukee will use the powerful economic development tool, Tax Incremental Financing, to support businesses that want to locate and grow in the ‘zone’.
- Expansion of existing TIFs in the corridor to assist residential and commercial improvements in the area.
- Marketing of existing federal tax credits offered as part of the Renewal Community program. For example, employers receive tax credits for each employee that lives within the Renewal Community boundaries. The City of Milwaukee would also give priority consideration for \$6 million per annum of the city’s Renewal Community Commercial Revitalization Deduction for companies in the corridor.
- Expansion of State Enterprise Development Zone to offer tax credits to companies near the Milwaukee Industrial Trade Center. Currently the tax credits only apply to the former Tower Automotive site.

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CURRENT CORRIDOR PROJECTS

In addition to these new initiatives, the City of Milwaukee and its partners will build upon the foundation of existing initiatives and projects within the 30th Street Corridor. Among them:

- **Brownfield Initiative**

The City of Milwaukee is working with the U.S. Environmental Protection Agency, the Wisconsin Department of Natural Resources and the 30th Street Industrial Corridor Corporation to conduct environmental site assessments, building demolition and clean-up of brownfields within the corridor.

- **The Milwaukee Industrial Trade Center – Former Tower Automotive site**

The City of Milwaukee is working with the new owners of the former Tower Automotive site to redevelop the site in a way that creates jobs and benefits the surrounding community.

- **Bishop's Creek**

The City of Milwaukee is working with Holy Redeemer Church on the redevelopment of a blighted site on 32nd & Hampton into a development that includes affordable housing, hospitality uses, offices, retail and parking.

- **Eaton Corporation / DRS**

The City of Milwaukee is working with Eaton Corporation, a long-time anchor for the north end of the corridor, on an action plan to stimulate new investment and revitalize the commercial, industrial and residential neighborhoods in the area.

- **Two Business Improvement Districts: #37 & #29**

The City of Milwaukee is working with the 30th Street Industrial Corridor Business Improvement District on a streetscaping, crime reduction, neighborhood cleanups and development of an illegal dumping task force. The City is also working with Business Improvement #29 on plans to revitalize the triangle area between Atkinson Avenue, Capitol Drive and Teutonia Avenue.

- **Harley-Davidson Targeted Investment Neighborhood**

The City of Milwaukee is working with Harley-Davidson on a 3-year residential project involved the Targeted Investment Neighborhoods program. Residents work together with businesses and city departments to address public safety concerns and improve the neighborhood. Forgivable loans for home rehabilitation are made available for up to \$10,000. Neighborhood projects have included clean-ups and community plantings.