GROWING PROSPERITY | WORK PLAN

STRATEGY 4.1

Implement a data-driven, location-based approach

ACTION ITEM

4.1.3: Return 500 acres of Brownfield land to active, industrial use in 10 years.

PRIORITY

Long-term, high priority

PARTNERS

LEAD:
- City of Milwaukee Department of City Development

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

RESOURCES REQUIRED

- Staff to maintain inventory list and determine where the inventory will be listed.
- Financial tools to attract manufacturing businesses to available industrial land.
- State and Federal Assessment and Cleanup Grant funds.
- Zoning Code must be upheld and the City must resist rezoning requests of industrial land.

REASON FOR ACTION

While the City has "shovel-ready" sites and will continue to land bank and market these aggressively to meet demand, there are many acres that are Brownfield sites that require environmental remediation. To maintain a consistent inventory, the City must remediate former manufacturing sites.

IMPLEMENTATION STEPS

1. Staff identifies and prioritizes inventory, and maintains and updates on website.
2. Staff works with industrial BIDs and stakeholders to share inventory list.
3. Staff works with MMAC/M7 on prospective end users and to maintain lists on www.choosemilwaukee.com.
4. Staff works with City Attorney's Office on acquiring industrial properties to limit City's environmental liability.
5. Staff works with private land owners on financial tools available to co-develop industrial \ properties.

DESIRED OUTCOME

The City will make it a goal to return all 500 acres of currently available industrial vacant land to active use within 10 years. In the short term, this will require identifying which of these sites are poised for redevelopment now, and moving diligently to market them and put them back into use. In the longer term, the City will prioritize what each site needs to be attractive for redevelopment and work to align investment and marketing with key asset industry clusters to prepare sites for future development.