



Summary of Quarterly Gathering ~ March 6, 2008

Topic: Redeveloping the 30th Street Corridor

UEDA's first Quarterly Gathering of 2008 was also a follow-up to the discussion that took place at the 6th Annual Community Development Summit last July. The objective of the Gathering was to provide a forum to discuss and provide feedback to the catalytic projects presented in the City of Milwaukee's *Economic Vision and Strategy Framework*, which was developed in conjunction with the Milwaukee 7. This process will also inform the development of the City of Milwaukee's Economic Development Plan, to be completed by 2010.

Redeveloping the 30th Street Corridor will require the mobilization of a large number of resources, involving the assistance of individuals, organizations, government agencies, businesses, industry and others. Part of this development includes the proposed catalytic project, "The Great Lakes Green Industry Complex," which will redevelop under-utilized land, support current business and industry, and help create jobs in Milwaukee's central city.

Over 90 attendees from the public, private and nonprofit sectors, as well as neighborhood residents, were informed as to where the opportunities are for stakeholders to provide input as work on redeveloping the Corridor gets underway. The presentation also provided an overview of past, present and proposed activities for the 30th Street Corridor. Attendees were able to network and engage in discussion with individuals and groups already active along 30th Street and its surrounding neighborhoods.

The morning began with a presentation by Martha Brown from the Department of City Development called "Development 101." This quick overview showed how City government facilitates development projects through the entitlement process and the provision of incentives. Other presenters included Kein Burton, Benji Timm and Bob Trimmier. Brenna Holly from the 30th Street Industrial Corridor Corporation was on hand to share information on current activities in the Corridor. The City of Milwaukee Mayor Tom Barrett was also present to give remarks.

Summary of Reaction Panel Discussion

A discussion, moderated by Kathryn Berger of LISC-Milwaukee, followed with comments and reaction by the following panelists:

Tim Casey – 30th Street Industrial Corridor Corporation, Board President

Crime is still an issue for the 30th Street Industrial Corridor – a major challenge for business owners as well as residents. Businesses are concerned about liability and staying in business in addition to personal safety. Reducing violent crime in the area is especially important, as moving safety forward can give the perception that the area is improving. The approach that

Milwaukee Police Chief Flynn is taking of “neighborhood-based” solutions to crime prevention will likely have a positive impact in the area. Having assigned District and City attorneys helps make a difference and shows a committed presence to the area. The opportunities in the Corridor are tremendous, but safety concerns need to be addressed.

Jennifer Epps – Good Jobs Livable Neighborhoods Coalition

The best way to solve the crime problem is to address unemployment in the area. Financing should be used to create jobs, and those jobs should be for residents of the area. Training should be included to help residents of the neighborhood get jobs in the Corridor, including soft skills in order to help close the hiring gap. Residents should be engaged in what happens in the Corridor. Innovative solutions are needed to engage all residents – meetings should be held at various times and locations, and in new formats. Community-based organizations/neighborhood associations should be utilized throughout the engagement process.

Adam Stephens – Assistant City Attorney, Community Prosecution Unit

Public safety is a more encompassing term than crime – it includes specific problems such as illegal dumping or damage to property, as well as the perception of crime, which is often higher than actual crime. A community prosecution approach is decentralized, and provides locally-based solutions. It includes the police, Department of Neighborhood Services, Department of Corrections, and local community-based organizations.

Historically, the problem has been defined broadly (crime) and the solution has been defined narrowly (police). This equation needs to be reversed. A broader response is needed to address specific public safety issues. For example, one problem facing the corridor is illegal dumping, and crimes such as vandalism and theft should not be lumped with this problem. Solutions to illegal dumping should encompass who, what, where and why. Crime typically needs three elements to occur: 1) a motivated offender, 2) a vulnerable target, and 3) a suitable place. If any of these three components are removed, crime will decrease. Therefore, a variety of solutions that address any of the three elements to a very specifically-defined problem will help reduce crime. Everyone in the area has a role to play in public safety. Partnerships in the 30th Street Corridor between employers, neighbors, and others should be leveraged to address public safety, and remove opportunities for crime to happen.

Common Themes from Participant Feedback

Attendees were asked to provide feedback, which was moderated by Bill Johnson of UEDA.

Support for businesses in the Corridor needed to recruit & train workers

- A location in the 30th Street Industrial Corridor can be challenging in terms of recruitment of workers, especially professionals. In order to market the area, existing businesses need to be comfortable here. They should be the ones (with help from MMAC and others) to help sell the corridor to potential businesses.
- If more job training is needed, we should do it. Master Lock is an excellent example of a company who has retained its factory component in the corridor and offers great incentives for job training to their employees.
- The Emerging Business Enterprise Program (EBEP) is a goal, not a requirement, and it is often not met. Although City ordinance does not require this, many City of Milwaukee

development agreements for private projects do include mandatory EBE requirements. EBE participation levels for City-based construction contracts generally exceed the minimum requirements of the EBE ordinance.

Challenges to workforce development efforts in the Corridor

- The City and any workforce development efforts should address residents who have felony convictions. Returning to the workforce is difficult for felons – it is more than a case of mismatched skills. What can the City do to exonerate felons and get people back into the workforce? Who are the partners that can help – can the Workforce Investment Board be a hub for job seekers, employers, and partners? Policy Studies Inc. is one resource for helping to get people back into the workforce with their soft skill and computer training, as well as job placement services.
- The re-entry population is a challenge. This group needs access to jobs otherwise recidivism will affect the corridor’s activities.
- The population in the immediate vicinity of the 30th Street IC is a potential workforce that is currently under-employed. Most of them have at least a high school diploma, so they are ready to be trained. Put a training center in the corridor, perhaps at the Tower Automotive site. This is a much better location than out in the surrounding communities in locations that are much more difficult to access. Existing resources could be better utilized (e.g., Workforce Investment Board, Big Step, MATC).

Housing impacts any efforts to redevelop the Corridor

- Housing is an important component to the corridor. Homeownership is beneficial because it gives residents a financial stake in the neighborhood and housing stock is better maintained. Housing is a community development strategy in itself.

Role of local government and public needs

- Timelines need to be addressed in the corridor and should be shared with the public.
- Environmental clean-ups take time, and there is concern that the land will sit vacant for a long time like the Park East area.

How Can Individuals & Groups Stay Involved in 30th Street Corridor Activities?

- There are a number of projects and activities currently underway in the 30th Street Corridor. Visit the Milwaukee Department of City Development 30th Street Corridor website for a complete list: www.mkedcd.org/30thstreet
- Visit the Department of City Development website for updates on all major planning initiatives and projects; you can also access a copy of the City’s *Economic Vision and Strategy Framework* visit www.mkedcd.org/planning/EDP.
- Sign up for E-Notify at the City of Milwaukee website and choose from a number of options. In particular, check the “Near North Plan” and/or “30th Street Industrial Corridor News” to receive updates and notifications of activities related to the planning process.
- Become a member of UEDA for the latest updates. Visit us at www.uedawi.org and click on “Membership” to learn how you can take advantage of opportunities to stay informed!