



**Tom Barrett**  
Mayor, City of Milwaukee

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## **MAYOR BARRETT LAUNCHES MILWAUKEE GREEN TEAM TO BUILD A 'GREENER, CLEANER MILWAUKEE'**

The City of Milwaukee will give Chicago and Madison a run for their money for the title of 'greenest city' in the country but it will do so in a business-friendly manner, according to Milwaukee Mayor Tom Barrett. He launched today the Milwaukee Green Team --eleven business, community and environmental leaders who will create a plan for a greener, cleaner Milwaukee.

"We will set a Milwaukee Green Standard that provides leadership and practical solutions to help keep our water and air clean, our resources conserved and our people prosperous," said Mayor Barrett.

The Milwaukee Green Team will convene workgroups to help provide recommendations on innovative, cost-efficient ways the city and private sector can green itself to preserve Lake Michigan, reduce energy costs and create jobs in the growing environmental technology/green building industry.

"I've asked the Milwaukee Green Team to seek opportunities to make us a greener, cleaner city without putting us or the private sector in the red," said Mayor Barrett.

When it comes to green, the City of Milwaukee is not starting from scratch. It is already a city of trees, abundant green spaces and home to the nation's largest residential green roof. These are features that not only make Milwaukee an attractive, livable city but they also help keep storm water from flowing into an overburdened sewer system. Other benefits of green technology include energy savings, cleaner air, and a healthier urban environment.

Mayor Barrett made his announcement today at Highland Gardens, 1818 W. Juneau Avenue, a public housing facility that offers 114 affordable, handicapped accessible apartments to the elderly and persons with disabilities. Highland Gardens is the city's first green public building and home to the largest residential modular green roof in the country. The garden roof will absorb storm water. At the same time, the green roof will insulate the building and lower heat given off

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## Milwaukee Green Team

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in summer—something that contributes to poor air quality in dense urban areas. The green building is designed to save on energy costs, retain rainwater and was partially built using recycled materials.

Mayor Barrett said Highland Gardens represents his vision for the Milwaukee Green Team: to find innovative solutions that conserve our resources and improve the quality of life for residents. He called green roofs the ultimate ‘low-tech’ solution that will save money in the long run.

“I’m asking the Milwaukee Green Team to show me the money,” said Mayor Barrett. “Show me how businesses can save money in the long run using green technology and show me how more city residents can earn money by taking jobs in the environmental field. Studies show this is a fast growing job sector in the rust belt.” [<http://misi-net.com/publications.html>]

The Milwaukee Green Team will convene workgroups to inventory public and private ‘greening’ projects in the city. One workgroup will consider additional city initiatives, such as requiring all new construction of public buildings to include a green roof, when possible. Another workgroup will determine whether the city should require private developers include green technology in their projects when public financing is involved.

Preston Cole, Environmental Services Coordinator for the Department of Public Works shared a few highlights of current city green projects:

- A city recycling program ranked among the Top 5 in the nation and generates more than \$1.2 million in revenues
- Between 2003-2004, more than 40,000 square feet of asphalt playground were converted to playable, storm water absorbent green surfaces.
- Conversion of traffic signals from incandescent to LED light source reduced city energy costs by 80-90%
- \$7.5 million in federal funding spent to abate lead-based paint hazards in Milwaukee homes

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- Green housing developments like Highland Gardens
- Green or sustainable development standards for redevelopment of the Menomonee Valley and other renewal projects.
- Aggressive Brownfields program that recycles contaminated land into re-useable properties. The EPA named Milwaukee a ‘Brownfields Showcase Community’ for its successful land recycling program.

Mayor Barrett named two co-chairs of the Milwaukee Green Team: City Planner Robert Greenstreet and Sixteenth Community Clinic Environmental Health Director Peter McAvoy.

“The Milwaukee Green Team will not only look at what's going on in the public sector, they will take inventory all of the innovative green projects taking place in the private sector,” said Greenstreet. “We want this group to serve as a resource to help promote the best green ideas,”

The Milwaukee Green Team is expected to issue a formal report for ‘A greener, cleaner Milwaukee’ in August.

### **The Milwaukee Green Team Roster**

- **Co-Chair Robert Greenstreet**  
City Planner, City of Milwaukee Department of City Development  
Dean of the School of Architecture, Urban Planning UW-Milwaukee
- **Co-Chair Peter McAvoy**  
Environmental Health Director  
Sixteen Street Community Health Center
- **Carla Cross**  
Owner, Cross Development Group Inc.
- **Lincoln Fowler**  
Owner, Alterra Coffee  
Alterra at the Lake is a showcase for storm water management

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- **Alderman Ashanti Hamilton**  
Milwaukee Common Council, 1<sup>st</sup> District
- **Sally Peltz**  
President, Legacy Redevelopment Corp.
- **James Rowen**  
Citizen, advocate on environmental issues.  
Former senior aide to Mayor Norquist
- **Julia Taylor**  
President, Greater Milwaukee Committee
- **Lynde Uihlein**  
President, The Brico Fund  
A foundation with a strong emphasis on water quality issues
- **James Wasley**  
Associate Professor of Architecture/UW-Milwaukee  
Member of WI Green Building Alliance
- **Preston Cole**  
Environmental Services Superintendent  
City of Milwaukee Department of Public Works

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