

Building a Stronger Milwaukee

Department of City Development NEWS

Tom Barrett, Mayor



Building a Stronger Milwaukee

is a news digest representing our work in the community to help shape the city's future.

Under the direction of Mayor Tom Barrett and in partnership with the Milwaukee Common Council, the Department of City Development works each day in a variety of ways to guide development, grow opportunities and strengthen neighborhoods.

Rocky Marcoux
Commissioner

Department of City
Development

Battery firm plans expansion in Milwaukee

C&D Technologies has announced plans to expand its presence in Milwaukee, initially adding about 50 research and development positions and eventually adding 100 manufacturing positions devoted to the production of large-format lithium-ion batteries. The [announcement](#) was made in conjunction with news that C&D was awarded a \$19 million contract by the U.S. Army. The company is located at 900 E. Keefe Ave.

According to Dr. Jeffrey Graves, President and CEO of C&D Technologies, the company decided to bring this new work to Milwaukee because "the City and State have worked together to create an environment for investment and growth in traditional manufacturing businesses." This environment "inspired C&D to invest heavily for the long term future of its energy storage business in Milwaukee," Dr. Graves said.

Mayor Barrett, DCD and the Milwaukee 7 economic development organization have worked to support the company's expansion plans for several years. City officials approved a \$225,000 forgivable loan to the firm in 2007.



Aloft Hotel opens in Park East neighborhood

The Aloft W Hotel, 1230 N. Old World Third St., opened for business in late December. The five-story, 160-room hotel, which includes a public riverwalk, represents a \$27 million investment in the Park East Corridor. Ruvin Development spearheaded the project.



MarketWatch ranks Milwaukee in top 20 cities for business

MarketWatch's annual ranking of the best places to do business ranks Milwaukee #20 among the nation's 101 largest metro areas. The rating, released in mid-December, reflects two categories of metrics: company concentration and economic stability.

Comprehensive plan work nearly complete

A seven-year planning process that produced Milwaukee's Smart Growth [comprehensive plan](#) is nearing an end. The plan, prepared in accordance with the State Comprehensive Planning & Smart Growth Law, consists of 14 elements: 13 area land use plans, and a

Citywide policy plan. The Smart Growth comprehensive plan reflects the work of hundreds of citizens, organizations, and businesses involved in work groups convened by the Department of City Development.

With the adoption of land use plans for the Near North and West Side areas last month, the Common Council has approved all the land use plan elements. The Council is expected to act on the Citywide policy plan in March, after which time the entire document should be forwarded to the State of Wisconsin.



Washington Park Apartments provides supportive units for families

Milwaukee's newest supportive housing development, Washington Park Apartments, celebrated its grand opening December 18. The building, at 3940 W. Lisbon Ave., has 24 three-bedroom apartments, including 12 set aside for families in which a parent is recovering from homelessness or mental illness. Supportive services available at the property include case management and the Family Resource Center food and clothing bank.

Washington Park Apartments is the third new supportive housing development to open in Milwaukee since Mayor Tom Barrett and County Executive Scott Walker pledged to work together to increase the supply of quality affordable housing for individuals with mental illness.

United Methodist Children's Services developed Washington Park Apartments, just around the corner from a townhomes development completed last year.



Three new Business Improvement Districts created

The City of Milwaukee has three new [Business Improvement Districts](#). Property owners in the Kinnickinnic Avenue and S. 27th Street commercial districts and at the Schlitz Park development petitioned the City to create the BIDs. Property owners in a BID voluntarily collect assessments through the property tax bill; the contributions are used to pay for programs and physical improvements that benefit the economic vitality of the entire district.

Work begins at Century City

The sale of the former AO Smith/Tower Automotive manufacturing complex to the Redevelopment Authority of the City of Milwaukee has been closed. The property was conveyed for \$3.5 million to RACM by Milwaukee Industrial Trade Center, Inc., which purchased it in October 2006. Manufacturing at the site ended in spring 2006, following Tower Automotive's bankruptcy filing a year earlier.

The 84-acre property, located within the 30th Street Industrial Corridor, is bounded generally by W. Capitol Dr., W. Keefe Ave., N. 35th St., and N. 27th St. Recognizing that redevelopment will transform the site, constructed in 1910, to meet the demands of 21st century employers, the project has been dubbed "Century City," a name coined by 7th district Alderman Willie C. Wade. Century City is expected to attract firms that would employ between 700 and 1,000 workers.

"The Redevelopment Authority's acquisition of the former AO Smith/Tower Automotive property is a significant first step in a lengthy and challenging redevelopment project," said Mayor Tom Barrett. "Our goal is to design the Century City business park as an economic anchor in the 30th Street Industrial Corridor, returning jobs and opportunity to Milwaukee's central city. We are eager to get to work."

The initial work plan calls for detailed environmental investigation, site analysis, environmental remediation, selective building demolition, and installation of infrastructure required to support contemporary business uses. Earlier this month, Governor Jim Doyle announced that the Wisconsin Department of Commerce will provide an \$800,000 Blight Elimination and Brownfield Redevelopment grant to assist with demolition and clean-up costs.



Milwaukee means "green" to Mother Nature Network

Mother Nature Network recently chose Milwaukee as its "destination of the week." The [online article](#) lauds Milwaukee for green business, "particularly, in renewable energy and water innovation, and manufacturing energy-saving products. Milwaukee seems to be on the cusp of having one of the nation's strongest green local economies, with plenty of jobs at companies like Johnson Controls..." The article also shares lodging and dining tips for environmentally-conscious visitors to Milwaukee.

Seven central city firms receive federal tax incentive

The Redevelopment Authority of the City of Milwaukee (RACM) last month allocated \$12 million worth of federal tax benefits to [seven companies](#) that renovated or constructed new facilities in the central city during 2009. The companies received allocations of the federal Renewal Community Commercial Revitalization Deduction, which provides an accelerated depreciation deduction period for commercial real property, either new construction or substantial rehabilitation. The Deduction is one of several federal tax incentives available to companies located within Milwaukee's Renewal Community boundary, comprising about 80 central city census tracts.



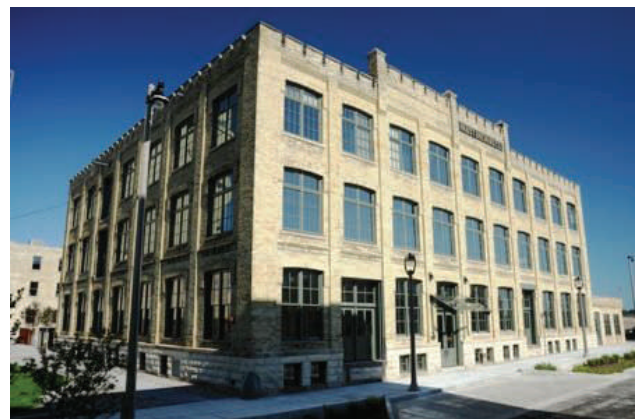
Together, the seven firms invested more than \$43 million in their projects, retaining 185 jobs. The firms expect to create 137 positions during the next three years.

Companies located within the [Milwaukee Renewal Community](#) are eligible for CRD and other federal tax incentives, including wage tax credits.

The Brewery project moves forward

The Brewery project, which is creating a mixed-use development at the former Pabst Brewery complex, has recorded two milestones. The development has been awarded the LEED for Neighborhood Development certification by the U.S. Green Building Council. The designation recognizes projects that achieve a high degree of environmental sustainability.

Last month, an 880-space parking structure has opened at The Brewery. The ramp has introductory rates of 50 cents per hour or \$75 per month.



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