

Great Lakes Commission

Waterfront Revitalization
Conference

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City of Milwaukee

*Brownfield Redevelopment –
Cities Forced to Take Initiative*

Justification?

- Increased Tax Revenues
- Job Creation
- Elimination of Blight
- Utilizes Existing Infrastructure
- Improves & Protects the Environment
- Revitalizes Neighborhood/Downtown Commercial Areas

City of Milwaukee Waterfront Initiative

Focus on environmental restoration and public access:

- Downtown RiverWalk
- Menomonee River Valley
- Beerline B/Milwaukee River Redevelopment

City of Milwaukee RiverWalk



A Brownfield Redevelopment along the Menomonee River



Former Milwaukee Road Shops Property

To redevelop the Property we have:

- Worked with the WDNR on the Hank Aaron Trail
- Involved community in planning a park
- Improved transportation access
- Planned to implement storm water park to improve water quality in the Menomonee River
- Remediated a large portion of the property
- Working with industrial users to develop their business in the City.

Former Milwaukee Road Shops Property



*A Brownfield Redevelopment along
the Milwaukee River - Beerline B*



Beerline B



Beerline B

- **City completed a comprehensive land use, urban design, and public infrastructure plan for entire corridor**
- **Promoted the Idea**
- **Built off of Adjacent Successes**
- **Built consensus as plan is created**
- **Create a predictable setting for private investment**

Trostel Tannery - Beerline B



Trostel Tannery - Beerline B

A short history

- **One of the world's largest operating tanneries**
- **When decommissioned, controlled demolition in 1970s/80s**
- **Sold to State of Wisconsin in 1980s for prison site**
- **Contamination discovered**
- **Reacquired to control liability (1991)**

Trostel Tannery - Beerline B



Trostel Tannery - Beerline B

- **Extraordinary site conditions resulted in a gap in feasibility**
- **Financial Tools: WI Department of Commerce Brownfield Grant, TIF, Remediation Tax Credits, etc.**
- **Result – Trostel Square**

Trostel Tannery - Beerline B

Trostel Square

- **Produced a closure strategy that was cost effective and respectful of development options**
- **Condominiums sold without environmental encumbrances**
- **Apartments financed with reasonable environmental encumbrances**

Trostel Square - Beerline B



Waterfront Revitalization in the City of Milwaukee

Some Common Elements:

- **Communication**
- **Agency Relations**
- **Financial Incentives**
- **Regulatory Incentives**
- **Eliminate Uncertainties**
- **Community Involvement**
- **Brownfield Team**