

**Notice:** Application is hereby made to the Wisconsin Department of Natural Resources, Bureau of Watershed Management for grant assistance consistent with s. 281.66, Wis. Stats., and Chapter NR 155, Wis. Adm. Code. Collection of this information is authorized under the authority of s. 281.66, Wis. Stats. The information contained in this form will be used for program budget analysis and project evaluation in the Urban Nonpoint Source Water Pollution Abatement and Storm Water Management Grant Program. Personally identifiable information collected will be used for program administration and may be made available to requesters as required under Wisconsin's Open Records Law [ss. 19.31 - 19.39, Wis. Stats.]. *Unless otherwise noted, all citations refer to Wisconsin Administrative Code.*

**Instructions:** Complete all sections as applicable.

**Applicant Information**

Governmental Unit Applying: (name & type) (example: Madison, Town of)

**Milwaukee, City of; Department of City Development**

Name of Authorized Representative (First, Last )			Name of Governmental Contact Person (First Last) (if different)		
<b>Rocky Marcoux</b>			<b>Tory Kress</b>		
Title			Title		
<b>Commissioner</b>			<b>Senior Environmental Project Coordinator</b>		
Area Code + Telephone Number			Area Code + Telephone Number		
<b>414-286-5800</b>			<b>414-286-8268</b>		
Area Code + Fax Number			Area Code + Fax Number		
<b>414-286-5467</b>			<b>414-286-5778</b>		
E-Mail Address			E-Mail Address		
<b>Rocky.Marcoux@milwaukee.gov</b>			<b>tkress@milwaukee.gov</b>		
Mailing Address - Street or Route			Mailing Address - Street or Route		
<b>809 North Broadway</b>			<b>809 North Broadway</b>		
City	State	Zip Code	City	State	Zip Code
<b>Milwaukee</b>	<b>WI</b>	<b>53202</b>	<b>Milwaukee</b>	<b>WI</b>	<b>53202</b>

Consulting Firm Name (if applicable)

Consulting Contact Person Name

Title

Area Code + Telephone Number	<b>DNR Use Only</b>				
Area Code + Fax Number					
E-Mail Address					
Mailing Address - Street or Route					
City					

**Project Information**

**A. Project Name**

**Developing A Regional Approach To Stormwater Management In The 30<sup>th</sup> Street Industrial Corridor**

This document was drafted by the Department of Natural Resources.

UNPS&SW Grant Project Name  
**Developing A Regional Approach To Stormwater  
Management In The 30<sup>th</sup> Street Industrial Corridor**

**Project Information (continued)**

**B. Project Area Location**

County: **Milwaukee**

Minor Civil Division (city, village, town, etc.-example: Wrightstown, Village of)	Township (N)	Range (E/W)	Section
<b>Milwaukee, City of</b>	<b>07</b>	<b>21E</b>	<b>1, 12</b>

Please identify the latitude and longitude of a point located approximately in the center of the planning area, and select the "Method for Determining" the center point.

				Method for Determining (check one)
	Degrees	Minutes	Seconds	<input type="checkbox"/> GPS <input checked="" type="checkbox"/> DNR WebView or Surface Water Data Viewer <input type="checkbox"/> Other (specify):
Center Point Latitude (N)	<b>43</b>	<b>5</b>	<b>43</b>	
Center Point Longitude (W)	<b>87</b>	<b>57</b>	<b>6</b>	

**C. Project Summary and Description**

UNPS&SW Grant Project Name  
**Developing A Regional Approach To Stormwater  
 Management In The 30<sup>th</sup> Street Industrial Corridor**

**Project Information (continued)**

The 30<sup>th</sup> Street Industrial Corridor has a rich history of being one of Milwaukee's primary manufacturing hubs. Raw materials and finished products were historically shipped into and out of the Corridor along the rail line. Today, however, this region has suffered from disinvestment and has a multitude of abandoned and underutilized industrial properties. Planning efforts for the Corridor are now focusing on encouraging reinvestment and redevelopment in the area. The Mayor recently announced that the City of Milwaukee will commit significant resources towards a long-range effort to revitalize the region and called the project Milwaukee's "Greenlight District" to indicate a zone where the City gives a "green light" on the use of Tax Increment Financing and other economic development tools within the Corridor to attract businesses, especially "green" industries. (See Appendix A for the press release.)

As such, and building on the model set forth in the Menomonee Valley, the concept for "Developing a Regional Approach to Stormwater Management in the 30th Street Industrial Corridor" is to study and develop ways that stormwater in the Corridor can be managed on a regional level so that it provides mutual benefits to both the business climate in the Corridor as well as the environmental health and water quality of Milwaukee's surface water resources. (See Appendix B for a summary sheet describing the project concept.)

The Corridor is unique in that it stretches over four miles long and one-half mile wide and is entirely within the City of Milwaukee, but crosses two watersheds and two sewer systems. The northern end of the corridor is in the separated sewer system. Stormwater runoff in this area outfalls directly to Lincoln Creek and then to the Milwaukee River, both 303(d)-listed waterbodies. According to the State of the Milwaukee River Basin report completed in 2001, an estimated 4,400 tons of sediment, 18,500 pounds of lead, and 18,000 pounds of phosphorous are deposited into surface waters annually from the Milwaukee River South watershed. Due to the Corridor's history of heavy industrial land uses (plating facilities, auto repair, parts manufacturing, tanneries, etc.), this area is likely a large contributor to these and other pollutants in the stormwater runoff. The southern portion of the corridor is in Milwaukee Metropolitan Sewerage District's (MMSD) combined sewer area. When the Milwaukee area experiences a heavy rainfall event, the combined sewer system can overflow a combination of untreated sewage and stormwater directly into surface waters of the Milwaukee and Menomonee Rivers, the estuary areas, as well as the harbors of Lake Michigan, all 303(d)-listed waterbodies. This overflow water is filled with a variety of pollutants including those collected from nonpoint sources as well as bacteria from the municipal sewage system.

While implementing effective and efficient best management practices (BMPs) throughout the corridor will certainly improve water quality, we understand that this grant is intended to specifically address nonpoint source pollution. Therefore, this grant application requests funding for planning work ONLY in the portion of the corridor served by the separated sewer system. We plan to utilize funds from other sources to conduct similar stormwater planning work in the portion of the corridor served by the combined sewer system. Milwaukee Metropolitan Sewerage District (MMSD) has expressed deep interest in partnering with us both to support our efforts in the separated sewer system area as well as to implement the similar planning effort in the combined sewer area.

**D. Watershed and Waterbody (see Attachment A)**

Watershed Name	Township Name (for respective Town/Range/ Section, listed above)	Watershed Code (for respective Town/Range/ Section, listed above)	% of Project Area (for respective Town/Range/ Section, listed above)	Primary Waterbody (for respective Town/Range/Section, listed above)
Milwaukee River South	T07N R21E S1, 12	MI02	100%	Lincoln Creek
			%	
			%	
			%	
			%	

Note: The planning project area can include more than one watershed. Do not submit separate applications for the same activity in each watershed.

**Part I. Screening Requirements**

Yes No **A. Map (Please see Appendix C)**  
  An 8.5" x 11" topographic map from USGS or the DNR viewers, showing the project area, is attached.

**B. Planning Activities For Which DNR Funding Is Requested (check all that apply)**

- Storm water management planning (including plans for new and/or existing development).
- Ordinance development and administration (including construction site erosion control and/or storm water management).
- Evaluation and/or establishment of local financing options (such as storm water utilities).
- Public education and outreach.

Other (specify):

(see Attachment D for additional planning activity information)

Yes No **C. Filters**

Note: You must be able to answer "Yes" to each of the following to be eligible for a grant.

- 1. Project is in an area that is urban or will be urban within 20 years. (see Attachment B)
- 2. Project will be completed within 24 months of the start of the grant period.
- 3. Staff and consultants designated to work on this project have adequate training, knowledge, and experience to implement the proposed project.
- 4. Staff or contractual services, in addition to those funded by this grant, will be provided if needed.
- 5. Planning products prepared under this grant will not work at cross-purposes to (are consistent with) non-agricultural performance standards under ch. NR 151. (see Attachment E)
- 6. The local DNR Regional Nonpoint Source Coordinator (see Attachment C) has been contacted about this project.

Name of the Regional Nonpoint Source Coordinator contacted	Date contacted	Subject of contact
Sharon Gayan	3/8/07	Initial Contact, directed to Benjamin Benninghoff
Benjamin Benninghoff	3/8/07, 3/16/07, 3/27/07, 4/2/07, 4/3/07, 4/4/07, 4/5/07, 4/10/07	To discuss our original grant idea, questions on SSO/CSO issues, assistance with understanding regulations and code sections

- 7. Can you declare that at least one of the two statements below is TRUE?  
 Statement A. The grant application is for a local governmental unit that does have jurisdiction over the project area. (Jurisdiction over the project area means that the governmental unit has control over whether the planning recommendations are carried out.)  
 Statement B. The applicant does not have jurisdiction over the project area. The applicant is required to obtain a permit under subchapter I of ch. NR 216. Attached to this application is an intergovernmental agreement that meets the requirements of Attachment H.
- 8. Can you declare that at least one of the two statements below is TRUE?  
 Statement A. The applicant is not the University of Wisconsin Board of Regents.  
 Statement B. The applicant is the University of Wisconsin Board of Regents and the project will develop recommendations for a UW Campus area located in a municipality that meets both of the following criteria:
  - The municipality is required to obtain a municipal storm water permit under ch. NR 216;
  - The municipality is located either in a priority watershed or lake area identified under s. 281.65, Wis. Stats., or in an area of concern as identified by the International Joint Commission under the Great Lakes Water Quality Agreement.

**If the governmental unit answered "No" to any of the items in Question C. above, stop here. This project is ineligible.**

**Part II. Minimum Qualifications.**

**Question 1. Fiscal Accountability**

**A. Timeline and Source of Staff**

For each applicable milestone listed below, fill in the appropriate data:

Milestone	Target Completion Date (month/year)	Source of Staff
Prepare preliminary scope of services and discuss with DNR NPS Coordinator	March 2008	Municipal Staff and Advisory Committee
Prepare Request for Proposal	March 2008	Municipal Staff and Advisory Committee
Select Consultant	April 2008	Advisory Committee
Finalize Scope of Service and Professional Services Contract	May 2008	Municipal Staff, Advisory Committee, and Consultant
Get DNR Approval of Professional Services Contract	May 2008	Municipal Staff and WDNR
Hold "kick-off" meeting	June 2008	Municipal Staff, Advisory Committee, and Consultant
Additional Milestones: (list below)		
Interim Meeting with DNR	December 2008, June 2009	Municipal Staff, Consultant, and WDNR
Presentation to Municipal Council	September 2009	Advisory Committee and Consultant
Public Workshop	October 2008	Municipal Staff, Advisory Committee, Members of the Public, and Consultant
Public Informational Meeting	October 2009	Municipal Staff, Advisory Committee, Members of the Public, and Consultant
Submit project and final report to DNR	December 2009	Municipal Staff and Consultant

*Note: Please see "Optional Additional Information" section for a description of the nature of the advisory committee and for additional timeline details.*

**B. Adequate Financial Budget**

Provide the following information for the project.

The state share may not exceed 70% of eligible costs. The grant amount is capped at \$85,000 for the eligible planning activities.

FINANCIAL BUDGET TABLE – PLANNING ACTIVITIES

A	B	C
Project Activity for which DNR Funding is Requested	Estimated Total Cost (\$)	Amount from Column B Eligible for DNR Cost Sharing (\$)
Prep Work (RFP, Consultant Selection, Contract Negotiation)	5,360	\$3,060
Meetings (Kickoff, Public Workshop, Public Information Mtg, Advisory Committee Mtgs, DNR Mtgs)	16,305	\$13,605
Feasibility Research (Regs/ordinances, current fee structure, area planning process, 30 <sup>th</sup> street context, Menomonee Valley Stormwater Park, Potential Management Elements)	34,820	\$32,420
Development of Management Elements (Areawide SW Mgmt Plans, DNR Permits, City and/or State Permit Streamlining, locate sites for regional SW BMPs, recommend structural BMPs, evaluate how BMPs will help meet NR 151.13, encourage businesses to remove hard surfaces)	\$41,740	\$37,140
Reporting/Deliverables (Report on Feasibility Findings, Report on Management Approach, Final Presentation and Slides)	\$22,160	\$20,560
Note: Please see Appendix D for a detailed breakdown of estimated hours and costs.		

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**Developing A Regional Approach To Stormwater  
Management In The 30<sup>th</sup> Street Industrial Corridor**

Project Information (continued)		
<b>1. Total</b>	<b>\$120,385</b>	<b>\$106,785</b>

**Cost-Sharing Worksheet**

**Eligible Costs:**

2. 70% of column C, Total (1) above	<b>\$74,750</b>
Cap Test:	
3. Maximum State Share [Lesser of (2) or \$85,000]	<b>\$74,750</b>
State & Local Share:	
4. Requested State-Share Amount (=Requested Grant Amount)	<b>\$68,300</b>
5. Local-Share Amount [Total (1), column B less (4)]	<b>\$52,085</b>

Describe the Quality of Cost Estimates (in your description, discuss whether the cost estimate is based on a competitive bid, scope of services, similar projects conducted locally, similar projects conducted elsewhere in the state or region, or other more generalized data):

**The cost estimate is based on the envisioned scope of services to complete the project and a general comparison to overall project costs for the planning and design work for the Menomonee Valley Stormwater Park. Because a regional-scale study like the one we are proposing does not have any precedent that we are aware of, we were unable to find comparable work scopes on which to base our estimate.**

**Question 2. Project Evaluation Strategy**

- |   |   |   |
|---|---|---|
| <p>Yes <input checked="" type="checkbox"/></p> <p>No <input type="checkbox"/></p> | <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> | <p>Information that will be developed and presented to DNR to evaluate the environmental benefits of completing this project. (check all that apply)</p> <p>A. Information that quantifies how project implementation is projected to decrease storm water impacts on state waters will be provided to DNR. The information may be provided as part of the planning product (e.g., storm water plan, I&amp;E plan) or in the Final Report.</p> <p>B. Tracking</p> <p>1. Information that tracks progress in carrying out recommendations of this project will be provided to the Department for one (1) to two (2) years after the project is completed.</p> <p>2. Specify the number of years that tracking information will be provided, and describe in concept how this annual post-project tracking process will work:</p> |
|---|---|---|

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**Project Information (continued)**

**We plan to track progress for two years after the final reports are completed. We will submit quarterly reports for the two years that detail the status of the project's recommendations and summarize their implementation.**

**Question 3. Evidence of Local Support**

- Yes No The level of local support that currently exists for the proposed project.
- A. Government**
1. The local-share funds for the project expenses are already included specifically in an adopted budget.  
OR
2. The local-share funds for the project expenses are or will be included in a proposed budget.
- B. Community**
1. There is community support specifically for the project in this application, and evidence of this support is included with the application submittal. *(Note: See Appendix E)*  
OR
2. There is community support for addressing general water resource needs in the community, even though there may not be evidence of support for this specific project.

**Question 4. Basin Priorities (check one)**

- A. Clean Water Act s. 303(d) List**  
Project with water quality goals directly dealing with a water body (lake or stream) on the latest Clean Water Act (CWA) s. 303(d) List of Impaired Waters, where the cause of the impairment in nonpoint source pollution and the project will reduce the type of nonpoint pollutants for which the water is listed.
- B. Outstanding and Exceptional Resource Waters**  
Waterbody is included in s. NR 102.10 (Outstanding Resource Waters) and/or s. NR 102.11 (Exceptional Resource Waters).
- C. NPS Rankings**  
Project is located in a large-scale watershed, a small-scale watershed, lake watershed, or other area ranked high or medium on the NPS Rankings List, where the goals of the project are directly associated with the reason for the ranking on the NPS Rankings List.
- D. Amendment of the NPS Rankings List Using State of the Basin Reports**  
Project is located within a watershed ranked low or not ranked on the NPS Rankings List, but information in a DNR State of the Basin report indicates a need to amend the NPS Rankings List because the stream or stream segment or lake is being affected by nonpoint sources of pollution.
- E. Amendment of the NPS Rankings List Using Other Data Sources**  
Project is located within a watershed ranked low or not ranked on the NPS Rankings List, but adequate data exists to request a ranking of high or medium for a waterbody that is being affected by nonpoint sources of pollution.
- F. Sources of Information for Areas Not Included in State of the Basin Reports**  
For some border waters, there is no State of the Basin report (i.e., along the Mississippi River or the Great Lakes). For these situations, another governmental document, accepted by the Regional NPS Coordinator, can be used to classify the resource as having a significant nonpoint source pollution impairment.
- G. Not Included in Other Categories Above**  
50% or more of the planning area is not included in the categories above (A-F).

**Part III. Competitive Elements**

**Question 5. Water Quality Needs**

For each watershed in the project area, identify the category that best identifies the project goals. If more than one category is checked (because the project area contains more than one watershed), estimate the portion of the project area to be assigned to each category.

Note: For border waters where a State of the Basin Report does not exist, another governmental document acceptable to the Regional Nonpoint Source Coordinator may be used to identify the water quality need.

- | Percent of<br>Project Area              | Surface Water Considerations  |
|---|---|
| <input checked="" type="checkbox"/> 100 | <p><b>A. 303(d) Listed Waterbody</b><br/>           Project with water quality goals directly dealing with a water body (lake or stream) on the latest Clean Water Act (CWA) s. 303(d) List of Impaired Waters, where the cause of the impairment in nonpoint source pollution and the project will reduce the type of nonpoint pollutants for which the water is listed.</p> |
| <input type="checkbox"/>                | <p><b>B. Not Fully Meeting Uses</b><br/>           A waterbody (lake or stream) identified in a DNR State of the Basin report as not meeting or partially meeting designated uses due to nonpoint sources, but is not on the 303(d) List.</p>   |
| <input type="checkbox"/>                | <p><b>C. Threatened Waterbody</b><br/>           A waterbody (lake or stream) viewed as "threatened" by nonpoint sources in a DNR State of the Basin report.</p>  |
| <input type="checkbox"/>                | <p><b>D. Outstanding or Exceptional Resource Waters</b><br/>           Prevention of degradation due to nonpoint sources of outstanding or exceptional resource waters or high quality, recreationally significant waters, but not including waters listed as "threatened."</p>   |
| <input type="checkbox"/>                | <p><b>E. Surface Water Quality</b><br/>           Prevention of degradation of surface water quality due to nonpoint sources. Waters in this category are neither high quality, recreationally significant waters nor "threatened" waters.</p>  |
| <b>Groundwater Considerations*</b>      |   |
| <input type="checkbox"/>                | <p><b>F. Exceeds Groundwater Enforcement Standard</b><br/>           Groundwater within the project area where representative information indicates that stormwater pollutants in groundwater exceed the Enforcement Standard (ES).</p>   |
| <input type="checkbox"/>                | <p><b>G. Groundwater Quality (see Attachment G)</b><br/>           The project area is within a geological area defined in Attachment G as susceptible to groundwater contamination.</p>  |
| <input type="checkbox"/>                | <p><b>H. Exceeds Groundwater Preventive Action Limit</b><br/>           Groundwater within the project area where representative information indicates that stormwater pollutants in groundwater exceed the Preventive Action Limit (PAL).</p>  |

\*Consult the Regional Drinking Water and Groundwater Specialist or the County Extension office.

**Bonus Points (see Attachment F):**

- | Yes                                 | No                       |   |
|-------------------------------------|--------------------------|---|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Water quality goals relate to the control of nonpoint source contaminants in public drinking water supplies.        |
|                                     | 1.                       | If yes, and the source of drinking water affected by the project area is <u>groundwater</u> , the project protects: |
| <input type="checkbox"/>            | a.                       | One wellhead<br>OR  |
| <input type="checkbox"/>            | b.                       | More than one wellhead  |



2. If yes, and the source of drinking water affected by the project area is surface water, check the source water assessment area in which the project is located. If more than one assessment area is checked (because the project area contains more than one watershed), estimate the portion of the project area to be assigned to each category.

<u>Source Water Drainage Area</u>	<u>Portion of Project in Assessment Area (%)</u>
<input type="checkbox"/> Pike River & Creek	
<input type="checkbox"/> Root River	
<input type="checkbox"/> Oak Creek	
<input checked="" type="checkbox"/> Milwaukee River	<b>100</b>
<input type="checkbox"/> Sauk Creek	
<input type="checkbox"/> Sheboygan & Onion Rivers	
<input type="checkbox"/> Manitowoc River	
<input type="checkbox"/> Twin Rivers	
<input type="checkbox"/> Kewaunee & Ahnapee Rivers	
<input type="checkbox"/> Menominee River	
<input type="checkbox"/> Fish Creek	
<input type="checkbox"/> St. Louis & Nemadji Rivers	
<input type="checkbox"/> Lake Winnebago	

**Question 6. Extent of Pollutant Control**

A project can consist of one or more of the following parts (A-F). For each part below, check the boxes that describe work products that will be produced under this grant. Do not check boxes based on prior work.

**A. Ordinances**

The project will develop or complete one or more of the following ordinances, including associated information, education and public participation activities. (check all that apply)

- 1. Construction erosion control ordinance including all the requirements of s. NR 151.11.
- 2. Storm water ordinance for new development and re-development including all the requirements of s. NR 151.12.
- 3. Low impact development/conservation subdivision ordinances.
- 4. Other ordinances such as an illicit discharge ordinance, storm water ordinances affecting runoff from developed urban areas (e.g., pet waste management ordinances, nutrient management ordinances), or ordinances that regulate the application of fertilizers to non-municipal properties in accordance with NR 151.14

**B. Financing Mechanisms**

The project will evaluate financing mechanisms for storm water management, including associated information, education and public participation activities. Recommendations will be presented to the governing board for approval and DNR will be notified of the governing board's action. (check one of the following)

- 1. The project develops a dedicated revenue source, such as a storm water utility, to implement a storm water program focusing on implementation of performance standards in Subchapter III of ch. NR 151.

OR

- 2. The project is a general feasibility analysis of alternative funding mechanisms.

**C. Storm Water Plan for Developed Urban Areas**

The project will develop a storm water management plan for developed urban areas that addresses all of the performance standards under s. NR 151.13 including associated information, education and public participation activities. (check one of the following)

- 1. This project will cover the entire geographic area of the governmental unit.
- OR
- 2. This project will cover only part of the geographic area of the governmental unit.

**D. Storm Water Plan for New or Redevelopment**

The project will develop a storm water management plan for new development and re-development that addresses all of the performance standards under s. NR 151.12 including associated information, education and public participation activities. (check one of the following)

- 1. This project will cover the entire geographic area of the governmental unit.
- OR
- 2. This project will cover only part of the geographic area of the governmental unit.

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**Project Information (continued)**

- E. Information & Education Program**  
 The project will develop and/or implement an information and education program. (This does not include the information and education activities required as part of project under A. through D., above.)
- F. Inter-Municipal Cooperation (bonus)**  
 This project is being conducted as part of an inter-governmental storm water management strategy for a common water resource. Describe the inter-governmental effort that will be used to complete the project. If more than one local unit of government is joining in this project application, (a "joint application"), then an inter-governmental agreement meeting the requirements of **Attachment H.** must be submitted with this application.

**Question 7. Consistency with Resource Management Plans**

Yes No

- A. Consistency with Resource Management Plans**
- The project implements a water quality recommendation specifically included in a locally approved resource management plan.
- B. Summarize the water quality recommendation from the local plan. Cite the name and date(s) of publication of the document. (See "Optional Additional Information" Section")**
1. A construction site erosion control ordinance consistent with the performance standards of s. NR 151.11.  
**City of Milwaukee Code of Ordinances, Chap. 290 "Erosion Control"**
2. A storm water management ordinance consistent with the performance standards of s. NR 151.12.  
**City of Milwaukee Code of Ordinances, Chap. 120 "Storm Water Management Regulations"**

**Question 8. Use of Additional Funding**

Yes No

- Funding requested is below the 70% cost-share rate and below the \$85,000 cap.

**Question 9. City of Racine**

Yes No

- This is an application from the City of Racine for a project that is necessary for the city to comply with state storm water permitting requirements.

**Part IV. Eligibility for Multipliers**

Completion of this part of the application is optional. However, an applicant can increase the final project score by qualifying for a project multiplier.

**Local Implementation Program (select all that are in place as of the application submittal date)**

Yes No NA

- A. The governmental unit is implementing a pollution prevention information and education program targeted for property owners and other residents.
- B. The governmental unit is implementing a nutrient management plan for municipally owned properties of at least five (5) acres of pervious area where nutrients are applied.
- C. The governmental unit is tracking storm water permitting activity (construction and post-construction) in the governmental unit and can make summary information available to the DNR upon request.

### Optional Additional Information

Carefully review the answers to all of the questions above. Is there additional information that will add to the understanding of this project? If so, describe here.

#### QUESTION 1: NATURE OF ADVISORY COMMITTEE

One of the most important aspects of this project will be the involvement of an advisory committee. Due to the vastness of the project area and the amount of subject matter that we want to study, it is crucial that the plan be headed by a committee with wide representation. Currently, we intend to include representatives from the following organizations on the advisory committee: Milwaukee City Council (elected officials), the City of Milwaukee's Departments of City Development (DCD) and Public Works (DPW), the City's Office of Environmental Sustainability (OES), Milwaukee Metropolitan Sewerage District (MMSD), Wisconsin Department of Natural Resources (WDNR), UW-Extension (UWEX), the 30<sup>th</sup> Street Industrial Corridor Corporation (ICC), environmental advocacy groups (such as Groundworks Milwaukee and Friends of Milwaukee's Rivers), and neighborhood associations (such as the Sherman Park Community Association and Metcalfe Park Residents Association). This committee will serve to assist in development of the RFP and selection of the consultant, general guidance of the plan, and education and outreach to describe the final plan recommendations to their respective organizations.

#### QUESTION 1: ADDITIONAL TIMELINE DETAILS

The table in question 1A was not able to be expanded to list milestones applicable to the period of time between the kickoff meeting and final project submission to WDNR. Important project milestones that we foresee in our project include:

- Prepare scope of work and RFP (Jan - Mar 2008)
- Select consultant and finalize contract (Mar - May 2008)
- Initial kickoff meeting with advisory committee (June 2008)
- Research and consultant meetings with regulatory agencies and other organizations (July - Sept 2008)
- Complete feasibility study phase of study (Sept 2008)
- Public workshop to explore elements of plan and obtain local knowledge (Oct 2008)
- Internal meeting with WDNR to verify project direction (Dec 2008)
- Develop plan elements (Jan - Sept 2009)
- Internal meeting with WDNR to verify project direction (June 2009)
- Presentation to City Council and/or appropriate committees (Sept 2009)
- Public Information Meeting (Oct 2009)
- Final project materials submitted (Dec 2009)

#### QUESTION 7: CONSISTENCY WITH RESOURCE MANAGEMENT PLANS

The WDNR and Wisconsin Department of Agriculture, Trade, and Consumer Protection (WDATCP) in cooperation with the Ozaukee and Milwaukee County Land Conservation Departments and the Milwaukee River South Advisory Subcommittee prepared "A Nonpoint Source Control Plan for the Milwaukee River South Priority Watershed Project" in December 1991. This plan provides a watershed assessment, a detailed program for implementation, and project evaluation. Under the "Detailed Program for Implementation," the report recommends a variety of "segmented" elements of the Urban Management Program, which are those elements requiring site specific investigations prior to implementation. The project described in this application addresses several of these "segmented" elements, including (1) develop, as needed, management plans for planned urban developments, and (2) design and install structural urban best management practices for existing urban areas with completed detailed engineering studies. While our proposed study will not specifically design structural BMPs, it will identify locations and recommend types of BMPs, which is an essential first step prior to design and installation.

The WDNR, in cooperation with the Southeastern Wisconsin Regional Planning Commission, University of Wisconsin Extension, WDATCP, and the Land Conservation Committees of Milwaukee and Ozaukee Counties, prepared the "Milwaukee River Basin Integrated Management Plan" in June 1992. This plan includes watershed objectives, a surface water quality report, plan implementation, and evaluation and monitoring. There are several specific recommendations for Lincoln Creek, which our proposed project addresses, including (1) reducing upland and bank erosion loadings or sediments, nutrients, bacteria, heavy metals, and other toxic materials, (2) recommending that local, state, and federal entities consider other alternatives to improve and protect water quality and other natural resources present in the watershed, (3) acquiring land and developing public outdoor recreational opportunities (4) developing an integrated resource management demonstration or urban stormwater management, streambank erosion control, yard care, and habitat enhancement/restoration in the Lincoln Creek subwatershed.

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**Developing A Regional Approach To Stormwater  
Management In The 30<sup>th</sup> Street Industrial Corridor**

**Project Information (continued)**

**Applicant Certification**

An Authorized Representative must sign and date the application form prior to submittal to the DNR. All four (4) copies must include the signature of the Authorized Representative.

I certify that, to the best of my knowledge, the information contained in this application and attachments is correct and true.

Signature of Authorized Representative

Date Signed



4/12/07

**Rocky Marcoux Commissioner**

*[name and title]*

Telephone Number **414-286-5800**

Fax Number **414-286-5467**

E-Mail Address **Rocky.Marcoux@milwaukee.gov**

Mailing Address **809 North Broadway Milwaukee WI 53202**

To be considered for funding, provide the following for each application submitted:

- One copy of the completed application form (DNR Form 8700-300 (R 1/07) with original signature in blue ink;
- Three additional signed copies of the completed application form;
- One electronic copy of the completed application form on CD or diskette.

All application materials must be postmarked by midnight April 16, 2007.

Mail to: Department of Natural Resources  
attn: Kathy Thompson, WT/2  
P.O. Box 7921  
Madison, WI 53707-7921

# **Appendix A**

**30<sup>th</sup> Street Industrial Corridor Press Release**



Department of City Development  
**News Release**

Andrea Rowe, Communications Manager  
(414) 286-8580

For Immediate Release  
January 11, 2007

**MAYOR DECLARES 30<sup>TH</sup> STREET INDUSTRIAL CORRIDOR  
MILWAUKEE'S 'GREENLIGHT DISTRICT' FOR JOBS**

Milwaukee Mayor Tom Barrett announced today the City of Milwaukee will commit significant resources and work with local, state and federal partners on a plan to redevelop the 30<sup>th</sup> Street Industrial Corridor, similar to the long-range efforts that went into the revitalization of the Menomonee Valley. The project area is defined by the following boundaries: West Hampton Avenue on the north; West Highland Boulevard on the south; North 27<sup>th</sup> Street on the east; and North 35<sup>th</sup> Street on the west.

"I want to make revitalization and new job opportunities a reality for the 30<sup>th</sup> Street Industrial Corridor," said Mayor Tom Barrett. "The City of Milwaukee led the way in bringing strong partners together under one plan for the Menomonee Valley, and we will do the same for this industrial corridor that crosses the central city."

Mayor Barrett called the project Milwaukee's 'Greenlight District' to indicate a zone where the City gives a 'green light' on use of Tax Incremental Financing and other economic development tools within the corridor to attract businesses, especially 'green' industries. TIF plans could include funds for job training and specific workforce development initiatives to help prepare neighboring residents to work at the industries within the corridor.

The 30<sup>th</sup> Street Industrial Corridor has traditionally been a rail corridor through the central city, providing companies the ability to move raw materials and finished goods in and out of Milwaukee since the late 19<sup>th</sup> century. The corridor is or was home to such companies as: Master Lock, Miller Brewery, Harley-Davidson, Kehr's Candies, DRS Technologies, Eaton Corporation, Wisconsin & Southern Railroad, Perlick Corporation, AO Smith, Geiser's Potato Chip Company, Tower Automotive, Cutler-Hammer, and many more.

- MORE -

While some companies have closed or moved out of the 30<sup>th</sup> Street Industrial Corridor, Mayor Barrett said the underused, underutilized industrial properties along the rail corridor present another opportunity to grow and attract businesses near remaining successful companies, major transportation routes and an eager workforce. The City of Milwaukee will seek outside assistance to prepare a corridor plan to:

- Attract/retain businesses
- Target green industries to grow this sector of the regional economy
- Focus resources to offer business incentives, identify additional resources
- Incorporate job training incentives, additional workforce development initiatives to support local industries in the corridor
- Improve infrastructure, residential and commercial areas
- Eliminate blight, add new appeal to the area
- Increase public safety

Mayor Barrett will ask Governor Doyle to include in the state's biennial budget funds from the Urban Reinvestment Initiative to assist with planning, demolition and marketing of sites within the 30<sup>th</sup> Street Industrial Corridor.

#### **CITY TO ESTABLISH DISTRICT OFFICE, NAMES PROJECT MANAGER**

Mayor Barrett named Benjamin Timm, a member of the City's Brownfields Team, project manager for the 30<sup>th</sup> Street Industrial Corridor. Timm will coordinate a city team in conjunction with public and private partners who are already at work in the corridor.

Timm has been a member of the city's aggressive Brownfields Team within the Department of City Development for the past six years. The Brownfields Team focuses on putting blighted, recycled properties back into use to boost business. To date, the Brownfields Team has secured nearly \$1 million in federal and state resources to renew sites in the corridor. Timm will work in the 30<sup>th</sup> Street Corridor and use an office provided by Eaton Corporation, 4201 N. 27<sup>th</sup> Street. Timm is working with Alderman Willie Wade, Alderman Ashanti Hamilton, the 30<sup>th</sup> Street Industrial Corridor Corporation and the newly formed 30<sup>th</sup> Street Industrial Corridor Business Improvement District on a several initiatives.

One of Timm's goals is to develop a corridor of opportunity. This involves the development of an incentive package to maintain and attract new stakeholders to the area. "The corridor will be a place people want to be and a place that makes sense for their business," said Timm.

"We are ecstatic to have Benji Timm as the Project Manager for the 30<sup>th</sup> Street Industrial Corridor," said Brenna Holly, Executive Director for the 30<sup>th</sup> Street Industrial Corridor Corporation. "In the short time that he has been in this position, he has proven himself to be an asset to our organization and Corridor businesses by helping us move the area forward and getting several projects underway. "

### **THE MILWAUKEE GREENLIGHT DISTRICT – A REINVESTMENT ZONE**

Mayor Barrett said he wants to harness additional federal, state and city resources and combine with existing incentives within the corridor to bring new industries to the corridor. He declared the 30<sup>th</sup> Street Industrial Corridor Milwaukee's 'Greenlight District For Jobs'. A few of the incentives could include:

- Special 'TIF Zone' to support site development for industries, gap financing and job training to attract new companies. The City of Milwaukee will use the powerful economic development tool, Tax Incremental Financing, to support businesses that want to locate and grow in the 'zone'.
- Expansion of existing TIFs in the corridor to assist residential and commercial improvements in the area.
- Marketing of existing federal tax credits offered as part of the Renewal Community program. For example, employers receive tax credits for each employee that lives within the Renewal Community boundaries. The City of Milwaukee would also give priority consideration for \$6 million per annum of the city's Renewal Community Commercial Revitalization Deduction for companies in the corridor.
- Expansion of State Enterprise Development Zone to offer tax credits to companies near the Milwaukee Industrial Trade Center. Currently the tax credits only apply to the former Tower Automotive site.

**- MORE -**



## **CURRENT CORRIDOR PROJECTS**

In addition to these new initiatives, the City of Milwaukee and its partners will build upon the foundation of existing initiatives and projects within the 30<sup>th</sup> Street Corridor. Among them:

- **Brownfield Initiative**

The City of Milwaukee is working with the U.S. Environmental Protection Agency, the Wisconsin Department of Natural Resources and the 30<sup>th</sup> Street Industrial Corridor Corporation to conduct environmental site assessments, building demolition and clean-up of brownfields within the corridor.

- **The Milwaukee Industrial Trade Center – Former Tower Automotive site**

The City of Milwaukee is working with the new owners of the former Tower Automotive site to redevelop the site in a way that creates jobs and benefits the surrounding community.

- **Bishop's Creek**

The City of Milwaukee is working with Holy Redeemer Church on the redevelopment of a blighted site on 32<sup>nd</sup> & Hampton into a development that includes affordable housing, hospitality uses, offices, retail and parking.

- **Eaton Corporation / DRS**

The City of Milwaukee is working with Eaton Corporation, a long-time anchor for the north end of the corridor, on an action plan to stimulate new investment and revitalize the commercial, industrial and residential neighborhoods in the area.

- **Two Business Improvement Districts: #37 & #29**

The City of Milwaukee is working with the 30<sup>th</sup> Street Industrial Corridor Business Improvement District on a streetscaping, crime reduction, neighborhood cleanups and development of an illegal dumping task force. The City is also working with Business Improvement #29 on plans to revitalize the triangle area between Atkinson Avenue, Capitol Drive and Teutonia Avenue.

- **Harley-Davidson Targeted Investment Neighborhood**

The City of Milwaukee is working with Harley-Davidson on a 3-year residential project involved the Targeted Investment Neighborhoods program. Residents work together with businesses and city departments to address public safety concerns and improve the neighborhood. Forgivable loans for home rehabilitation are made available for up to \$10,000. Neighborhood projects have included clean-ups and community plantings.

## **Appendix B**

**“Developing a Regional Approach to Stormwater  
Management in the 30<sup>th</sup> Street Industrial Corridor”:  
Project Summary Sheet**

# Developing a **Regional Approach to Stormwater Management** in the **30<sup>th</sup> Street Industrial Corridor**

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**Project Concept:** Building on the model set forth in the Menomonee Valley, the concept for this project is to study and develop ways that stormwater in the Corridor can be managed on a regional level so that it provides mutual benefits to both the business climate in the corridor as well as the environmental health of Milwaukee's surface water resources.

**Focus Area:** The 30<sup>th</sup> Street Industrial Corridor (roughly bounded by North 27<sup>th</sup> Street, North 35<sup>th</sup> Street, West Hampton Avenue, and West Highland Avenue)

## **Project Phases:**

- I. Determine feasibility of a regional approach to stormwater management
- II. If feasible, develop a regional stormwater management program for the Corridor
- III. Implement program elements and market program to area

## **Potential Program Elements:**

- Preparation of areawide stormwater management plans (for City) and areawide stormwater pollution prevention plans (for WDNR). This would remove much of the burden from future businesses that locate in the corridor, while providing a more comprehensive and effective planning document for agency review.
- Offer a "single point of contact" and/or "fast-track permitting" for businesses choosing to locate in the corridor. Investigate DNR's Green Tier program that can provide regulatory flexibility in exchange for superior environmental performance.
- Implementing shared stormwater management elements to allow for denser development. Elements may include best management practices (BMPs) such as large-scale rain gardens, bioswales, constructed wetlands, urban gardens, downspout disconnection and rain barrel campaigns.
- Devise methods to use BMPs to help the City meet NR 151.13 "Developed urban area performance standards" requirements for 20% and 40% Total Suspended Solids (TSS) reduction requirements by 2008 and 2013, respectively.
- Assist businesses to lessen their stormwater management charges by removing hard surfaces and replacing with landscaping or pervious pavement.

## **Funding Sources:**

- *Phases I and II* can be partially funded with a Wisconsin Department of Natural Resources (WDNR) Urban Nonpoint Source & Storm Water Management (UNPS&SW) Planning Grant. This grant will cover **70%** of eligible costs, **up to \$85,000**. Local cost share is required for the remaining 30% (up to \$36,400) as well as any ineligible costs. Local cost share may include budgetary funding from the Department of City Development (DCD), the Redevelopment Authority of the City of Milwaukee (RACM), the Department of Public Works (DPW), and Milwaukee Metropolitan Sewerage District (MMSD). UNPS&SW is only eligible to cover work in the Separated Sewer Area

(focusing on water *quality*). For work in the Combined Sewer Area, we are seeking other funding sources, such as various watershed grants. MMSD is also very interested in partnering with us to expand the study into the Combined Sewer System Area of the 30<sup>th</sup> Street Industrial Corridor.

- There are several sources of funding available for *Phase III* projects including WDNR UNPS&SW Construction Grants, WDNR Stewardship Grants, WDNR Brownfield Greenspace Grants, and MMSD BMP Grants.

**Potential Project Partners:**

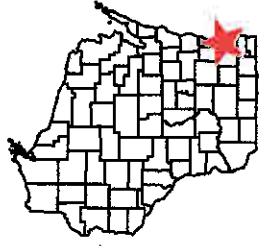
- Aldermen Wade and Hamilton
- City of Milwaukee Mayor’s Office (Ann Beier)
- City of Milwaukee Department of Public Works (Nader Jaber)
- Redevelopment Authority of the City of Milwaukee (Joel Brennan)
- Milwaukee Metropolitan Sewerage District (Krista Chapdelaine)
- 30<sup>th</sup> Street Industrial Corridor Corporation (Brenna Holly)
- Groundworks Milwaukee (Mary Beth Driscoll)
- Friends of Milwaukee’s Rivers (Cheryl Nenn)
- Sherman Park Community Association (Steve O’Connell)
- UW-Extension Basin Educator (Gail Epping Overholt)
- Urban Open Space Foundation (Marcia Caton Campbell)

Rev. 4-13-07

# **Appendix C**

## **Project Area Map**

# Developing a Regional Approach to Stormwater Management in the 30<sup>th</sup> Street Industrial Corridor

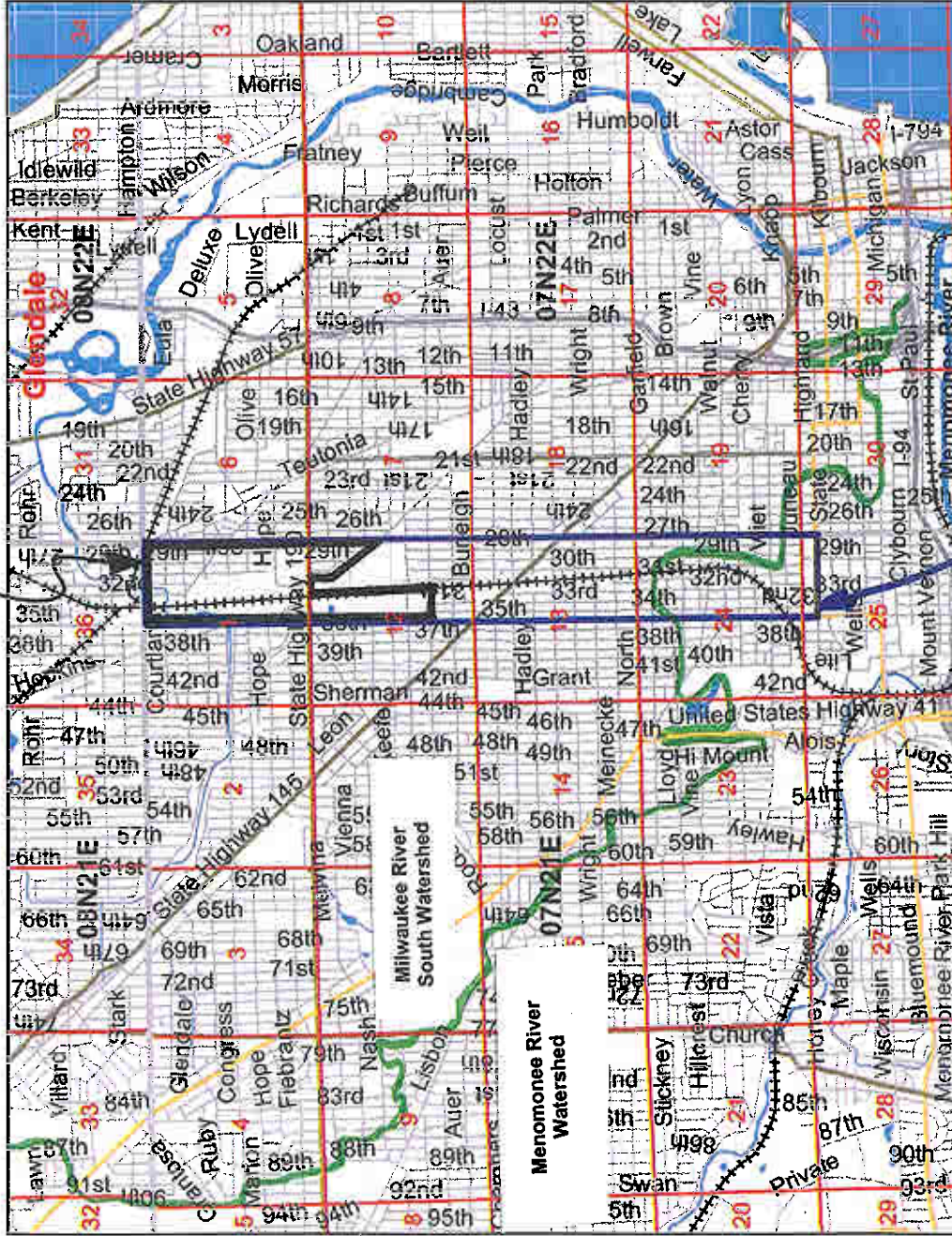


- Legend**
- County Boundaries
  - PLSS Townships
  - PLSS Sections
  - PLSS Q-Q Sections
  - ✈ Railroads
  - Major Highways
  - Interstate
  - US Highway
  - State Highway
  - Local Roads
  - 24K Watersheds
  - Civil Towns
  - Civil Town
  - 24K Open Water
  - 24K Rivers and Shorelines
  - Cities and Villages
  - Village
  - City
  - 30<sup>th</sup> Street Industrial Corridor Boundaries
  - Grant Focus Area

Scale: 1:65,873



Focus Area for UNPS&SW Grant Funds



30<sup>th</sup> Street Industrial Corridor Boundaries

19500 ft.

13000

6500

This map is a user generated static output from an Internet mapping site and is for general reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable. THIS MAP IS NOT TO BE USED FOR NAVIGATION.

# **Appendix D**

## **Scope of Services and Estimated Cost Breakdown**







# **Appendix E**

## **Evidence of Local Support**

- Certified Copy of Resolution to Apply for Grant (Sponsored by Ald. Wade and Ald. Hamilton, passed unanimously)
- Alderman Willie Wade
- Alderman Ashanti Hamilton
- City of Milwaukee's Office of Environmental Sustainability (Ann Beier)
- Redevelopment Authority of the City of Milwaukee (Joel Brennan)
- Milwaukee Metropolitan Sewerage District (Kevin Shafer)
- UW-Extension (Gail Epping Overholt)
- 30<sup>th</sup> Street Industrial Corridor Corporation (Brenna Holly)
- Sherman Park Community Association (Steve O'Connell)
- Groundwork Milwaukee (Mary Beth Driscoll)
- Friends of Milwaukee's Rivers (Cheryl Nenn)
- Urban Open Space Foundation (Marcia Caton Campbell)

# City of Milwaukee

Office of the City Clerk

200 E. Wells Street  
Milwaukee, Wisconsin 53202

## Certified Copy of Resolution-Immediate Adoption

---

**FILE NO: 061532**

**Title:**

**Resolution authorizing the City of Milwaukee, Department of City Development, to apply for a 2008 Urban Nonpoint Source & Storm Water Management Grant from the State of Wisconsin, Department of Natural Resources.**

**Body:**

Whereas, The City of Milwaukee ("City") is seeking to provide support to the area known as the 30th Street Industrial Corridor; and

Whereas, Similar to the way in which the storm water park in the Menomonee Valley benefits nearby Valley businesses, a Storm Water Incentive Program in the 30th Street Industrial Corridor is anticipated to benefit companies that decide to locate in the corridor; and

Whereas, Improved storm water treatment in the corridor will improve the environmental health of Lincoln Creek and ultimately the Milwaukee River; and

Whereas, To assist in providing funding for consultant assistance for said feasibility study and program development, the City wishes to apply for a 2008 Urban Nonpoint Source & Storm Water Management Grant from the State of Wisconsin, Department of Natural Resources; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the City of Milwaukee, Department of City Development, is authorized to apply for a 2008 Urban Nonpoint Source & Storm Water Management Grant from the State of Wisconsin, Department of Natural Resources, for the purposes stated herein.



I, Ronald D. Leonhardt, City Clerk, do hereby certify that the foregoing is a true and correct copy of a(n) Resolution-Immediate Adoption Passed by the COMMON COUNCIL of the City of Milwaukee, Wisconsin on March 22, 2007.



Ronald D. Leonhardt, City Clerk

March 29, 2007

Date Certified



**City of Milwaukee Common Council**

Legislative File ID **061532**

display  
original  
version

print

email

Type: **Resolution-Immediate Adoption** Status: **Passed**

Title: **Resolution authorizing the City of Milwaukee, Department of City Development, to apply for a 2008 Urban Nonpoint Source & Storm Water Management Grant from the State of Wisconsin, Department of Natural Resources.**

Controlling Body: **COMMON COUNCIL**

Introduced: **03/22/2007** Version: **0**

Final Action: **03/22/2007** Contact:

Effective Date:

Requester: **DEPARTMENT OF CITY DEVELOPMENT**

Sponsors: **ALD. WADE, ALD. HAMILTON**

Attachments: Legislative File Text  
Fiscal Note.doc

Next Meeting:

**Legislative History**

Date	Acting Body	Action Taken	Motion
3/22/2007	COMMON COUNCIL	A motion was made by ALD. DUDZIK that this Resolution-Immediate Adoption be ADOPTED. The motion PREVAILED by the following vote:	Pass (13:0)
3/28/2007	MAYOR	This Resolution-Immediate Adoption was SIGNED	

*powered by Daystar Computer Systems, Inc.*



**WILLIE C. WADE**  
ALDERMAN, 7TH DISTRICT

April 11, 2007

Commissioner Rocky Marcoux  
Department of City Development  
809 North Broadway, 2<sup>nd</sup> Floor  
Milwaukee, WI 53202

Dear Mr. Marcoux:

This letter is to support your department's effort to obtain an Urban Nonpoint Source & Storm Water – Planning Grant to develop a regional approach to storm water management in the 30<sup>th</sup> Street Industrial Corridor. I believe that this project will help to provide an incentive for businesses to expand and locate in the Corridor while also managing storm water in an efficient and effective manner. This will improve our community's surface water resources, including Lincoln Creek, the Milwaukee River, and Lake Michigan.

As an Alderman representing a portion of the 30<sup>th</sup> Street Industrial Corridor, I am pleased to see the Department of City Development applying for this grant that will ultimately help to improve the quality of life for both residents and businesses in the corridor.

Sincerely,

Willie Wade  
Alderman, 7<sup>th</sup> District

**CHAIR:**

- CITY INFORMATION MANAGEMENT COMMITTEE

**VICE-CHAIR:**

- JUDICIARY & LEGISLATION COMMITTEE

**MEMBER:**

- ZONING, NEIGHBORHOODS  
& DEVELOPMENT COMMITTEE
- COMMUNITY & ECONOMIC  
DEVELOPMENT COMMITTEE



**ASHANTI HAMILTON**

ALDERMAN, 1ST DISTRICT

April 2, 2007

Commissioner Rocky Marcoux  
City of Milwaukee, Department of City Development  
809 North Broadway, 2<sup>nd</sup> Floor  
Milwaukee, WI 53202

Dear Commissioner Marcoux:

This letter is to support your department's efforts to obtain an Urban Non-point Source & Storm Water – Planning Grant to develop a regional approach to storm water management in the 30<sup>th</sup> Street Industrial Corridor. I believe that this project will help to provide an incentive for businesses to expand and locate in the Corridor while also managing storm water in an efficient and effective manner that will improve our community's surface water resources, including Lincoln Creek, the Milwaukee River, and Lake Michigan. As an alderman representing a portion of the 30<sup>th</sup> Street Industrial Corridor, I am pleased to see the Department of City Development applying for this grant that will ultimately help to improve the quality of life for both residents and businesses in the Corridor.

Sincerely,

A handwritten signature in black ink that reads 'Ashanti Hamilton'.

Ashanti Hamilton  
Alderman, 1<sup>st</sup> District

AH:so



**Tom Barrett**  
Mayor, City of Milwaukee

---

April 4, 2007

Commissioner Rocky Marcoux  
City of Milwaukee, Department of City Development  
809 North Broadway  
2<sup>nd</sup> Floor  
Milwaukee, WI 53202

Dear Commissioner Marcoux:

The Office of Environmental Sustainability supports the Department of City Development's efforts to obtain an Urban Nonpoint Source and Storm Water – Planning Grant to develop a regional approach to stormwater management in the 30<sup>th</sup> Street Industrial Corridor. This project, by planning an integrated stormwater management system for the Corridor, will help to provide an incentive for businesses to expand and locate in this area. The plan will also lead to well-targeted stormwater management practices that will improve our community's surface waters, including Lincoln Creek, the Milwaukee River, and Lake Michigan. The Office of Environmental Sustainability recognizes the importance of devoting resources to the 30<sup>th</sup> Street Industrial Corridor, and we are pleased to see the Department of City Development applying for this grant that will ultimately help to improve the quality of life for both residents and businesses in the Corridor, as well as in the Milwaukee community as a whole.

Sincerely,

Ann Beier, Director  
Office of Environmental Sustainability



Department of City Development

Housing Authority  
Redevelopment Authority  
City Plan Commission  
Historic Preservation Commission  
NIDC

Rocky Marcoux  
Commissioner

Martha L. Brown  
Deputy Commissioner

April 2, 2007

Commissioner Rocky Marcoux  
City of Milwaukee, Department of City Development  
809 North Broadway  
2<sup>nd</sup> Floor  
Milwaukee, WI 53202

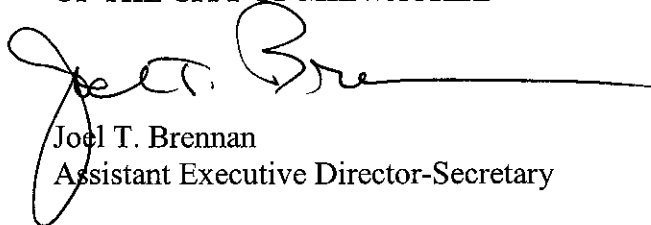
Dear Commissioner Marcoux:

This letter is to support the Department of City Development's efforts to obtain an Urban Nonpoint Source & Storm Water – Planning Grant to develop a regional approach to stormwater management in the 30<sup>th</sup> Street Industrial Corridor.

This project will help provide an incentive for businesses to expand and locate in the Corridor while also managing stormwater in an efficient and effective manner that will improve our community's surface water resources, including Lincoln Creek, the Milwaukee River, and Lake Michigan. The Redevelopment Authority recognizes the importance of devoting resources to the 30<sup>th</sup> Street Industrial Corridor, and I am pleased to see the Department applying for a grant that will ultimately help to improve the quality of life for both residents and businesses in the Corridor.

Sincerely,

**REDEVELOPMENT AUTHORITY  
OF THE CITY OF MILWAUKEE**



Joel T. Brennan  
Assistant Executive Director-Secretary



Kevin L. Shafer, P.E.  
Executive Director

April 12, 2007

Commissioner Rocky Marcoux  
City of Milwaukee  
Department of City Development  
809 North Broadway, 2<sup>nd</sup> Floor  
Milwaukee, WI 53202

Dear Commissioner Marcoux:

This letter is to support the Department of City Development's efforts to obtain an Urban Nonpoint Source and Stormwater Planning Grant to develop a regional approach to stormwater management in the 30<sup>th</sup> Street Industrial Corridor.

We believe that this project will help to provide an incentive for businesses to expand and locate in this Industrial Corridor while also managing stormwater in an efficient and effective manner that will improve our community's surface water resources, including Lincoln Creek, the Milwaukee River, and Lake Michigan. The Milwaukee Metropolitan Sewerage District recognizes the ongoing importance of devoting resources to the 30<sup>th</sup> Street Industrial Corridor and Lincoln Creek, and we are pleased to see the Department of City Development applying for this grant. We believe that this will ultimately help to improve the quality of life for both residents and businesses in the City of Milwaukee, as well as in the Southeastern Wisconsin region.

Sincerely,



Kevin L. Shafer, P.E.  
Executive Director



**UW**  
**Extension**  
Cooperative Extension

Gail Epping Overholt  
Milwaukee River Basin Educator  
Wisconsin Basin Initiative  
University of Wisconsin-Extension  
932 South 60th Street  
West Allis, WI 53214-3346

(414) 290-2434  
(414) 290-2424 (fax)  
(800) 947-3529 (tdd)  
[gail.overholt@ces.uwex.edu](mailto:gail.overholt@ces.uwex.edu)  
<http://basineducation.uwex.edu/>

*"Linking Watersheds, Landscapes and  
Communities"*

April 3, 2007

Commissioner Rocky Marcoux  
City of Milwaukee, Department of City Development  
809 North Broadway  
2<sup>nd</sup> Floor  
Milwaukee, WI 53202

Dear Commissioner Marcoux:

This letter is to support the Department of City Development's efforts to obtain an Urban Nonpoint Source & Storm Water – Planning Grant to develop a regional approach to stormwater management in the 30<sup>th</sup> Street Industrial Corridor. I believe that this project will help to provide an incentive for businesses to expand and locate in the Corridor while also managing stormwater in an efficient and effective manner that will improve our community's surface water resources, including Lincoln Creek, the Milwaukee River, and Lake Michigan. The University of Wisconsin Extension's Basin Initiative recognizes the importance of devoting resources to the 30<sup>th</sup> Street Industrial Corridor, and we are pleased to see the Department applying for this grant that will ultimately help to improve the quality of life for both residents and businesses in the Corridor, as well as in the Milwaukee community as a whole.

I believe this approach highlights a sense of stewardship on the part of the City of Milwaukee. It is an important step in assessing the current and future needs of the community and its natural resources. I congratulate you on your Department's efforts.

Sincerely,



Gail Epping Overholt  
Natural Resources Educator



**30TH STREET  
INDUSTRIAL CORRIDOR CORPORATION**

April 3, 2007

ICC OFFICERS

**Tim Casey**  
President  
Equity Commercial Real Estate  
**Mark Augustine**  
Vice President  
Yaggy Colby Associates  
**Linda A. Swift, CPA**  
Treasurer  
United Tax Service  
**Sarah Slack**  
Secretary  
Foley & Lardner LLP

**Commissioner Rocky Marcoux**  
City of Milwaukee, Department of City Development  
809 North Broadway, 2<sup>nd</sup> Floor  
Milwaukee, WI 53202

RE: Support of Application for Urban Nonpoint Source & Storm Water  
Planning Grant

Dear Commissioner Marcoux:

BOARD OF DIRECTORS

**Dan Carey**  
Master Lock Company  
**Dawn Davis**  
M&I Marshall & Ilsley Bank  
**Robert Dennik**  
Milwaukee County  
**Michael Floyd**  
Glenn Rieder, Inc.  
**Sue Mertes**  
Eaton Corporation  
**Gerard Randall**  
Private Industry Council  
**Richard Reynolds**  
DRS Technologies  
**Tony Shields**  
Harley-Davidson Motor Company  
**Robert Trimmier**  
Dept. of City Development  
**Gary Wenzel**  
Capitol Stampings

The 30<sup>th</sup> Street Industrial Corridor Corporation (ICC) is pleased to submit this letter of support for the Department of City Development's application for an Urban Nonpoint Source & Storm Water Planning Grant in order to develop a regional approach for storm water management in the 30<sup>th</sup> Street Industrial Corridor.

We believe this project will serve as a catalyst for attracting new businesses to the 30<sup>th</sup> Street Industrial Corridor and retaining our current businesses while improving the quality of life for residents through a more effective and efficient manner of managing storm water in our community.

Please contact me at (414) 444-4706 or [brenna\\_holly@30thstreeticc.org](mailto:brenna_holly@30thstreeticc.org) if the ICC may be of further assistance to the Department of City Development and this project.

STAFF

**Brenna Holly**  
Executive Director

Sincerely,

**Brenna Holly**  
Executive Director



# Sherman Park Community Association

Residents Committed to Our Diverse Urban Community



## BOARD OF DIRECTORS

### Executive Committee

Barry Givens  
President

Thomas Livvendahl  
1<sup>st</sup> Vice President/

James Koneazny  
2<sup>nd</sup> Vice President

Teig Whaley-Smith  
Treasurer

Leatta Jones  
Secretary

### MEMBERS

Albert Brown

Dorothy Collier

Justin Cook

Harvey Duerr

Geoffrey Grohowski

Jennifer Harvey

Howard Karsh

Joyce Kirk

Tremereil Robinson

Keith Stanley

Russell Stamper, Jr.

### Ex Officio Members

R.L. McNeely, Ph.D., J.D.

### PROGRAMS

Building Inspection Liaison

Community Organizing

Minor Home Repair

Neighborhood Strategic Planning

Sanctuary to the Streets

Safe Habitable Housing

EXECUTIVE DIRECTOR

Steven O'Connell



April 4, 2007

Commissioner Rocky Marcoux  
City of Milwaukee, Department of City Development  
809 North Broadway, 2<sup>nd</sup> Floor  
Milwaukee, WI 53202

Dear Commissioner Marcoux:

As you can imagine, Sherman Park Community Association (SPCA) is 100% in support of the Department of City Development's efforts to obtain an Urban Nonpoint Source & Storm Water – Planning Grant to develop a regional approach to storm water management in the 30<sup>th</sup> Street Industrial Corridor.

SPCA believes that this project will help to provide an incentive for businesses to expand and locate in the Corridor while also managing storm water in an efficient and effective manner that will improve our community's surface water resources, including Lincoln Creek, the Milwaukee River, and Lake Michigan. The large nationally known companies that provided employment to residents of Sherman Park in the last Century were the life blood of this community. In order to bring back this area, jobs are crucial! Our board recognizes the fact that jobs and economic prosperity lead to the stability of area families. Yes, we know that there are large areas of the Industrial Corridor that need to be addressed. When we are in the area doing clean-ups, we are aware of the need for remediation. For the betterment of the Greater Milwaukee community, SPCA supports efforts to control storm water runoff.

SPCA's Board of Directors recognizes the importance of devoting resources to the 30<sup>th</sup> Street Industrial Corridor; we are pleased to see the Department applying for this grant that will ultimately help to improve the quality of life for both residents and businesses in the Corridor, as well as in the Milwaukee community as a whole.

Sincerely,

Steve O'Connell  
Executive Director

3526 W. Fond du Lac Avenue  
Milwaukee, WI 53216-3749  
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Commissioner Rocky Marcoux  
City of Milwaukee  
Department of City Development  
809 North Broadway  
2<sup>nd</sup> Floor  
Milwaukee, WI 53202

April 2, 2007

Dear Commissioner Marcoux:

I am writing in support of the Department of City Development's efforts to obtain an Urban Non-point Source & Storm Water – Planning Grant to develop a regional approach to stormwater management in the 30<sup>th</sup> Street Industrial Corridor. This project will create incentives for businesses to expand and locate in the Corridor while managing stormwater and improving our community's surface water resources, including Lincoln Creek, the Milwaukee River, and Lake Michigan.

Groundwork Milwaukee is excited that the City seeks to take a comprehensive approach in the Corridor by following the successful model used in the Menomonee Valley. Your investment in environmental remediation, stormwater management and infrastructure improvements in the Valley is now paying a premium dividend in the form of business investment in an area that had long been abandoned and neglected. We are confident a similar approach in the Corridor will also provide a positive return.

We recognize the importance of devoting resources to the 30<sup>th</sup> Street Industrial Corridor and are very happy to see the City include "green" aspects in its Greenlight District. We applaud the City for taking a sustainable approach by investing in an environmental project that will provide economic and social benefits for residents and businesses in the Corridor, and for the Milwaukee community as a whole.

Sincerely,

Mary Beth Driscoll  
Executive Director  
Groundwork Milwaukee





Friends  
of Milwaukee's  
Rivers



April 2, 2007

Commissioner Rocky Marcoux  
City of Milwaukee, Department of City Development  
809 North Broadway  
2<sup>nd</sup> Floor  
Milwaukee, WI 53211

Dear Commissioner Marcoux:

On behalf of Friends of Milwaukee's Rivers, I am writing in support of the City of Milwaukee Department of City Development's efforts to obtain an Urban Nonpoint Source & Storm Water Planning Grant to develop a regional approach to stormwater management in the 30<sup>th</sup> Street Industrial Corridor. Building on the model set forth in the Menomonee Valley, the concept for this project is to study and develop ways that stormwater in the Corridor can be managed in a sustainable way to benefit both the business community as well as the environmental health of Milwaukee's rivers and Lake Michigan.

Friends of Milwaukee's Rivers believes that this project will help to provide incentives for businesses to expand and locate in the 30<sup>th</sup> Street Corridor while also managing stormwater in an efficient and effective manner that will improve our community's surface water resources, including Lincoln Creek, the Milwaukee River, and Lake Michigan. The project includes development of areawide stormwater management plans and pollution prevention plans by the City, which would remove much of the burden from future businesses that locate in the corridor, while providing a more comprehensive and effective planning document for agency review. The City also proposes to implement shared stormwater management practices to allow for denser developments including large-scale rain gardens, bioswales, constructed wetlands, urban gardens, and rain barrels. These practices will reduce runoff and replace impervious surfaces with landscaping or pervious pavement, which will further decrease stormwater utility fees for new businesses.

Friends of Milwaukee's Rivers recognizes the importance of devoting resources to the 30<sup>th</sup> Street Industrial Corridor, and we are pleased to see the Department applying for this planning grant. Friends of Milwaukee's Rivers looks forward to working with the City of Milwaukee to address the significant stormwater and other pollution issues affecting the health and vitality of our waterways, our public health, our economy, and quality of life in our community.

Sincerely,

Cheryl Nenn  
Milwaukee Riverkeeper

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10/07-01



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April 9, 2007

Commissioner Rocky Marcoux  
City of Milwaukee, Department of City Development  
809 North Broadway  
2<sup>nd</sup> Floor  
Milwaukee, WI 53202

Dear Commissioner Marcoux:

This letter is in support of the Department of City Development's efforts to obtain an Urban Nonpoint Source and Storm Water - Planning Grant to develop a regional approach to stormwater management in the 30<sup>th</sup> Street Industrial Corridor. The project will provide an incentive for businesses to locate and expand in the Corridor by supplying them with areawide stormwater management and pollution prevention plans, thereby alleviating the burden for each individual business of having to prepare such plans.

In addition, the project will also result in Best Management Practices to manage stormwater efficiently and effectively, which will improve Milwaukee's surface water resources, including Lincoln Creek, the Milwaukee River, and Lake Michigan.

The Urban Open Space Foundation recognizes the importance of devoting resources of this type to the 30<sup>th</sup> Street Industrial Corridor, given our own work on the Fond du Lac and North Avenue Green Infrastructure Initiative, which has similar stormwater management and reduction goals. We are pleased to see the Department applying for this grant, which will ultimately improve the quality of life for 30<sup>th</sup> Street Industrial Corridor residents and businesses, as well as for the city of Milwaukee overall.

Sincerely yours,

Marcia Caton Campbell, Ph.D.  
Milwaukee Project Manager

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