Great Lakes Economic Restructuring
Vandewalle & Associates, Inc.
Great Lakes
Economic Restructuring

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30 years of experience restructuring Great Lakes waterfront communities

Offices in Madison and Milwaukee, Wisconsin
What we do

• Build and Retool local, metropolitan, and regional economies
  • Examine emerging economic opportunities
  • Leverage place-based assets
  • Create a compelling economic vision

• Catalyze and Implement Projects
  • Identify catalytic projects
  • Brownfield and other redevelopment
  • Align stakeholders
  • Leverage diverse funding opportunities
Our years of experience have taught us:

• The changes that have affected Great Lakes communities
• How to approach and solve complex issues related to changes in land use and economies
• How to capitalize on place-based assets to revitalize Great Lakes waterfront communities
Southeast Wisconsin's place in the Global Economy

- Agrarian and Trading Post
- Wheat Beer
- Industrial Era
- Small Engine Capital
- Machine Shop To the World
- Service Industry Growth
- Decline of local manufacturing employment

Employment

1800  1900  2000  2007
Continental Safety and Access

- Central location provides a continental safety zone
Regional Resource Assets

- Northern Timber & Minerals
- The Breadbasket – Great Plains
- Great Lakes freshwater

Shaping our region’s economy and culture, past and present.
Great Lakes International Economy

- 20% of the planet’s freshwater
- The setting for the third largest economy in the world
Great Lakes
Industrial Waterfronts
and Port History

These waterfronts have common issues:

• Historic patterns of waterfront development from the industrial age—working waterfronts / ports
• Early industrial brownfields legacy
• Surrounding land use patterns related to these historic industries

...leaving cities with a post-industrial waterfront
With the shift in economy away from industrial working waterfronts...

It became clear cities were unprepared to deal with economic restructuring.

A new focus was needed going forward:

- Funding
- Tools
- Focused leadership
Change

New economy
Climate and environment
Technology
Urbanization
Demographics
Need to invest in and reclaim the value of our waterfronts

Massive economic assets that can bring multiple benefits:

- Environmental
- Economic development and jobs
- Sense of place
- Cultural value of a community
- Quality of life
- Workforce attraction
Finding what works for post-industrial waterfronts

Alternatives for revitalization based on place-based assets of the region
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The challenges:

Former Bethlehem Steel and other industrial uses

Sites with massive buildings and serious environmental issues

A long and very costly process

Buffalo, New York
The need:
Find taxable and feasible uses for the outer harbor and waterfront

The vision:
• Position for Green Economy manufacturing jobs
  • Technology park and job training
  • Outer harbor mixed use
  • Intercontinental transportation center
The Economic Restoration of the Great Lakes Basin

- The Midwestern Great Prairie
- Agricultural Technology & Research Corridor
- Shipping
- Manufacturing & Population Center

Key Cities:
- Buffalo, New York
- Minneapolis/St. Paul
- Belvidere-Boone
- Champaign-Urbana
- St. Louis
- Cleveland
- Pittsburgh
- Toronto
- Ottawa
- Montreal
- Detroit

Central Points:
- Chicago
- Madison
- Milwaukee
- Hamilton
- Buffalo

Transportation:
- Truck & Rail

Map Regions:
- Quebec
- D.C.
What led to success:

Repositioning for change

- Nature preserve used for phytoremediation
- Create visual repositioning around Green Economy
- Creation of Inner harbor festival district

Buffalo, New York
Before

Buffalo, New York
Lorain, Ohio
The challenges:

• A community that built freighters for decades
• No opportunity to replace or rebuild the shipbuilding industry

Lorain, Ohio
Lorain, Ohio

The vision: Find taxable and feasible re-uses for the waterfront

- Inner harbor Festival waterfront
- New urban housing
The challenges were….

The vision was….

Here's what led to success….

Black River Ship Yard

Lorain, Ohio
The challenges were...

The vision was...

Here's what led to success...

Lorain, Ohio
What led to success:

- Long-term efforts working with Port Authority to assemble and clean up sites
- Getting the housing in place
Places with no opportunity for new business to directly replace the industry that left

A chain of historic industrial ports:

Places with no opportunity for new business to directly replace the industry that left

Sheboygan, WI
Challenges:

• Waterfront with large manufacturing and coal storage use: South Pier coal site: 45 acre brownfield

• Industrial uses over 14 miles of Sheboygan River USEPA Superfund site and DNR Area of Concern
The Vision: move Sheboygan waterfront from blighted former industrial to tourism economy

- **Phase 1**: Connect river and lakefront to the greater downtown
- **Phase 2**: Redevelop waterfront brownfields for public connection, bring people back to waterfront
- **Phase 3**: Bring back jobs to the area with new economy uses
The challenges were...

The vision was...

Here's what led to success...

Before

Sheboygan, Wisconsin
The challenges were...

The vision was...

Here's what led to success...

Sheboygan, Wisconsin

During clean up
Sheboygan, Wisconsin

After

Sheboygan, Wisconsin
Next push:

• Important to create and communicate a relevant, viable, and exciting vision
What led to success:

- Turning around a major brownfield and river contamination and creating a tourism asset
- Creating the opportunity for people to live and work in Sheboygan/near the waterfront

Sheboygan, Wisconsin
Racine, Wisconsin

Lakefront and Root River – a work in progress

Context
Creating a Sense of Place
Root River Corridor Redevelopment Project
Racine, Wisconsin

Map of Racine, Wisconsin showing the lakefront and Root River with various landmarks and recreational areas marked.
Racine, Wisconsin

The challenges ....

- Large amount of blighted property, disinvestment, contaminated land
- Perception of Racine Demographics against investment by Milwaukee and Chicago
Racine, Wisconsin

• The vision: Revitalize the historic industrial core on the river and lakefront

• Plan built on 4 principles:
  • Reconnect people to riverfront
  • Stimulate economic growth
  • Create a sense of place
  • Improve water quality
Repositioning the 325-acre RootWorks area as a new urban neighborhood, employment center, and destination

- Increase tax base
- Create new residential
- Cleanup existing brownfields
- Create jobs – inspire innovation
- Generate excitement
- Improve Root River access
- Reconnect with area history
Racine, Wisconsin

MACHINERY ROW
Rebirth of Racine’s Historic Riverfront
Racine, Wisconsin Before
Racine, Wisconsin

In Progress
Racine, Wisconsin

Success will be achieved through partnerships

• High level political cooperation
• Corporate investment
• Community based non profit group
New asset-based solutions for waterfronts

- Housing & workforce attraction
- People destinations
- Agriculture and food
- High tech companies
- New advanced manufacturing
Now the time is right

• Economic recovery
• Tools in place
• Resources
What you can do:

1. Find out what is going on in waterfront redevelopment and reinvestment back in your home town
2. Promote understanding that economic development can work hand in hand with environmental clean up
3. Find ways to make more resources available for the economic side of Great Lakes waterfront reinvestment