

Great Lakes Economic Restructuring

Vandewalle & Associates, Inc.

Great Lakes Economic Restructuring



VANDEWALLE &
ASSOCIATES INC.
Shaping places. shaping change

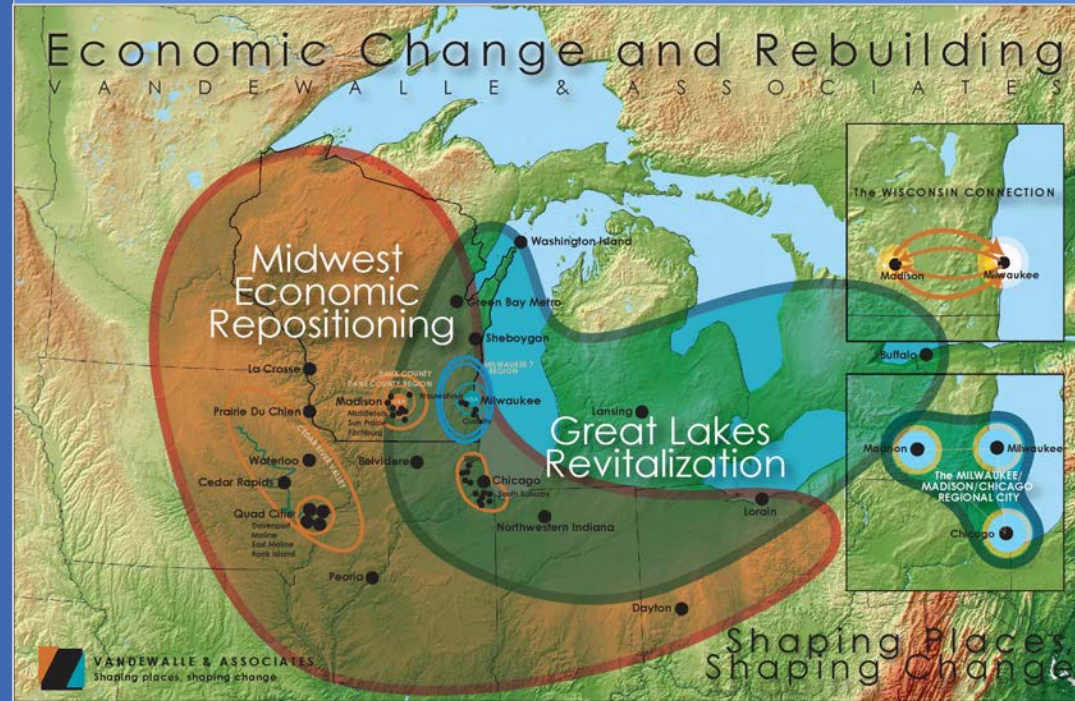
Brian Vandewalle, President and CEO
Jolena Presti, AICP, Principal Planner

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

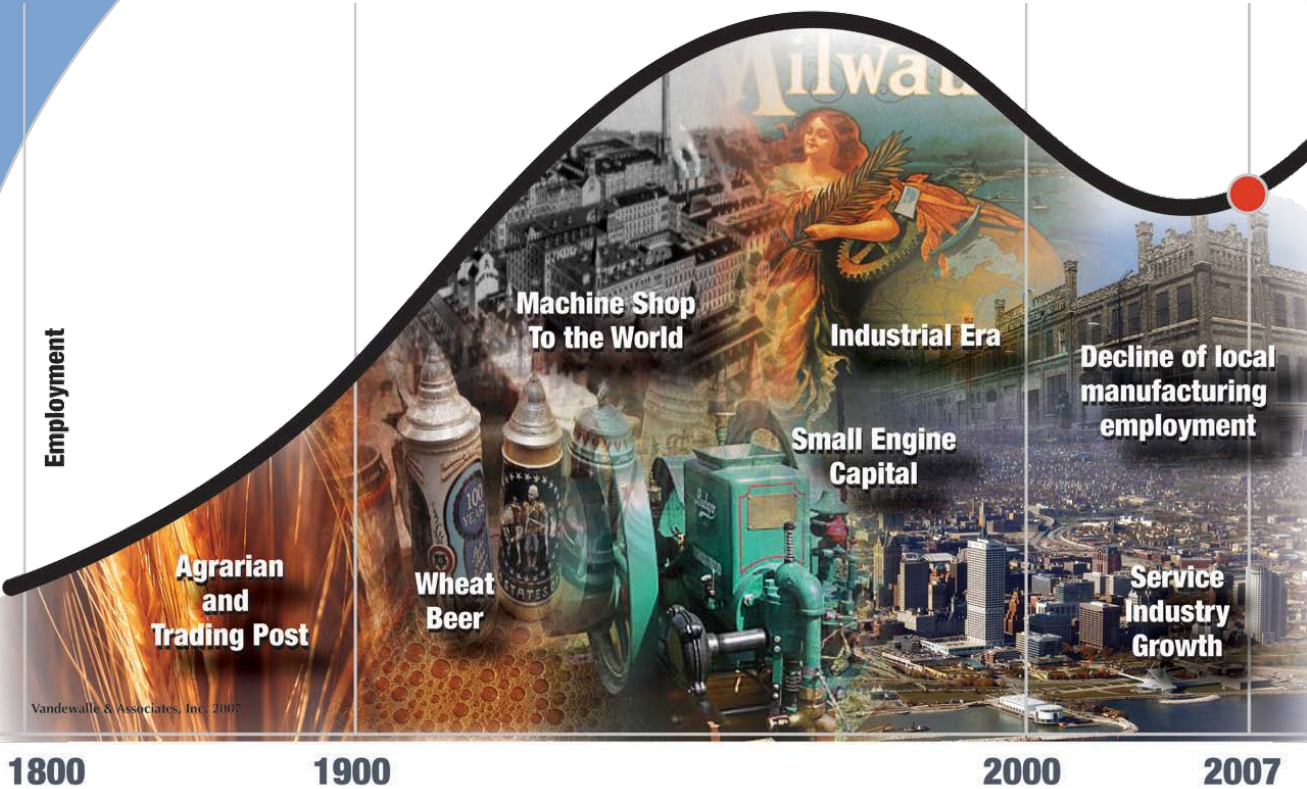


Our years of experience have taught us:

- 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

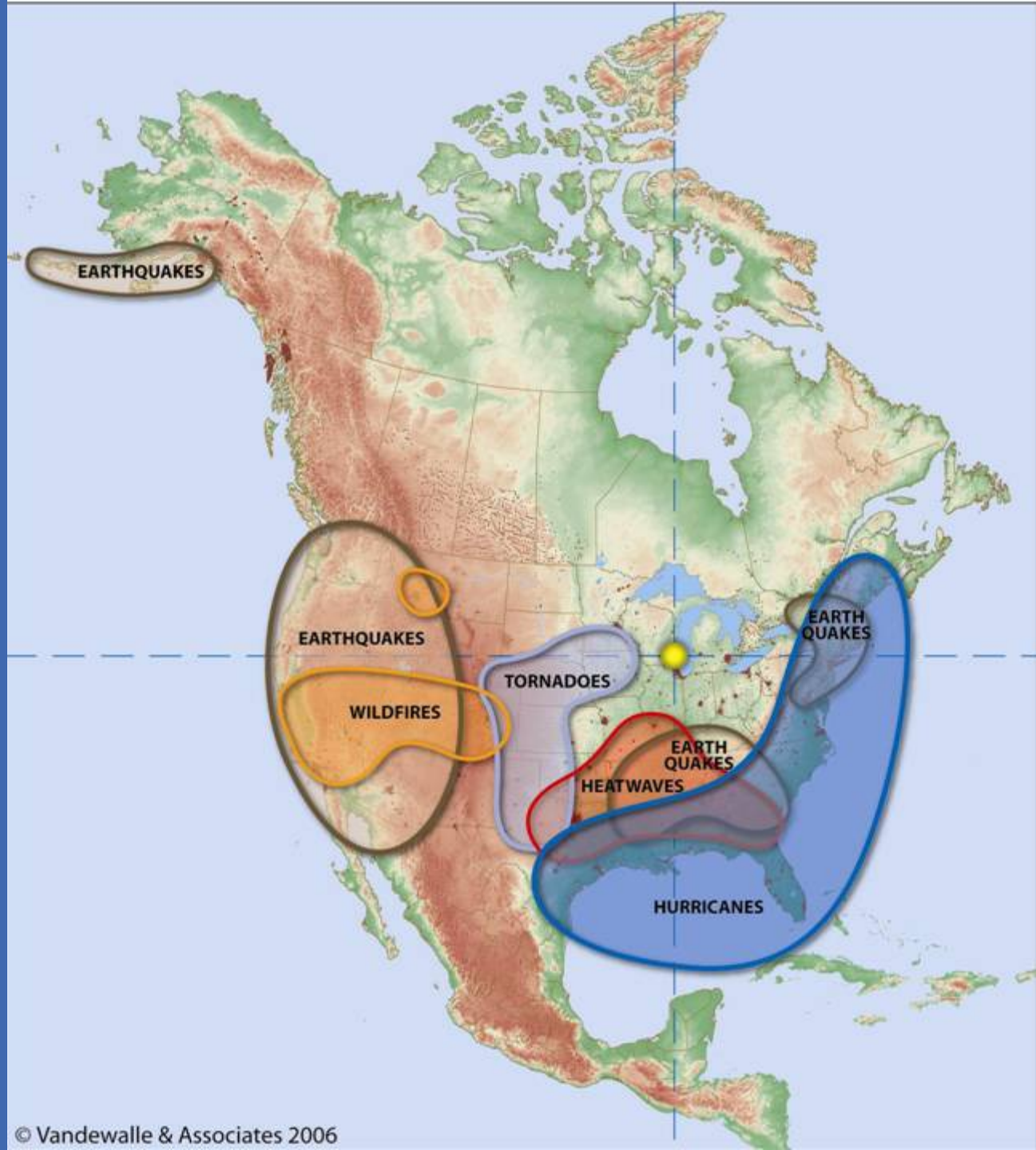


Southeast Wisconsin's place in the Global Economy



Continental Safety and Access

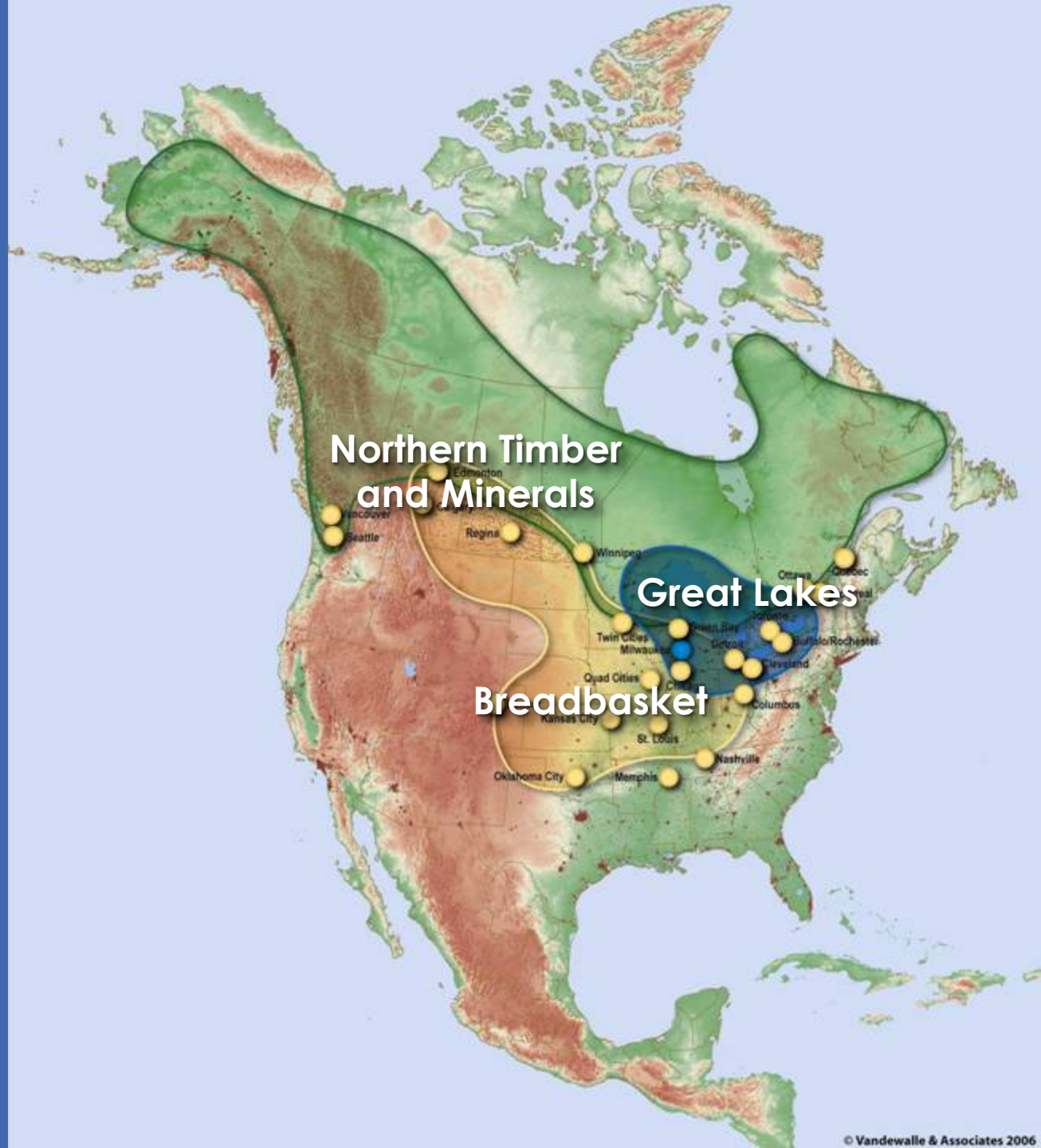
- Central location provides a continental safety zone



Regional Resource Assets

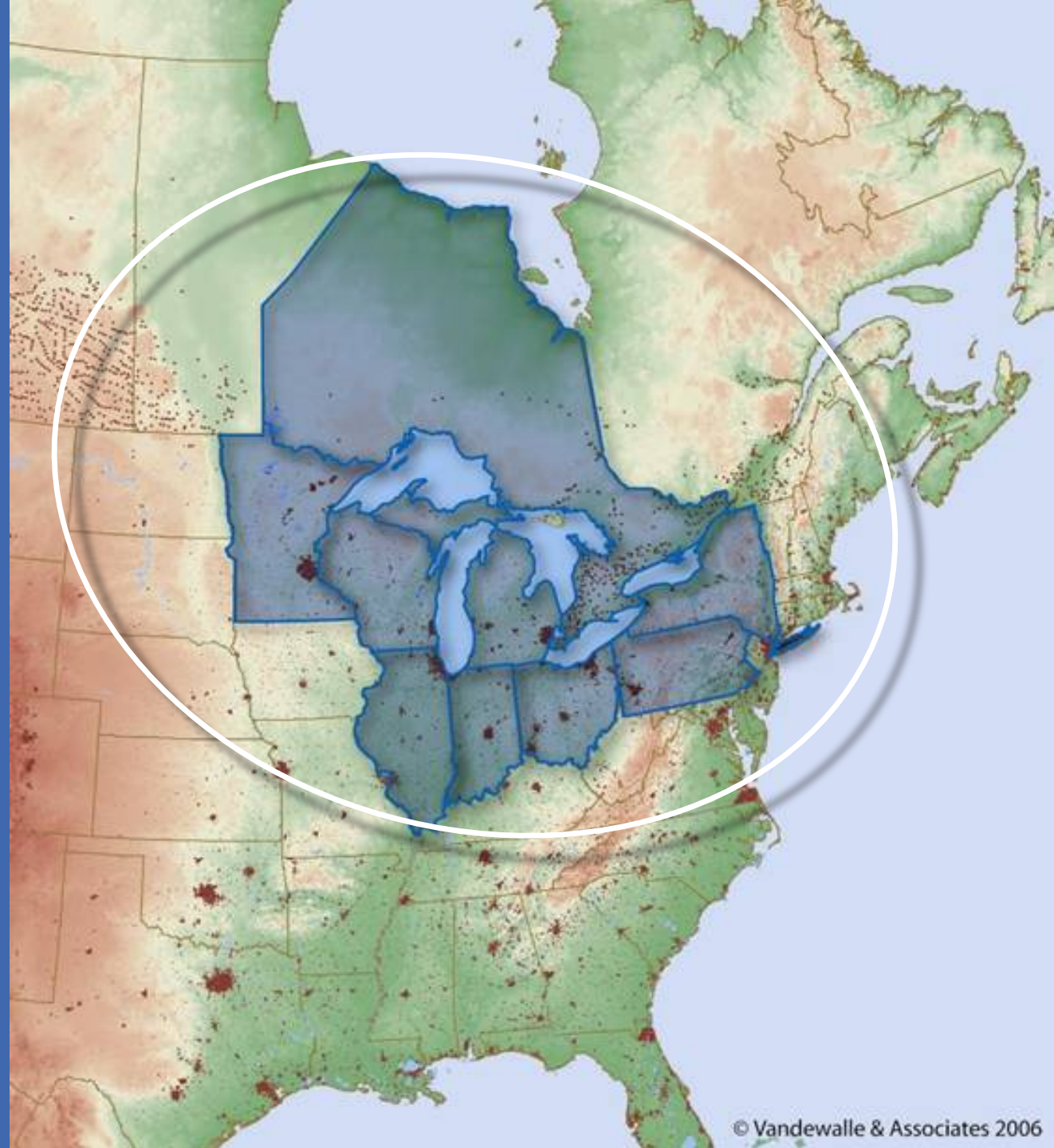
- Northern Timber & Minerals
- The Breadbasket – Great Plains
- Great Lakes freshwater

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



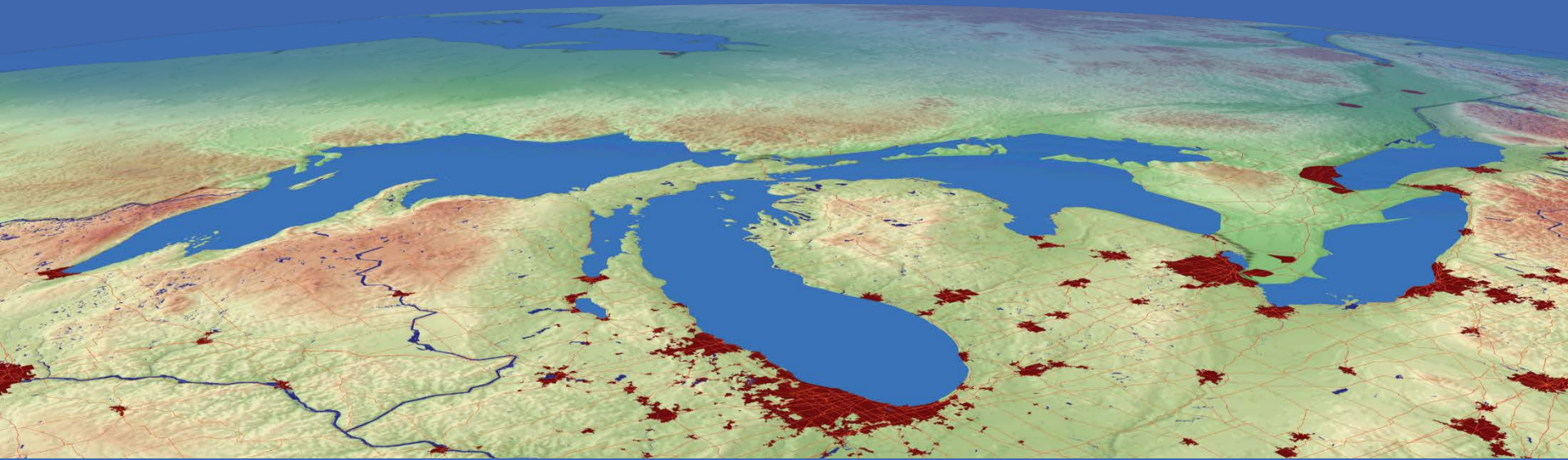
Great Lakes Industrial Waterfronts and Port History

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

PEOPLE DESTINATIONS

DESTINATION /
INDUSTRIAL
BALANCE

MAINTAIN WORKING
HARBOR/INDUSTRY

spectrum of solutions

Examples:

Buffalo, New York

Lorain, Ohio

Sheboygan, Wisconsin

Racine, Wisconsin



Buffalo, New York

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:

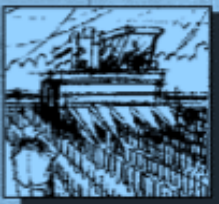
Find taxable and feasible uses for the outer harbor and waterfront

The vision:

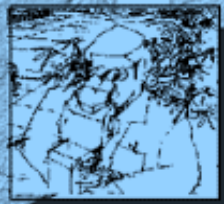
- Position for Green Economy manufacturing jobs
 - Technology park and job training
 - Outer harbor mixed use
 - Intercontinental transportation center

Buffalo, New York

The Economic Restoration of the Great Lakes Basin



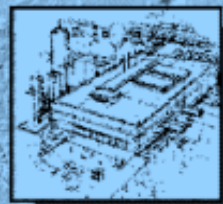
The Midwestern Great Prairie



Agricultural Technology & Research Corridor



Shipping



Manufacturing & Population Centers

Minneapolis/St. Paul

Madison

Milwaukee

Belvidere-Boone

County

Chicago

Champaign-Urbana

Lafayette

Indianapolis

St. Louis

Detroit

Cleveland

Pittsburgh

Hamilton

Toronto

Buffalo

New York

Washington

D.C.

Boston

Albany

Montreal

Ottawa

Quebec

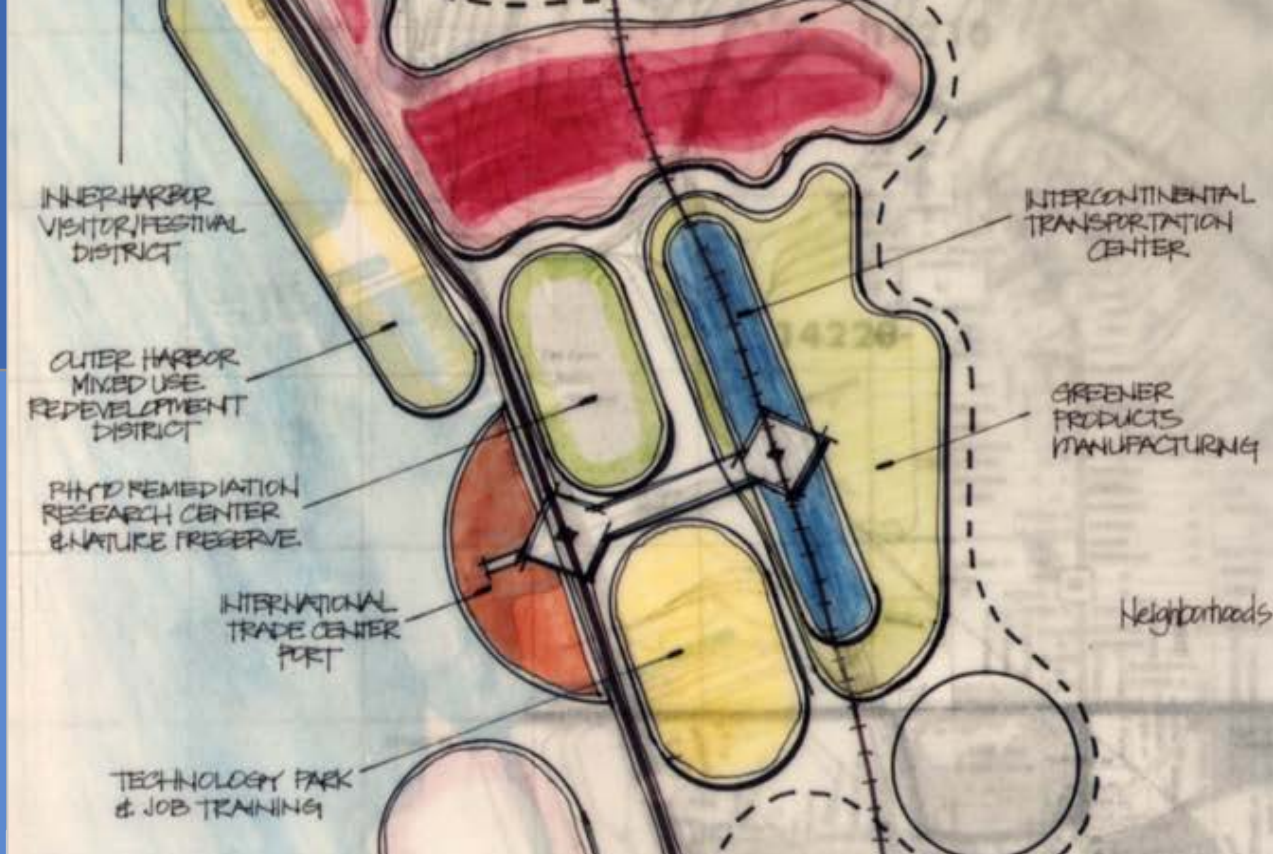
Truck & Rai

Buffalo, New York

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



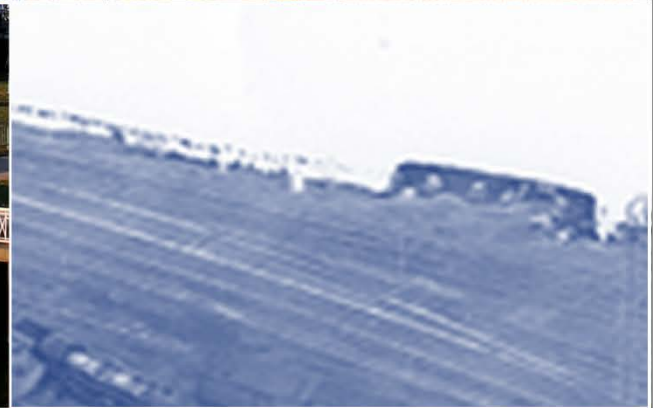
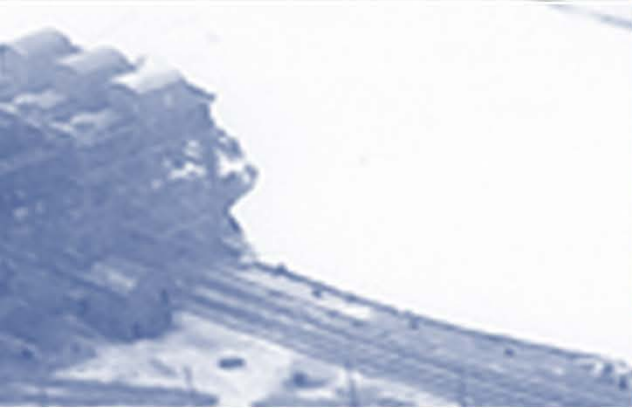
Before

Buffalo, New York

After



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



Lorain, Ohio



Before

Black River Ship Yard

Lorain, Ohio



After

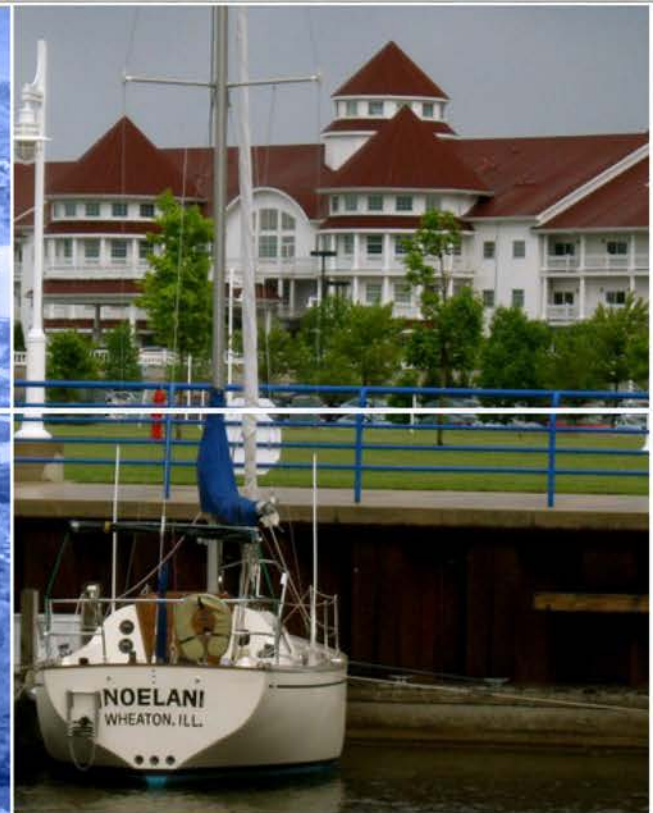
Lorain, Ohio

What led to success:

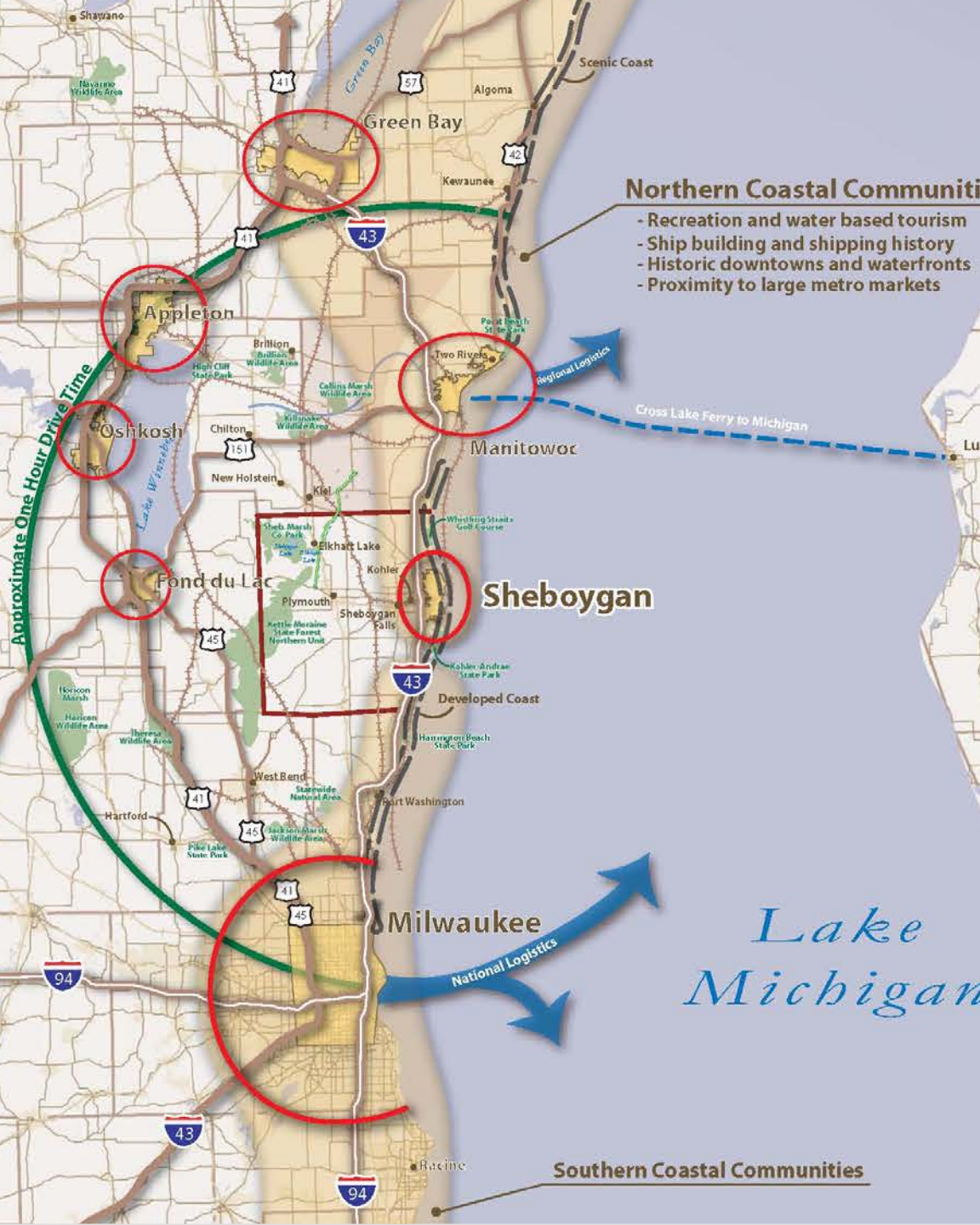
- Long-term efforts working with Port Authority to assemble and clean up sites
- Getting the housing in place



Lorain, Ohio



Sheboygan, Wisconsin



A chain of historic industrial ports:

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

Sheboygan, WI

Challenges:

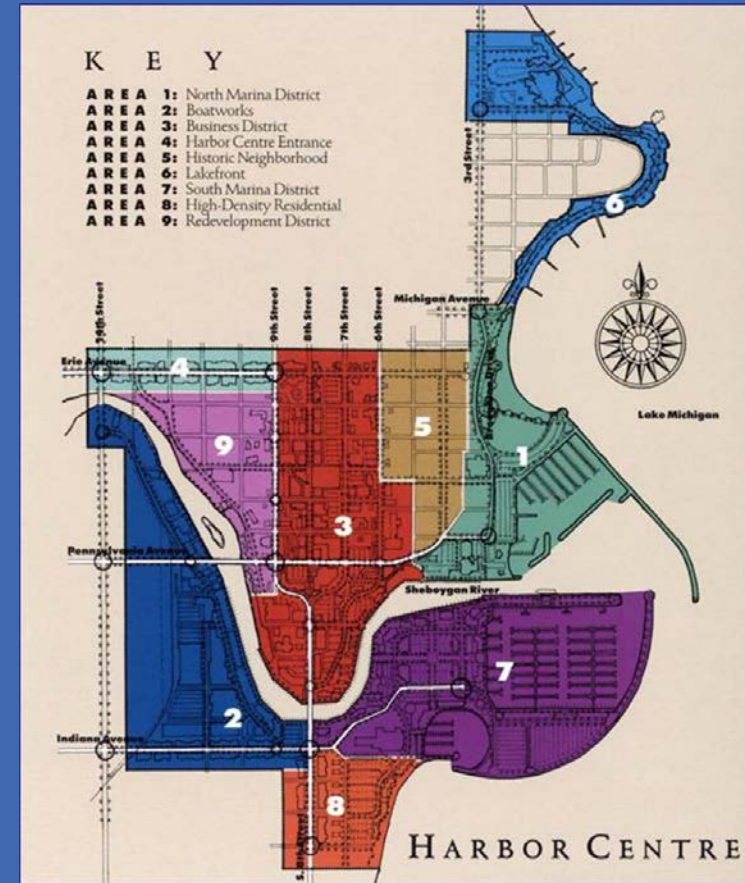
- Waterfront with large manufacturing and coal storage use: South Pier coal site: 45 acre brownfield
- Industrial uses over 14 miles of Sheboygan River USEPA Superfund site and DNR Area of Concern



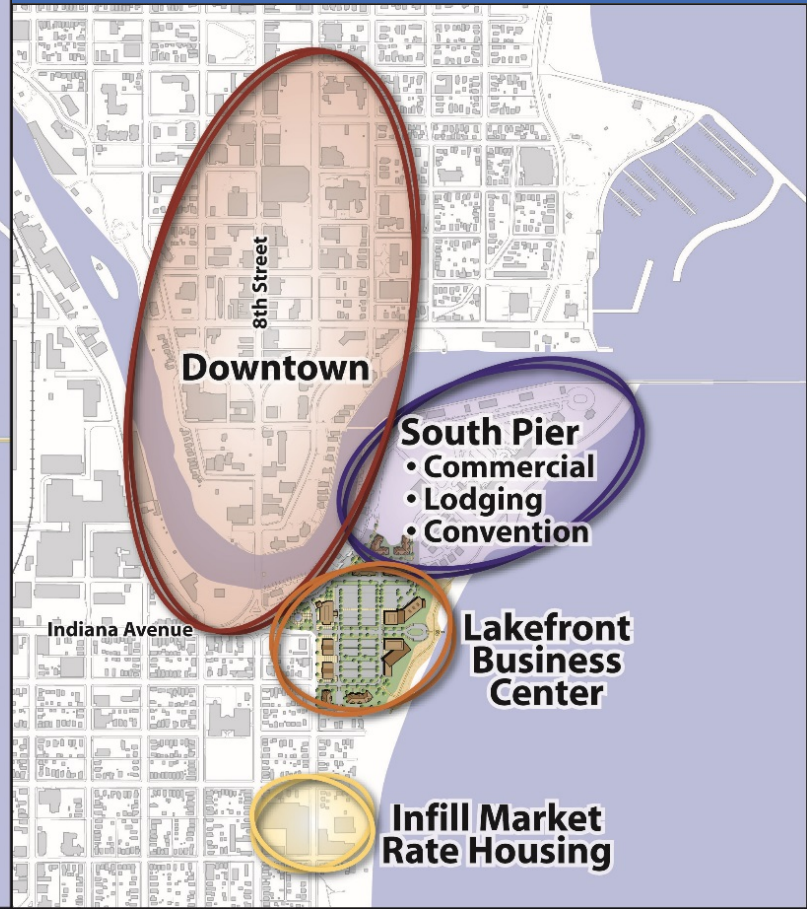
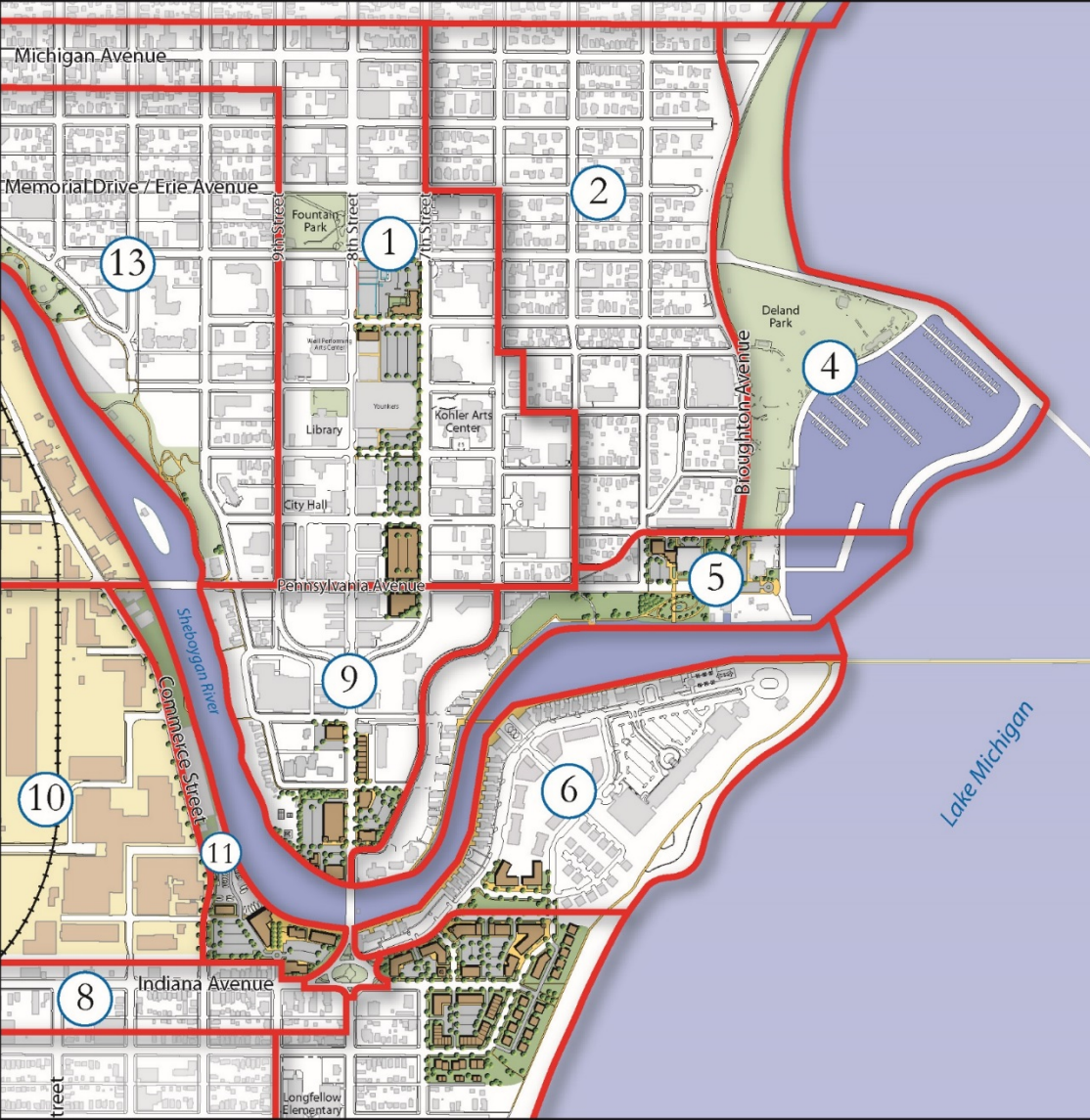
Sheboygan, Wisconsin

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



Sheboygan, Wisconsin



Sheboygan, Wisconsin

Before



Sheboygan, Wisconsin



During
clean up

Sheboygan, Wisconsin



After

Sheboygan, Wisconsin

Next push:

- Important to create and communicate a relevant, viable, and exciting vision



a prestigious tech corridor harboring regional assets, top talent, and a fresh global view



Sheboygan, Wisconsin
Indiana Avenue Tech Corridor



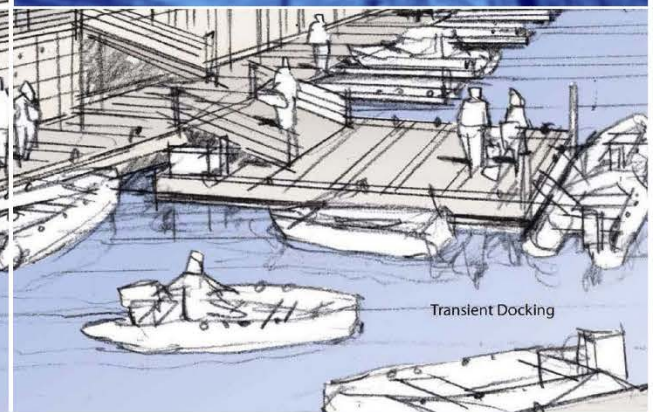
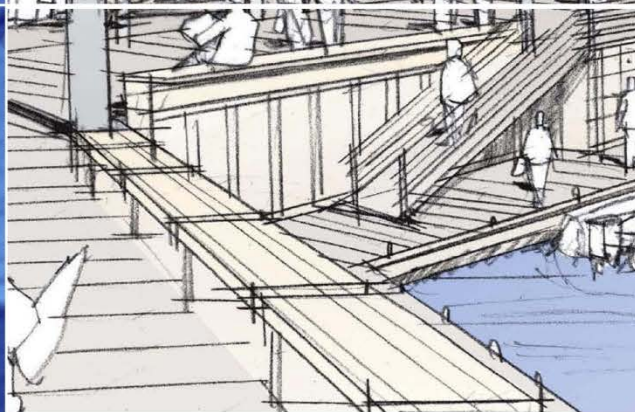
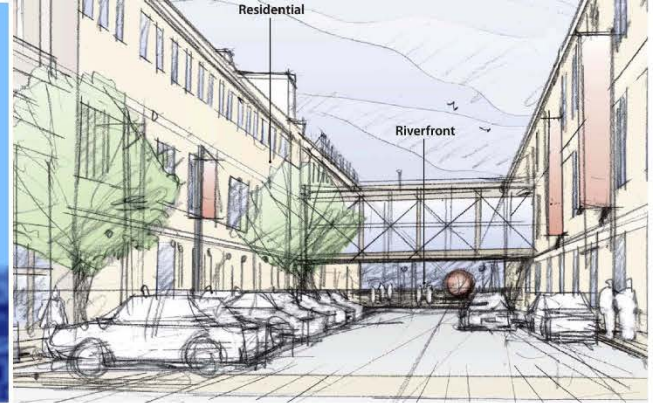
Sheboygan's South Pier: confluence of working shoreline and new investment



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

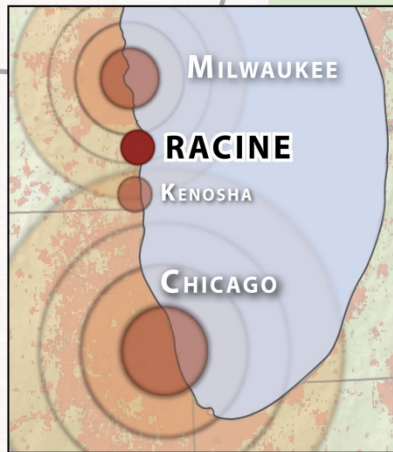
Racine, Wisconsin

Lakefront and Root River – a work in progress



CREATING A SENSE OF PLACE

Root River Corridor Redevelopment Project
Racine, Wisconsin



← To 94 (~ 20 Minutes from Downtown Racine)

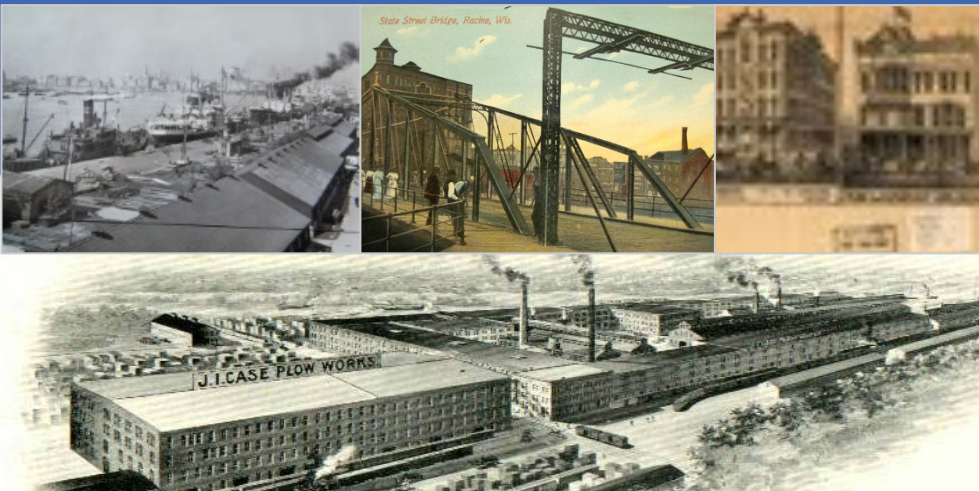
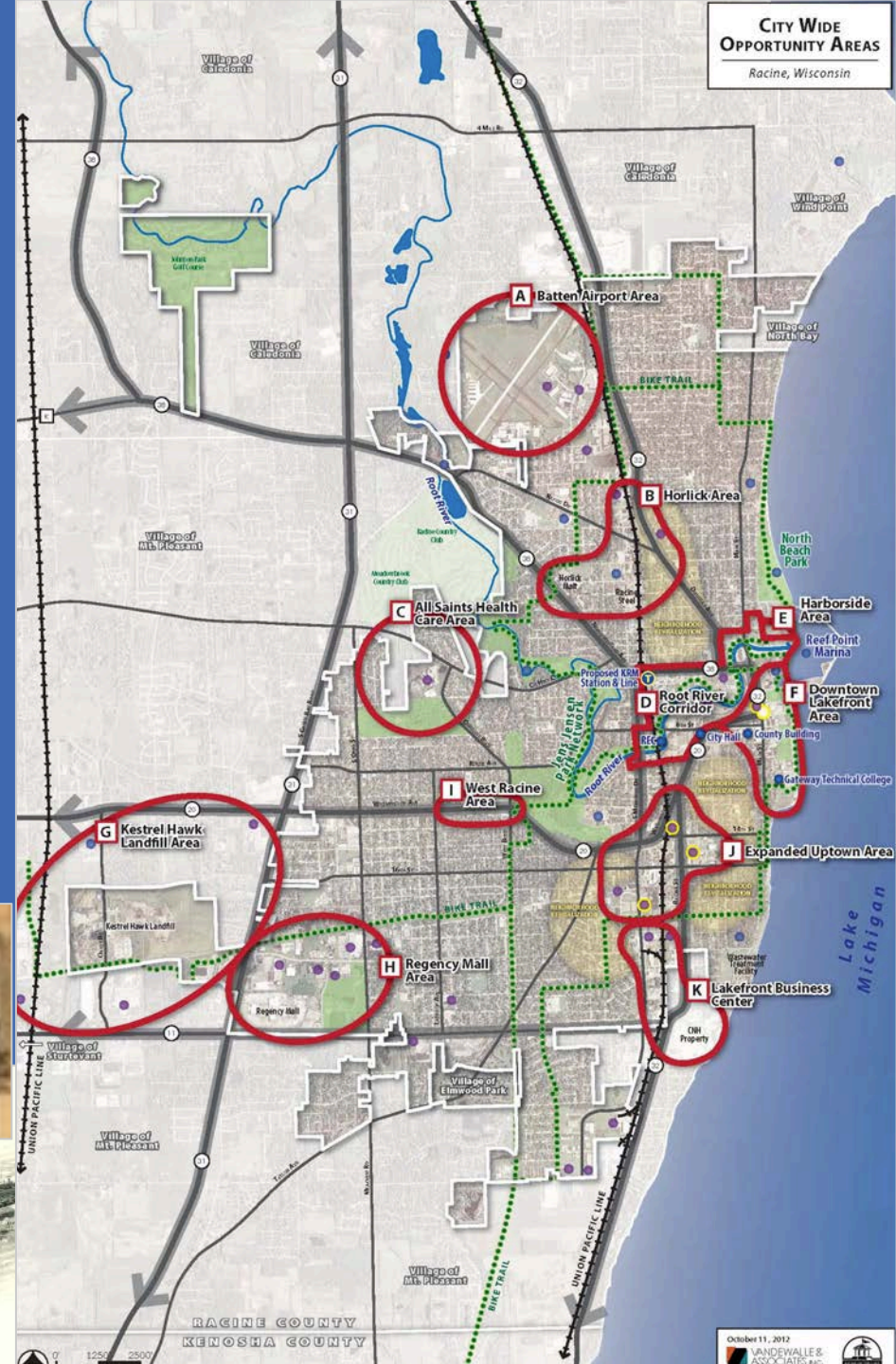
↶ To Milwaukee via 94 (~ 45 Minutes to Downtown)

↷ To Chicago via 94

Racine, Wisconsin

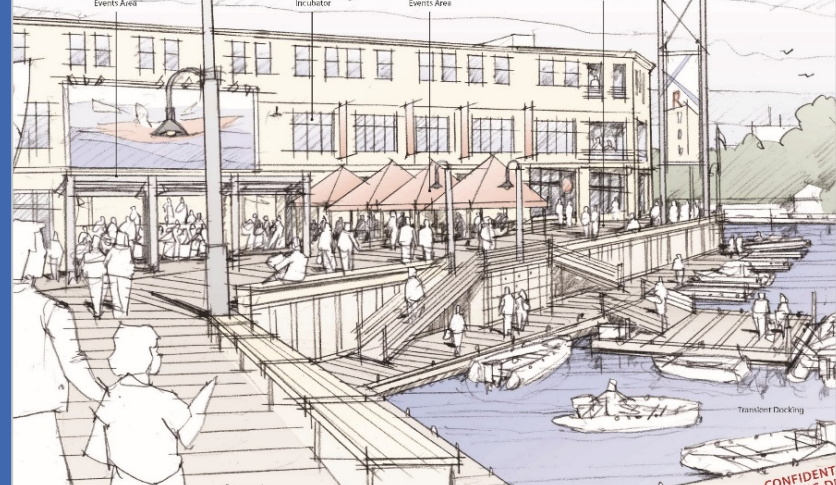
The challenges

- 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



RootWorks—Revitalizing Racine's Urban River Corridor

RootWorks

Racine, Wisconsin



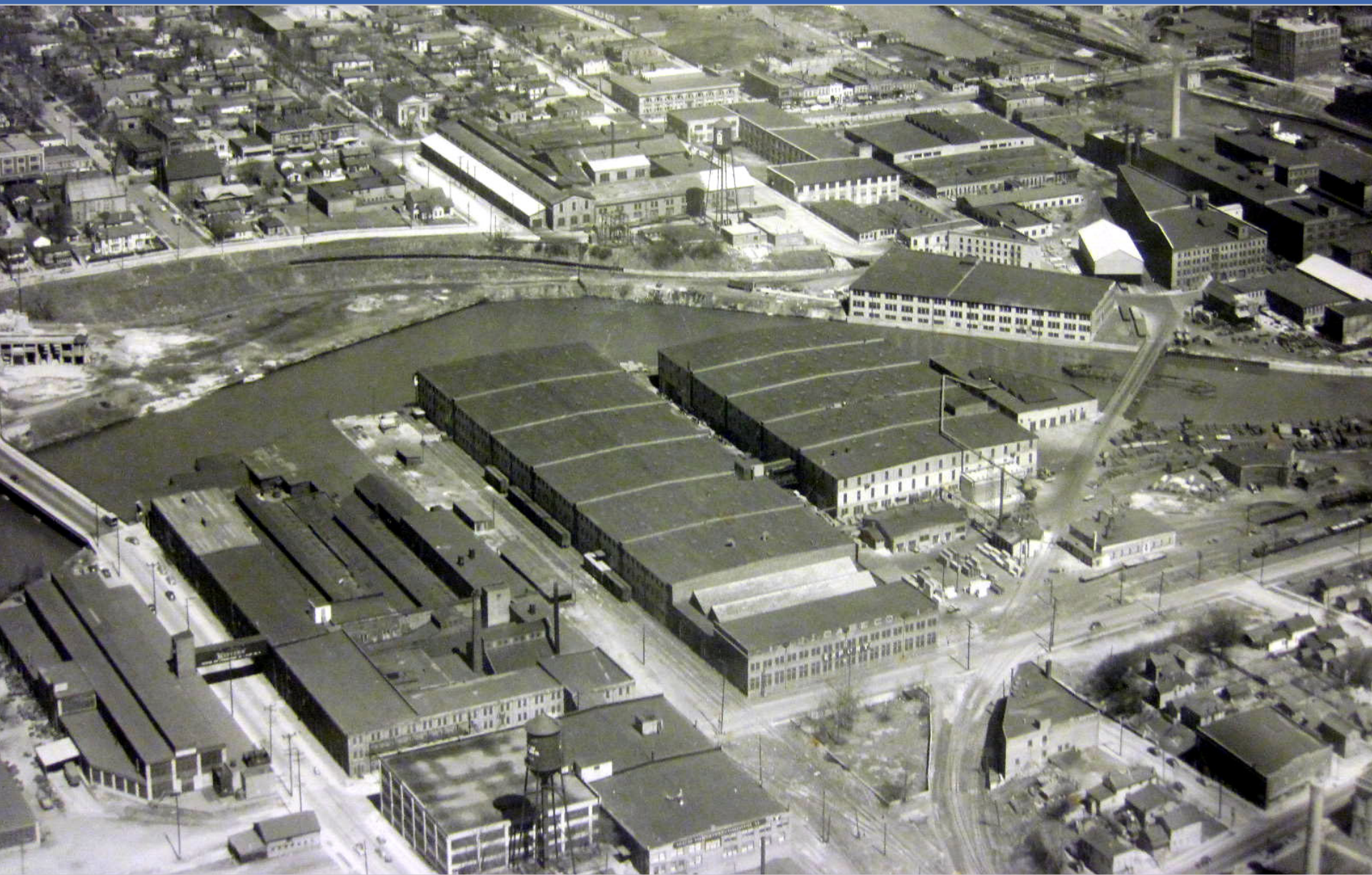
MACHINERY
ROW
RACINE, WI

MACHINERY ROW

Rebirth of Racine's Historic Riverfront

Racine, Wisconsin

Before



Racine, Wisconsin

In Progress

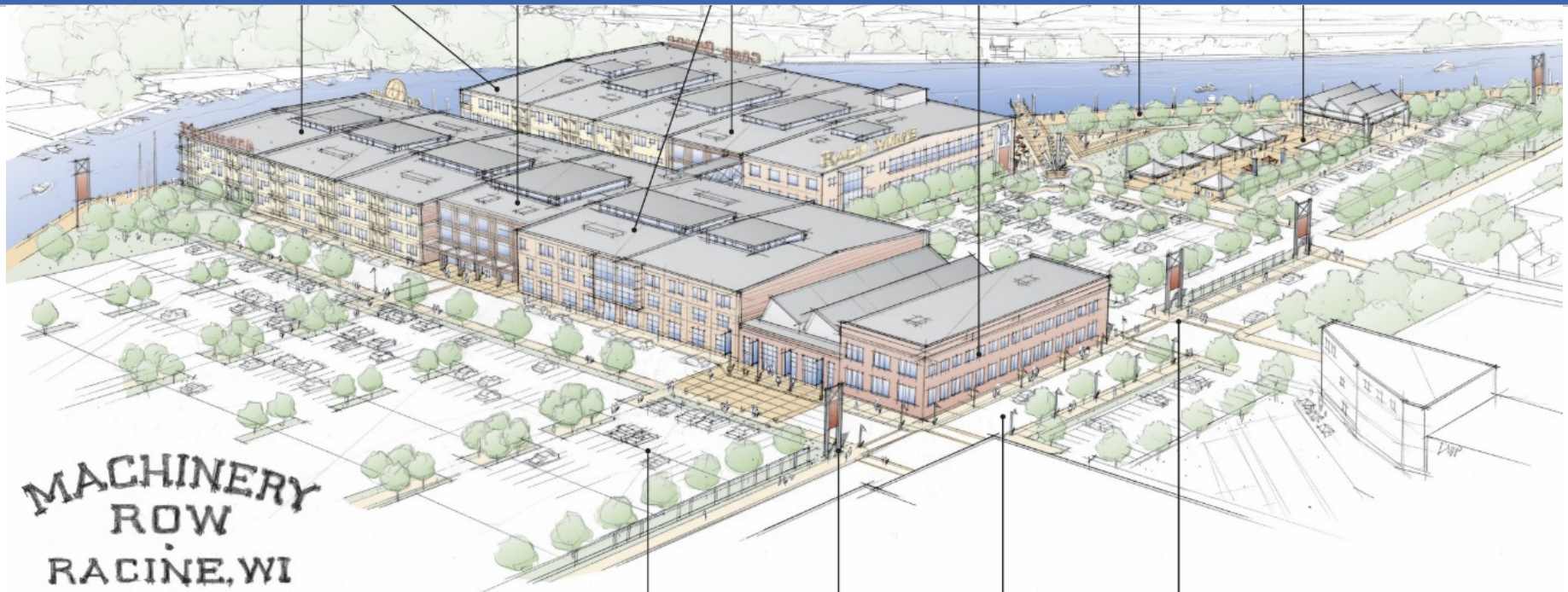


MACHINERY
ROW
RACINE, WI

Racine, Wisconsin

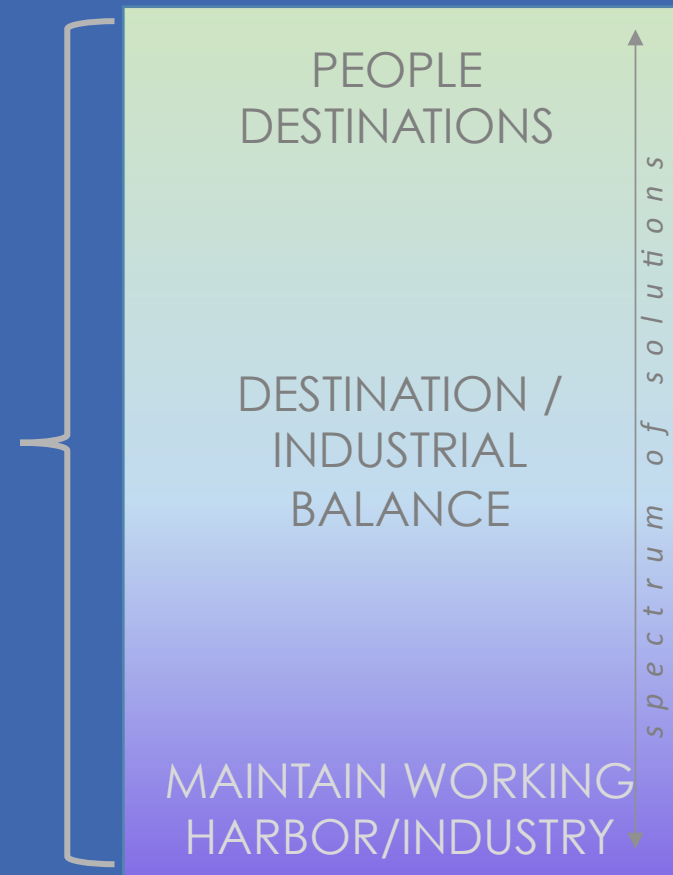
Success will be achieved through partnerships

- 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

A scenic view of a city skyline at dusk, reflected in a body of water. In the foreground, a wooden dock extends into the water, with a rocky shoreline on the left. The city skyline in the background features several illuminated buildings, including a prominent tall skyscraper. The sky is a mix of blue and orange, suggesting the time is either dawn or dusk.

- 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



Questions?



VANDEWALLE &
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Shaping places, shaping change

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Madison . Milwaukee

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