

The background is a dark blue field filled with various shades of blue gears of different sizes, some overlapping. On the left side, there is a vertical strip with a colorful, abstract, and somewhat pixelated pattern in shades of orange, yellow, and brown.

2005 Park East Redevelopment Compact

Milwaukee, WI



Good Jobs and Livable Neighborhoods Coalition

Formed in 2003

An ad hoc coalition of community, faith,
and labor groups interested in promoting
accountable development and the
community benefits agreement model.



Milwaukee's Park East Corridor

24 acres of developable land created by the demolition of an elevated freeway spur on the northern edge of downtown



1st Approach: Community Benefits Agreement in the Redevelopment Plan

- ✱ Voted down by RACM, December 2003

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2nd Approach: Community Benefits Ordinance

Would only apply to projects built within the redevelopment boundaries that received \$500,000+ in City financial assistance

- ✱ Defeated 9 to 6 in Common Council, June 2004



Declaring the Park East Holy Ground, fall 2004

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Park East Redevelopment Compact

- ✦ Prevailing Wage
- ✦ Minority Participation
- ✦ Affordable Housing
- ✦ Local Hiring and Training
- ✦ Environmental Issues
- ✦ Community Advisory Committee



Coalition
members
fill the
County
Board
room for
the vote



Victory! February 2005

The Milwaukee County Board of Supervisors passes landmark legislation establishing a community benefits agreement for their entire 16 acres of land



Development moving forward

- ✦ 4 parcels of land have been put up for bid by Milwaukee County, \$10 m and hundreds of new jobs
- ✦ All the proposals meet the PERC
- ✦ Some intergovernmental cooperation issues
- ✦ Need affordable housing in the corridor
- ✦ Changing paradigm about expectations from development, a new baseline of standards



GJLN Coalition 2008 projects

- ✦ Educate the community about accountable development & get more residents involved!
- ✦ Organize residents to drive the redevelopment plan for the former A.O. Smith/Tower Automotive plant
- ✦ Work towards a Community Benefits Agreement (CBA) at the former A.O. Smith/Tower Automotive Site
- ✦ Fight for a uniform “Good Jobs” Ordinance that applies to all development projects that receive \$500,000 or more in public subsidy



We're Ready to Work Rally, March 2007