



**OVERCOMING BARRIERS TO THE REDEVELOPMENT OF PETROLEUM  
BROWNFIELDS AND OTHER VACANT PROPERTIES: THE WISCONSIN APPROACH**

**Ambassador Hotel**

2308 West Wisconsin Avenue  
Milwaukee, WI 53233

May 18<sup>th</sup> & 19<sup>th</sup> 2010

**WORKSHOP AGENDA**

**WORKSHOP VISION:**

To provide an opportunity for key federal, State, and local decision makers and stakeholders in Wisconsin's Redevelopment Program to share approaches and identify ways to improve collaboration, coordination, and program implementation for redevelopment of petroleum brownfields and other vacant properties in a manner that achieves environmental justice and sustainable communities.

**WORKSHOP GOALS:**

- Identify the role of key aspects of Wisconsin's Redevelopment program—including coordination and collaboration, end-use planning, and financing—for the seamless integration of redevelopment of petroleum brownfields along with other vacant properties.
- Discuss how Wisconsin's redevelopment program is meeting broader redevelopment, sustainability, and equity objectives.
- Identify current legal or policy obstacles and possible approaches for overcoming them.
- Develop approaches for improving collaboration for meeting goals common to all stakeholders including within Wisconsin and EPA.
- Identify aspects of Wisconsin's program that support:
  - Collaborative, community-based approaches to address environment and public health challenges in minority, low-income, and vulnerable communities; and
  - Integrated housing and transportation-based community development.



## Day I (Tuesday, May 18<sup>th</sup>)

9:00 – 9:30

### WELCOME, INTRODUCTIONS, AND WORKSHOP OVERVIEW

#### Opening Remarks

- Jim Schmidt, WDNR
- Steve McNeely, EPA

#### Workshop Goals & Overview

- Sandra Nichols, ELI

#### Introduction of Participants

- *Facilitator:* Vrinda Manglik, ELI

9:30 – 11:00

### SESSION 1: COMPONENTS OF INTEGRATED AND EFFECTIVE REDEVELOPMENT PROJECTS

#### Wisconsin's Program

##### *Presentation topics:*

- Timeline of Wisconsin's program
- Keys to the program's success
- Highlighting how petroleum sites are incorporated

##### *Speakers:*

- Andrew Savagian, WDNR
- Jason Scott, WI Dept. of Commerce

#### Federal Initiatives

##### *Presentation topics:*

- Objectives and key elements of relevant Programs:
  - EPA Underground Storage Tanks Program
  - EPA Showcase Communities and Other Programs
  - EPA-HUD-DOT Partnership for Sustainable Communities

##### *Speakers:*

- Adhir Kackar, EPA and Jim Van der Kloot, EPA Region 5
- Alan Walts, EPA Region 5
- Steve McNeely, EPA and Kevin Hill, EPA Region 5



## Assessing State Programs: ELI's Framework for Analysis of Brownfields Programs

### *Presentation topics:*

- Overview of the project
- Assessment parameters: Project Planning, Information Management, Legal Tools, Resources, Implementation, Communication and Outreach

### *Speaker:*

- Jordan Diamond, ELI

### SESSION 1 DISCUSSION QUESTIONS:

*What is the relationship between state and federal efforts? What are the primary focus areas of current redevelopment efforts? How comprehensive is the analytical framework?*

### SESSION 1 OUTCOMES:

*Participants will share a common vocabulary and framework for evaluating the success of redevelopment programs and will understand the goals and objectives of partner institutions. The common vocabulary and framework will facilitate drawing lessons from the projects presented in subsequent sessions.*

## 11:00 – 11:15 NETWORKING BREAK

## 11:15 – 12:30 SESSION 2: REDEVELOPMENT PROJECTS: ELEMENTS FOR SUCCESS

*Neenah's use of project planning, community involvement, legal tools, and the leveraging of financial resources; Prairie du Chien's use of federal funds including petroleum-specific funds to redevelop a key downtown corridor for Gateway #2*

### *Speakers:*

- Bill Scott, Gonzalez Saggio & Harlan LLP
- Garth Frable, Prairie du Chien

### SESSION 2 DISCUSSION QUESTIONS:

How did project planning, information management, legal tools, resources, program implementation, communication and outreach play a role in each of these projects? What were the keys in each project?

How did you identify the boundaries of the project? Did you use Wisconsin's property inventories at the planning stage? Are you engaging in risk-based corrective action, incorporating tools such as engineering and institutional controls? How are these elements monitored? How is the local, state, and/or federal government involved in the project? Which state agencies in particular were involved? The department of transportation? What role did



petroleum play in the project? What has been/will be critical to accessing and coordinating sufficient local, state, and federal financial and technical resources for the project? How has the timeline of assistance affected the project? What role have incentives played in project design and implementation? How was public participation encouraged and facilitated at key points of the project development process? What were the key challenges at the various stages of the project? How did you/do you plan to monitor and showcase the benefits of the redevelopment (e.g. jobs created, housing created, etc.)?

**SESSION 2 OUTCOMES:**

*Participants will better understand the way that the key elements fit together and have examples of effective application of the elements to use as a model for future efforts.*

**12:30 – 1:30**

**LUNCH**

**1:30 – 4:00**

**SESSION 3: KEYS TO WISCONSIN'S REDEVELOPMENT AND REVITALIZATION PROGRAM FOR PETROLEUM BROWNFIELDS AND OTHER VACANT PROPERTIES**

**Brownfields Study Group and Public-Private Partnerships**

*Presentation topics:*

- History of the study group starting from brownfields and bagels
- Achievements of the study group
- Role of the study group
- How public-private partnerships form
- Partnership achievements
- How to institutionalize the partnership process

*Speakers:*

Art Harrington, Godfrey & Kahn  
Bill Scott, Gonzalez Saggio & Harlan LLP

**Financial Resources and Information**

*Presentation topics:*

- Overview of Financial Resources Guide
- Performance-based contracting and innovative financial mechanisms
- The additional challenges of redeveloping in an economic downturn



*Speakers:*

- Michael Prager, WDNR
- James Drought, Shaw Environmental, Inc.

**Current Challenges to Redevelopment of Petroleum Brownfields and other Vacant Properties in Wisconsin, *Group Discussion***

*Facilitator:* Jordan Diamond, ELI

SESSION 3 DISCUSSION QUESTIONS:

What prevents the accomplishment of more projects like those we've heard about? Are there tools or approaches we have heard about during the previous discussions that could be used more broadly or institutionalized? What if anything could have improved the projects we have discussed? What progress is being made through Redevelopment and Revitalization in Wisconsin? Do programs consider environmental justice and equity concerns?

SESSION 3 OUTCOMES:

*Participants will have a detailed understanding of the key tools of Wisconsin's program and be aware of current challenges and potential solutions facing the program.*

**4:30**

**Visit to ESSER PAINT REDEVELOPMENT AREA:**

We invite workshop participants to join us for a site visit to the Esser Paint Redevelopment Area in the 30<sup>th</sup> Street Corridor. This building, slated for demolition, is located on an industrial rail line but is also integrated into the neighborhood. The project has received funding at the local, state, and federal levels for tank removal, hot spot excavation, site investigation, and demolition, and also has an urban garden component. We will not enter the building, but will walk around the site and will also meet with local residents and business owners.

**5:30**

**Optional Dinner at AMARANTH BAKERY & CAFÉ:**

**3329 West Lisbon Avenue, Milwaukee (Walnut Hill neighborhood)**

Join us for an informal, optional dinner at Amaranth Bakery & Café in the Walnut Hill neighborhood, a prominent component of the revitalization of the West Side of Milwaukee.

This dinner is raising funds for the community garden of the 30<sup>th</sup> Street Corridor, a collaboration with UW-Extension service and the City of Milwaukee, and others, to be installed this year. Typical donations are \$10 per meal.



## Day II (Wednesday, May 19<sup>th</sup>)

### 9:00 – 12:15      **SESSION 4: THE CONCEPTION, MANAGEMENT, ACHIEVEMENT, AND EVALUATION OF AREA-WIDE REDEVELOPMENT – TRANSFERRING LESSONS**

#### **I. Menomonee Valley**

*Presentation topics:*

- History of the project
- Players involved in the project
- Critical aspects of the project including early consideration of end uses and goals including job creation; evaluation of environmental conditions; coordination; sustainable development guidelines; and post facto evaluation
- Key challenges and how they were overcome

*Speakers:*

- Corey Zetts, Menomonee Valley Partners
- Peter McAvoy, Sixteenth Street Health Clinic
- Dave Misky, City of Milwaukee
- Margaret Brunette, WDNR
- Kevin Shafer, Milwaukee Metropolitan Sewerage District
- Dave Scherzer, The Sigma Group

#### **II. The 30<sup>th</sup> Street Corridor**

*Presentation topics:*

- History of the project
- Players involved in the project
- Critical aspects of the project
- Combining state and federal tools: state BID, state enterprise development zone, EPA assessment and remedial action plan grants, revolving fund for prioritized redevelopment
- Accessing federal resources: federal enterprise community, federal brownfields showcase community

*Speakers:*

- Brenna Holly, 30<sup>th</sup> Street Industrial Corridor
- Tory Kress, City of Milwaukee
- Andrew Savagian, WDNR
- Marilou Martin, EPA R5



**SESSION 4 DISCUSSION QUESTIONS:**

How did project planning, information management, legal tools, resources, institutional structures, communication and outreach play a role in each of these projects? What were the keys in each project?

How was the public-private partnership formed? How did you identify the boundaries of the project? Did you use Wisconsin's property inventories at the planning stage? How did you identify relevant state and federal resources and what was key to your success in obtaining them? Do you have sufficient resources to actualize the project? Were incentives an important factor in the planning process? If there were petroleum sites within the area, did this raise any additional concerns? Are you engaging in risk-based corrective action, incorporating tools such as engineering and institutional controls? How do state and federal partners and resources work together? How is the local government involved in the project?

**SESSION 4 OUTCOMES:**

*Participants will better understand the way that the key elements—including coordination and collaboration within Wisconsin among agencies, community groups, local governments, and the private sector and with EPA, as well as end-use planning and financing—fit together in area-wide projects and will have examples of effective application of the elements to use as models.*

**12:15 – 1:15      LUNCH**

**1:15 – 3:30      SESSION 5: COMMON GOALS—ACHIEVING BROADER CONCEPTS OF SUSTAINABILITY AND ENVIRONMENTAL JUSTICE THROUGH BROWNFIELDS REDEVELOPMENT**

**I. Broader Concepts of Sustainability and EJ**

*Topics covered:*

- Elements of a sustainable project
- Monitoring and evaluating success

*Speaker:*

Professor Christopher de Sousa, University of Wisconsin-Milwaukee, Department of Geography

**II. Drawing Conclusions and Next Steps for Advancing and Sharing Wisconsin's Model: Preliminary Conclusions and Facilitated Discussion**

*Topics covered:*

- Review of the identified approaches for meeting common goals
- Review of the current challenges and potential solutions



- Improving collaboration in the future
- What states need from their federal partners

*Speakers:*

- Darsi Foss, WDNR
- Garth Frable, Prairie du Chien
- Brian Taylor, Department of Commerce (*invited*)
- Jim Van der Kloot, EPA Region 5
- Sandra Nichols, ELI

SESSION 5 DISCUSSION QUESTIONS:

How can Wisconsin advance sustainability in its projects and programs? What are the key areas where EPA can learn from Wisconsin? What are the key areas where Wisconsin and EPA can better collaborate? What would WI recommend to colleagues from other states in order to advance a WI-like approach? How to legislate this effective approach? How to encourage the info-gathering?

SESSION 5 OUTCOMES:

*Participants will have a frame of reference for evaluating and improving project and program sustainability. Participants will also have an understanding of the keys to Wisconsin's brownfields successes, models to transfer, and be aware of current programmatic challenges and possible approaches for overcoming them.*