

# *Re-industrialization*

## **Larry Witzling**

Overview of re-industrialization issues, steps for reindustrializeion on the ground

## **Wyman Winston**

State and regional perspective, supporting industry and housing

## **Joe Schuller**

Clilent perspective, facility design and site develoment





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### Reindustrialization and Redefining Mixed-use

#NPC188195

CM | 1.25

From urban food production and craft breweries to local manufacturing and artisan workshops, “makerspaces” are resurrecting our cities. Cities should encourage the collocation of small-scale industry with housing and amenities to reinvent the healthy mixed-use districts from prior generations.

April 21, 2018, 10:45 a.m. to 12:00 p.m. CDT

[Stephanie Hacker, AICP](#) | [Wyman Winston](#) | [Donald Carter, FAICP](#)

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The Planners Library column from Planning's November 2011 issue reviews books on a plan for recovery, back on the Oregon trail, sustainability in America's cities, and more.

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## Coming Soon: Lake Erie Wind Power

As the U.S. begins to explore wind-generated, offshore renewable energy, some in the industry have identified Lake Erie as a prime candidate.

Fred.Olsen Renewables, a Norwegian wind farm developer, has partnered with the Cleveland-based nonprofit Lake Erie Energy Development Co. (LEEDCo) on a \$120 million project to build six turbines about eight miles offshore from Cleveland — the first of its kind to be built in a Great Lake. LEEDCo obtained legal approval from the Ohio counties that regulate lake-bottom use and has applied for federal and state permits for an April 2018 construction start.

Energy engineers calculate that Lake Erie has the long-term potential generating capacity of about 50 gigawatts of electricity annually, roughly equal to the output capacity of 10 nuclear power plants. In addition to the power-generation potential, LEEDCo hopes the project will help make the Great Lakes region an incubator for new technology and manufacturing in the growing wind turbine energy-generating industry.

"The primary goal of the project has always been to help in the **reindustrialization** of this area and to help clean and heal the environment as we do so," says Lorry Wagner, the president of LEEDCo.

LEEDCo has received \$2 million in startup funding from the Cleveland Foundation, as well as the backing of environmental organizations like the Sierra Club. Additionally, the Great Lakes Commission — a consortium of local governments, states, and provinces in the U.S. and Canada — has put their influence behind plans for wind farms in all five of the Great Lakes.

## How they did it

Matthew Slavin, a consultant with the Washington, D.C.-based Sustainingrup, is the editor of *Sustainability in America's Cities: Creating the Green Metropolis* (2011; Island Press; 285 pp.; \$40). The 10 essays cover eight cities: Portland (Oregon), Milwaukee, Phoenix, Washington D.C., San Francisco, Honolulu, Philadelphia, and New York. In the final chapter Slavin touches on a number of others.

As Kent Portney (Tufts University) points out in his foreword, urban sustainability has come a long way from the sustainable indicators movement. Still, there are very few nonpromotional accounts explaining the "best practices" in use across the country. This collection happily includes cities both familiar and unfamiliar to the sustainability literature. Each chapter focuses on a specific initiative such as climate action, LEED, mobility, stormwater management, and food supply.

Christopher De Sousa's contribution on Milwaukee's 1,400-acre, inner-city Menomonee Valley is of particular interest because the city chose to pursue **reindustrialization** rather than retail and white-collar redevelopment alone. The keys to its success were the development of public-private partnerships and a strong definition of sustainability that includes economic opportunity. In 2005, the city passed a policy requiring buyers of land in the valley to guarantee a \$12 hourly wage for employees of new companies. This book achieves a rare balance of global context and local detail in a growing and changing field.



East Tennessee Technology Park, p2

Washington State, p3

Allentown, PA, p4

Detroit, MI, p4

Steel Valley Authority, Pittsburgh, PA, p4

Milwaukee, WI, p9



reindustrialization



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**Reindustrialization** is the economic, social, and political process of organizing national resources for the purpose of re-establishing industries. The process proceeds as a result of a need to reinvigorate national economies.

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**Reindustrialization** is the economic, social, and political process of organizing national resources for the purpose of re-establishing industries. The process proceeds as a result of a need to reinvigorate national economies.

[Interpretations](#) - [Causes of ...](#)

[The Re-Industrialization of the United States? - Article - Harvard ...](#)

<https://www.hbs.edu/faculty/Pages/item.aspx?num=46105>

Talk of "re-industrialization" in the United States has been supported by a seeming resurgence in manufacturing, but this is driven more by the end of labor arbitrage and increasing coordination costs of offshore manufacturing. Aggressive restructurings and significant gains in worker productivity in the face of stagnant real ...

[Reindustrialization | Definition of Reindustrialization by Merriam-Webster](#)

<https://www.merriam-webster.com/dictionary/reindustrialization>

Definition of **reindustrialization**. : a policy of stimulating economic growth especially through government aid to revitalize and modernize aging industries and encourage growth of new ones.

[\[PDF\] The Reindustrialization of the United States Economic ... - Euler Hermes](#)

[www.eulerhermes.dk/oekonomisk-analyse/Documents/Outlook\\_no.1187.pdf](http://www.eulerhermes.dk/oekonomisk-analyse/Documents/Outlook_no.1187.pdf)

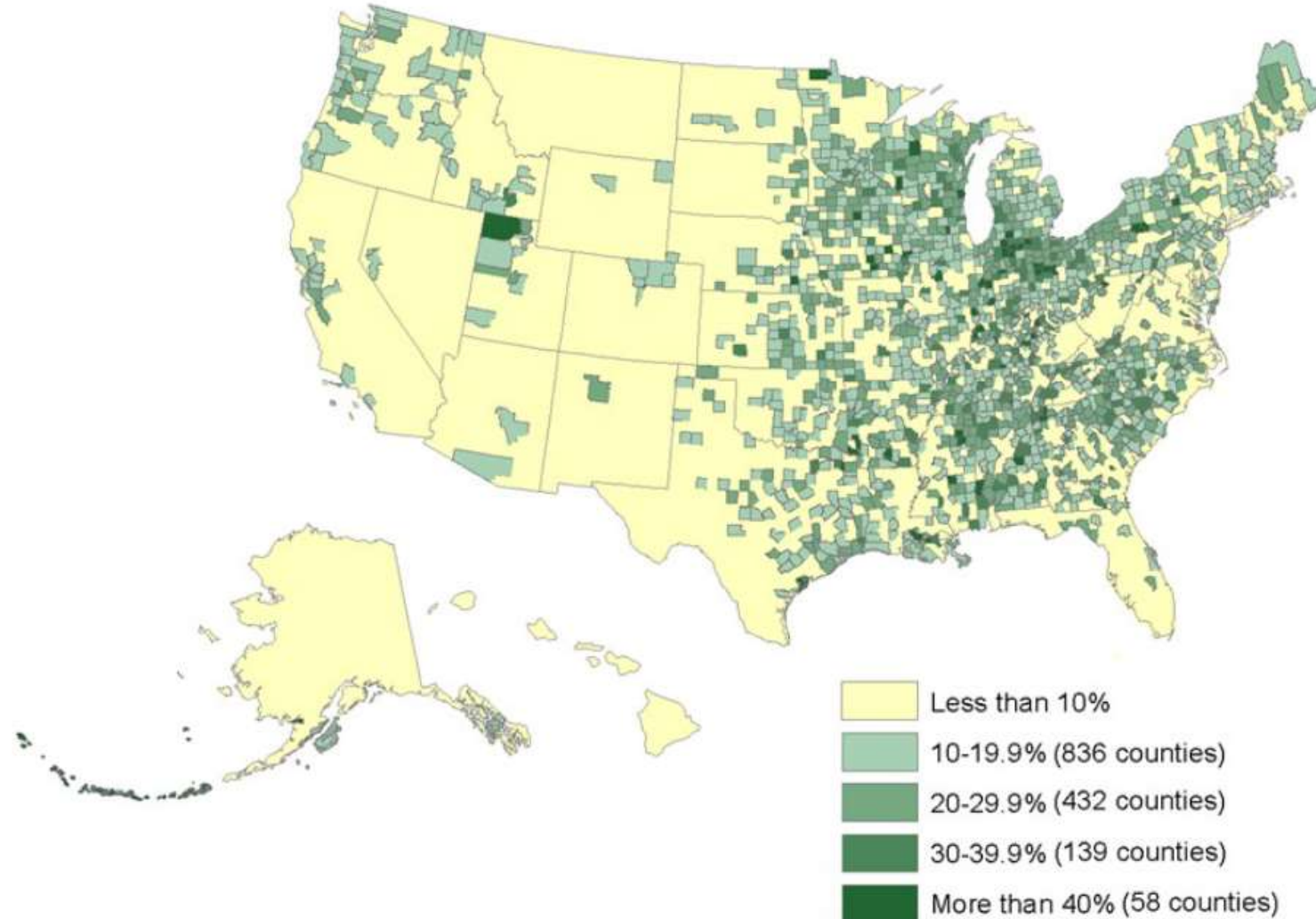
Jan 25, 2013 - Economic Outlook n° 1187 | Special Report | The **Reindustrialization** of the United States. Euler Hermes. 8. The favorable economic environment in the short-run for private sector development is a product of distinctly unfavorable conditions which actually started well before the Great Recession.





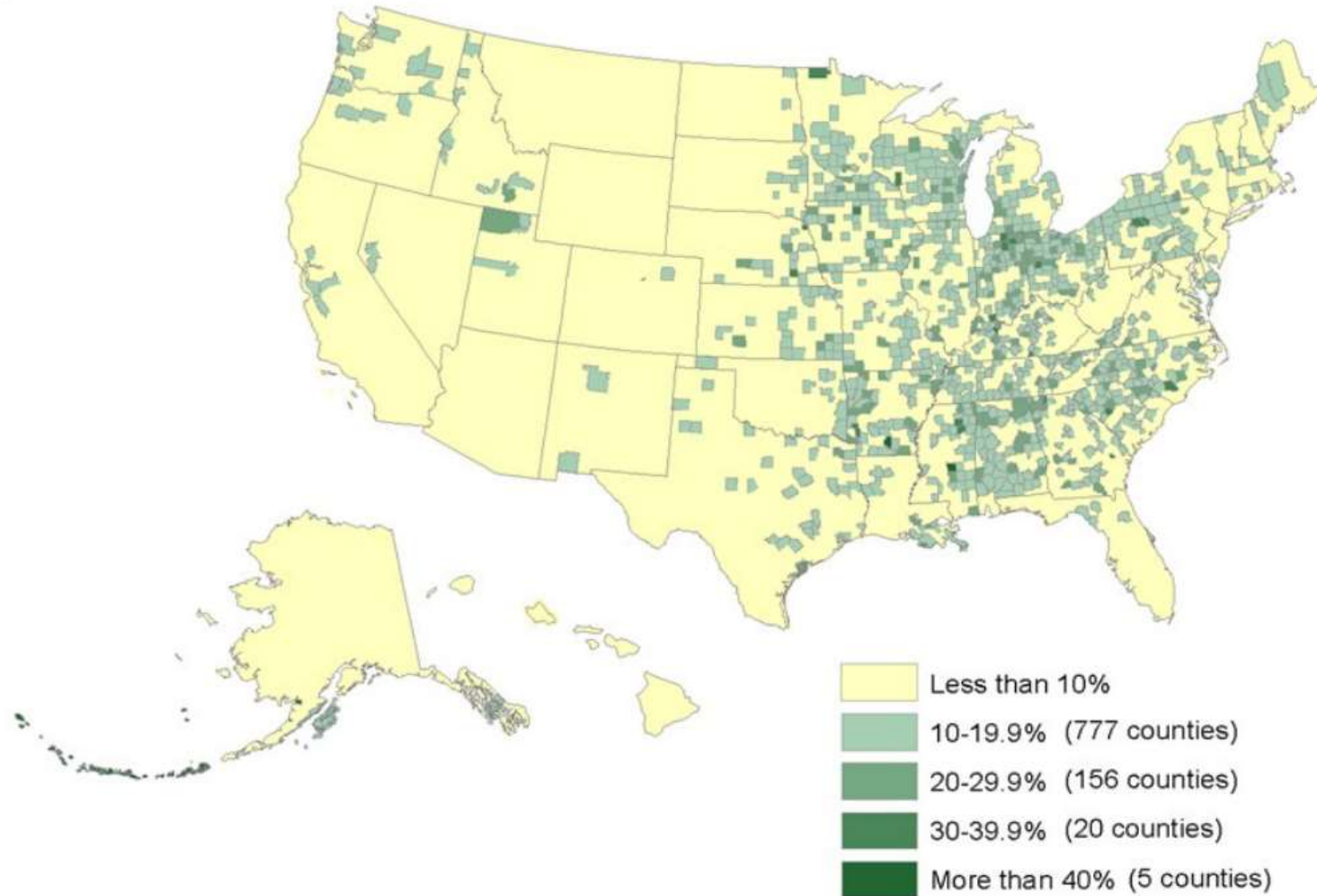
Source: ESA calculations with 2010 BEA earnings (series SA05N) data using totals, including farm, proprietorship, and self-employment.

## Share of Earnings Accounted for by Manufacturing by County, 2010



Source: ESA calculations with 2010 BEA earnings (series CA05N) data using totals, including farm, proprietorship, and self-employment.

## Share of Employment Accounted for by Manufacturing by County, 2010



Source: ESA calculations with 2010 BEA earnings (series CA25N) data using totals, including farm, proprietorship, and self-employment.





## Manufacturing Share of Total Earnings and Employment, Top Ten States, 2010

Earnings		Employment	
Indiana	22.3%	Indiana	13.1%
Wisconsin	20.2%	Wisconsin	12.9%
Iowa	17.6%	Iowa	10.6%
Michigan	16.8%	Arkansas	10.6%
Ohio	16.0%	Ohio	10.0%
Kansas	14.9%	Michigan	9.9%
Alabama	14.8%	Alabama	9.8%
Arkansas	14.6%	Mississippi	9.4%
South Carolina	14.6%	Kansas	9.2%
New Hampshire	14.5%	Kentucky	9.2%
National Average	9.9%	National Average	7.0%



# Conclusion


“...the manufacturing sector... (is) concentrated in the Midwest and the South.”

“...manufacturing is not isolated from the rest of the economy, and in places where a significant portion of economic activity is due to manufacturing, other types of businesses benefit.”

**“As the economy continues to recover, the hope and expectation is that manufacturing will continue its rebound and contribute to the generation of more relatively high paying jobs.”**

“The Geographic Concentration of Manufacturing Across the United States.” U.S. Department of Commerce, Economics and Statistics Administration, January 2013. Accessed April 12, 2018.  
<https://www.wmep.org/wp-content/uploads/2015/01/finalthegeographicconcentrationofmanufacturingacrosstheunitedstates.pdf>



A nighttime photograph of an industrial facility, possibly a refinery or chemical plant, with various structures and lights reflecting on a body of water in the foreground. A large red banner is overlaid across the middle of the image.

Opinion

# WHERE'S THE US MANUFACTURING HUB?

Look to the Midwest and the South, indicates a new US Commerce Department's Economics and Statistics report. What does this concentration mean for the economy?

The US manufacturing sector added roughly 500,000 new jobs from the beginning of 2010 through the end of 2012, and contributed more than 25 percent of the overall growth in gross output between 2009 and 2011 – this according to a report released in mid-January 2013 by the US Commerce Department's Economics and Statistics Administration (ESA).



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## Tax Law Creates New Opportunity Zone Program; Planners Must Act Early



### AT A GLANCE:

- Each governor is authorized to designate a certain number of Opportunity Zones into which private investment can flow through Opportunity Funds.
- Opportunity Funds are a new class of investment vehicles authorized to aggregate and deploy private investment into Opportunity Zones.
- U.S. investors are eligible to receive a temporary tax deferral and other tax benefits when they rollover unrealized capital gains into Opportunity Funds for a minimum of five years.
- Opportunity Funds are authorized to invest in Opportunity Zone Property:
  - Stock in a domestic corporation
  - Capital or profits interest in a domestic partnership
  - Tangible property used in a trade or business of the Opportunity Fund that substantially improves the property.



From urban food production and craft breweries to local manufacturing and artisan workshops, “[makerspaces](#)” are resurrecting our cities.



Cities should encourage the co-location of small-scale industry with housing and amenities to reinvent the healthy mixed-use districts from prior generations.





# *Learning Objective(s)*

1. Methods for integrating industry & mixed-use neighborhoods.
2. Models for combining industry and urban development
3. Need for integrating industry:

***pre-industrialization***

***post-industrialization***

***de-industrialization***

***re-industrialization***

**RE-INDUSTRIALIZATION ON THE GROUND:**  
***EIGHT STEPS TO OVERCOME***  
***A PLANNING BIAS AGAINST URBAN INDUSTRY***

**Larry Witzling**

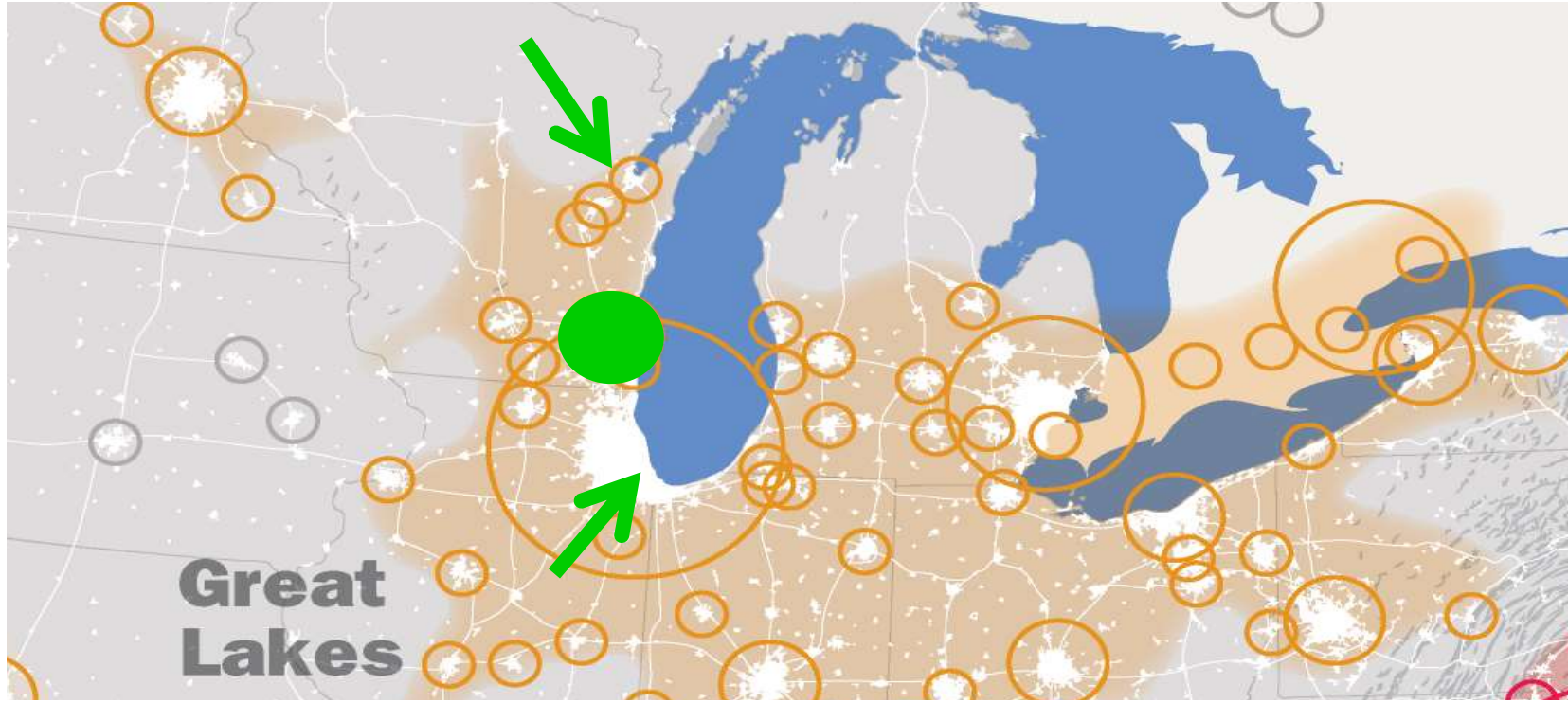


# What is “re-industrialization?”

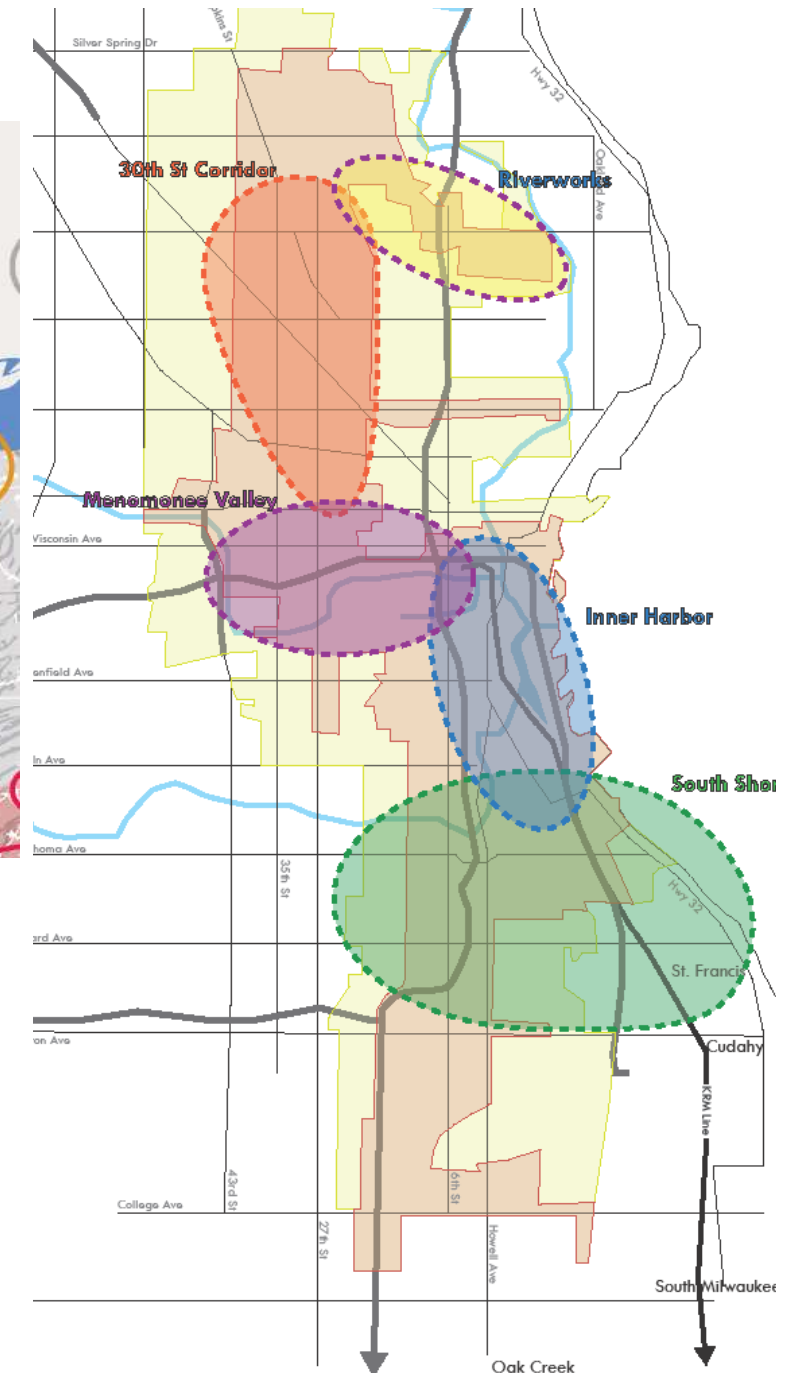
- pre-industrial – sustainable, resilient
- industrial – over consumption, economic power
- post-industrial – misplaced optimism, ideology
- de-industrial – workable, short-term fix
- *re-industrial – opportunity for long term resilience*



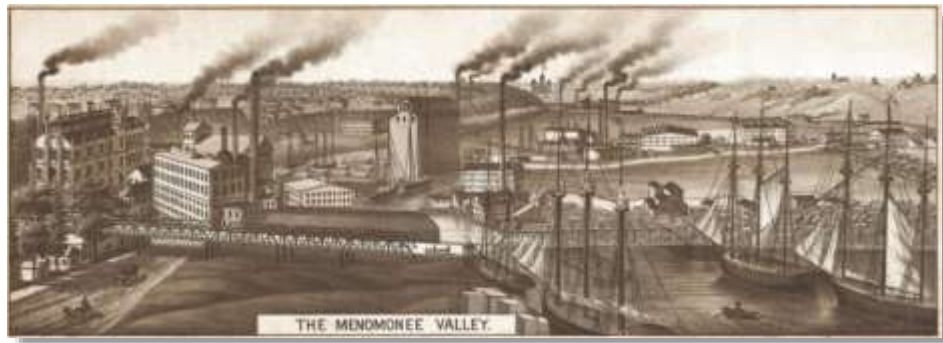
# STEP ONE: View re-industrialization as pro-urban



- Not the “rust” belt but the “blue” belt
- Abundance of potable surface water
- Reservoir of industrial talent
- Solid physical infrastructure







Milwaukee is not just beer and sausage, but also factories, gears, shovels, and bikes.

- *History of “visionary” pragmatism*
- *Demolish a freeway for new growth*
- *Choosing to “re-industrialize”, not just “de-industrialize”*







One of Milwaukee's earliest branding efforts was a poster claiming "*Milwaukee feeds and supplies the world.*" Today, our baseball team is called the "brewers" and our favorite football team is named after meat "packers."



# STEP TWO: Analyze residual sites of industrialization





# STEP THREE: find site design patterns that work

Three tales of industrial site design

*“Beauty and the beast” or “An engine in a garden”*

**A. Industry down the road**

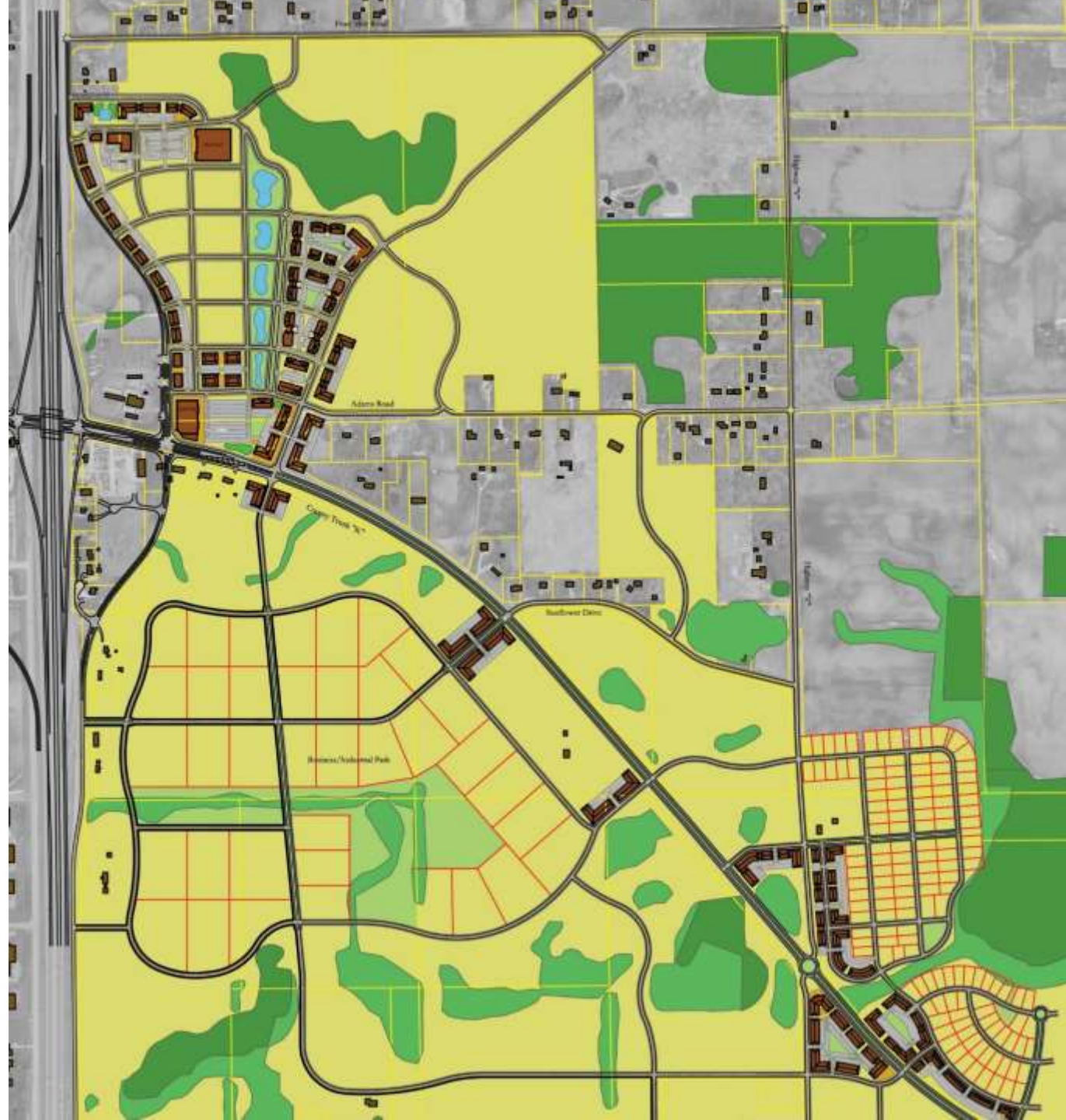
**B. Industry across the street**

**C. Industry as a next door neighbor**

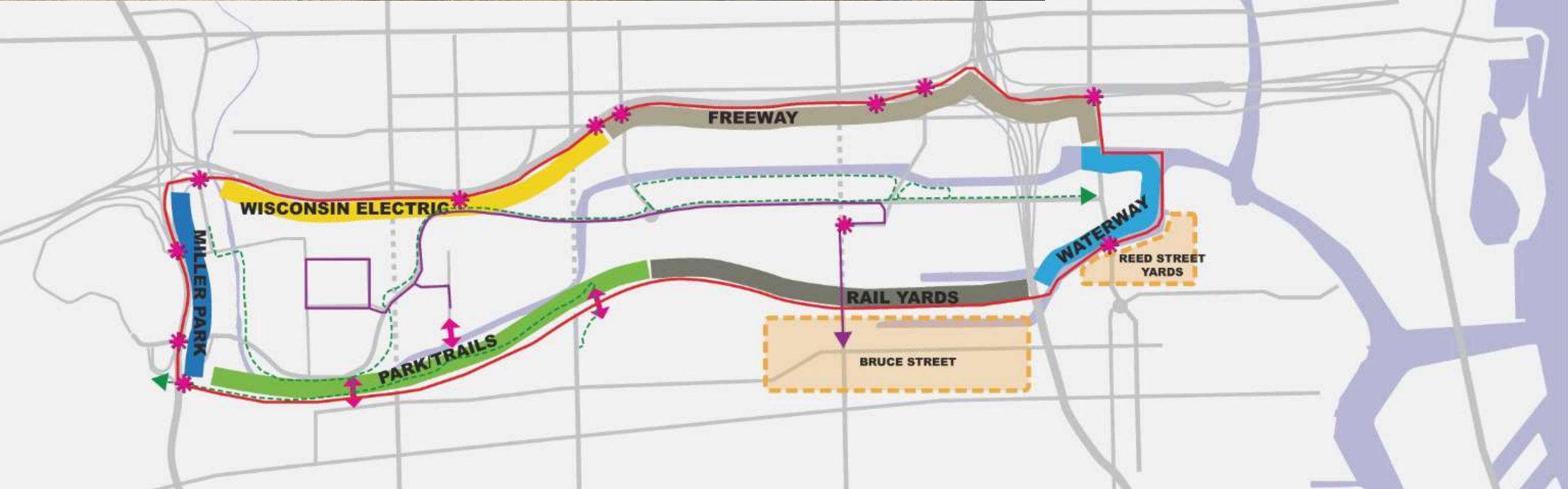


## A. Industry down the road

- Emphasize arterial landscaped edge
- Combine parks for high activity and picturesque appeal
- View industrial buildings as “contemporary” aesthetic objects







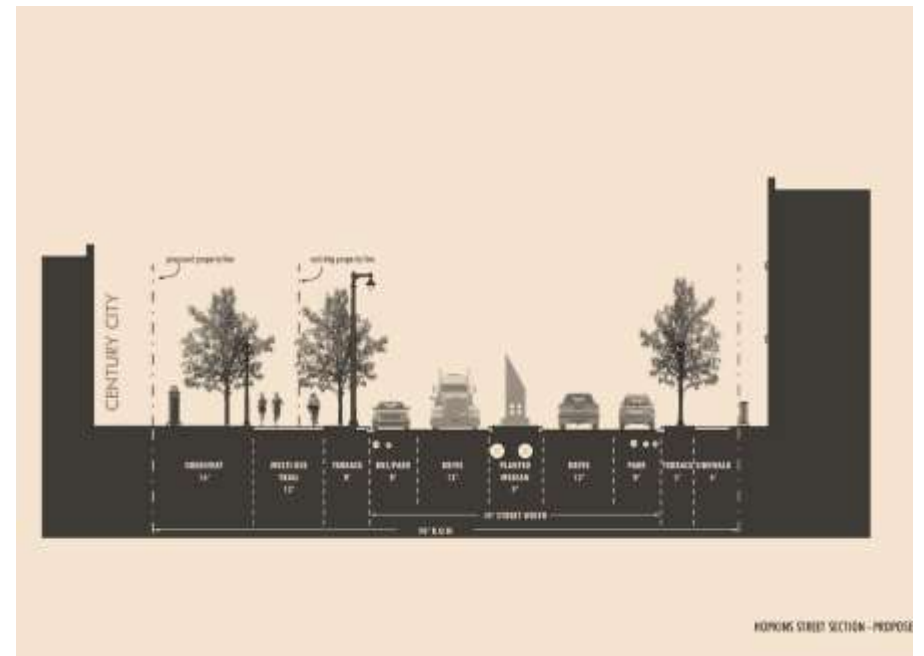


## B. The factory across the street

- Streetscape as “seam” not “buffer”
- The factory as a “civic” building
- Make the setback a real garden – not unoccupied lawn





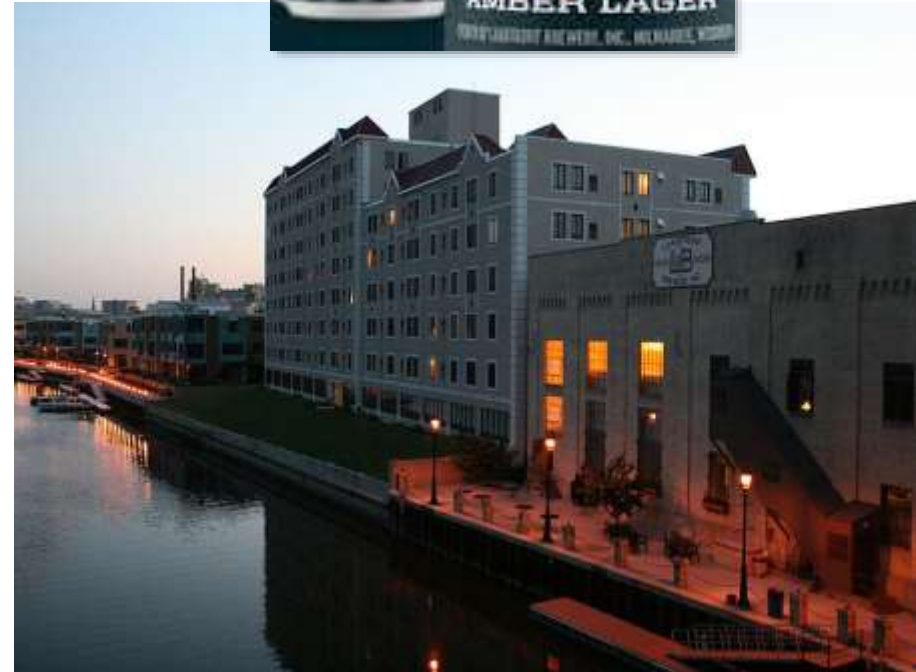






## C. Industry as your “next door neighbor”

- Beautiful fences and garden walls
- Buildings with benefits – shared uses
- Don't use a form based code













# DOWNTOWN SOUTH MILWAUKEE



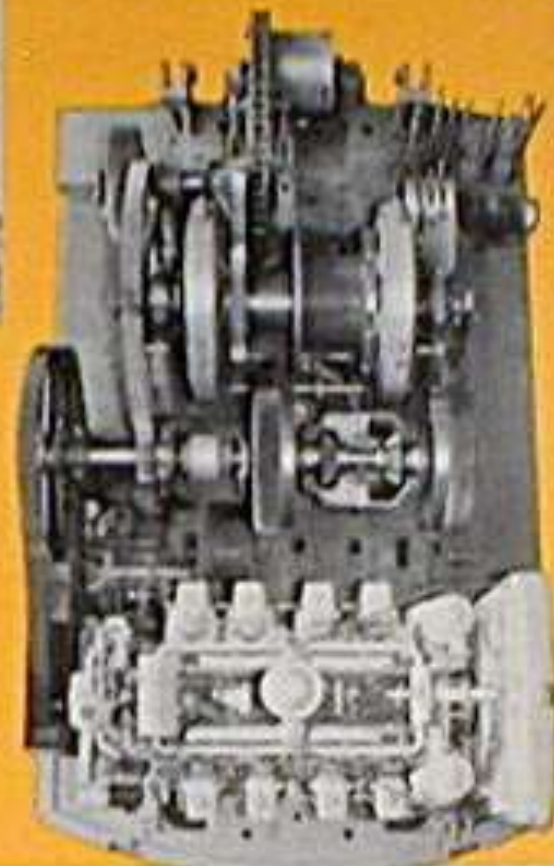




The 51-B has many features which make it an outstanding machine, even at 5000 lbs. Its working range, high capacity and compact design permit full use of 51-B space in the job.

**BUCYRUS  
ERIE**

**51-B**



Smooth running, low maintenance, 51-B 5000 LB. HOIST PERFORMANCE easily obtained by use of the big, sturdy, automatic steel sheave and the simple arrangement. Hoists gear and shaft end centers are removed.



## BUCYRUS-ERIE COMPANY

GENERAL OFFICES: SOUTH MILWAUKEE, WISCONSIN, U. S. A.

Plant: South Milwaukee, Wis., U. S. A. • Branch offices in principal cities of the U. S. A.

Representatives and agents throughout the U. S. A., Canada, and in all other principal countries of the world.

In the British Isles: Watson-Haynes, Limited, London, England

A full range of Bucyrus-Erie cranes is shown in technical literature. The user is invited to make changes in specifications to meet actual conditions of the machine, and to contact with the sales or service representative of the distributor at hand.

SALES-REPRESENTATIVE CONTACT  
Hesslein Co., 45 Madison St.,  
P. O. Box 110, SULLY, Ill.  
Chicago Phone: BURNHAM 8-3538





## Parcels Utilized by Caterpillar Inc. in South Milwaukee, WI

# The Big



and the little  
(but many)



### Legend

- OLP JV MILWAUKEE LLC Parcels
- BUCYRUS ERIE Parcels

400 200 0 400 Feet

Date: 10/22/2015  
Sources: MCAMLIS

## Belt Magazine

Made in the Rust Belt. Read by the Nation.



For More Than 100 Years, South Milwaukee Identified As The Manufacturer Of The World's Most Impressive Mining Equipment. Now What?

January 2nd, 2018





## Value View

**\$9,558,900** on 28.06 ac.

**\$164,000** for a 1941,  
2,383 sqft duplex +  
detached garage on  
1.22 ac.





# STEP FOUR: Save our industrial history for our future





# CATERPILLAR CAMPUS REUSE STRATEGIES SOUTH MILWAUKEE, WISCONSIN

AT THE GROUND FLOOR OF  
OPPORTUNITY



## Legend

OLP JV MILWAUKEE LLC (One Liberty Properties)

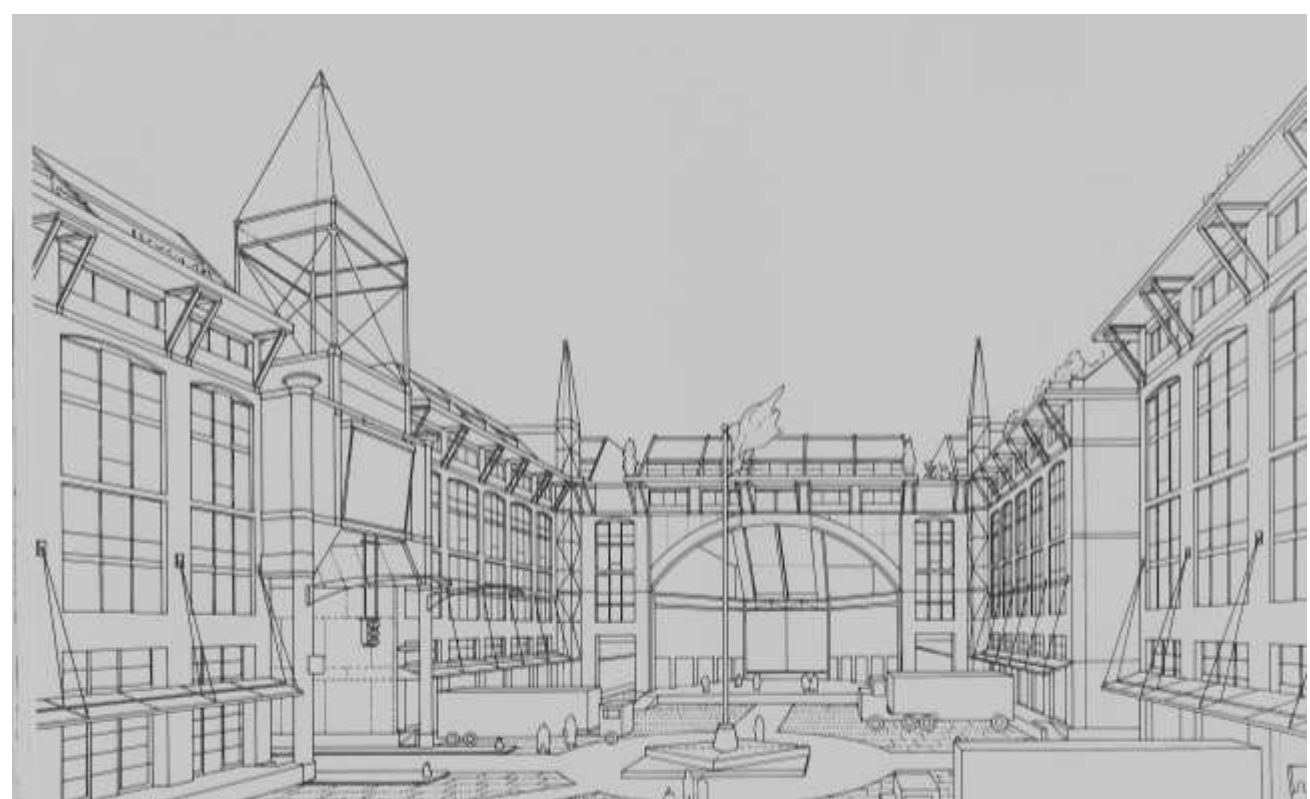
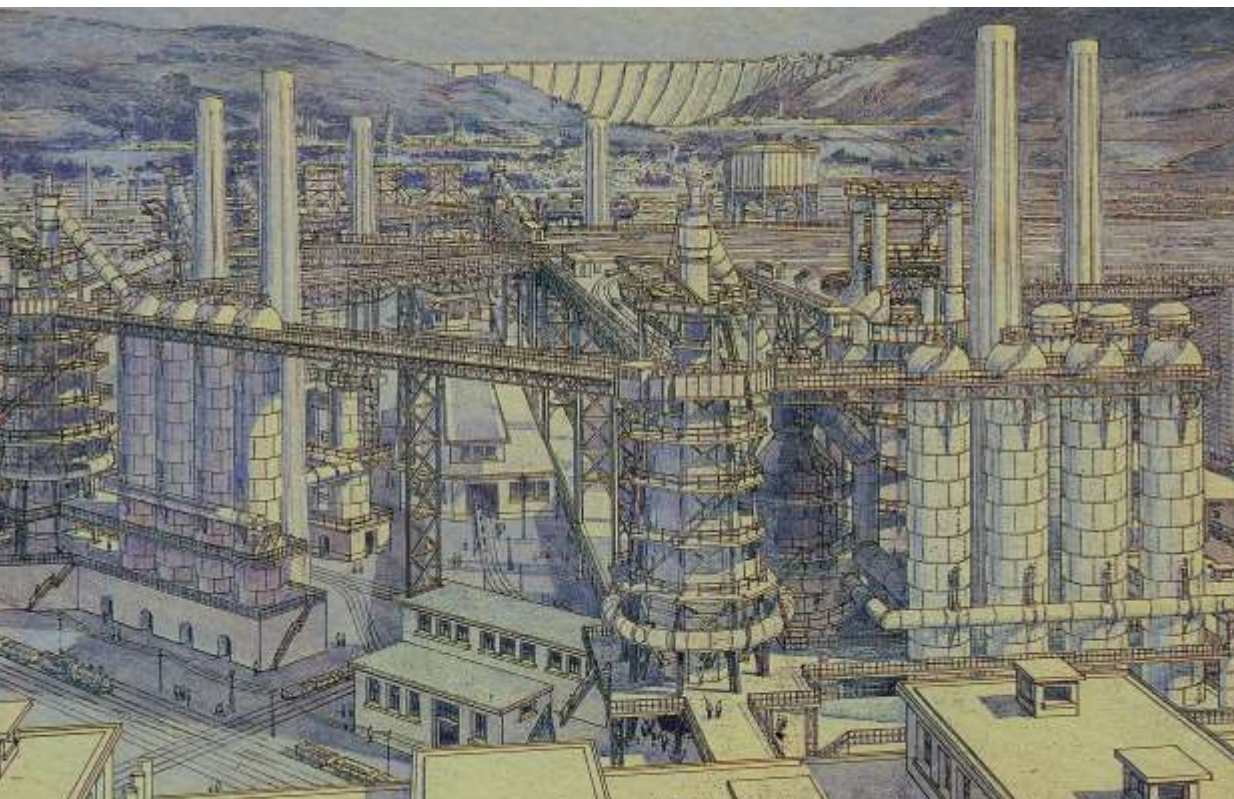
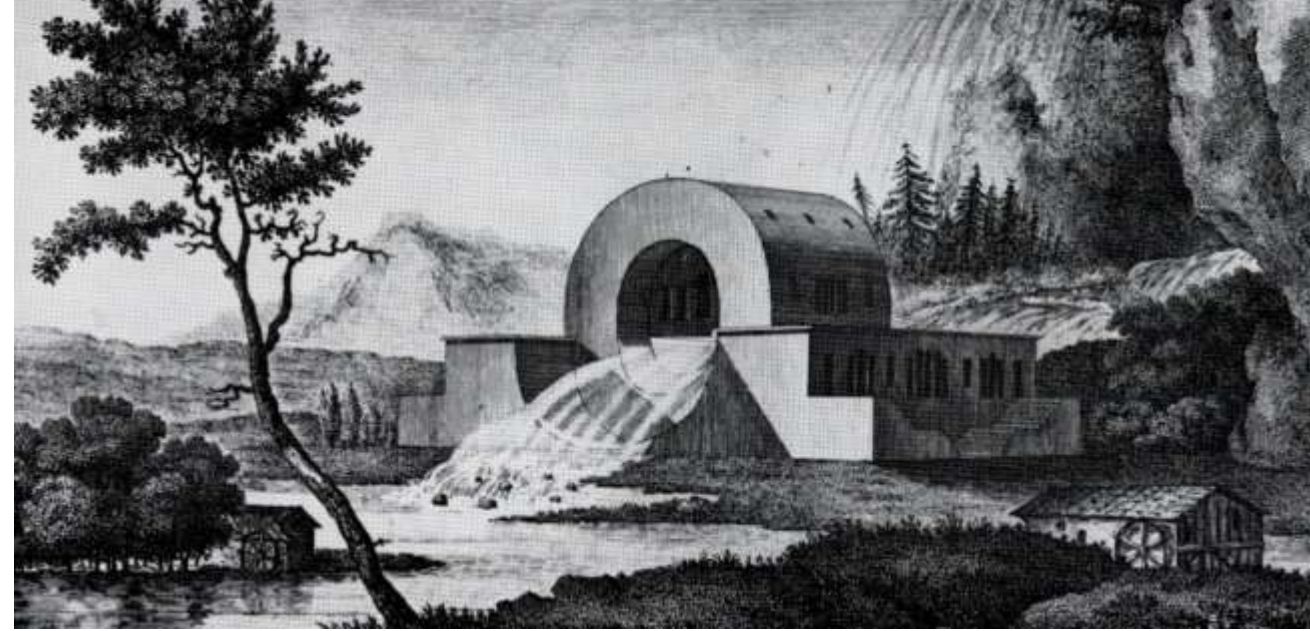
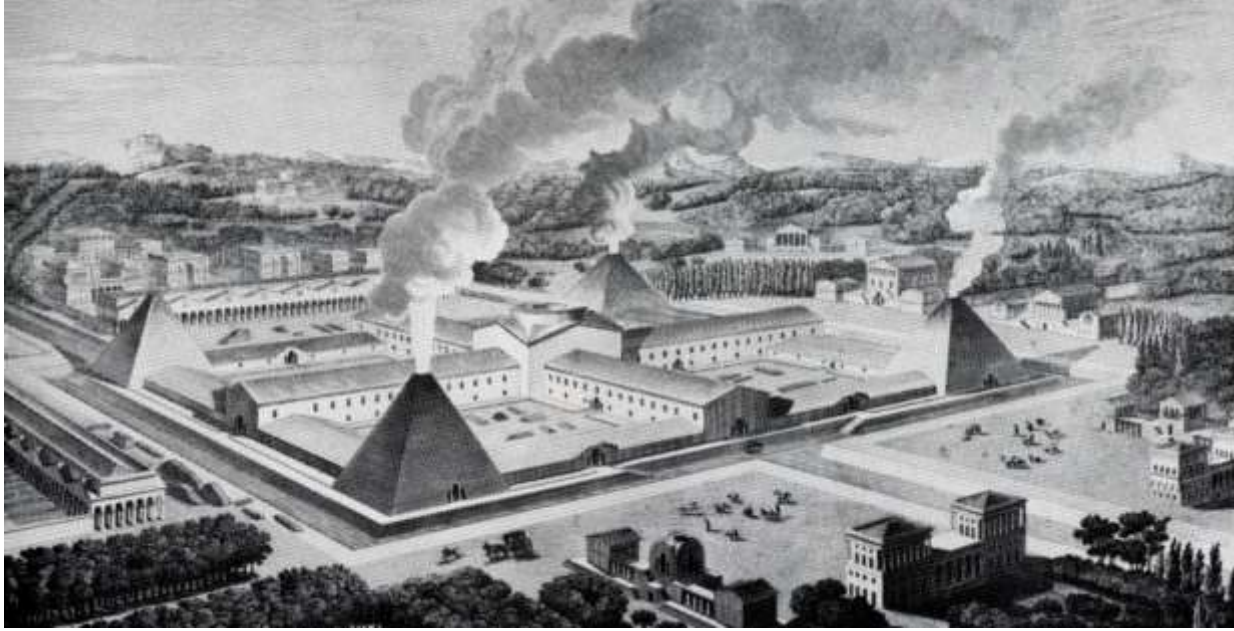
Caterpillar-owned

City of South Milwaukee-owned

0 75 150 300  
Feet

Date: 10/11/2017  
Source: MCAMLIS









1910



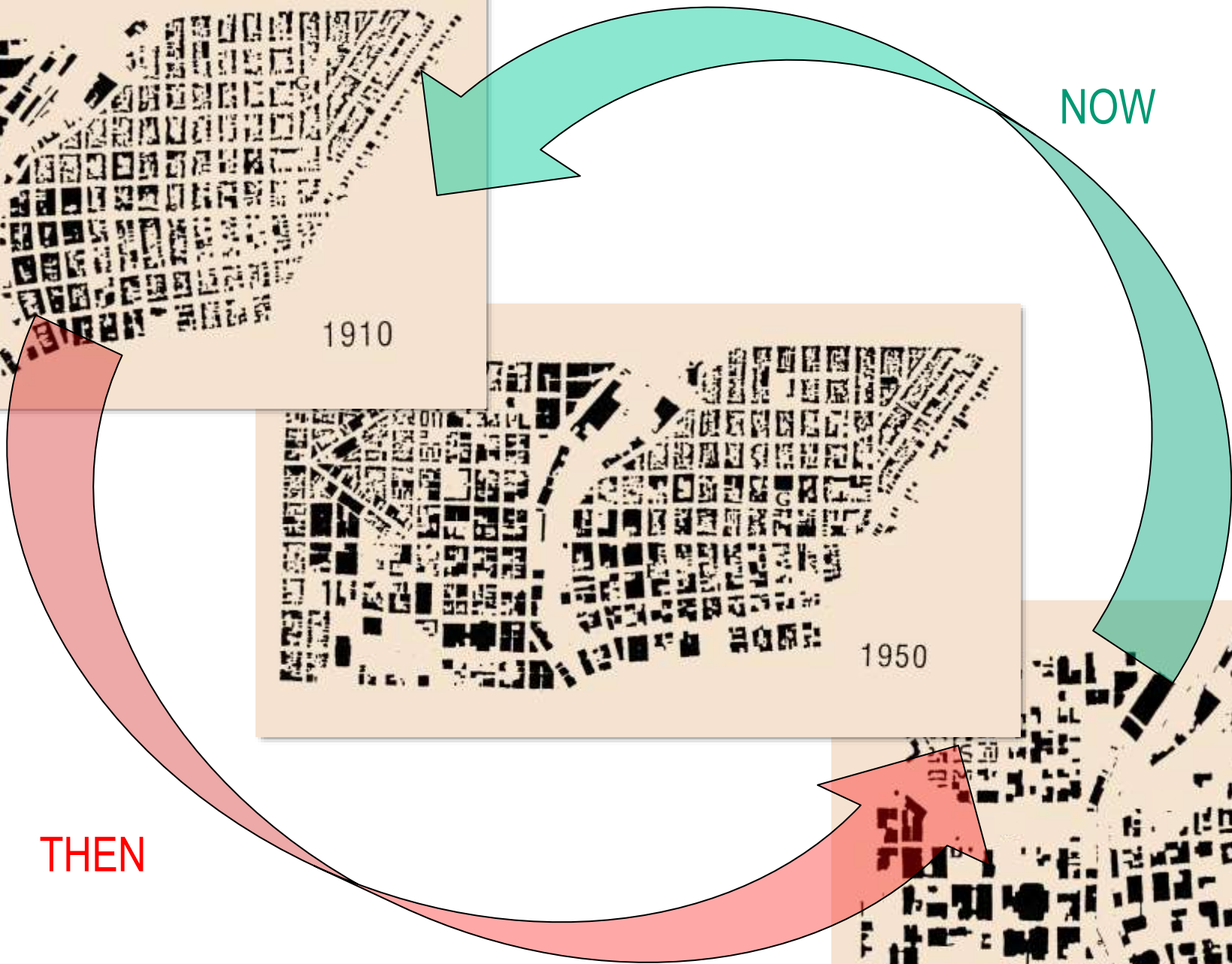
1950



1996

NOW

THEN





# STEP FIVE: Understand & use de-industrialization, but not as an economic excuse to stop re-industrialization





## **STEP SIX: Be proactive**

***“re-industrialization is key to remaking complete cities”***

- 1. Great Lakes cities suffered the injuries of urban renewal and freeways**
- 2. Regeneration of city form must include “re-industrialization”**
- 3. Healthy mixed-use neighborhoods must have housing and industry.**
- 4. The advantage of industries outweighs nuisances**
- 5. Resurgence of local, industrial production makes cities great again**

# STEP SEVEN: Celebrate all forms of urban industrialization





## **STEP EIGHT: Help urban re-industrialization evolve quickly**



**Pre-industrialization, post-industrialization, de-industrialization, re-industrialization**

**Great urban neighborhoods with industry have been here for centuries.**

**Cafe and factory can be built together. Industries reinvent footprints constantly.**