



VIEWPOINT

Milwaukee Business Journal welcomes letters to the editor

Send letters to Milwaukee Business Journal
825 N. Jefferson Street, Suite 200 Milwaukee, WI 53202
milwaukee@bizjournals.com

EDITORIAL

CITY SHOULD APPROVE LAKEFRONT GRANT

MBJ Sometimes you have to make an investment to get a bigger payoff.

Such is the case with the city of Milwaukee and Johnson Controls Inc., the state's largest public company, which is considering a major development on a site near Milwaukee's lakefront.

City officials have proposed providing Johnson Controls a \$250,000 grant to study land south of Clybourn Street for a future expansion. The city envisions that site for a future office tower to join other major downtown projects such as Northwestern Mutual's headquarters and the proposed

► UPS & DOWNS



MILWAUKEE ALREADY TAKING STEPS TO EXPAND STREETCAR ROUTE

The only way a streetcar system in downtown Milwaukee will be successful is for it to be expanded to other areas of the city. The city is seeking a \$15 million federal grant to cover half the cost of building a streetcar spur to the downtown lakefront. City planners are firming up the design for the streetcar's first phase, a 2.1-mile loop through the central business district that is expected to open for service in July 2018. The first extension of that system will be a spur running along East Michigan and Clybourn streets to the lakefront near the Milwaukee Art Museum and Discovery World.

MILWAUKEE BUSINESS JOURNAL

825 N. Jefferson St., Suite 200
Milwaukee WI 53202
414-276-7768
www.MilwaukeeBusinessJournal.com

Mark J. Sabljak, Publisher
msabljak@bizjournals.com
414-908-0555

EDITORIAL

Editor-in-Chief

Mark Kaye, mkaye@bizjournals.com,
414-908-0566

Managing Editor, Print Editor

Todd Bragstad, tbragstad@bizjournals.com,
414-908-0575

Lead Designer

Eric Semelroth, esemelroth@bizjournals.com,
414-908-0577

Research Editor

Barb Zahres, bzahres@bizjournals.com,
414-908-0574

Digital Producer

David Scheyter, dscheyter@bizjournals.com,
414-908-0583

Copy Editor