

***Becoming Greater Through
Greening: How one Milwaukee
initiative is creating better
communities one vacant lot at a
time***

Urban Studies 600 – Capstone Seminar

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Introduction



- Research Focus: Analyze how Milwaukee's HOME GR/OWN initiative is contributing to Milwaukee's overall goal of becoming an eco-city.
- HOME GR/OWN
 - How it started
 - Mission
 - Projects
- Significance: Little reflection has been done on the use of vacant land in Milwaukee or HOME GR/OWN specifically

Research Question & Framework



- Research Question: What is the nature of HOME GR/OWN's goals and interests?
 - Where are they rooted?
 - Why is an initiative like this important to Milwaukee?
- Framework:
 - Sustainable Development / "Planners Triangle" (Campbell, 1996)
 - Environmental Justice / Distributive and Procedural (Hillman, 2002)



Setting & Historical Context

- Local Context
 - Rustbelt city
 - Foreclosure crisis, vacant lot stock
- Green Turn
 - ReFresh Milwaukee Sustainability Initiatives
 - Northeast side initiative

Methodology & Data

- Case Study on Milwaukee's HOME GR/OWN initiative
- Archival Sources
 - 2014 Milwaukee Summit, 2016 Partnering with Nature Webinar, City Department Webpages, 2018 ReFresh Milwaukee Progress Update, 2017 Sustainability Newsletter, Common Council Meeting minutes, various News Articles
- Sources analyzed to find language/common themes that fits into sustainable development framework.

Literature Review

- Community Development
 - Power Relations (Heynen, et al.)
 - Empowerment (Heckert)
- Vacant Lot Revitalization
 - Urban Agriculture (Brown & Jameton)
 - Urban Farming (Slabinkski)
 - Greening and health (Beyer)

Findings & Discussion

- Findings
 - Economic: job creation, market values
 - Environmental: urban farming, storm water management, parks/greening
 - Social: community participation, community development
 - Justice: northwest-side initiative, TIN, public-private partnership
- Discussion:
 - Meets all three requirements of sustainable development
 - Public-Private relations
 - Limitations



Conclusion

- HOME GR/OWN is benefitting in many ways
- Future Policy Implications
 - More departments
 - Education
 - Larger service area