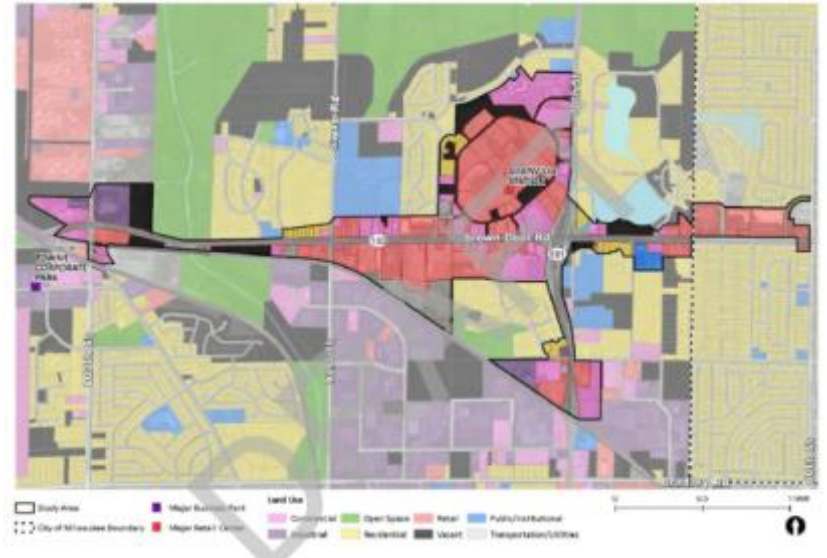
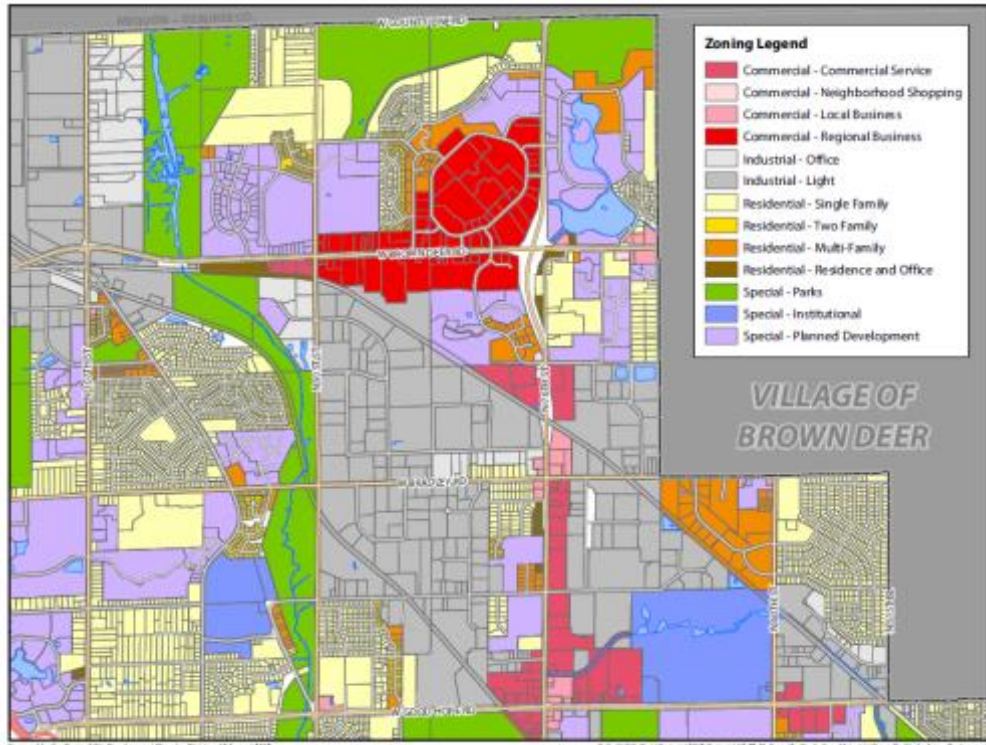


# Granville Strategic Action Plan and Land Use Study



Contact: Sam Leichtling | [Sleich@Milwaukee.gov](mailto:Sleich@Milwaukee.gov) | (414) 286-5804

# Granville Action Plan Area



# Data Analysis

## MANUFACTURING

**\$36,250**  
 average wage

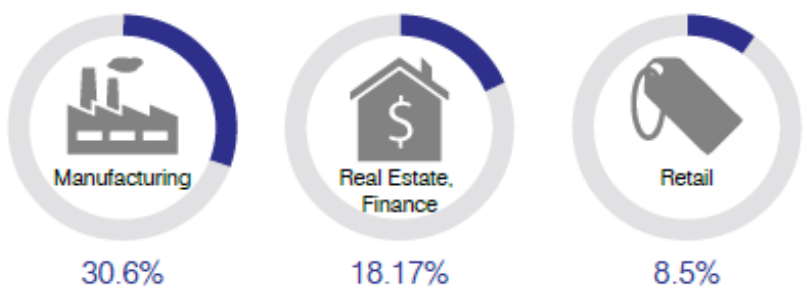
**\$38,718**  
 median household income

## RETAIL

**\$21,300**  
 average wage



Top Employment Sectors for Granville Workers



Top Employment Sectors for Granville Residents





## Findings:

- Changing retail market
- High retail vacancy (50%+)
- Increased competition /shrinking trade area
- Relatively low population density
- Obsolescence of older retail centers / poor layout and visibility

Figure 2. Brown Deer Road Corridor Retail Vacancy



Source: CoStar, SB Friedman Development Advisors

# Market Study

## Opportunities:

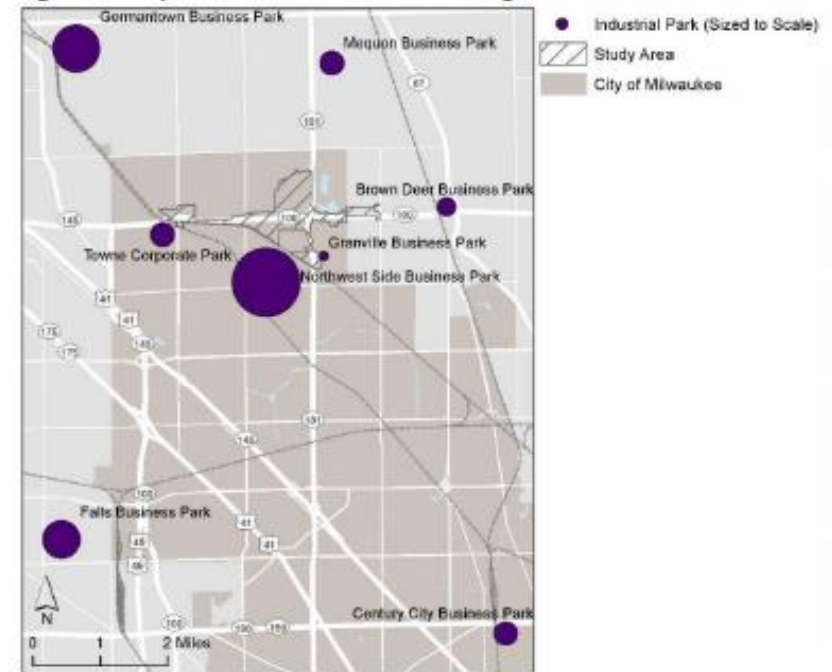
- **Outlot performance**
- **Strong anchors**
- **Non-retail potential**
- **Strong industrial demand**
- **Potential for senior housing**

Figure 6. Northwest Milwaukee Region Industrial Market Summary

Total Rentable Area (sf)	33.4 million
Current Vacancy Rate	7%
New Deliveries (sf) 2006-2014	887,000
Total Net Absorption (sf) 2006-2014	2.5 million
Average Annual Net Absorption (sf)	299,000

Sources: CoStar, SB Friedman Development Advisors

Figure 7. Map of Northwest Milwaukee Region Industrial Parks



Sources: CoStar, Esri, SB Friedman Development Advisors

# Market Study

## Recommendations:

- Retail realignment (focus at outlots and key nodes)
- Service, institutional and entertainment options for other vacancies
- Set stage for industrial redevelopment (phased option or land assembly)
- Potential senior housing
- Improve perceptions



# Redevelopment Scenarios

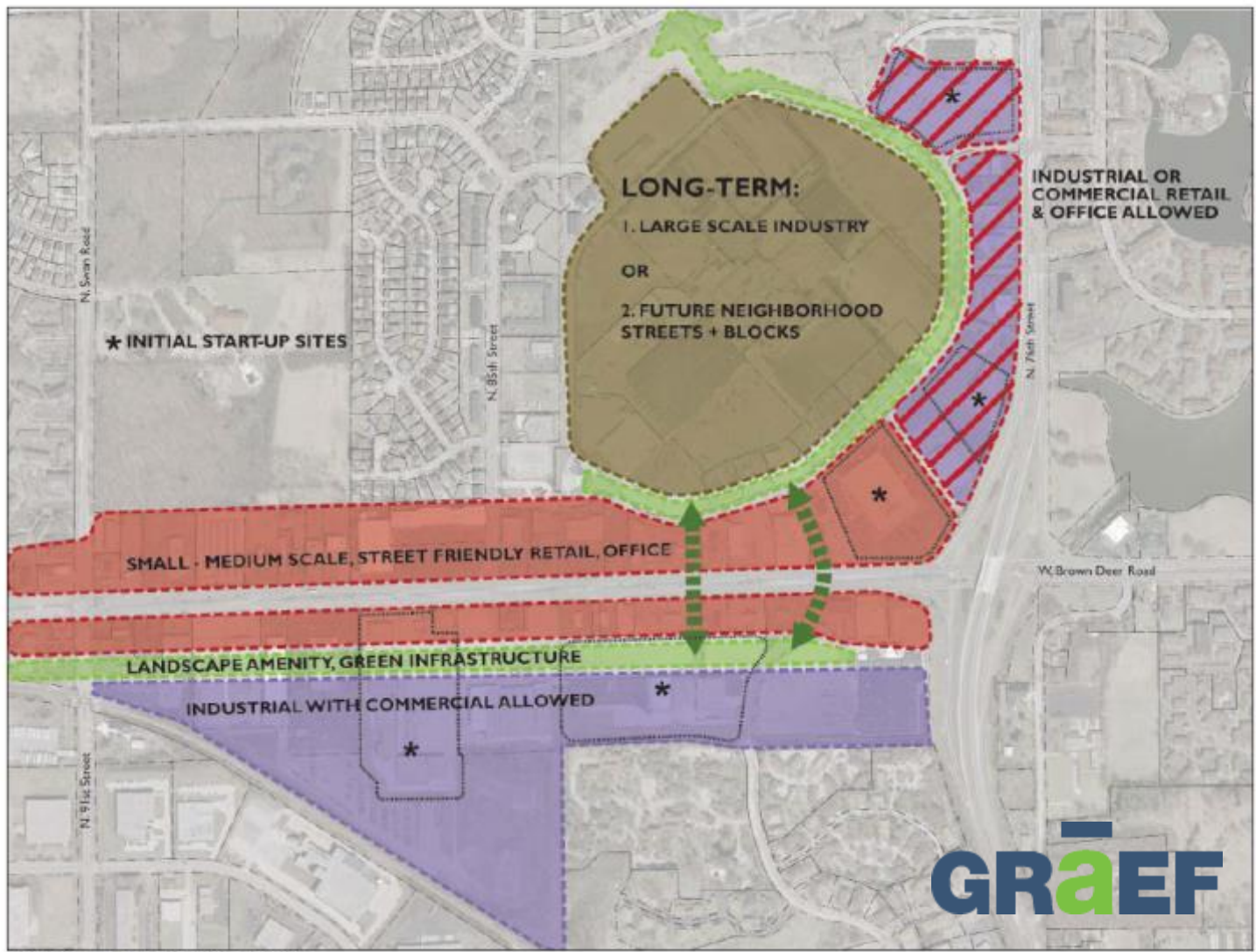
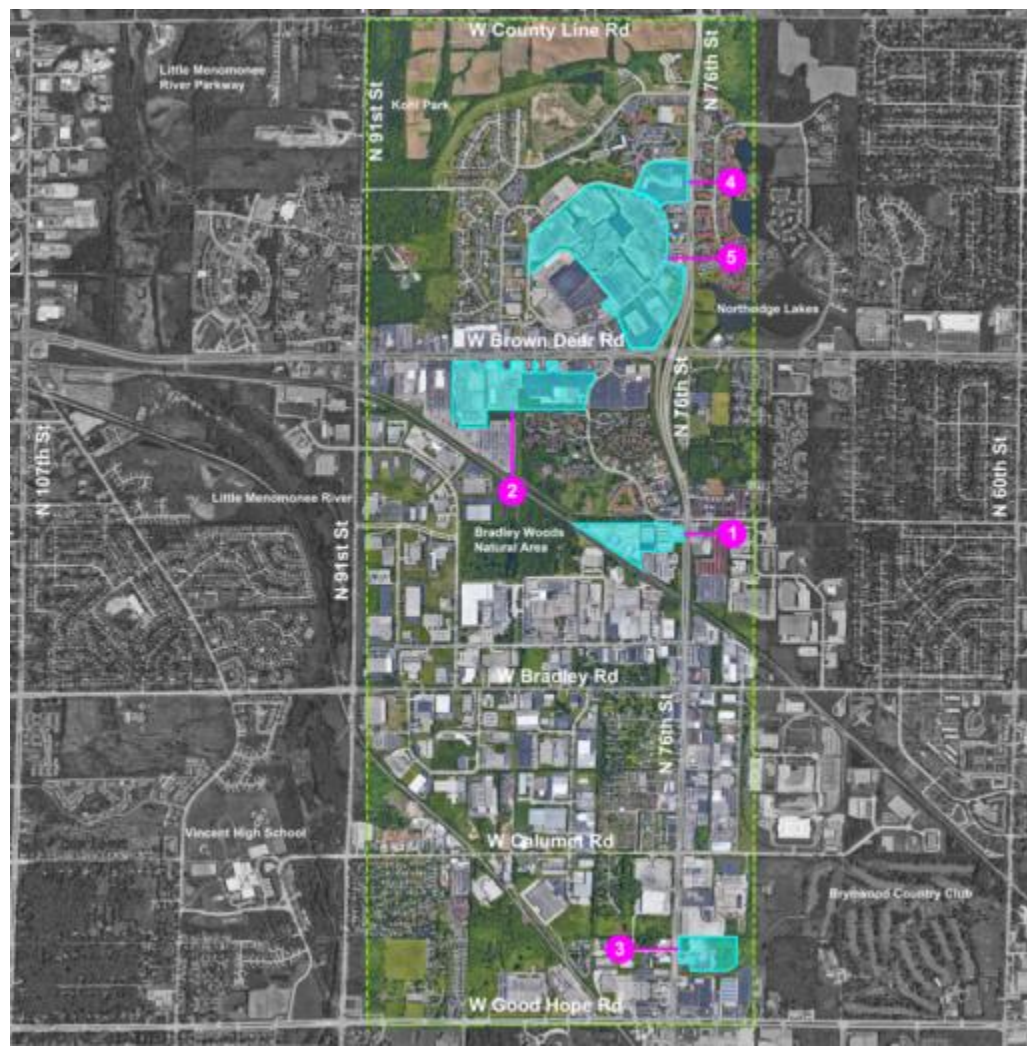


Figure 2. Future land use diagram.





# Design Charette





# Design Charette

Site 3: 7350 N 76<sup>th</sup> St.



# Design Charette

Site 5: 8221 N Granville Station Rd.





# Design Charette

Site 5: 8221 N Granville Station Rd.





# Supporting Strategies

1. **Redevelop and reinvent commercial corridors**
2. **Protect, strengthen and promote the industrial core**
3. **Strengthen workforce training and support services**
4. **Address real and perceived safety concerns**



# Supporting Strategies

5. **Prioritize architectural, urban design, and streetscape improvements**
6. **Create a connected greenway and bikeway**
7. **Protect and stabilize residential housing and neighborhoods**
8. **Strengthen neighborhood identity via marketing and branding**



## Granville Business Improvement District:

- Marketing
- Beautification
- Recruitment



## City of Milwaukee:

- Zoning changes
- Signage code review
- Proactive policing

## Other Partners:

- Workforce development
- Greening initiatives
- Housing initiatives

