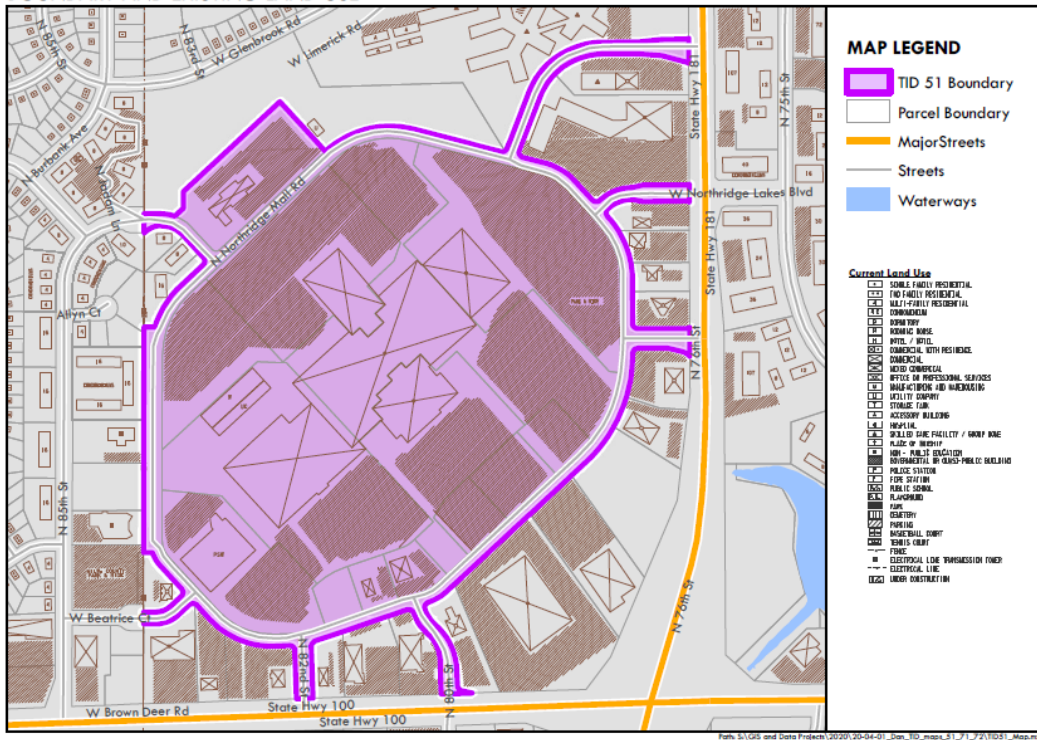


# TID 51: Granville Station Overview

## TID NO. 51: GRANVILLE STATION BOUNDARY AND EXISTING LAND USE

Prepared by the Department of City Development Planning Division, 4/3/2020  
Source: DCD Planning Division, Information Technology Management Division



Created In: 2003

Project Costs: \$4,591,000 grant to Tucker Development for Menards/Pick ‘n Save

Base Value: \$10,048,700

2019 Incremental Value: \$5,881,500

Projected TID Project Cost Recovery without Donation: 2029

Maximum Legal Life: 2030

Proposed Donation: \$2,013,609

Projected TID Project Cost Recovery with Donation: 2020

TID Summary: <https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/business/TIF/2019-Reports/TID51.pdf>

**Reason for Underperformance of the TID:** The plan for the former Northridge was to redevelop it as a new retail center. Since 2003, the retail landscape locally and nationally has changed significantly. Locally, there was increased competition by new retail developments in nearby Mequon and Menomonee Falls, as well as reinvestment at Bayshore and Mayfair malls. Nationally, with the exponential increase in online shopping, many brick and mortar retail developments have struggled. While the Menards and Pick ‘n Save projects moved forward, the ownership of the rest of the mall has not been able to put together a viable plan to redevelop the property. As a result of those factors, the TID has not seen the increase in property values that was originally projected.