

# Granville Connection

## 8633 W Brown Deer Road

ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE

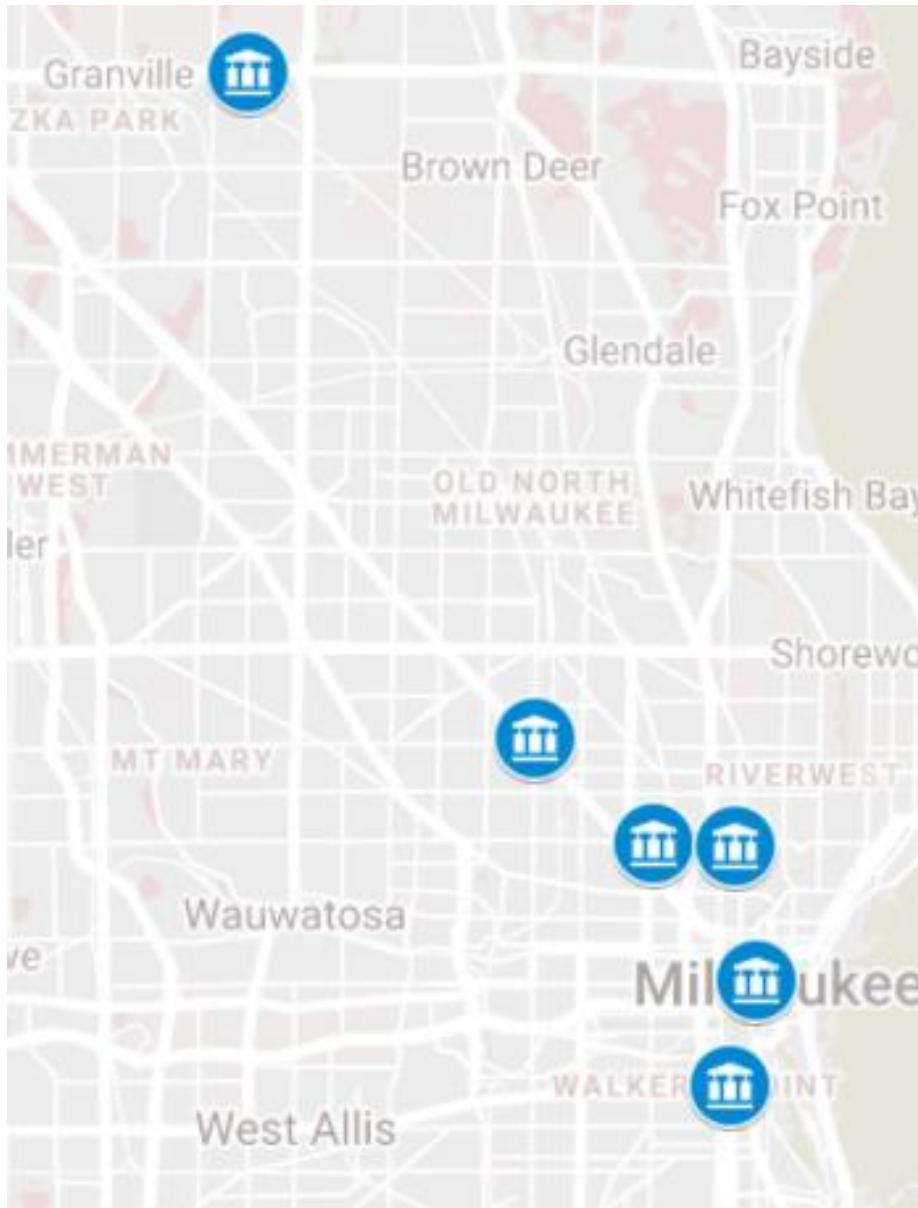
April 7, 2021

# Wisconsin Economic Development Corporation (WEDC) Community Development Investment Grant (CDI)

- Grant can award up to \$250,000 of **state dollars** to local projects
- Grant recipients must provide a **minimum 1:1 match** investment in project costs
  - Reduced from 3:1 for this fiscal year only, due to COVID
- No more than 30% of the match investment may consist of other state and/or federal grant sources
- Applicants **must provide a signed resolution** by the governing elected body authorizing the submittal of an application to the CDI Grant Program
- Generally, applicants may only receive **one CDI grant per fiscal year**; applicants within Designated Rural Counties or Opportunity Zones may receive more than one grant per year, based on available funding.
  - WEDC fiscal year begins in July and ends in June



# WEDC CDI Awarded Projects



## The Granville Connection

*Pending Nomination*



8633 W Brown Deer Rd  
(9<sup>th</sup> District)

## The Sherman Phoenix



3536 W Fond Du Lac Avenue  
(7<sup>th</sup> District)

## Wellness Commons Phase I



1617 W North Avenue  
(15<sup>th</sup> District)

## The Griot



411 W North Avenue  
(6<sup>th</sup> District)

## The Beacon (Project Canceled)



504 W National Avenue  
(12<sup>th</sup> District)

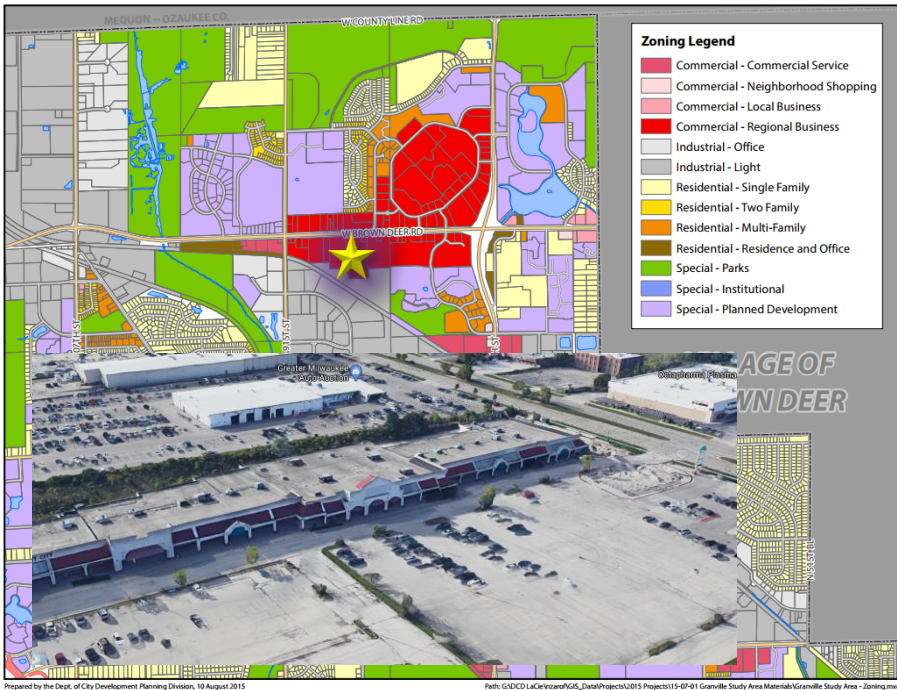
## The Posner Building



725 N Plankinton Avenue  
(4<sup>th</sup> District)

# The Granville Connection

## 8633 W Brown Deer Road



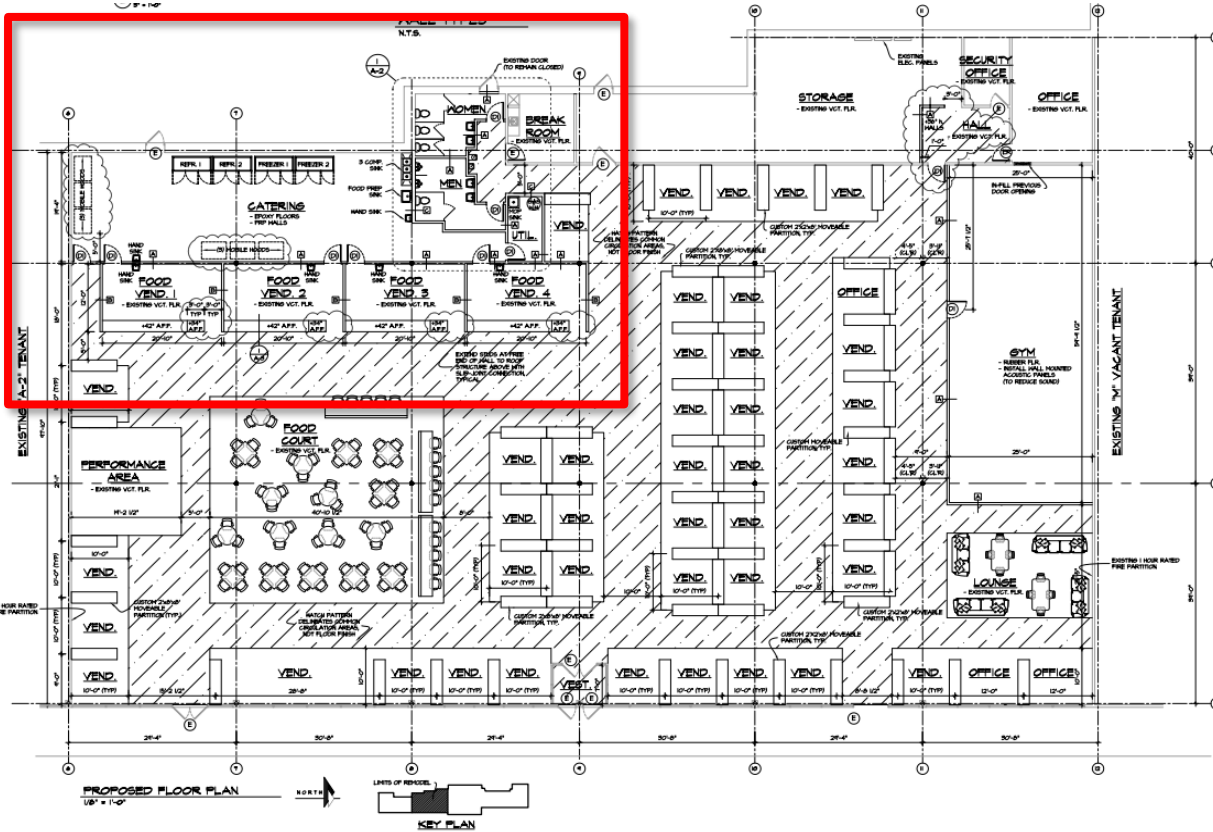
- Former Joann Fabrics (close to 20,000 sq ft)
- Estimated project costs of \$476,397.00
- Forecasted Mix of Uses and Attributes:
  - Retailers and Makers
  - Food Vendors
  - Professional services
  - Community space and gathering area for live music, arts, classes and events

- Retail Incubator
  - Lowers barrier to entry for entrepreneurs and small businesses
  - Business technical assistance and coaching
  - Increased traffic through mix of businesses





# The Granville Connection



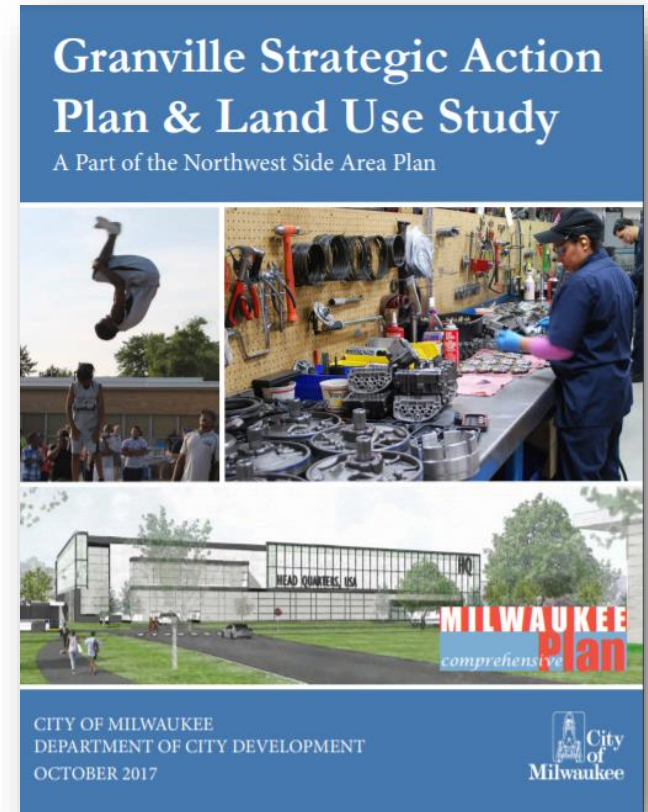
*Conceptual Renderings*



# Implements Neighborhood Plans

## Granville Strategic Action Plan & Land Use Study (2017)

- Changing national and regional retail landscape requires realignment of previous traditional shopping centers on the Brown Deer Road Corridor
- Realign and reposition retail to serve the local community-based market area, helping the corridor stabilize around a new identity and provide an amenity for new industrial users as well as existing businesses and residents.
- Create community facilities within former retail centers to generate traffic and activity that help support retail users and fill vacant space that may be less desirable from a traditional retail standpoint.
- Support shopping center owners to reinvest in and improve the appearance of their properties.
- Repositioning the Brown Deer Road corridor is critical to the vitality of the surrounding residential neighborhoods.
- Prioritize retail uses at high-profile, high traffic locations so to attract high-quality, neighborhood serving retail users desired by neighborhood stakeholders, including restaurants



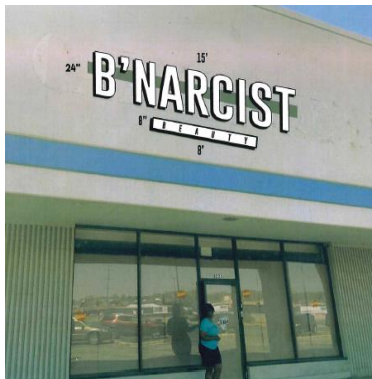
*Conceptual Renderings*

# Builds on “New 9<sup>th</sup>” Momentum

2020 Commercial Corridor Team Grants Approved



8225 W. Brown Deer Rd  
(Signage Grant)



8532 W. Brown Deer Rd  
(Signage & Whitebox Grant)



8536 W. Brown Deer Rd  
(Signage Grant)



Photos courtesy of London's Loving Pet Care Facebook Page