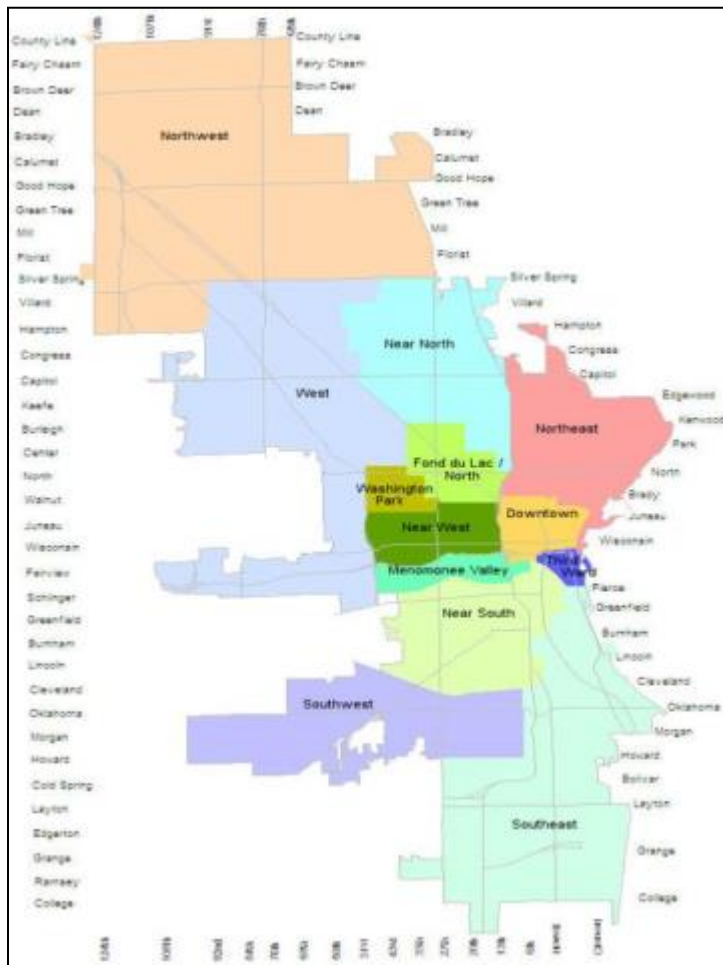


Granville Strategic Action Plan and Land Use Study



Planning Process

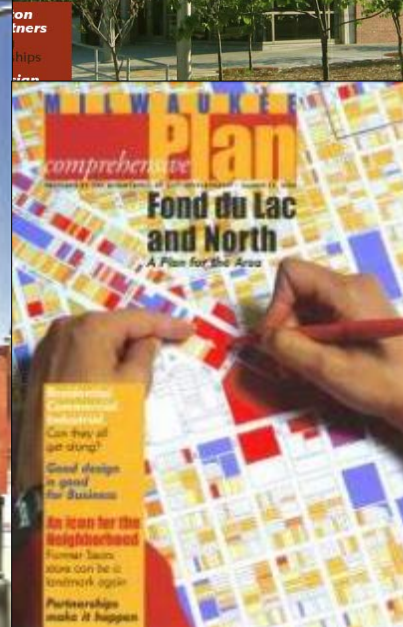
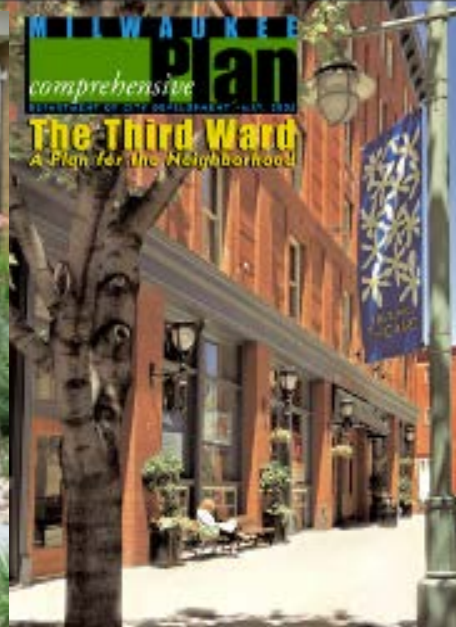
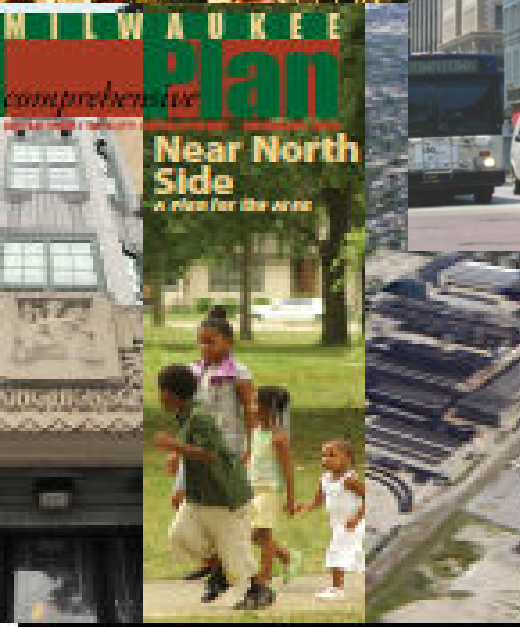
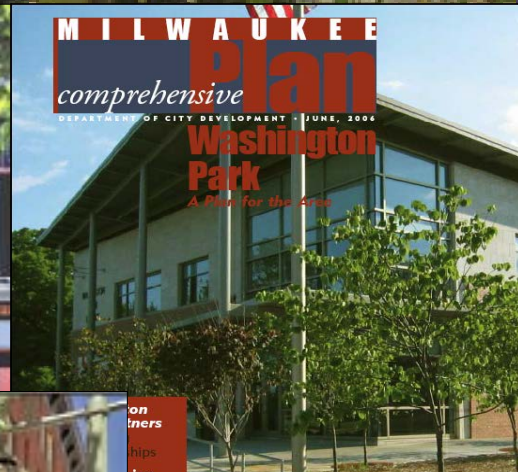
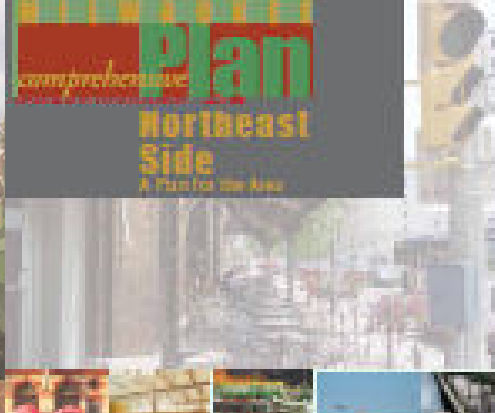


City of Milwaukee
Comprehensive Plan
a series of documents

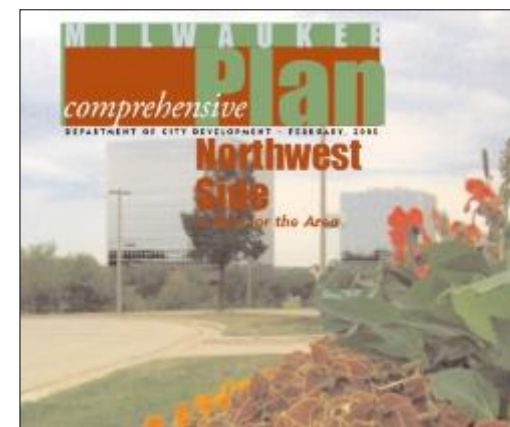
13 Area Plans

Menomonee Valley
Downtown
Third Ward
Fond du Lac & North
Near West Side
Washington Park
Northwest Side
Southeast Side
Northeast Side
Near South Side
West Side
Near North Side
Southwest Side

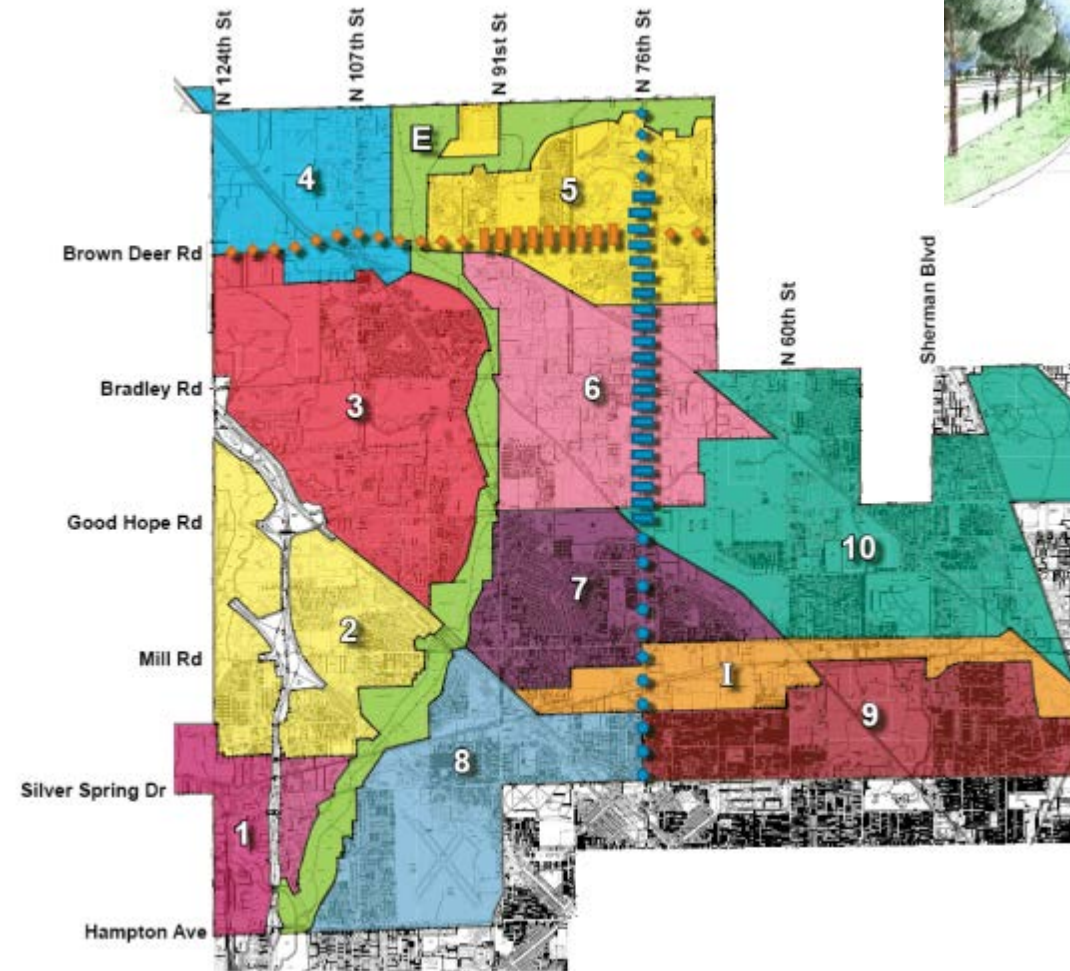
Citywide
Policy Plan



Northwest Side Planning Area



Plan Recommendations



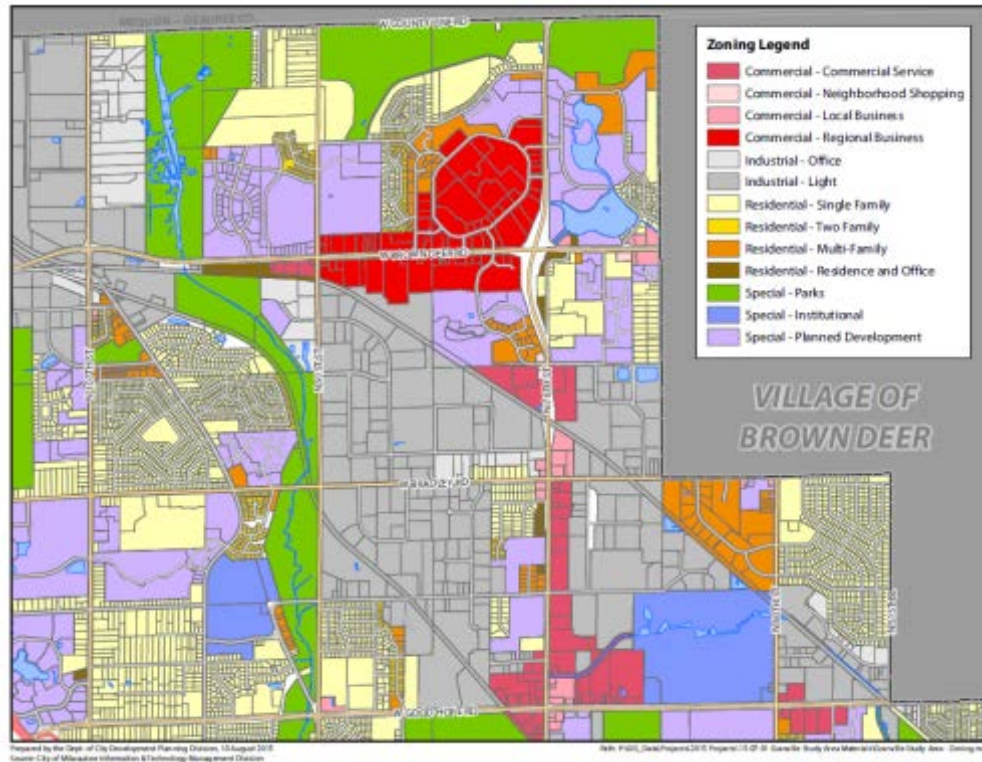
Granville Action Plan



Granville Action Plan



Granville Action Plan Area



4 Phases of Planning:

Analysis

Visioning (Public Participation)

Synthesis

Review and Approval

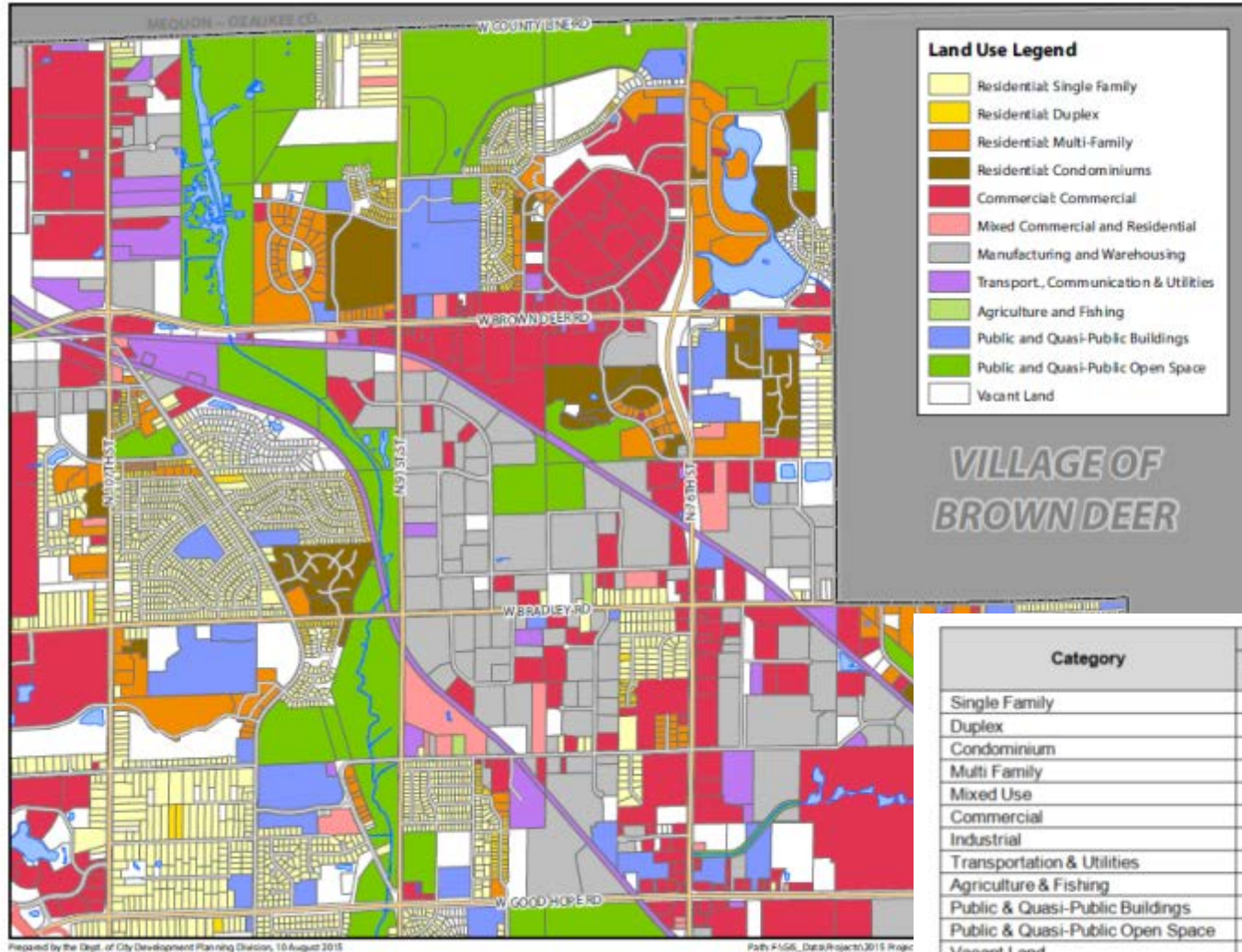


Planning Process

- **Review of Past Plans**
- **Data Analysis**
- **Market Study (S.B. Friedman)**
- **Community Meetings / Broker and Stakeholder Interviews**
- **Development Scenarios (GRAEF)**
- **Design Charette (CDS)**

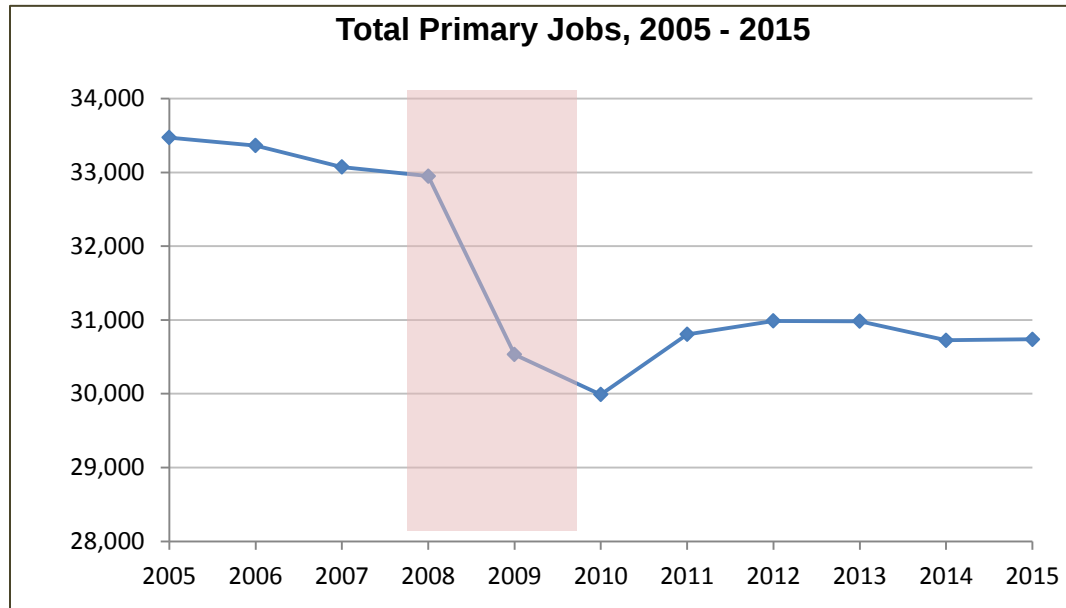


Data Analysis



Category	Granville		City of Milwaukee	
	Land Area (in acres)	Percent	Land Area (in acres)	Percent
Single Family	23.1	0.5%	13,050.1	27.2%
Duplex	54.5	1.1%	4,085.2	8.5%
Condominium	953.6	19.6%	984.8	2.0%
Multi Family	299.8	6.2%	2,339.4	4.9%
Mixed Use	77.6	1.6%	654.8	1.4%
Commercial	803.5	16.5%	5,711.4	11.9%
Industrial	770.7	15.8%	3,214.2	6.7%
Transportation & Utilities	249.8	5.1%	5,067.5	10.5%
Agriculture & Fishing	20.1	0.4%	48.2	0.1%
Public & Quasi-Public Buildings	237.9	4.9%	4,044.1	8.4%
Public & Quasi-Public Open Space	676.7	13.9%	5,867.9	12.2%
Vacant Land	698.4	14.4%	2,983.9	6.2%
TOTAL	4,865.7	100.0%	48,051.5	100.0%

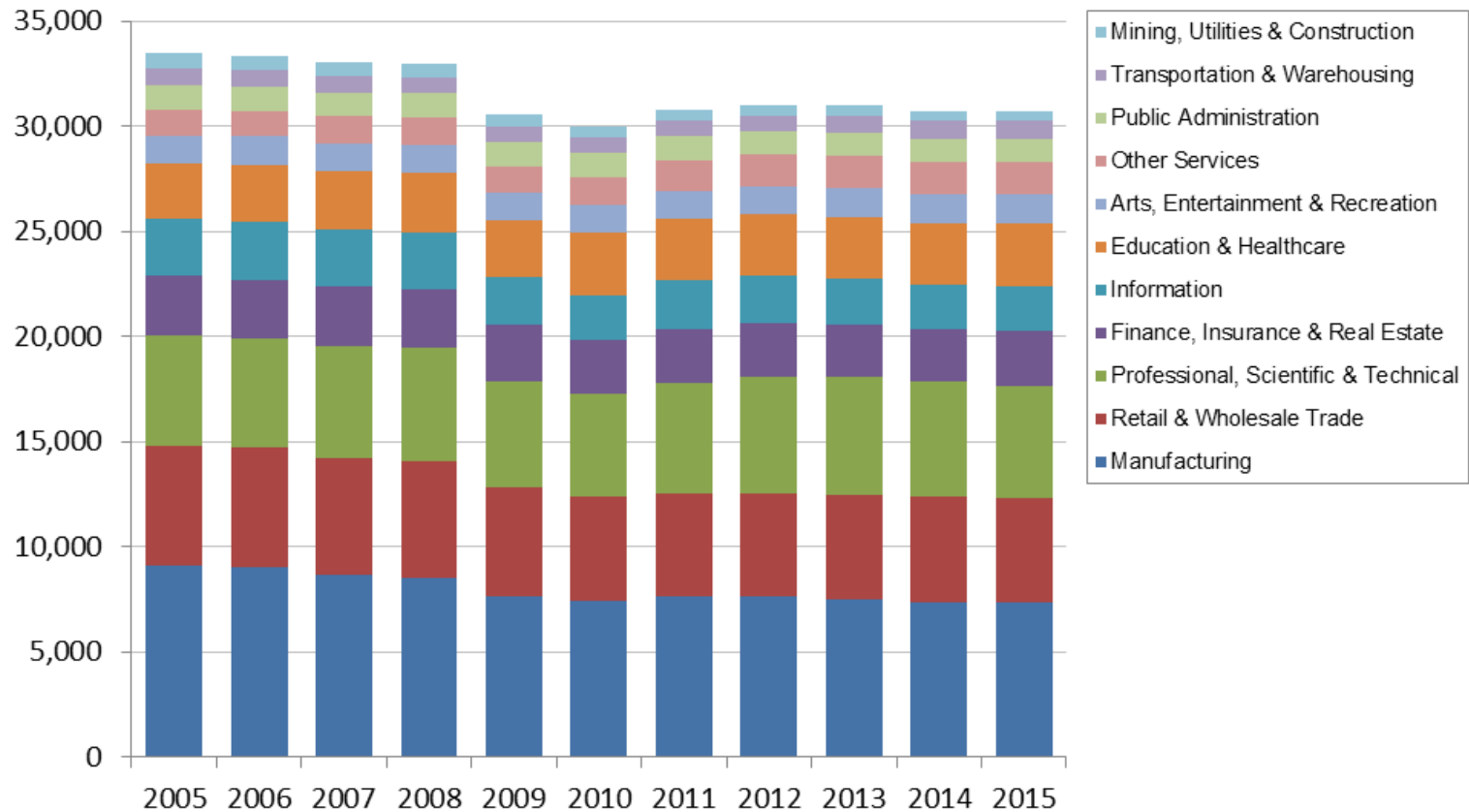
Data Analysis



Description	Location Quotient	2015 Jobs
Electrical equipment, appliance, and component manufacturing	14.39	1,056
Textile product mills	10.84	249
Paper manufacturing	6.28	450
Fabricated metal product manufacturing	5.75	1,692
Computer and electronic product manufacturing	3.66	763
Machinery manufacturing	3.52	804
Plastics and rubber products manufacturing	3.40	453
Primary metal manufacturing	2.62	211
Chemical manufacturing	1.83	298
Miscellaneous manufacturing	1.53	189

Data Analysis

Number of Jobs by Industry Type, 2005 – 2015



Data Analysis

MANUFACTURING

\$36,250

average wage

\$38,718

median household income

RETAIL

\$21,300

average wage



62%
workers
earn over
\$40k/year

22%
workers
earn over
\$40k/year



Top Employment Sectors for Granville Workers



30.6%



18.17%



8.5%

Top Employment Sectors for Granville Residents



18.7%

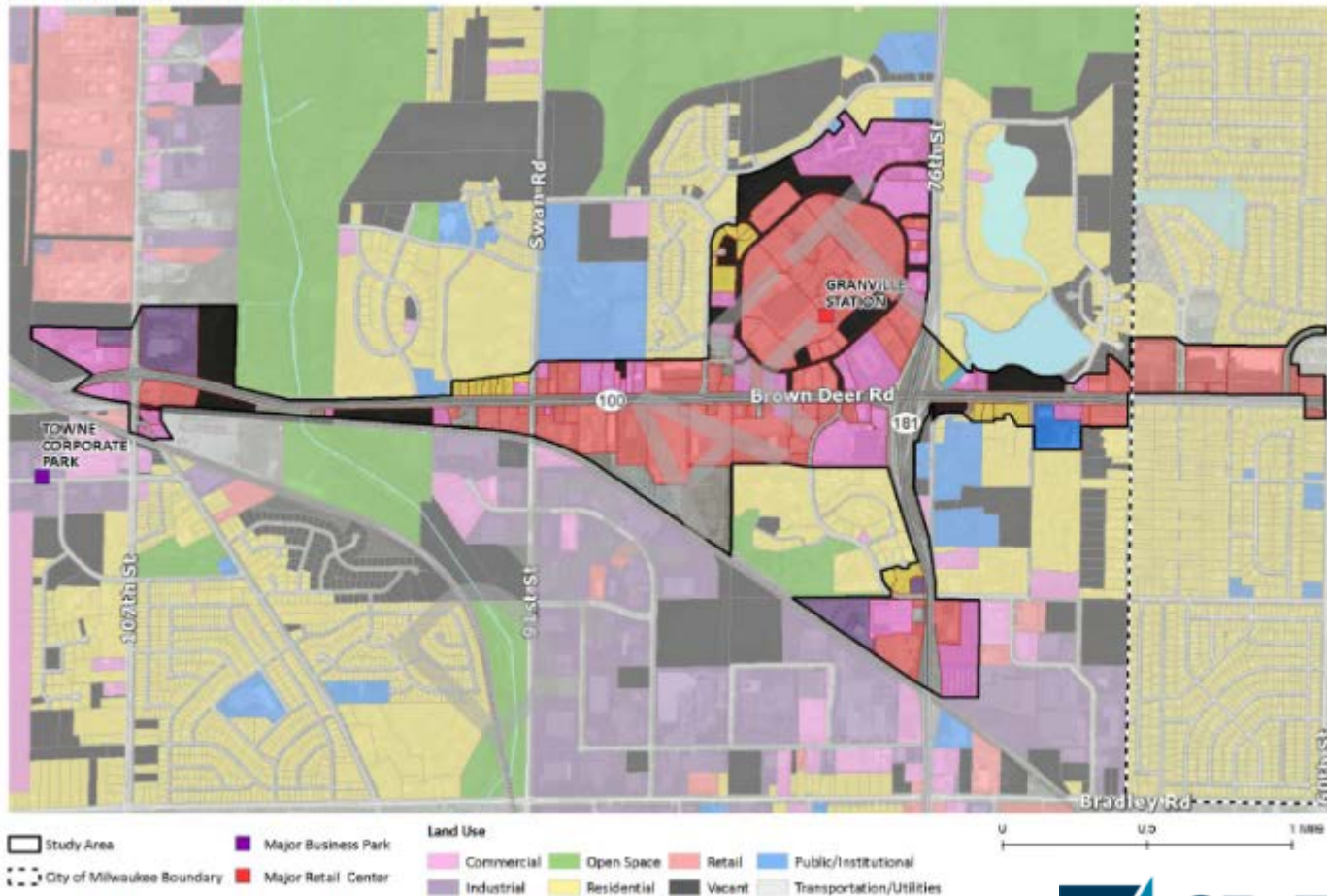


18.7%



12.1%

Figure 1. Corridor Area Overview Map



Sources: Esri, Milwaukee County Automated Mapping and Land Information System, SB Friedman Development Advisors

Market Study

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

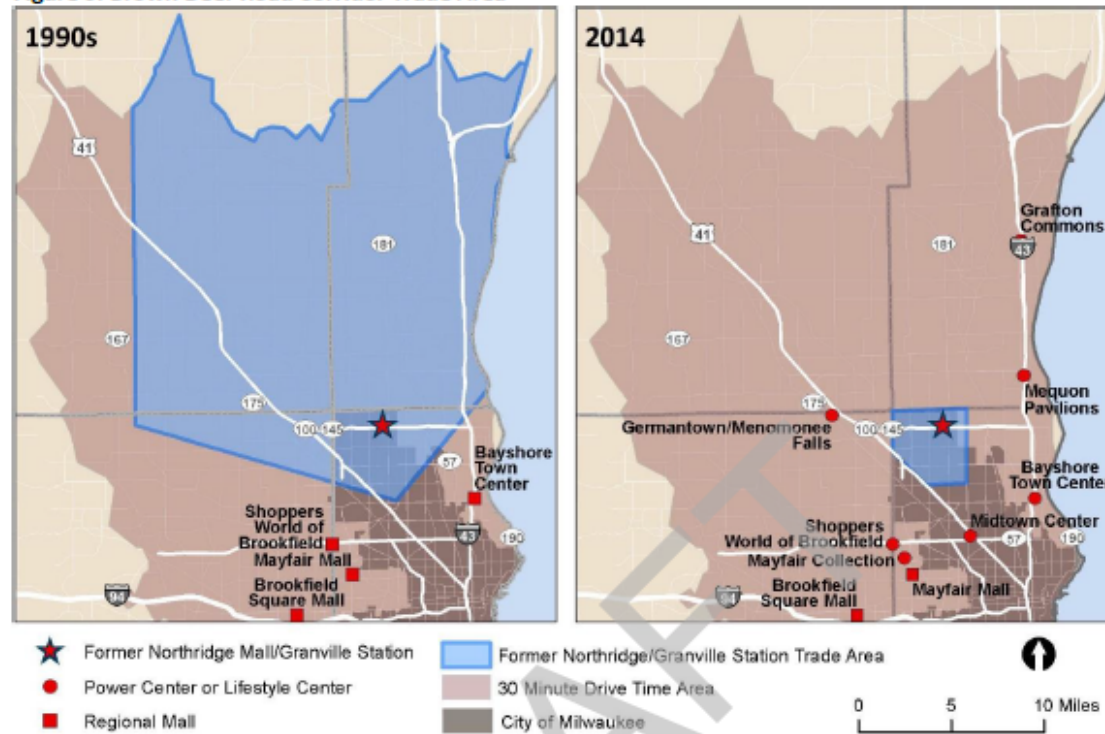
Figure 2. Brown Deer Road Corridor Retail Vacancy



Source: CoStar, SB Friedman Development Advisors

Market Study

Figure 3. Brown Deer Road Corridor Trade Area



Sources: Esri, CoStar, SB Friedman Development Advisors

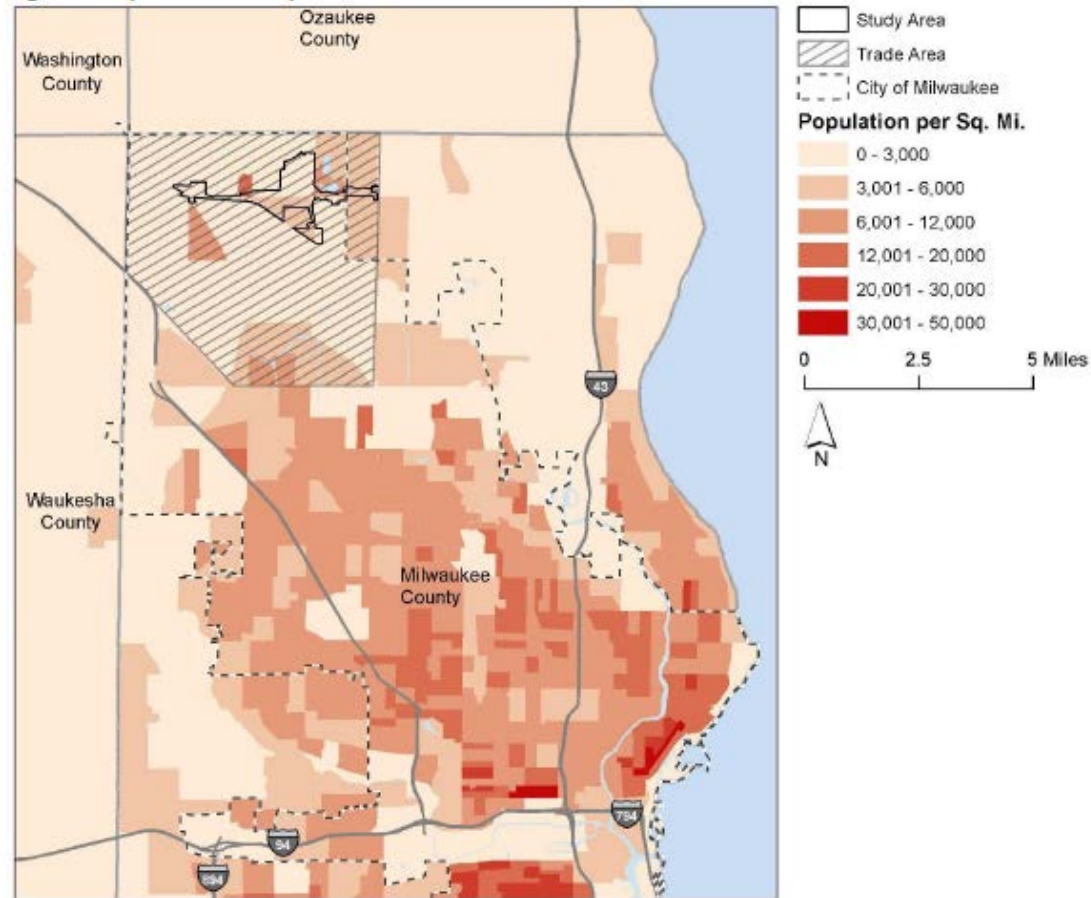
Figure 4. Average Daily Traffic ("ADT") around the Brown Deer Road Corridor

	Average Daily Traffic		Percent Change
	1997 - 2001	2010	
Brown Deer Road between Swan Road and 76 th Street	33,700 - 35,300	20,300 - 28,900	-29% (average)
76 th Street at Brown Deer Road	21,700	16,500	-24%

Sources: Wisconsin Department of Transportation, SB Friedman Development Advisors

Market Study

Figure 5. Population Density in Northwest Milwaukee



Source: Esri Business Analyst, SB Friedman Development Advisors

Market Study



Market Study

Opportunities:

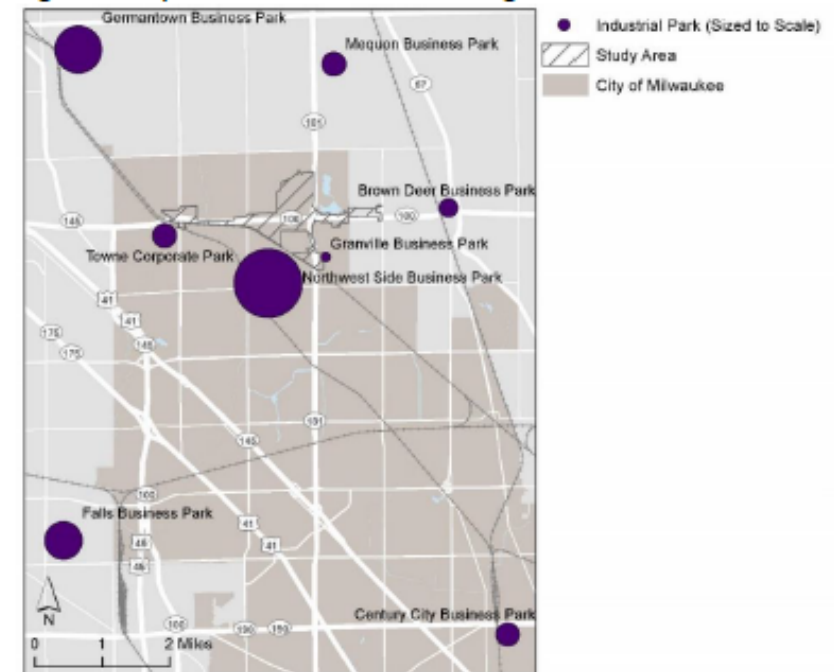
- Outlot performance
- Strong anchors
- Non-retail potential
- Strong industrial demand
- Potential for senior housing

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



Retail Realignment

**Direct neighborhood serving
retail users at high visibility
intersections...**



Retail Realignment

... While allowing other vacant parcels to convert to new types of uses.



Key Points:

- Over supply of retail, need to rethink
- Must combat crime and safety perceptions
- Make Brown Deer Rd. more aesthetically pleasing
- Job training component is needed
- Convert interior spaces to industrial uses, prioritize retail, especially dining, at outlots
- Shoot for “singles” as well as “home runs”

Redevelopment Scenarios

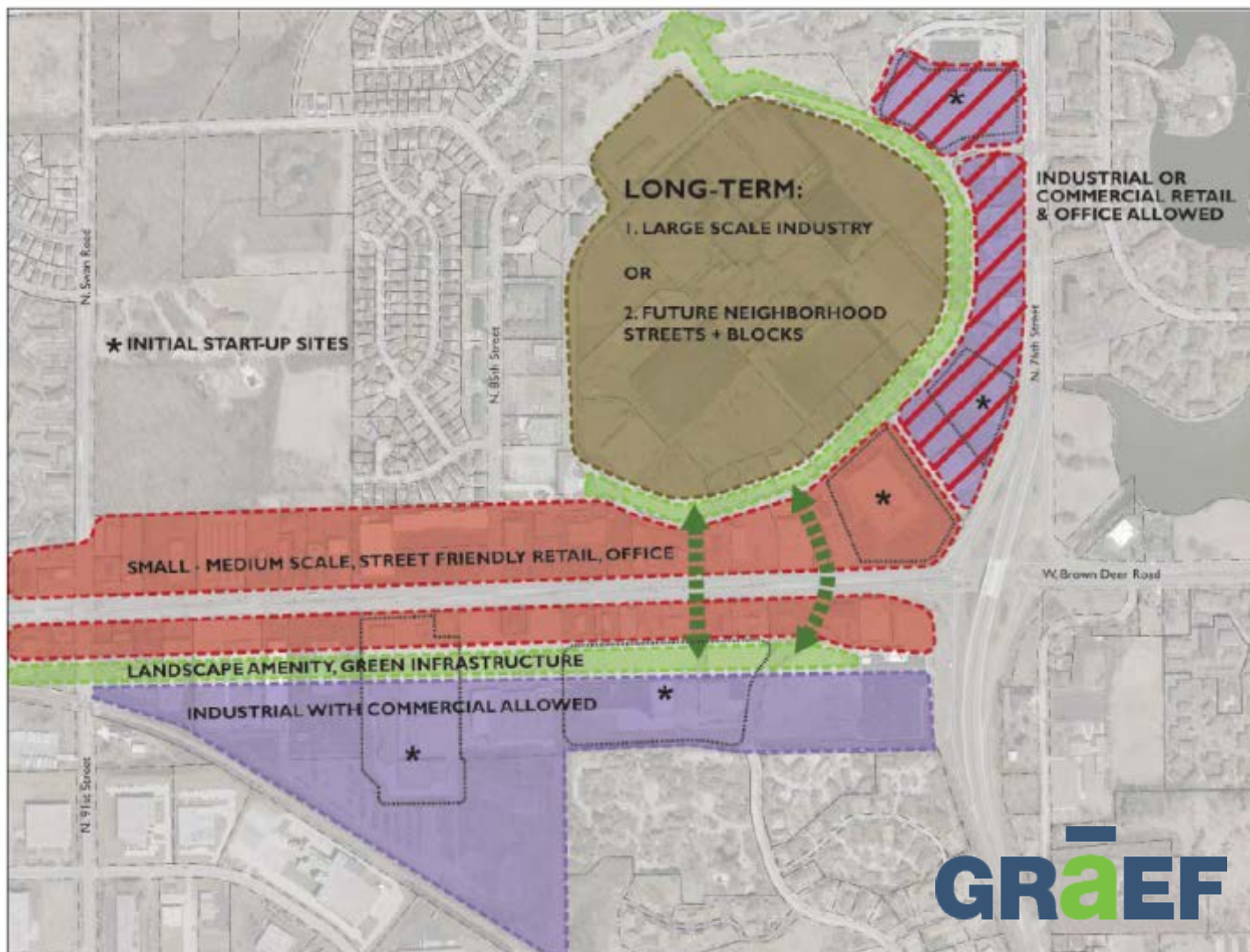


Figure 2. Future land use diagram.

Redevelopment Scenarios

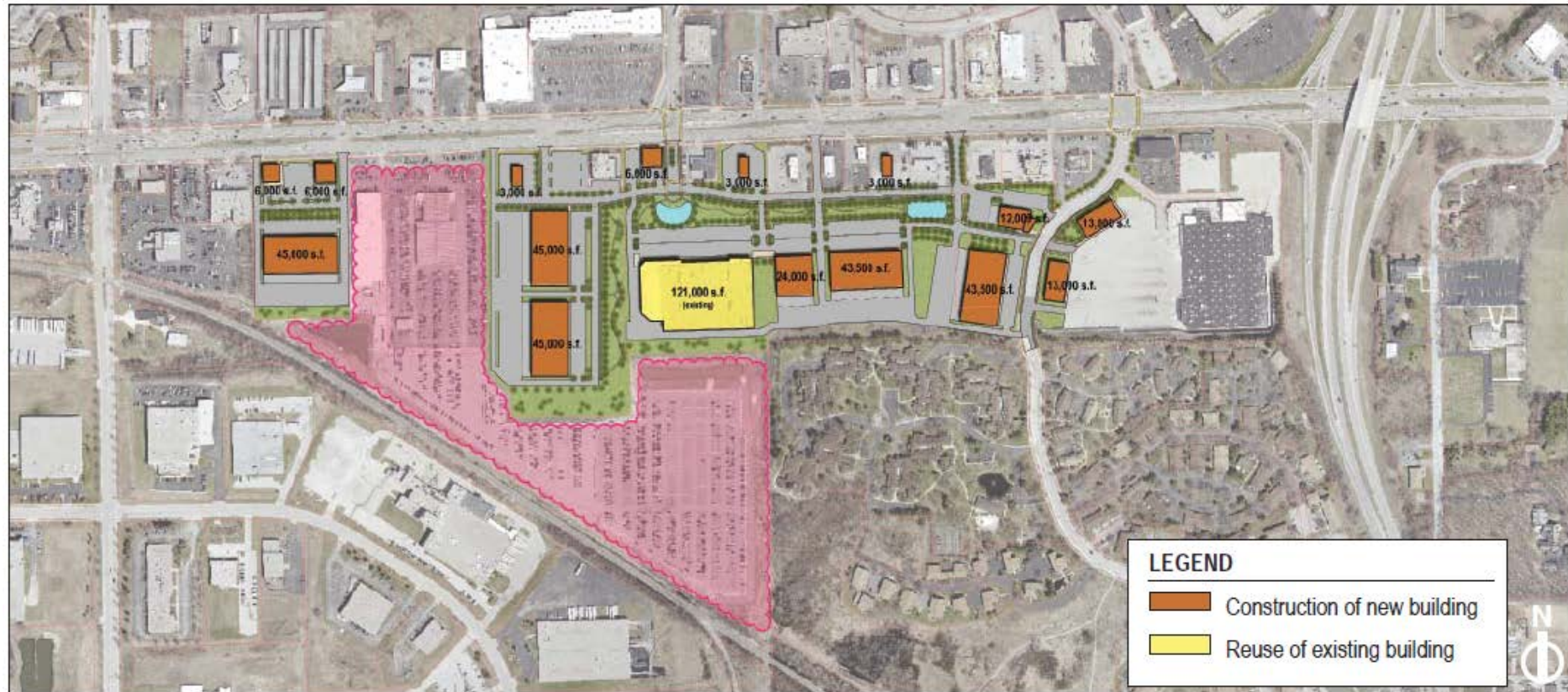




Figure 5. Conceptual site plan for the former Northridge Shopping Center (Option B).

Redevelopment Scenarios



Redevelopment Scenarios

Former Windsor Park Mall (San Antonio, TX):

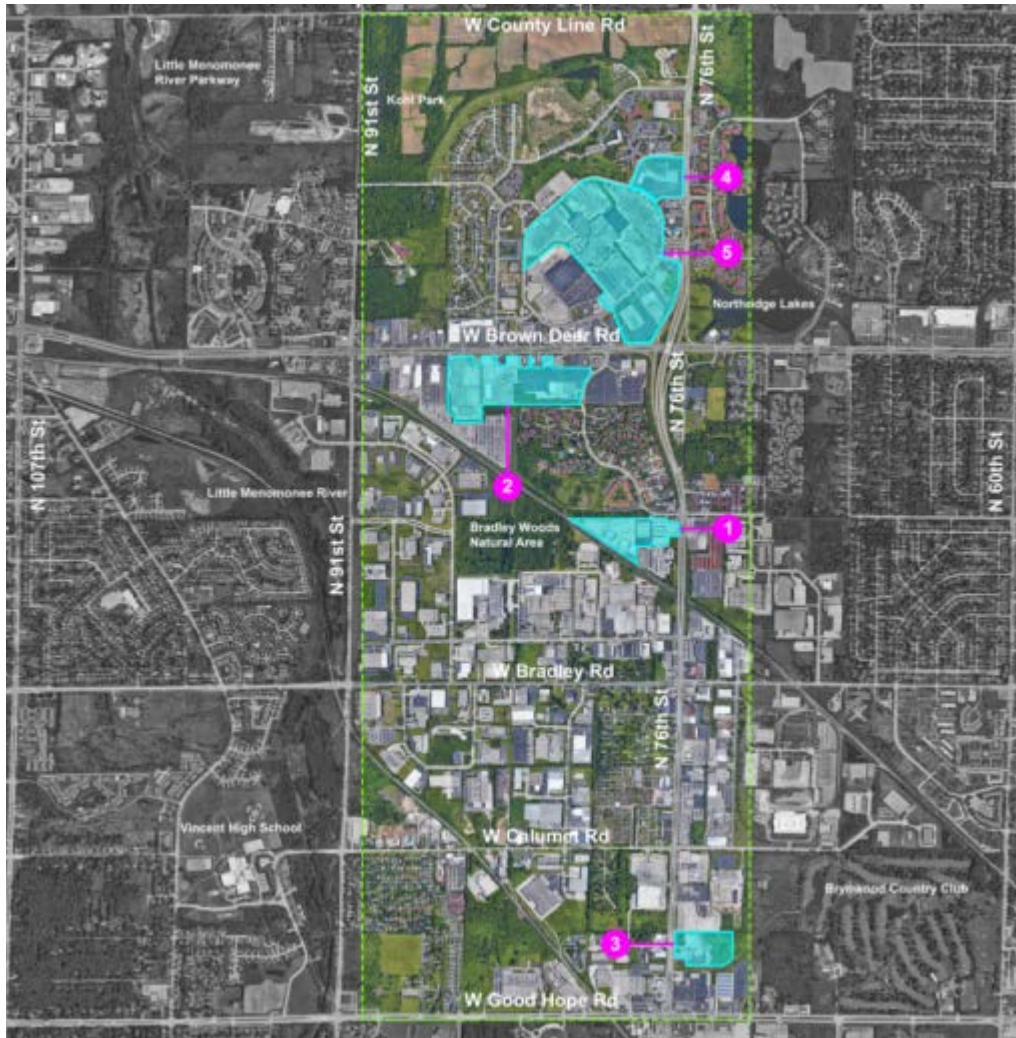


Redevelopment Scenarios

Rackspace Redevelopment:



Design Charette



Design Charette

Site 1: 8365 N 76th St.



Design Charette

Site 2: 8105-8603 W Brown Deer Rd.



continuum
ARCHITECTS + PLANNERS

Design Charette

Site 2: 8105-8603 W Brown Deer Rd.



Design Charette

Site 3: 7350 N 76th St.



Design Charette

Site 4: 9127 N 76th 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



Implementation

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

