MILWAUKEE comprehensive Plan Northwest Side

Granville Action Plan and Land Use Study

June 2016 Update

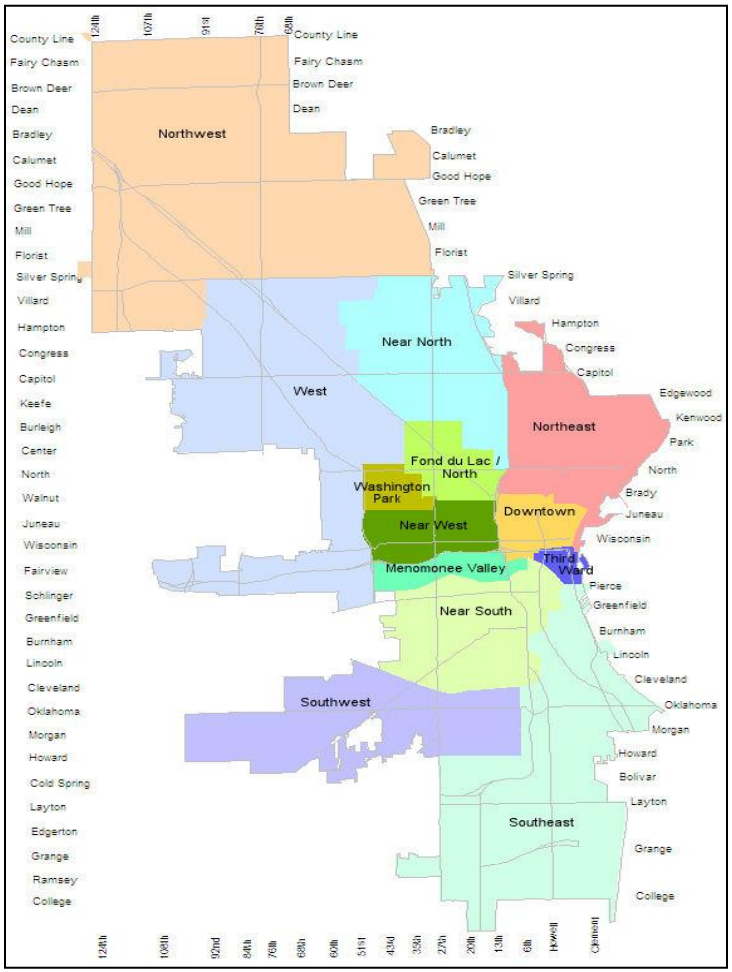
City of Milwaukee

GRANVILLE business improvement district

VILLAGE OF BROWN DEER

MILWAUKEE comprehensive Plan Northwest Side

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

MILWAUKEE
comprehensive Plan
DEPARTMENT OF CITY DEVELOPMENT • FEBRUARY, 2005
Northwest Side
A Plan for the Area
Rdfd dffl dfkljf d;flkdfv ffsdf
Cddf fjerk dfdf a dlfklkdf?
Good design is good for Business
A daf fdo the Neighborhood
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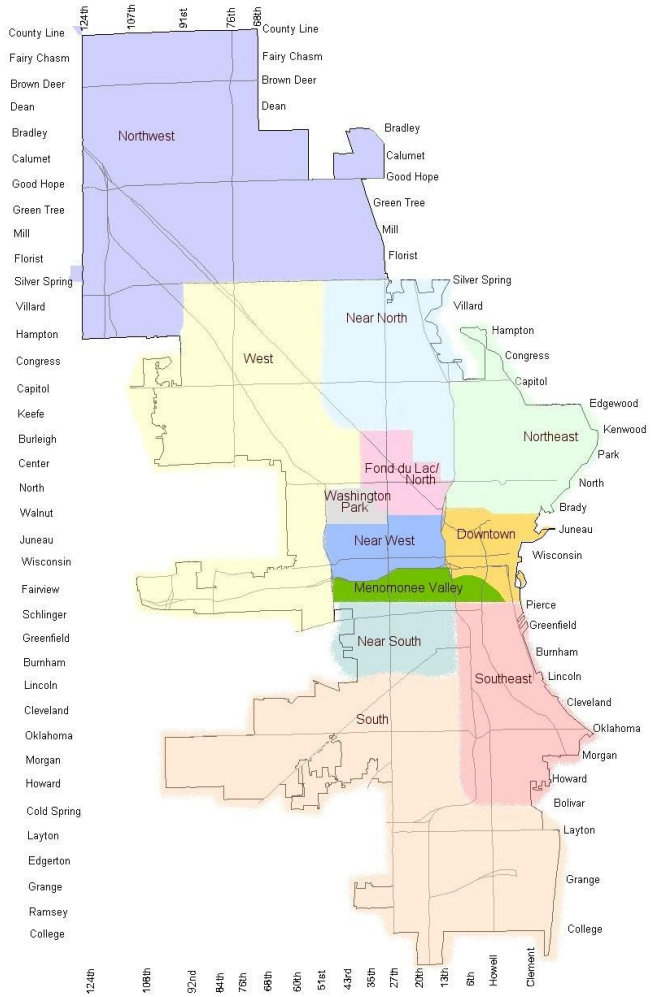
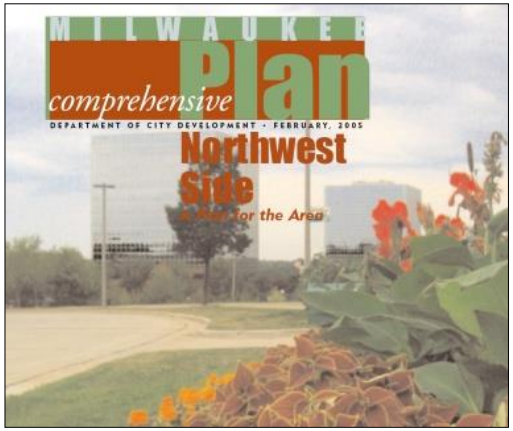
comprehensive Plan
DEPARTMENT OF CITY DEVELOPMENT • DECEMBER, 2009
West Side
A Plan for the Area
Northeast Side
Near South Side
A Plan for the Area
The Southeast Side
CONDOS
DEPARTMENT OF CITY DEVELOPMENT • OCTOBER, 2010
Downtown
A Plan for the Area
Near West Side
A Plan for the Area
DEPARTMENT OF CITY DEVELOPMENT • JUNE, 2006
Washington Park
A Plan for the Area
Near North Side
A Plan for the Area
DEPARTMENT OF CITY DEVELOPMENT • DECEMBER, 2009
Southwest Side
A Plan for the Area
The Third Ward
A Plan for the Neighborhood
Fond du Lac and North
A Plan for the Area
Can they all get along?
Good design is good for Business
An icon for the Neighborhood
Partnerships make it happen

MILWAUKEE comprehensive Plan Northwest Side

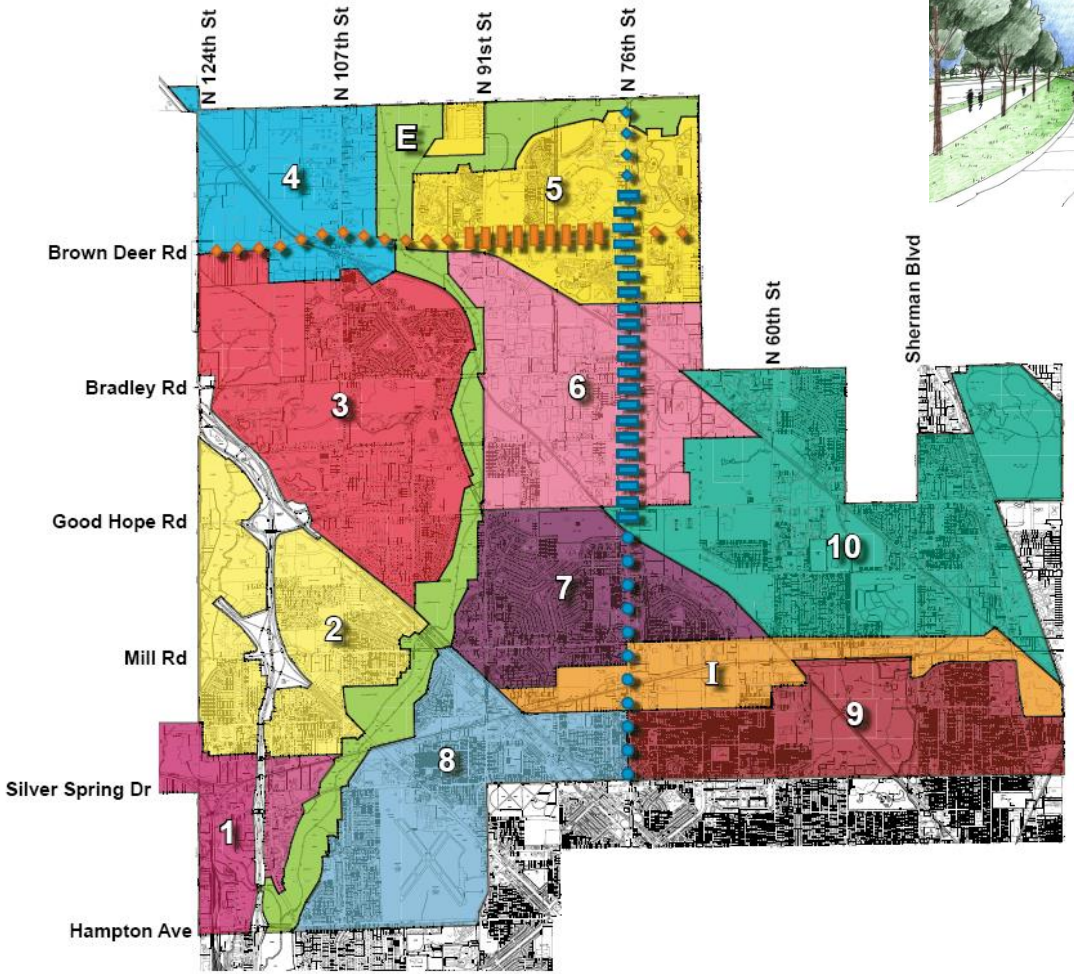
Northwest Side Planning Area





MILWAUKEE comprehensive Plan Northwest Side

Plan Recommendations



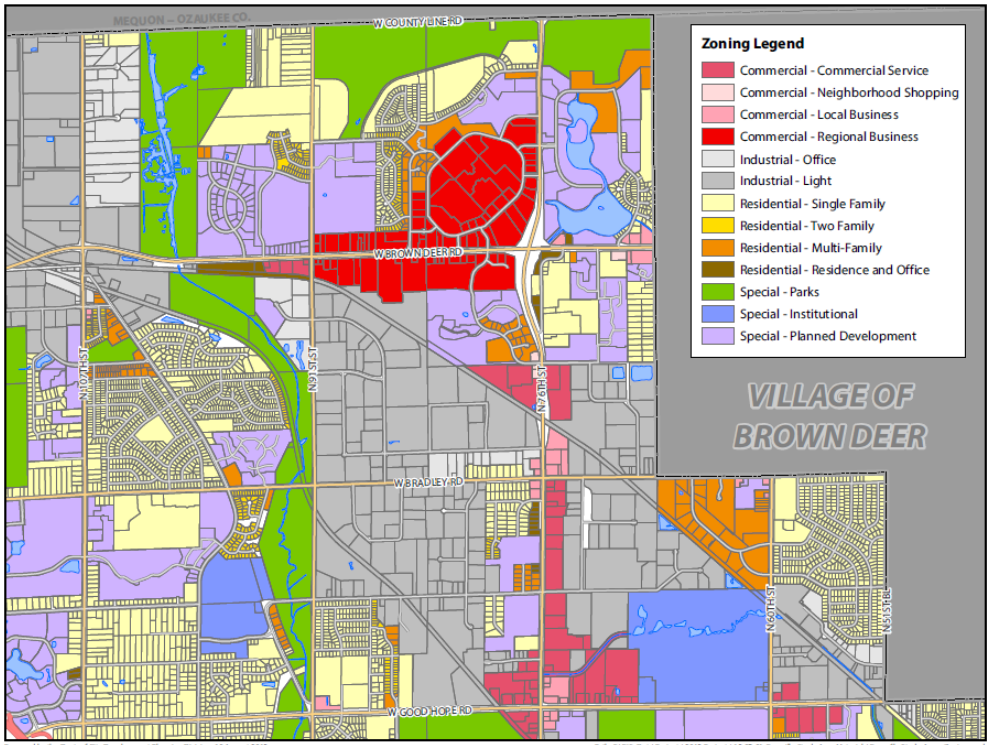
MILWAUKEE comprehensive Plan Northwest Side

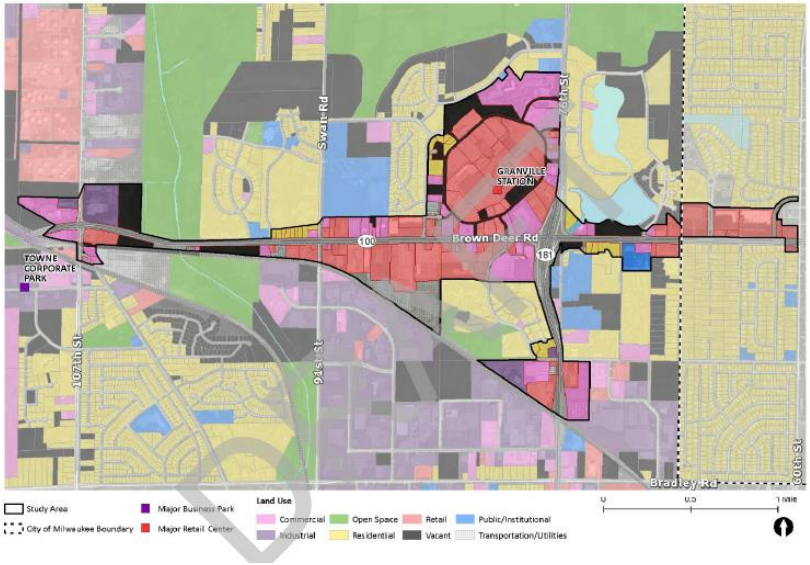
Granville Action Plan

Granville Action Plan

MILWAUKEE comprehensive Plan Northwest Side

Granville Action Plan Area





Planning Process

4 Phases of Planning:

Analysis

Visioning (Public Participation)

Synthesis

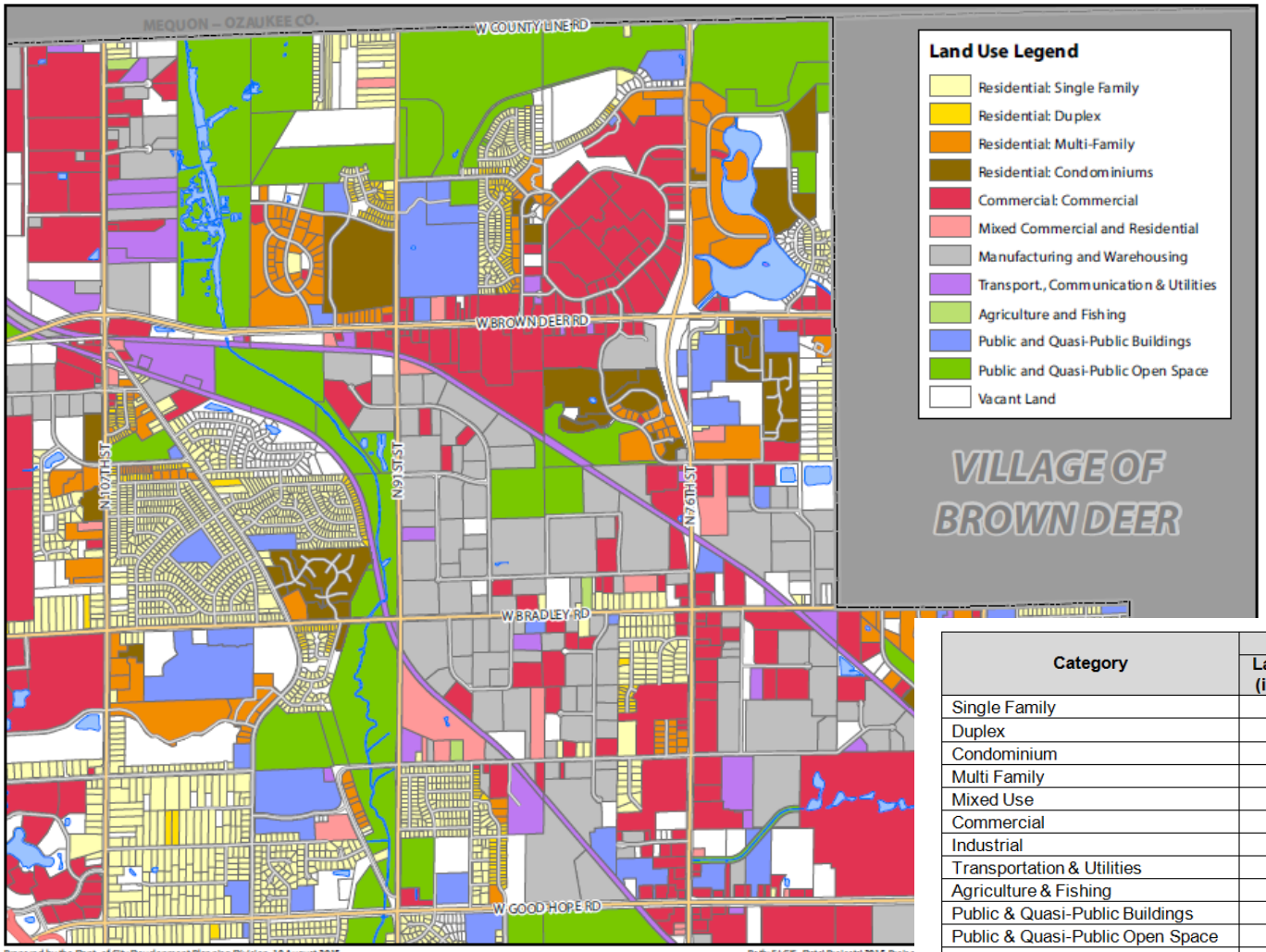
Review and Approval

Planning Process

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

MILWAUKEE comprehensive Plan Northwest Side

Data Analysis



Prepared by the Dept. of City Development Planning Division, 10 August 2015
Source: City of Milwaukee Information & Technology Management Division
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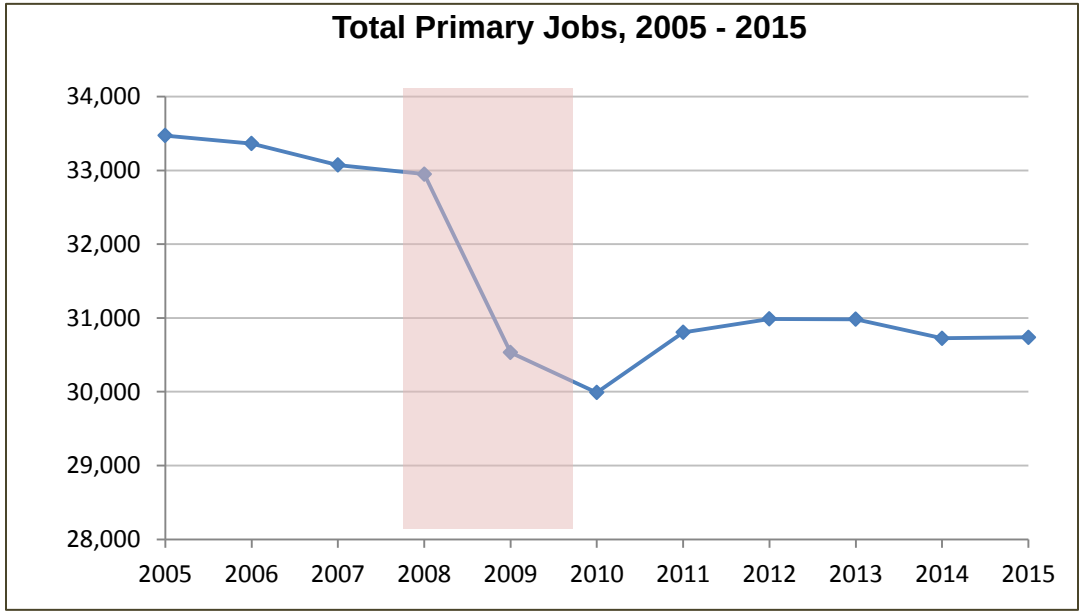
Category	Granville		City of Milwaukee	
	Land Area (in acres)	Percent	Land Area (in acres)	Percent
Single Family	23.1	0.5%	13,050.1	27.2%
Duplex	54.5	1.1%	4,085.2	8.5%
Condominium	953.6	19.6%	984.8	2.0%
Multi Family	299.8	6.2%	2,339.4	4.9%
Mixed Use	77.6	1.6%	654.8	1.4%
Commercial	803.5	16.5%	5,711.4	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%

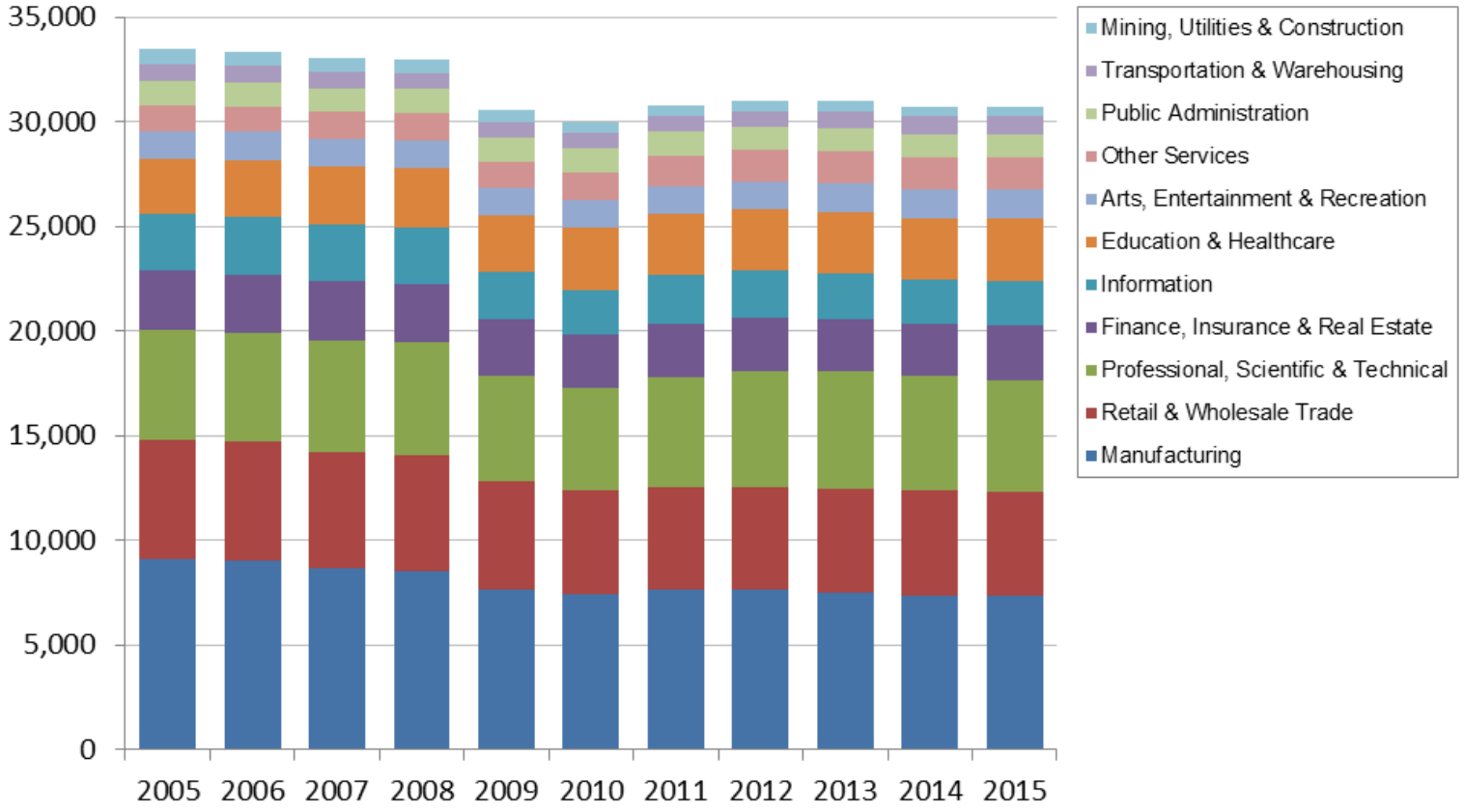
Data Analysis



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

Granville Area Residents:

- Average wage for individuals working in manufacturing: **$36,250**
- Average wage for individuals working in retail: **$21,300**

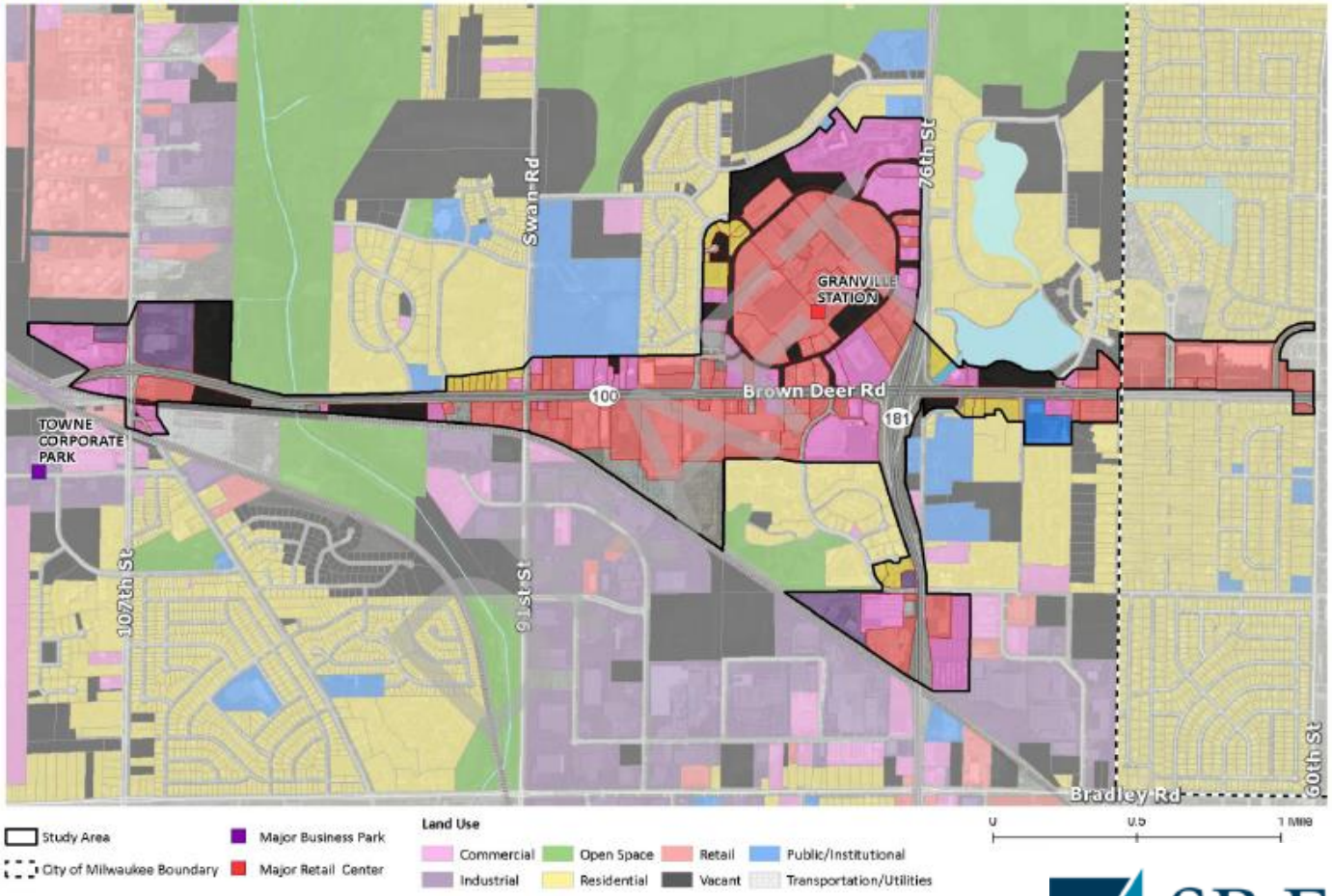
Granville Area Jobs:

- **62%** of employees working in **manufacturing** earn more than **$40,000** per year.
- **22%** of employees working in retail earn more than **$40,000** per year; **35%** earn less than **$15,000** per year.

MILWAUKEE comprehensive Plan Northwest Side

Market Study

Figure 1. Corridor Area Overview Map



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

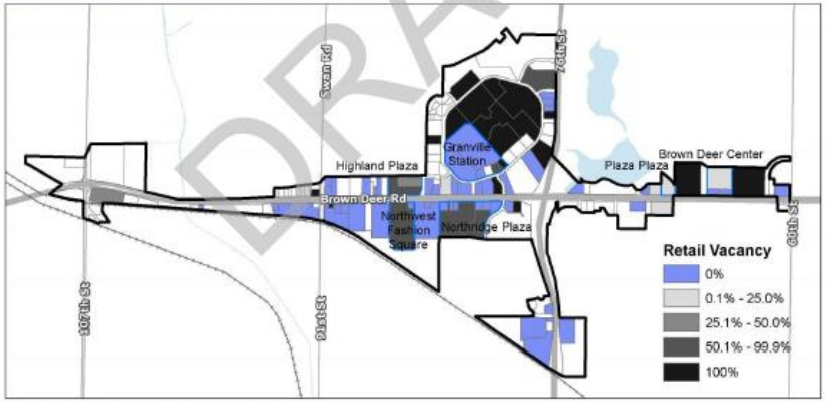
SB Friedman Development Advisors

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

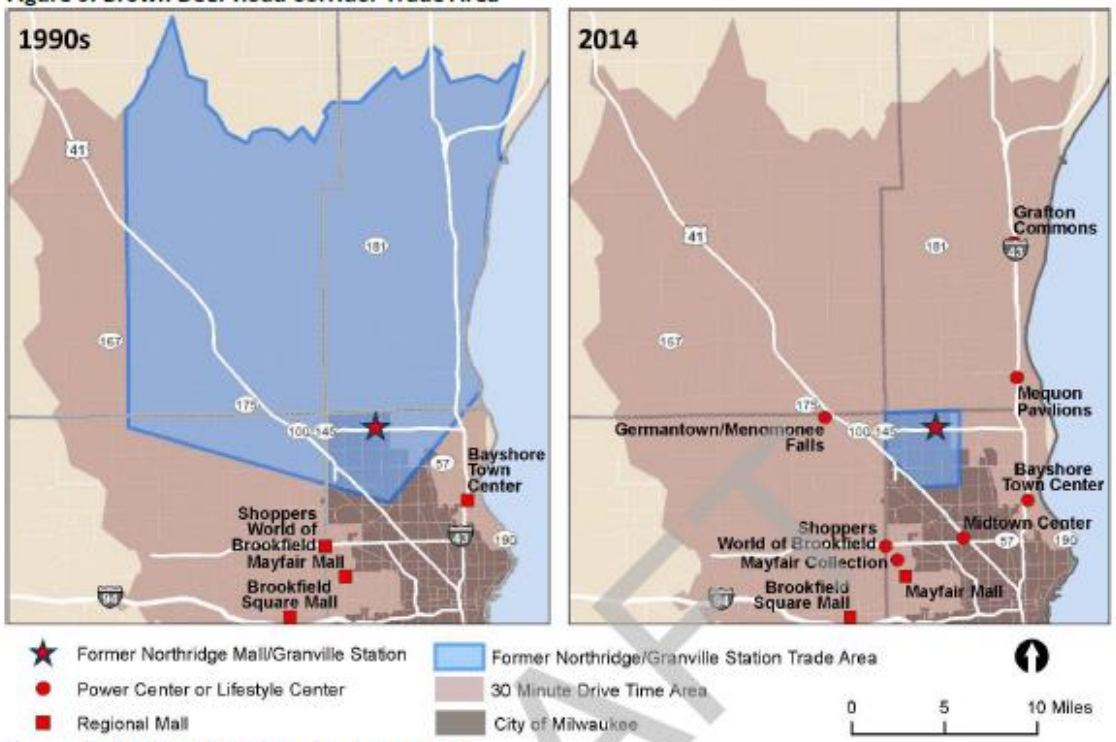
Figure 2. Brown Deer Road Corridor Retail Vacancy



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

Sources: Wisconsin Department of Transportation, *SB Friedman Development Advisors*

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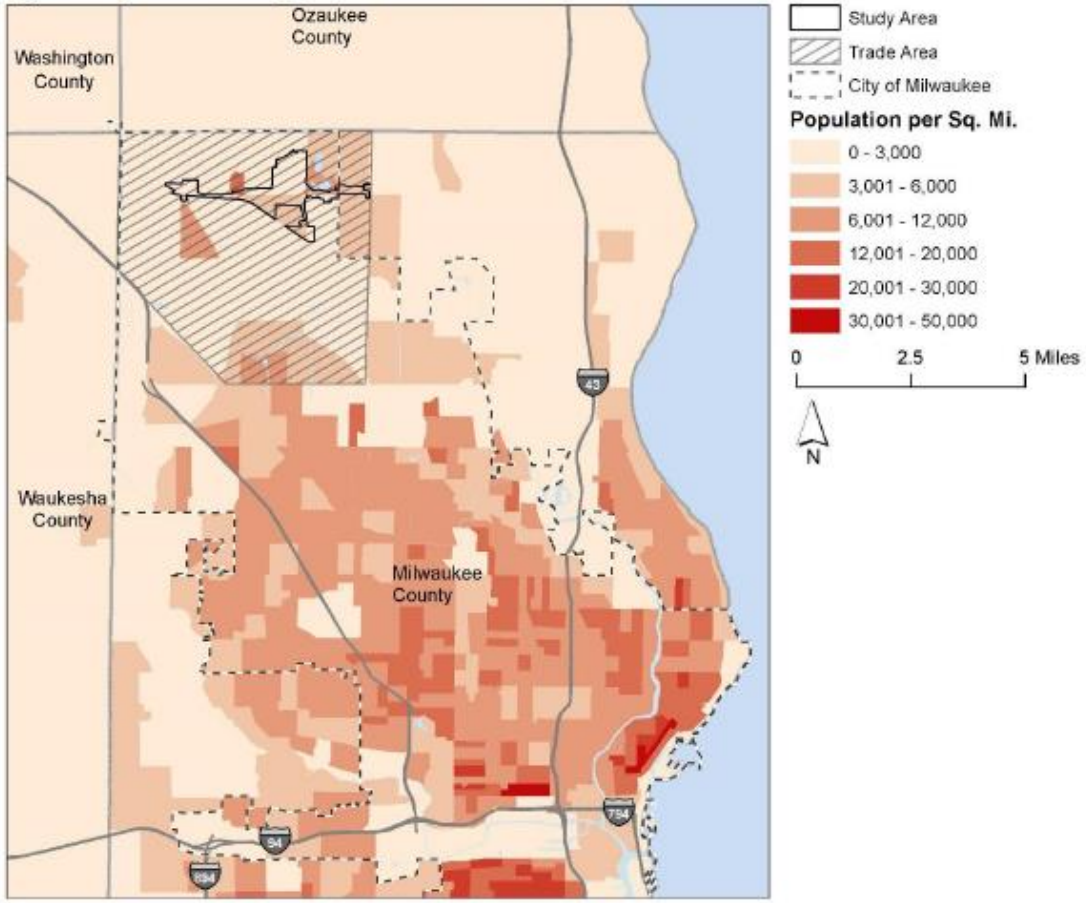
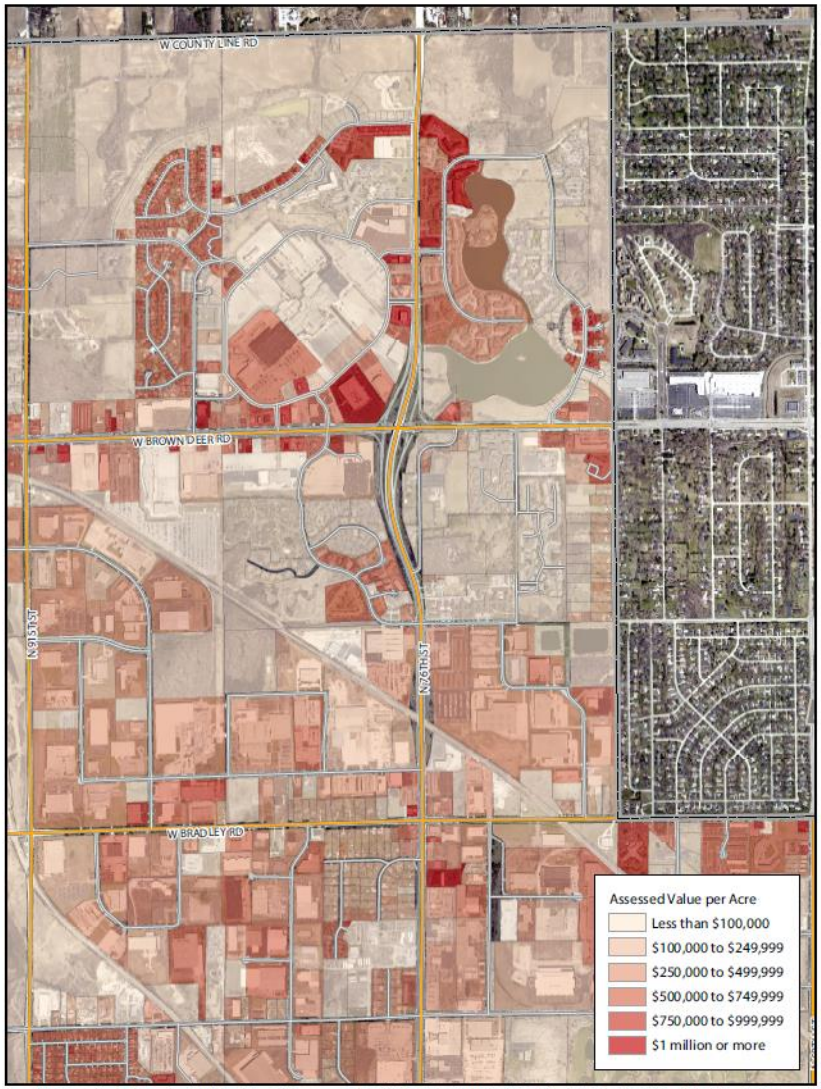
Market Study

Figure 5. Population Density in Northwest Milwaukee



Source: Esri Business Analyst, *SB Friedman Development Advisors*

Market Study



Prepared by the Dept. of City Development Planning Division, 10 August 2015
Source: City of Milwaukee Information & Technology Management Division
Path: F:\GIS_Data\Projects\2015 Projects\15-07-01 Granville Study Area Materials\Granville Study Area - Value Per Acre.mxd

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.

Stakeholder Interviews

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"

MILWAUKEE comprehensive Plan Northwest Side

Redevelopment Scenarios

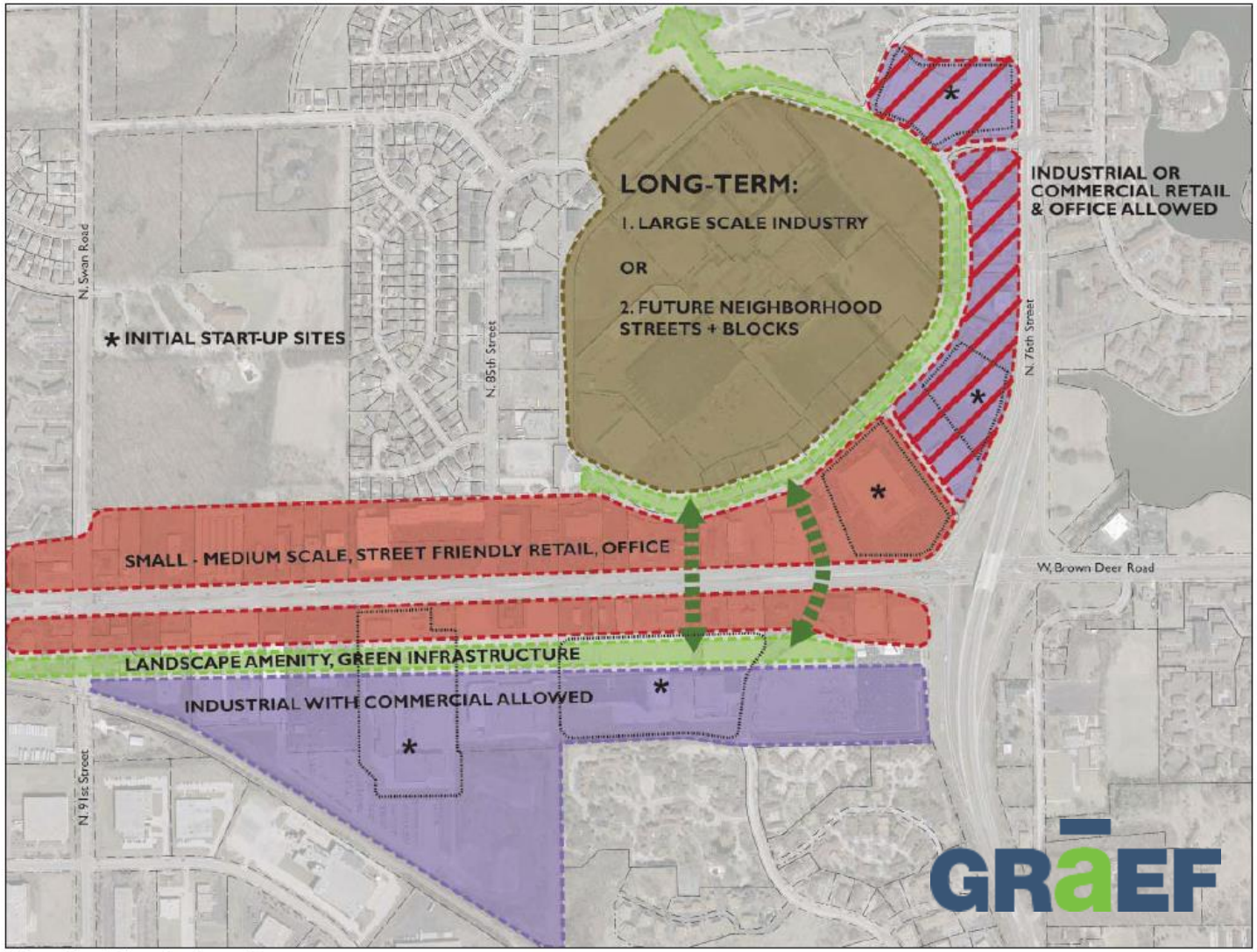


Figure 2. Future land use diagram.

Redevelopment Scenarios

Figure 3. Conceptual site plan for properties south of Brown Deer Road.

Redevelopment Scenarios

Figure 4. Conceptual site plan for the former Northridge Shopping Center (Option A).

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

Redevelopment Scenarios

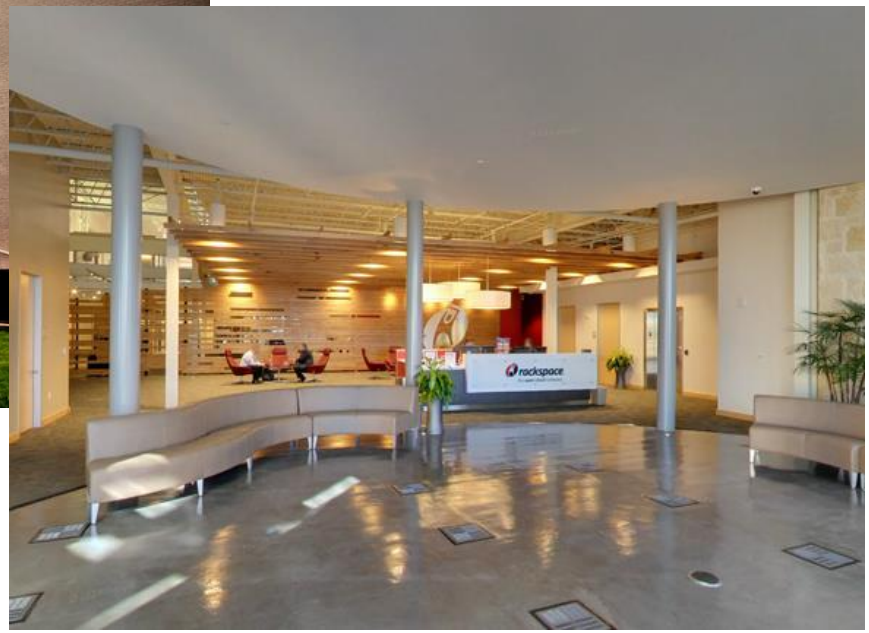
Figure 6. Conceptual site plan for the former Northridge Shopping Center (Option C).

Redevelopment Scenarios

Former Windsor Park Mall (San Antonio, TX):

Redevelopment Scenarios

Rackspace Redevelopment:



Supporting Strategies

1. Redevelop and reinvent commercial corridors

2. Protect, strengthen and promote the industrial core

3. Strengthen workforce training and resident 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

GRANVILLE business improvement district

City:

- Zoning changes
- Signage code review
- Proactive policing

Other Partners:

- Workforce development
- Greening initiatives
- Housing initiatives

Milwaukee Area WORKFORCE INVESTMENT BOARD, INC.

Next Steps

- Refine recommendations and strategy
- Release draft plan
- Public review and comment
- Common Council adoption
- Implementation

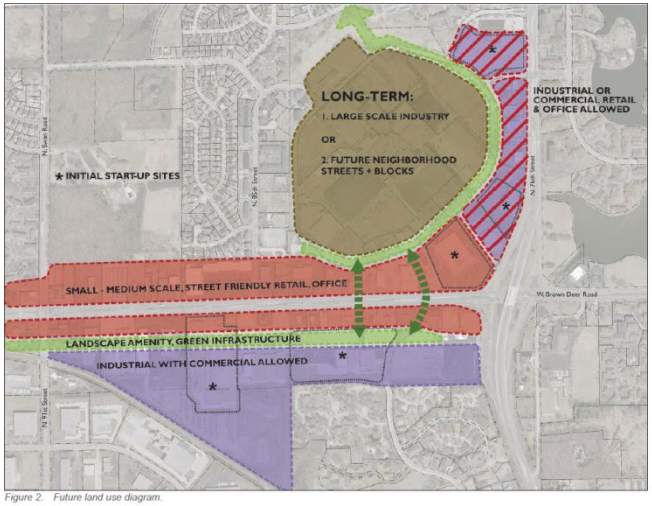


Figure 2. Future land use diagram.

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

Stay Connected

Sign up for email updates about the Granville Action Plan and invitations to future meetings.

- Visit http://city.milwaukee.gov/enotify
- Subscribe to receive updates in the "Northwest Side Plan" category
- Email NorthWestSidePlan@Milwaukee.gov with comments on the plan.

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Questions? Feedback?

Email: NorthWestSidePlan@Milwaukee.gov
Visit: city.milwaukee.gov/AreaPlans/Northwest
Sign Up: city.milwaukee.gov/enotify **(Northwest Side Plan)**

City of Milwaukee

GRANVILLE business improvement district

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