

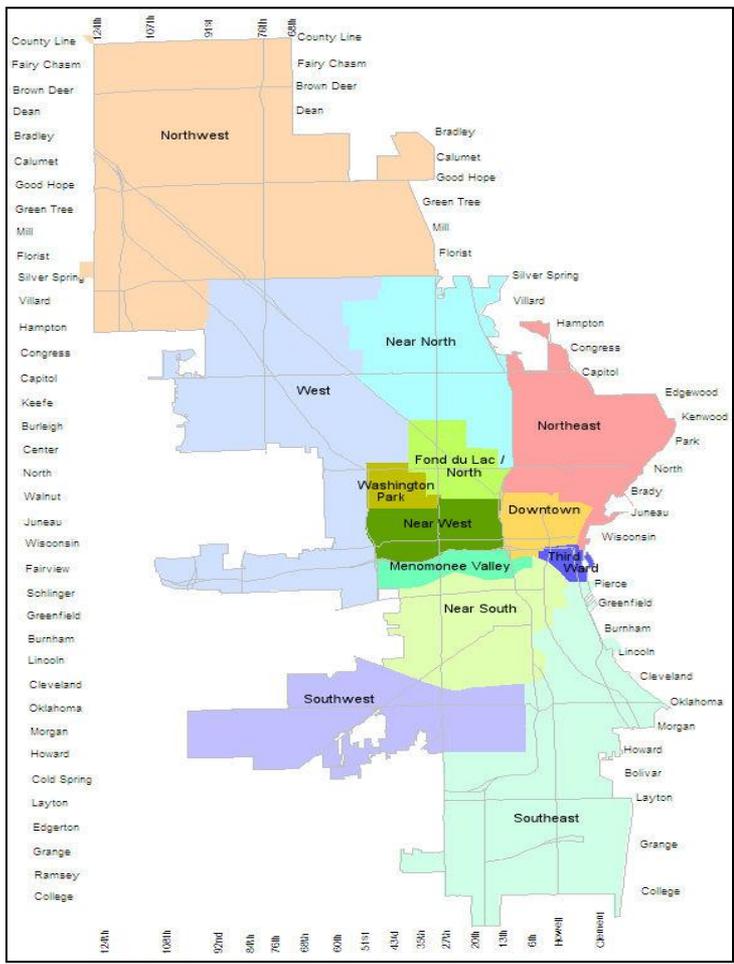
Granville Corridor Land Use Study and Strategic Action Plan

Update to Granville BID

November 11, 2015



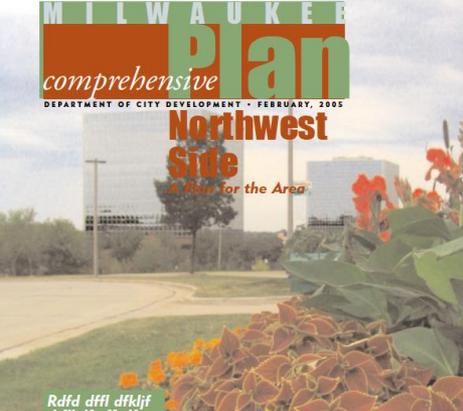
Planning Process



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
Plan
comprehensive
DEPARTMENT OF CITY DEVELOPMENT • FEBRUARY, 2005
Northwest Side
A Plan for the Area

Rdfr dffl dflklj
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Cddf fjerk dfrf a
dlfklkd?

Good design
is good
for Business

A daf tfo the
Neighborhood
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MILWAUKEE
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comprehensive
DEPARTMENT OF CITY DEVELOPMENT • DECEMBER, 2009
West Side
A Plan for the Area



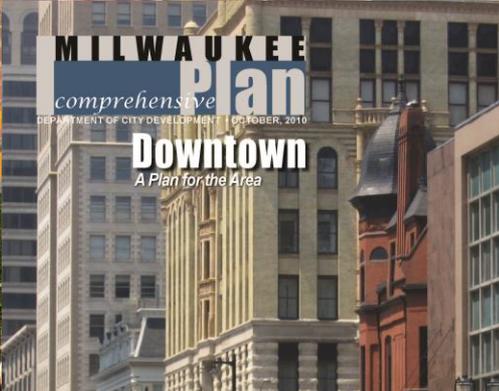
MILWAUKEE
Plan
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DEPARTMENT OF CITY DEVELOPMENT • OCTOBER, 2010
Northeast Side
A Plan for the Area



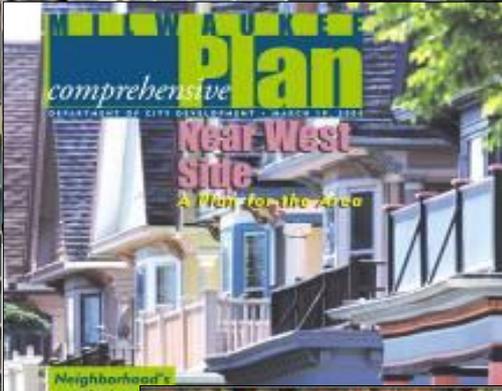
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Plan
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DEPARTMENT OF CITY DEVELOPMENT • MARCH 2011
Near South Side
A Plan for the Area



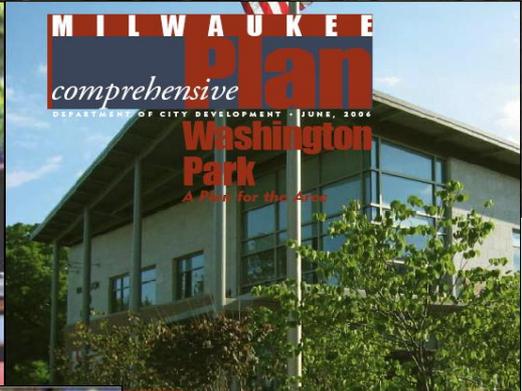
MILWAUKEE
Plan
comprehensive
DEPARTMENT OF CITY DEVELOPMENT • JUNE 2006
The Southeast Side
A Plan for the Area



MILWAUKEE
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Downtown
A Plan for the Area



MILWAUKEE
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Near West Side
A Plan for the Area



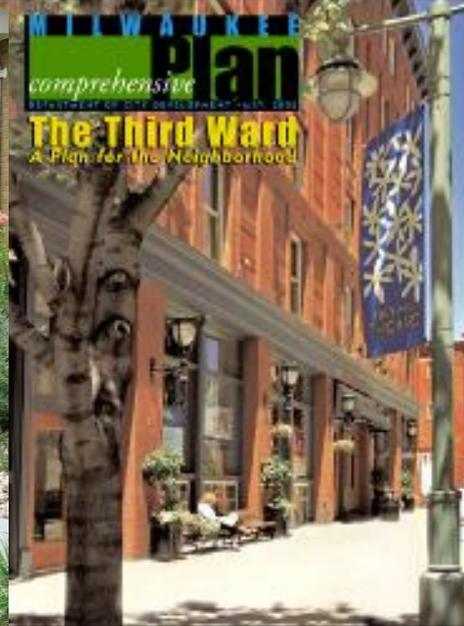
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Washington Park
A Plan for the Area



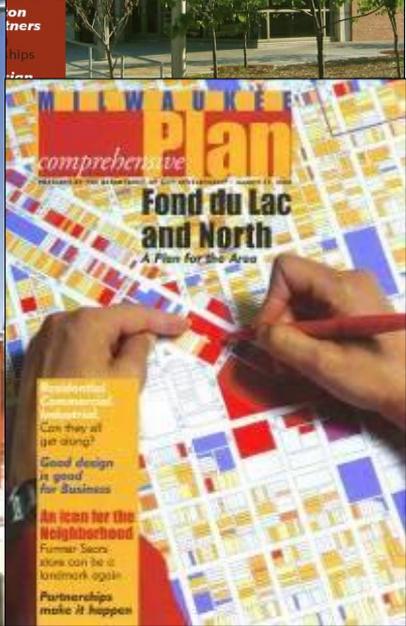
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Near North Side
A Plan for the Area



MILWAUKEE
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comprehensive
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Southwest Side
A Plan for the Area



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comprehensive
DEPARTMENT OF CITY DEVELOPMENT • JUNE 2011
The Third Ward
A Plan for the Neighborhood



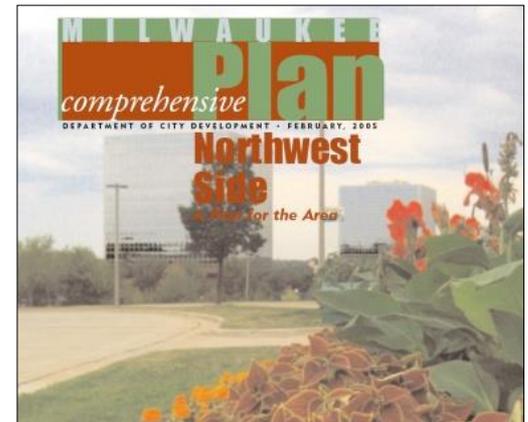
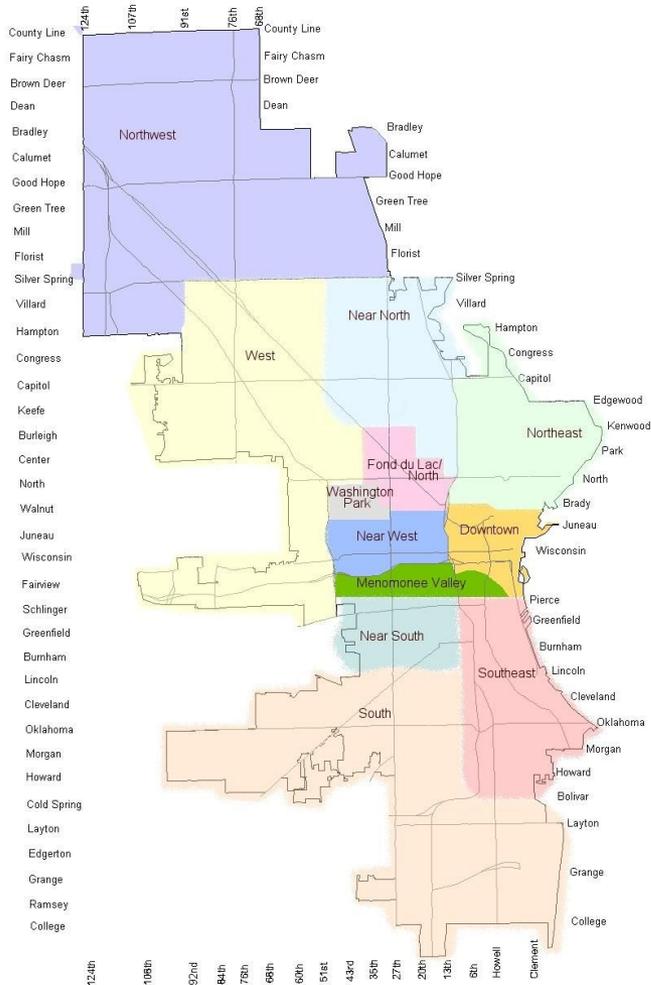
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Fond du Lac and North
A Plan for the Area

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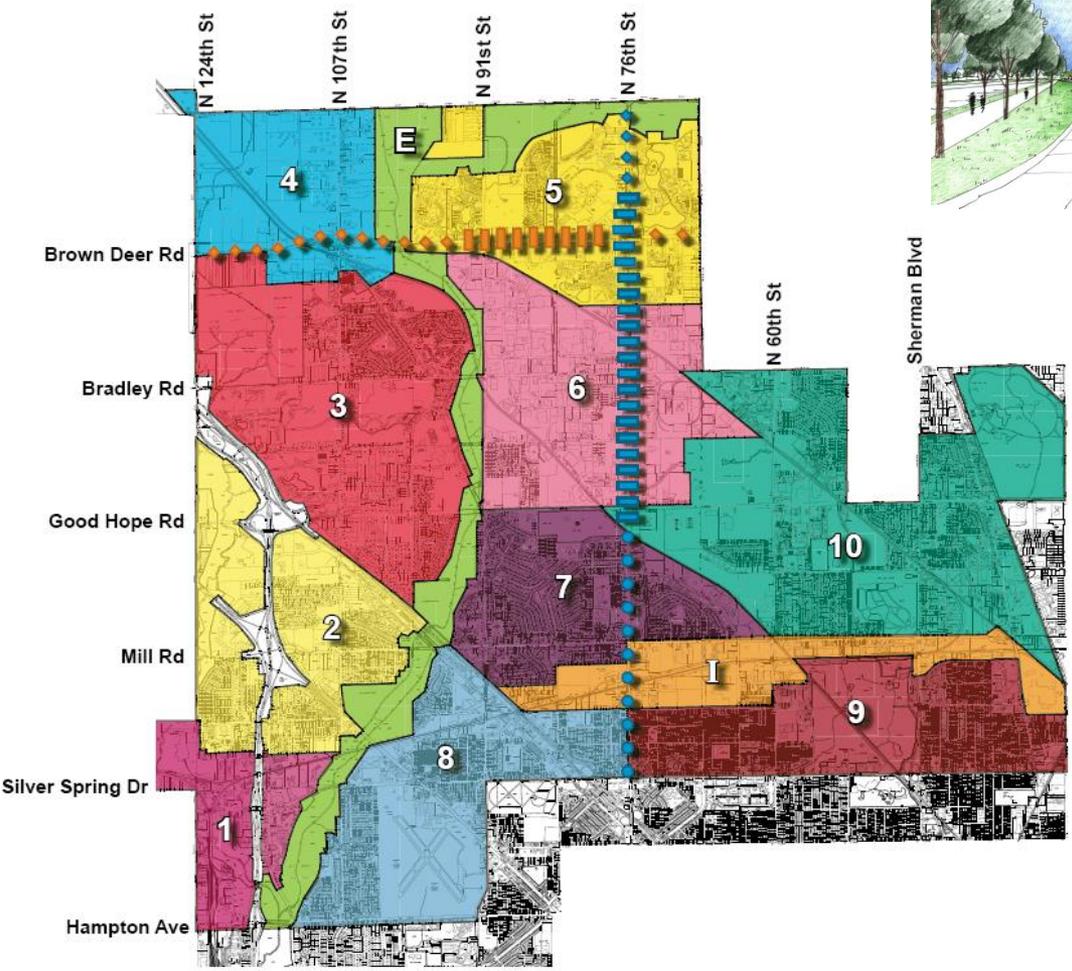
comprehensive
DEPARTMENT OF CITY DEVELOPMENT • JUNE 2011
Fond du Lac and North
A Plan for the Area

Can they all
get along?
Good design
is good
for Business
An icon for the
Neighborhood
Former Sears
store can be a
landmark again
Partnerships
make it happen

Northwest Side Planning Area



Plan Recommendations



4 Phases of Planning:

Analysis

Visioning (Public Participation)

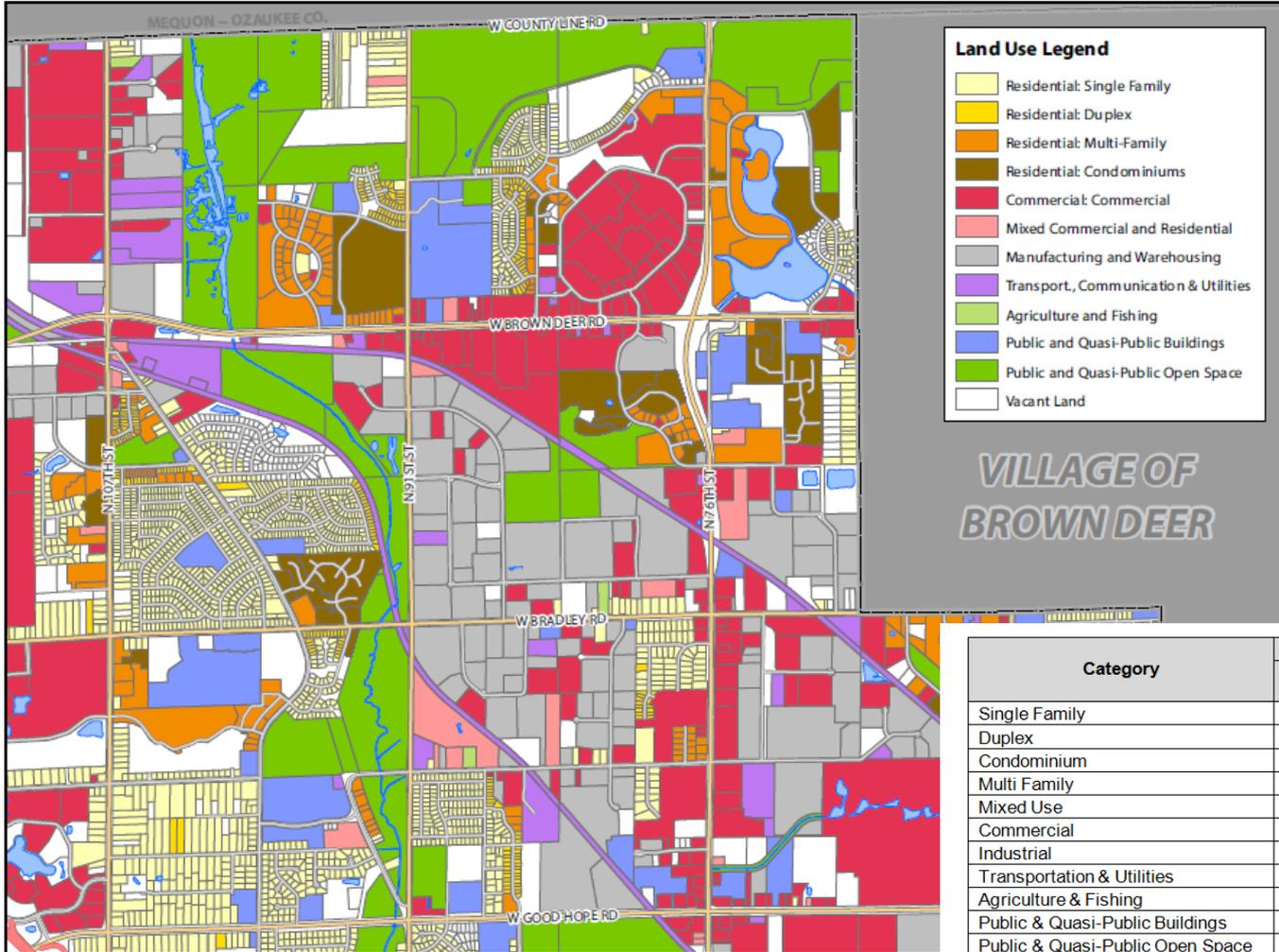
Synthesis

Review and Approval



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

Data Analysis



- Land Use Legend**
- Residential: Single Family
 - Residential: Duplex
 - Residential: Multi-Family
 - Residential: Condominiums
 - Commercial: Commercial
 - Mixed Commercial and Residential
 - Manufacturing and Warehousing
 - Transport, Communication & Utilities
 - Agriculture and Fishing
 - Public and Quasi-Public Buildings
 - Public and Quasi-Public Open Space
 - Vacant Land

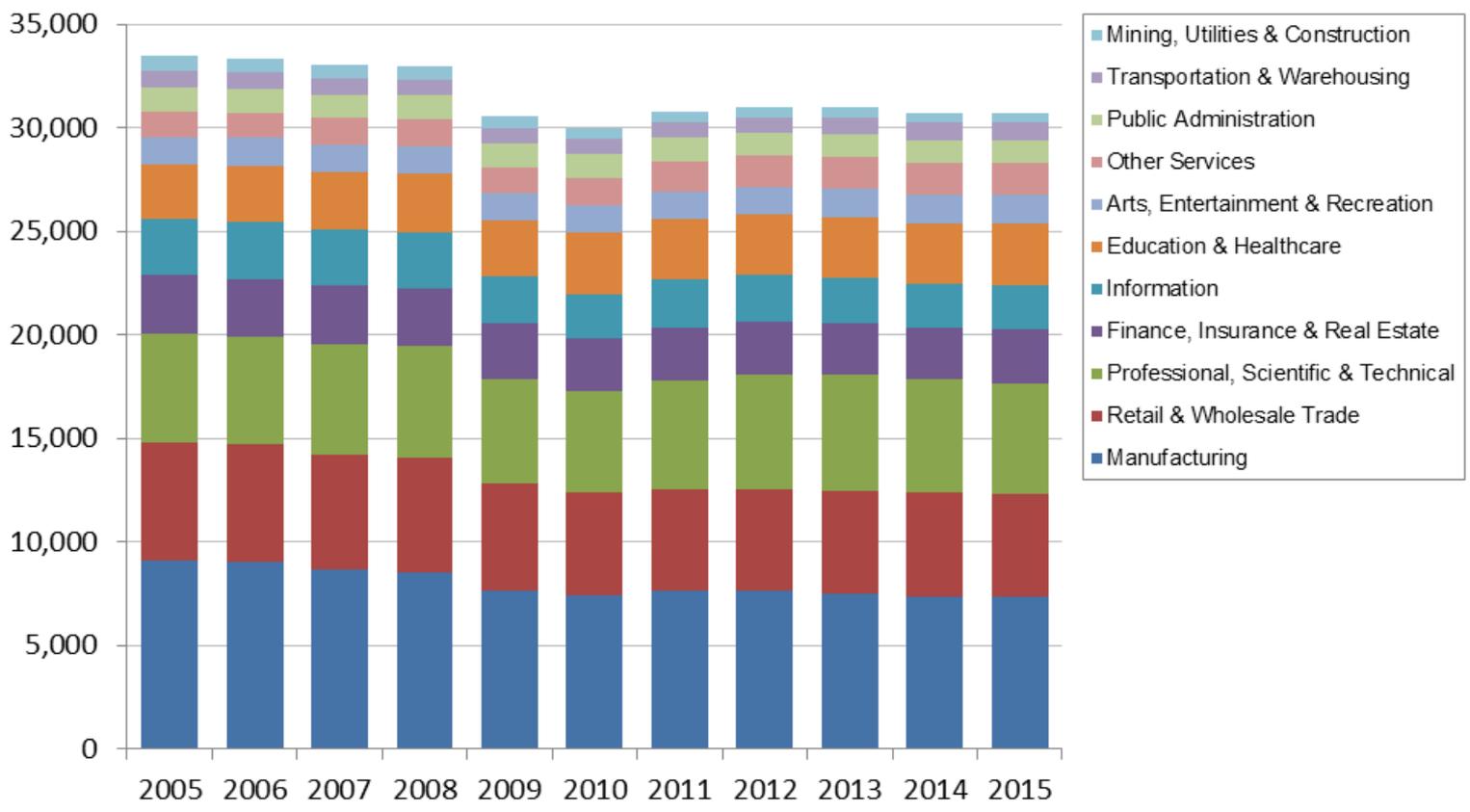
VILLAGE OF
 BROWN DEER

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%

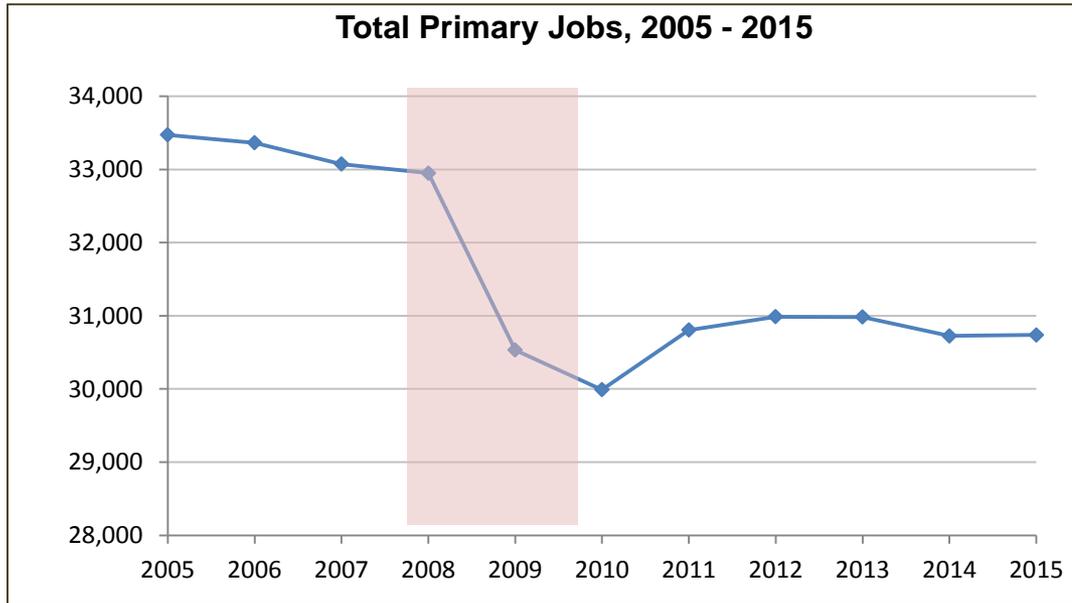
Prepared by the Dept. of City Development Planning Division, 10 August 2015
 Source: City of Milwaukee Information & Technology Management Division

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Number of Jobs by Industry Type, 2005 – 2015

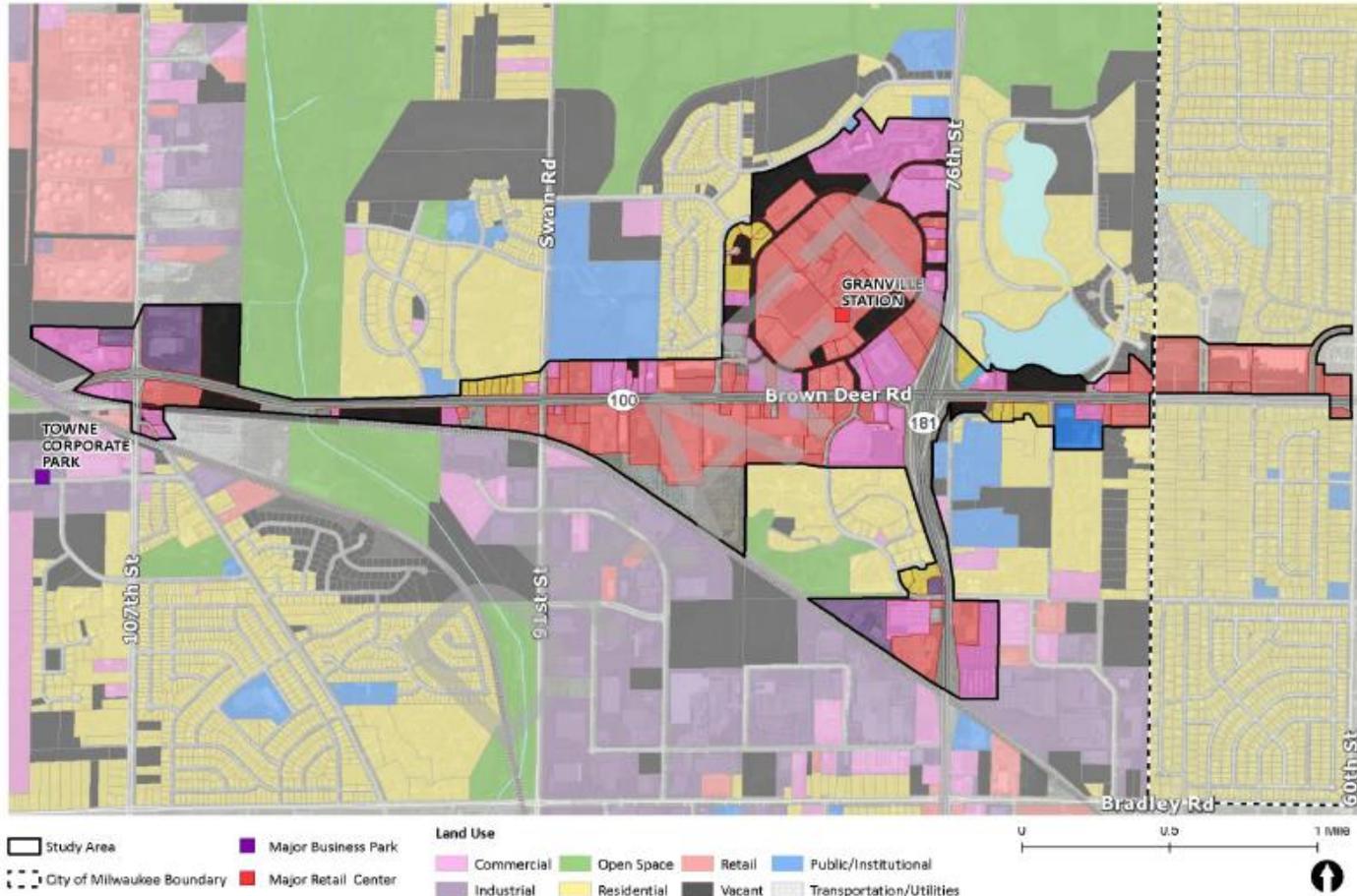


Data Analysis



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

Figure 1. Corridor Area Overview Map



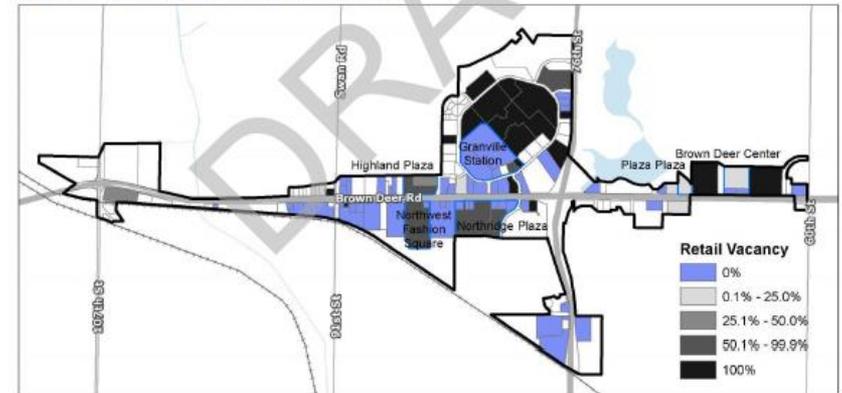
Sources: Esri, Milwaukee County Automated Mapping and Land Information System, SB Friedman Development Advisors

Market Study

Findings:

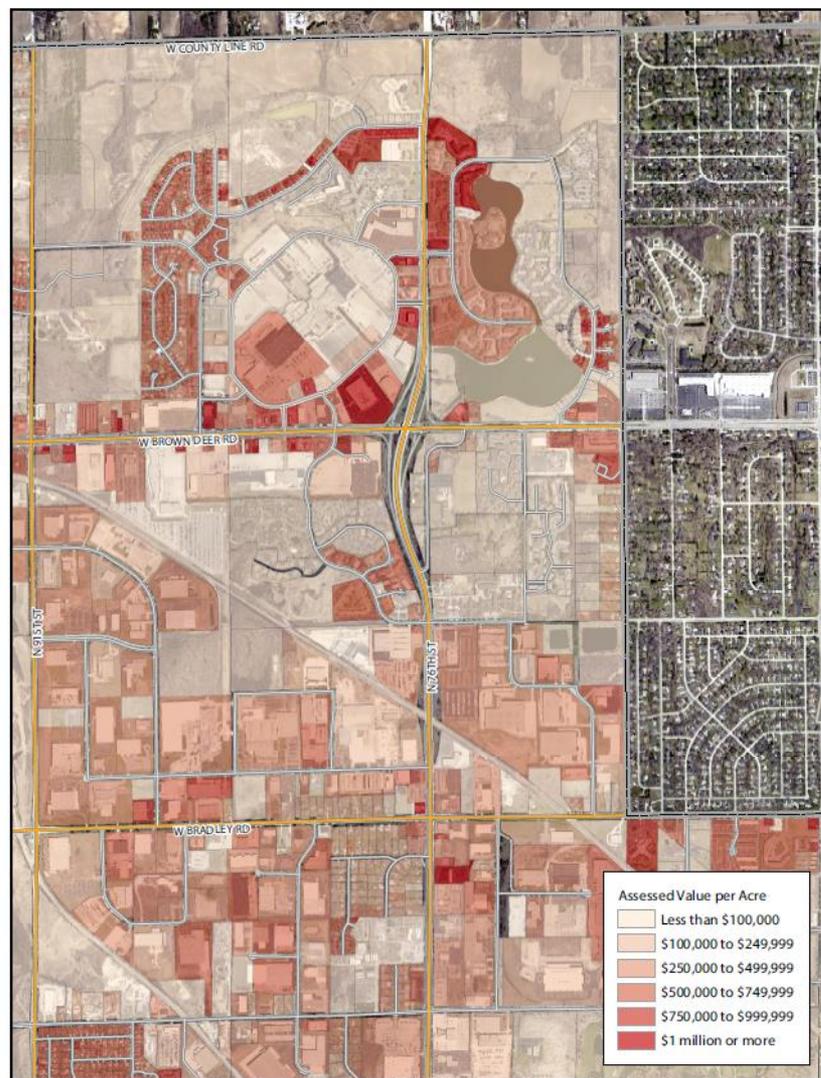
- Changing retail market
- High retail vacancy
- Increased competition /shrinking trade area
- Relatively low population density
- Obsolescence of older retail centers / poor layout and visibility

Figure 2. Brown Deer Road Corridor Retail Vacancy



Source: CoStar, SB Friedman Development Advisors

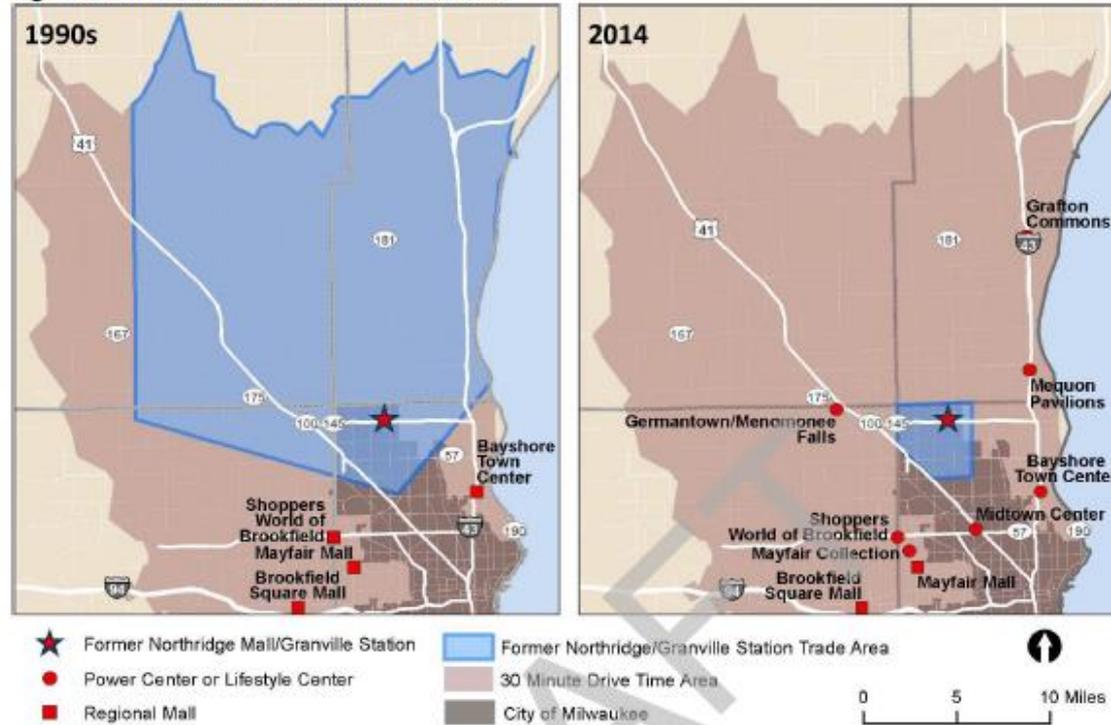
Market Study



Prepared by the Dept. of City Development/Planning Division, 10 August 2015
 Source: City of Milwaukee Information & Technology Management Division
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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

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

Figure 8. Northwest Side Industrial Park Performance [1]

Industrial Park	Approx. Development Period	Gross Land Area (Acres)	Net Acreage Developed	Approx. Annual Net Land Absorption (Acres)	Total RBA Developed (SF)	Built Floor Area Ratio	Typical Site Size (Acres)	Typical Building Size (SF)	Land Available (Acres)	Current Land Asking Price Per Acre
Brown Deer Business Park	1979 - 1982	40	31	10	746,931	0.46	3	88,230	0	N/A
Falls Business Park	1989 - 1996	161	152	23	1,728,250	0.26	5	42,100	0	N/A
Germantown Business Park	2001 - Present	250	102	18	822,202	0.18	8	59,000	20	\$79,900 to \$89,900
Granville Business Park	1995	11	11	11	60,600	0.13	5	30,300	0	N/A
Mequon Business Park	2003 - Present	68	28	3	90,357	0.14	4	22,600	37	\$99,900
Northwest Side Industrial Park	1974 - 1991	604	463	29	5,167,897	0.26	5	58,500	0	N/A
Towne Corporate Park	1999 - Present	64	61	4	539,880	0.20	4	41,500	12	\$69,900
Century City Business Park	Opened 2014	60	-	-	-	-	-	-	60	\$55,000
<i>Proposed Germantown Business Park</i>	<i>Proposed</i>	192	-	-	-	-	-	-	-	-
Summary		1,154	803	3 to 29	8,409,186	0.24	5	42,333	129	\$55,000 to \$99,900

Sources: CoStar, SB Friedman Development Advisors

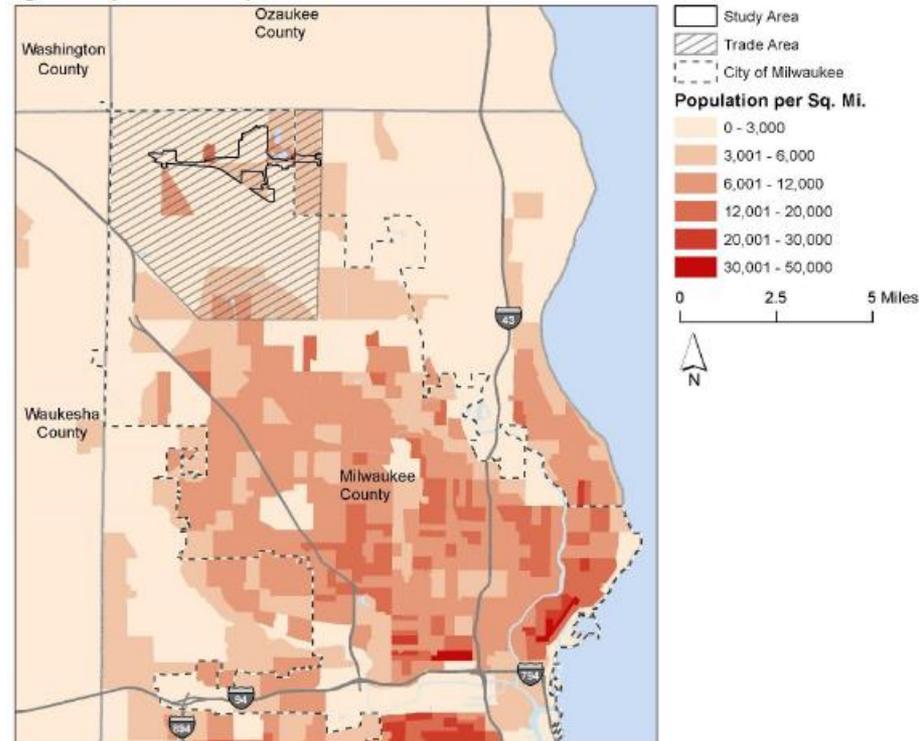
[1] Based on land area and rentable building area for properties within the park listed in CoStar, as available.

Market Study

Recommendations:

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

Figure 5. Population Density in Northwest Milwaukee



Source: Esri Business Analyst, SB Friedman Development Advisors

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

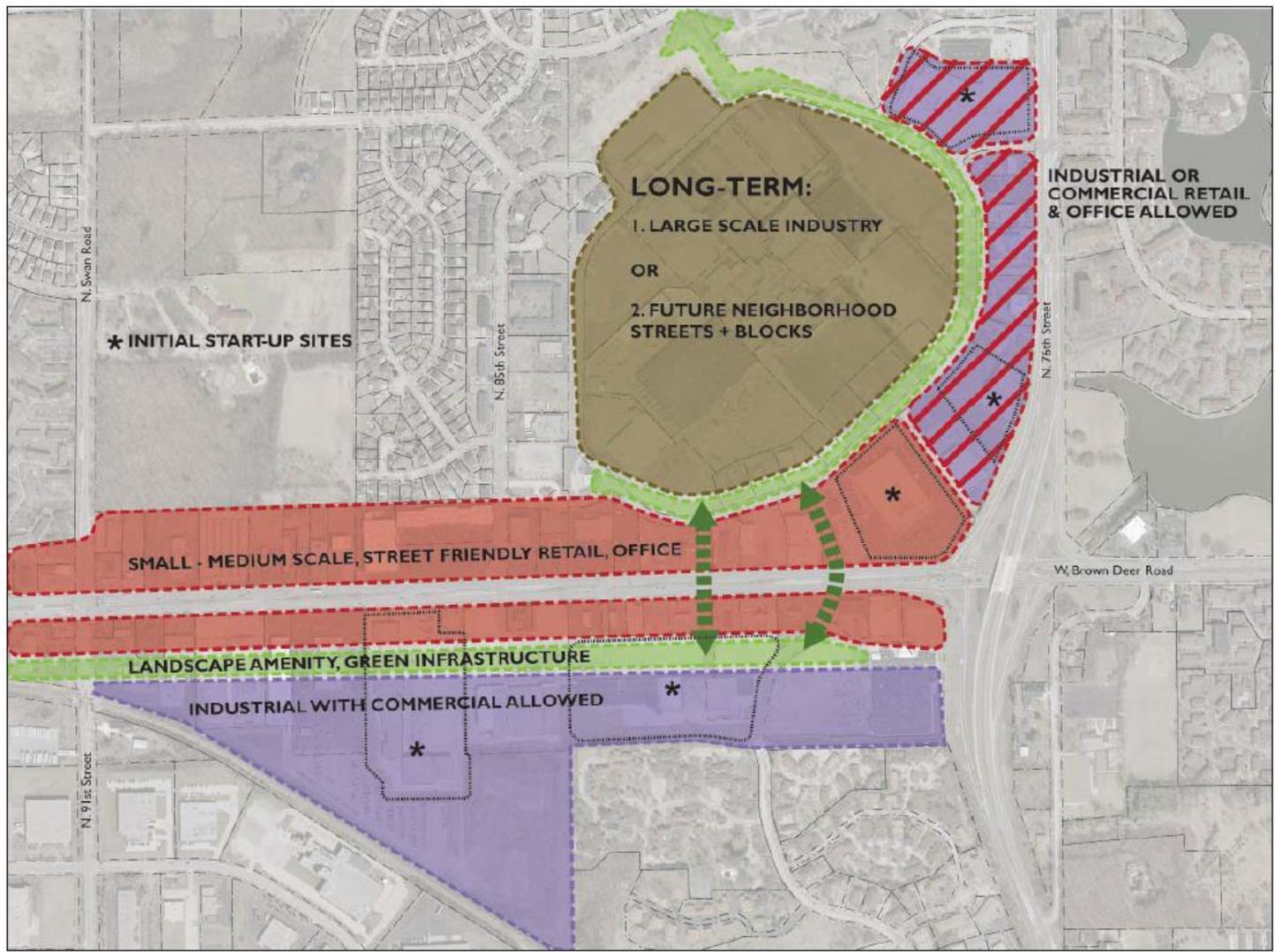


Figure 2. Future land use diagram.

Redevelopment Scenarios



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

Redevelopment Scenarios



Redevelopment Scenarios



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

Supporting Strategies

1. Redevelop and reinvent commercial corridors
2. Protect and stabilize residential neighborhoods
3. Strengthen and promote the industrial core
4. Connect bike and greenways
5. Architectural, urban design, and streetscape improvements
6. Address real and perceived safety concerns
7. Strengthen workforce training supports
8. Bolster neighborhood branding and marketing



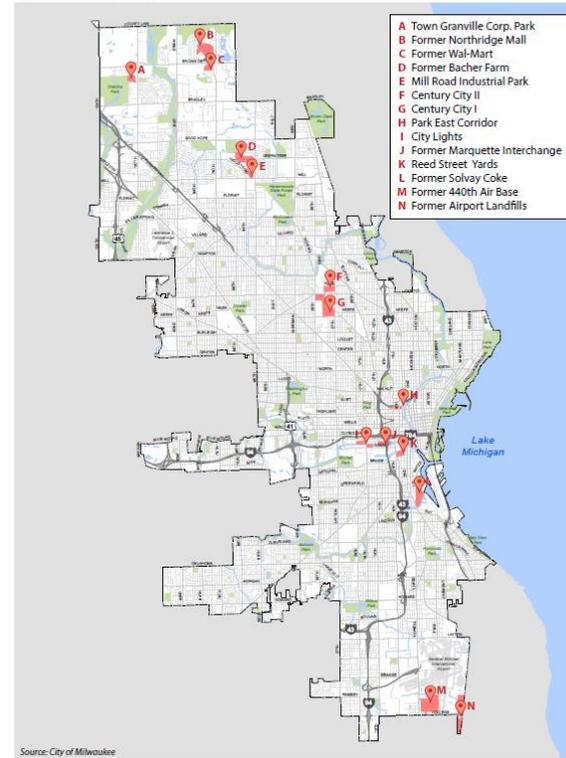
GROWING PROSPERITY

An Action Agenda for Economic Development in the City of Milwaukee



Supporting Strategies

Figure 4.1: Primary Development Sites



Source: City of Milwaukee

Strategy 4.1: Implement a Data-Driven, Location-Based Approach

No.	Action Item	Time Frame	Lead Actor	Supporting Partners
4.1.1	Develop, maintain and publish a comprehensive list of available sites in the City	Short	CITY	DCD; RACM
4.1.2	Maintain an inventory of 100 acres of "shovel ready" industrial land for development	Medium	CITY	DCD; RACM
4.1.3	Return 500 acres of brownfield land to active, industrial use in 10 years	Long	CITY	DCD; RACM

Implementation

BID:

- Marketing
- Beautification
- Recruitment

City:

- Zoning changes
- Signage code review
- Proactive policing

Other Partners:

- Workforce development
- Greening initiatives
- Housing initiatives



Next Steps

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

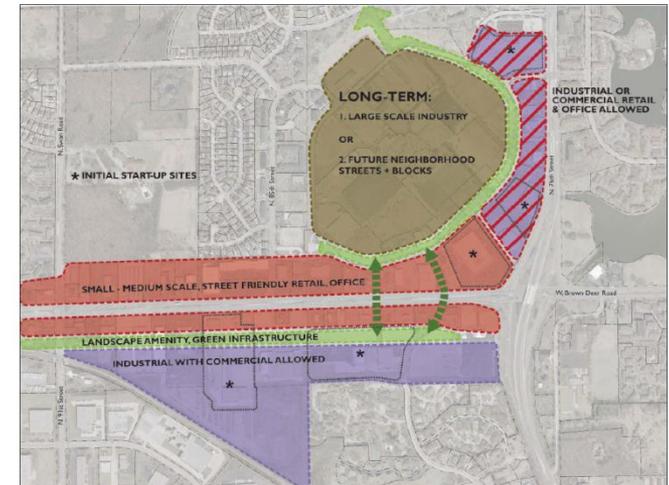


Figure 2. Future land use diagram.



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.



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Email NorthWestSidePlan@Milwaukee.gov with comments on the plan.

Questions? Feedback?

Email: NorthWestSidePlan@Milwaukee.gov

Visit: city.milwaukee.gov/AreaPlans/Northwest

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