

# Granville CHARENTE

Winter 2017



*Transforming underutilized retail in today's market.*



## Client

Granville Business Improvement District, City of Milwaukee

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Community Design Solutions (CDS) is facilitating a process of information gathering leading up to a visioning charette for the Granville Neighborhood in the city of Milwaukee.

This process involves revisiting Strategic Action Plan, examining the business diversity of the neighborhood, and conducting a series of Focus Groups to gather input from various stakeholders including lenders, developers, residents, City officials, agency leaders, and business owners. This information will be disseminated to six teams of architects, each assigned to one of the Opportunity Sites.

A day long charette will be held at the UW-Milwaukee School of Architecture and Urban Planning. Throughout the day, teams will generate ideas for the sites and then share

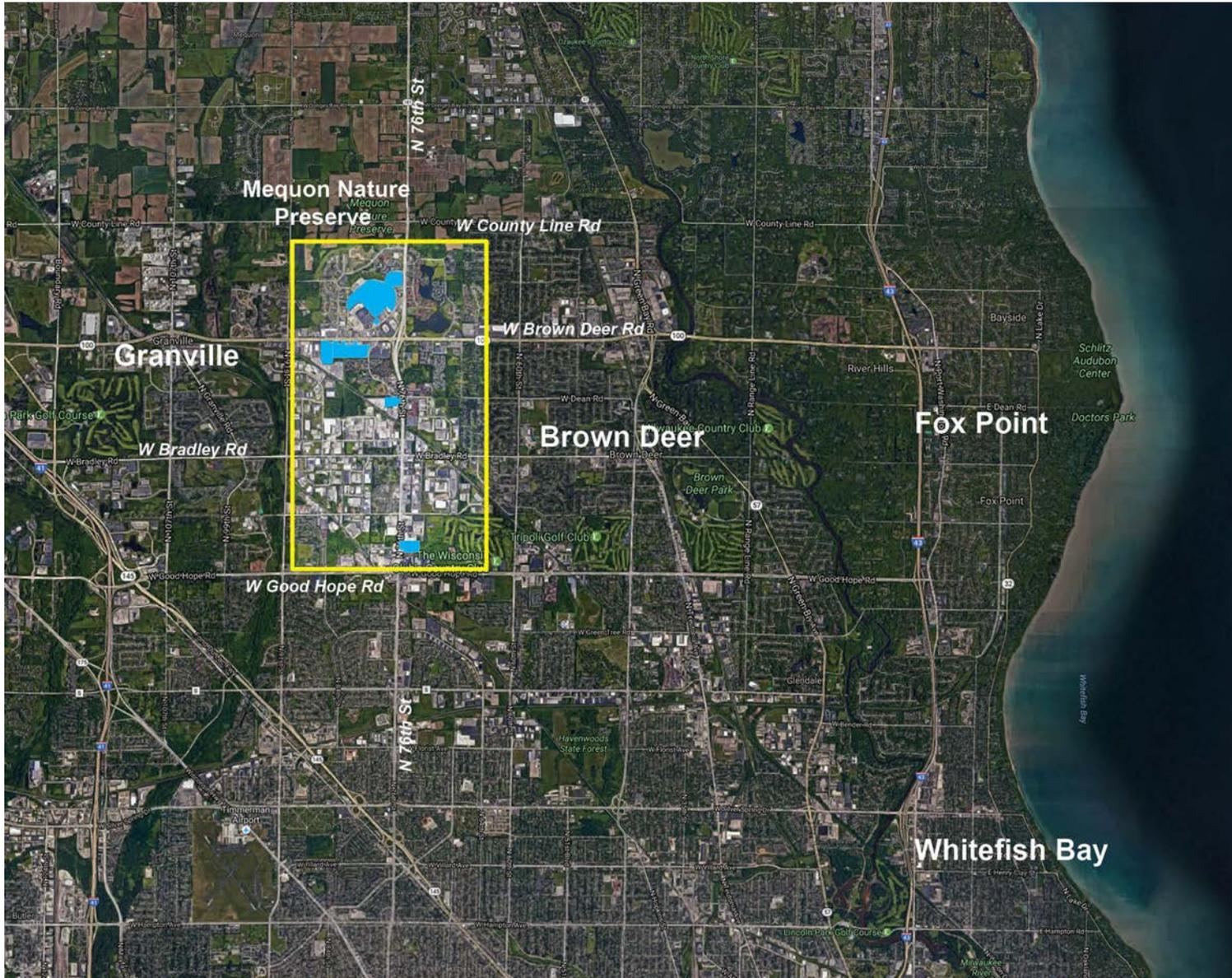
them with the larger stakeholder group to receive feedback. Following the initial input, the architectural teams will refine their designs to reflect stakeholder input and provide illustrations for how Granville can be **transformed from a struggling retail destination into a vibrant area that attracts a variety of businesses and customers to the area.**

The intent of the charette process is to explore and evaluate development ideas and possibilities. It is not intended to imply that the ideas are guaranteed by developers or the municipalities.

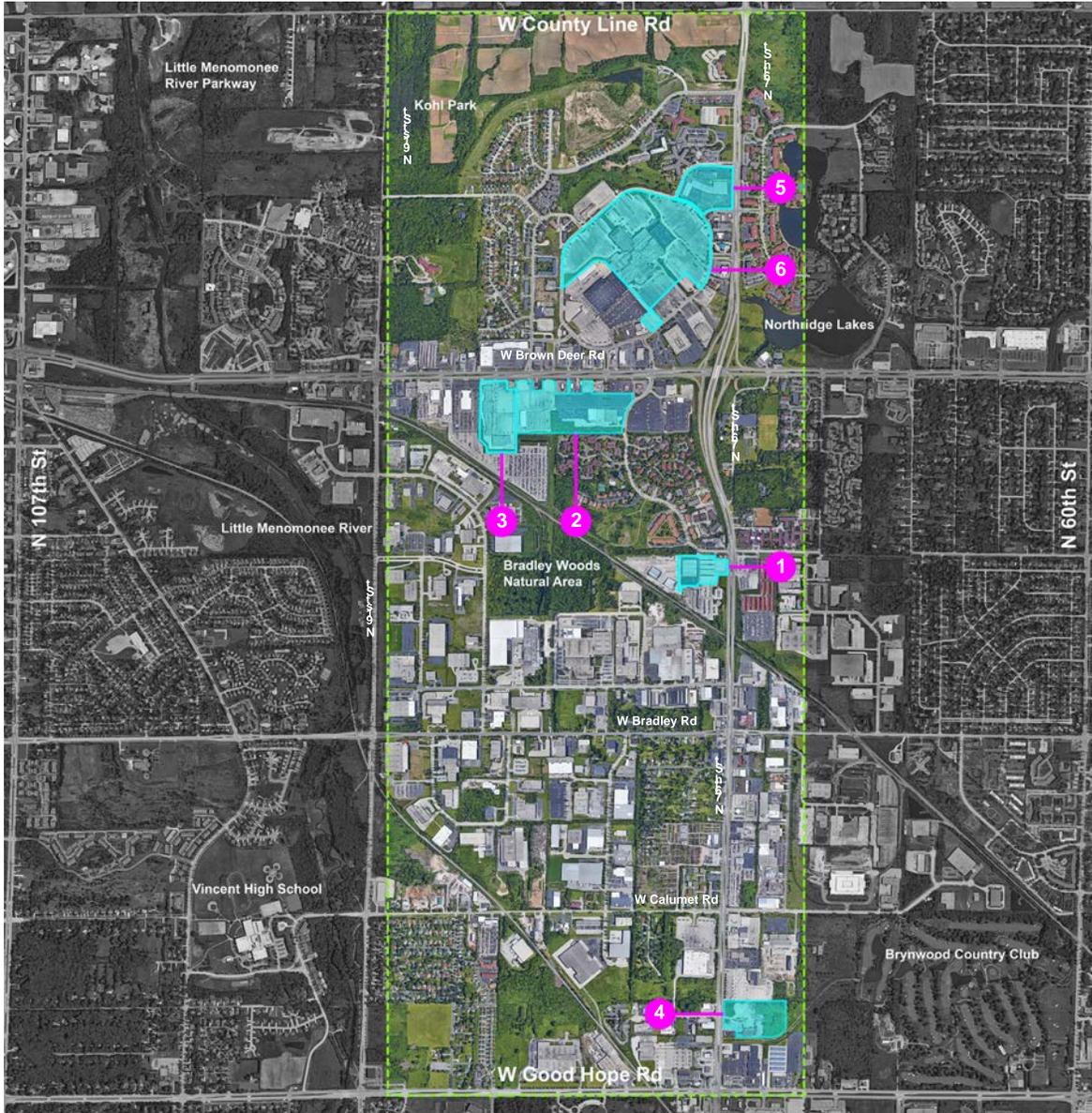
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# Regional Map



# Area of Focus and Opportunity Site Locations



# History & Area Overview



Northridge Mall interior, circa 1974 (Credit: Malls of America)



Couple enjoying slide at former Johnson's Park, ca. 1970 (Credit: Johnson's Park & Mini Golf - Milwaukee, WI, Facebook)

In many ways, the Granville area on Milwaukee's Northwest side is unique within the context of the city of Milwaukee. When it was originally developed in the 1960's and 1970's, Granville offered a destination for shoppers and an opportunity for residents to live in a "suburb within the city." Along with the housing and retail developments, a significant industrial base was developed providing a high number of job opportunities.

The industrial areas in Granville have been able to compete with the suburban industrial centers by offering plenty of space for loading docks, wide road networks for truck traffic, and buffers from conflicting land uses. This area remains highly desirable for industrial uses.

Visually, Granville is defined by the effects of the automobile-dependent development patterns common throughout the northwest side of Milwaukee. Large scale signage, minimal landscaping, expansive parking lots and a lack of pedestrian amenities define the neighborhood. For Granville to be competitive in the future, these issues need to be addressed, making a more desirable destination for pedestrians and customers.

# History & Area Overview



*Menards adjacent to Northridge Mall. Example of active retail in the area*



*Former big box adaptively reused as industrial facility, ETE Reman*

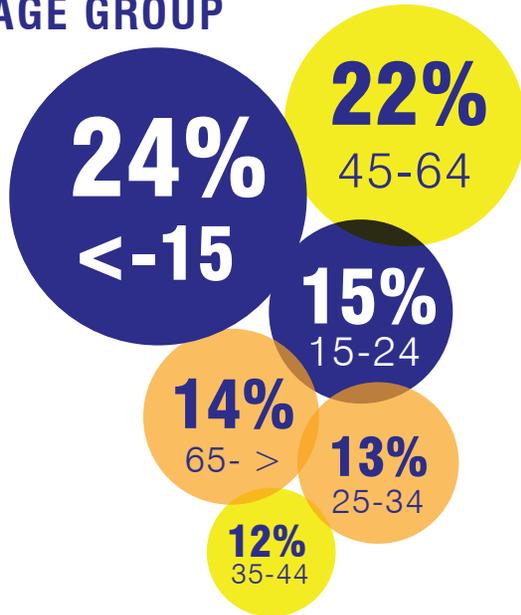
Once the preeminent retail destination of Milwaukee, retail in the Granville area has declined steadily since the closure of Northridge Mall in 2003. Increased regional competition from other shopping areas including Mayfair Mall, Bayshore Mall, Menomonee Falls, and Mequon have contributed to the decline. These factors have led to a large number of vacancies within the commercial corridors of Granville.

While the retail sector in Granville is struggling, the industrial and manufacturing sectors in the Northwest Land Bank remain strong. The cluster of existing and thriving industrial businesses provide a concentration of stable anchors that are committed to the area and its future growth.

There are a number of other factors that Granville is poised to capitalize on to help guide revitalization. The area is easily accessible by Highway 41 and traffic counts are high on Brown Deer Road and N 76th Street. The area is home to a wide range of housing types that provide options meeting different levels of affordability. The area's parks and parkways offer recreational opportunities as well.

# Area Demographics

## AGE GROUP



**23,534** 

residents in Granville

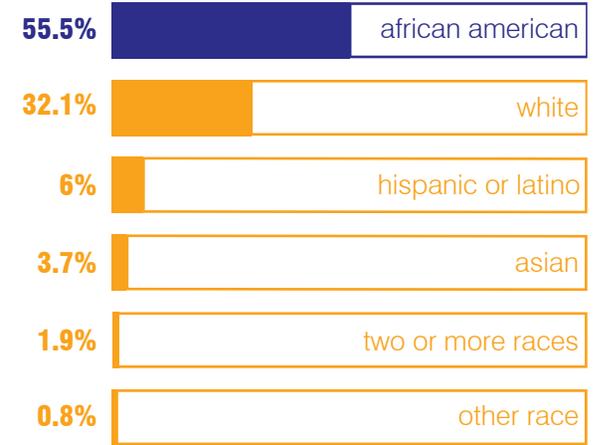
**56%** 

residents with post high school education

**58%** 

renter-occupied housing

## ETHNICITY



## LAND USE



**19.6%**  
CONDOMINIUM



**16.5%**  
COMMERCIAL



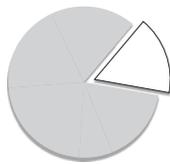
**15.8%**  
INDUSTRIAL



**13.9%**  
OPEN SPACE

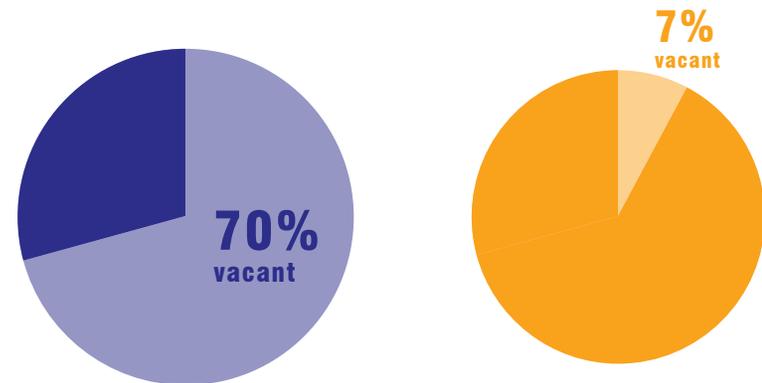


**6.2%**  
MULTI FAMILY



**14.4%**  
VACANT LAND

## VACANCY



**COMMERCIAL**  
803.5 acres

**INDUSTRIAL**  
770.7 acres

# Employment Demographics

## JOBS

2005

**33,500**

jobs in Granville

**9% job loss**

in past decade

2015

**30,737**

jobs in Granville



1,100

**WORK + LIVE IN GRANVILLE**

## TRAVEL TO JOBS

### EMPLOYEES LEAVING GRANVILLE

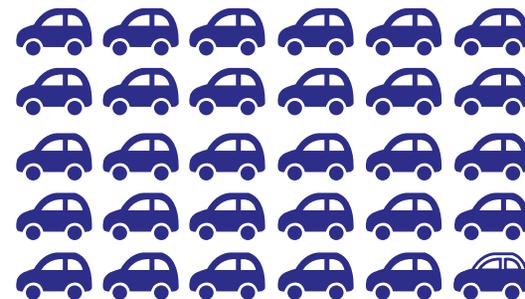
92.8% of Labor Force



16,700

### EMPLOYEES COMING TO GRANVILLE

96.5% Jobs in Granville



29,700

# Employment Demographics

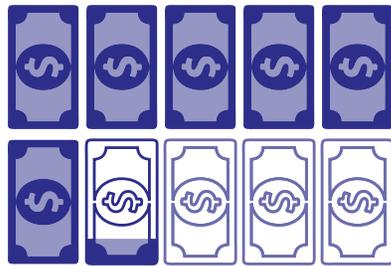
## MANUFACTURING

**\$36,250**  
average wage

**\$38,718**  
median household income

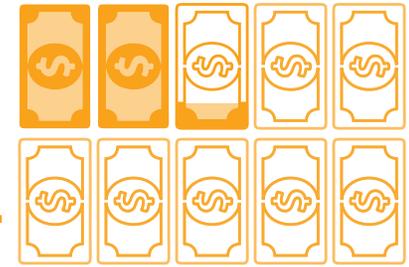
## RETAIL

**\$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%

# Report Summary: DRAFT Granville Strategic Action Plan (2016)

## RELEVANT OVERARCHING STRATEGIES FOR ACTION

- Protect, Strengthen and Promote the Industrial Core
- Prioritize Architectural, Urban Design, and Streetscape Improvements
- Create a Connected Greenway and Bikeway

## LAND USE PROFILE

- Variety of residential neighborhoods
- Limited retail uses are present mainly along Brown Deer Road and North 76th Street
- Large portion of land is used for industrial and manufacturing businesses in the Northwest Land Bank
- A greenway is present along the Little Menomonee River and connects to Kohl Park

## DEMOGRAPHICS

- Population within Granville is 23,000 or 3.9% of Milwaukee
- From 2000 to 2010 the population grew by 4 percent
- Relatively older population than the city as a whole: median age 36 (city median age 30)
- Number of housing complexes that specifically target older residents

## GOAL: REDEVELOP AND REINVENT COMMERCIAL CORRIDORS

- Improve the physical appearance of the commercial corridors through landscaping, trees, wayfinding, and neighborhood identity signage in the public right of way
- Customize and enhance the City of Milwaukee's facade grant program to elevate the design quality of the area
- Improve the public transit options in the area for residents, employees, and visitors

## GOAL: PRIORITIZE ARCHITECTURAL, URBAN DESIGN AND STREETScape IMPROVEMENTS

- Create gateway and wayfinding signage at key commercial and industrial locations
- Add streetscape elements along major arterials with Brown Deer Road and N 76th Street
- Retrofit parking areas where opportunities arise to include shared parking, cross access easements, and additional stormwater management
- New retail outlet buildings should be designed to face the street and be pedestrian friendly



Johnson's Park



Vacant Strip Mall

# Report Summary: DRAFT Granville Strategic Action Plan (2016)



## MANUFACTURING AND INDUSTRIAL CLUSTER PROFILE

- The Granville area has more affordable industrial real estate than competing regions and it posts strong concentrations in advanced manufacturing, power, energy and controls, food and beverage, and water technology
- Manufacturing is vitally important to Milwaukee because it provides family supporting incomes, has high employment multipliers and generally has lower educational requirements for entry

## PLACE OF EMPLOYMENT VS PLACE OF RESIDENCY

- It is important to note that the vast majority of jobs in the Granville Area are not held by Granville residents and that the vast majority of Granville workers hold jobs outside the area
- The employment characteristics for Granville residents differ significantly from those who come to the area to work



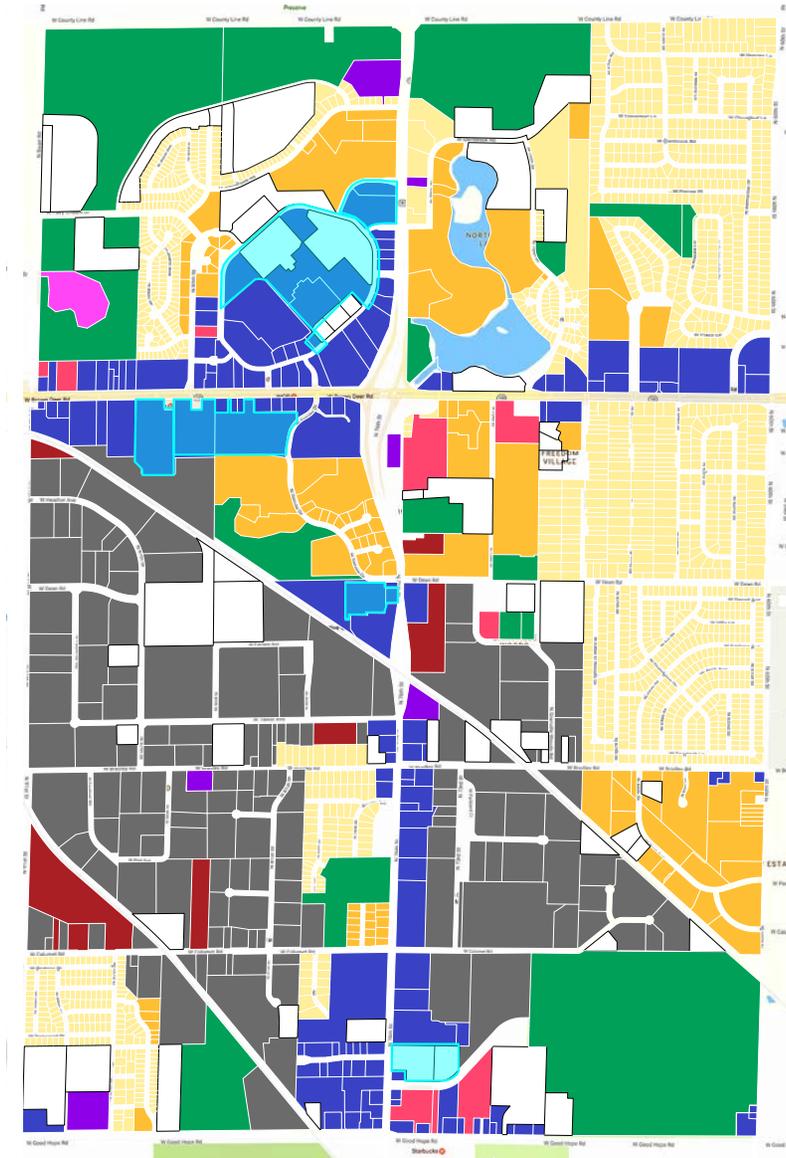
## LAND USE RECOMMENDATIONS

- Allow for sections of N 76th Street to be redeveloped with uses other than commercial where the market does not support future retail
- Encourage the construction of infill buildings along the street edge
- Ensure that commercial uses along Brown Deer Road and N 76th Street are not too abundant
- Allow light industrial and business uses
- Encourage a mix of commercial/retail uses that provide a greater range of goods
- Find a balance between preserving industrial land and allowing commercial development that complements the needs of nearby employees

## URBAN DESIGN GOALS

- Place buildings so that they create meaningful formal and informal open spaces that reinforce the street edge
- Employ designs that prevent the automobile from further encroaching into pedestrian friendly areas and rights of way
- Encourage the incorporation of open space features in new development and redevelopment projects
- Promote stronger connections between commercial buildings and the street edge by bringing buildings closer to the right of way

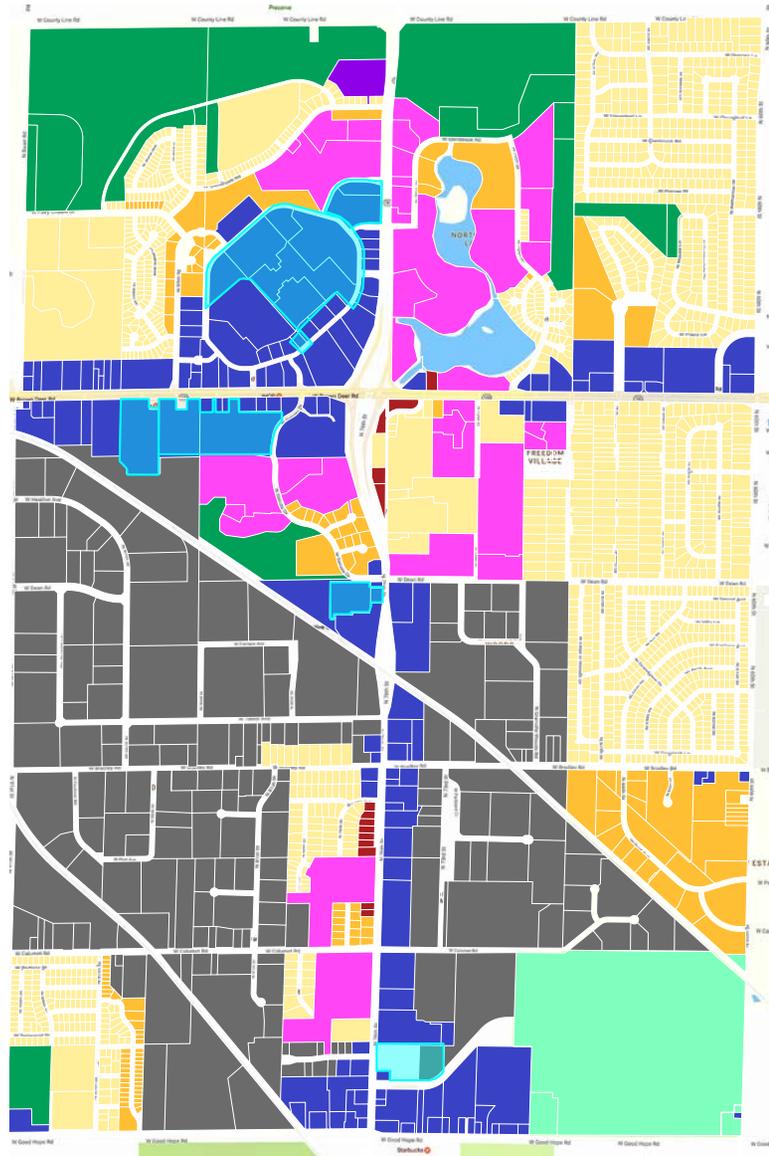
# Land Use Map



source: City of Milwaukee

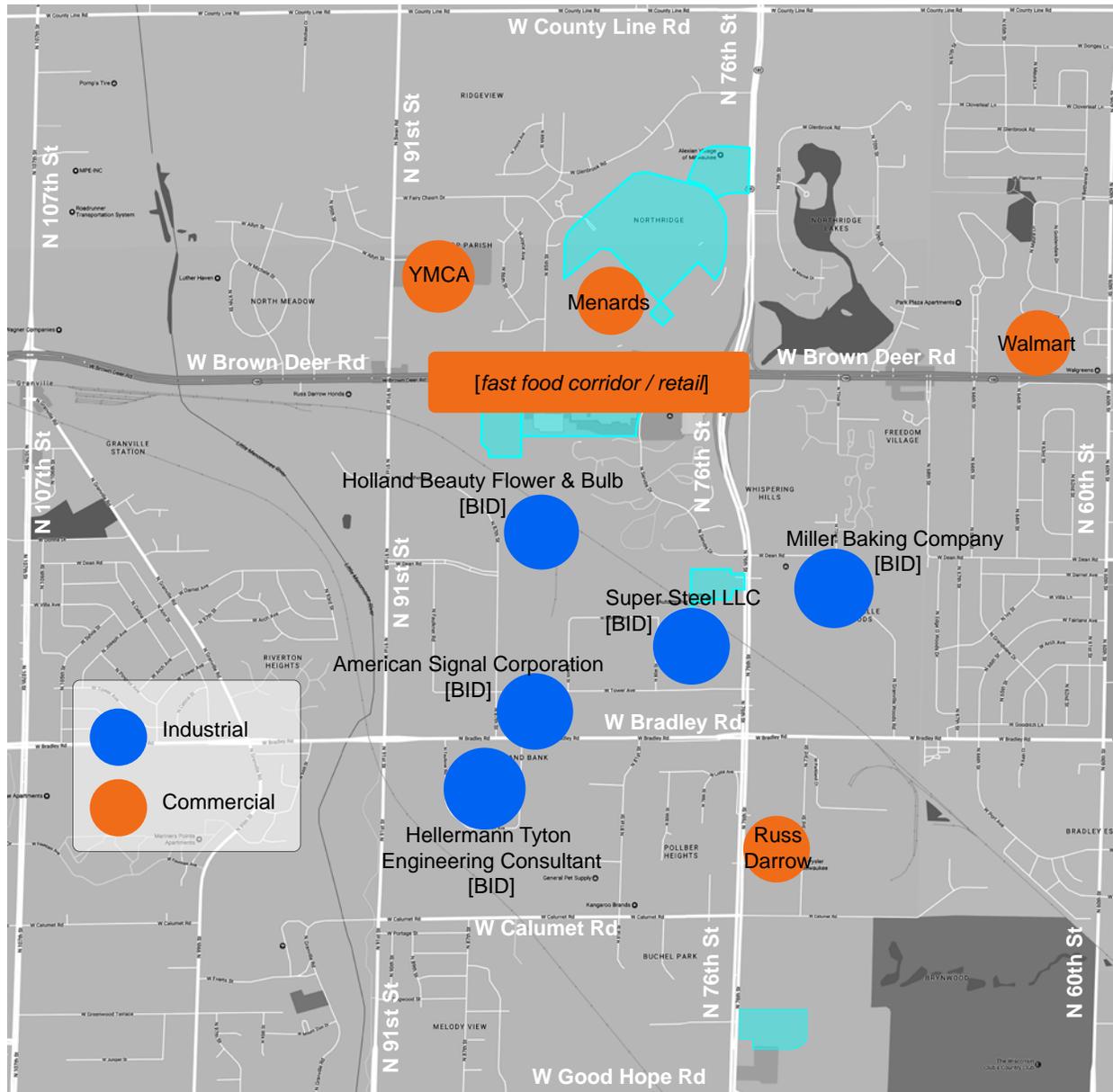


# Zoning Map



source: City of Milwaukee

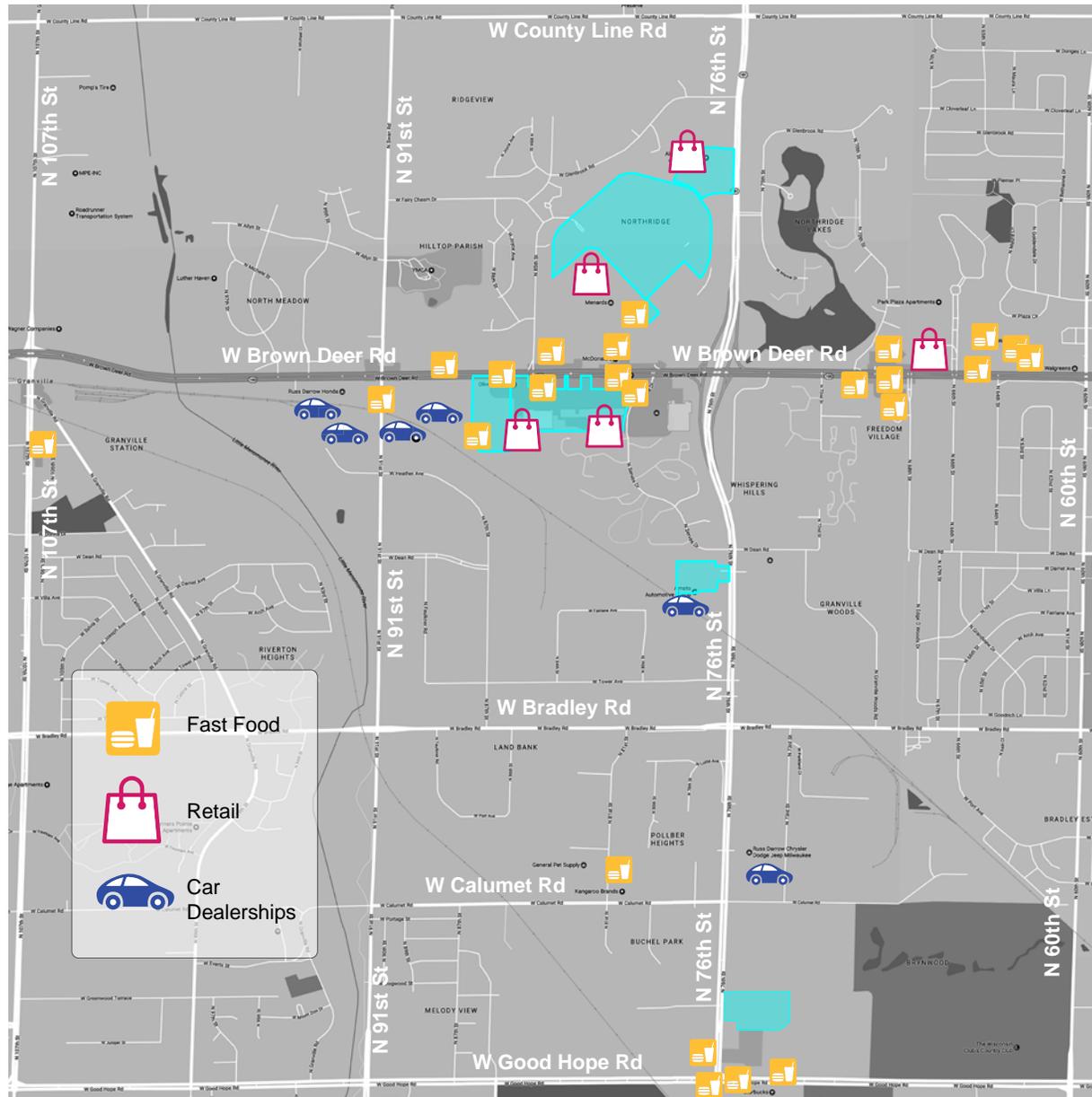
# Major Employers Map



The 30,000+ jobs in the area range from commercial to light industrial.

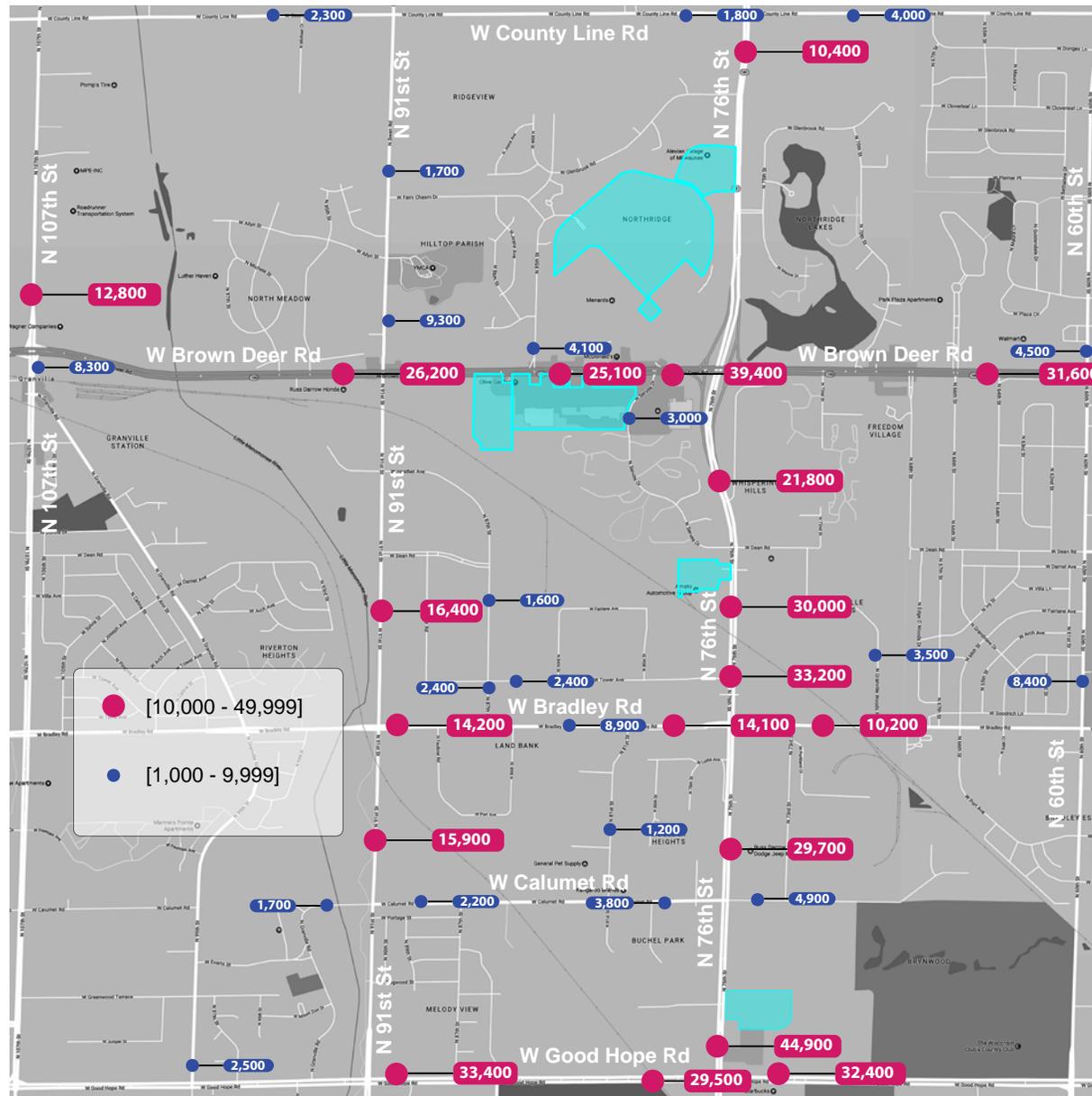
source: City of Milwaukee

# Business Diversity Map



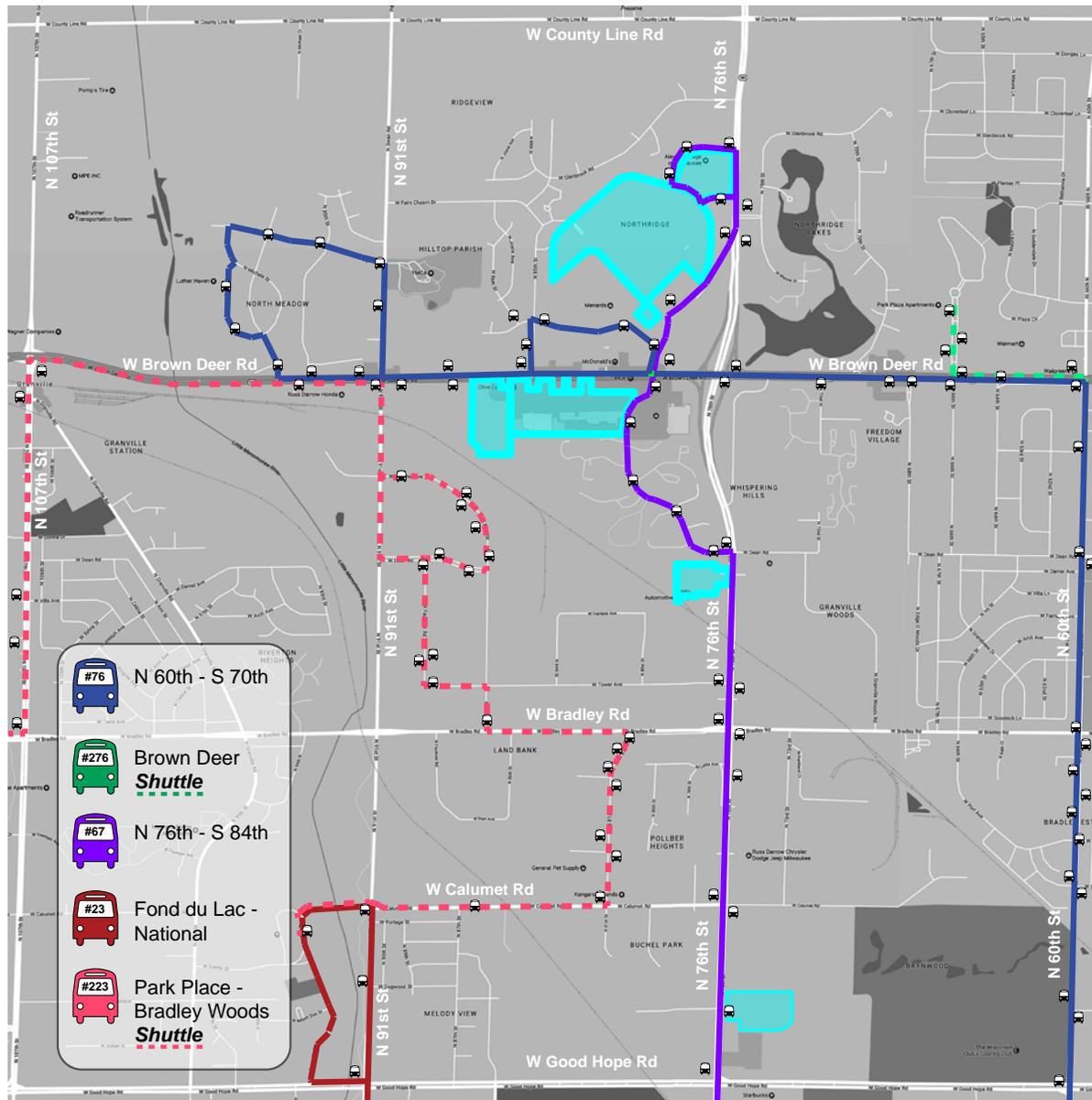
source: City of Milwaukee

# Area Traffic Map (Average Vehicles per Day)



source: Wisconsin Department of Transportation

# Public Transportation Map



source: Wisconsin Department of Transportation

# Precedent: Adaptive Re-Use (Seattle Childrens Hopsital)



Interior view of seating area (ZGF Architects)



Exterior view of new facade design (ZGF Architects)



Interior active space utilizing the existing high ceilings (ZGF Architects)

- Formerly an abandoned Circuit City
- “The greenest building is one that already exists”
- Bright color scheme opens up and organizes the interior
- Accent colors are used for intentional wayfinding
- Existing ceiling height and column spacing allows for flexibility
- Extensive mechanical and electrical systems can lower the ceiling height in certain areas for a more appropriate visitor and patient experience

# Precedent: Adaptive Re-Use (Centra Southside Medical Center)



Interior view of clinic waiting areas



Existing interior of former department store



New entry with natural daylighting



Exterior view of new entry

- Formerly an abandoned department store in Farmville, Virginia
- Adaptive re-use design by Baskervill
- Infrastructure already in place (sewer lines, electrical grids, parking lots)
- Building structure does not interfere with space planning
- New entry brings natural light into space
- Existing ceiling height and column spacing allow for flexibility
- Ceiling height can be flexible due to the existing conditions

# Precedent: Adaptive Re-Use (The Colony, Brick and West Design)



Entry with permeable pavement and plantings



Proposed site plan of re-used strip center

- Strip center development in Phoenix, Arizona
- Unique signage and outdoor seating creates a sense of place
- Distinctive entrance and architectural features
- Opportunities for public art sculptures
- Landscaped street edge
- Permeable surface allows on-site water retention



Street view of proposed design

# Precedent: Greening Surface Lots

- Opportunities for public art sculptures
- Landscaped street edge
- Generously sized islands for trees providing shade
- Designated bio-retention areas
- Permeable surface allows on-site water retention
- Protected bicycle parking creates unique and functional lot edge



Toronto's Design Guidelines "Between Heaven and Earth" John McEwen



Permeable parking, US Cellular Field, Chicago, IL



Designated bio-retention area



Sculptural bicycle parking

# Precedent: Gary Comer Youth Center (John Ronan Architects)



Street view of youth center utilizing bright colors

- Located in Chicago, Illinois
- Large central green space
- Suburban setting
- Range of activities from relaxing, learning to exercise
- Provides youth educational and recreational programs
- Multi-purpose spaces to accommodate theater seating, to a large open gym
- Clear sight paths throughout



Multi-purpose room for youth activities



Seating areas adjacent to activity spaces

# Precedent: Seasonal Recreational Facility (Arizon Building Systems)

- Allows for year-round activities
- Translucent exterior fabric allows natural light into the dome
- Interior space can be divided for multiple uses
- Can be installed in 10-12 weeks
- Has the ability to be relocated easily



*Interior view of Maple Grove Sports Dome (Maple Grove, Minnesota)*



*Baseball field in Crown Point Family Fun Center (Crown Point, Indiana)*



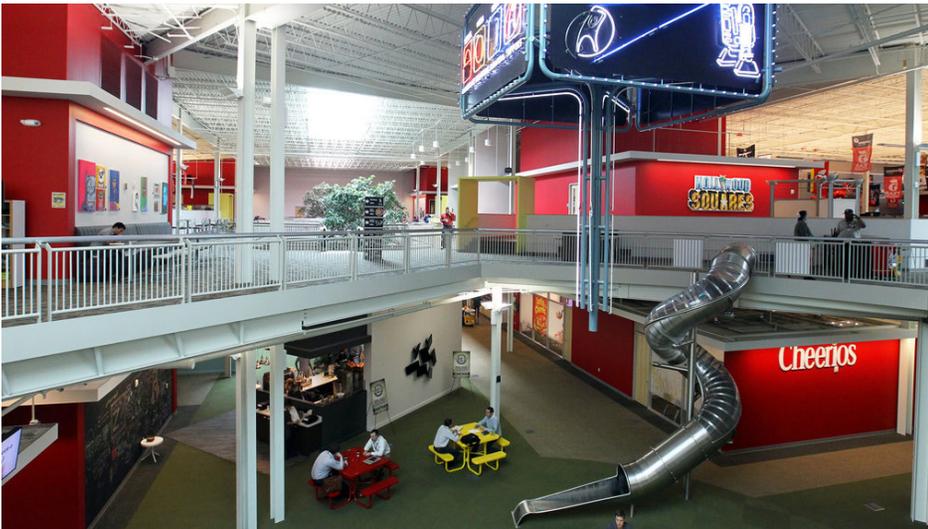
*Aerial of Paducah Expo Center (Paducah, Kentucky)*

# Precedent: Rackspace Headquarters



*Aerial of Windsor Park Mall*

- Formerly Windsor Park Mall in Windcrest, Texas
- Contained 1.2 million square feet of retail space
- Rackspace was hiring 600 employees per year and looking for office space
- \$100 million has been spent transforming half of the mall into a functional workplace
- Intentions to continue converting the other half
- Stores and restaurants have surrounded the the Rackspace Headquarters
- 111 acres in the area have been developed in response to the mall's revitalization



*Two-story slide takes employees to the food court*



*Renovated entrance*

# Precedent: Reston Heights Mixed-use development (Streetsense)



Multi-use development

- Located in Reston, Virginia
- Two-story buildings
- Large amount of parking
- Lots of public gathering spaces
- Mixed-use development accommodating office spaces and commercial uses
- Suburban setting
- Wide range of retail stores, restaurants, and businesses



Outdoor seating



Public spaces

# Precedent: Drexel Town Square, Oak Creek



*Drexel Square proposal, Rinka Chung*

- Large central multi-purpose gathering space
- Ample amount of parking throughout the square
- Mixed-use development accommodating residential and commercial uses
- Suburban setting
- Wide range of retail stores, restaurants, businesses and apartments surround the square
- Defined square signage and entry



*Implemented Library/City Hall, Bray Architects*



*Drexel Square master plan, GRAEF*

# Precedent: Rethink Industrial Design



*Century City, advanced manufacturing in 30th street corridor*



*Boetler Superstore, wholesale kitchen supply showroom and warehouse*

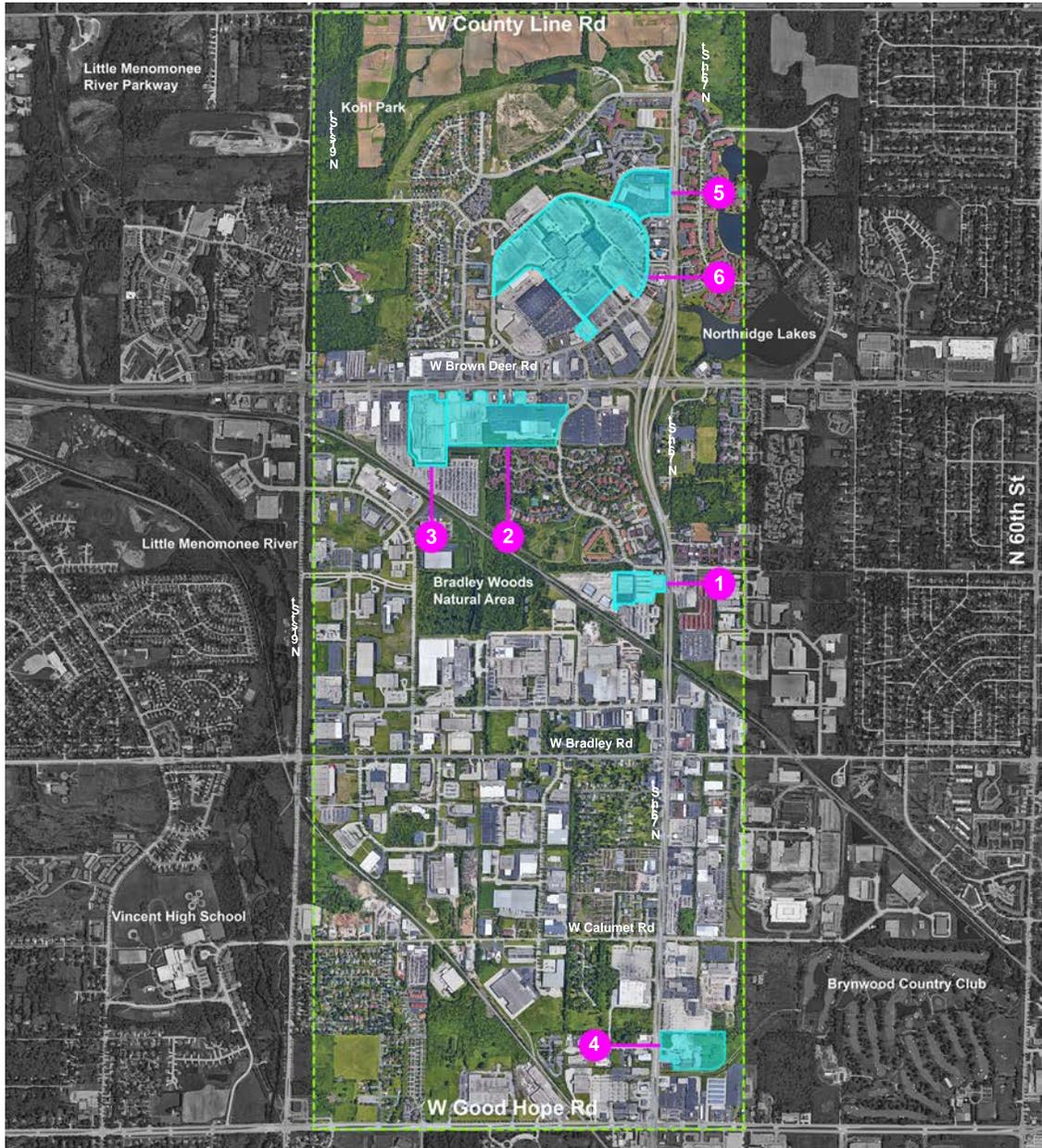


*Central Steel and Wire Co, manufacturing with nicely proportioned windows*



*U.S. Land Port of Entry, Julie Snow, port and warehouse building*

# OPPORTUNITY SITES



Granville Charette

## OPPORTUNITY SITES

Opportunity Sites were selected by representatives from the City of Milwaukee and the Granville Business Improvement District. Ownership, susceptibility to change, opportunity to attract investors, and ability to enhance further improvements in the area were key factors in selecting the sites.

## POTENTIAL USES

- Light industrial
- Urban farming
- Residential
- Clinic / Healthcare
- Youth recreation center
- Commercial campus
- Restaurants
- Senior Support
- Job training (MATC)
- Education

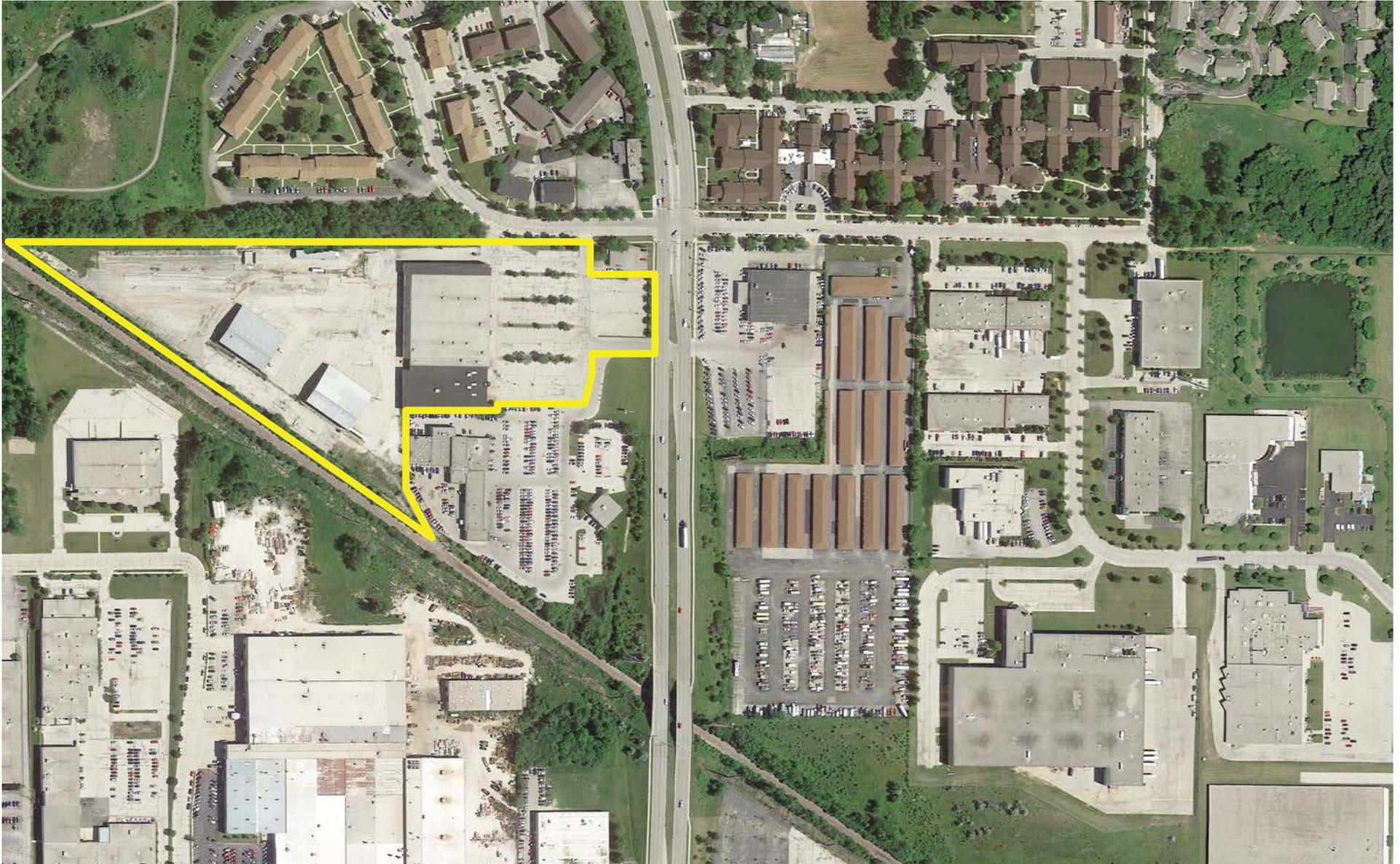
## CHARETTE GOAL

The corridors in the area are dominated by industrial uses and vacant retail buildings. The Goal of the charette is to discuss how to transform the vacancies and auto-dominated character to a series of destination employment centers, mixed-use hubs, and institutional uses that serve both the neighborhood and visitors of Granville.

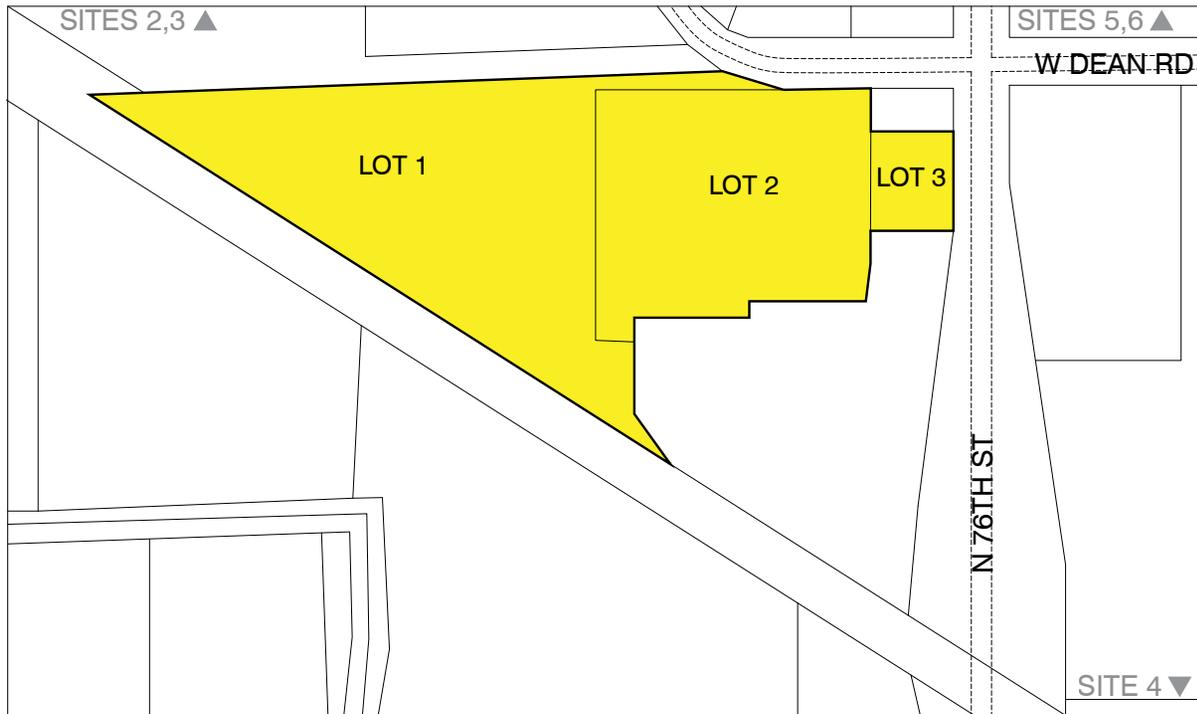
## INTENT

The intent of the charette process is to explore and evaluate development ideas and possibilities. It is not intended to imply the ideas are guaranteed by developers or the municipalities.

# SITE 1: 8365 N 76th Street (Former Ray's Mountain Bike)



# SITE 1: 8365 N 76th Street (Former Ray's Mountain Bike)



- Privately Owned
- Site
- Roads
- Creek

Site Size: 15.82 acres

Traffic Count on 76th: 20,000

City: Milwaukee

Site Address: 8365 N 76th Street

LOT Numbers	Owner	Zoning Code	Building Area	Address	Year Built	Square Feet
LOT 1	GIUFFRE XIX LLC	CS	N/A	7655 W Dean Road	N/A	387,483
LOT 2	GIUFFRE XIX LLC	CS	N/A	8365 N 76th Street	N/A	265,839
LOT 3	GIUFFRE XIX LLC	NS1	N/A	8371 N 76th Street	N/A	36,235

## SITE 1: 8365 N 76th Street (Former Ray's Mountain Bike)



Credit: Ray's Indoor Mountain Bike Park, Facebook

Ray's Indoor Mountain Bike Park has occupied this former Menard's since 2010. The Park is now closed. The Park is the second Ray's MTB to open; the first is located in an old factory in Cleveland. The tracks laid out in the interior navigate the columns of the structure with relative ease.

Ray's was a popular spot for youth and served as a destination for people throughout the greater Milwaukee area.

### POTENTIAL DEVELOPMENT STRATEGIES

- Youth entertainment - adaptive reuse
- Light industrial
- Urban farming
- Return to similar use

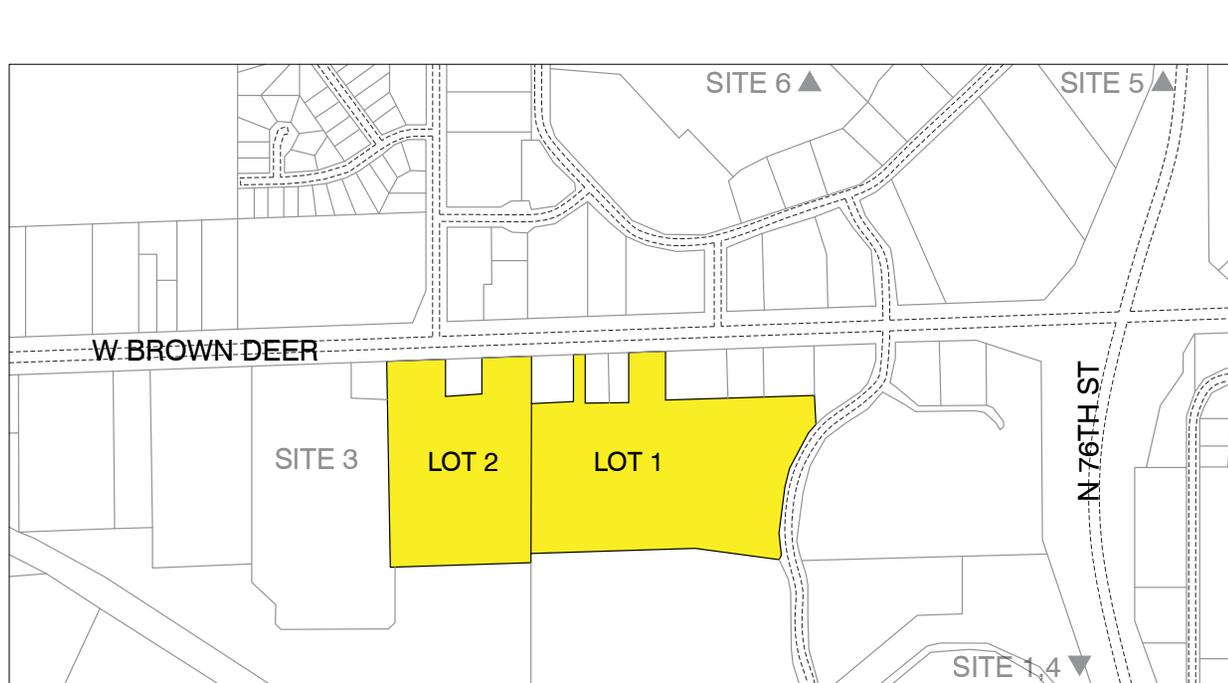
# SITE 1: 8365 N 76th Street (Former Ray's Mountain Bike)



## SITE 2: 8155 W Brown Deer Road (Former Kohl's and Former Target)



# SITE 2: 8155 W Brown Deer Road (Former Kohl's and Former Target)



- Privately Owned
- Site
- Roads

Site Size: 26.01 acres

Traffic Count on 76th: 20,000

Traffic Count on Brown Deer: 34,000

City: Milwaukee

Site Address: 8155 W Brown Deer Road

LOT Numbers	Owner	Zoning Code	Building Area	Address	Year Built	Square Feet
LOT 1	SG2 LLC	RB1	N/A	8155 W Brown Deer	N/A	677,126
LOT 2	DAYTON HUDSON CORP. '57	RB1	N/A	8501 W Brown Deer	N/A	455,945

## SITE 2: 8155 W Brown Deer Road (Former Kohl's and Former Target)



This site jointly considers two neighboring lots. The lot to the west is a Target that opened its doors in 1977, shortly after the opening of the mall directly across Brown Deer to the North. The store closed in January of 2015 and has sat vacant since the closure.

The lot to the east is primarily occupied by the RePurpose store. This unique store is a non-profit resale shop managed by St. Charles Youth and Family Services Inc. and offers an array of donated and re-purposed items. The store participates in the Youth Employment Services program giving youth and young adults the opportunity to gain job experience.

There is a residential community to the south separated by a ridge.

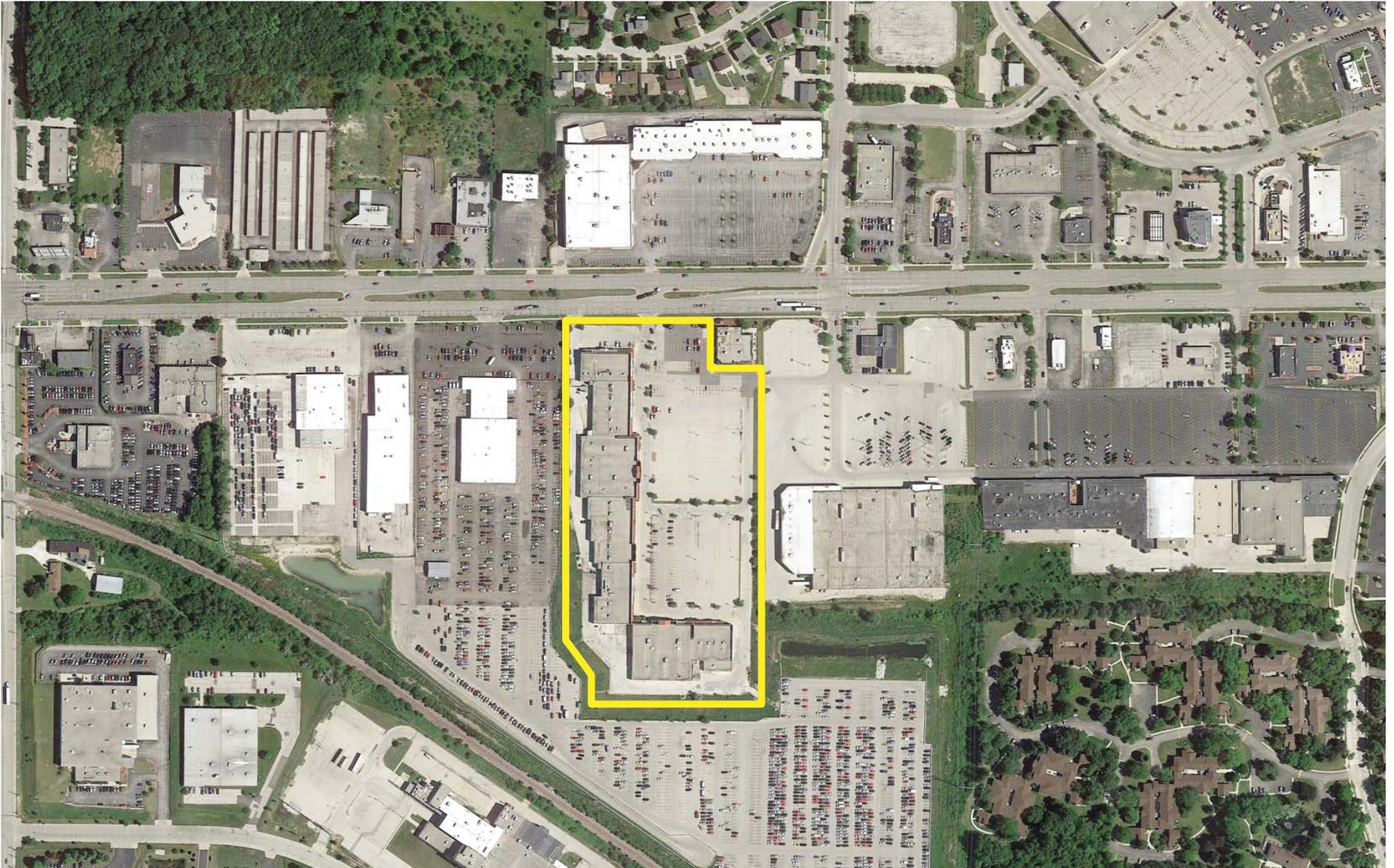
### POTENTIAL DEVELOPMENT STRATEGIES

- Retail converted to housing
- Link to the existing residential to the south
- Public spaces
- Job focus - adaptive reuse

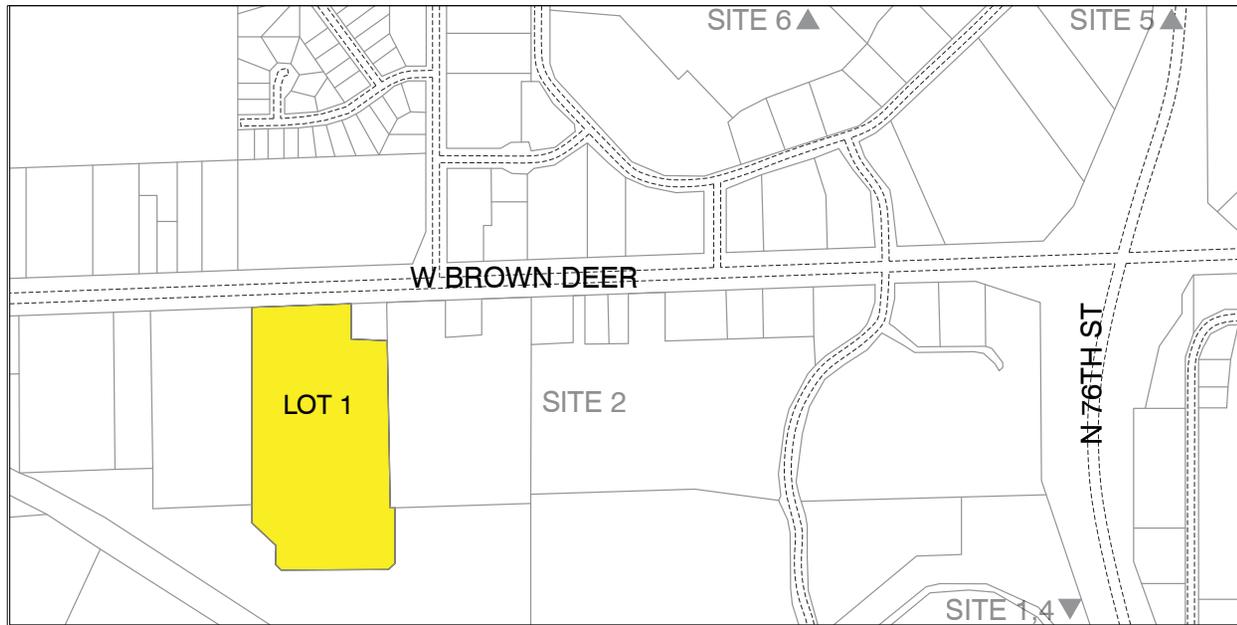
## SITE 2: 8155 W Brown Deer Road (Former Kohl's and Former Target)



# SITE 3: 8603 W Brown Deer (Strip Mall)



# SITE 3: 8603 W Brown Deer (Strip Mall)



- Privately Owned
- Site
- Roads

Site Size: 12.76 acres

Traffic Count on 76th: 20,000

Traffic Count on Brown Deer: 34,000

City: Milwaukee

Site Address: 8603 W Brown Deer Road

LOT Numbers	Owner	Zoning Code	Building Area	Address	Year Built	Square Feet
LOT 1	NW FASHION LLC	RB1	N/A	8603 W Brown Deer	N/A	556,731

## SITE 3: 8603 W Brown Deer (Strip Mall)



This sparsely occupied strip retail mall is adjacent to Site 2 along the Brown Deer corridor. An O'Reilly Auto Parts and a Game Stop occupy the strip mall nearest to Brown Deer and a Buffet City occupies the back end of the strip mall.

Surrounding the site to the west and the south is a used car lot. The lot sits on a bluff to the south that is clearly visible from the site.

The site is slightly higher in elevation with respect to site 2 and offers nice views of the neighborhood to the north.

### POTENTIAL DEVELOPMENT STRATEGIES

- Jobs focus - adaptive reuse
- Clinic - adaptive reuse
- Youth recreation center - adaptive reuse
- Other youth engagement

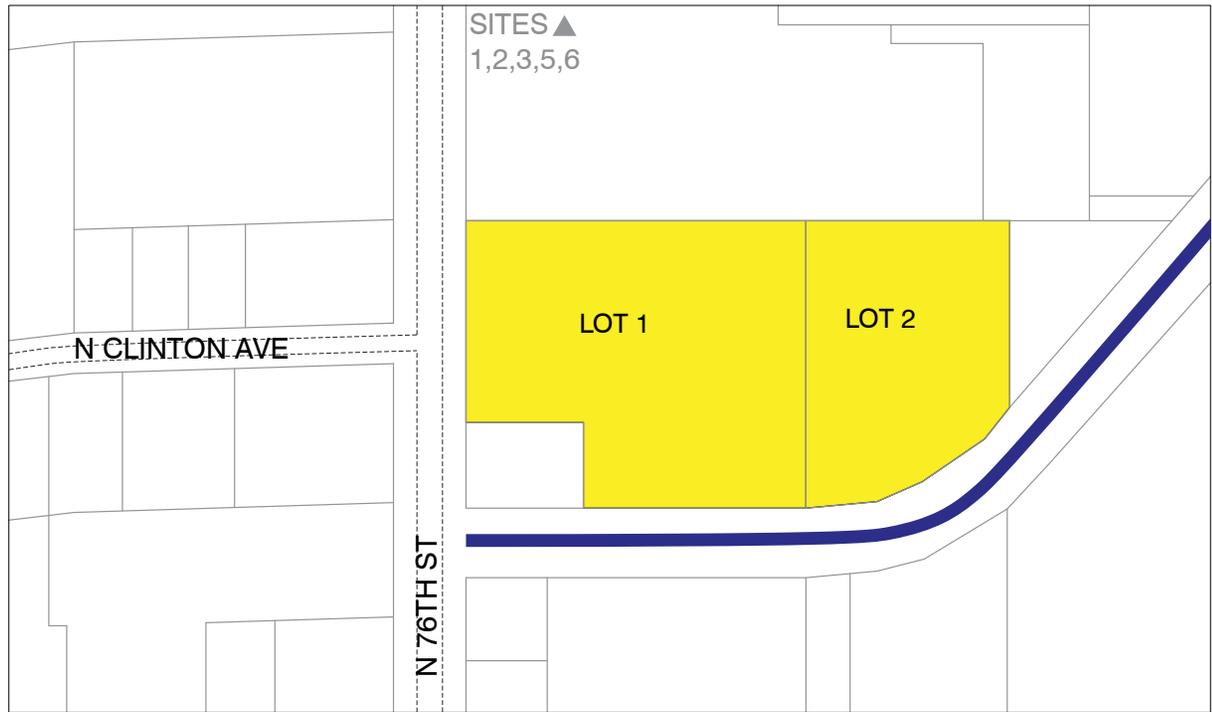
# SITE 3: 8603 W Brown Deer (Strip Mall)



# SITE 4: 7350 N 76th Street (Former Johnson's Park)



# SITE 4: 7350 N 76th Street (Former Johnson's Park)



- Privately Owned
- Site
- Roads
- Creek

Site Size: 9.96 acres

Traffic Count on 76th: 20,000

City: Milwaukee

Site Address: 7350 N 76th Street

LOT Numbers	Owner	Zoning Code	Building Area	Address	Year Built	Square Feet
LOT 1	CITY OF MILWAUKEE	CS	N/A	7350 N 76th Street	N/A	271,934
LOT 2	JOHNSON LANDHOLDINGS	IL1	N/A	7350 N 76th Street	N/A	162,022

## SITE 4: 7350 N 76th Street (Former Johnson's Park)



Many fond memories and a retired mini-golf obstacle (recently sold at auction) are all that remain at this former amusement park. When it opened in the 70s, Johnson's Park and Mini Golf originally offered visitors with many family friendly entertainment options including mini golf, a water slide, batting cages, go karts and a video arcade. It has sat vacant since the late 1990s and was finally demolished in 2007.

The site neighbors a brand new storage facility to the north and a dated sports bar to the south. An exposed creek extends out to the back of the site.

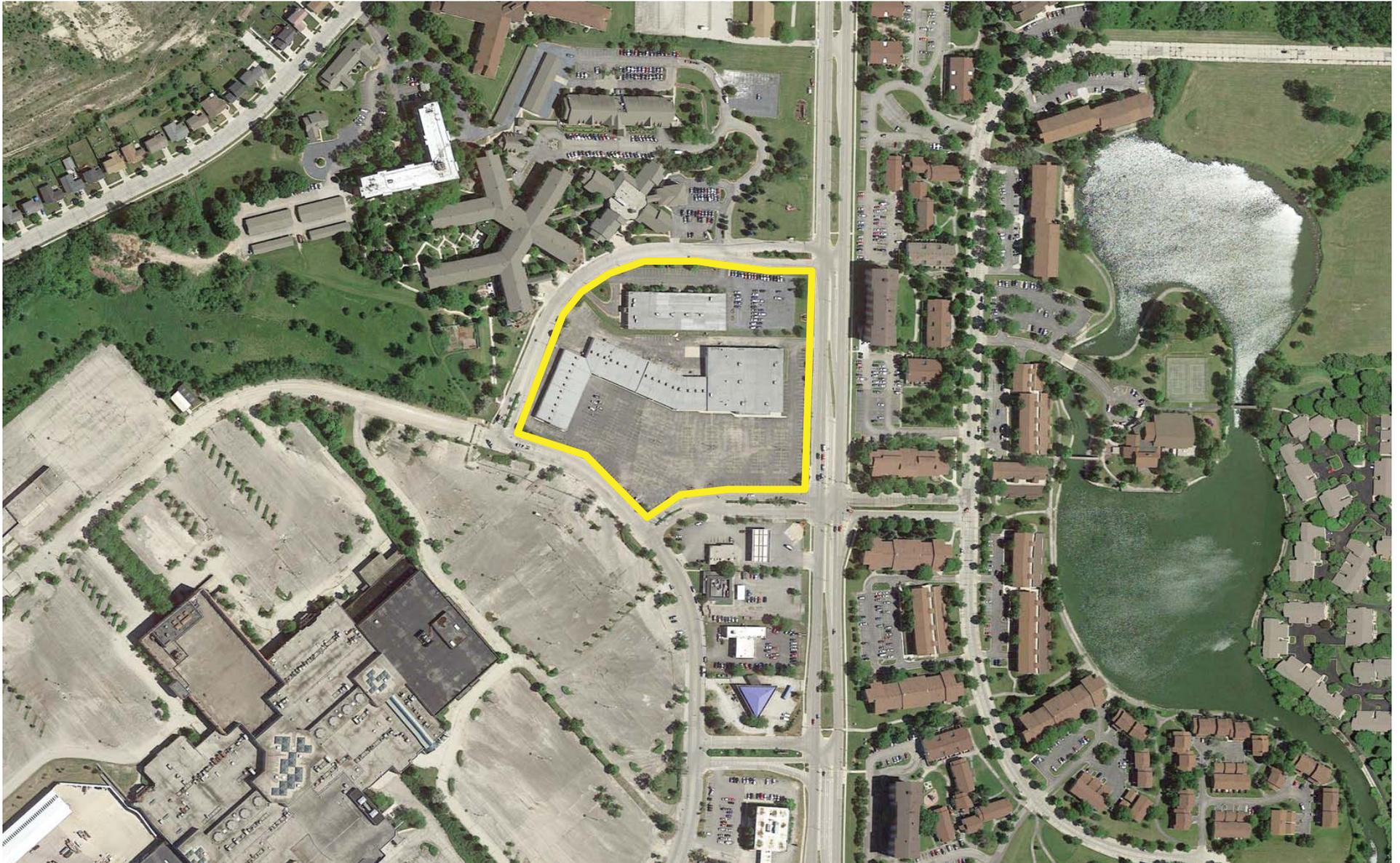
### POTENTIAL DEVELOPMENT STRATEGIES

- Youth focus
- Family friendly entertainment
- Education
- Jobs
- Clinic

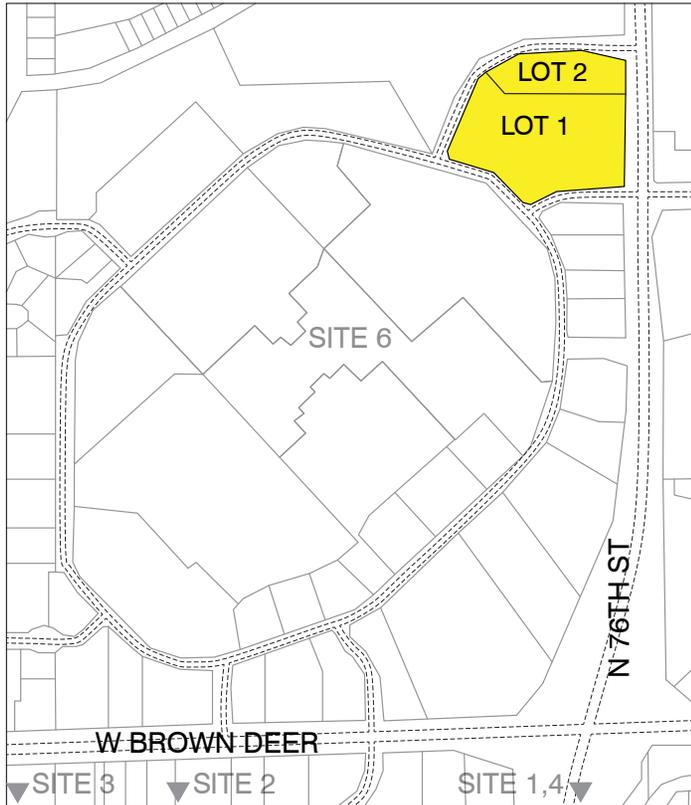
# SITE 4: 7350 N 76th Street (Former Johnson's Park)



# SITE 5: 9127 N 76th Street (Former Dunham's)



# SITE 5: 9127 N 76th Street (Former Dunham's)



- Privately Owned
- Site
- Roads

Site Size: 9.71 acres

Traffic Count on 76th: 20,000

Traffic Count on Brown Deer: 34,000

City: Milwaukee

Site Address: 9127 N 76th Street

LOT Numbers	Owner	Zoning Code	Building Area	Address	Year Built	Square Feet
LOT 1	WINDMILL HILL LLC	RB1	N/A	9127 N 76th Street	N/A	316,682S
LOT 2	ALEXIAN VILLAGE OF MIL.	RB1	N/A	9301 N 76th Street	N/A	105,733S

## SITE 5: 9127 N 76th Street (Former Dunham's)



This site fills the gap between the former Northridge Mall and N 76th Street to the northeast. The full block includes a vacant Duhnam's and sparsely occupied strip mall to the south and the senior services organization, Alexian Brothers to the north. Alexian Brothers is active and services many of the nearby senior housing complexes, specifically north of the site.

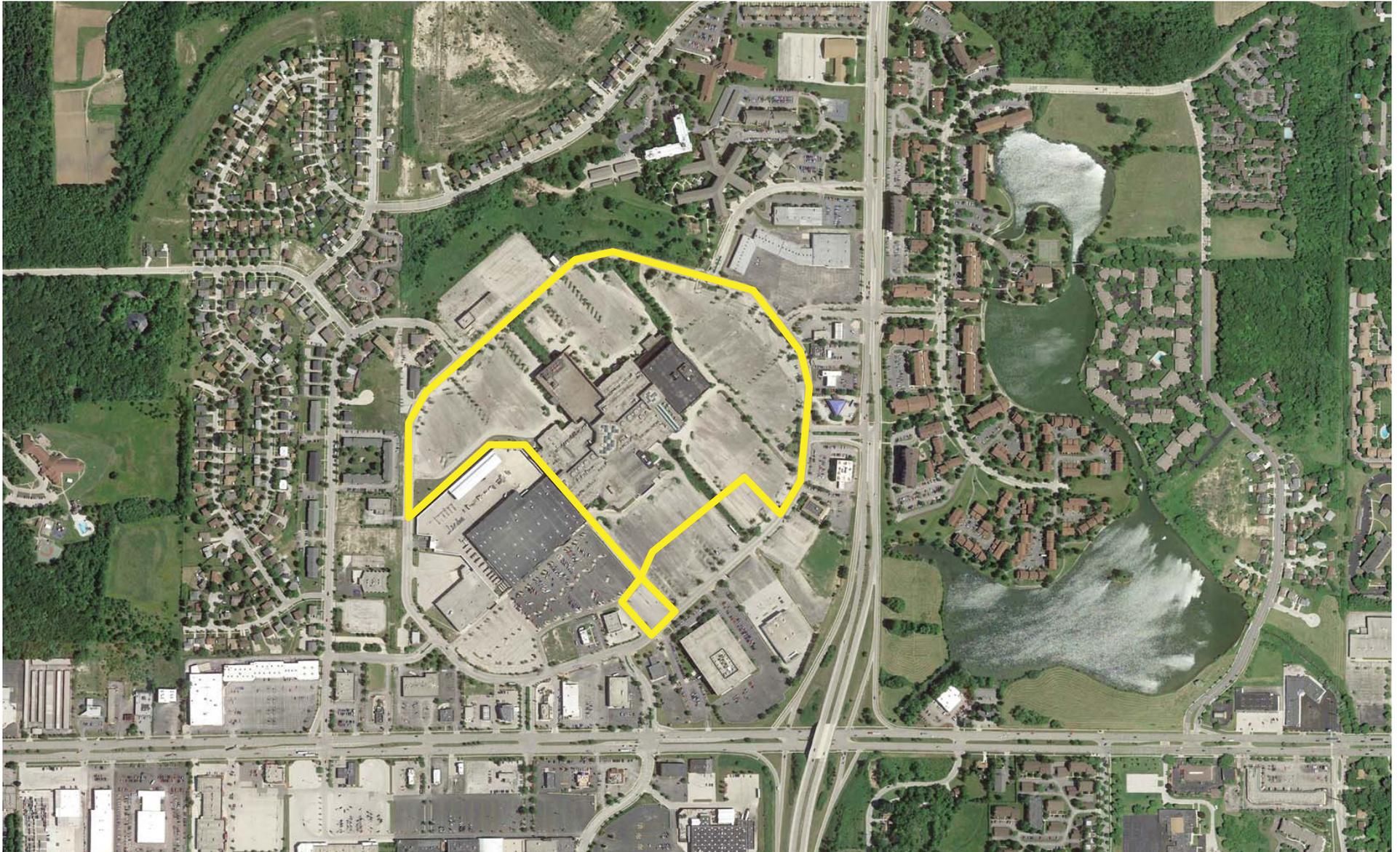
### POTENTIAL DEVELOPMENT STRATEGIES

- Senior support
- Youth
- Education
- Clinic
- Retail
- Training (MATC)

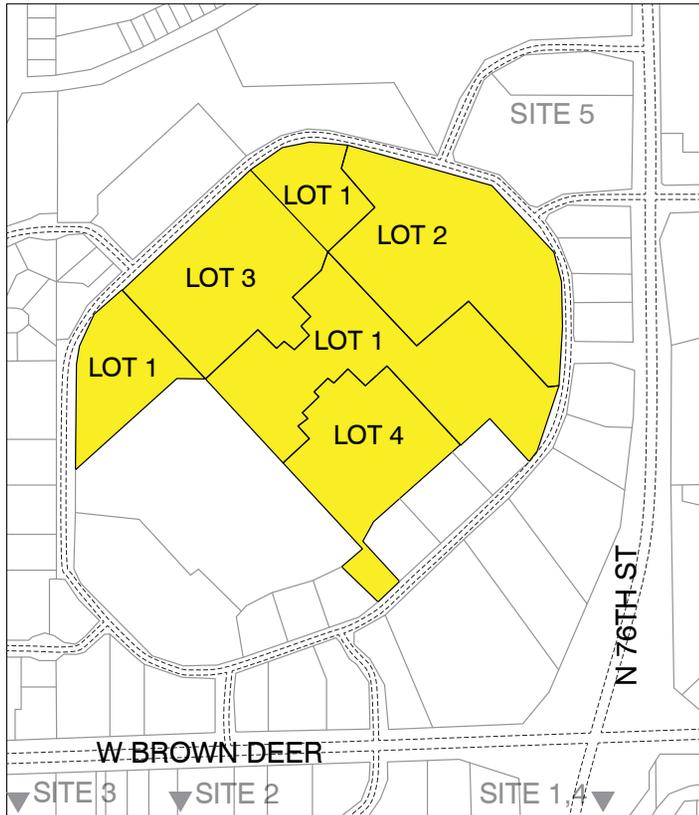
# SITE 5: 9127 N 76th Street (Former Dunham's)



# SITE 6: 8221 N Granville Station Road (Northridge)



# SITE 6: 8221 N Granville Station Road (Northridge)



- Privately Owned
- Site
- Roads

Site Size: 54.78 acres

Traffic Count on 76th: 20,000

Traffic Count on Brown Deer: 34,000

City: Milwaukee

Site Address: 8221 N Granville Station Road

LOT Numbers	Owner	Zoning Code	Building Area	Address	Year Built	Square Feet
LOT 1	US BLACK SPRUCE ENT.	RB1	N/A	9009 N Granville	N/A	972,111
LOT 2	US BLACK SPRUCE ENT.	RB1	N/A	9101 N Granville	N/A	603,595
LOT 3	US BLACK SPRUCE ENT.	RB1	N/A	8221 W Northridge	N/A	448,510
LOT 4	PNR 2 LLC	RB1	N/A	8919 N Granville	N/A	361,801

## SITE 6: 8221 N Granville Station Road (Northridge)



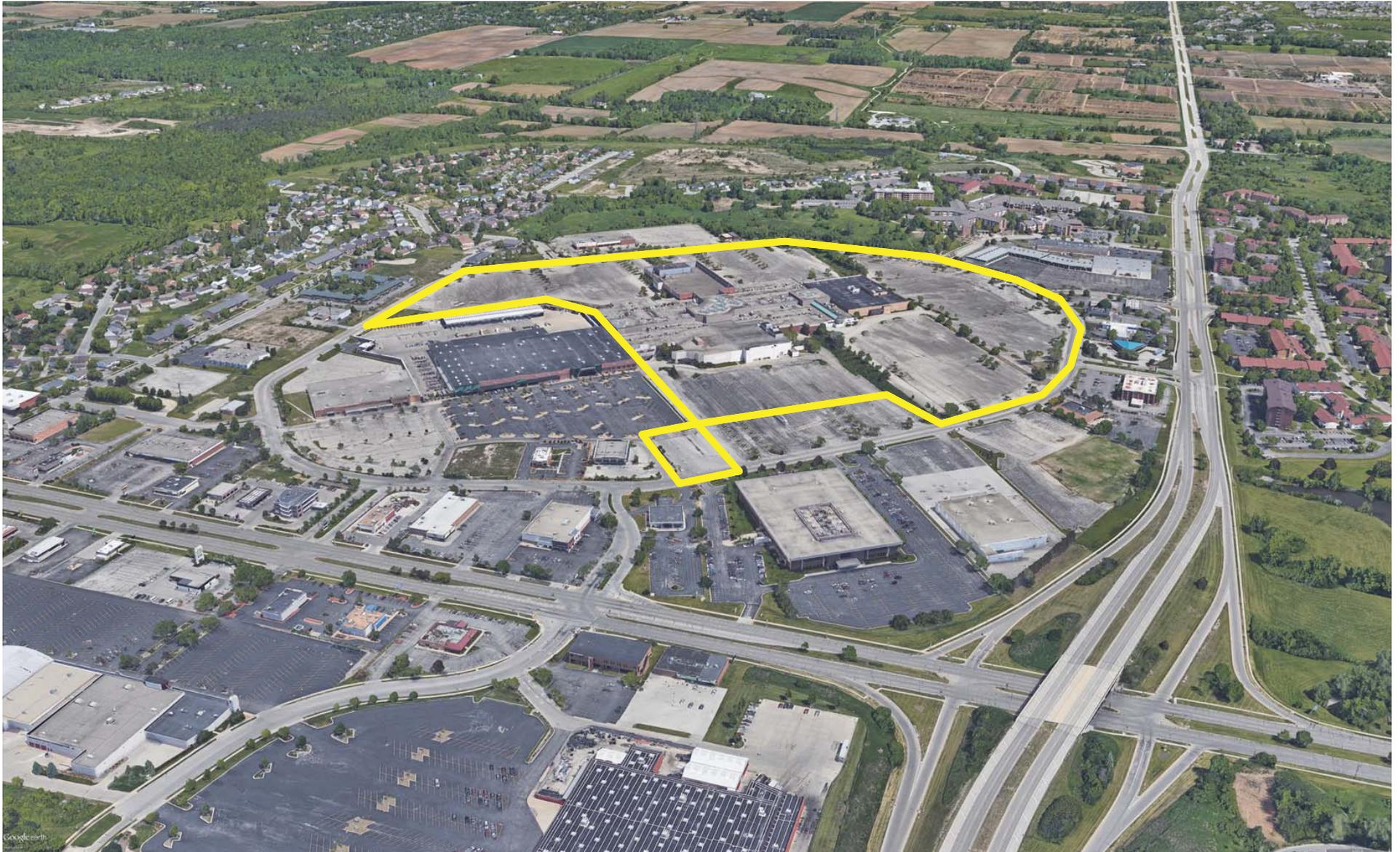
Originally the epicenter of retail in the Granville neighborhood, Northridge mall opened its doors in 1972. However, due to a decline in the retail market in this neighborhood, it was forced to close its doors in 2003. It has been vacant ever since. A portion of the mall that was initially occupied by Sears has been demolished and replaced with a Menard's and Pick n' Save. The Pick N' Save is now vacant, the Menard's continues to attract customers from around the area.

Penzey Spices considered purchasing the mall in a foreclosure, but a Chinese investment company, U.S. Toward Enterprise Group Inc., purchased the mall in 2014 and continues to hold ownership to this day.

### POTENTIAL DEVELOPMENT STRATEGIES

- Commercial campus
- Light industrial
- Restaurants to serve area businesses and residents

# SITE 6: 8221 N Granville Station Road (Northridge)



# GRANVILLE CHARETTE

March 1st  
School of Architecture & Urban Planning  
2131 E Hartford Avenue

8:30am to 4:00pm

