Granville CHARETTE

Winter 2017

Transforming underutilized retail in today's market.

City of Milwaukee

GRANVILLE business improvement district

UNIVERSITY of WISCONSIN UWMILWAUKEE

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Granville Business Improvement District, City of Milwaukee

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Community Design Solutions (CDS) facilitated a process of information gathering that culminated in a visioning charette for the Granville Neighborhood in the city of Milwaukee. This process involved revisiting the 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 was disseminated to six teams of architects, each assigned to one of the Opportunity Sites.

A day long charette was held at the UW-Milwaukee School of Architecture and Urban Planning. Throughout the day, teams generated ideas for the sites and then shared them with the larger stakeholder group to receive feedback. Following the initial input, the architectural teams refined their designs to reflect stakeholder input and provided 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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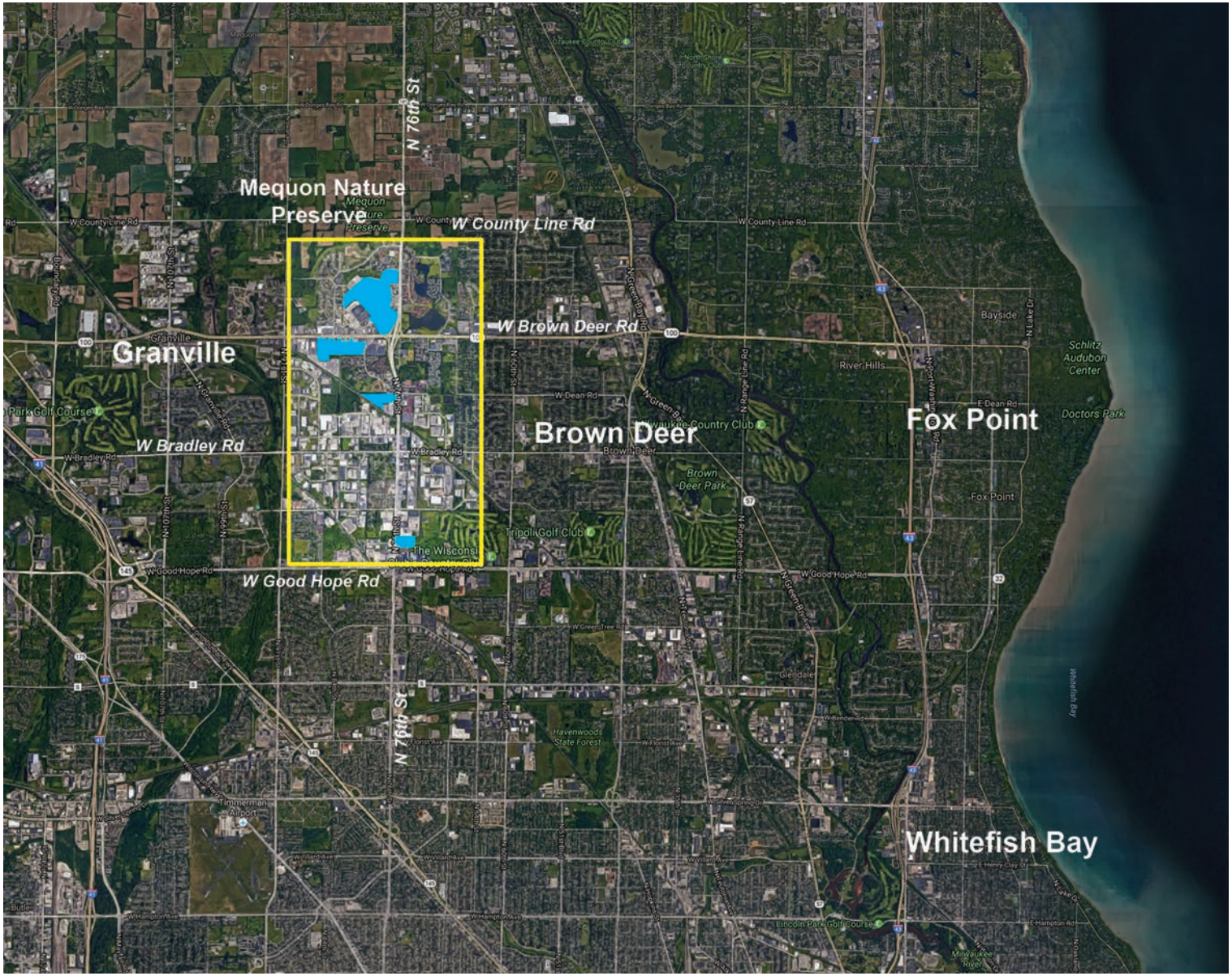
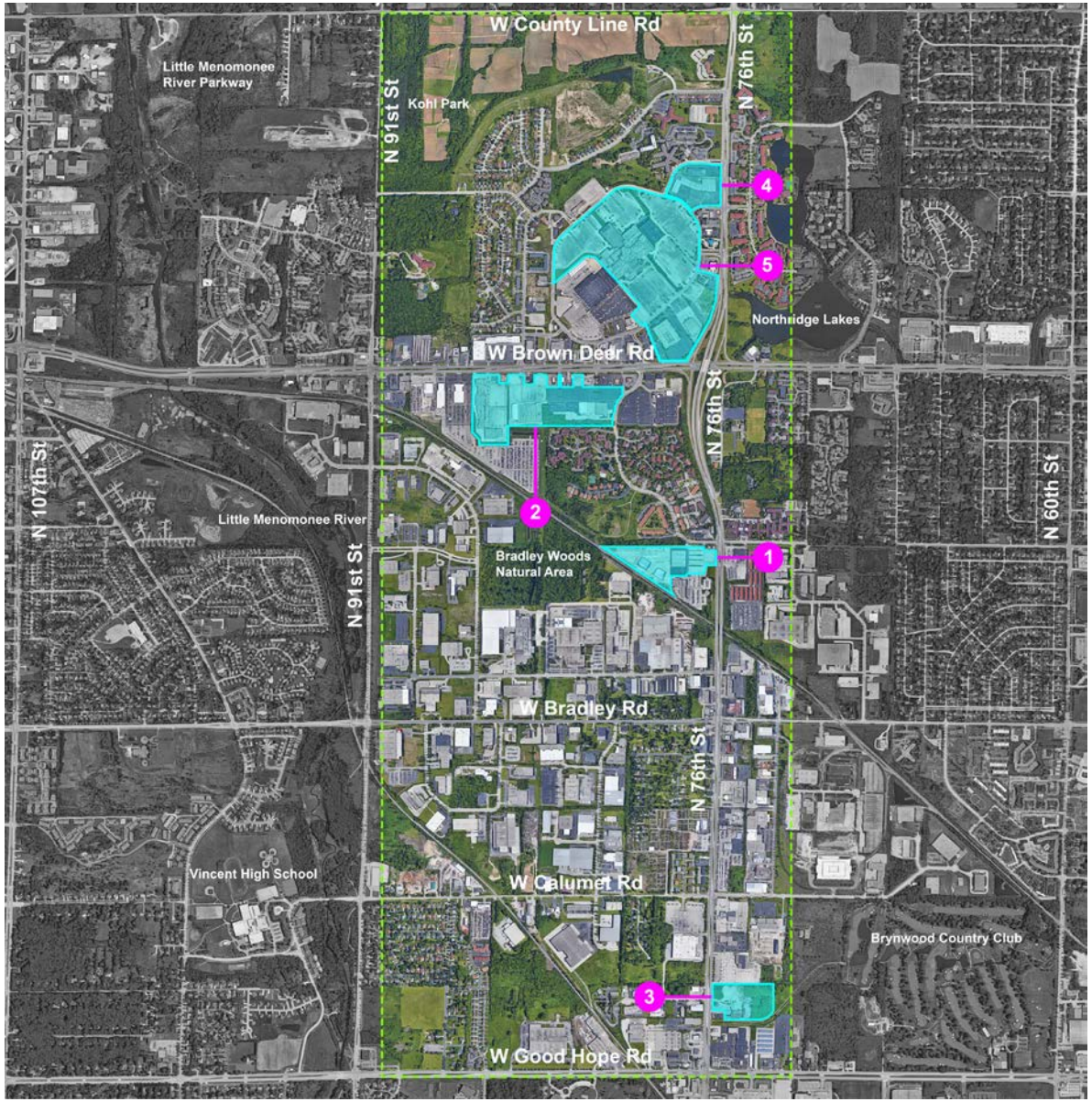
Regional Map



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

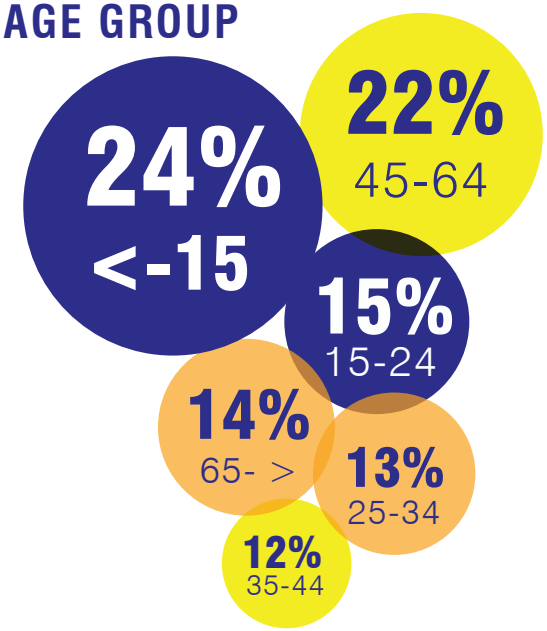
Once the preeminent retail destination of Milwaukee, retail in the Granville area has declined steadily since the closure of Northridge Mall in 2003. Increased regional competition from other shopping areas including Mayfair Mall, Bayshore Mall, Menomonee Falls, and Mequon have contributed to the decline. 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

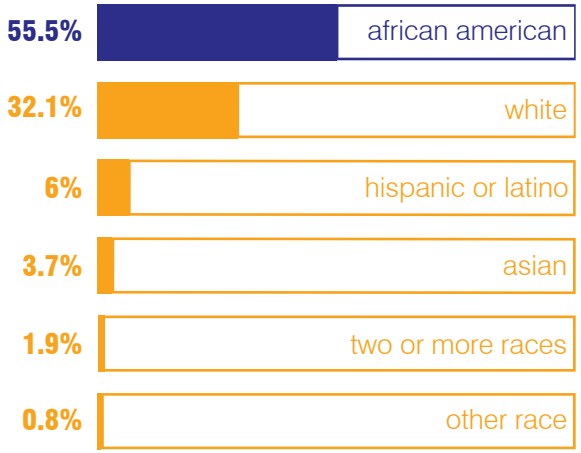
56%

residents with post high school education

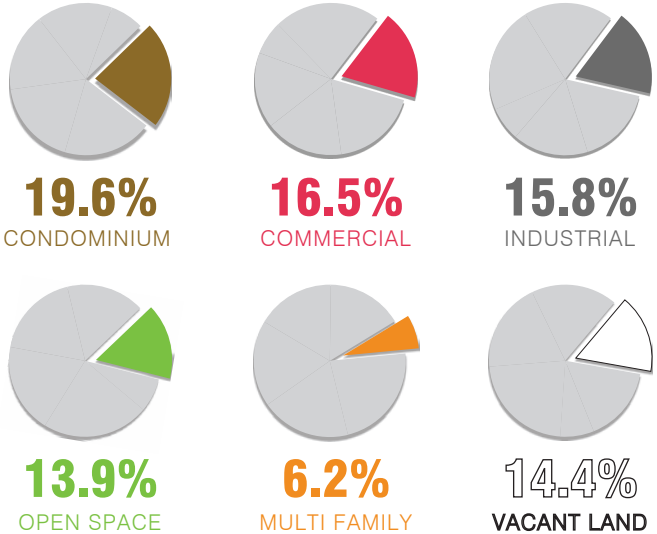
58%

renter-occupied housing

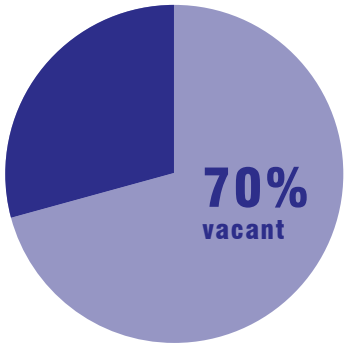
ETHNICITY



LAND USE

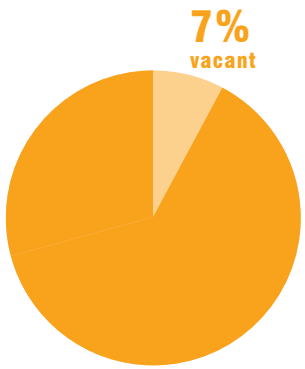


VACANCY



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

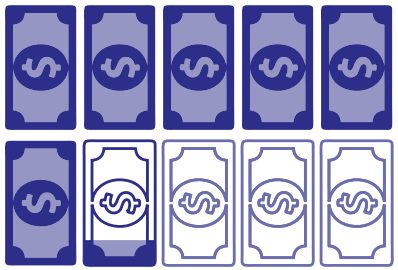
MANUFACTURING

$36,250
average wage

$38,718
median household income

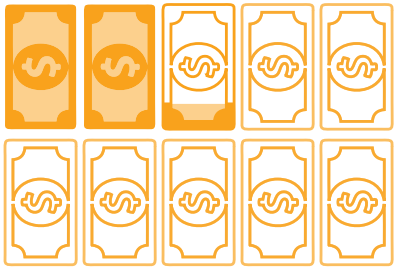
RETAIL

$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 outlot 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)

ETE Reman Industrial Reuse

ExtraSpace Storage new construction

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

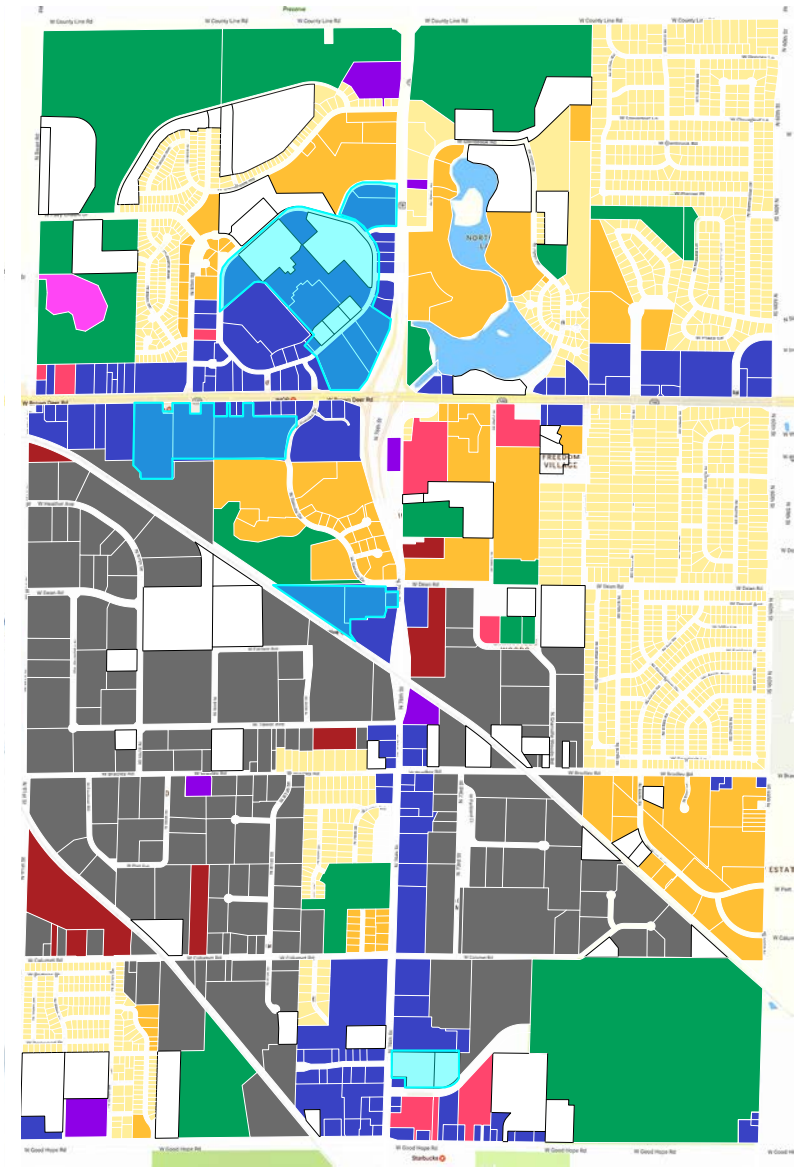
LAND USE RECOMMENDATIONS

- 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

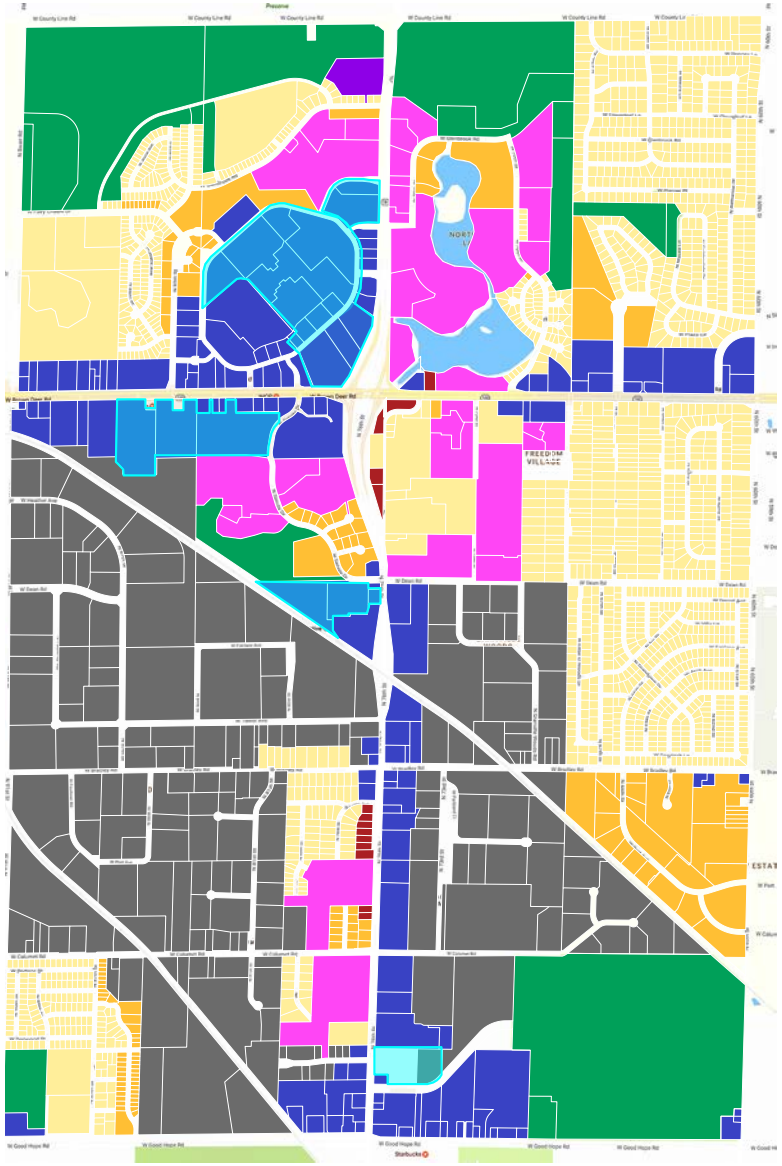
Land Use Map



source: City of Milwaukee

- Industrial
- Commercial
- Residential [Single Family]
- Residential [Multi-Family]
- Mixed Commercial & Residential
- Green Space
- School
- Religious Organization
- Recreation
- Vacant

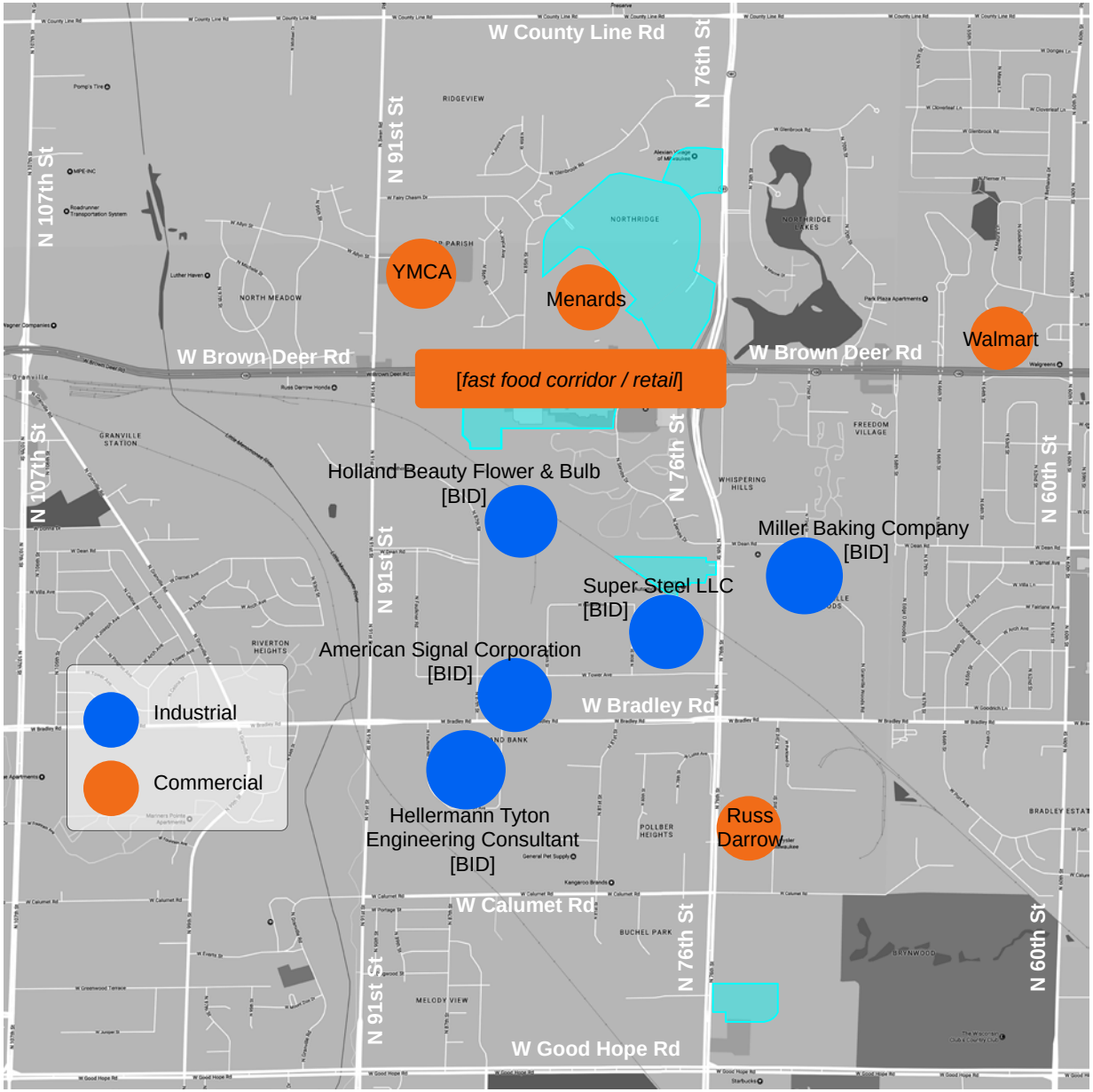
Zoning Map



- Industrial
- Commercial
- Residential [Single Family]
- Residential [Multi-Family]
- Mixed Commercial & Residential
- Green Space
- Planned Development

source: City of Milwaukee

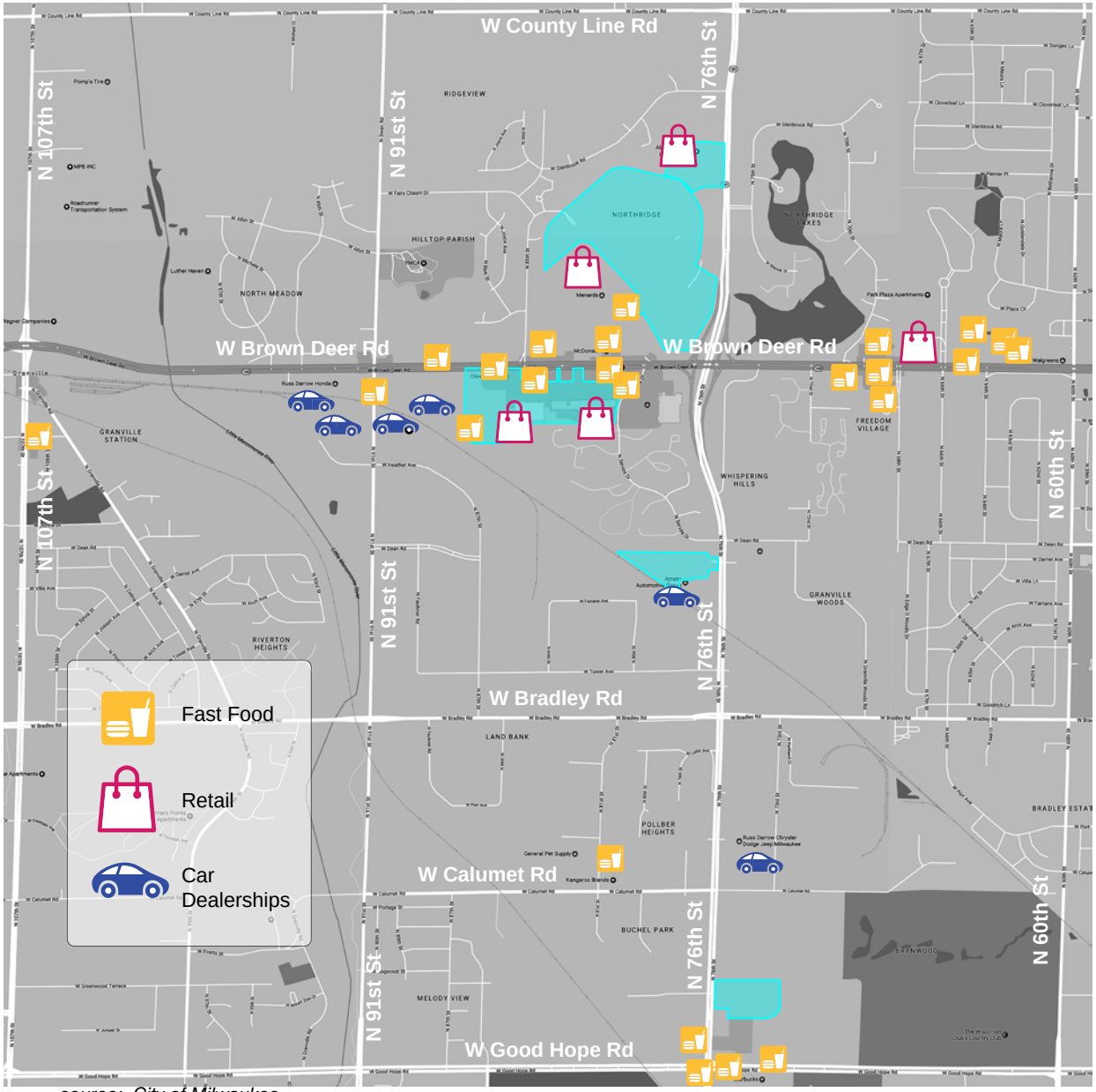
Major Employers Map



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

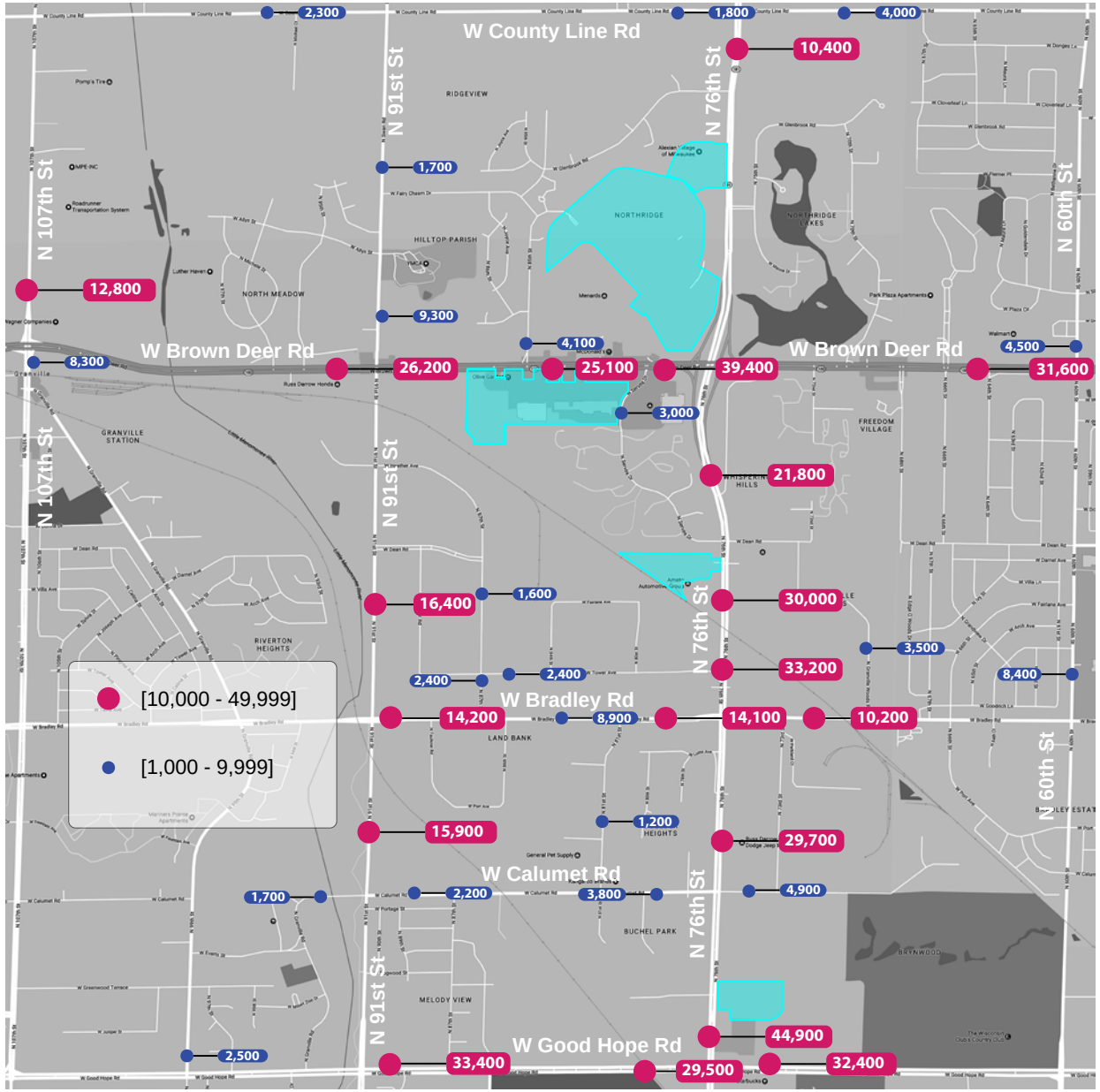
source: City of Milwaukee

Business Diversity Map



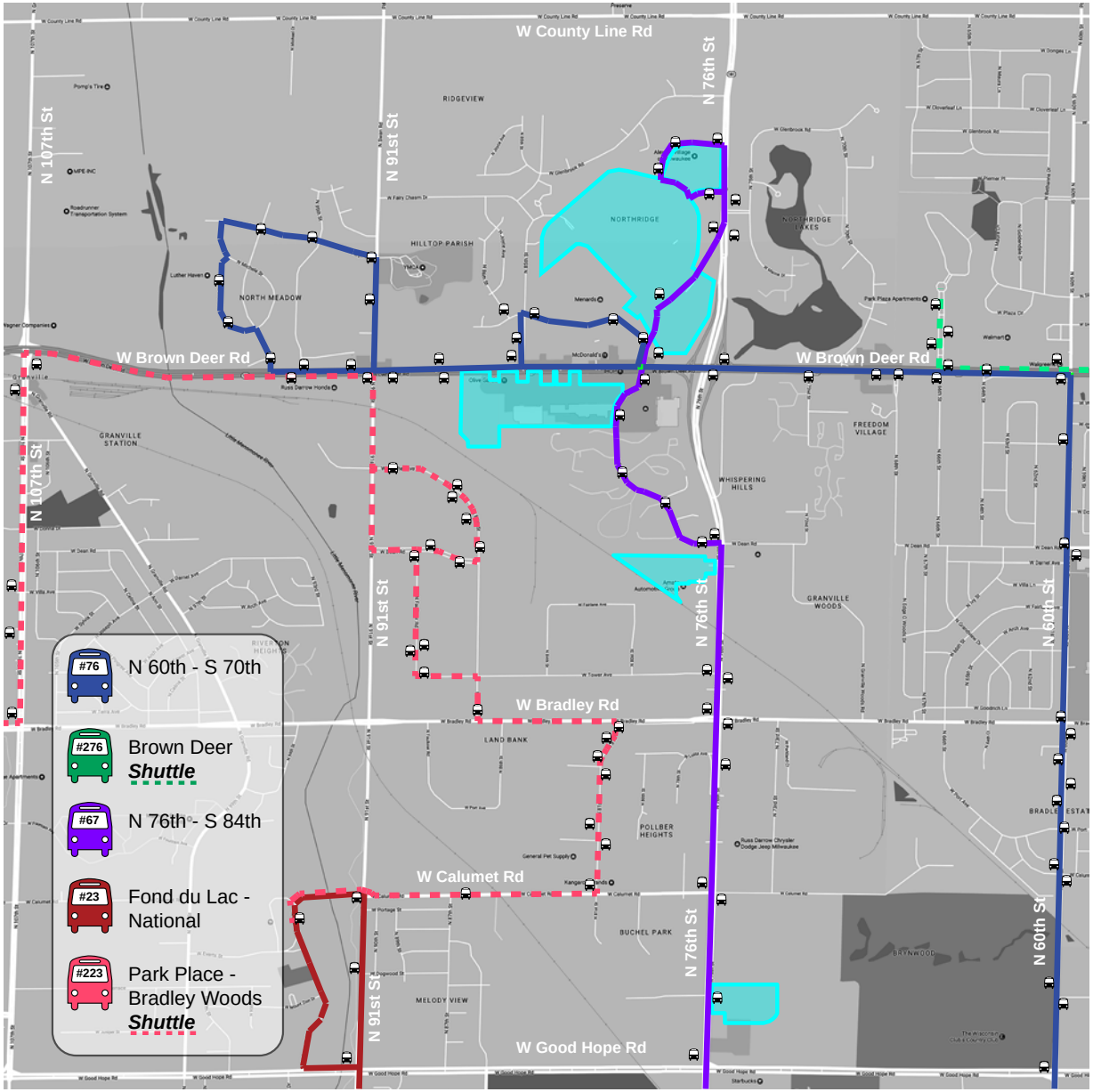
source: City of Milwaukee

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)

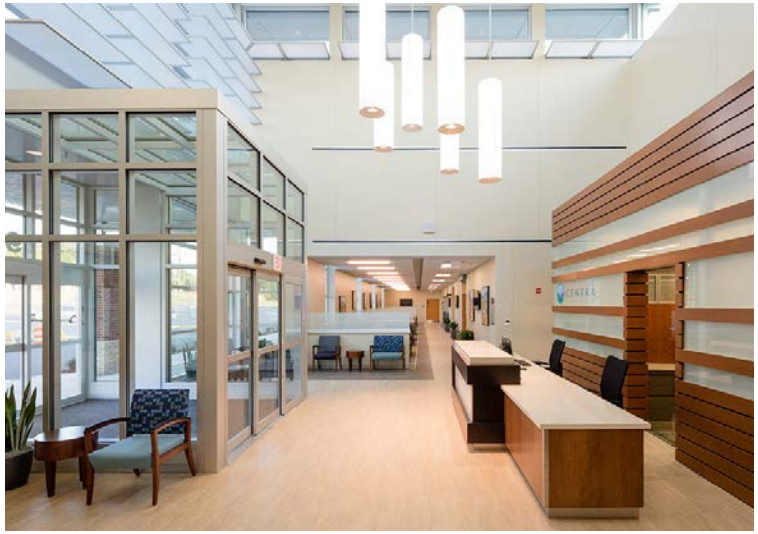
Interior active space utilizing the existing high ceilings (ZGF Architects)

- 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 flexiblilty
- 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 flexiblilty
- 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

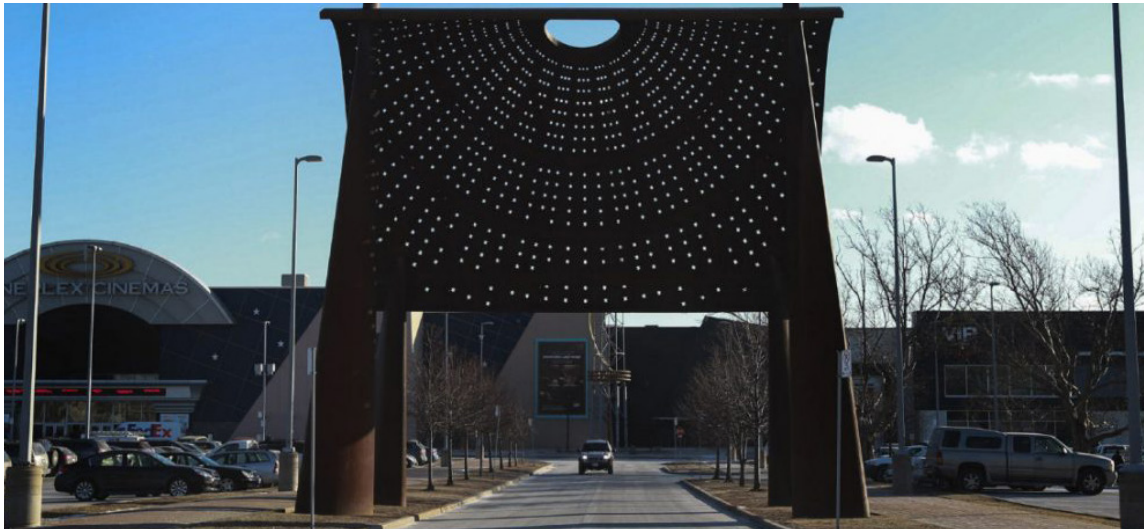
Proposed site plan of re-used strip center

- 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 utiilizing 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)

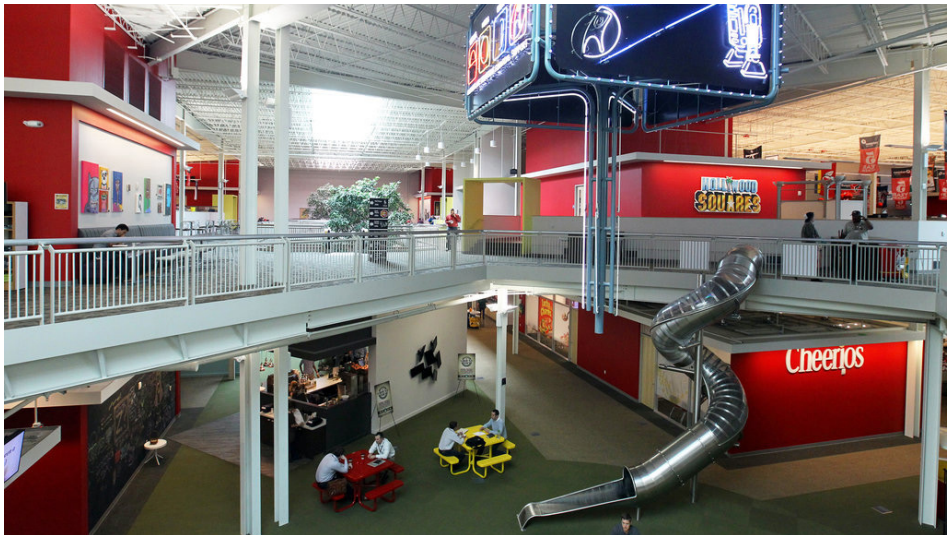
Baseball field in Crown Point Family Fun Center (Crown Point, Indiana)

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 emplyess 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

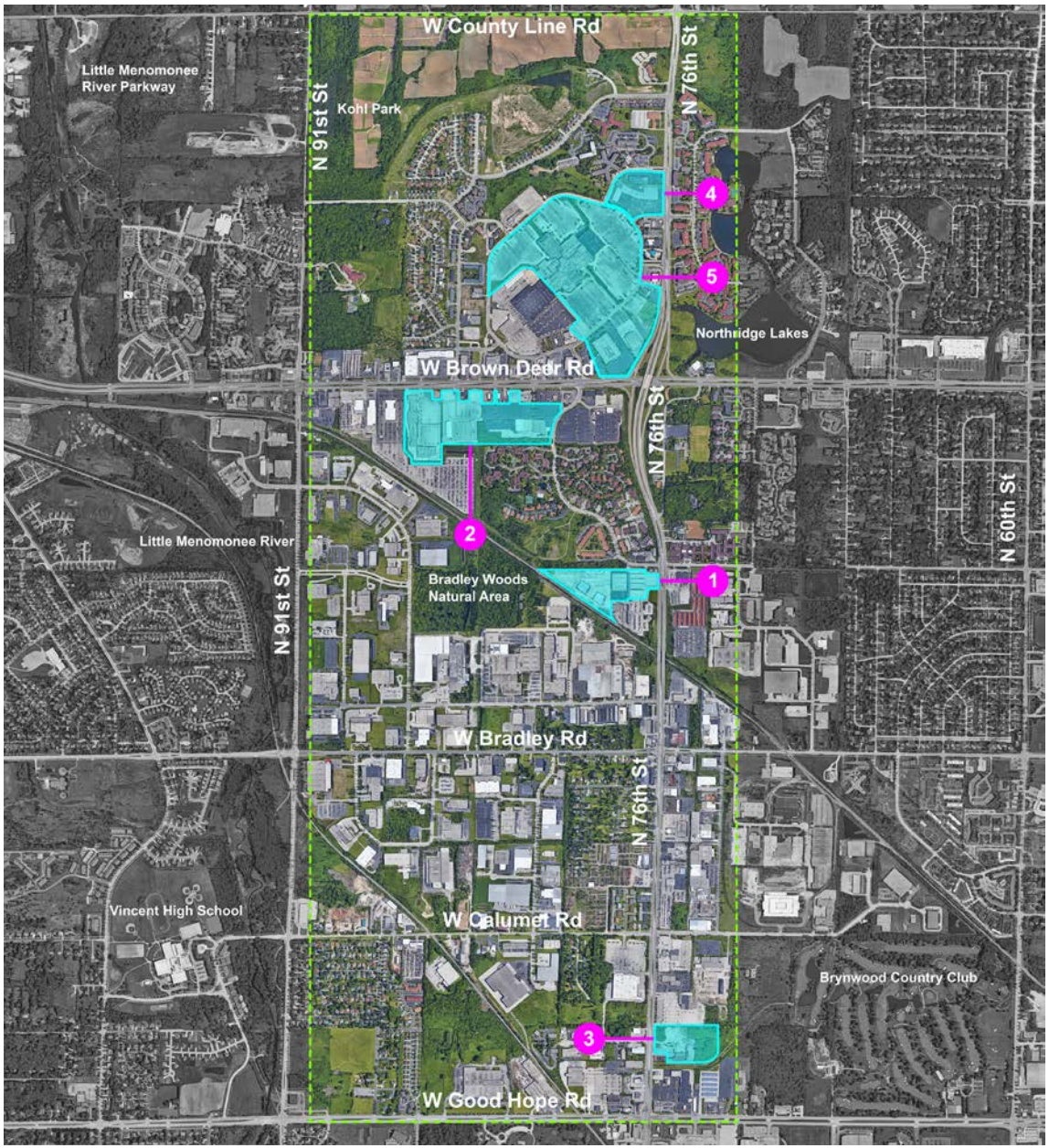
Century City, advanced manufacturing in 30th street corridor

Boetler Superstore, wholesale kitchen supply showroom and warehouse

Ingeteam, light industrial focused on renewable energy located in the Menomonee Valley

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

OPPORTUNITY SITES



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.

Charette: Architects, Business Leaders, Residents, Developers

Site 1: Galbraith Carnahan Architects

Site 2: Continuum Architects

Site 2: Zimmerman Architects

Site 3: Engberg Anderson Architects and Alderwoman Lewis

Charette: Architects, Business Leaders, Residents, Developers

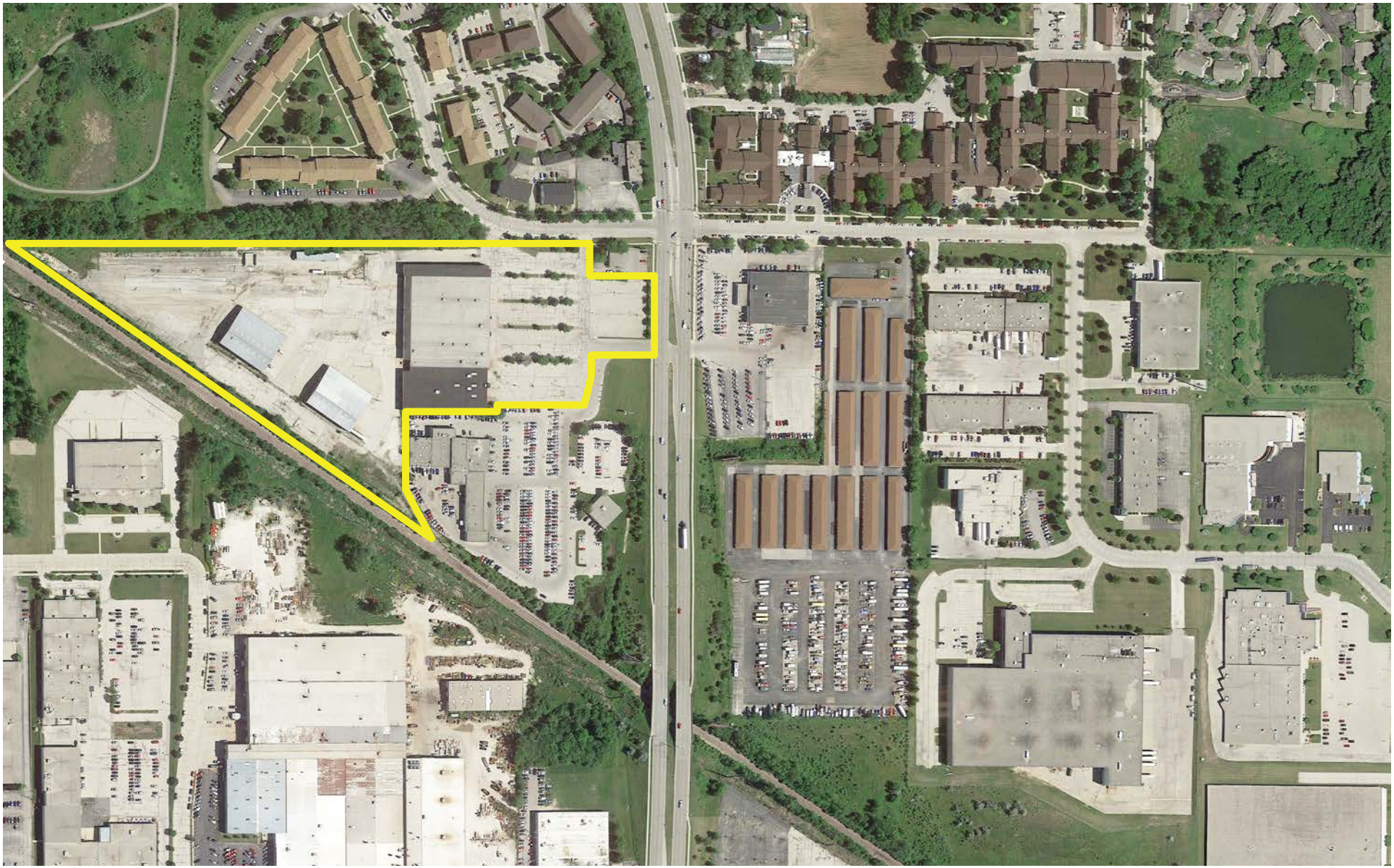
Site 4: American Design

Site 4: Uihlein Wilson Architects

Residents review the work of the architects

Mayor Barrett offers thoughts on Northridge Mall (site 5) concept

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



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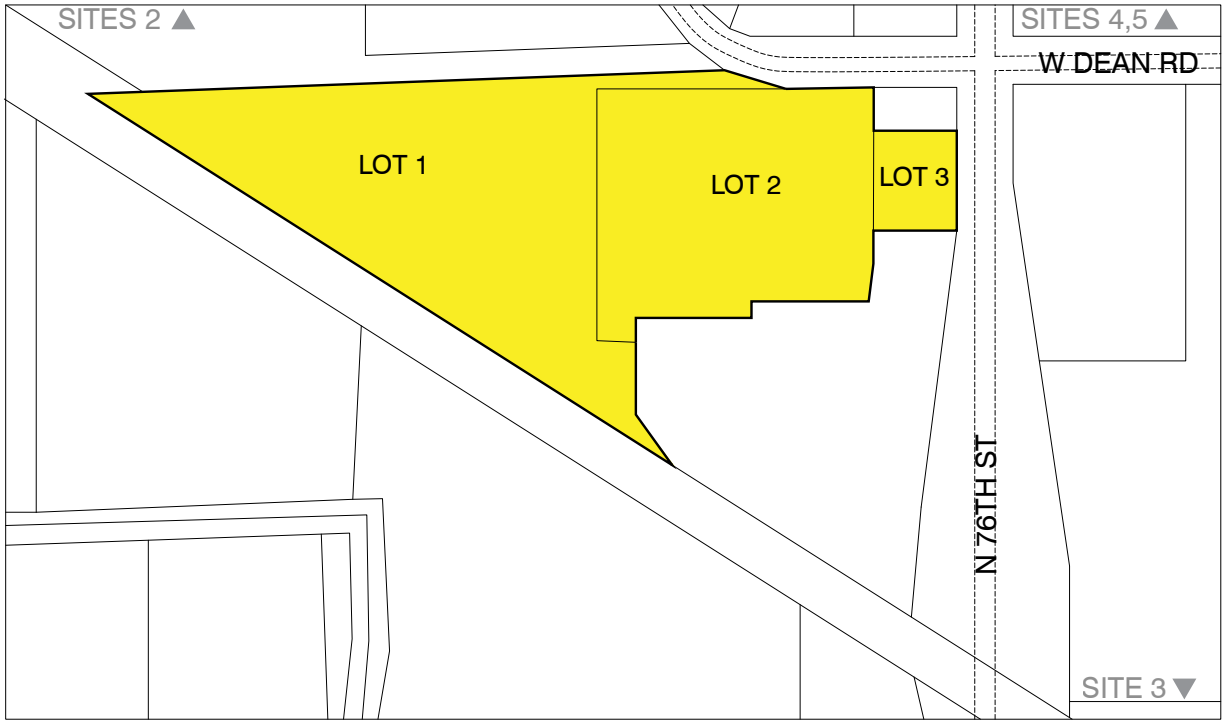


Privately Owned

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.

PROGRAM OPTIONS - adaptive reuse

- Urban agriculture
- Commercial kitchens
- Farmer's market
- Related retail
- Job training
- Potential UWM link with Vincent High School

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

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

GALBRAITH CARNAHAN ARCHITECTS

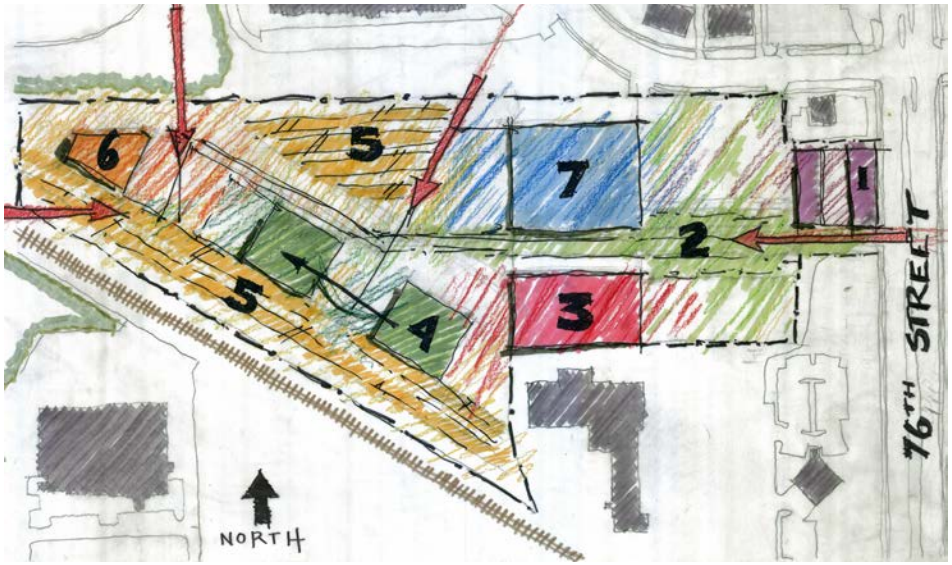
Grow Food, Build Community

Galbraith Carnahan Architects propose a project that focuses on local food production and economic growth in the Granville area through urban agriculture. The development and maintenance of urban ag invites employment and educational opportunities for students at Vincent High School, as well as the surrounding community. The project re-uses the existing buildings on the 15.8 acre site including the former Menard's store and lumber sheds.

In order to create an environment which simultaneously grows food and builds community, special attention is paid to dissolving the boundaries between park and farm. An outdoor farmer's market pavilion brings social activity to the edge of 76th Street and buffers traffic noise. A grassy apple tree promenade greets guests and guides them to the main building. The existing building is divided by a glass-covered pedestrian street which invites visitors inside to gather. The 100,000 square foot existing building is intended to house vocational training, classrooms, event spaces, maker spaces and office shares.

Emerging through the building, visitors enter the main 390,000 square foot open air farm where food production takes place. The area is subdivided into nine farm plots and six greenhouses. The two former lumber sheds are converted into large greenhouses containing aeroponic and aquaponic systems that can be operated in winter months. Between the two large greenhouses is a central gathering space including a performance stage. The southern edge of the site is lined with fruit trees providing shade for a walking path and resting alcoves with tables and chairs. The west corner of the site is anchored by a 10,000 square foot multi-use facility that can provide space for workshops, group fitness classes, a farm-to-table café and a day care.

GCA hard at work

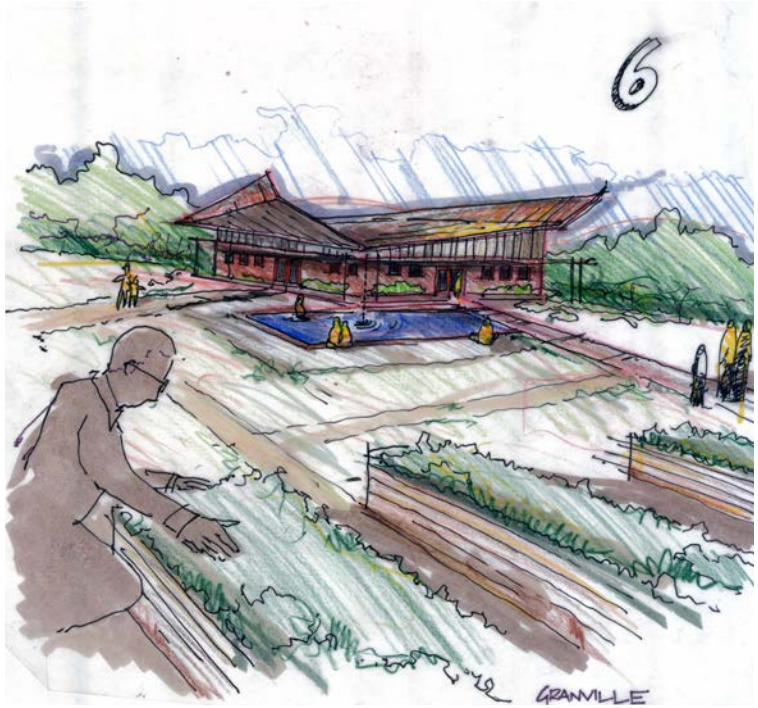


Site plan sketch diagram of key features and space

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

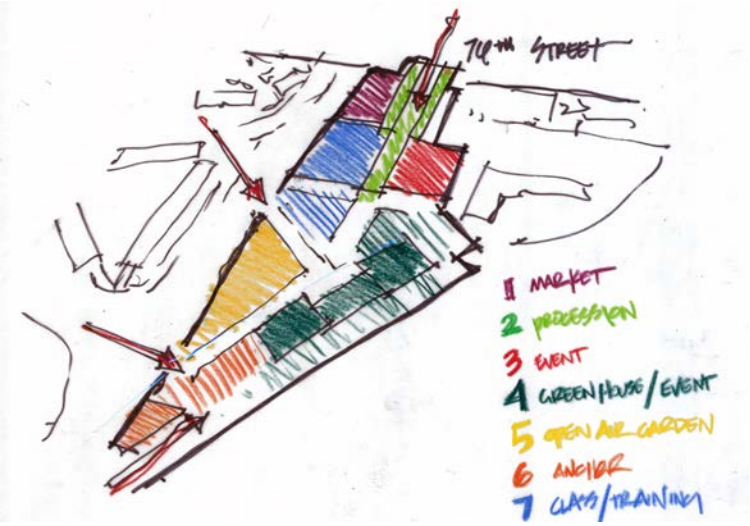
Aerial rendering looking southeast, back of the property used for farming and gathering spaces.

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



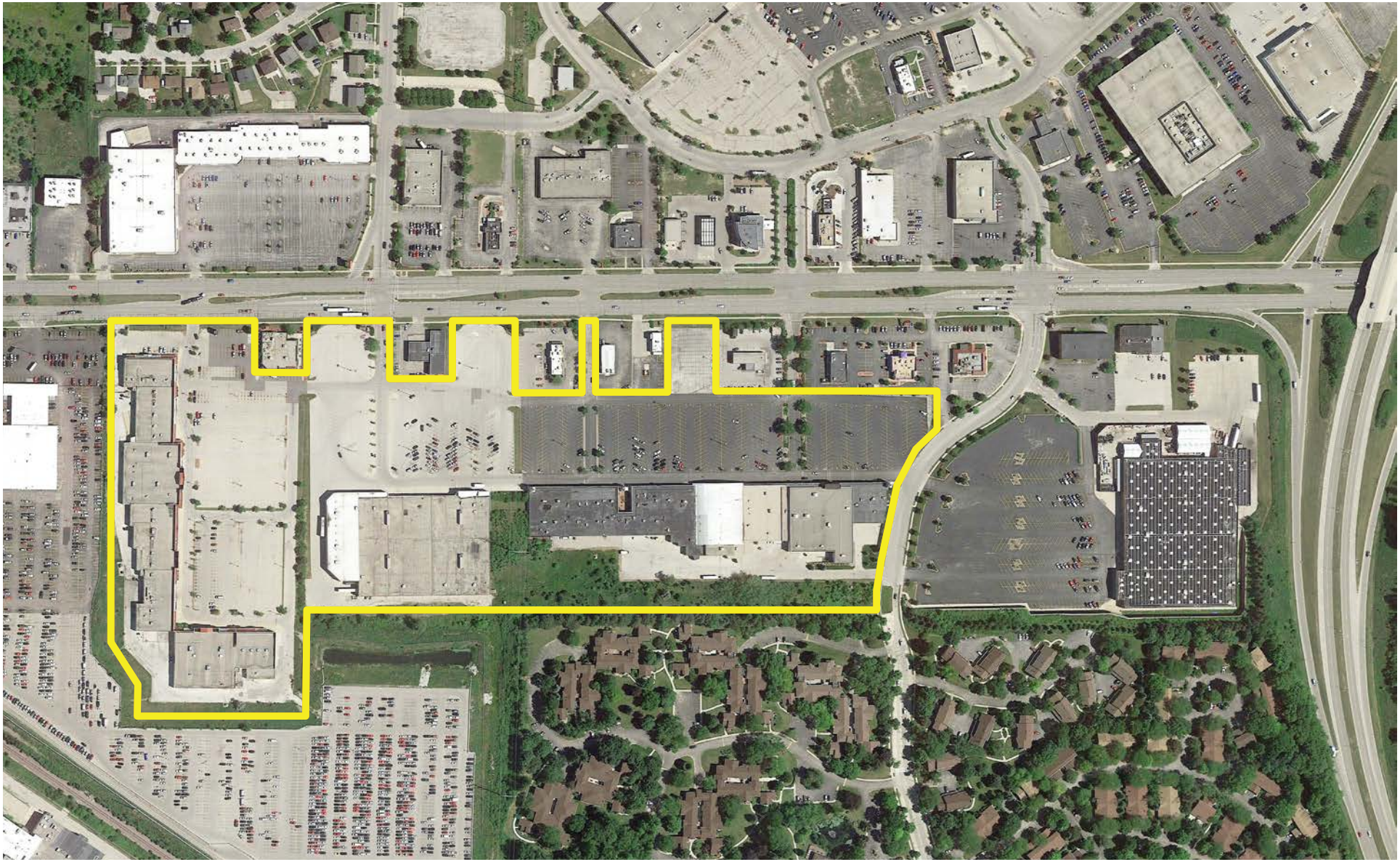
From left to right: gathering space and stage (4 and 5); multi-purpose building sketch (6); open air garden (5); procession between main buildings (2)

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

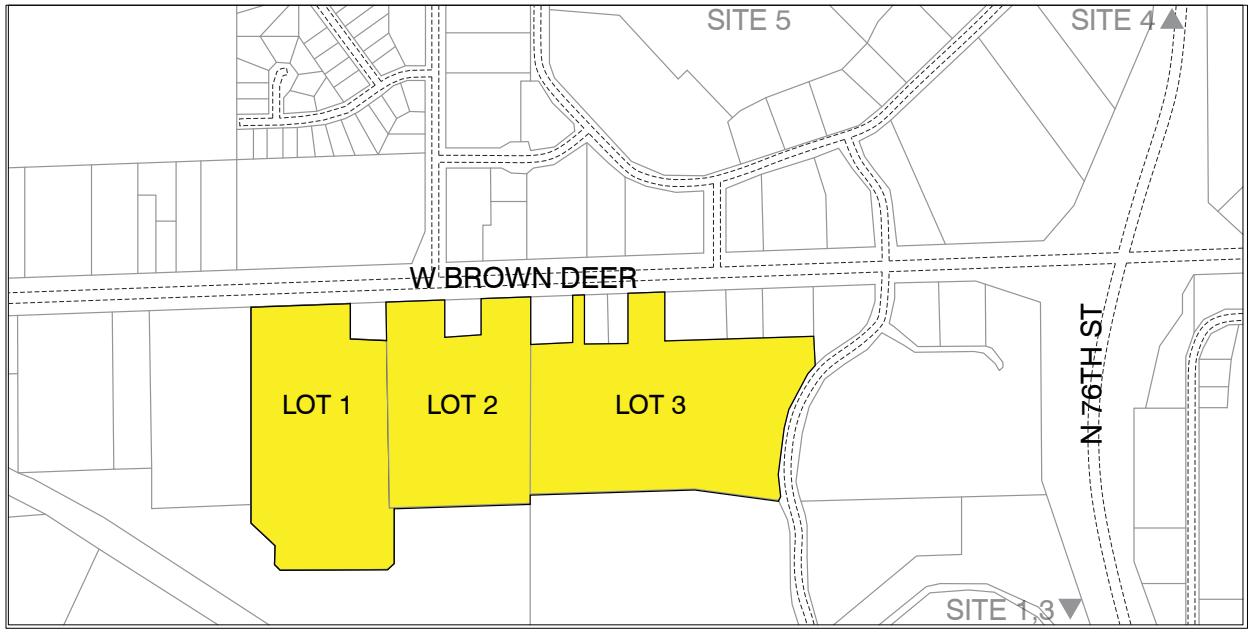


From left to right: event space and view to gardens (3); schematic plan; main building from gardens (7); farmer's market (1)

SITE 2: 8105 - 8603 W Brown Deer Road (Vacant Retail)



SITE 2: 8105 - 8603 W Brown Deer Road (Vacant Retail)



Privately Owned

Site

Roads

Site Size: 38.77 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
LOT 2	DAYTON HUDSON CORP. '57	RB1	N/A	8501 W Brown Deer	N/A	455,945
LOT 3	SG2 LLC	RB1	N/A	8155 W Brown Deer	N/A	677,126

SITE 2: 8105 - 8603 W Brown Deer Road (Vacant Retail)

This site considers three combined lots. 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.

The central lot of the site 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 west is a sparsely occupied strip retail mall, surrounded to the west and south by 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 the eastern and central sites.

PROGRAM #1 - new construction, reuse

- Light industrial with possible retail
- Target could be reused as light industrial

PROGRAM #2 - new construction, reuse

- Mixed-use town center
- Residential connecting to south
- Target could be reused for fitness, light industrial, or removed
- Western portion light industrial or adaptive reuse as clinic or youth activity center

SITE 2: 8105 - 8603 W Brown Deer Road (Vacant Retail)

SITE 2: 8105 - 8603 W Brown Deer Road (Vacant Retail)

continuum
ARCHITECTS + PLANNERS

A New Industrial Campus

Continuum proposes primarily industrial usage for the site using mostly new construction. The design seeks to build upon the already successful industrial sector in Granville. The design consists of three 100,000 square foot light industrial buildings and three 50,000 square foot light industrial buildings. The Target building could potentially be retained and reused as light industrial, incorporating a modern north facade design, to fit within the proposed concept. Buildings are connected along a main drive that provides visitors circulation between the buildings. Running alongside this main drive is an on-site water retention system that also serves as a nature walk for employees and area residents.

Out-lots are maintained along Brown Deer Road and, along with the main circulation, create a buffer between the industrial buildings and the street. Parking is placed behind the industrial buildings to ensure a pleasant promenade in front. The campus intends to be light and green. This is achieved in the landscaping of the site and in the architecture of the buildings themselves. The buildings are modern and light in appearance using an elevated, perforated metal screen and glass in elevation.

The design seeks to create a collaborative and modern campus for advanced and light manufacturing, re-envisioning the typical industrial campus. The site is visible from Brown Deer Road and can contribute to a fresh new image for the area.

Continuum presenting early design concepts (Source: Connor Every)

Site plan sketch

SITE 2: 8105 - 8603 W Brown Deer Road (Vacant Retail)

Aerial rendering looking northeast

SITE 2: 8105 - 8603 W Brown Deer Road (Vacant Retail)

From top to bottom: site plan; main drive and pedestrian pathway that connects throughout the site

SITE 2: 8105 - 8603 W Brown Deer Road (Vacant Retail)

From top to bottom: modern light industrial building facade; primary site entrance promenade

SITE 2: 8105 - 8603 W Brown Deer Road (Vacant Retail)

ZIMMERMAN
ARCHITECTURAL STUDIOS, INC.

Walkable Neighborhood, Granville Center

In response to various community desires, Zimmerman Architects considered a multi-use development strategy for the site. The site consists of three adjacent retail developments with large amounts of surface parking. When compared to traditional urban areas, the site is two blocks deep by about six blocks long. The architects explored two main strategies on the site: establishing a multi-use, pedestrian framework of streets, sidewalks, public spaces, and blocks at the east end and adaptive reuse and reconfiguration of the retail building and parking lots to the west. Both seek a greener environment with a more appropriate human scale engagement.

Access points are retained for the site. The angled and curved main streets leading to and around the central green slow traffic and provide visual interest at human scale. The cross-streets and short secondary streets to the south provide quieter residential locations.

Build-out at Varying Scales: The street pattern results in pedestrian-scaled blocks that can be developed in a variety of ways. The edge between the new developments and the existing outlots on Brown Deer Road is treated as a mid-block condition. The outlots may eventually be redeveloped with larger scale, street-defining buildings. The architects envision the middle section of buildings as three to four-story, multifamily buildings. The market may not support this density for all the buildings but could include different forms of housing. The blocks farthest south could transition to smaller scale buildings such as townhouses. An experimental possibility illustrated by the architects includes a 6-unit multifamily building in which each unit has its own yard or roof garden. They also suggest the possibility of single-family town houses built into the hillside.

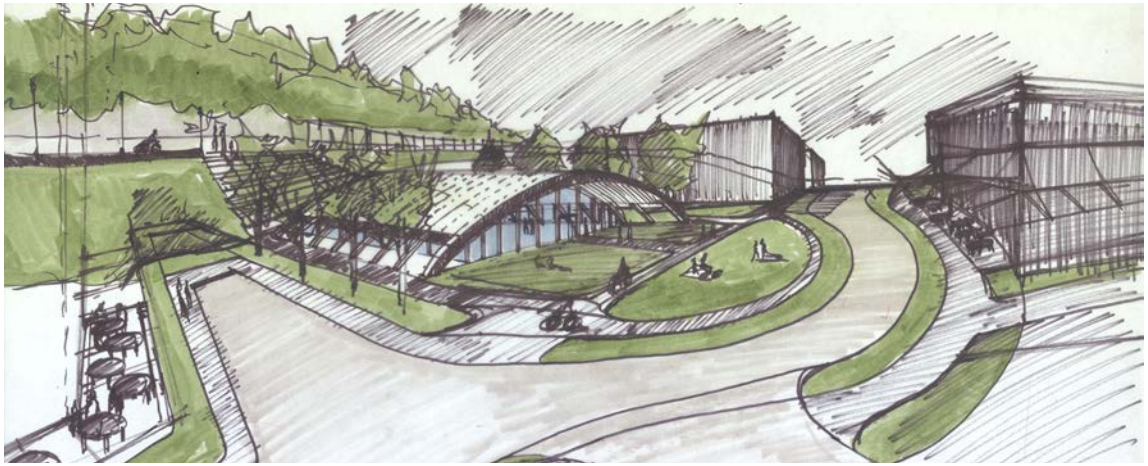
Zimmerman Architects sketching site plans

Zimmerman Architects hard at work (Source: Connor Every)

SITE 2: 8105 - 8603 W Brown Deer Road (Vacant Retail)

Aerial rendering looking south

SITE 2: 8105 - 8603 W Brown Deer Road (Vacant Retail)



Walkable Streets around Central Community Spaces: The east and center portion of the site is reorganized with a network of streets that focus on a central public plaza. The former Kohl's grocery store, with its iconic clear span arched roof, will be retained as a community center that anchors the site to the central green. An amphitheater is built into the hillside extending the zone of public activity. The north side of the central green is shaped by south-facing, mixed-use

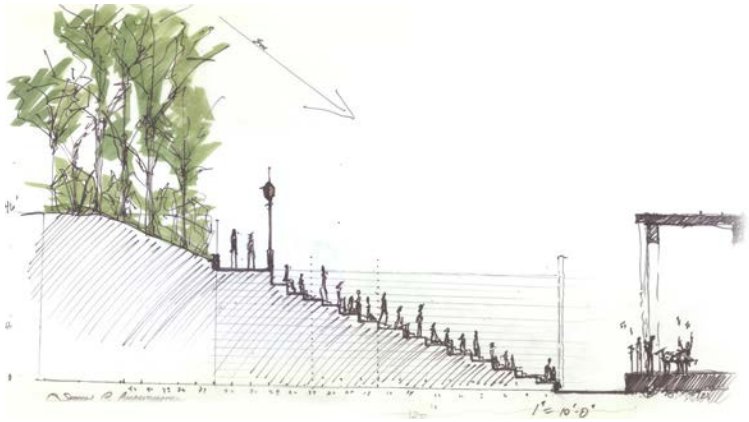
From left to right: coffee shop patio with view to community plaza; schematic site plan of east section; sketch of community plaza

SITE 2: 8105 - 8603 W Brown Deer Road (Vacant Retail)

buildings with restaurants, coffee shops on the ground floor and apartments above. Generous sidewalks allow for patio seating in warmer months.

Multi-use Pedestrian Network and Greenway: In addition to the tree-lined neighborhood streets and sidewalks, the architects also propose walkways within an enhanced greenway. Elements include a recreational field, a landscaped divided roadway, and a path along the edge of the hillside.

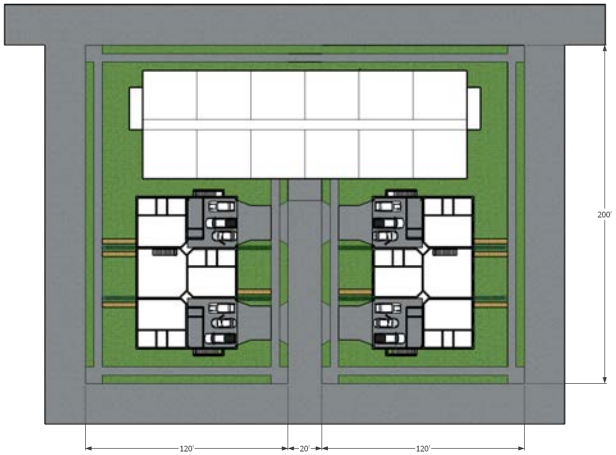
Other green zones such as the power easement and the slope down from the west plateau will be enhanced, with the potential for a future connection across Brown Deer Road that could link to the natural areas.



From left to right: proposed walkway along hillside; community plaza; schematic section of amphitheater

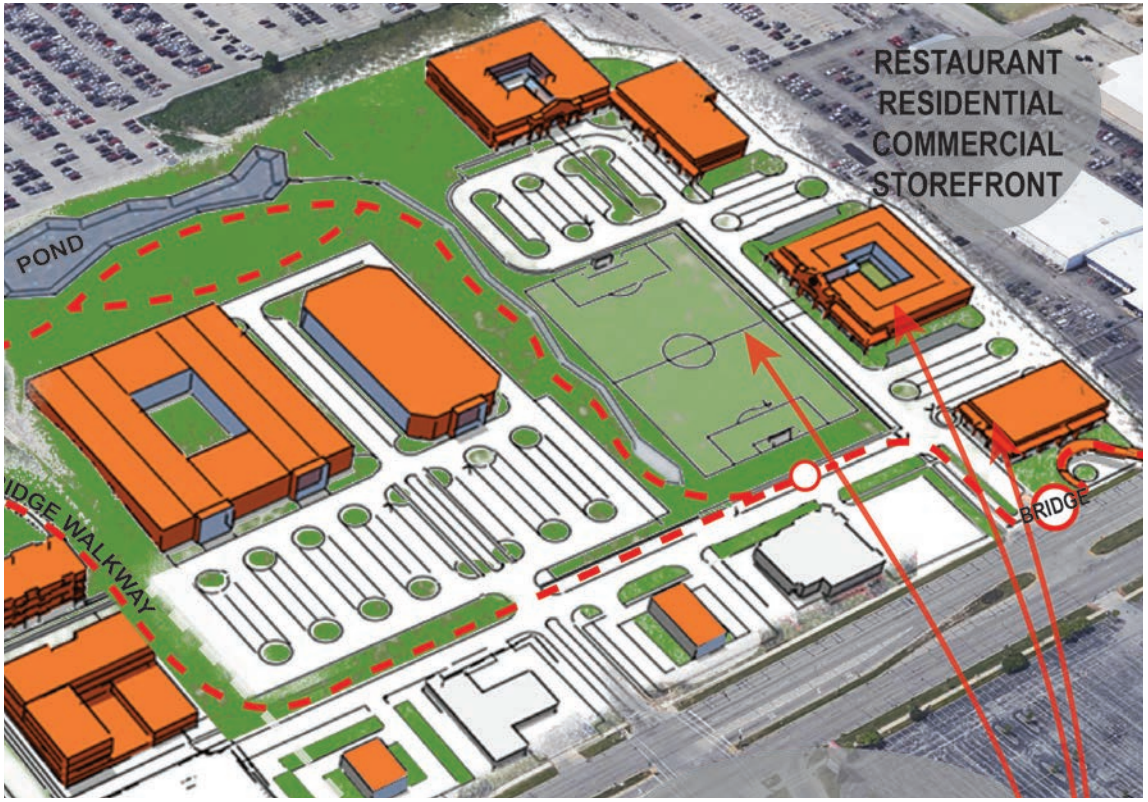
SITE 2: 8105 - 8603 W Brown Deer Road (Vacant Retail)

Apartments with a Yard: This is a concept proposed by the architects that takes the idea of owning a yard and pairing it with the flexibility of an apartment. The hybrid apartment creates a great atmosphere for any one or two persons, or a small family, seeking the responsibility and benefits of a yard with the lower costs of an apartment. Owners of nearby companies stated some of their employees left adjacent neighborhoods for the suburbs and residents stated they wished for more new housing options. This strategy provides an option that may retain and attract residents, while creating a transitional dwelling between rental property and home ownership.

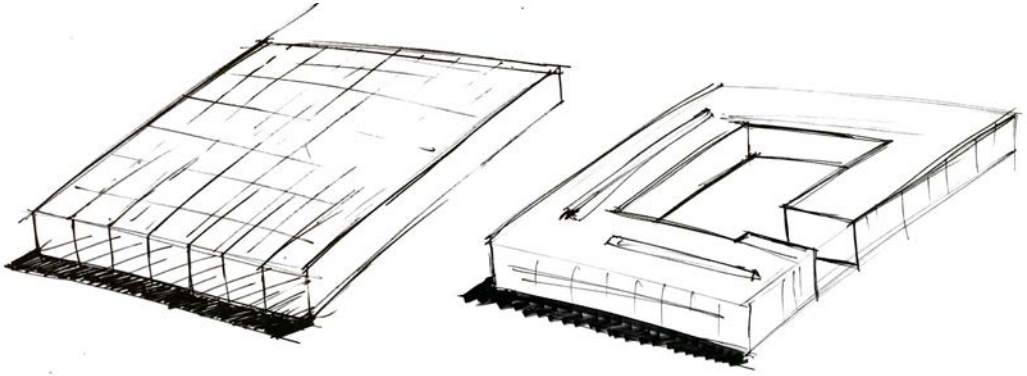


From left to right: 6-unit apartment diagram; apartments from walkway; 6-unit apartment plan

SITE 2: 8105 - 8603 W Brown Deer Road (Vacant Retail)

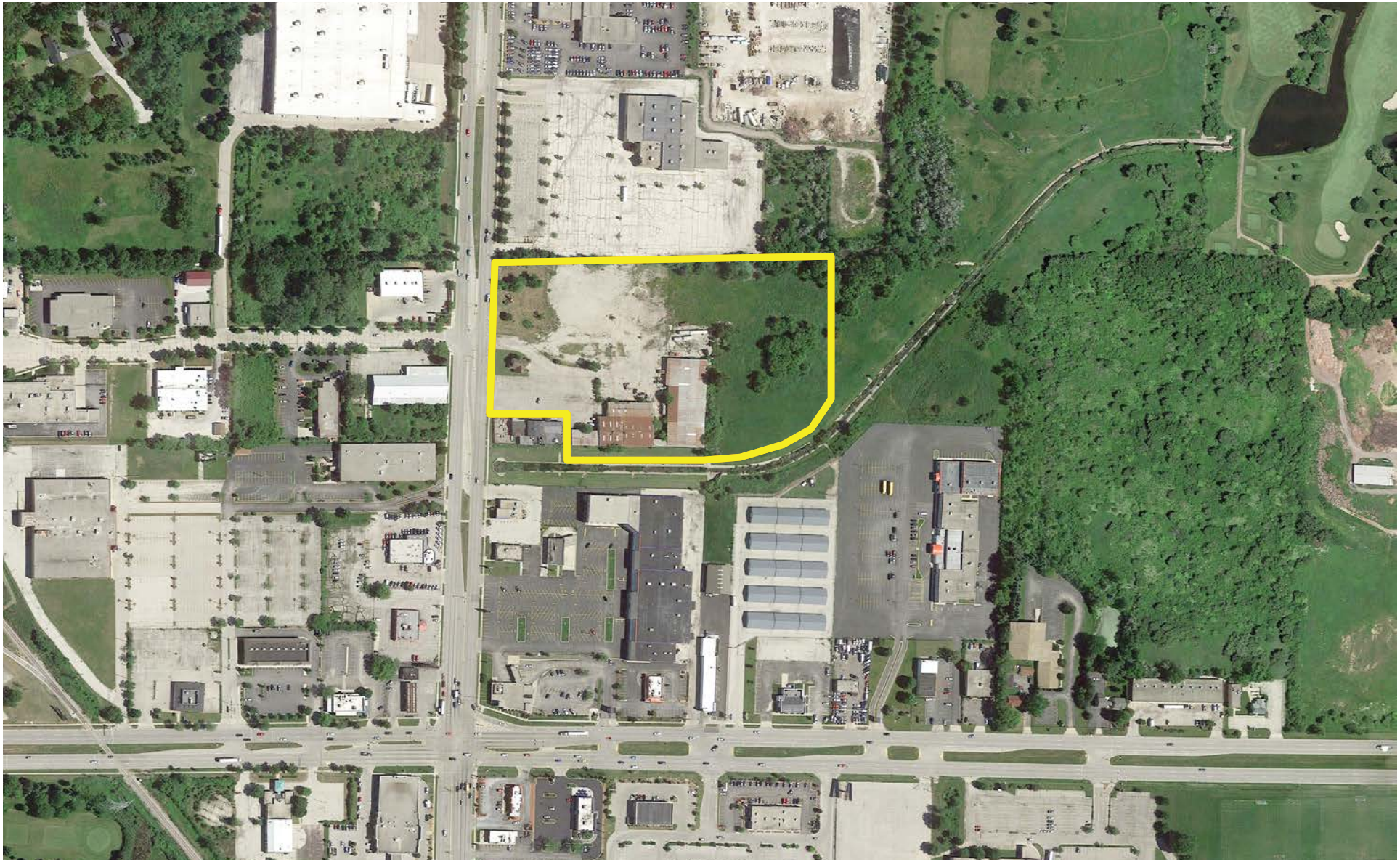


Creative Subtraction: On the west end of the site, the architects explored subtracting portions of the strip center and former Target to improve scale and access to daylight in the buildings. The new gaps provide convenient but smaller scaled parking lots between buildings. This allows a large recreation field for community use in a portion of the existing parking lot. The retained strip center building elements can be used as clinics, daycares, recreation facilities, and offices. Target can be retained and reused or separated into smaller buildings to allow better light access.

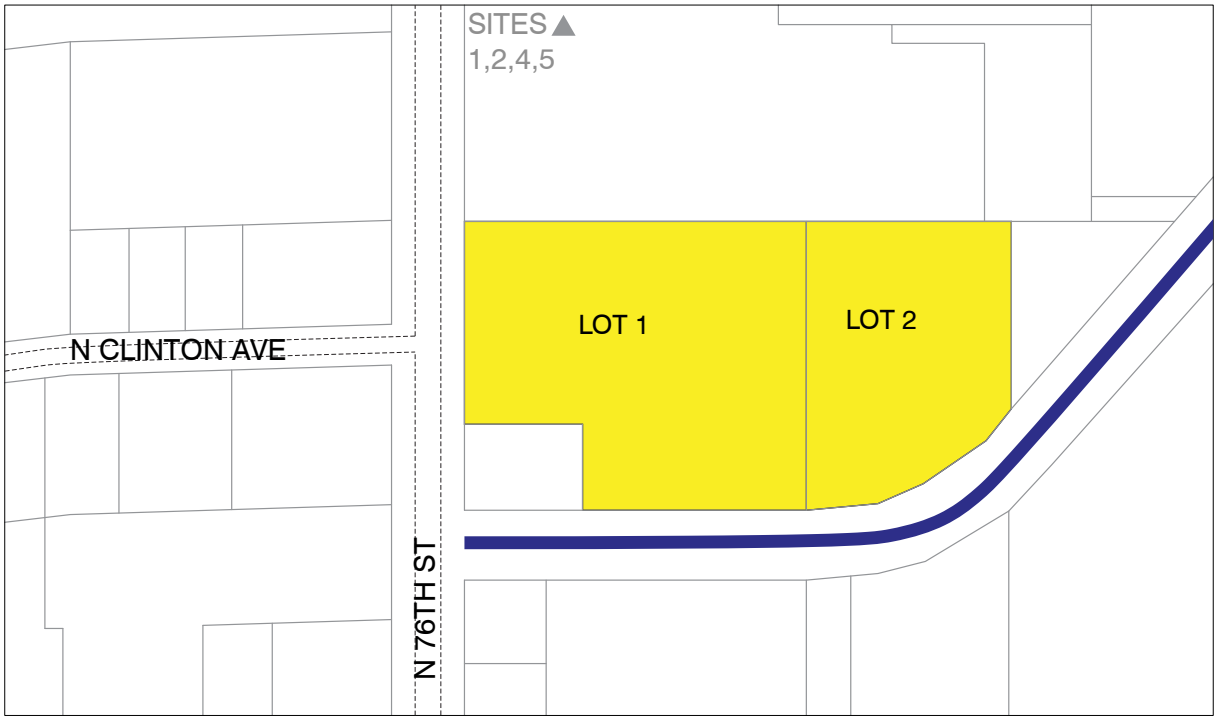


From left to right: Target building divided into two separate buildings with the center subtracted; diagram showing big box subtractive concept; atrium in carved out retail mall

SITE 3: 7350 N 76th Street (Former Johnson's Park)



SITE 3: 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 3: 7350 N 76th Street (Former Johnson's Park)

Many fond memories and a retired mini-golf obstacle (recently sold) are all that remain at this former amusement park. When it opened in the 1970s, Johnson's Park and Mini Golf originally offered visitors 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.

With close proximity to Good Hope Road, this site is easily accessible via transit and automobile.

PROGRAM OPTIONS - new construction

- Youth-focused center
- Indoor activites with outdoor connection to creek and natural environment
- Activities may include laser tag, go-karts, climbing wall, youth recreation, and community gathering space

SITE 3: 7350 N 76th Street (Former Johnson's Park)

SITE 3: 7350 N 76th Street (Former Johnson's Park)

Engberg Anderson

Renewed Recreation, Improved Connection

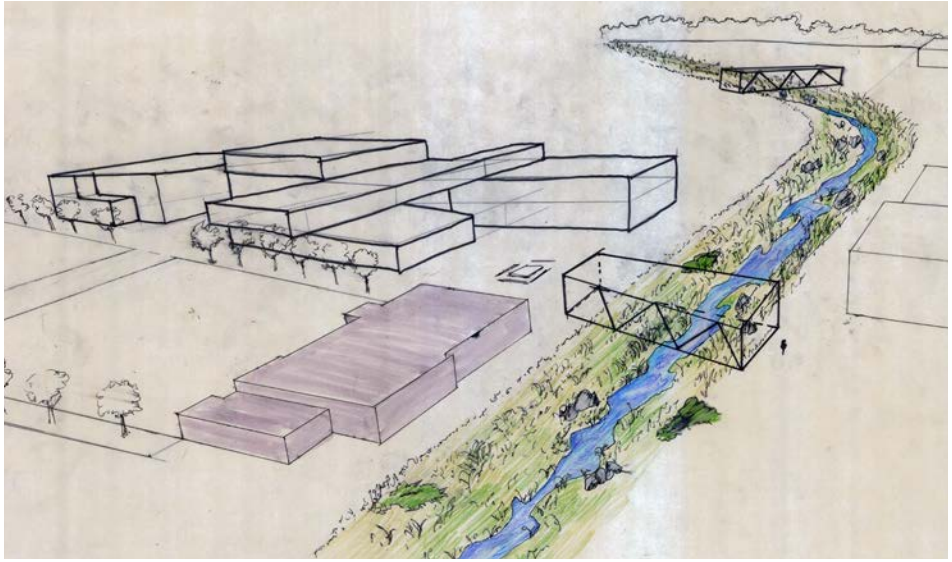
Located on the site of the former Johnson's Park, a cherished memory for many Milwaukee residents, Engeberg Anderson Architects propose to re-institute the site as a recreation destination. The project celebrates the natural setting and potential pedestrian linkages to nearby Destiny High School, Early View Academy of Excellence, and Uihlein Soccer Park. The proposal envisions a public pedestrian path that connects Uihlein Soccer Fields to the new recreation center.

The proposed building features a central atrium developed to organize each attribute of the site internally and externally. From the exterior, several nodes of space are formed. One node, across from Destiny High School, is a shipping container bridge spanning the naturalized creek. The bridge serves as a unique after school gathering space. Active spaces offered inside the building include a gaming room, laser tag, roller skating, restaurants with outdoor terraces, private party rental space, rock climbing, go-karting, trampoline park and mini golf. Nostalgic elements from the original park are found throughout the space including a large dinosaur on the mini golf course and a large yellow slide coming down from the mezzanine.

Initial design schemes proposed a nonprofit model for an educational component. However, feedback from the Charette moved the project towards a profit-based solution focusing on economical recreation options for youth and those young at heart.

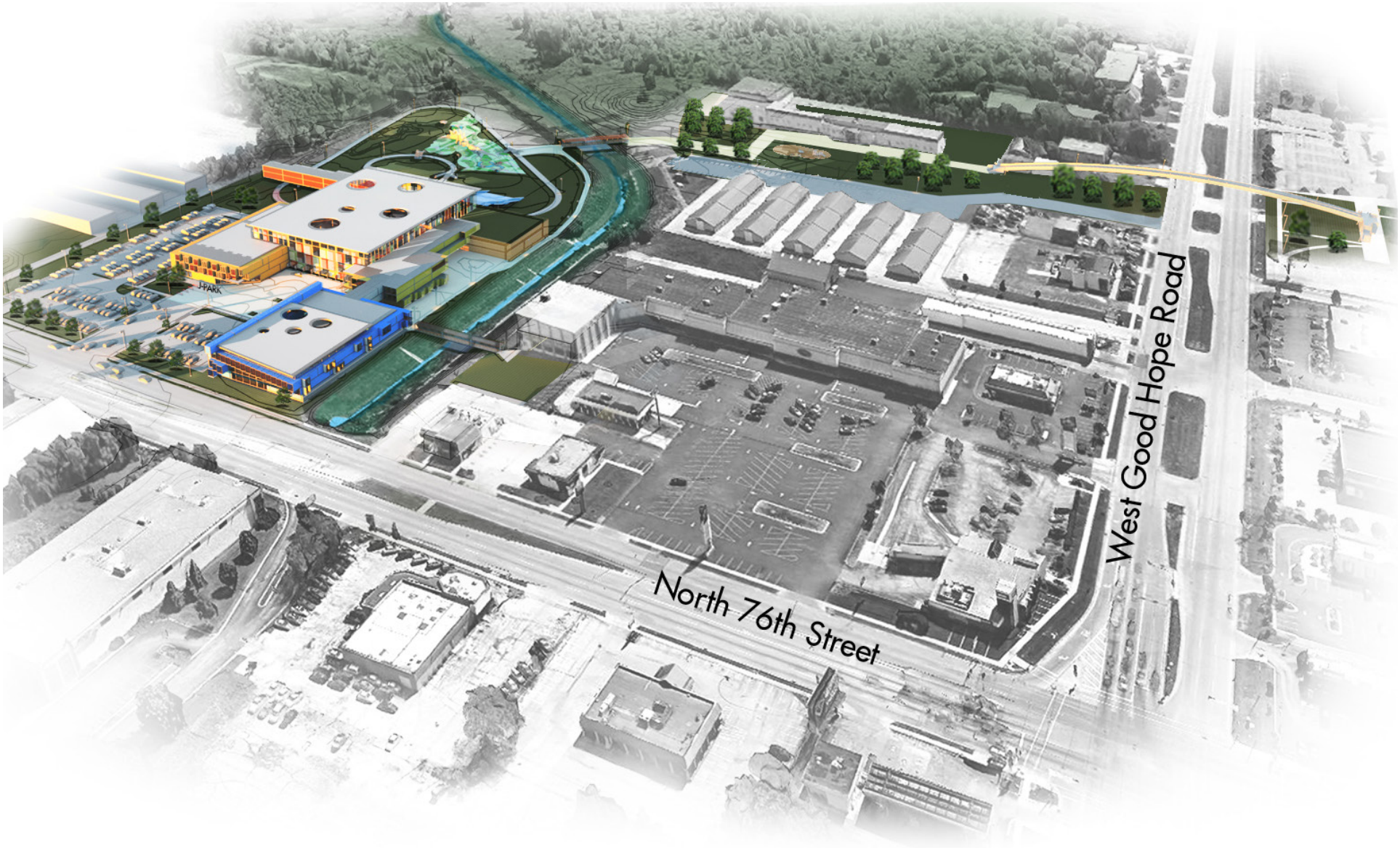
The architecture strives to be fun and sustainably conscientious. Much of the building is proposed as recycled shipping containers. This relates the project to its nearby industrial context where shipping containers are reminiscent and appropriate.

Engerberg Anderson Architects fielding questions from Alderwoman Lewis and community



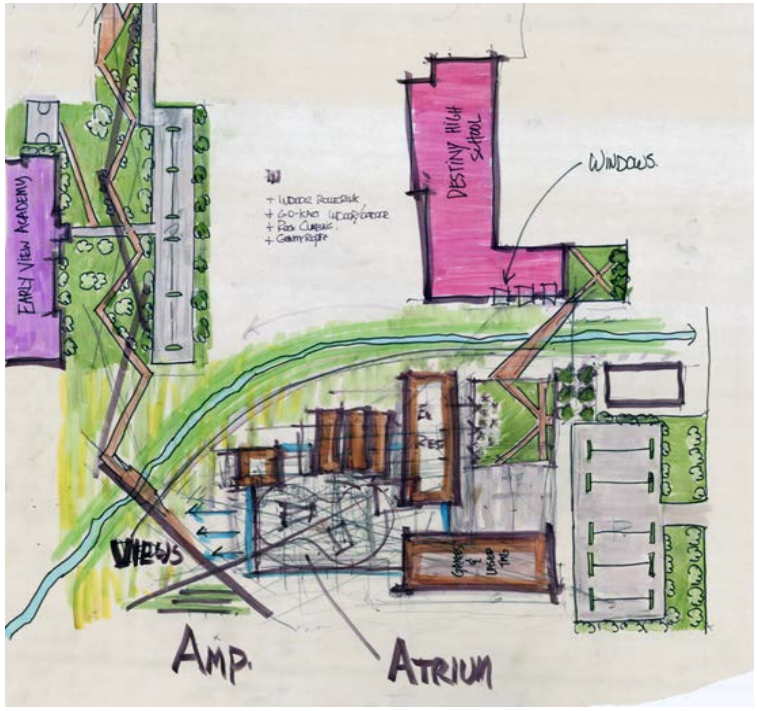
Early schematic sketch

SITE 3: 7350 N 76th Street (Former Johnson's Park)



Aerial rendering looking northeast

SITE 3: 7350 N 76th Street (Former Johnson's Park)

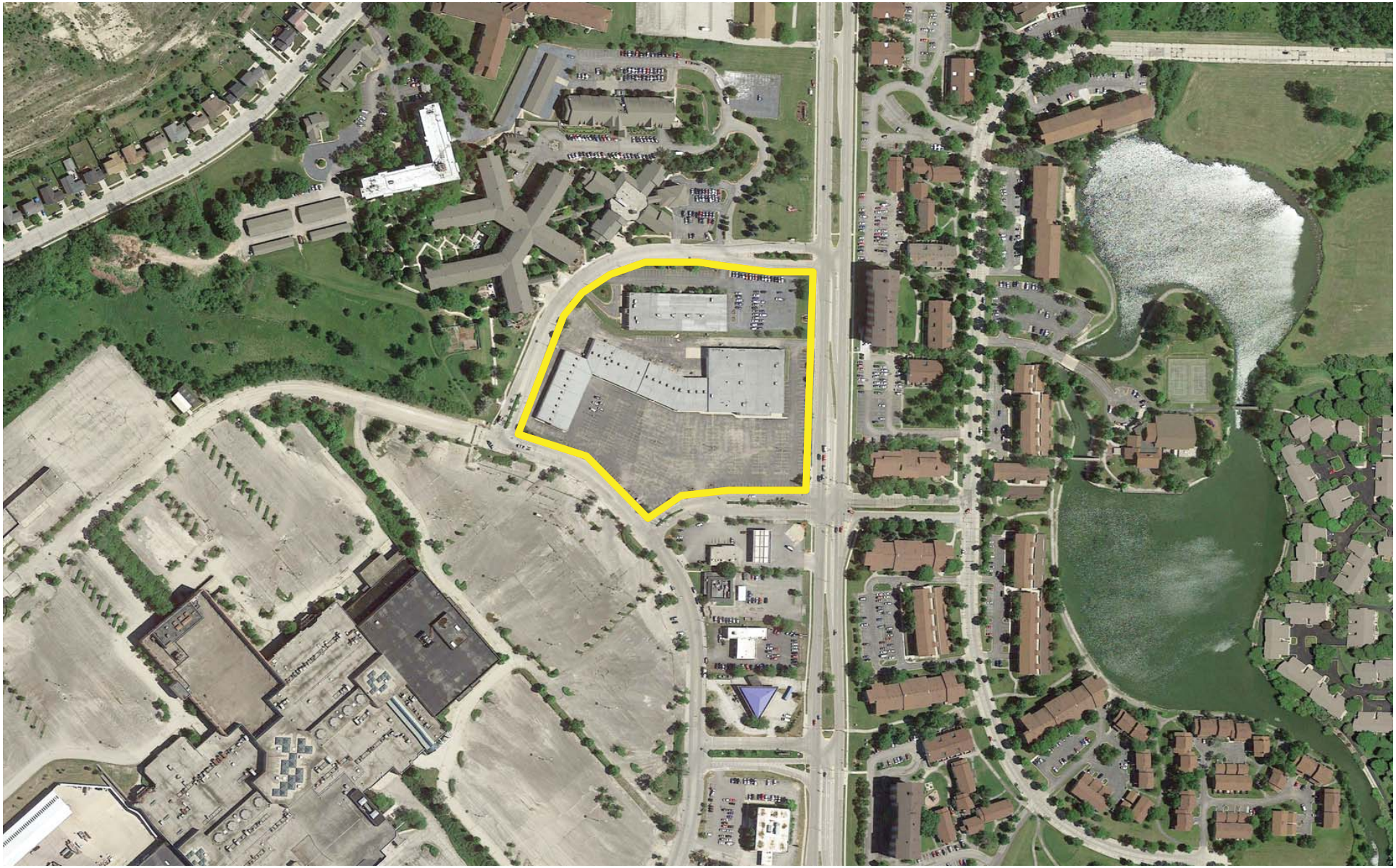


From left to right: proposed pedestrian path to nearby schools and Uihlein soccer park; schematic plan sketch; elevation along 76th Street

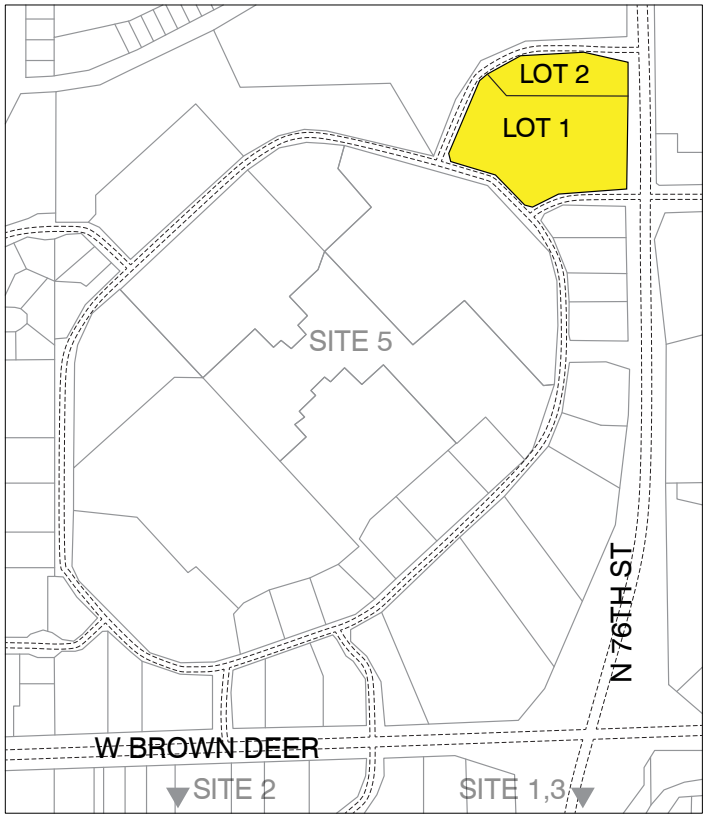
SITE 3: 7350 N 76th Street (Former Johnson's Park)

From left to right: atrium space; site plan; study models (Source: Connor Every)

SITE 4: 9127 N 76th Street (Former Dunham's)



SITE 4: 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 4: 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, sparsely occupied strip mall, 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.

PROGRAM OPTIONS - adaptive reuse or partial new construction

- Clinic or health-related use
- Senior activity center
- Training facility

SITE 4: 9127 N 76th Street (Former Dunham's)

SITE 4: 9127 N 76th Street (Former Dunham's)

Job Training

American Design considered a number of prominent site context factors in their approach to the project. The building located on the north portion of the site is a well maintained facility servicing the nearby Alexian Village and is not modified in their reuse scenario. The Northridge Mall complex is being considered for industrial reuse, potentially bringing hundreds of jobs to the area. The former Dunham's store has over 90,000 square feet of floor space facing the vast parking lot and has service access via an alley to the north of the building.

With an emphasis on converting Northridge into industrial space, they propose converting the site into a job training center. This would include a two level administrative office addition along 76th Street to create a new image for the complex and gateway into the area. The two story addition could include offices on the second level and reception and meeting rooms on the ground level. The west end of the existing strip mall is converted into a daycare to support the training center and neighborhood. The space between the new office and the daycare is allocated for classrooms, studios, labs, and workshops each sponsored by local industries. The façade of the building is re-imagined as an enclosed link for all of these spaces.

The vast parking lot is enhanced with planting and stormwater retention bio-swales. This ultimately results in a greenspace near the daycare allowing for a pleasant play area for children. The greening of the parking lot provides a space more consistent with that of training institutions and creates a clean transition to the residential neighborhood to the north.

American Design presents early concept

Schematic plan sketch

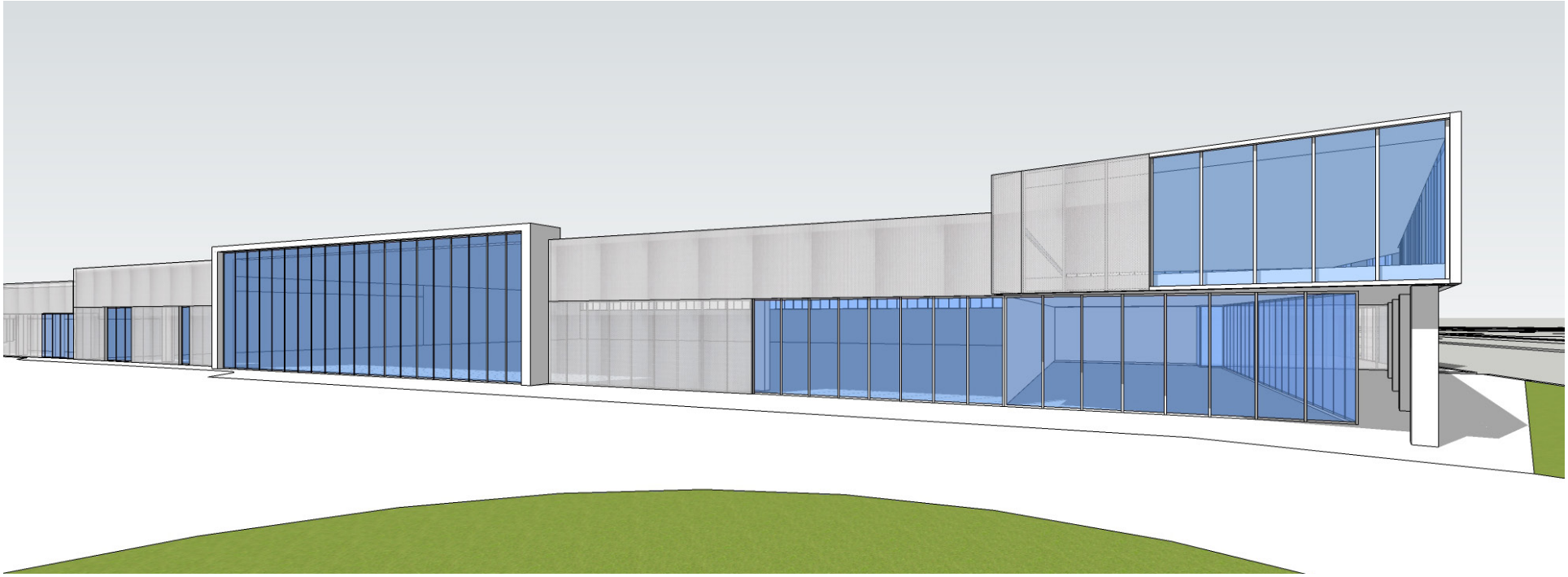
SITE 4: 9127 N 76th Street (Former Dunham's)

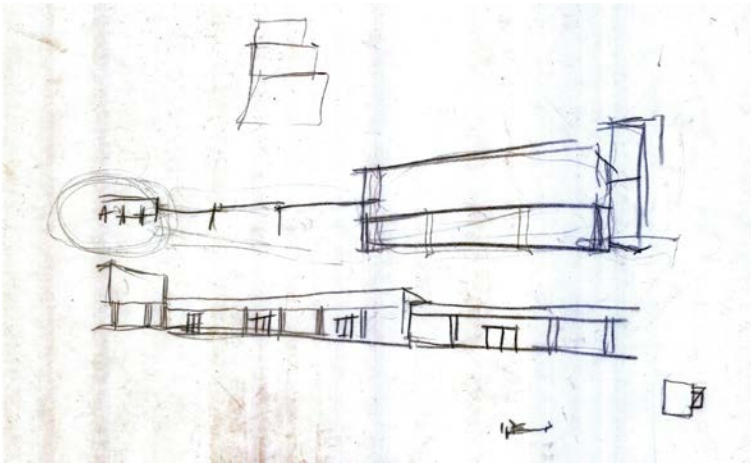
Aerial rendering looking northwest

SITE 4: 9127 N 76th Street (Former Dunham's)

From top to bottom: rendering of enclosed connection; elevation from 76th Street

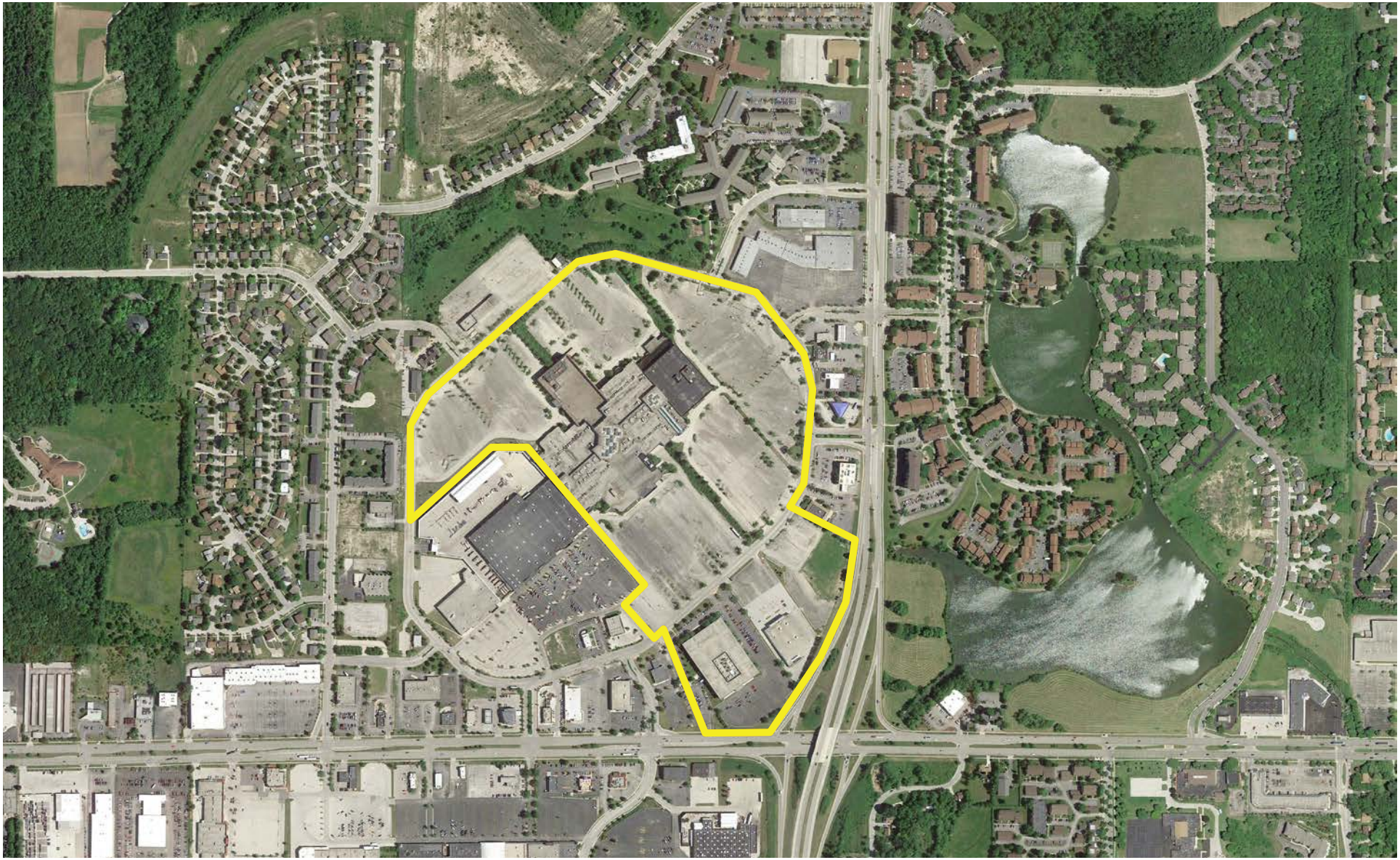
SITE 4: 9127 N 76th Street (Former Dunham's)



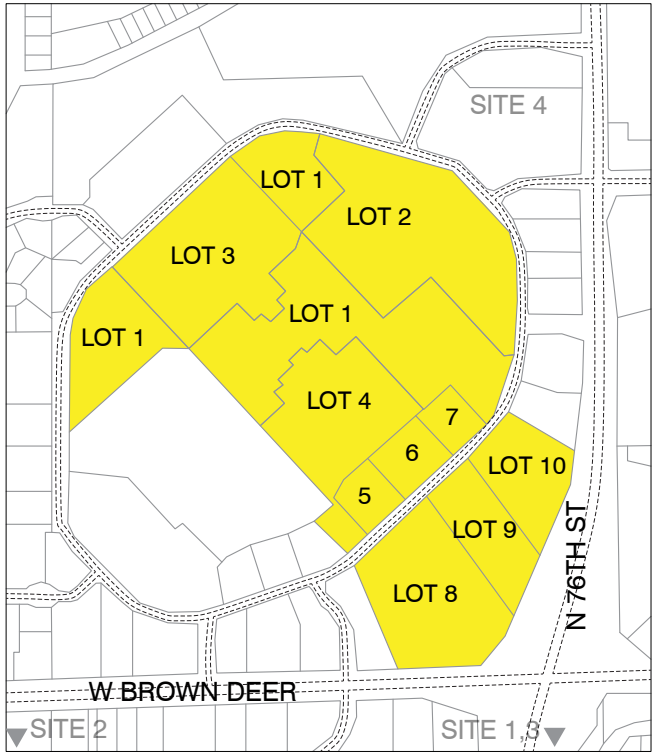


From left to right: elevation from parking lot looking north at the building; bio-swale arrangement; early elevation sketches

SITE 5: 8221 N Granville Station Road (Northridge)



SITE 5: 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
LOT 5	PNR 2 LLC	RB1	N/A	8933 N Granville	N/A	65,340
LOT 6	PNR 2 LLC	RB1	N/A	8955 N Granville	N/A	82,764
LOT 7	PNR 2 LLC	RB1	N/A	8977 N Granville	N/A	60,853
LOT 8	LSREF4 BISON LLC	RB1	184,712 sq ft	7800 W Brown Deer Rd.	N/A	392,898
LOT 9	SBMC TOYS LLC	RB1	36,987 sq ft	8825 N 76th St.	N/A	172,380
LOT 10	CSM FAMILY HOLDINGS LLC	RB1	N/A	8875 N 76th St.	N/A	188,541

SITE 5: 8221 N Granville Station Road (Northridge)

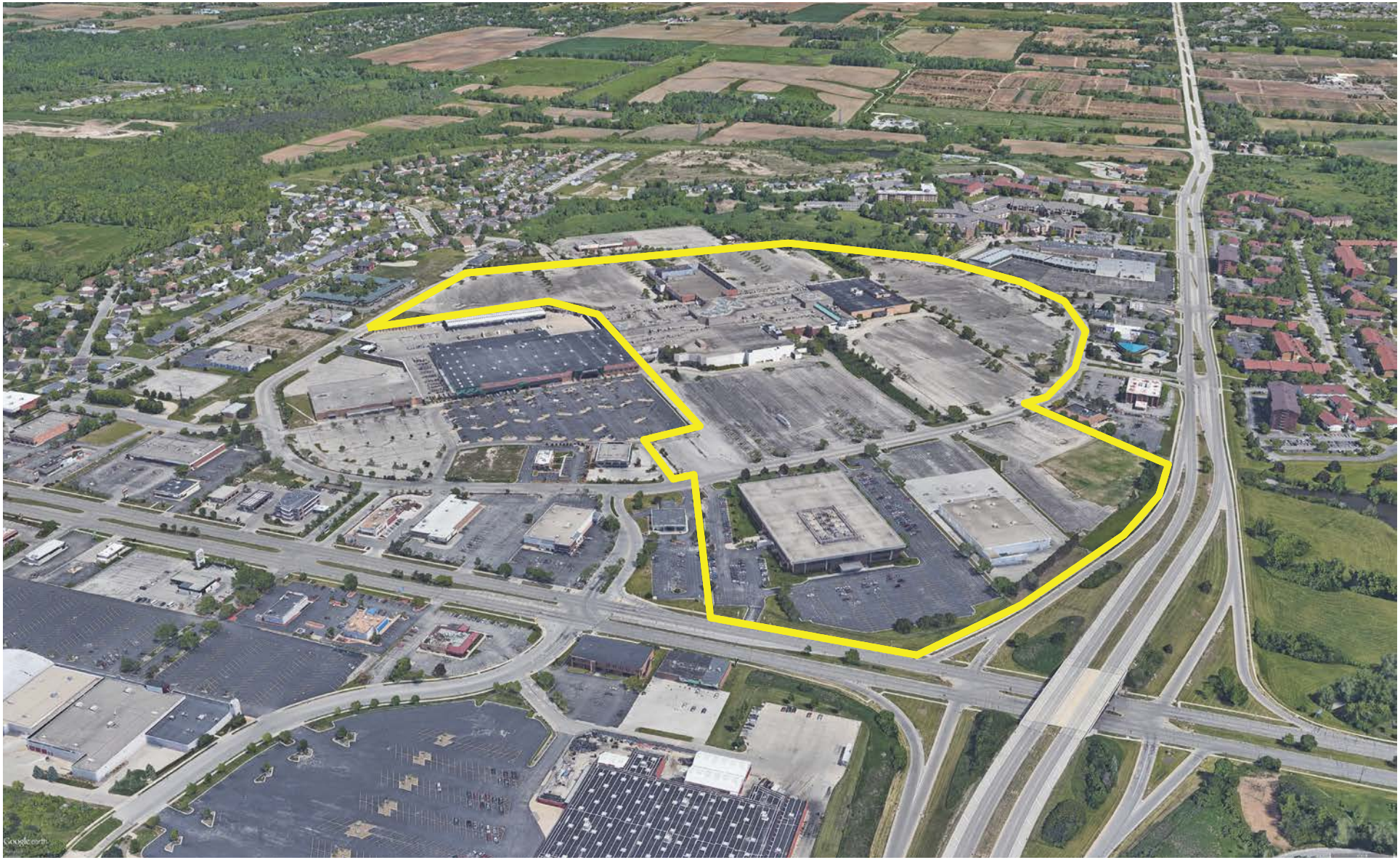
Originally the epicenter of retail in the Granville neighborhood, Northridge mall opened its doors in 1972. However, due to a decline in the retail market in this neighborhood, it was forced to close its doors in 2003. It has been vacant ever since. A portion of the mall that was initially occupied by 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.

PROGRAM - adaptive reuse, new construction

- Mall reuse as light industrial
- New street system to allow additional light industrial
- Active uses facing Brown Deer that create an identity for the area, active retail front, restaurant cluster, or public space

SITE 5: 8221 N Granville Station Road (Northridge)



SITE 5: 8221 N Granville Station Road (Northridge)

UIHLEIN WILSON ARCHITECTS

Light Industrial and Mixed-Use Plaza

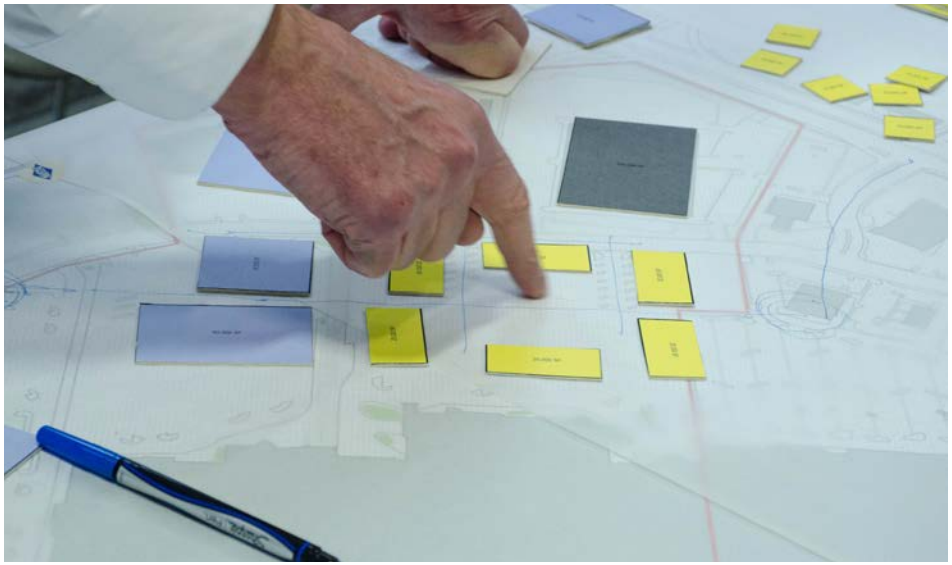
Uihlein Wilson Architects proposes multiple new building development sites, a modified road system, and green amenities to create new opportunities for the former Northridge Mall site. The goal is to create a neighborhood campus around the original Northridge complex that will support multiple light manufacturing businesses and also incorporate a central public plaza with a public green and small retail, hospitality and small make/sell retailers. The existing mall building is maintained for a large light industrial user. Select elevations should be improved where the mall building is not screened by new development.

Seven new development pads are created for building floor plates ranging from 20,000 to 100,000 square feet. All development pads have street frontage, service areas, and room for parking. Shared parking zones are proposed along the seams between the development pads. The original mall building maintains two frontage areas along the main street.

The existing ring road is modified at the north end of the site to create two new development pads. The east and west roads are retained since they allow for maximum development opportunities. These are envisioned as public streets. An interior 50 foot wide band rims the street system and includes walking paths and natural landscape, as well as reduces stormwater runoff.

A green public plaza is included at the sourthern edge of the campus and is surrounded by retail sized buildings with spaces available from 2,500 to 10,000 square feet. The former auto shop in the northwest corner of the campus is proposed as a park and neighborhood soccer field.

Uihlein Wilson engages community questions

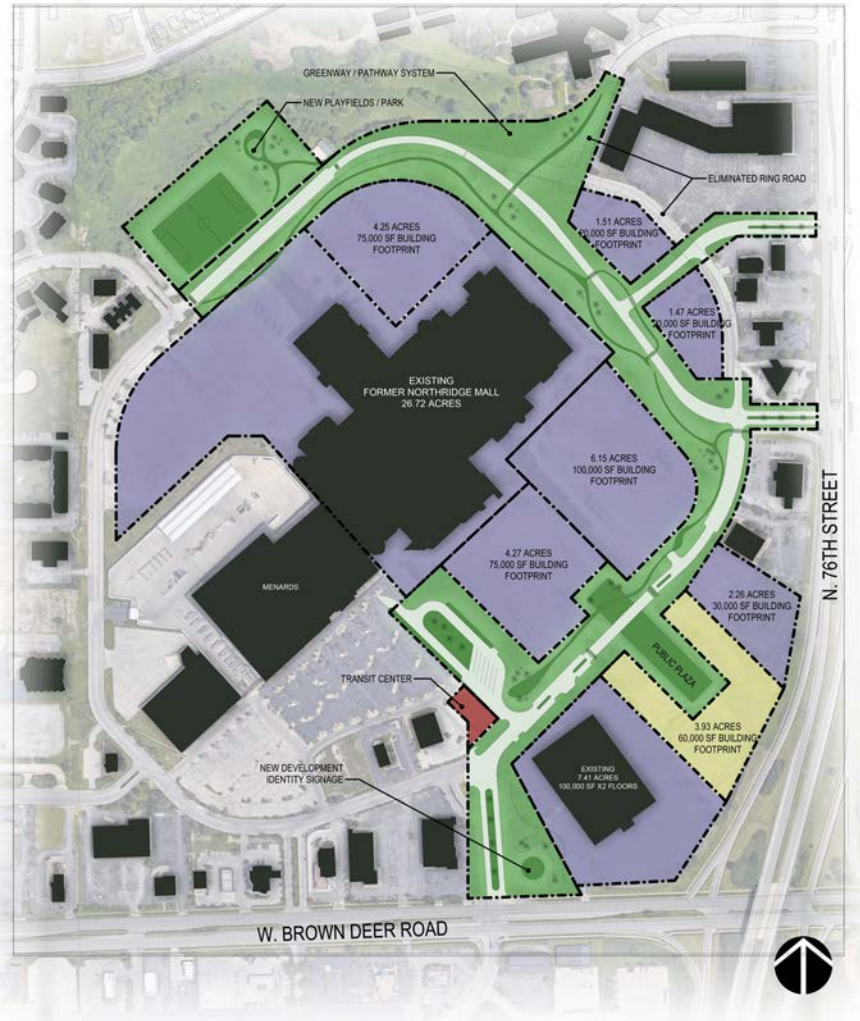


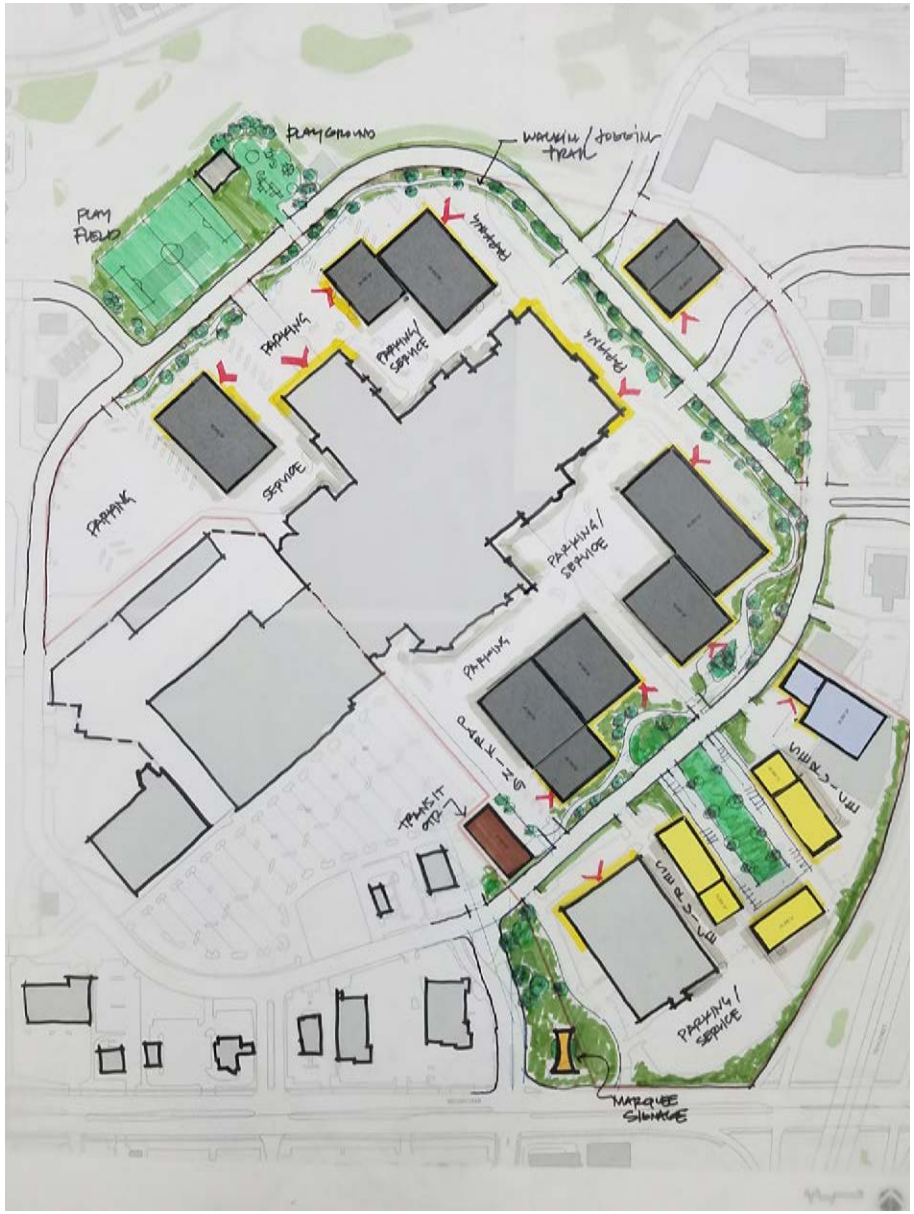
Schematic plan in progress

SITE 5: 8221 N Granville Station Road (Northridge)

Aerial rendering looking northwest; blue represents new light industrial; yellow represents retail or commercial

SITE 5: 8221 N Granville Station Road (Northridge)





From left to right: site plan showing new parcels; site plan sketch of potential buildings

SITE 5: 8221 N Granville Station Road (Northridge)

From top to bottom: potential new light industrial development; public plaza with commercial, maker-spaces, or retail uses

Transforming underutilized retail into community assets and opportunities.