



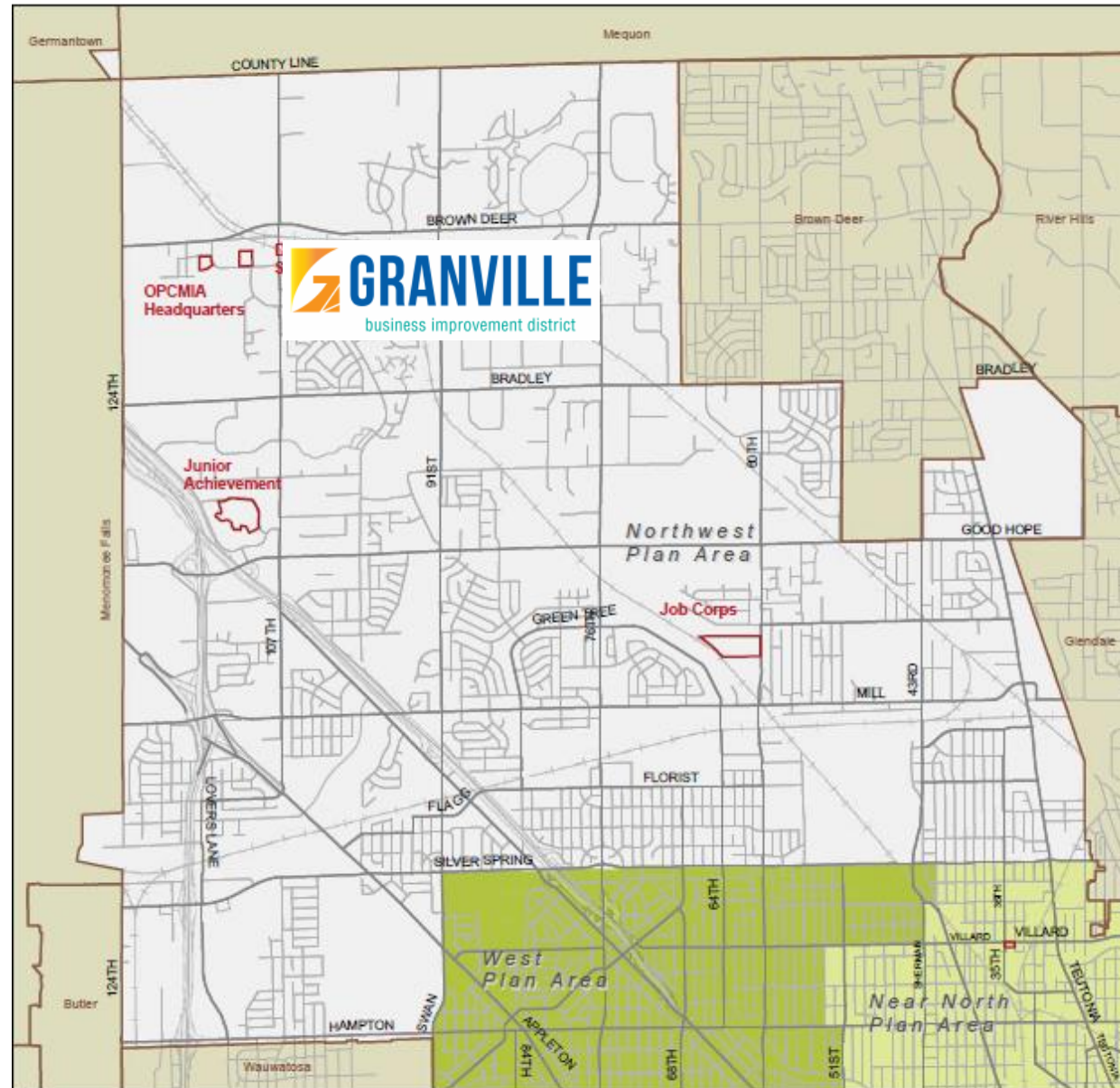
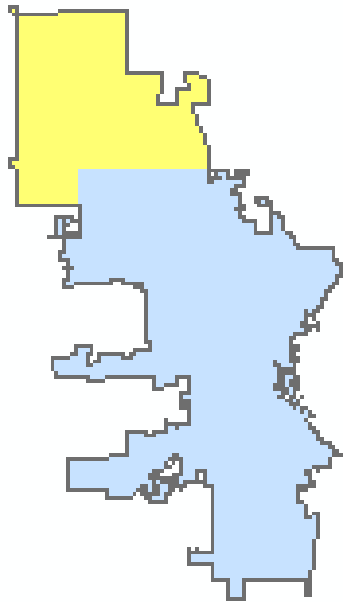
# THINKING OUTSIDE (AND INSIDE) THE (BIG) BOX

October 8, 2018 | APA-WI Conference

## AGENDA:

1. Neighborhood Impacts and Response
  - **Mary Hoehne**, Granville BID
2. Supporting the Local Vision
  - **Sam Leichtling**, City of Milwaukee
3. The Brown Deer Approach
  - **Nate Piotrowski**, Village of Brown Deer
4. Dark Stores
  - **Sen. Janis Ringhand**, Wisconsin State Senate
5. Moderated discussion / Q&A





# GRANVILLE

CONVERSION OF BIG BOX SPACES TO USEFUL SPACES







# REINVENTING A USE-STEINMART CENTER







# **MENARDS**

**PURCHASED GROCERY STORE AND CONVERTED TO STORAGE**







# FIBER OPTICS COMPANY





**TARGET...SOON TO BE MIDWEST REFRIGERATION**





# **SAM'S CLUB**

## **CONVERSION TO DISTRIBUTION FACILITY**







# CONVERSIONS

CAR DEALER, GARDEN CENTER, SPORTS STORE







**WALMART & TOYS 'R US**

**ETE REMAN (ENGINE TRANSMISSION MANUFACTURER CONVERSION**







**IMAGINE**  
**CAR DEALER TO FUNERAL HOME**





# PROBLEMS

- **TOO MUCH PARKING SPACE**
- **LOOKS EMPTY**
- **NEED MORE DECORATION AND PARK SPACE**
- **NEED TO WORK ON APPEARANCE**

# Supporting the Local Vision

## Granville Strategic Action Plan & Land Use Study

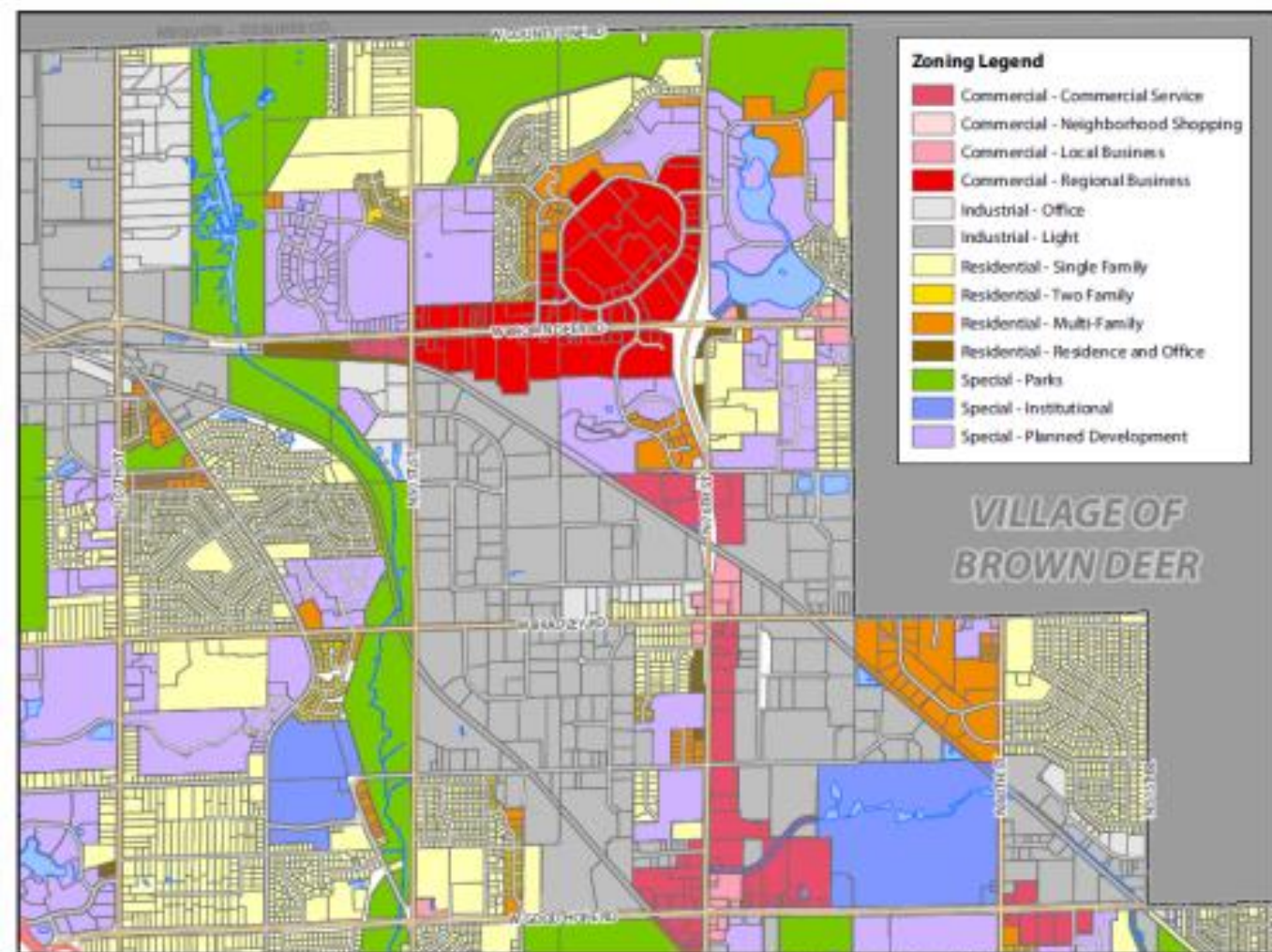
A Part of the Northwest Side Area Plan



CITY OF MILWAUKEE  
DEPARTMENT OF CITY DEVELOPMENT  
OCTOBER 2017







Prepared by the Dept. of City Development Planning Division, 10 August 2008  
 Source: City of Milwaukee Information & Technology Management Division

Ref: P104\_DevelProjects2008\_Proposal 11 of 20 General Study Area Materials Committee Study Area - Zoning.mxd



## MANUFACTURING

**\$36,250**

average wage

**\$38,718**

median household income

## RETAIL

**\$21,300**

average wage



62%  
workers  
earn over  
\$40k/year

22%  
workers  
earn over  
\$40k/year



### Top Employment Sectors for Granville Workers



30.6%



18.17%



8.5%

### Top Employment Sectors for Granville Residents



18.7%



18.7%



12.1%



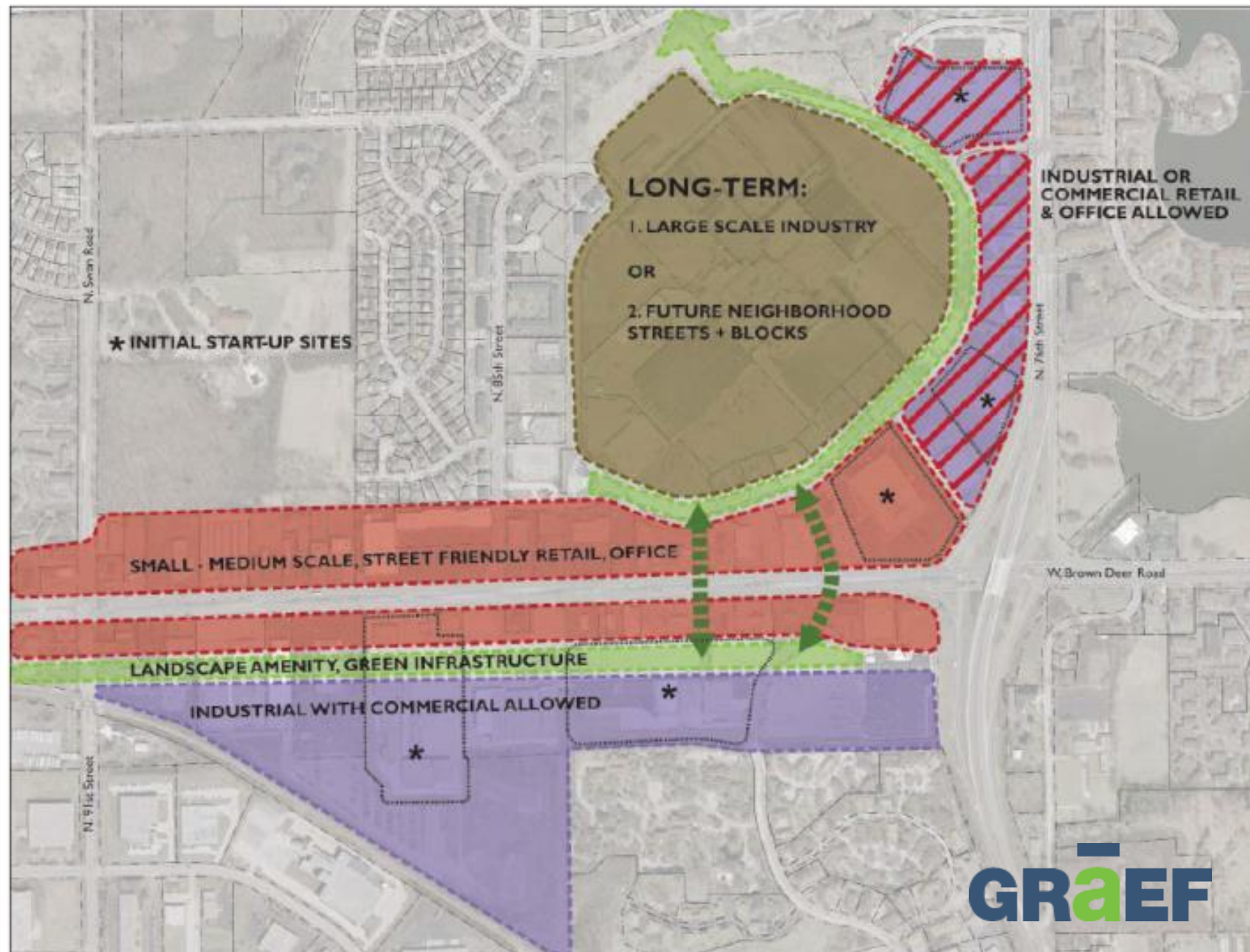


Figure 2. Future land use diagram.

# Design Charette





# Design Charette

Site 1: 8365 N 76<sup>th</sup> St.





# Design Charette

Site 2: 8105-8603 W Brown Deer Rd.



**continuum**  
ARCHITECTS + PLANNERS



# Design Charette

Site 3: 7350 N 76<sup>th</sup> St.



# Design Charette

Site 4: 9127 N 76<sup>th</sup> St.





# Granville Strategic Action Plan & Land Use Study

A Part of the Northwest Side Area Plan



CITY OF MILWAUKEE  
DEPARTMENT OF CITY DEVELOPMENT  
OCTOBER 2017





# Big Box Reuse

1

PAK TECHNOLOGIES

2



3

TELCOM  
CONSTRUCTION

4

Since 1985  
**SELLARS**

5

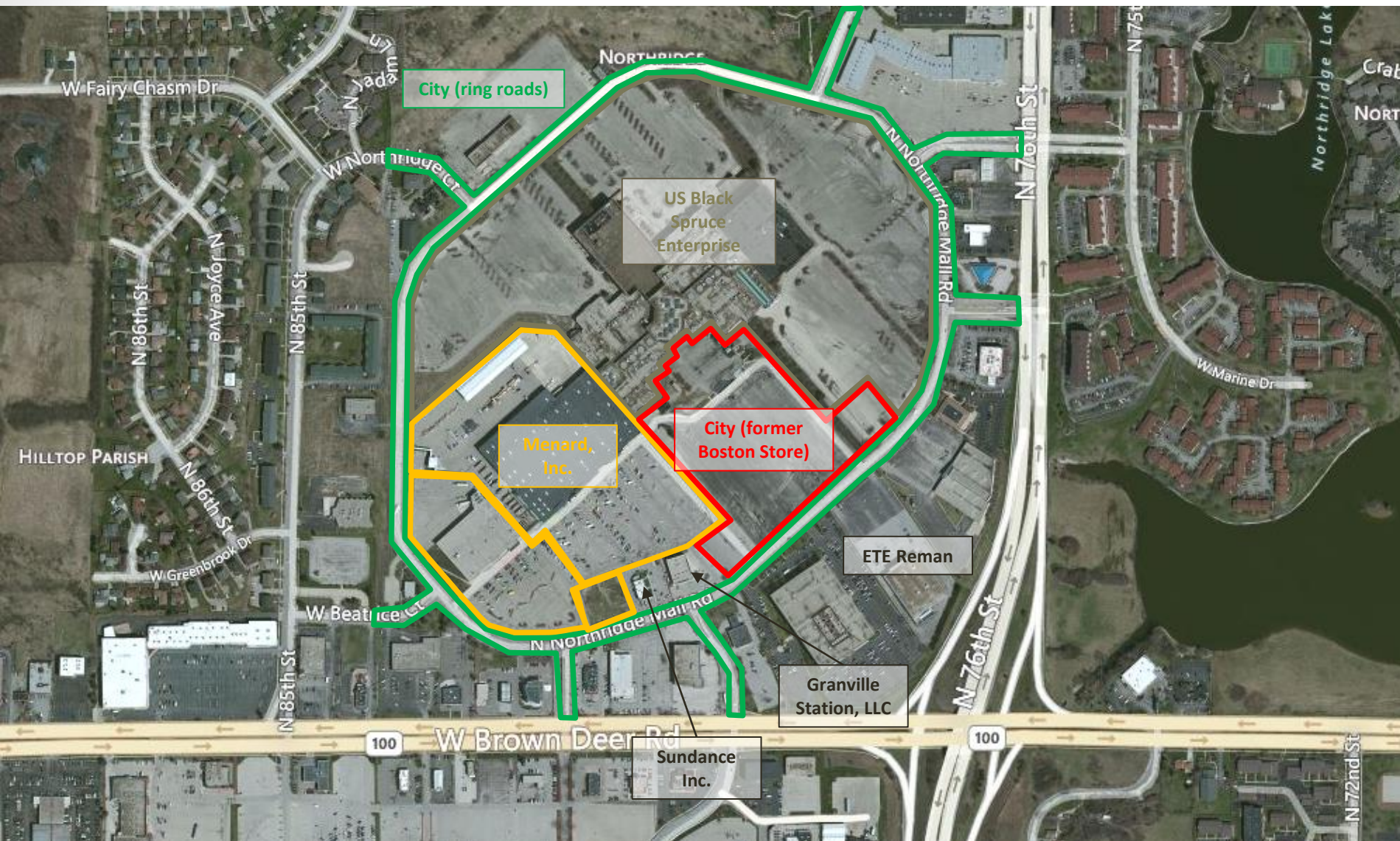
**MRS**  
MIDWEST REFRIGERATED SERVICES







# Granville Station Ownership



Former Northridge and Boston Store Land Area: ~60 acres



# Design Charette

Site 5: 8221 N Granville Station Rd.



UTHLEIN  
WILSON  
ARCHITECTS

# Design Charette

Site 5: 8221 N Granville Station Rd.



UTHLEIN  
WILSON  
ARCHITECTS



# Brown Deer's Big Boxes (BBB)

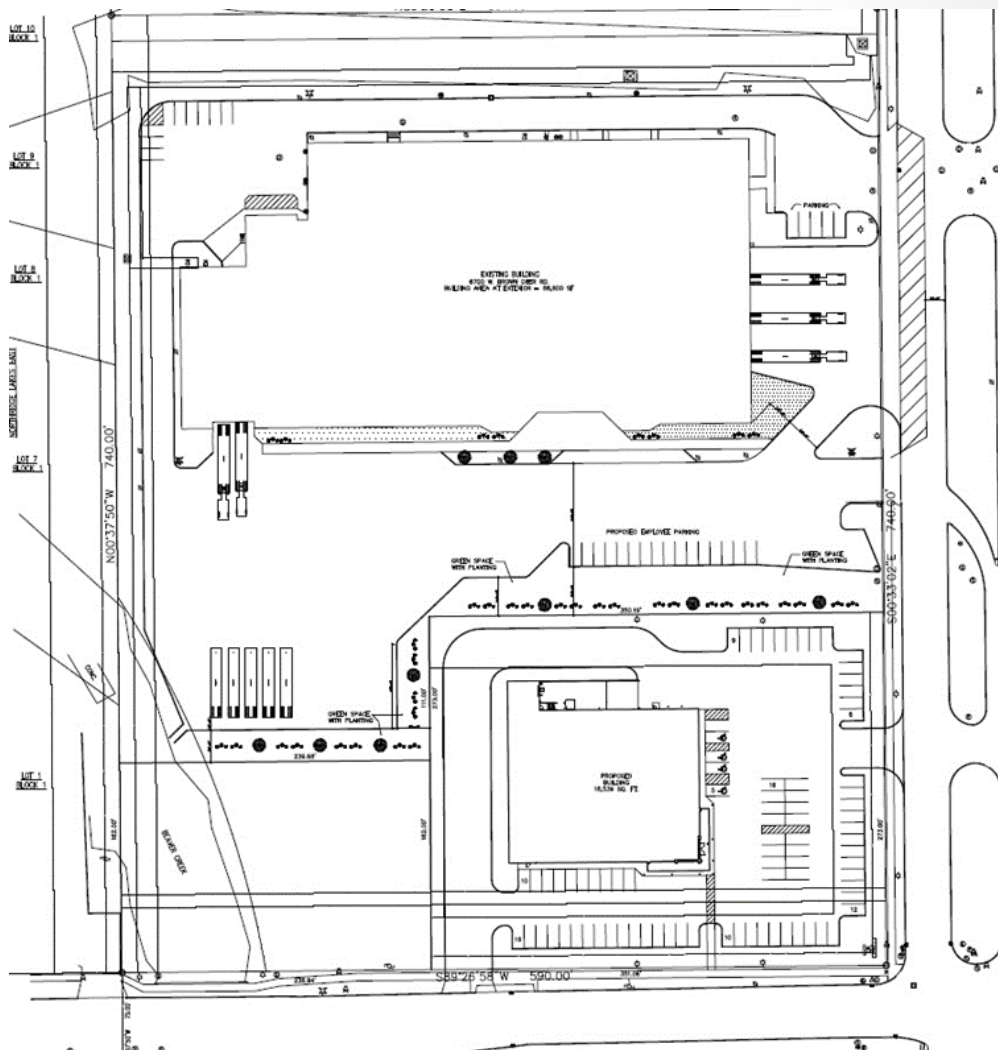
Nate Piotrowski – Community Development Director



- ▶ American closes in 2014. Village buys in 2015
- ▶ Staff suspects possible interest for outlot development and hopes to change main building from retail to industrial
- ▶ Success! PAK Technologies buys 7 acres. Aldi buys 2 acres, 1 acre regional stormwater facility. Combined valued increase





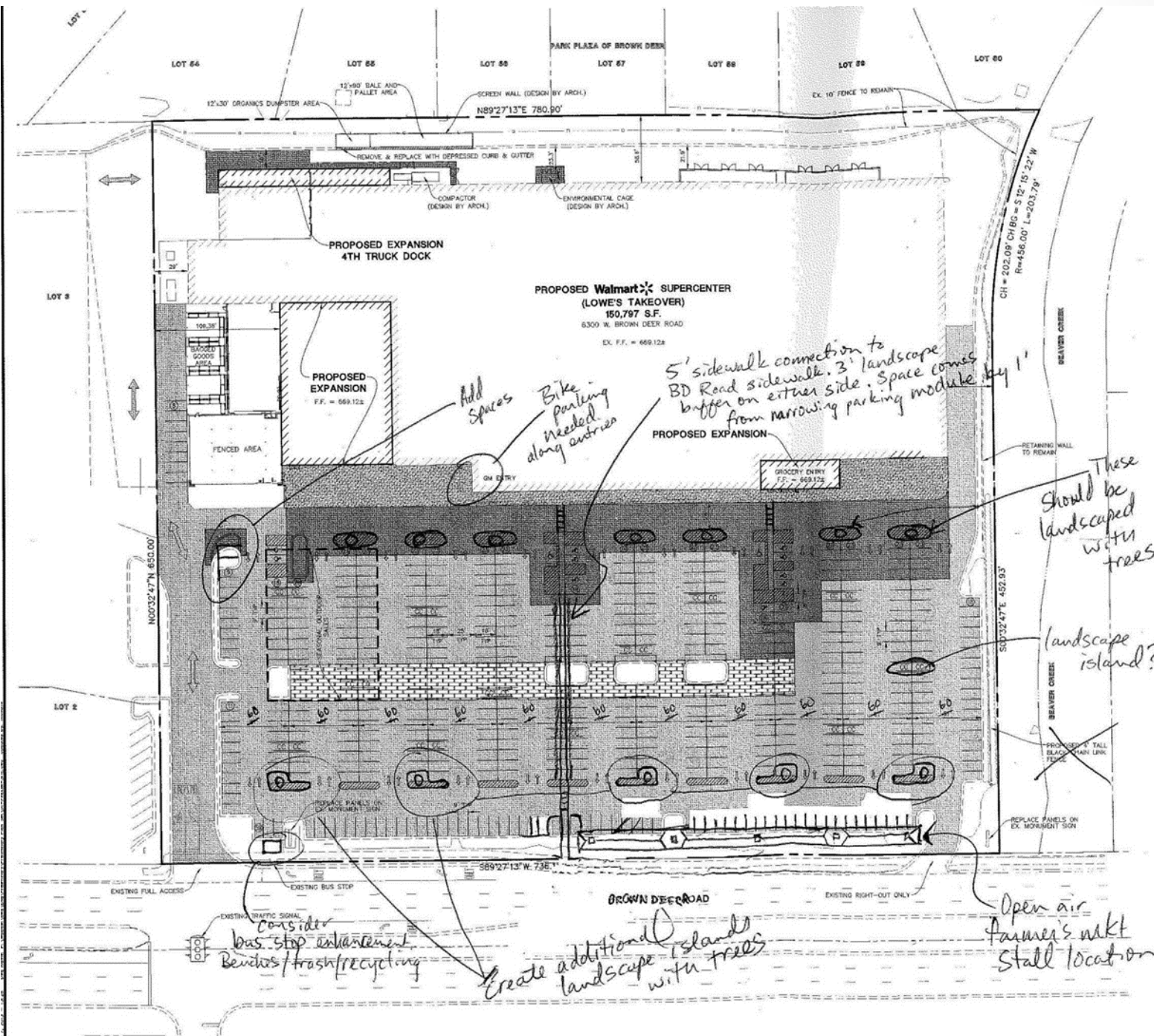


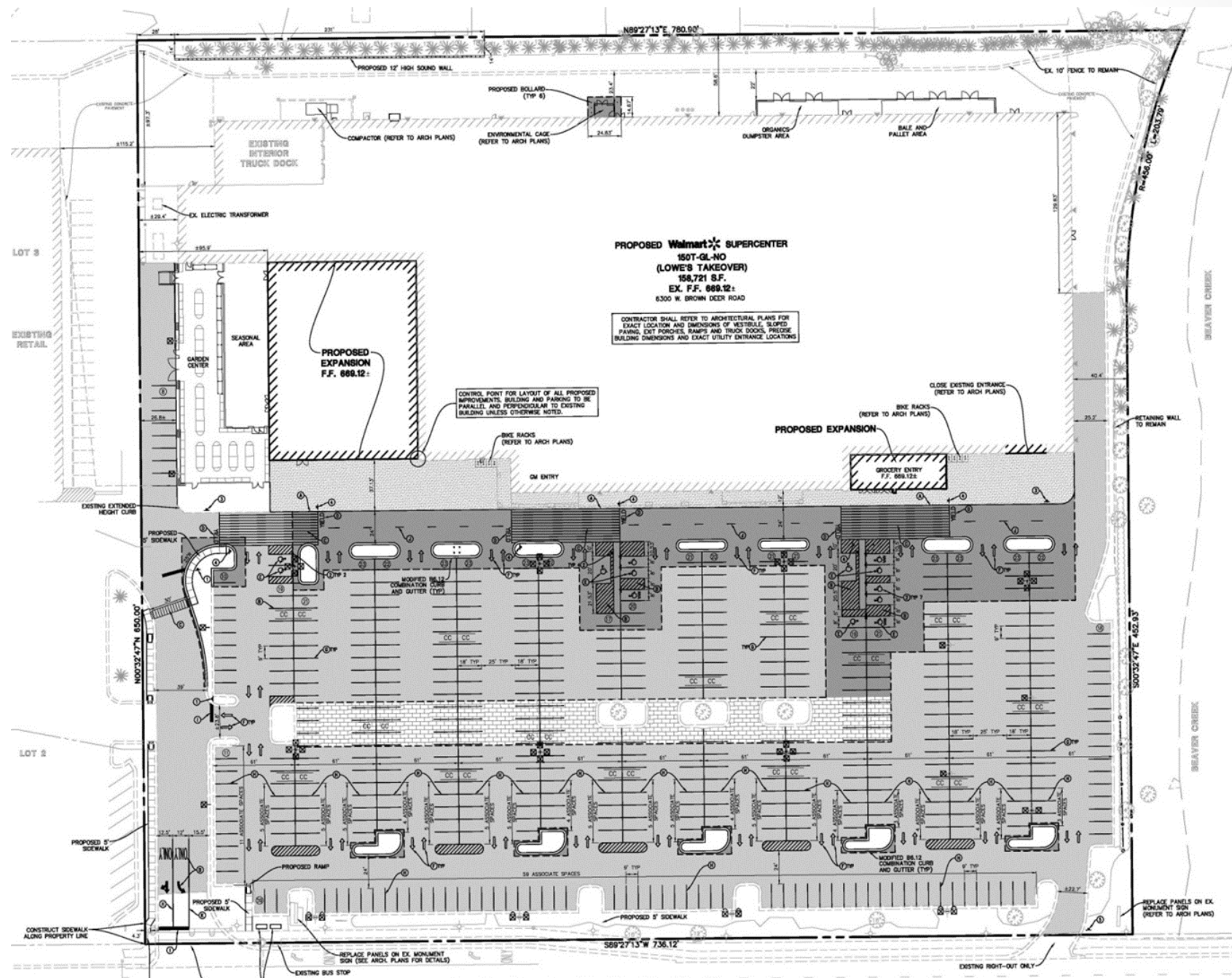


- Lowes closes in 2011. Walmart buys in 2013
- Staff negotiates site plan improvements, guarantees during use approval process













3

# Planning Keys

- Attract – Set the Stage
- Site Planning and Design Phase
- Consider Future Vacancy Conditions



# Dark Stores

Sen. Janis Ringhand (15<sup>th</sup> Senate District)



# **Moderated Discussion + Q&A**