



July 19, 2022

RE: Menards Rezoning Request

Menard, Inc. is requesting two properties owned by Menards on Brown Deer Road (8120 & 8110) be rezoned to IL1 Industrial. Menards started working on the new store project back in 2003 and built that store in 2005. At that time there was quite a bit of excitement surrounding the commercial redevelopment of the Northridge Mall property. That redevelopment period led to a new Menards store and a new Pick n Save store and several outlots. That development took place 17 years ago and that was the last development to take place around the mall property. In the past 17 years the retailers have moved out of the neighborhood and industrial business have moved in. Rezoning these properties gives Menards the flexibility to match the land use of surrounding industrial business and be more consistent with the long range plans produced by the city over the past 20 years.

The Northridge Mall closed 20 years ago and there have been two neighborhood focused plans produced. The 2008 Northwest Area Plan and the 2017 Granville Strategic Action Plan. The 2008 plan focused strongly on capturing the momentum of the new Menards and new Pick n Save to create more commercial growth in the area. That was ultimately unsuccessful and the 2017 plan focused more on the job creation opportunities of industrial growth. The conversion of that retail space to industrial space was far from ideal for a retail business like Menards. Large retail business tend to be located near each other to share in the same commercial based traffic. Menards has come to terms that the commercial development will not come back to this neighborhood and thought must be given to the future of the properties.

The condition of properties around the mall vary quite a bit from well maintained to very poorly maintained. It is hard to put that situation into words so I have included several photos of surrounding properties in this application. Menards makes sure the properties owned by Menards are well maintained and clean but it is understandable that new retail users are deterred by the condition of some surrounding properties. The owner of the mall clearly does not care about maintaining that property and that has a huge impact on not only Menards business but other businesses and future growth. The mall property is grossly overgrown and the chain link fence surrounding it is falling over in many places. A large amount of trash has accumulated around that property. The City of Milwaukee acquired 7700 Brown Deer Road from Penzeys Spices however that property is currently being used as a truck driving school. The City of Milwaukee has put forth a great effort to remove the mall through the demolition court cases but that has been ongoing without an end in site.

Menards recently made a request to invest in the self storage property and expand that use over the parking lot in front of that building. That parking lot receives a lot of unwanted vehicle parking/abandonment and trash dumping. Menards thought that as a means to solve that problem an investment could be made in a successful storage business to block out that parking lot. The city staff opposed that request on the grounds that the parking lot of the former Pick n Save building should be saved for commercial redevelopment and the proposed project would inhibit the redevelopment growth of the neighborhood. I think it is fair to say that no commercial development has occurred in or around the mall and the future looks just as bleak.

MENARD, INC.

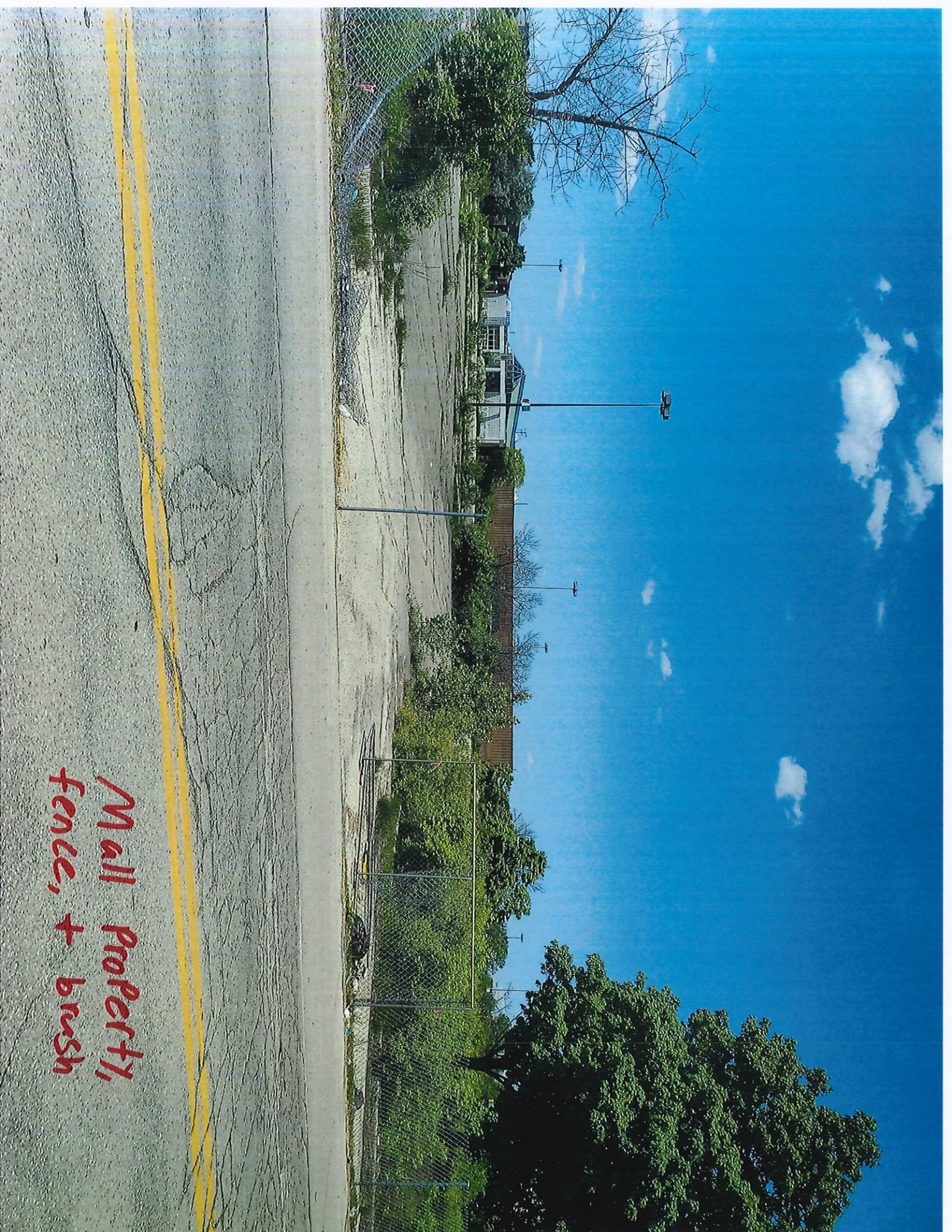
The significant increase in industrial businesses in the neighborhood and the large volume of semi truck traffic are all industrial type uses. The long range plans for these properties include and encourage industrial development. The request being made by Menards fits within those current conditions and the long range plans. The new zoning district also allows Menards to continue operating the retail store as-is and Menards intends to continue operations at this location.

If there are any questions on this request or the rezoning applications please feel free to reach out to me directly using the information below.

Sincerely,
Menard, Inc.



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*Mall Property,
fence, + brush*

Mall Property



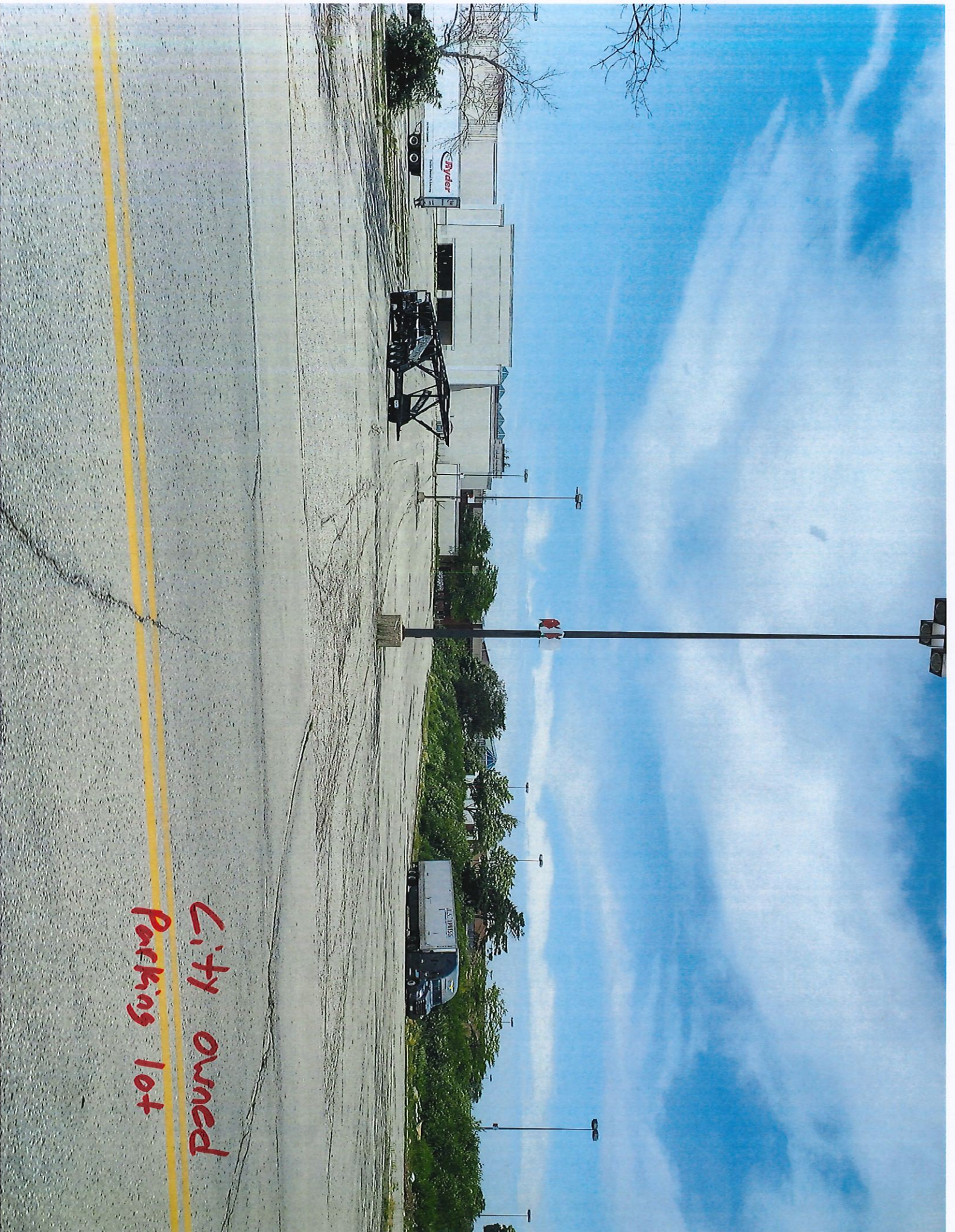
*Mall Property
Overgrowth*



Truck Parking &
Landscaping on City Lot



*City owned
Parking lot*





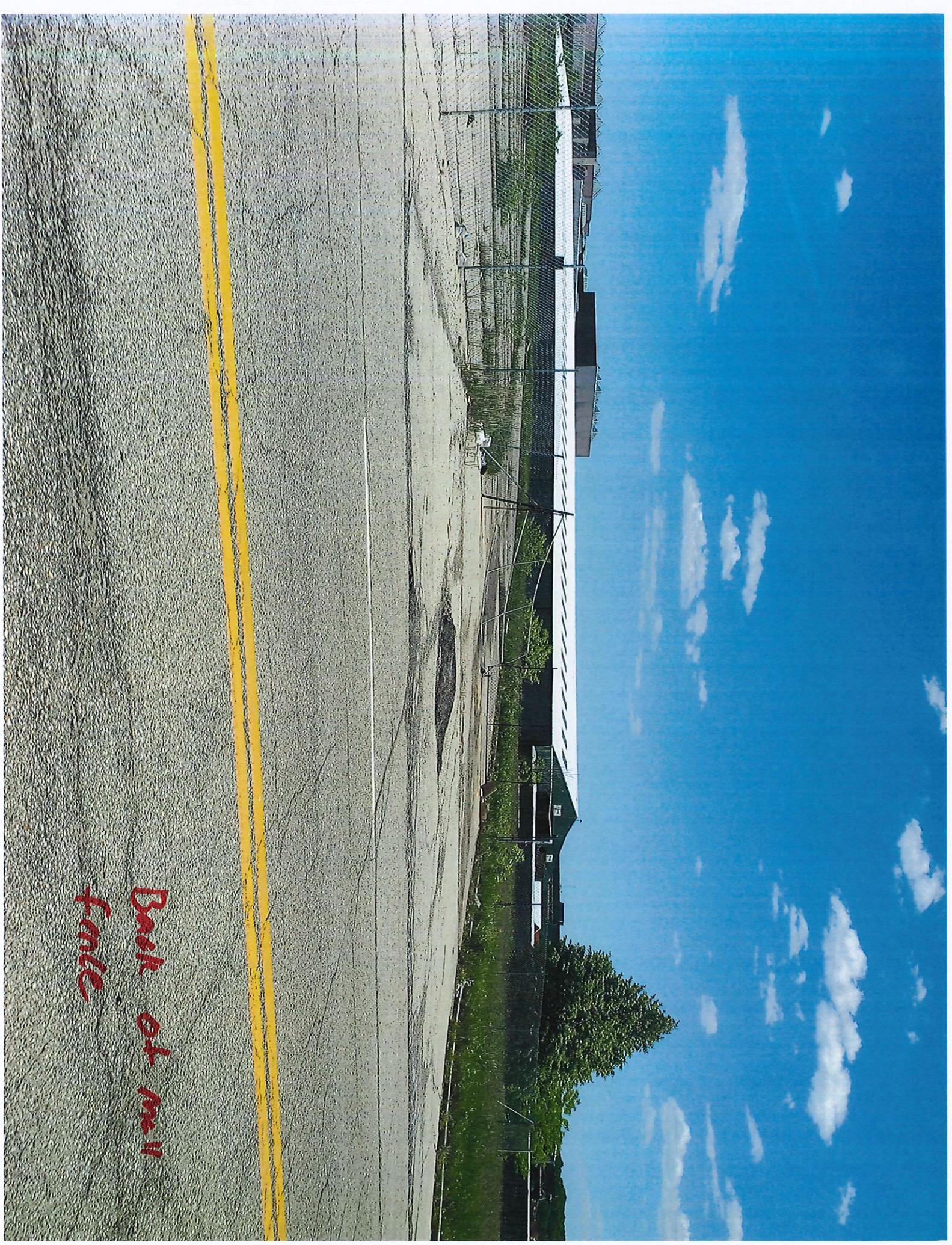
Truck Parking



Truck parking
On Menards lot

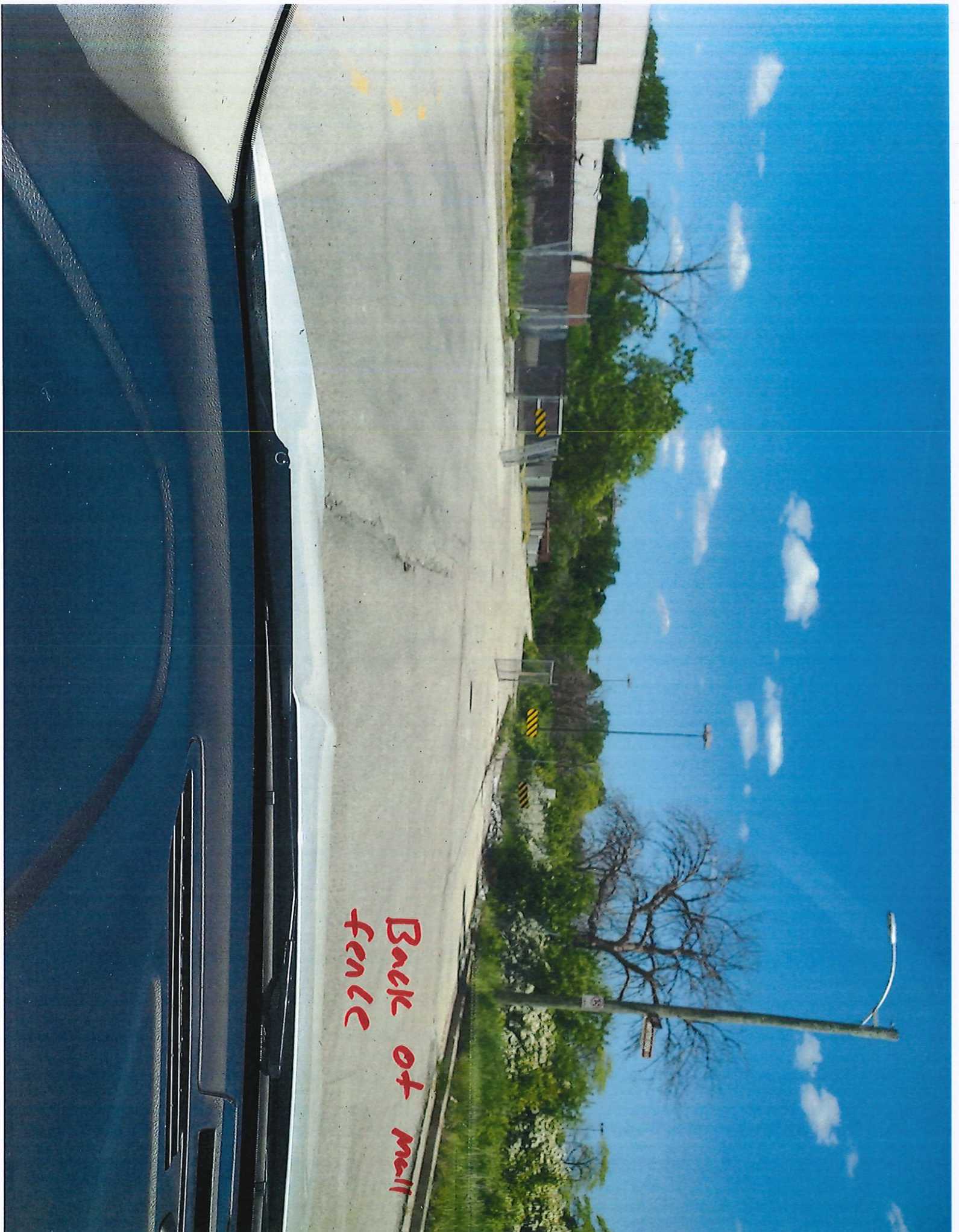


Truck Parking



Back of mail
fence

Back of mall
fence



Back of Mall
Trash

