

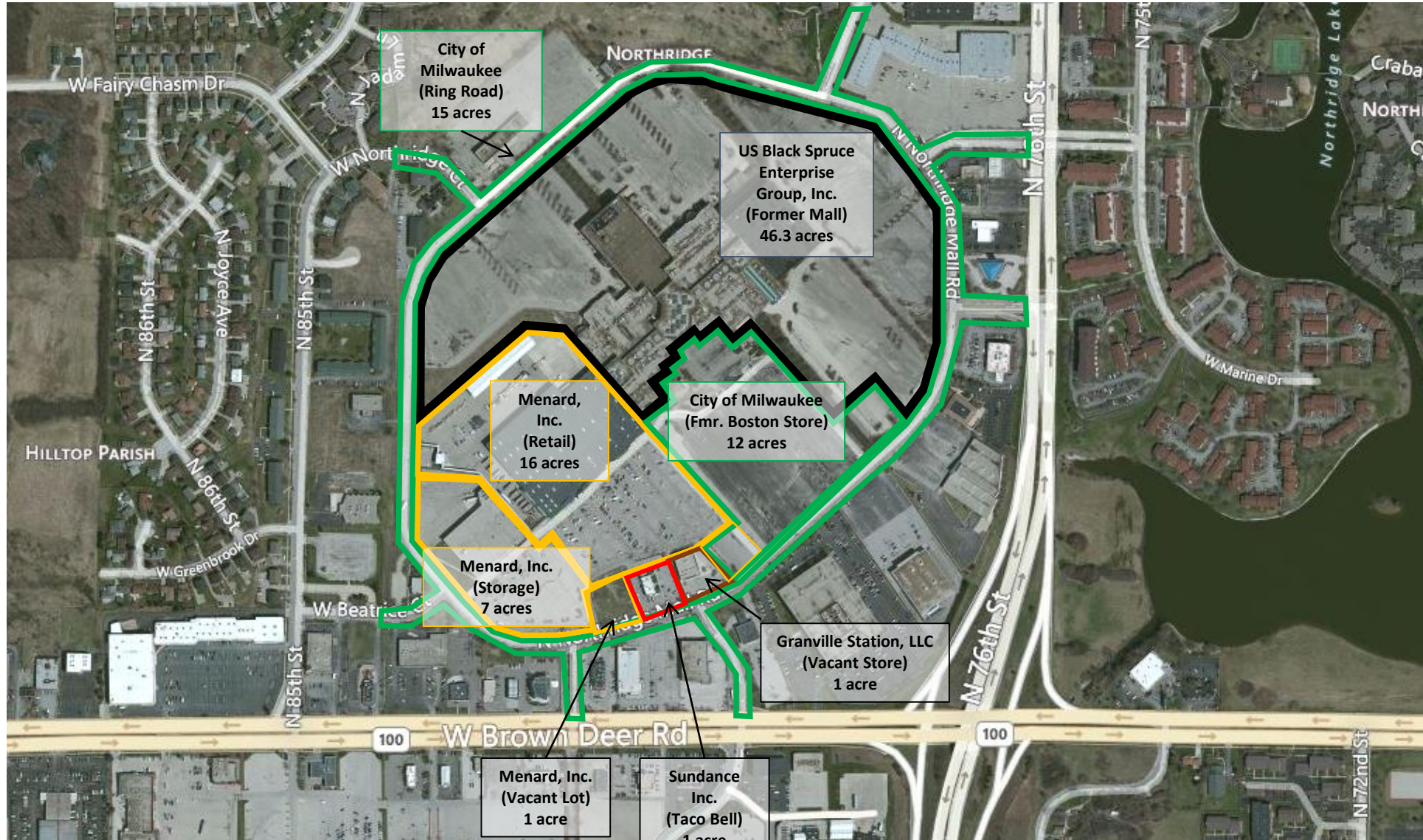


Communication
File Northridge
Mall-ZND

June 13, 2023

Granville Station Ownership 2023

areas highlighted on this map total approximately 100 acres



Key: Black = US Black Spruce Enterprise Group, Inc. Green = City of Milwaukee Yellow = Menard, Inc.
Brown = Granville Station, LLC Red = Sundance, Inc.

Background/Timeline

- **1972-Northridge Mall shopping center opened**
- **2002- Northridge Shopping Center closes**
- **2004- New developer brings in Menards and Taco Bell**
- **2008- U.S. Toward takes ownership of the Mall properties**
- **2015- Black Spruce takes ownership of the Mall properties**
- **2017- City acquires former Boston Store and outlots**
- **2019- City issues raze orders against Black Spruce Mall properties**

Granville Strategic Action Plan & Land Use Study

A Part of the Northwest Side Area Plan



CITY OF MILWAUKEE
DEPARTMENT OF CITY DEVELOPMENT
OCTOBER 2017



Redevelopment Scenarios

- Multiple Potential Scenarios
- Options Focused On:
 - Jobs
 - New Homes
 - New Commercial Uses
- Increased greenspace, stormwater management, landscaping

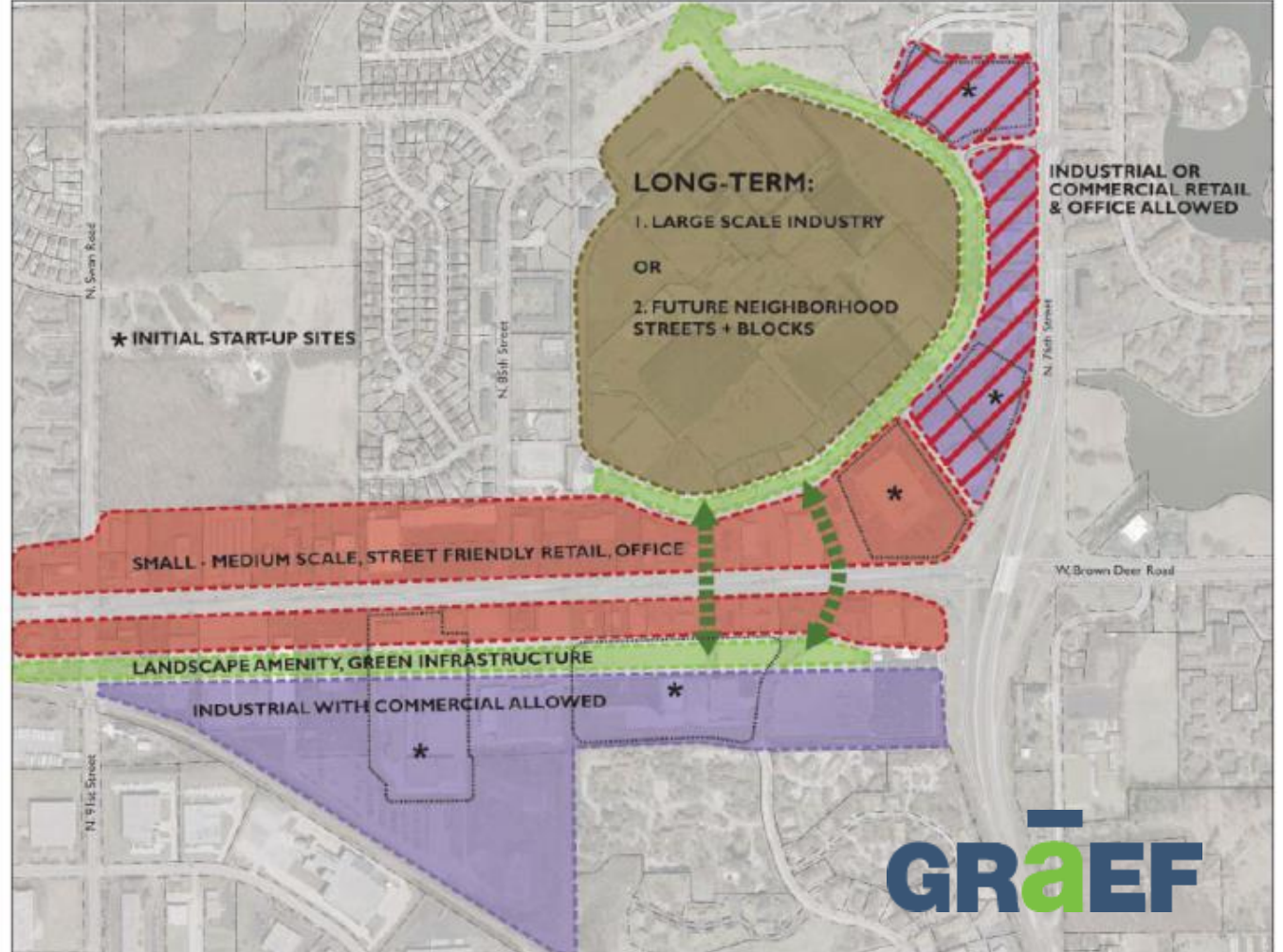


Figure 2. Future land use diagram.

Redevelopment Scenarios



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



Figure 4. Conceptual site plan for the former Northridge Shopping Center (Option A).



Figure 5. Conceptual site plan for the former Northridge Shopping Center (Option B).

Design Charette



Design Charette



Assets of the Property and Future Development Goals

- **SITE**-size of the site
- **LOCATION**-regional location/accessibility
- **MIX OF USES**-to be consistent with the City's Comprehensive Plan and Granville Strategic Plan
- **JOB POTENTIAL**- for example:
 - Menomonee Valley-22+ jobs/acre
 - Century City-15 jobs/acre
 - Komatsu Harbor District-25 jobs/acre



Komatsu Harbor District-photo credit: BizTimes

Similar Development Examples-Menomonee Valley Former Shops Sites



2007 - Photo: Eddee Daniel



Similar Development Examples-Havenwoods



Towne Corporate Center ~82 acres



Havenwoods Area Industrial Businesses

Redevelopment Scenarios Based on Prior Public Visioning Sessions

- **Industrial/jobs focus: a modern industrial park on the site with a focus on job creation (15+ jobs per acre)**
- **Mixed Use town center: a mix of uses with a retail/commercial focus**
- **Residential focus: a new residential neighborhood on the former mall site**