



EMERALD
RESERVE

MAY, 2026

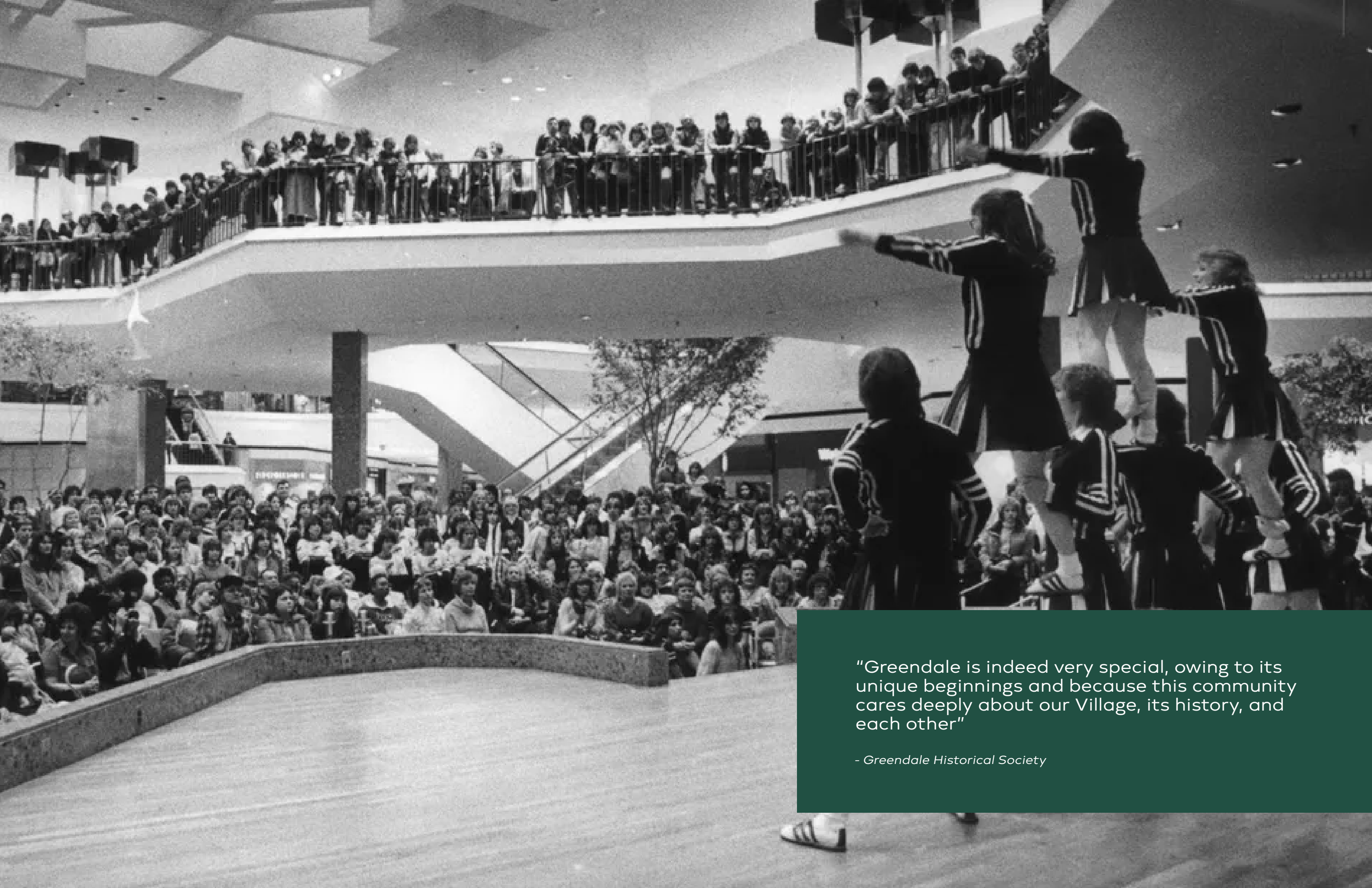
EMERALD RESERVE MASTERPLAN

AMENDMENT TO THE VILLAGE OF
GREENDALE COMPREHENSIVE PLAN

RINKA+



Village of _____
GREENDALE
THE GARDEN COMMUNITY • WI



"Greendale is indeed very special, owing to its unique beginnings and because this community cares deeply about our Village, its history, and each other"

- Greendale Historical Society

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INTRODUCTION



A FRESH IDENTITY FOR SOUTHRIDGE

Through community engagement sessions, a Village Open House, Village-wide surveys, and input from the project Steering Committee and Village Board of Trustees, a new identity for the development emerged. Emerald Reserve is the next chapter in Greendale's story, a place where community, commerce, and connection come together. Rooted in the village's legacy of walkable streets, green spaces, and neighborly spirit, Emerald Reserve blends the energy of transformation with the charm and character Greendale is known for.

The name is direct reference to Greendale's Emerald Necklace vision blended with a curated sense of care. Brand assets such as a logo, color palette, patterns and imagery reflect a distinct yet integrated identity that is rooted in the Village's natural framework. Emerald Reserve is not a new section of the community; it's an extension of it.



FIGURE 1.1.a: Overhead Rendering of Proposed Plaza

1.1 Planning Project Overview

The Emerald Reserve Masterplan represents a coordinated effort to guide the long-term transformation of the Emerald Reserve site into a cohesive, mixed-use district that reflects community values, supports economic vitality, and enhances the public realm. This document establishes the planning framework for that transformation, outlining the vision, context, infrastructure considerations, and district-wide objectives that will inform future redevelopment.

The masterplan vision developed through this process illustrates one potential framework for redevelopment based on community input, technical analysis, and current market understanding. It is intended to demonstrate how the site

could evolve over time; however, redevelopment opportunities may vary as new partnerships, development proposals, and market conditions emerge. The framework is therefore designed to provide direction and structure while allowing flexibility for alternative concepts that align with the overall goals, connectivity priorities, and public realm expectations established in this document.

This Masterplan provides policy-level guidance related to land use, connectivity, infrastructure, environmental considerations, and public realm priorities. It provides a foundation for reinvestment while recognizing that redevelopment will occur incrementally and across multiple phases.

Implementation of the vision will occur through the companion Design Guidelines document,

which will establish site-specific development standards and regulatory requirements. Together, the Masterplan and Design Guidelines provide a coordinated and adaptable framework to guide both public and private investment within the Emerald Reserve district over time.

1.2 Goals and Objectives of the Masterplan Vision

The goal of this Comprehensive Plan Amendment is to formally incorporate the Emerald Reserve masterplanning vision into the Village's long-range planning framework and establish clear policy direction for future redevelopment within the planning area. This document provides the overarching land use, infrastructure, and public realm guidance necessary to evaluate

WHY CREATE A MASTERPLAN?

- + Create a vision for the future that builds excitement with residents and the development community.
- + Establish a flexible framework that the municipality and stakeholders can use to control the type and quality of development.
- + Develop a plan where all renovations and new uses can work together in a thoughtful way.

Three potential futures were studied for the site to accomplish these goals:

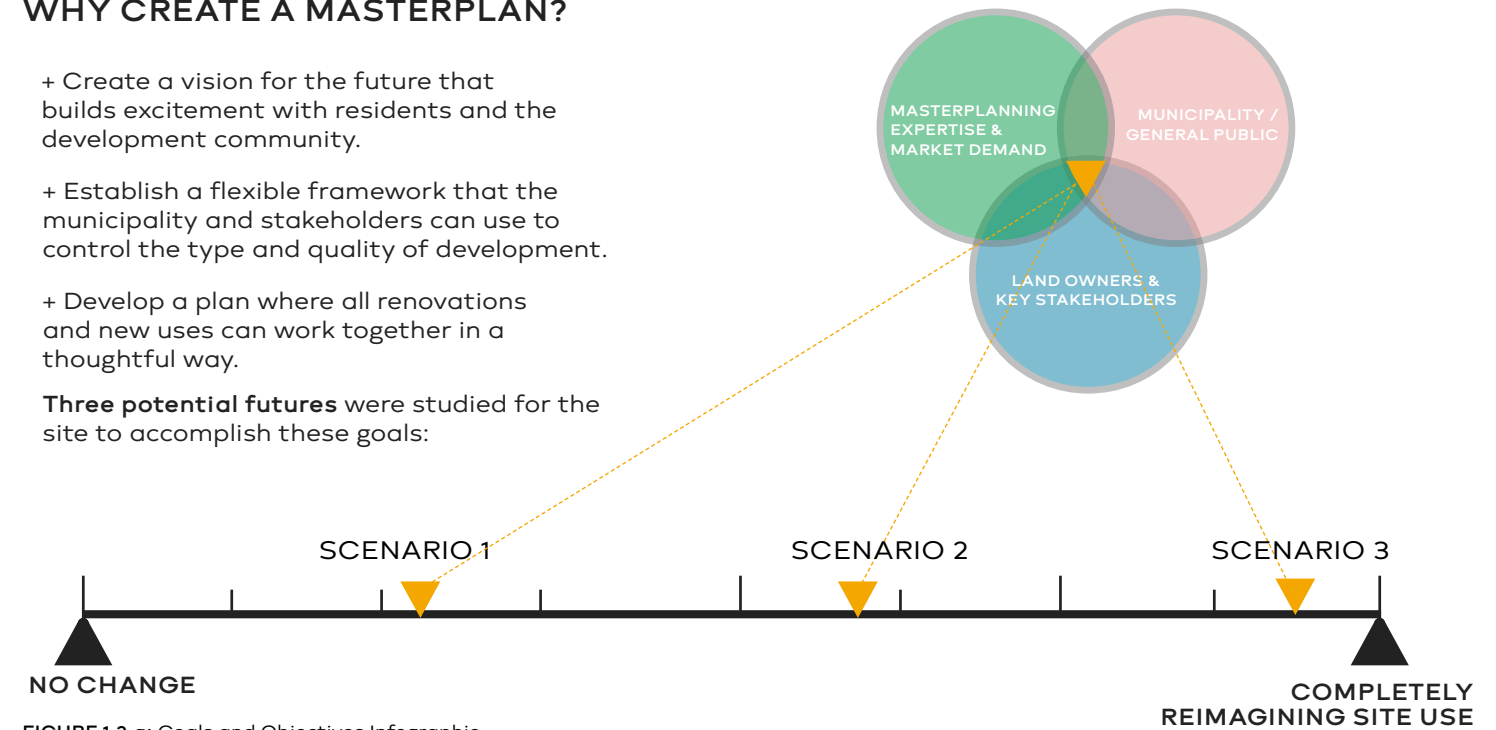


FIGURE 1.2.a: Goals and Objectives Infographic

future rezoning requests and development proposals for consistency with the adopted vision.

The Design Guidelines document will establish the detailed site planning, building design, and regulatory standards required to implement that vision. Together, these documents are intended to provide clarity and predictability for property owners, developers, municipal staff, and review bodies while maintaining flexibility to respond to evolving market conditions and redevelopment opportunities.

Through this coordinated structure, the Village ensures that future development is aligned with adopted policy objectives while allowing site-specific design standards to be administered through the zoning framework.



FIGURE 1.2.b: Development Document Overview

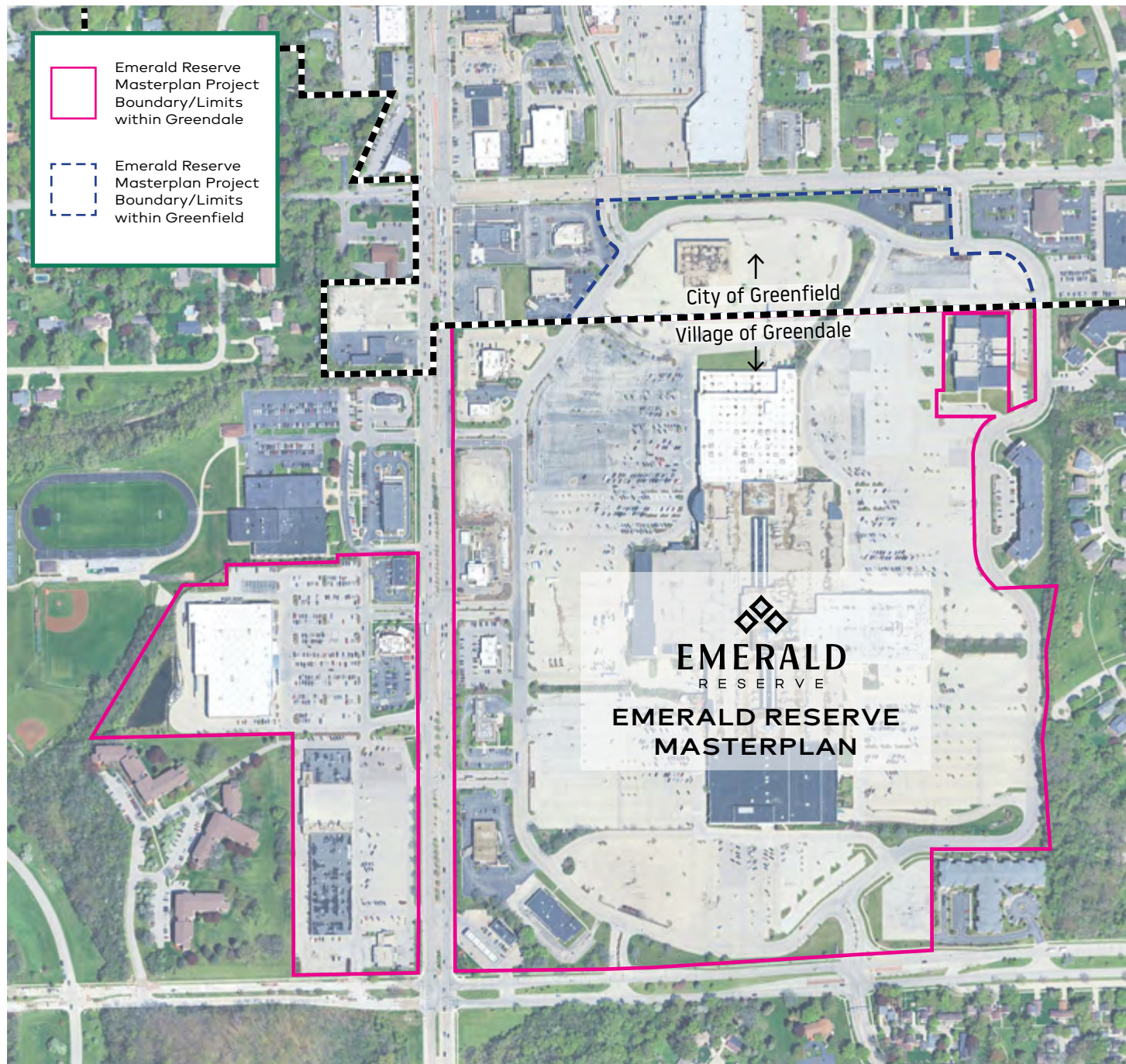


FIGURE 1.2.c: Emerald Reserve Masterplan Planning Area Boundary

1.3 Existing Site Conditions and Background

1.3.1 STUDY AREA REGIONAL SETTING, HISTORY & CONTEXT

The study area is situated within a broader historical and civic context shaped by the distinct development patterns of the Village of Greendale

and the City of Greenfield. Understanding this context is important to framing redevelopment in a manner that respects local identity while responding to contemporary needs and future opportunities.

Greendale holds a unique place in American planning history as one of the nation's three original Greenbelt Towns, developed in the late 1930s as part of the New Deal-era Greenbelt

program. Planned as a self-contained community, it was organized around a compact Village Center, a hierarchy of streets, generous open spaces, and an interconnected network of pedestrian paths and greenbelts. Homes, civic buildings, parks, and commercial uses were integrated within a cohesive framework that emphasized walkability, community life, and a strong relationship to landscape. This

legacy continues to influence Greendale's character today, shaping expectations for development quality, scale, and the role of public space.

Emerald Reserve, while developed later and in a more auto-oriented pattern, lies within this broader civic and cultural context. Redevelopment efforts should be informed by Greendale's long-standing emphasis on thoughtful planning and places that foster community connection.

Portions of the study area also extend into the City of Greenfield, whose growth followed a more conventional post-war suburban pattern focused on residential expansion and corridor-based commercial development. Today, Greenfield functions as an important commercial and employment center within the region, providing a complementary context for Emerald Reserve as a site positioned between established neighborhoods and regional transportation routes.

Together, these histories frame Emerald Reserve as an opportunity to bridge Greendale's legacy of place-based planning with Greenfield's corridor-oriented growth, creating a district that respects its surroundings while supporting reinvestment and long-term evolution over time.

1.3.2 SITE GENERAL OPPORTUNITIES AND CONSTRAINTS.

Key opportunities include the site's size, existing commercial anchors, and proximity to established neighborhoods, employment centers, and regional transportation corridors. The presence of underutilized surface parking

areas creates immediate potential for infill development, new public spaces, and improved internal connectivity without displacing existing uses. In addition, prior infrastructure investment and established utility service provide a strong foundation for future development.

At the same time, the site's existing configuration introduces constraints that must be carefully addressed. The original superblock layout, expansive parking fields, and inward-focused buildings limit walkability and create separation between uses.

Vehicular circulation is efficient at a regional scale but lacks fine-grained connectivity, legibility, and pedestrian comfort. Transitions to adjacent residential areas, changes in grade, and existing development along the perimeter further influence where and how new development can occur.

These opportunities and constraints reinforce the need for a coordinated, district-wide approach to redevelopment. The Masterplan and Design Guidelines are intended to leverage the site's strengths while addressing its limitations



Figure 1.3.2.a: Greendale "Originals" Development Pattern

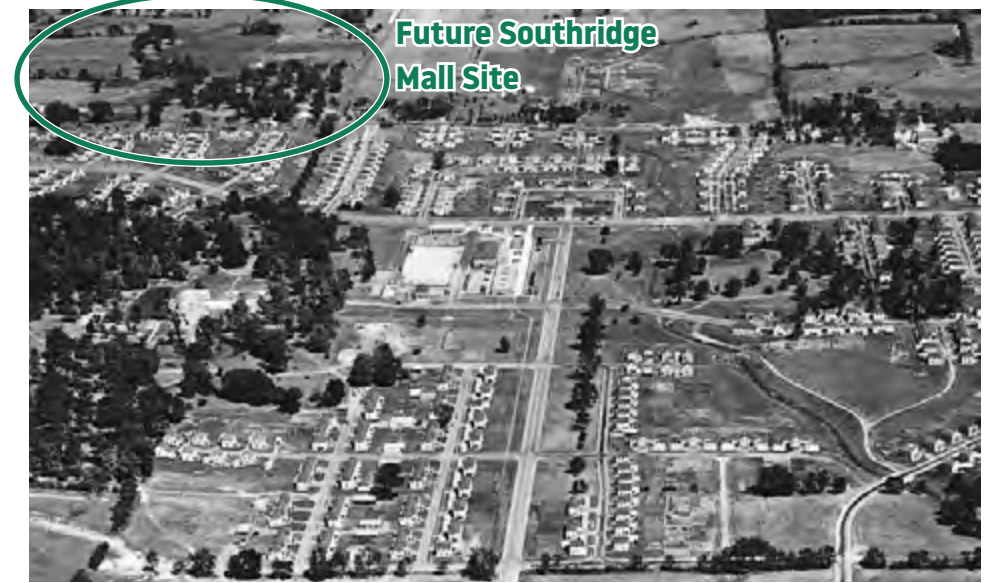


FIGURE 1.3.2.b: Historic Overhead Photograph of Early Greendale Development

through improved connectivity, phased infill, and the strategic placement of buildings, streets, and open spaces to support a more integrated and resilient district over time.

1.3.3 EXISTING INFRASTRUCTURE

Emerald Reserve is supported by a substantial network of existing infrastructure developed to serve its historic role as a regional commercial destination. This infrastructure provides a foundation for reinvestment and phased redevelopment, but will require modification to support future development patterns that differ from its original auto-oriented and mall-specific design.

Major roadway corridors provide good regional access and visibility to the site, and internal drives and service routes support existing commercial operations.

Utilities and stormwater systems are generally well established across the property, offering service to and from the Masterplan area that can support future development. Large areas of surface parking

remain a defining physical characteristic of the site and represent both an operational asset and a key consideration for long-term transformation. While the existing infrastructure functions effectively for its current use, many elements will require modification or enhancement to support a more connected, mixed-use district. Pedestrian and bicycle facilities are limited, internal circulation lacks a fine-grained street network, and transit amenities are minimal.

The following subsections describe the existing infrastructure conditions in greater detail, organized by system type. This overview is intended to establish a baseline understanding of current conditions to help inform future design decisions related to circulation, access, public space, and utility coordination throughout the district.

1.3.3.A ROADWAYS & VEHICULAR ACCESS

Emerald Reserve benefits from strong vehicular access provided by a network of regional and local roadways. South 76th

Street serves as the primary north-south arterial and commercial spine, offering high visibility and direct access to the site. West Grange Avenue and West Edgerton Avenue provide important east-west connections, while South 68th Street supports access to adjacent residential areas and perimeter development. In addition, Northway extends southeast from the study area and provides a direct vehicular connection to Historic Downtown Greendale and the Village Center. Together, these corridors establish Emerald Reserve as a highly accessible destination within the broader regional transportation network.

Internal vehicular circulation is primarily organized around a system of perimeter ring roads, internal drive aisles, and service routes designed to support large-format retail and expansive surface parking. This system allows for efficient vehicular movement and service access but was not originally intended to function as a connected public street network. As a result, internal routes often lack clear hierarchy, consistent geometry, or defined

edges that would support walkability or address adjacent development.

Access points to the site are generally frequent and distributed along the perimeter, contributing to ease of entry but also resulting in wide curb cuts and complex turning movements along major corridors. These conditions influence traffic operations, pedestrian crossings, and the overall character of the public realm along site frontages.

Future redevelopment should build upon the existing roadway framework while incrementally introducing a more legible hierarchy of streets. This includes transitioning select internal drives into public or shared streets, improving access management, and balancing vehicular efficiency with pedestrian safety, multimodal connectivity, and placemaking objectives consistent with a mixed-use district environment.

1.3.3.B PARKING

Parking within Emerald Reserve is currently characterized by large surface parking fields designed to serve peak retail demand associated with the mall and anchor tenants. These parking areas are distributed around the perimeter of the mall building and along internal drives, providing convenient vehicular access but resulting in expansive paved areas and limited spatial definition.

Parking supply across the site generally exceeds typical day-to-day demand, reflecting shifts in retail patterns and evolving user behavior. While this excess capacity supports operational flexibility, it also influences circulation, pedestrian comfort, and the overall character of the site.



FIGURE 1.3.3.b: Northeast Mall Entry

As redevelopment occurs, parking is expected to transition toward a more integrated and efficient system. This may include shared parking strategies, reconfiguration of surface lots, and the introduction of structured or liner parking where appropriate. Future parking solutions should balance operational needs with placemaking goals, support walkable environments, and reduce the visual and physical impacts of parking on streets, public spaces, and adjacent development.

1.3.3.C SIDEWALKS

Sidewalk infrastructure within Emerald Reserve is limited and discontinuous, reflecting the site's original auto-oriented development pattern. Pedestrian movement is generally accommodated within parking lots and drive aisles rather than through dedicated, clearly defined sidewalk networks.

Along the perimeter roadways, sidewalks are present in select locations but often lack consistent width, buffering, or direct connections into the site. Within the interior of the study area, pedestrian routes between buildings, parking

areas, and public destinations are informal and frequently unprotected from vehicular traffic.

Future redevelopment will emphasize the establishment of a connected sidewalk network that provides safe, comfortable, and intuitive pedestrian movement throughout the district. Sidewalks are expected to form the primary organizing element of streets and public spaces, reinforcing walkability, supporting ground-level activity, and strengthening connections to surrounding neighborhoods and destinations.

1.3.3.D BICYCLES

Emerald Reserve currently lacks dedicated bicycle infrastructure within the site. Internal circulation is not designed to accommodate cyclists, and bicycle travel generally occurs within vehicular lanes or across parking areas without designated facilities.

An existing on-street bicycle lane is located along West Grange Avenue along the south edge of the study area. While this serves as the beginning of a broader bicycle network, it does not currently extend into or through the site, limiting



FIGURE 1.3.3.a: Recent Facade Renewal Along North Primary Tenant Space

its effectiveness as an access point to Emerald Reserve destinations.

Future redevelopment shall prioritize the introduction of a connected and legible bicycle network within the district. This includes creating direct connections to the existing bicycle lanes along West Grange Avenue, as well as integrating bicycle facilities into internal streets and public spaces to support safe, comfortable cycling throughout the site and to surrounding areas.

1.3.3.E TRANSIT/BUS

Public transit service to Emerald Reserve is provided by Milwaukee County Transit System (MCTS) bus routes operating along adjacent arterial corridors. This site is currently served by the Route 76 (76th Street) and Route 24 (Forest Home / 16th) lines, which provide north-south and northeasterly connections to surrounding neighborhoods, employment centers, and regional destinations.

Bus stops are located along South 76th Street and West Edgerton Avenue along the north extents of the study area. Service frequency varies by route and time of day but generally supports all-day access for employees, residents, and visitors. However, existing bus stops are not consistently supported by enhanced pedestrian connections, shelters, or wayfinding that clearly link transit riders to internal destinations within the site.

While transit access remains available, overall service levels in and around the study area have generally declined in recent years as part of ongoing MCTS system planning and operations. Bus stop locations and service frequency may continue to



FIGURE 1.3.3.c: Infill Development

evolve over time. Users and developers should reference current route information and schedules through MCTS resources or coordinate directly with MCTS when evaluating transit access and opportunities.

Future redevelopment provides an opportunity to strengthen the relationship between transit and land use by improving pedestrian connections to bus stops, enhancing visibility and comfort at stop locations, and coordinating street and building design to better support transit use as part of a balanced, multimodal transportation system.

1.3.3.F SURFACE CONDITIONS

Surface conditions within Emerald Reserve are largely defined by extensive paved

areas associated with surface parking, internal drive aisles, and service zones. These surfaces reflect incremental development over time and vary in age, material condition, and configuration across the site.

Large expanses of asphalt dominate the interior of the study area, contributing to limited stormwater infiltration, elevated surface temperatures, and a lack of visual definition between pedestrian and vehicular areas. Curbing, striping, and pavement markings are functional but inconsistent, and landscape coverage is limited in many locations. In select areas, grading changes and retaining conditions influence drainage patterns and accessibility.

As redevelopment occurs, surface conditions are



FIGURE 1.3.3.d: Outlot Development

expected to evolve through the introduction of more durable and diverse materials, increased landscape integration, and improved grading and drainage strategies. Future projects should reduce the visual and environmental impacts of paved surfaces while supporting pedestrian comfort, stormwater management, and the overall quality of streets and public spaces throughout the district.

1.3.3.G ENVIRONMENT

Emerald Reserve does not contain known wetlands, mapped environmental corridors, or designated floodplain areas. The site has been extensively developed and altered over time, resulting in few existing natural features or environmentally sensitive areas within its boundaries.

Currently, the study area contains little to no green infrastructure. Land coverage is dominated by buildings, surface parking, and paved circulation areas, creating a high proportion of impervious surface. As a result, stormwater is primarily managed through conventional collection and conveyance systems rather than

through on-site infiltration or naturalized treatment.

This condition presents a significant opportunity for future redevelopment. New development and infrastructure improvements can incorporate best-practice stormwater management strategies and sustainable design approaches, including green infrastructure, enhanced landscape systems, and reduced impervious coverage. These measures can improve environmental performance, support long-term resilience, and contribute to the overall quality and character of the district as it evolves.

1.3.3.H GRADING

Emerald Reserve is characterized by a pronounced and irregular grading pattern resulting from the original design of the mall. The site is organized into a series of elevated and lower grade zones, with grade differentials of approximately 15 to 20 feet occurring across relatively short distances. This condition was intentionally created to allow direct vehicular access to both the first and second levels of the mall structure.

In general, the mall building occupies a high point, with grades sloping outward in multiple directions toward perimeter roadways and parking areas. Grade transitions are often abrupt and reinforced by retaining walls, ramps, and changes in pavement elevation. While effective for vehicular access and service operations, these conditions create physical and visual barriers to pedestrian movement and limit continuity across the site.

The existing grading presents both challenges and opportunities for future redevelopment. Significant elevation changes will require careful coordination of building placement, street design, accessibility, and stormwater management. At the same time, reworking grade transitions over time offers opportunities to provide underground parking, strengthen connections between uses, and more seamlessly integrate public spaces within the overall district framework.

1.3.3.I UTILITIES

Emerald Reserve is served by established public utilities

that were designed to support large-scale commercial development and regional activity. Water, sanitary sewer, storm sewer, electric, gas, and communications infrastructure are generally available throughout the site, with service extended to accommodate the mall building, anchor tenants, and associated outlot development.

Many primary utility lines generally circulate around the perimeter of the mall building, with service and feeder lines radiating outward to support individual buildings, parking areas, and outlot development. This configuration reflects the original design of the site, resulting in utility alignments that are functional but not always coordinated with a contemporary district-scale framework.

Future redevelopment is expected to leverage existing utility infrastructure to the greatest extent feasible while improving coordination, efficiency, and long-term performance. New utility work should follow Village guidelines, best practices and be integrated with planned streets, public spaces, and building layouts to support flexibility, minimize disruption, and enhance overall site functionality as the district evolves.

1.3.4 BOSTON STORE REDEVELOPMENT CONSIDERATIONS

The former Boston Store anchor parcel, located on the west side of Southridge Mall is currently the subject of an active redevelopment proposal by Barrett Lo Visionary Development (BLVD). Because this proposal represents the most immediate and advanced reinvestment

initiative within the broader Emerald Reserve planning area, it was considered to be part of the Masterplan Vision. The planning team studied the proposed development's site organization, land use mix, scale, and public realm framework to ensure alignment with the long-term vision for the district. However, the Barrett Lo redevelopment is a separate project proceeding under its own approvals and agreements, and implementation authority remains with the property owner and the Village through established development review processes.

The approximately 14.8-acre property includes the vacant Boston Store building and surrounding parking areas. The proposed redevelopment consists of a phased, multi-building mixed-use residential and commercial development. Phase I, located on the footprint of the former Boston Store, is planned as a six-story building incorporating residential units above a structured podium, with ground-floor residential, amenity, and limited retail components. Subsequent phases introduce additional residential mixed-use buildings and supporting site improvements, collectively reconfiguring the former anchor



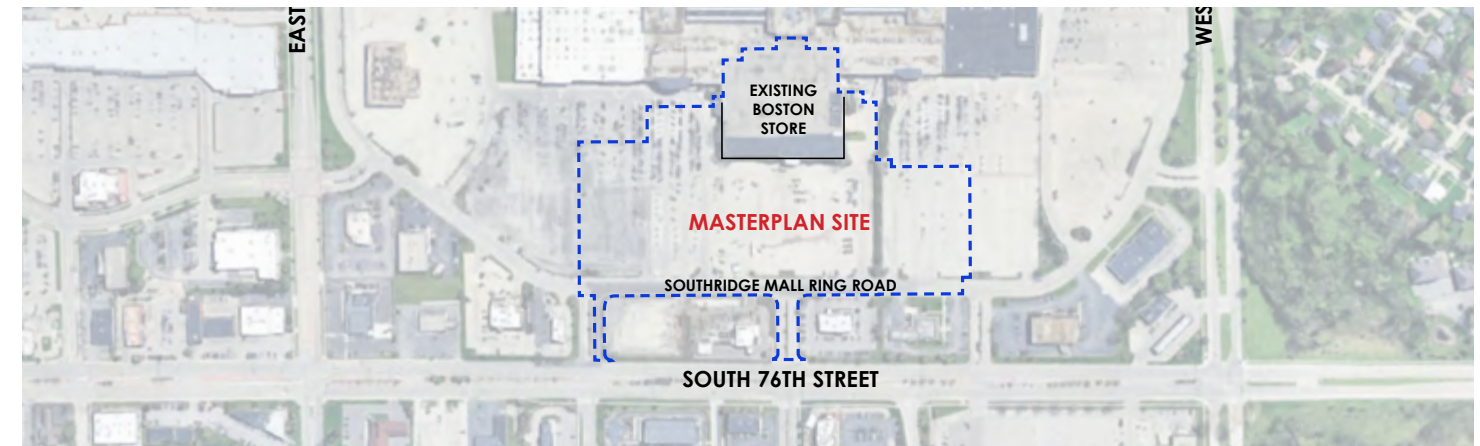
FIGURE 1.3.4.a: Vacant Boston Store Intended for Demolition

site into a walkable, internally connected development framework.

The site plan introduces a central "Village Green" open space as an organizing element, along with articulated building bases and upper-level setbacks to reduce perceived scale. New internal circulation routes and pedestrian connections are designed to better integrate the site with the existing mall and surrounding streets. Structured parking and reconfigured surface parking support the development while reducing the visual prominence of surface lots along key frontages.

Additional information, updates, and supporting materials related to the Barrett Lo redevelopment proposal are available through the Village of Greendale. Readers are encouraged to contact the Village directly for the most current project details and documentation.

While distinct from this planning effort, the Barrett Lo proposal provides a tangible example of how mixed-use reinvestment could occur at Emerald Reserve and has informed the broader policy framework established in this document.



Project Boundary, General Development Plan 6-4-2025



Public Space Rendering, General Development Plan 6-4-2025



Masterplan Aerial, General Development Plan 6-4-2025



Site Plan, General Development Plan 6-4-2025
MASTERPLAN - ALL PHASES

FIGURE 1.3.4.b: Project Site and Conceptual Imagery and Plans of the proposed BLVD Development - Images by ktgy

1.3.5 EXISTING SITE DIAGRAMS

SITE LOCATION - EXISTING CONDITIONS

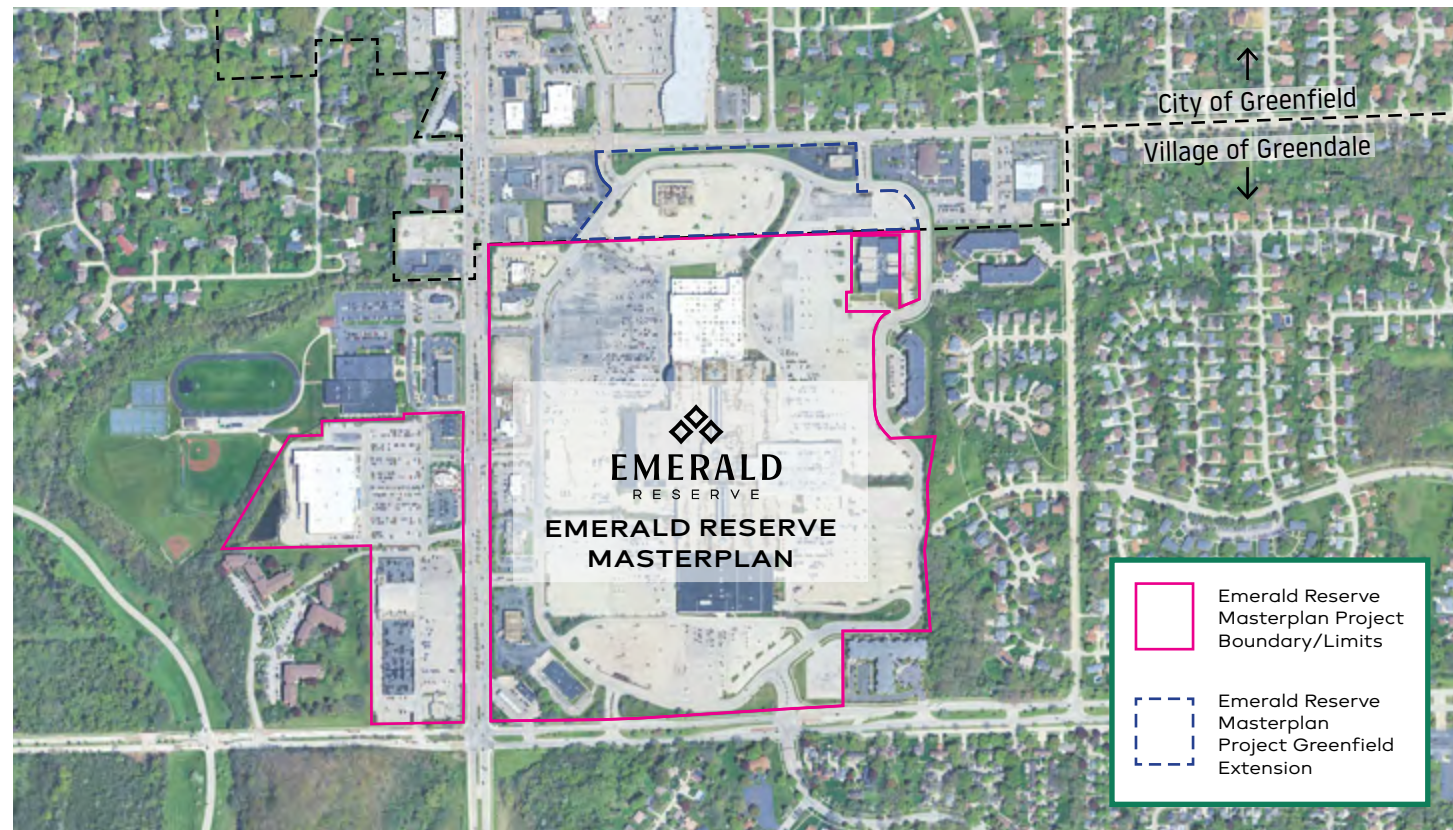


FIGURE 1.3.5.a: Overall Site Conditions Diagram

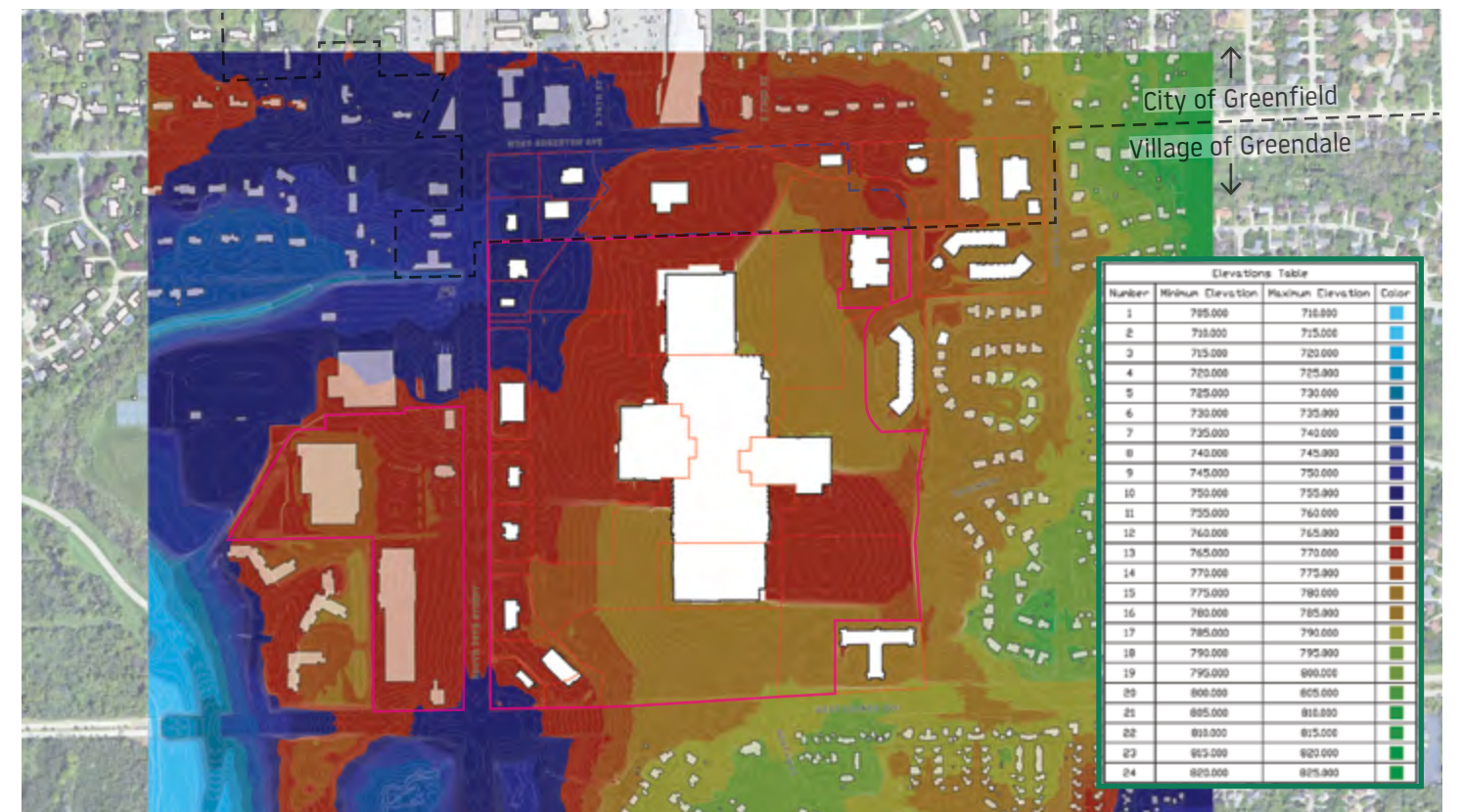


FIGURE 1.3.5.c: Study Area Elevation Map

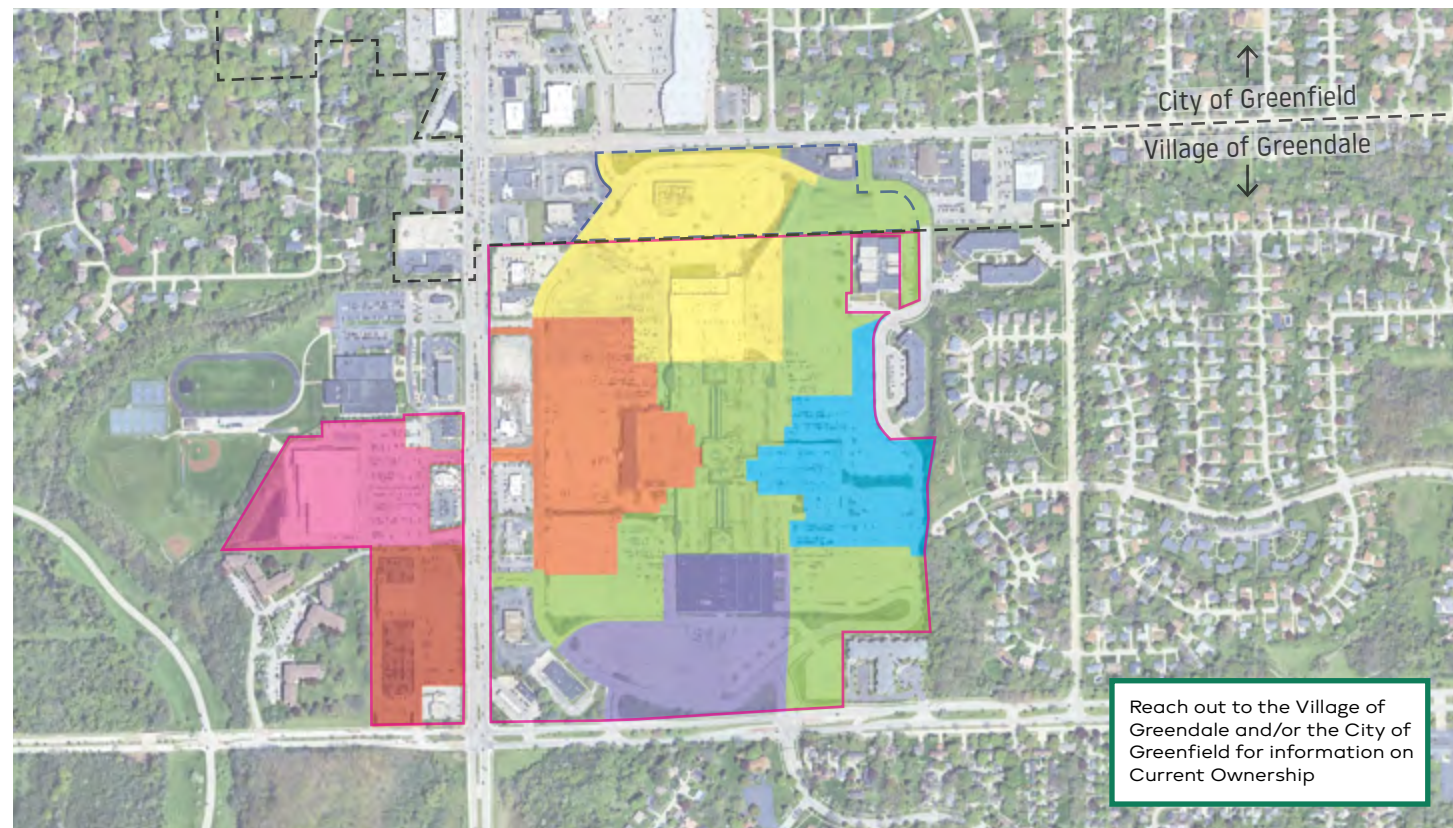


FIGURE 1.3.5.b: Existing Primary Ownership Parcels

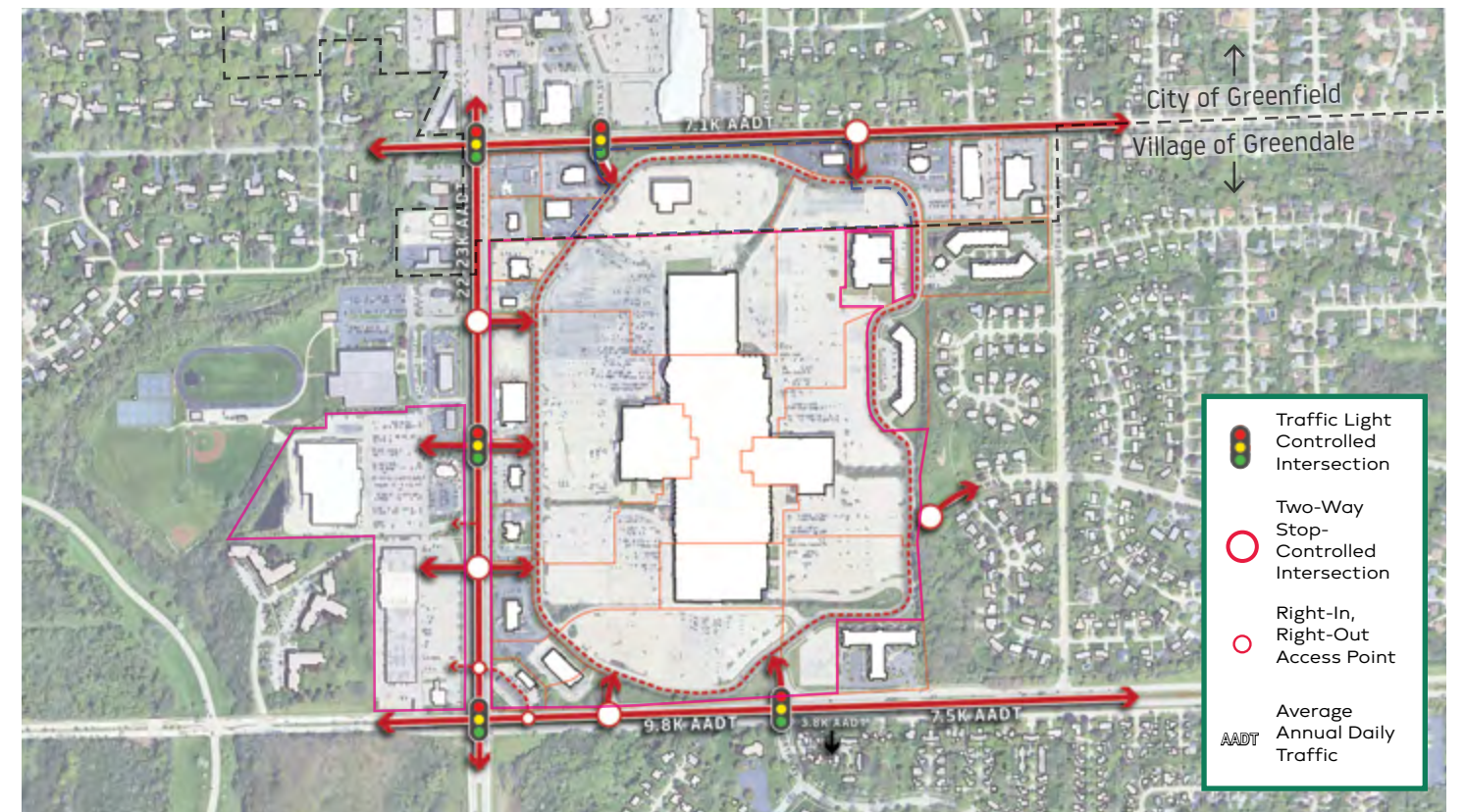


FIGURE 1.3.5.d: Existing Vehicular Road Network and Access

1.3.5 EXISTING SITE DIAGRAMS

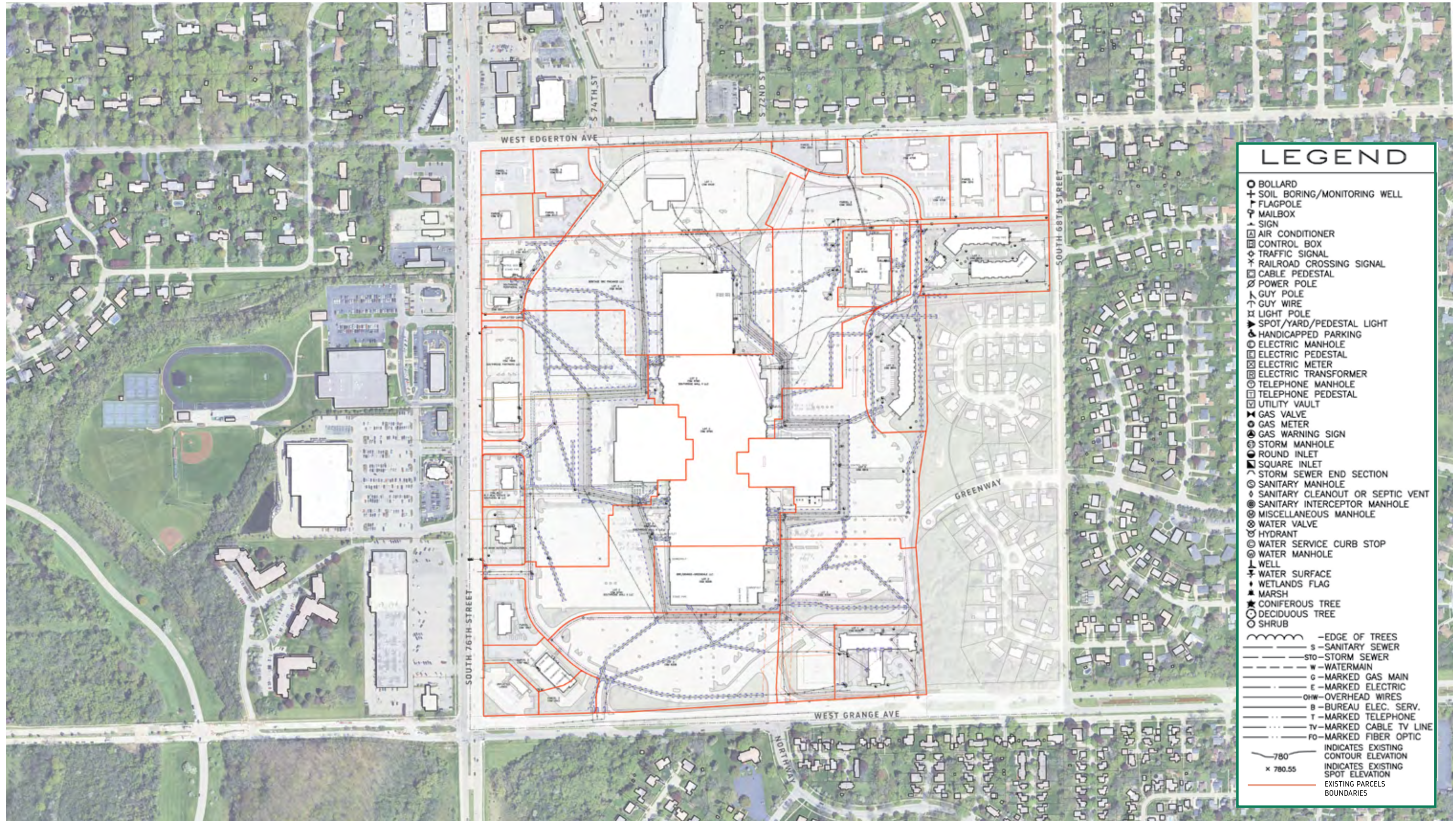


FIGURE 1.3.5.e: Overall Mall Utility and Easement Layout

1.4 Engagement Overview

1.4.1 ENGAGEMENT STRATEGY AND PUBLIC INPUT

Community engagement was a foundational component of the Emerald Reserve Masterplan planning process and was structured to ensure meaningful input from residents, stakeholders, and municipal leadership throughout vision and plan concept development. Engagement efforts were designed to both inform the public about the project context and to solicit feedback that could directly shape the evolving masterplan and subsequent regulatory framework.

The process included coordinated outreach to municipal staff and elected officials, stakeholder discussions, and a public open house that introduced the study area, planning framework, and early concepts. The Community Open House was structured around formal presentations, open Q/A, and interactive exercises focused on district identity, destinations and programming, public spaces, and connectivity. Participants were encouraged to share values, priorities, and concerns related to future redevelopment, with an emphasis on how Emerald Reserve could better serve both Greendale and Greenfield while remaining a regional destination.

To expand access beyond in-person events, a dedicated project website was established. The website served as a centralized platform to share presentation materials, engagement summaries, concept updates, and project documents. It also provided an opportunity for community



FIGURE 1.4.1.a: Community Open House

members to submit comments and feedback electronically, ensuring broader participation and transparency throughout the planning process.

Input from community members, stakeholders, and municipal leaders was documented, summarized, and evaluated alongside technical analysis. Common themes—including the desire for improved walkability, stronger connections between Greendale and Greenfield, enhanced public spaces, diversified uses, and development that reflects Greendale’s landscape-oriented planning legacy—were consistently reflected in subsequent iterations of the concept plan. These themes

informed key decisions related to land use organization, street and block structure, public space placement, transitions to surrounding neighborhoods, and overall district character.

Participants also expressed a strong interest in establishing a refreshed brand and identity for the site. Many noted that the site’s legacy as a regional shopping center should evolve into a broader district identity that signals reinvestment, quality, and long-term commitment. Feedback supported cohesive wayfinding, gateway features, landscape-forward design, and a recognizable visual language that reinforces Emerald Reserve as a shared destination for both



3 STAKEHOLDERS ENGAGEMENT SESSIONS

- + Confirm the vision
- + Prioritize planning principles
- + Review preliminary land use concepts
- + Review masterplanning framework & placemaking concepts



COMMUNITY OPEN HOUSE

- + Understand experiences (past, present & future)
- + Identifying community priorities
- + Prioritize planning principles
- + Gather community insight through focus groups discussions
- + Open forum to voice questions, comments, and concerns



ONLINE SURVEY & WEBSITE

- + Providing opportunities to engage throughout the process
- + Ability to participate if unable to make in-person sessions
- + Open forum to voice questions, comments, and concerns

FIGURE 1.4.1.b: Community Engagement Strategy

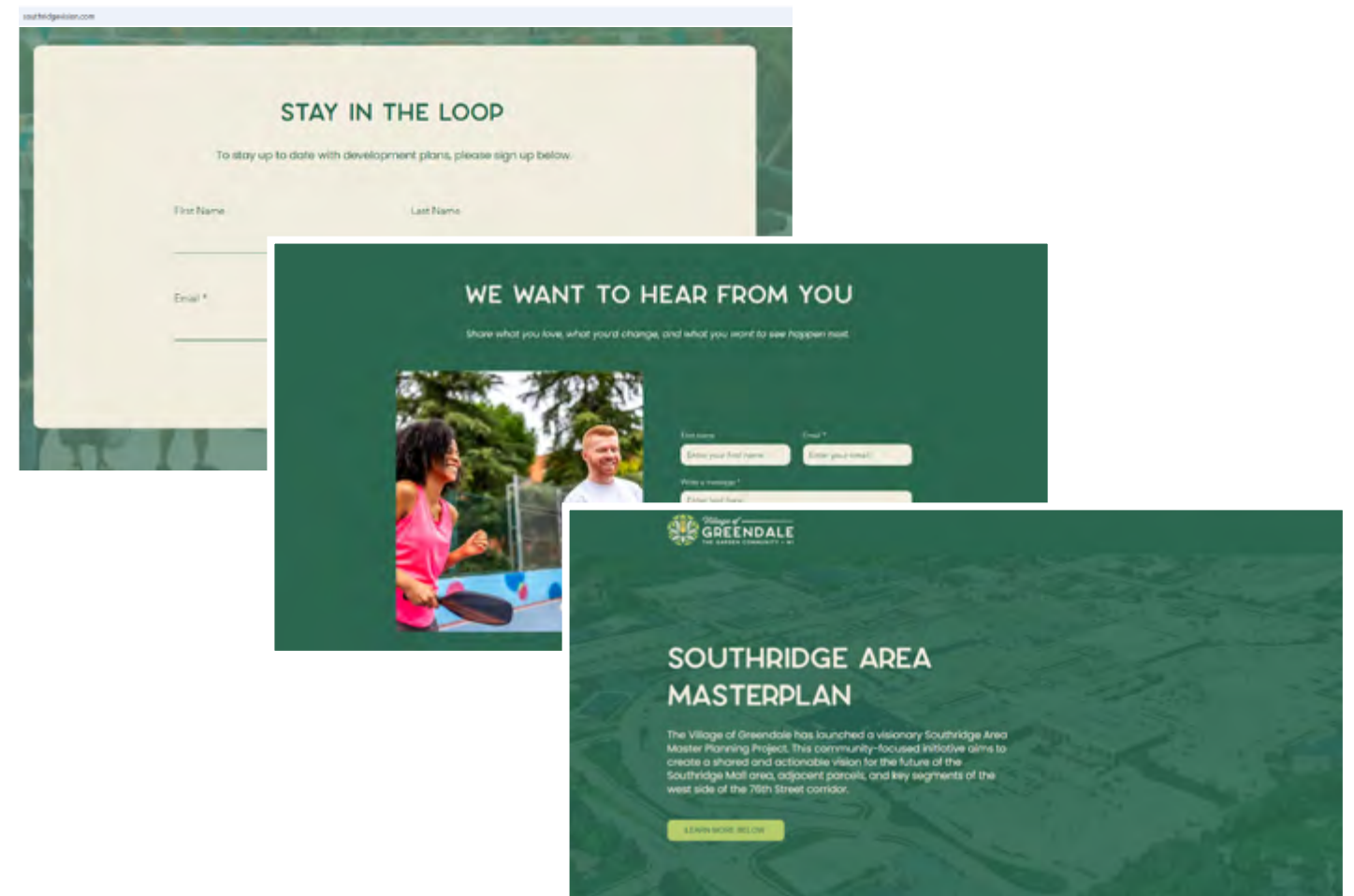


FIGURE 1.4.1.c: Project Website: (www.southridgevision.com)

Greendale and Greenfield. The concept framework and public realm strategies reflect this emphasis on placemaking and identity.

Engagement did not occur as a single event, but as an iterative process, with feedback incorporated and tested through concept refinement and shared with municipal leadership as the plan progressed. The masterplan framework presented herein is a direct outcome of that collaborative process. Detailed community engagement summaries, presentation materials, and report-backs are included in the appendices to this document for reference.

1.4.2 VILLAGE COMMUNITY-WIDE SURVEY

In addition to the project-specific engagement process, the Village of Greendale conducted a 2025 Community Survey to assess resident priorities related to redevelopment, municipal services, and long-term community direction. The survey received 954 responses, representing approximately 15.8% of Village households, and included questions specific to the future of Emerald Reserve

Survey findings indicated strong support for enhancing restaurant offerings, grocery options, non-grocery retail, and green space within Emerald Reserve. Mixed-use development and owner-occupied residential received moderate support, while new multi-family apartment development and hotel uses received comparatively lower levels of support. These results generally align with the project-specific engagement process, which emphasized diversified uses, strengthened commercial

offerings, and improved public spaces.

At the same time, broader survey responses reflect continued community sensitivity to affordability, taxes, and infrastructure investment. While residents support commercial revitalization and enhanced amenities at Emerald Reserve, comparatively lower support for new multi-family residential development suggests caution regarding housing intensity and potential impacts. This dynamic reinforces the importance of phased redevelopment, careful transitions to surrounding neighborhoods, and alignment with existing infrastructure capacity.

Overall, the Village-wide survey findings support the direction established through the Emerald Reserve masterplanning process while underscoring the need to balance reinvestment and growth with community expectations related to scale, affordability, and long-term sustainability. Readers interested in reviewing the complete Village-wide survey results may contact the Village of Greendale for access to the full report.



FIGURE 1.4.1.d: Community Open House Engagement Activities



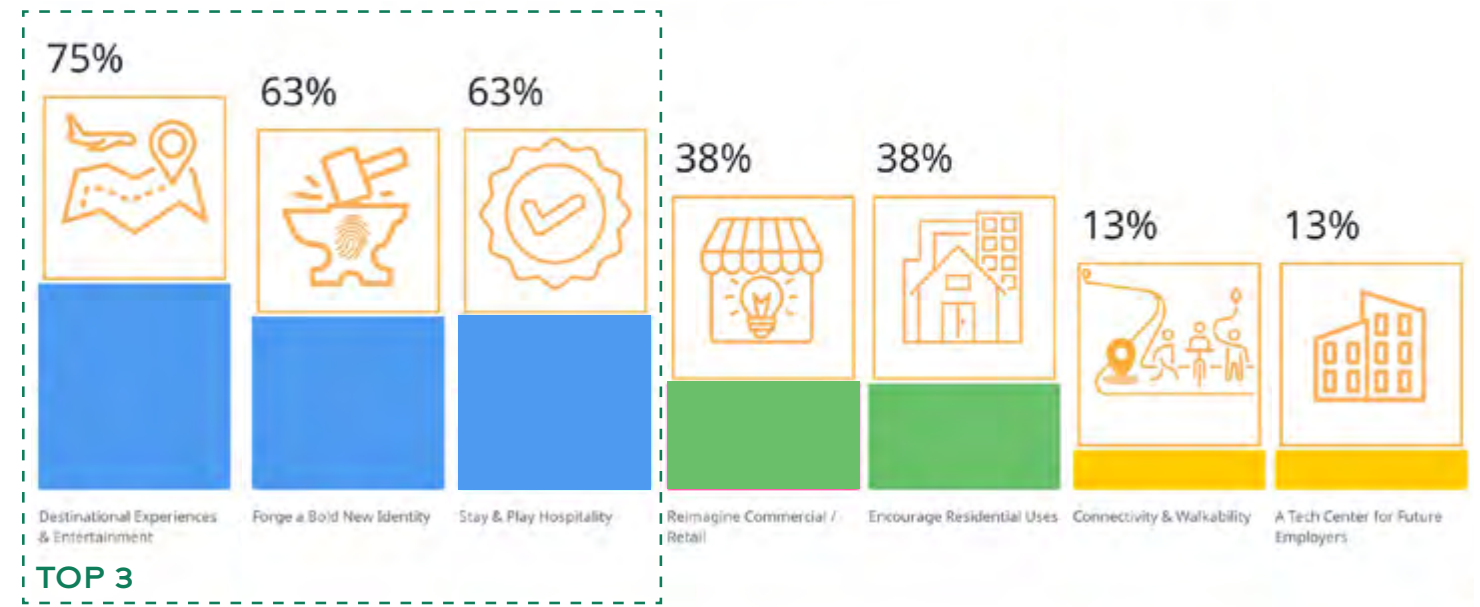
"The former Boston Store at Southridge Mall is being redeveloped into a mix of commercial space, market-rate apartments, and green space (read more at greendale.org/bostonstore). The Village is also developing a master plan for the future of the Southridge area (see southridgevision.com). Please rate your level of support for adding or enhancing the following features in the Southridge area:"

Feature	Not Supportive (1)	Somewhat Supportive (2)	Very Supportive (3)	Weighted Avg. (2025) ↓	Weighted Avg. (2022)	Chg.
Restaurant Offerings	5.3%	34.3%	60.3%	2.6	2.5	0.1
Retail (Non-Grocery) Offerings	9.3%	45.5%	45.2%	2.4	2.4	0
Grocery Offerings	12.4%	36.4%	51.2%	2.4	2.2	0.2
Green Space	14.2%	31.8%	54.0%	2.4	2.4	0
Owner-Occupied (Condominium) Residential Development	22.6%	43.3%	34.1%	2.1	2.1	0
Mixed Use (Residential + Commercial)	20.2%	45.2%	34.6%	2.1	2.0	0.1
Fitness/Athletic Club Offerings	20.6%	46.3%	33.1%	2.1	2.1	0
Medical Facilities	29.2%	43.0%	27.7%	2.0	2.1	-0.1
Senior-Specific Housing	26.5%	47.5%	25.9%	2.0	2.1	-0.1
Office Facilities	28.4%	49.2%	22.4%	1.9	2.0	-0.1
Sports Complex	40.4%	34.4%	25.2%	1.9	1.8	0.1
Day Care	38.8%	47.9%	15.3%	1.8	1.8	0
Multi-Family (Apartment) Residential Development	49.4%	32.9%	17.7%	1.7	1.6	0.1
Hotel or Boutique Hotel	46.3%	35.5%	18.1%	1.7	1.8	-0.1

- Majority of respondents at least Somewhat supportive of all features listed.
- Most supported features:
 - Restaurant offerings
 - Retail offerings
 - Grocery offerings
 - Green space
- Least supported features:
 - Hotel or boutique hotel
 - Multi-family residential
 - Day Care
- Differences from 2022 survey:
 - Slight increase in support for restaurants, grocery stores, mixed use, sports complex, and multi-family residential.
 - Slight decrease in support for medical, senior housing, offices, and hotel.

FIGURE 1.4.2.a: Village-Wide Community Survey Results

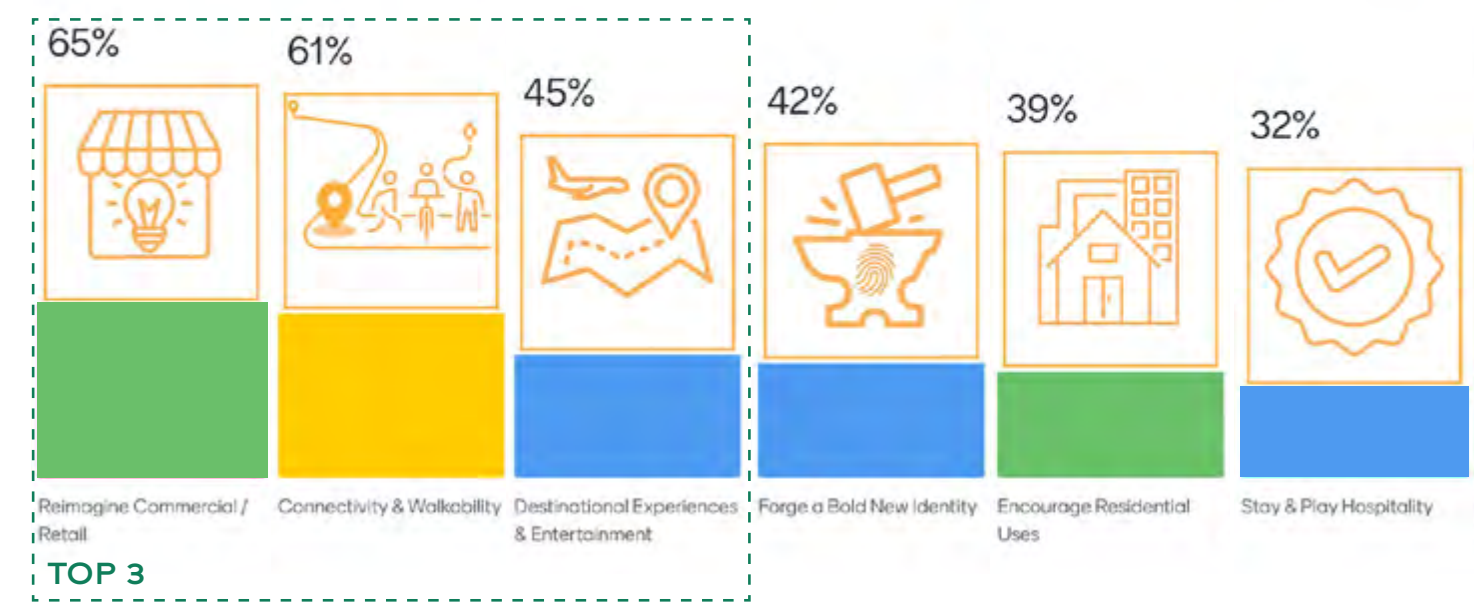
TOP 3 STAKEHOLDER PLANNING PRINCIPLES



- 1) DESTINATIONAL EXPERIENCES & ENTERTAINMENT
- 2) FORGE A BOLD NEW IDENTITY
- 3) STAY & PLAY HOSPITALITY

FIGURE 1.4.2.b: Stakeholder Engagement Live Survey Results

TOP 3 COMMUNITY PLANNING PRINCIPLES



- 1) REIMAGINE COMMERCIAL / RETAIL
- 2) CONNECTIVITY AND WALKABILITY
- 3) DESTINATIONAL EXPERIENCES & ENTERTAINMENT

FIGURE 1.4.2.c: Community Open House Engagement Live Survey Results

2.0

CONCEPT DEVELOPMENT PLAN

2.1 Organizing Principles

The Emerald Reserve Masterplan envisions the study area as a vibrant district through integrated land use, improved connectivity, and a people-centered public realm. Building on existing infrastructure and community input, the plan establishes a flexible framework for phased redevelopment that balances regional activity with neighborhood character and long-term viability.

1. STAY & PLAY HOSPITALITY

- Create a welcoming destination that supports overnight stays, leisure, and enjoyment. Establish an environment where visitors and residents can gather, relax, and engage in activities.

2. DESTINATIONAL EXPERIENCES & ENTERTAINMENT

- Create an engaging destination that supports a wide range of recreational and leisure experiences. Encourage active use through flexible spaces that can accommodate entertainment uses.

3. CONNECTIVITY & WALKABILITY

- Build a development that is an interconnected, pedestrian oriented environment, prioritizing safe, intuitive movement for all users. Encourage walking, biking, and easy access to nearby destinations.

4. FORGE A BOLD NEW IDENTITY

- Establish a distinct and recognizable identity that reflects the sites context. Using architecture, landscape, and public space, create a sense of place that is memorable and emblematic of the communities vision.

5. REIMAGINE COMMERCIAL / RETAIL

- House innovative commercial and retail concepts that respond to changing consumer preferences. Encourage flexible, experimental, and engaging uses that activate the street and contribute to a dynamic environment.

6. ENCOURAGE RESIDENTIAL USES

- Integrate residential development that supports a range of living options and lifestyles. Create housing opportunities that enhance neighborhood character.



2.2 Concepts Scenarios

As part of the masterplanning process, three primary concept scenarios were studied to test how the Emerald Reserve planning area could evolve over time under varying market conditions, ownership decisions, and redevelopment timelines. These scenarios were not intended to predict a single outcome, but rather to evaluate a range of plausible futures and establish a flexible framework capable of adapting to change.

The three scenarios explored include:

2.2.1 SCENARIO 1 – THE MALL REMAINS: Retention of Mall Footprint and Incremental Perimeter Infill

This scenario assumes that the existing enclosed mall remains operational for the foreseeable future, with redevelopment occurring primarily through targeted infill, redevelopment of underutilized outparcels, parking lot reconfiguration, and selective reinvestment at key

edges. Under this approach, new development would complement and enhance the existing mall structure while improving pedestrian connectivity, public space quality, and access from surrounding streets.

A key component of this vision includes three strategic alterations to the existing ring road to facilitate two-sided development and activate the ring road itself, along with West Grange Avenue and West Edgerton Avenue. These modifications are designed to occur entirely within existing parking field areas, allowing for reorganization of circulation and frontage conditions without displacing the core mall structure. The proposed adjustments create opportunities for new building frontage along both sides of the reconfigured road segments, transforming portions of the ring road from a vehicular bypass into an addressable, activated corridor.

Importantly, these alterations are structured to retain clear and functional parking areas while maintaining service

access and operational continuity for existing mall visitors and tenants. Parking supply is reorganized rather than eliminated, and loading, fire access, and customer circulation are preserved. Through these targeted changes, the mall can remain viable while gradually introducing a more urban development pattern at its edges.

2.2.2 SCENARIO 2 – ANCHOR TENANTS REMAIN: Retention with Interior Mall Reconfiguration

This scenario assumes that one or more anchor tenants remain in place while the central mall structure is partially removed or opened to introduce new streets, blocks, and public spaces within the existing footprint. The removal of the central mall will likely necessitate a catalytic sitewide project to draw visitors into the newly opened center portion of the district, provide visibility to these areas, and address new entry configurations for the remaining portions of



01: THE MALL REMAINS



02: ANCHOR TENANTS REMAIN



03: MAJORITY OF THE MALL IS REDEVELOPED OVER TIME

FIGURE 2.2.a: Concept Scenarios

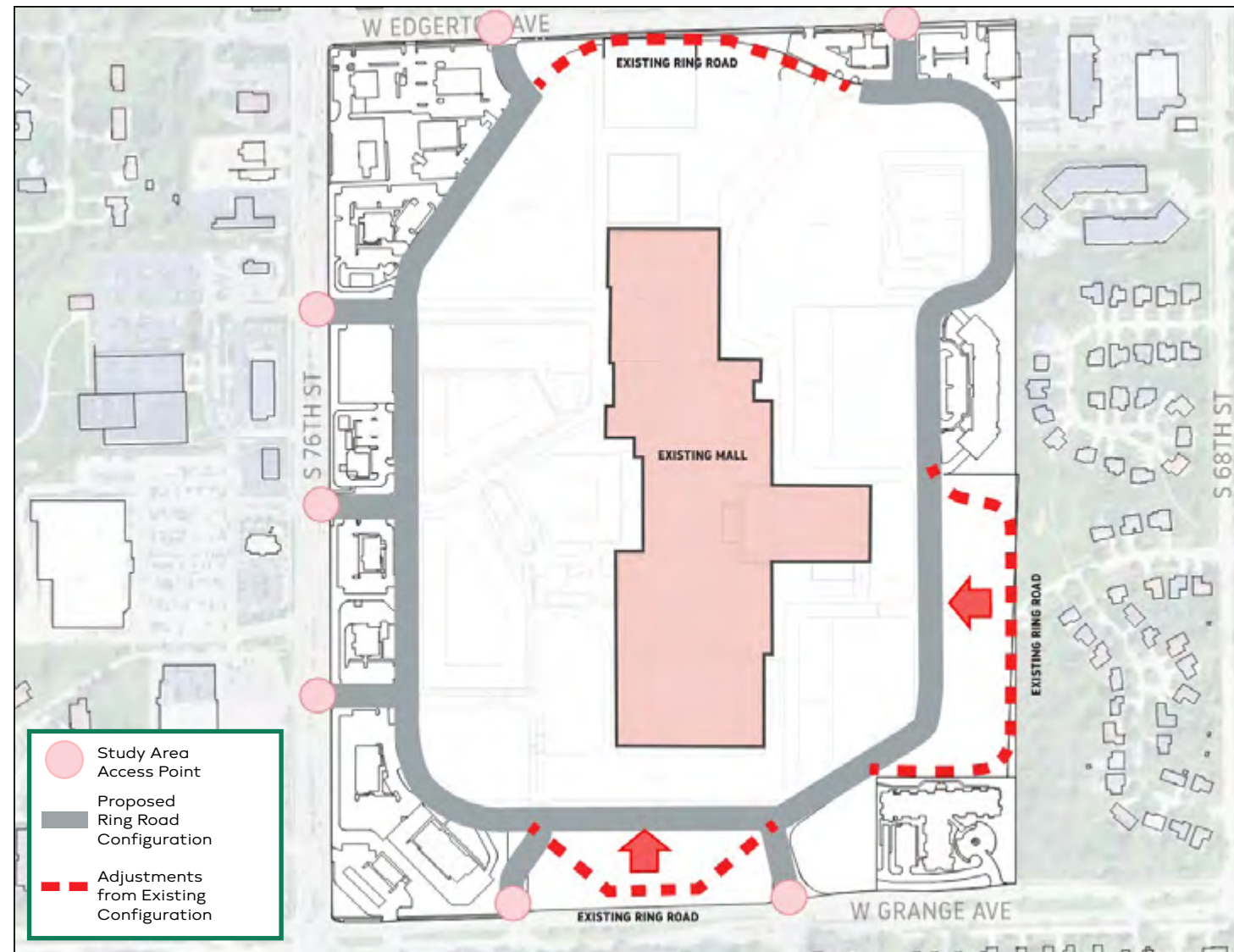


FIGURE 2.2.b: Scenario 1 Strategy - Proposed Ring Road Adjustments to Facilitate 2-Sided Development

the mall. Any proposal under this scenario should include a clear strategy for maintaining the remaining anchors and retained mall components as independent destinations with strong street presence and distinct entry experiences.

This approach reflects a common national reinvestment strategy in which enclosed malls are restructured to introduce external streets, improved visibility, and direct storefront access. One illustrative concept explored through this scenario includes the introduction of a "Loop" road surrounding the Boston Store Redevelopment, bringing visitors and residents to a central destination plaza

and establishing a more legible circulation framework. While this represents only one potential catalytic intervention, it reflects the type of transformative yet phased project that developers should consider when evaluating partial mall removal and repositioning strategies.

2.2.3 SCENARIO 3 – LONG-TERM COMPREHENSIVE REDEVELOPMENT

This scenario assumes that over time, a substantial portion of the mall structure is removed and replaced with a more traditional street and block

network supporting mixed-use development. Under this framework, the site transitions toward a walkable district with integrated residential, retail, employment, and public space components organized around a new internal circulation system. This scenario represents a longer-term transformation and would likely occur in multiple phases aligned with market demand and ownership decisions.

Collectively, these scenarios establish a flexible planning framework rather than a fixed outcome. They are intended to support incremental development and phased implementation, recognizing that change may occur over

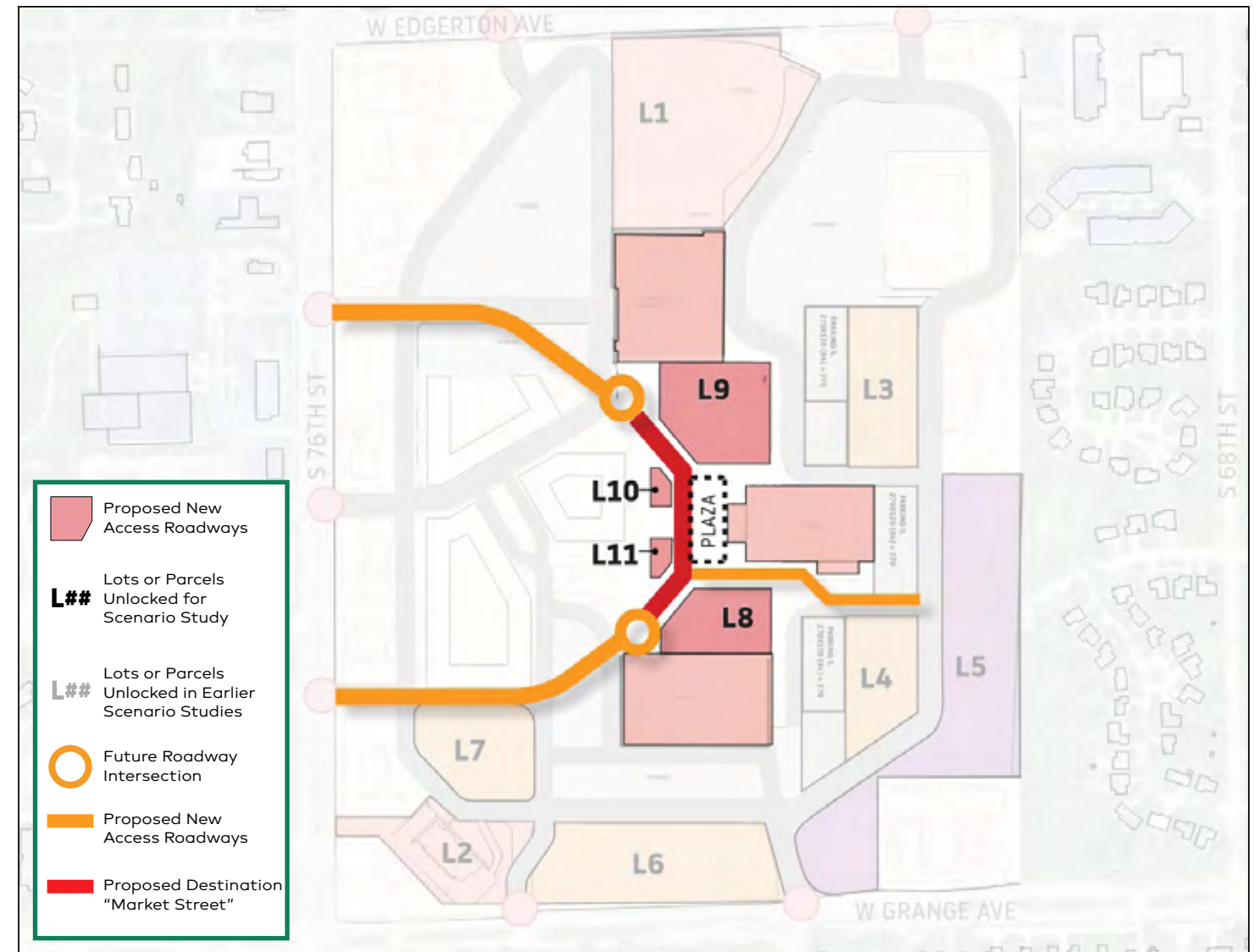


FIGURE 2.2.c: Scenario 2 Introduction of Mall "Loop" and Destination Plaza

decades and in response to evolving economic conditions. The scenarios accommodate a variety of possibilities related to mall retention, partial removal, or full redevelopment, while respecting the continued operation of the existing mall and the realities of current lease structures.

They also largely acknowledge existing parcel boundaries and ownership patterns, understanding that redevelopment may occur through individual projects rather than wholesale consolidation. By testing infrastructure capacity, circulation networks, public realm structure, and land use

relationships under different assumptions, the planning process identified common organizing principles that remain valid regardless of the ultimate redevelopment path. These three scenarios are illustrative of several major trajectories considered during the planning effort and are not the only potential futures for the site.

2.2.4 SCENARIO INCORPORATION INTO MASTERPLAN

No single concept scenario was selected as the definitive outcome for the Emerald Reserve Masterplan. Instead, each scenario was studied and

informs a flexible framework intended to support phased redevelopment over time. While multiple concept plans were developed, the illustrative graphics shown in the following pages most closely reflect Scenario 3 as the most comprehensive expression of the long-term vision. However, any of the scenarios presented—or a hybrid or alternative approach—may ultimately be implemented based on market conditions, ownership considerations, and future development opportunities.

2.3 Proposed Land Use Strategies

2.3.1 CONCEPTUAL MASTERPLAN SITE LAYOUT

- LEGEND**
- (A) Boston Store Redevelopment
 - (B) Village Green (Boston Store Redevelopment)
 - (C) Activated Destinalional Plaza
 - (D) Food & Beverage Courtyard
 - (E) Destinalional Market Street
 - (F) Anchor Tenant - Destinalional Development
 - (G) Anchor Tenant - Destinalional Development
 - (H) Hospitality, Recreation and Conference
 - (I) In-Line Retail & Destinalional Development
 - (J) Shared Vehicular/Pedestrian Access Street (Woonerf)
 - (K) Potential Parking Structure Location
 - (L) Mixed-Use Multi-family Apartment Building
 - (M) Transitional Mixed-Use Residential
 - (N) Stand-Alone Commercial or Hospitality
 - (O) Central Public Parking Location
 - (P) Improved Intersection for Pedestrian & Bike Usage

- Village/City Limits
- ▭ Emerald Reserve Masterplan Project Boundary/Limits within Greendale
- ▭ Emerald Reserve Masterplan Project Boundary/Limits within Greenfield

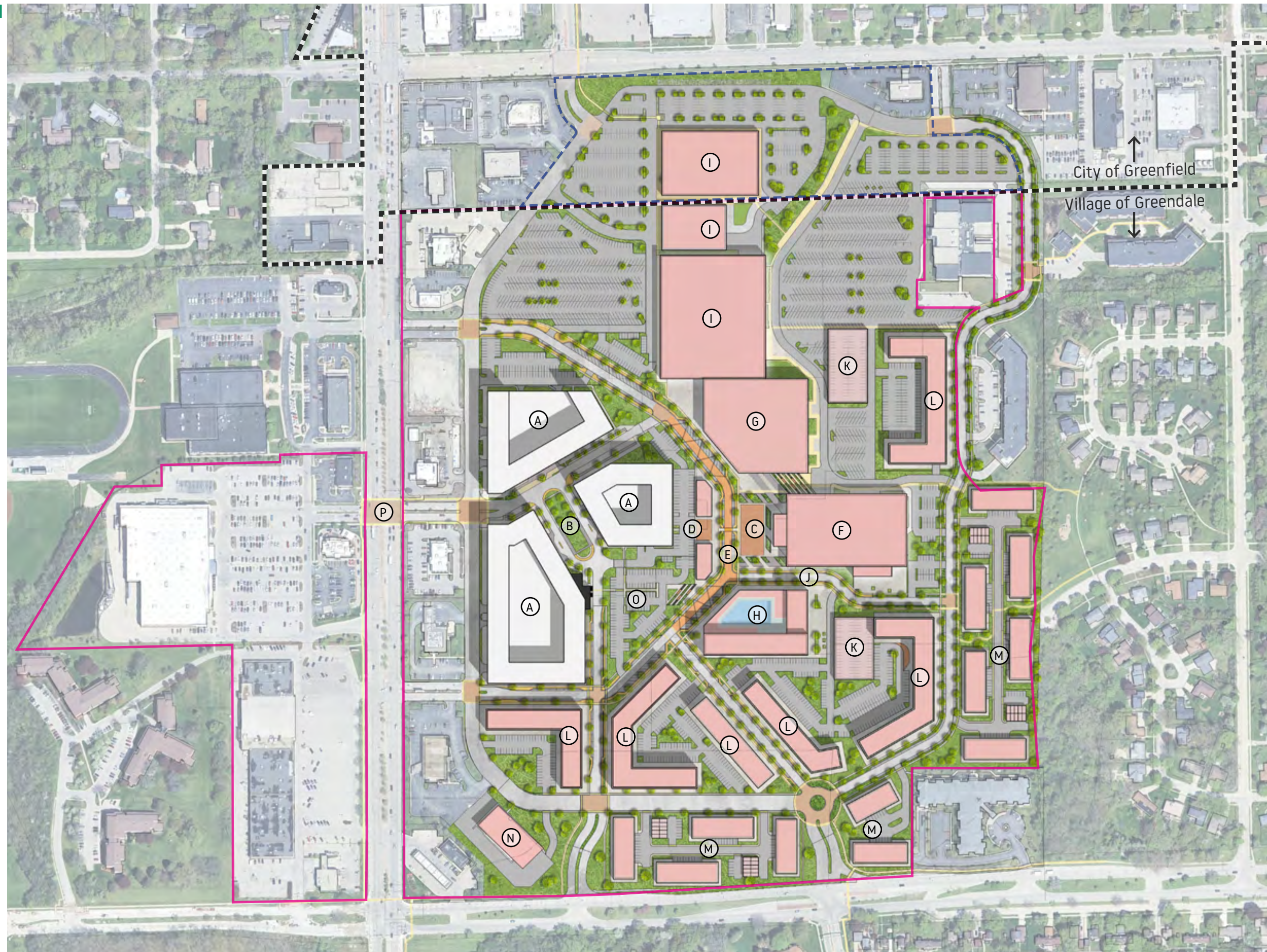


FIGURE 2.3.1.a: General Development Plan

2.3 Proposed Land Use Strategies

2.3.2 FUTURE LAND USE SITE MAP

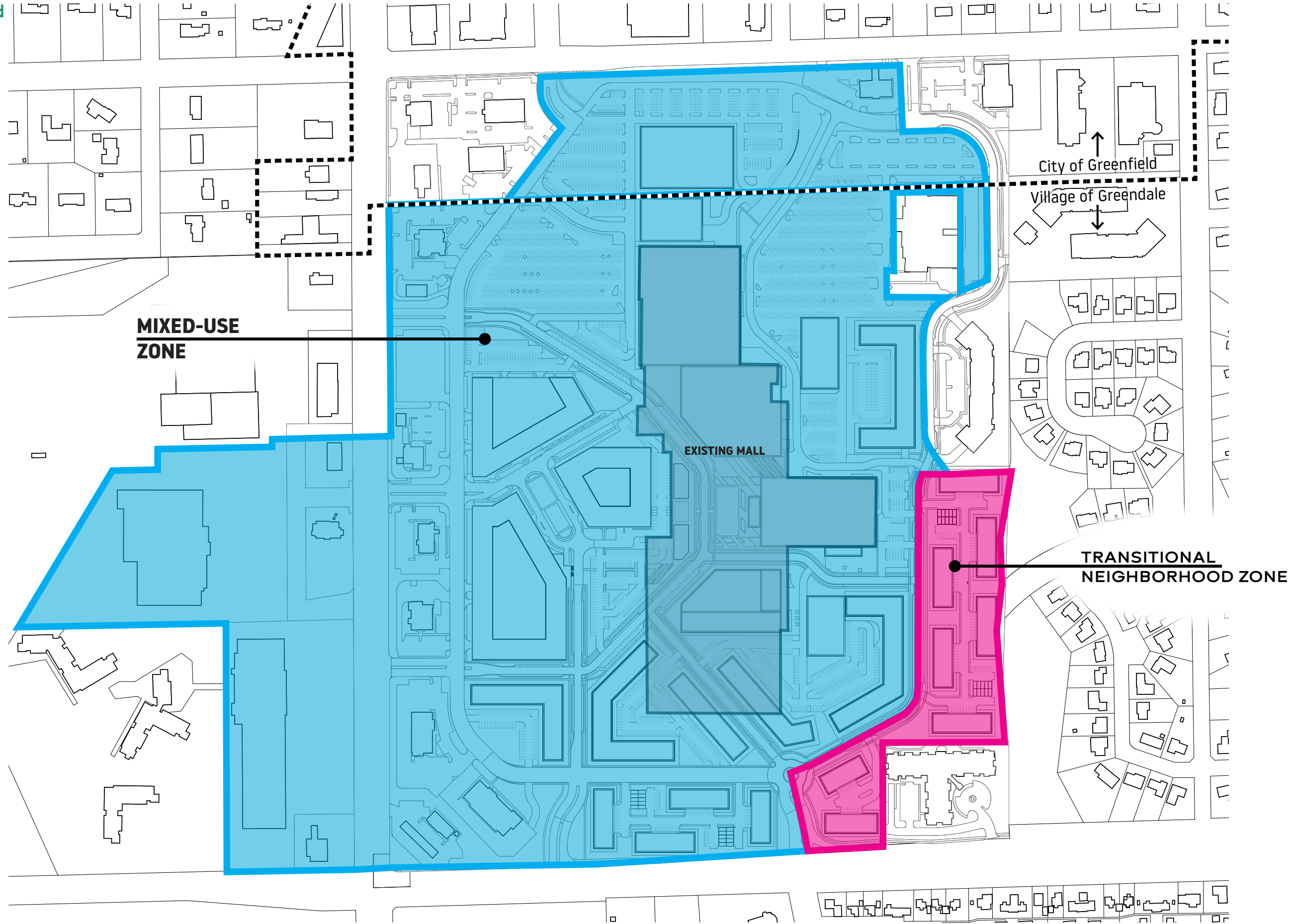


FIGURE 2.3.2.a: Land Use Diagram

2.3.3 FUTURE LAND USE RECOMMENDATIONS TABLE AND SUMMARY

The Future Land Use Recommendations Table establishes the range of land uses that are desired within the Character Zones identified in this Masterplan. The purpose of this subsection is to clearly articulate how uses are intended to function within each Character Zone and to provide predictability for property owners, developers, and the Village. The Entertainment / Commercial Mixed- Use Zone is intended to accommodate a broad range of commercial retail, dining, entertainment, service, office, civic, and higher-density residential uses that contribute to an active, walkable district environment. The Transitional Neighborhood Zone is structured to provide a compatible edge condition, supporting lower intensity residential uses and select neighborhood-serving commercial activities that appropriately transition to adjacent residential areas.

This use framework is directly connected to the companion Design Guidelines document, which establishes the physical development standards—such as frontage conditions, massing expectations, streetscape relationships, and public realm design—that correspond to each Character Zone. While this Masterplan establishes the policy-level direction for desired uses, the Design Guidelines provide the form-based expectations that shape how those uses are integrated into the built environment. Together, the documents ensure that both land use and physical design are coordinated to support the long-term district vision.

Key		Character Zones (see plan)	
D	Desireable - These uses should be encouraged to support the character and goals for the area.	Entertainment / Commercial Mixed-Use Zone	Transitional Neighborhood Zone
A	Allowable - These uses are appropriate for the area, but may require additional consideration to fit the vision for the area.		
U	Undesireable - Generally, these uses should not be encouraged, but may still be acceptable under special circumstances.		
Large format retail			
	Large format retail stores in excess of 50,000 GSF	A	U
Government Facilities and Services			
	Government offices, services, and facilities	D	U
Residential			
	Clubs, fraternities, and sororities	A	U
	Hotels	D	U
	Housing for the elderly	D	U
	Licensed community and other living arrangements	A	U
	Licensed family day care homes	A	U
	Licensed foster family homes	A	U
	Multi-family dwellings with four (4) or more units	D	A
	Mixed-use Residential	D	A
	One, two, and three family units	D	D
	Rest homes and nursing homes	A	U
Commercial retail and office uses occupying 20,000 gsf or less			
	Animal hospitals	A	U
	Antique and collectors stores	D	U
	Appliance and electronic stores	D	U
	Art and craft collector studios	D	A
	Art supply stores	D	U
	Automotive parts and accessories without installation	D	U
	Vehicle sales and service	U	U
	Retail bakeries	D	A
	Financial institutions with drive-through	A	U
	Financial institutions with no drive-through facilities	D	U
	Barber shops and beauty shops	D	U
	Books and stationery stores	D	U
	Breweries and Taprooms	D	U
	Building supply stores	A	U
	Professional or business offices	D	A
	Camera and photographic supply stores	D	U
	Car washes	U	U
	Catering services	D	U
	Clothing services	D	U
	Clothing stores	D	U
	Coin and philatelic stores	D	U
	Commercial recreation facilities	D	U
	Computer & electronic equipment sales & service	D	U
	Contractors offices and shops	A	U
	Cosmetic shops	D	U
	Currency exchanges	D	U
	Delicatessens	D	U
	Departments stores	A	U
	Dog obedience training within an enclosed structure	A	U
	Drug stores and pharmacies	D	U
	Drug stores and pharmacies with drive-through facilities	A	U
	Educational facilities and exhibitions	D	U
	Equipment rental with only inside storage facilities	U	U

FIGURE 2.3.3.a: Zoning Use Table

Each of the generalized uses listed in this table is "rated" on its degree of desirability for each place within the Masterplan. These designations are structured to align land use intensity, building form, and operational characteristics with the broader vision and district framework outlined in this Masterplan. Each general use is given a designation to reflect that rating.

The designations are as follows:

- **Desirable (D)** – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
- **Allowable (A)** – These uses are generally considered appropriate for the area but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
- **Undesirable (U)** – These

Key		Character Zones (see plan)	
D	Desireable - These uses should be encouraged to support the character and goals for the area.	Entertainment / Commercial Mixed-Use Zone	Transitional Neighborhood Zone
A	Allowable - These uses are appropriate for the area, but may require additional consideration to fit the vision for the area.		
U	Undesireable - Generally, these uses should not be encouraged, but may still be acceptable under special circumstances.		
Continued retail and office uses occupying 20,000 gsf or less			
	Florists	D	U
	Food store	D	U
	Funeral homes	U	U
	Garden centers	A	U
	Gift stores	D	A
	Group day care centers	A	U
	Hardware stores	D	U
	Health clubs and physical fitness centers	D	U
	Hobby and craft shops	D	U
	Home furnishings	D	U
	Interior drive-throughs on parcels	A	U
	Janitorial supplies and services	D	U
	Jewelry stores	D	U
	Laundries and dry cleaners	D	U
	Licensed massage therapy, body work, certified by State	D	U
	Licensed tattoo and/or body piercing establishments	A	U
	Liquor stores	A	U
	Mail order service stores	D	U
	Medical, dental, & health services, certified by State	D	U
	Messenger services	D	U
	Mini warehouse / storage facilities	U	U
	Music stores	D	U
	Newspaper and magazine stores	D	U
	Not for profits	D	A
	Office supplies and business machine stores	D	U
	Optical stores	D	U
	Outdoor display of retail merchandise	A	A
	Paint, glass, and wallpaper stores	D	U
	Pet stores and pet grooming	D	U
	Printing services	D	U
	Broadcast or recording studios, excluding towers	A	U
	Transmitting and receiving stations	A	U
	Restaurants with no drive-in or drive-through facilities	D	U
	Restaurants with drive-in or drive-through facilities	A	U
	Self-service laundry and dry-cleaning establishments	D	U
	Shoe stores and leather goods stores	D	U
	Confectionaries and ice cream stores	D	A
	Solar energy collectors as accessory structure	A	U
	Sporting good stores	D	U
	Tailor or dressmaking shops	D	U
	Taverns and cocktail lounges	D	A
	Testing laboratories	D	U
	Theaters and other amusement places	D	U
	Upholstering	D	U
	Used merchandise and resale shops	D	U
	Variety stores	A	U
	Video productions, music rehearsal studios, sales, and rentals	D	U
	Wireless telecommunications sales and service	D	U
	Yoga studios	D	U

FIGURE 2.3.3.b: Zoning Use Table Continued

uses should not be encouraged but may still be acceptable for the area under special circumstances.

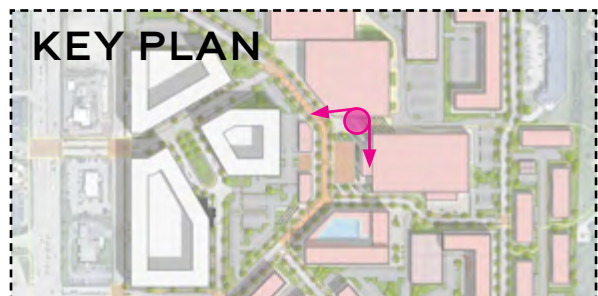
A designation of Desirable or Allowable for a particular place does not imply that the use or activity will automatically be approved or judged suitable for every parcel within that place. Similarly, an Undesirable rating does not automatically exclude the use or activity from every parcel within that general place. Rather the designation of a

use as Desirable, Allowable, or Undesirable within a particular place is intended as a guide to inform the discussion about the general suitability of a proposed use and its appropriateness in supporting the overall future vision for the area and its compatibility with existing and planned uses in and around the masterplanning area.

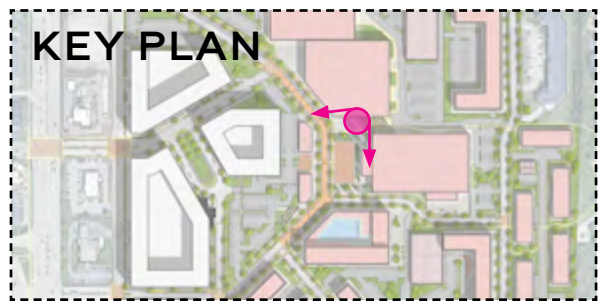
The intent of this table is not to replace the Village's zoning ordinance, but to

inform and guide future zoning amendments and regulatory updates. Developers and property owners are encouraged to review how proposed uses compare to existing zoning classifications and to identify where amendments or approvals may be required. The table should be read in conjunction with the Village's adopted zoning regulations and with the separate Village development process document, which outlines procedural steps, submittal requirements, review bodies, and applicable standards.

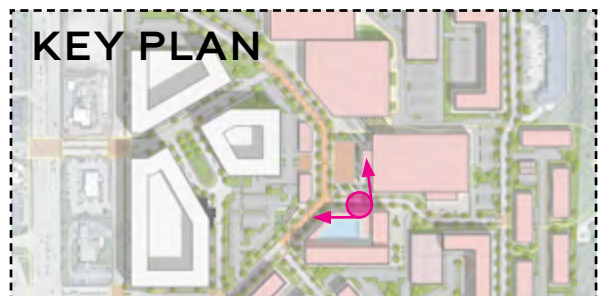
By clearly identifying desirable, allowable, or undesirable uses within each Character Zone, this subsection provides a transparent framework for evaluating development proposals while reinforcing the district structure established through this planning effort.



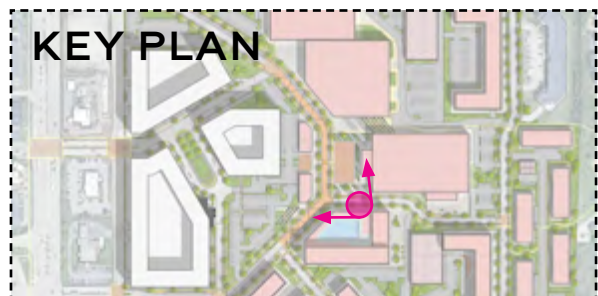
2.4 Conceptual Rendering
 Destinal Plaza and Market Street - Market Day



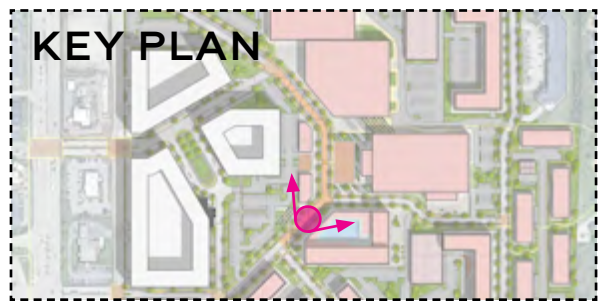
2.4 Conceptual Rendering
 Destinal Plaza and Market Street - Winter Activity



2.4 Conceptual Rendering
Destinational Plaza and Market Street - Normal Day

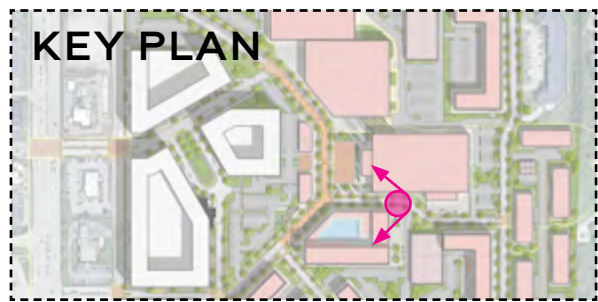


2.4 Conceptual Rendering
Destinational Plaza and Market Street - Community Event

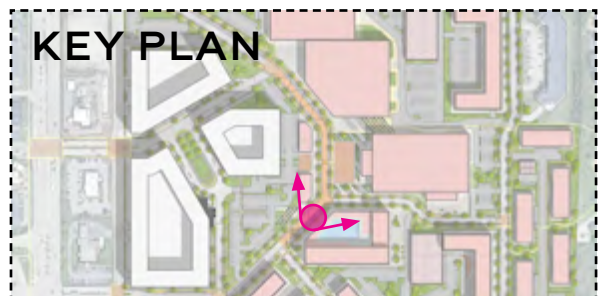


2.4 Conceptual Rendering

Destinational Plaza and Market Street



2.4 Conceptual Rendering
Shared Roadway and Activated Streetscape - Access Road



2.4 Conceptual Rendering
 Shared Roadway and Activated Streetscape - Primary "Loop" Road

3.0

PUBLIC INFRASTRUCTURE VISION

Public infrastructure establishes the physical framework for redevelopment within the Emerald Reserve planning area. Streets, utilities, landscaping, lighting, and public spaces define how development is organized and how people move through the district.

This section identifies the infrastructure components that are expected to support future growth and reinvestment and create a connected, walkable, and legible district structure.

These standards are intended to ensure that infrastructure investments align with the long-term vision established herein.

3.1 Active Streets & Walkability

Active streets and a walkable environment are central to the long-term vision for the Emerald Reserve planning area. The built environment should be organized to:

- Place buildings to define and frame pedestrian-oriented streets and public spaces.
- Locate complementary land uses within walkable proximity to support daily activity.
- Prioritize pedestrian movement along streets serving residents, customers, and visitors.
- Incorporate traffic-calming strategies to enhance safety and comfort.
- Provide safe and continuous bicycle connections throughout the district.



3.1.1 STREET DESIGN

Vehicular circulation within the Emerald Reserve planning area must be safe, efficient to operate and maintain, and supportive of the long-term economic and community goals established in this vision document. An internal network of streets, drives, and shared bicycle routes should be organized through a clear hierarchy of primary and secondary corridors. This system is intended to improve internal circulation, create new addressable frontages, and strengthen connections to South 76th Street, West Grange Avenue, West Edgerton Avenue,

and adjacent neighborhoods. All applicable provisions of the Village's Municipal Code related to traffic and roadway design shall remain in effect unless otherwise modified through formal approvals by the Village as part of detailed site and building plan review, with input from Village engineering and public works staff.

Proposed street sections should incorporate typical urban elements including benches and street furniture, landscaped or paved terraces, adequate lighting, and required right-of-way infrastructure. These elements are intended to support safe and balanced

travel by pedestrians, bicyclists, and motor vehicles. Where internal streets intersect enhanced corridors or reconfigured ring road segments, curb extensions, raised crossings, and consolidated access points should be considered to shorten crossing distances and reinforce pedestrian priority. Shared drives, alleys, and parking courts should be used where feasible to reduce curb cuts and maintain continuous pedestrian-oriented streetscapes.

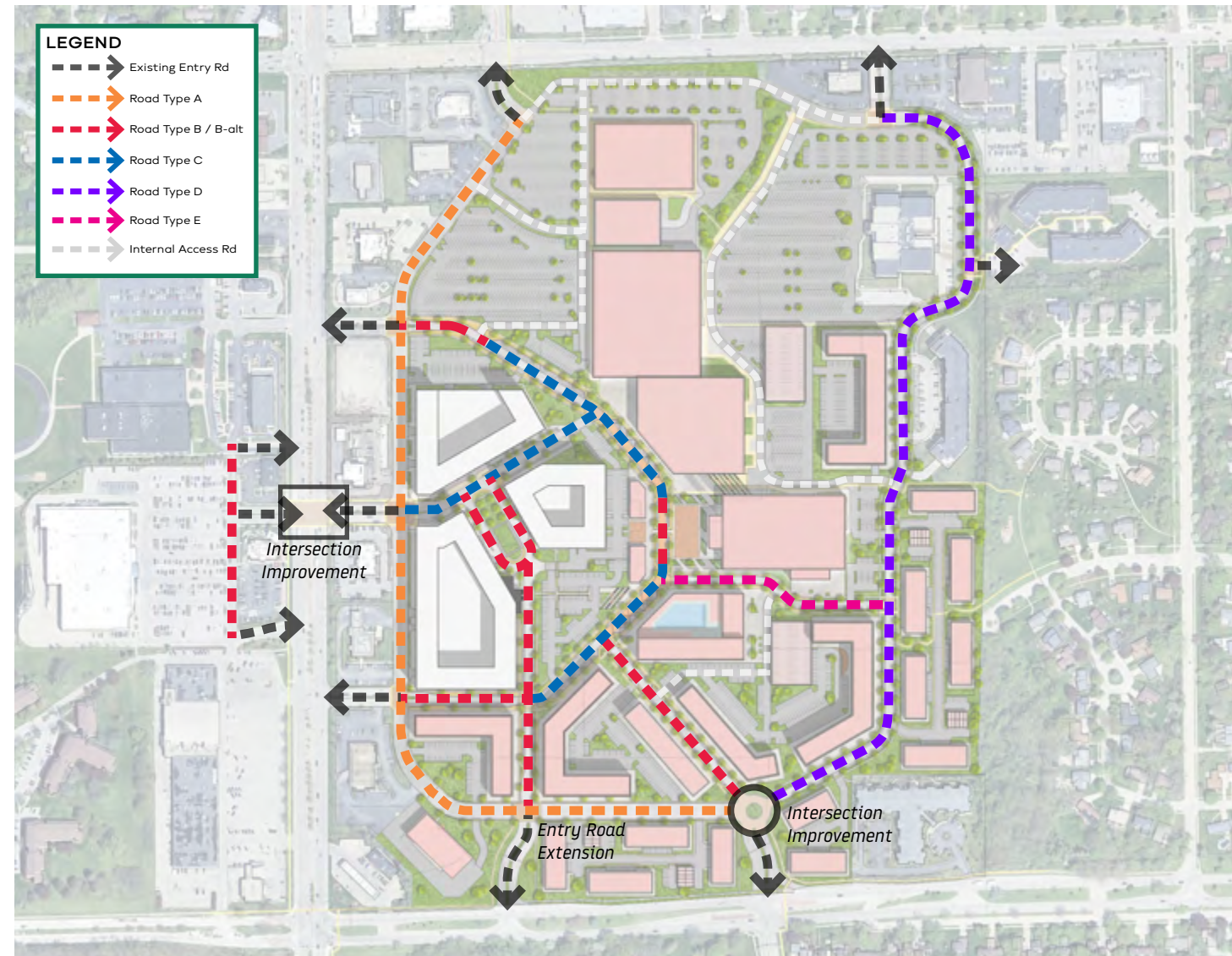
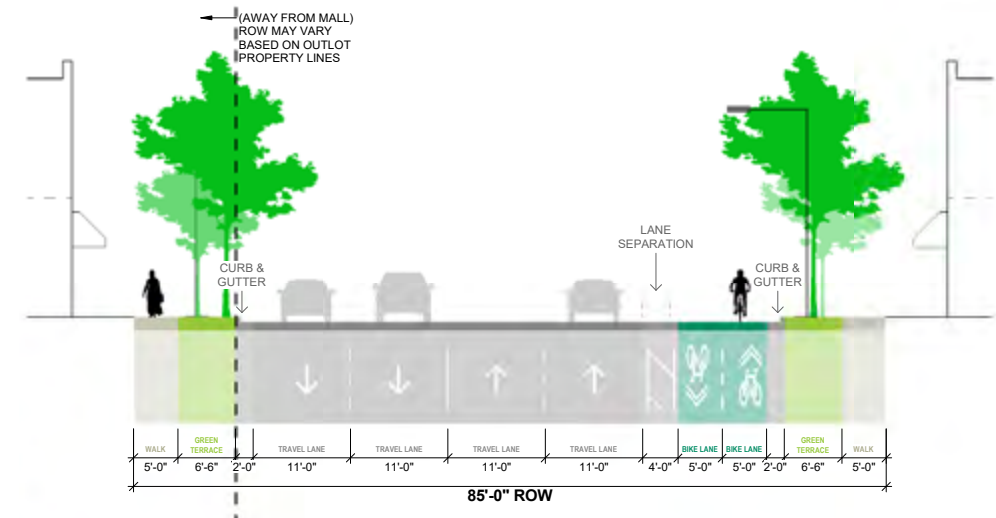


FIGURE 3.1.1.a: Active Street Types

Type A - Two-way, 4-Lane (Ring Road)

PRIMARY COMMERCIAL ROADWAY

This road section builds upon the existing ring road configuration while introducing targeted pedestrian and bicycle improvements. Enhancements should focus on sidewalks, terrace zones, and streetscape elements where feasible, along with the incorporation of a separated two-way bike lane along the side of the roadway adjacent to the mall. Expanded pedestrian areas, street trees, and defined crossings that improve walkability are highly encouraged. Over time, lane reductions should be considered if supported by a traffic study. Enhancements may vary by segment, but the overall intent is to create a safer and more comfortable environment for pedestrians and cyclists along a primary commercial corridor.



Type B - Commercial Two-Lane with Parallel Parking

SECONDARY COMMERCIAL ROADWAY

This roadway shall function as a two-lane street with parallel parking on both sides, serving mixed-use development areas. These streets are generally new connections that extend from the perimeter of the site into central redevelopment zones, creating addressable frontages and improving internal circulation. Street sections shall prioritize walkability through sidewalks on both sides and defined terrace zones composed primarily of hardscape with intentional landscape areas and street trees. On-street parking is required to support adjacent retail and commercial uses while providing a buffer between pedestrians and travel lanes.

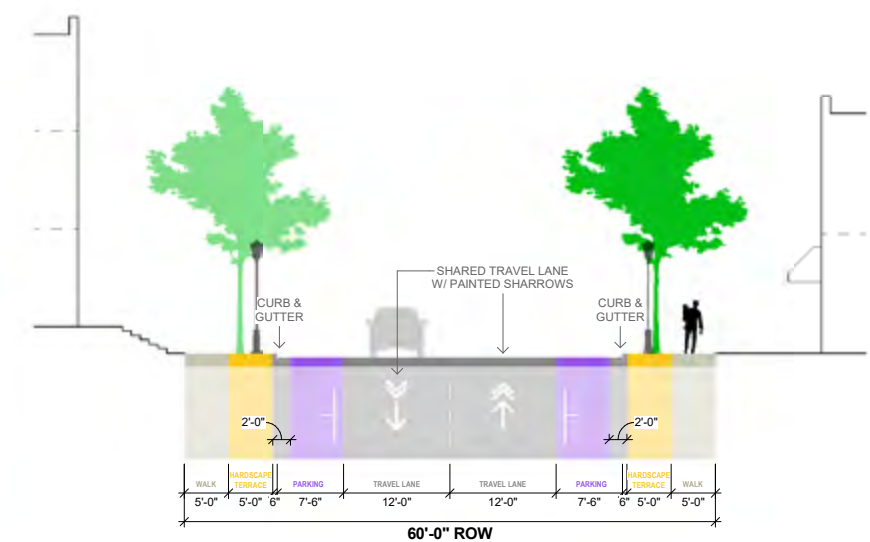
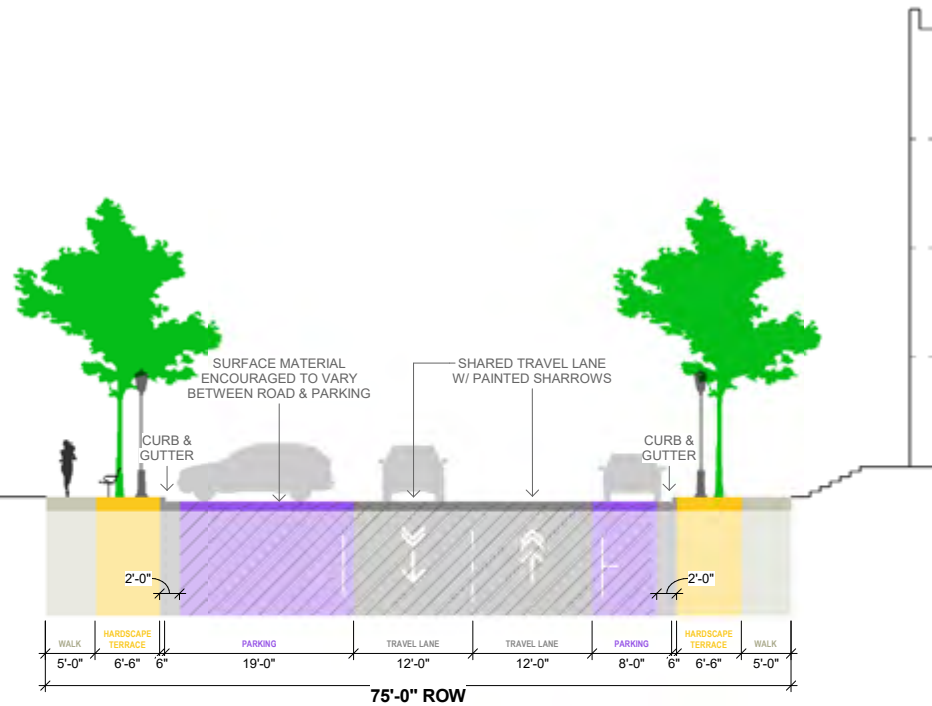


FIGURE 3.1.1.b: Street Sections

Type C - Destinalional Two-Lane with Parallel and Diagonal Parking

ACTIVE COMMERCIAL AND PUBLIC GATHERING SPACE ROADWAY

This roadway shall serve community gathering spaces and activity zones. Diagonal spaces should be positioned to buffer pedestrian areas and accommodate temporary uses such as market stalls or food trucks. Parking zones should incorporate material distinctions to clearly define pedestrian and vehicle areas. Lane widths shall be kept compact to slow traffic and reinforce a pedestrian-priority environment. Sidewalks shall be provided on both sides with terrace zones composed of hardscape, incorporating intentional landscape areas and street trees to support shade, seating, and pedestrian comfort.



Type D - Residential Two-Lane with Parallel Parking

TRANSITIONAL MIXED-USE AND RESIDENTIAL ROADWAY

This roadway shall function as a transitional corridor between mixed-use areas and adjacent existing or proposed residential neighborhoods. The section includes two travel lanes with parallel parking on both sides to support residential uses and calm traffic. Sidewalks shall be provided on both sides with green terrace zones incorporating lawn panels, planting areas, street trees, and bench seating. Street furniture, pedestrian-scale lighting, and landscape elements shall reinforce a neighborhood-scale character consistent with surrounding residential contexts. Bike lanes are recommended for this road type.

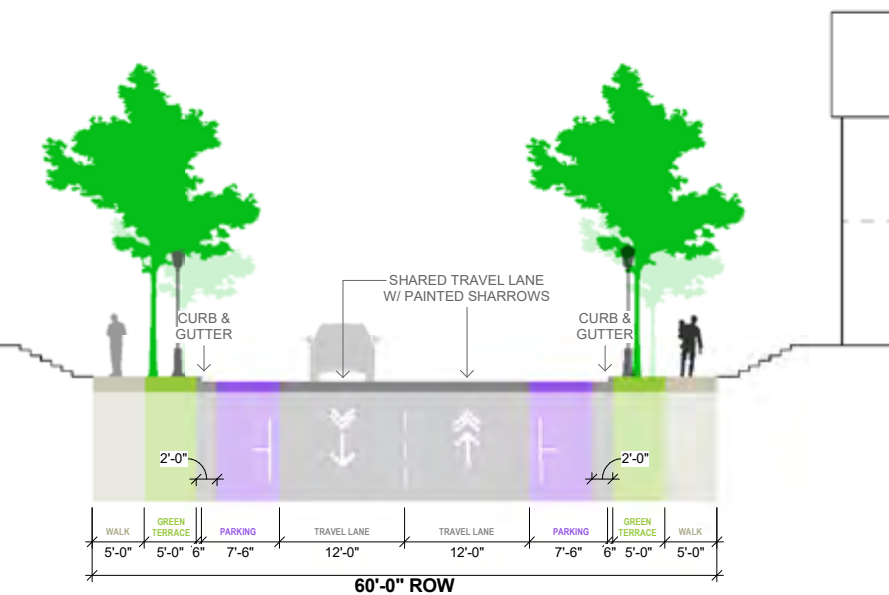
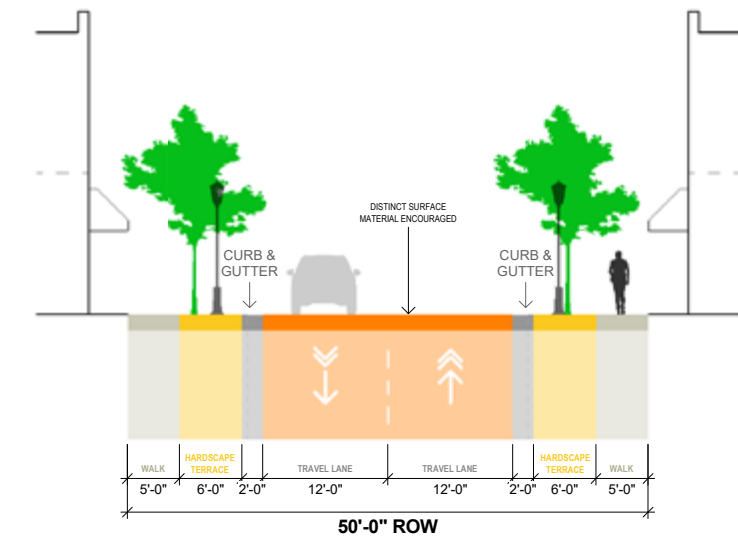


FIGURE 3.1.1.c: Street Sections

Type E - Two-Lane Shared Service Road (Woonerf)

PEDESTRIAN-FIRST SERVICE ACCESS ROAD

This roadway shall function as a shared vehicular-pedestrian access corridor (woonerf), providing limited access for service vehicles and emergency response where required. Its width shall be minimized to accommodate necessary turning movements and building separation, including fire access and scheduled loading operations. During normal day-to-day conditions, the space is intended to operate primarily as a pedestrian and bicycle thoroughway. The design shall be curbsless, with a continuous surface treatment, integrated street trees, lighting, and furnishings, while maintaining a clearly defined path for required service vehicle circulation.



Type B/D-Alt - Alternative Two-Lane with Parallel Parking and Bike Lanes

SECONDARY COMMERCIAL ROADWAY

All intent and recommendations described for Road Types B & D shall apply to this alternate roadway. In addition, dedicated bicycle lanes shall be incorporated to strengthen internal connectivity, provide direct links to existing bicycle infrastructure, and anticipated desirable connections such as to Downtown Greendale. Bicycle lanes shall be clearly defined and integrated into the overall street section to support safe, legible, and continuous bicycle circulation. Detailed standards and design guidance for bicycle infrastructure are provided in the following pages.

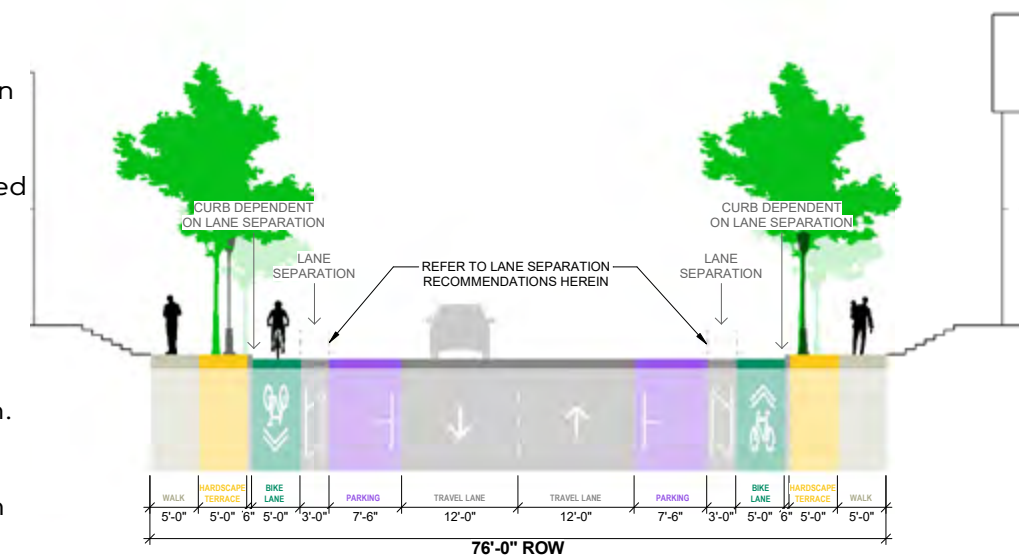


FIGURE 3.1.1.d: Street Sections

3.1.2 PEDESTRIAN & BICYCLE NETWORK LINKS

The Emerald Reserve masterplan establishes a connected pedestrian and bicycle network as a central component of the district framework. Internal circulation is intended to strengthen walking and biking connections throughout the planning area and reduce reliance on short vehicle trips. Clear, continuous, and well-defined routes along with shared corridors are required to support new development and connect destinations across the site.

Infrastructure planning prioritizes the pedestrian-scale experience. Routes are to be direct, legible, safe, and interconnected. Public streets include sidewalks on both sides with landscaped or defined terrace zones separating pedestrians from vehicular travel lanes.

As envisioned a coordinated system of multi-use paths

and shared routes links redevelopment areas, adjacent public streets, and surrounding neighborhoods. Where feasible, these routes shall connect to existing public trail systems.

The primary pedestrian network shall include:

- Prioritization of the pedestrian experience through pedestrian-oriented street design elements
- Connection of key destinations such as plazas, parks, commercial areas, and residential development
- Intersection design that supports safe pedestrian crossings
- Organization of parking areas to minimize impacts on pedestrian routes and views
- Clear identification of pedestrian access points and internal walkways within all development proposals. All proposed plans should include pedestrian access points and walkways

3.1.3 PEDESTRIAN & PARKING FRONTAGES

Parking areas and their frontages must support a safe and comfortable pedestrian environment. Where parking lots abut public streets or primary internal corridors, street edges shall be defined through landscaping, decorative fencing, low walls, lighting, and/or building frontage to reinforce a clear edge and provide visual screening. Parking areas must include clearly defined pedestrian pathways that connect directly to sidewalks and building entrances.

As parking demand evolves over time, surface lots should be configured to allow future adaptation into development sites or pedestrian-oriented streets. Layouts are to consider long-term flexibility and potential infill.

Trees and landscaping shall be located along walkway edges, particularly adjacent to large open parking areas. Pedestrian routes must be buffered from drive aisles and parking stalls. Decorative paving and pedestrian-scale lighting are encouraged along primary walking routes.

Where sites have varying peak demand periods, shared parking strategies are to be used to reduce the overall amount of parking required and limit unnecessary expansion of surface lots.



FIGURE 3.1.3.a: Parking Landscape Screen Example

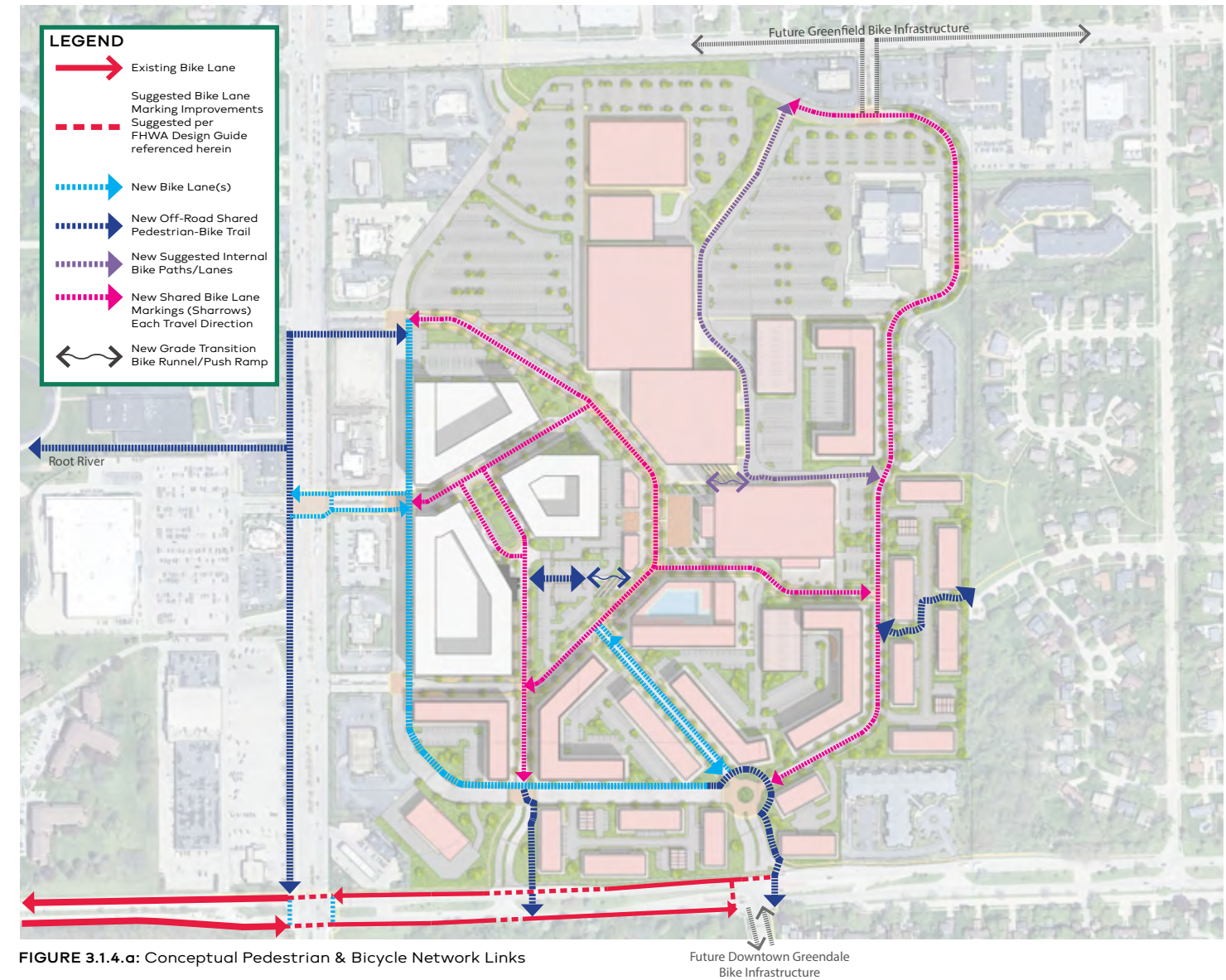


FIGURE 3.1.4.a: Conceptual Pedestrian & Bicycle Network Links

3.1.4 BICYCLE & ACTIVE TRANSIT LANES

The masterplan supports the use of bicycles and other forms of active transportation through infrastructure designed for safety and comfort. Primary internal corridors shall accommodate both vehicle and bicycle travel, while neighborhood streets may utilize more compact sections consistent with lower traffic volumes. Applicable street sections are illustrated in this chapter. Recommendations for bicycle lane separation are informed by the Federal Highway Administration (FHWA) Separated Bike Lane

Planning and Design Guide, or its most current edition, which shall serve as a reference for future detailed design.

Signage, pavement markings, and streetscape elements shall clearly designate bicycle travel lanes and discourage use of pedestrian sidewalks for bicycle circulation. Bicycle infrastructure shall be integrated into the overall street network as a core mobility component.

Bicycle and active transit parking shall be incorporated throughout the site in a coordinated manner. Areas of high commercial activity,

public parks, plazas, and other destinations shall provide bicycle racks or defined parking zones. Residential development shall provide bicycle parking near primary building entrances. Bicycle parking placement shall not obstruct pedestrian circulation or accessible clear widths. Development proposals shall include a bicycle circulation and parking strategy consistent with the district network.

3.1.5 PARKING ACCOMMODATIONS

Parking availability is an important component of commercial and mixed-use redevelopment within the

Table 3.1.5 - PEDESTRIAN LEVEL OF SERVICE	
Walkability	Prioritize the pedestrian, create many pedestrian connections, ease of crossing all roadways Two-way pedestrian movement Parallel lanes for activity (curb, circulation, building use) Various Landscape microclimate modifiers
Street Definition	Curb Extensions w/ strong corners (smaller corner radii preferred) Continuity of building frontage (no gaps exceeding 75') Layered building edges - relief in building facades between ground floor and upper levels
Visual Diversity with Architectural Harmony	Changes in texture, color, light and shade Moderated continuity - height, proportion, architectural style
Visual Depth - Interior/Exterior Linkage	Frequent pedestrian access points and entrances First level, upper levels, inside/outside
Maintenance	Comprehensive, daily, seasonal, private/public coordination and partnership
Quality	Detail, materiality, authenticity, genuine, original, timeless

Emerald Reserve planning area. Site access must allow visitors, residents, and employees to reach destinations conveniently while supporting the broader walkable district framework established in this vision.

The intent is to provide adequate and efficient parking for daily activity while allowing flexibility during peak retail periods or community events. Parking design must minimize visual and spatial impacts on streets and public spaces. Parking shall support

redevelopment without undermining active frontages, pedestrian connectivity, or future infill opportunities.

The figure herein illustrates potential shared parking locations within one possible framework. Final quantities, types, and distribution of parking—including on-street and off-street supply—shall be identified through a coordinated parking strategy. Each development proposal must demonstrate that parking demand is addressed without

detracting from the intended urban character of the district. Parking strategies shall consider phased redevelopment and evolving travel patterns.

Shared parking arrangements are encouraged to maximize efficiency and improve the development potential of each parcel. A centralized strategy should be coordinated with the municipality. A Surface parking may be appropriate in early phases, provided layouts allow for future reconfiguration or redevelopment.

3.1.6 PARKING LOT DESIGN

Parking lots must be designed with durable, high-quality materials and incorporate landscaping elements that break up large paved areas. Landscaping, tree planting, and pedestrian pathways are required to reduce the visual scale of surface lots and provide safe connections to adjacent buildings and sidewalks. All parking areas must include clearly defined pedestrian routes linking parking spaces to building entrances and the broader sidewalk network.

Shared parking strategies are strongly encouraged to maximize efficiency.

3.1.7 PARKING LOT VISIBILITY

To maintain a walkable district character, parking lots shall be screened from primary streets and pedestrian corridors where feasible. Street edges should be defined by buildings, landscaping, or other design elements that prioritize active frontage. Parking should remain secondary to the built environment and public realm. Parking layouts shall be designed to allow for future reconfiguration, redevelopment,

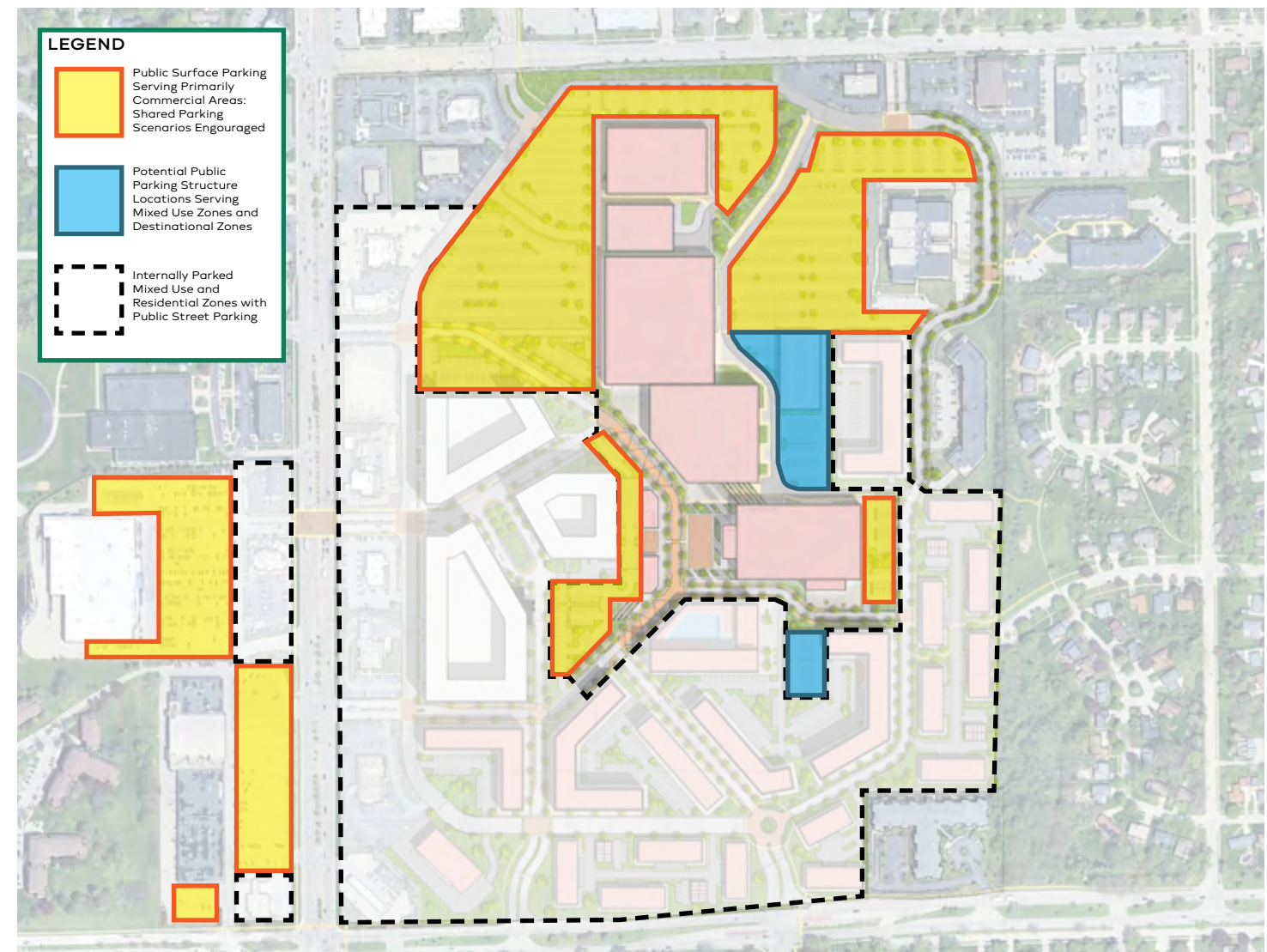


FIGURE 3.1.5.a: Conceptual Off-street Parking Areas

or conversion as demand patterns change. Surface lots should avoid permanent infrastructure placements that limit infill potential and shall be organized to support phased transformation consistent with the long-term district vision.

3.1.8 DRIVE-THROUGHS

Drive-through facilities are not a primary feature of the Emerald Reserve vision. Drive-throughs must be reviewed and approved through the Village's established development review process. Such facilities shall be located to minimize conflicts with pedestrian routes, open spaces, and residential areas.

3.1.9 CROSSWALKS

Crosswalks provide safe and visible pedestrian connections throughout the Emerald Reserve planning area. Placement of crosswalks at public street intersections, internal drives, alleys, and major curb cuts is required to support a continuous and walkable network. Crosswalks shall also be incorporated at key mid-block locations where retail activity, transit stops, open spaces, or high pedestrian volumes warrant additional crossings.

Crosswalk design must include clear and durable demarcation through striping, contrasting pavement materials, or

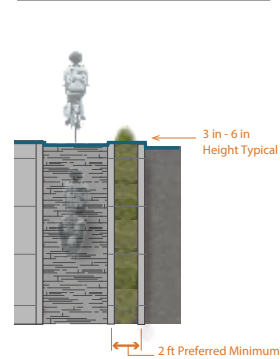
integrated surface treatments. Enhanced crossings, including raised crosswalks or tabled intersections, are encouraged along internal streets and reconfigured corridors to reinforce pedestrian priority and calm vehicular speeds. Crossings shall include LED push button activation in locations where a stop sign is not present or other pedestrian control measures as recommended by the Village to enhance safety and usage.

3.1.10 STREET FURNITURE

Street furnishings support pedestrian comfort and contribute to the character of the Emerald Reserve planning area. A coordinated approach

FORMS OF SEPARATION

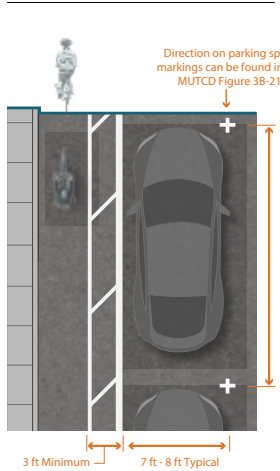
Raised Lane



Cambridge, MA. (Source: City of Cambridge)

Separated bike lanes may also be designed as raised facilities, either at sidewalk grade or at an intermediate grade. If designed at the sidewalk level, the use of different pavement types, markings, or buffers may be necessary to keep bicyclists and pedestrians separated. If placed at an intermediate level, a 3 inch mountable curb may be used to permit access of sweeping equipment.

Parked Cars



Parked cars provide separation in Seattle, WA. (Source: Seattle DOT)

While not a barrier type on its own, parked cars can provide an additional level of protection and comfort for bicyclists. A minimum buffer width of 3 feet is required to allow for the opening of doors and other maneuvers. Additional vertical elements such as periodic delineator posts should be paired with this design. Barrier types that obstruct the opening of car doors or create tripping hazards should be avoided.

FIGURE 3.1.4.b: Suggest Bike Lane Separation Options as recommended by FHWA Separated Bike Lane Planning and Design Guide (most recent edition applies)

to street furniture is required to create functional and consistent public spaces.

Placement of furnishings shall respond to anticipated pedestrian volumes, adjacent land uses, and activity levels. Benches may be located along primary corridors, near plazas, transit stops, or adjacent to restaurants and commercial uses. Covered trash receptacles are required in high-activity areas to support cleanliness. Bicycle racks shall be provided near key destinations to encourage bicycle use. Street furniture must not obstruct pedestrian travel paths or reduce accessible clear widths. Curb extensions, terrace zones, and plaza areas are appropriate locations for furnishings where space allows.

All street furnishings shall be durable, cohesive in design, and compatible with the architectural and streetscape character of the district. Consistent materials, finishes, and placement standards are required to maintain a unified public realm.

3.1.11 PUBLIC ART

Opportunities for public art are identified throughout the Emerald Reserve planning area. Public art may take a variety of forms and should be incorporated into plazas, parks, streetscapes, and other visible public spaces.

Public art should reinforce district identity, reflect community character, and complement the history of the area. Installations should enhance public spaces and contribute to recognizable destinations within the district.



FIGURE 3.1.9.a: Typical intersection design

3.1.12 SERVICE & LOADING

Service and loading areas shall be located away from primary streets, public spaces, and pedestrian corridors to the greatest extent feasible. These functions must be screened through building placement, landscaping, walls, or other architectural elements to minimize visual impact and maintain active street frontages.

Refuse areas shall be integrated into building architecture or provided as separate enclosures constructed of materials consistent with the adjacent building. Refuse and recycling areas must be kept orderly and positioned to allow clear and safe access for collection vehicles. The quantity, size, location, and screening of waste collection areas are subject to review and approval as part of required site plan review. Waste and recycling collection remain the responsibility of the property owner.

Due to the mixed-use and urban nature of redevelopment at Emerald Reserve, loading areas may not always be fully separated from parking areas at the rear or sides of buildings. In such cases, loading must be organized to ensure safe operations and to avoid interference with pedestrian access or building entries.

Shared loading facilities are encouraged where feasible to reduce the total area required and limit visual impacts.

3.1.13 MAINTENANCE & OPERATIONS

Maintenance of common areas shall be the responsibility of property owners. Where areas are shared among multiple users, maintenance obligations shall be clearly defined and coordinated through shared agreements.

Snow removal shall be the responsibility of property owners and may be included within shared maintenance agreements. Snow must be removed from parking areas, private roads, sidewalks, and other publicly accessible areas within each property to maintain safe and continuous access.

3.1.14 LANDSCAPING

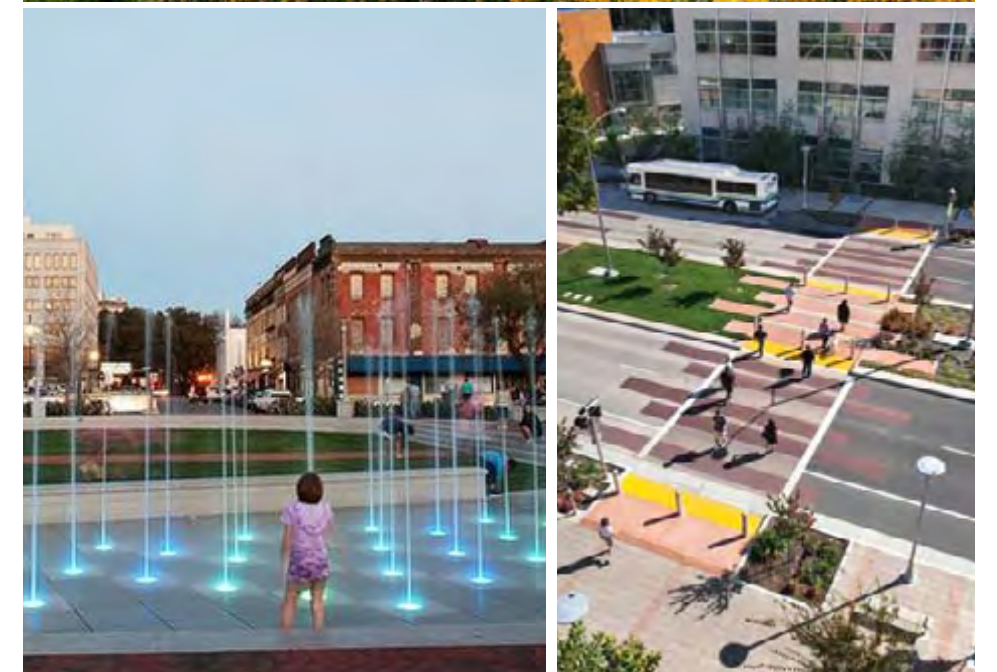
Landscape design and plant selection shall be reviewed as part of each development proposal to ensure consistency with the overall vision for the district. Low-maintenance plantings and ornamental tree species are encouraged along public walkways and building frontages to reduce long-term maintenance demands while supporting a high-quality public realm.

3.2 UTILITY INFRASTRUCTURE AND COORDINATION

The Emerald Reserve planning area is supported by an extensive network of existing utility infrastructure; however, much of this system will require adaptation or reconfiguration to support the long-term vision of the Masterplan. While portions of the existing infrastructure may be reused or incrementally improved, redevelopment will require both project-specific upgrades and, in some cases, coordinated, site-wide utility strategies.

All future development proposals shall coordinate with the Village and its engineering staff and consultants to evaluate existing conditions and determine appropriate utility design approaches. Improvements may occur incrementally as projects advance, but certain systems—such as stormwater management—may be most effectively addressed through regional solutions serving multiple phases of development. Individual parcels should inquire if a regional stormwater solution is in effect or if they will need on-site stormwater solutions. BMPs shall be established and approved by the Village.

All utility design and construction shall conform to current Village standards unless otherwise directed or approved by the Village. This approach ensures infrastructure investments align with long-term redevelopment goals and support a cohesive and resilient district framework.



3.3 Wayfinding & Signage

Creating a sense of place and identity is a key element for the Emerald Reserve Masterplan and helps market the development as a destination for residents, visitors, and potential commercial tenants.

Basic guidelines for keeping well-designed and recognizable masterplan signage elements are listed below. The intention is that the signage should help provide a unified identity for the development by complementing the architecture, providing tenant identification, supporting wayfinding, responding to circulation patterns and modalities throughout the masterplan.

- Ground-mounted or monument type signage should be used to identify the development entry, a single large user or a group of tenants within the development
- Site signage shall be constructed of high quality, attractive, and durable materials such as masonry, decorative metals, and hardwood.
- Signs should be integrated with surrounding landscape. Signs should serve as an attractive object within the overall landscape
- Signs should enhance the nature and appeal of the commercial experience and not be a simple list of tenants
- Faces of signs should be illuminated from an external lighting source, internally illuminated, or otherwise lit at night

There are four general types of signage throughout the masterplan:

- Development Monument Signs
- Ground Monument Signs
- Wayfinding Signs
- Market Gateway Signs

DEVELOPMENT MONUMENT SIGNS

These are primary entrance signs to be placed at development main entrances along W. Grange Ave, S. 76th Street, and W. Edgerton Ave.

These development monument signs will be limited to a height of 20' above street level. Signs should be a solid, regular shape (i.e. rectangular with solid base). Solid base must be a minimum of 36" tall. Signs should have two main sides, each facing the main direction of travel. Monument signs should be constructed of durable materials which are complementary to the development's design aesthetic.

These signs should bear the name of the development and may include development tenants. Development monument signs are subject to review and approval by the Plan Commission.

GROUND MONUMENT SIGNS

These are smaller-scale signs placed at the development's secondary entry locations. Solid base must be a minimum of 24" tall.

Ground monument signs are limited to a height of 8'-0", and may not be more than 10'-0" above street level.

Ground monument signs must comply with the Greendale

Zoning code for items not addressed above.

MONUMENT DESIGN GUIDELINES

For examples of recommended materials, refer to Figure 3.2.1. Materials should express permanence. All signs should be opaque. Lettering may be translucent within an opaque panel, or back-lit channel letters. It is encouraged that signage is sculptural, adding highly-individualized elements to street frontage.

Signs should be perpendicular to passing traffic, to ensure adequate visibility. Monument signs may not be located in traffic view triangles. Signs should be appropriately placed to indicate development entry. Signs should be appropriately spaced, with enough separation to avoid visibility concerns.

WAYFINDING SIGNS

The Emerald Reserve Masterplan requires wayfinding directional signs for vehicles and pedestrians. These are placed at key junctures throughout the development to identify direction of travel. Wayfinding signs should indicate destination names and directional arrows.

MARKET GATEWAY SIGNS

Gateway signs are recommended at Emerald Reserve Masterplan. These are destinational signs placed at the gateway to the market plaza. Signs should be constructed of durable materials complimentary to the development's design aesthetic.

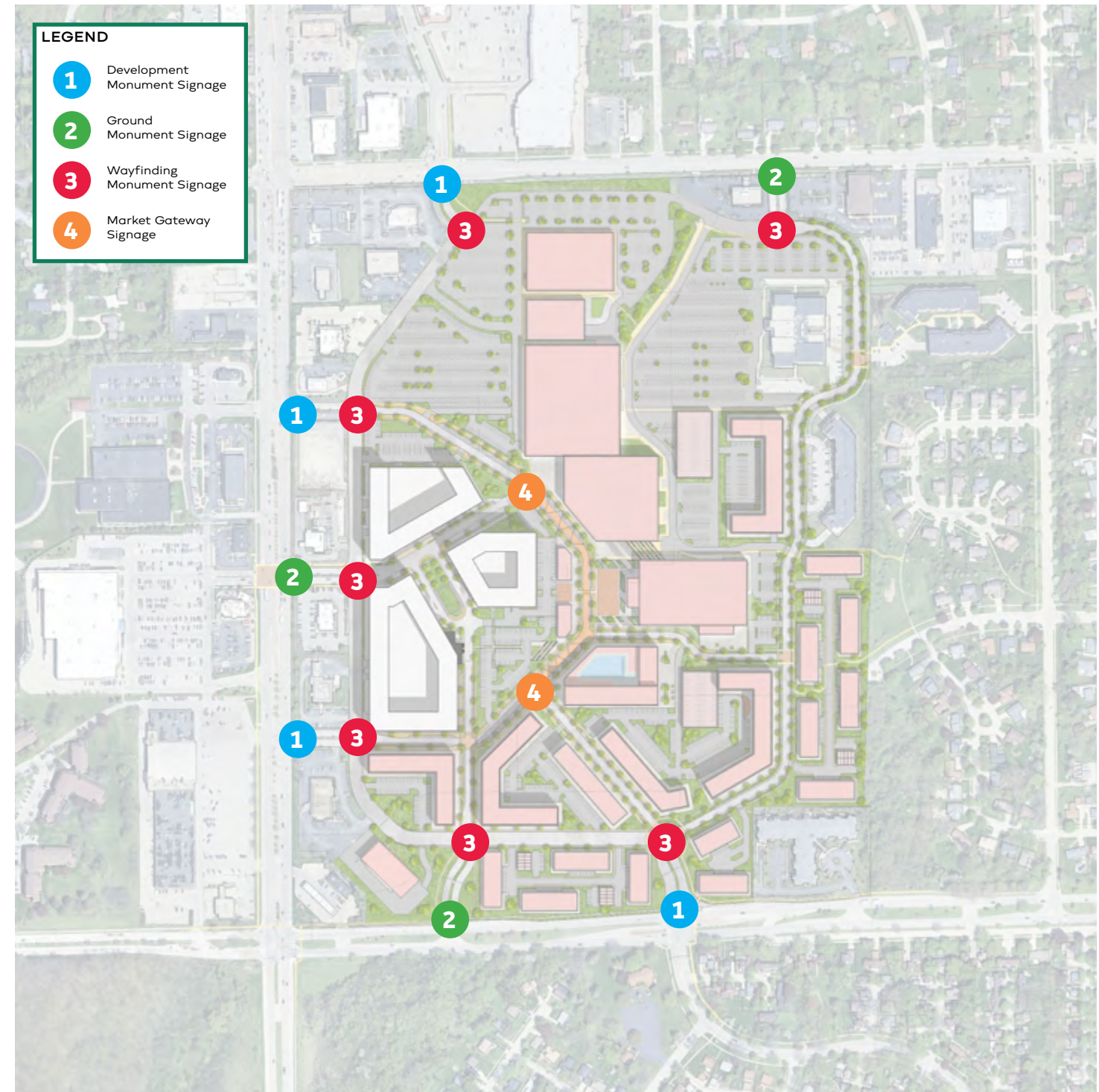


FIGURE 3.3.a: Conceptual Development Signage Layout

3.0 PUBLIC INFRASTRUCTURE VISION

FIGURE 3.3.b: Monument Design Guidelines

RECOMMENDED MATERIALS FOR MONUMENT SIGNAGE LETTERING



Stainless Steel



Steel Channel



Aluminum

RECOMMENDED MATERIALS FOR MONUMENT SIGNAGE BASE



Stone



Brick



Metal

RECOMMENDED FORM FOR MONUMENT SIGNAGE



Rectangular



Vertical



Lettering

RECOMMENDED LANDSCAPE FOR MONUMENT SIGNAGE



Landscaping is required at all monument signs. See Greendale Zoning Code for additional information.

RECOMMENDED FORM FOR WAYFINDING SIGNAGE



4.0 APPENDIX

SOUTHRIDGE AREA

MASTERPLAN

COMMUNITY OPEN HOUSE 01 RESULTS



96

Community Open House
01 Participants



8

Website Response
Participants

104

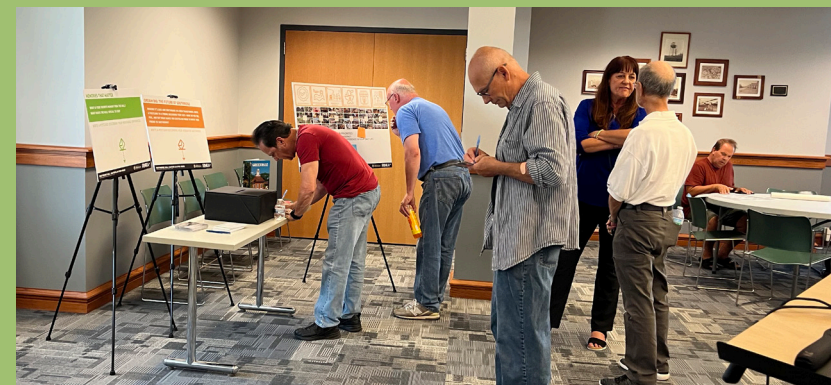
Total Participants



Presentation at the Community Engagement 01 session where participants learned about the project vision and proposed brand identity.



Community members were encouraged to participate in the interactive display boards with a variety of prompts.



Community Open House 01 invited the public to help shape the future of Southridge. The purpose was to share project information and gather community input on values, priorities, and identity. This report serves as a summary of the feedback and results that were received.

Participants engaged through interactive display boards using post-it notes, pins, and hand-written postcards to share memories of the site, what's missing today, and ideas for the future.

Attendees also reviewed a set of planning principles and ranked their top three, helping identify the values most important to residents. Breakout sessions provided participants with an opportunity to ask questions, brainstorm and provide direct input.

An online platform (www.southridgevision.com) was launched to gather ongoing input on what the community loves, what they would change, and what they would like to see next. The feedback gathered will help inform and guide concepts in the next stages of the process.

LIVE

19/23

respondents live within the Greendale city limits.

A large portion of Open House attendees live in Greendale. A range of housing types and price points may improve the opportunities for population growth, the next generation of residents and those looking to age in place.

WORK

5/11

respondents work within the Greendale city limits.

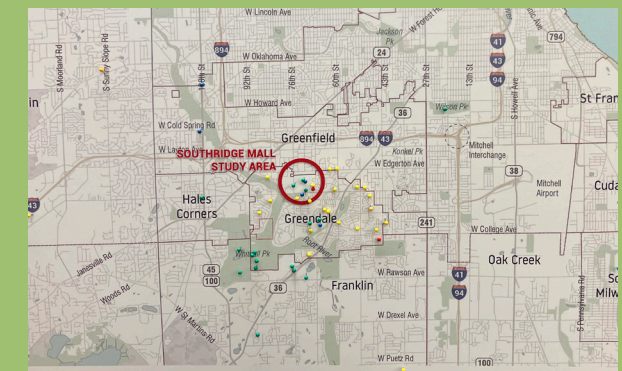
A large number of those participating in the open house work outside of the village. How can the plan help support work/life balance?

PLAY

9/20

respondents play within the Greendale city limits.

Could more destination experiences improve the number of people who stay within the community for Play type activities?



Interactive display board where participants were asked to put a pin in the areas they live, work, and play

Interactive display boards were presented throughout the meeting room. Community members were encouraged to engage with the boards and add comments via post-it notes. Results from those boards are below.

INTERACTIVE DISPLAY BOARD Presented throughout the meeting room. Community members were encouraged to engage with the boards and add comments via post-it notes.

HOW DO YOU CURRENTLY USE THE MALL?

HOW OFTEN DO YOU VISIT SOUTHRIDGE MALL?

WHAT DO YOU MOST OFTEN DO WHILE AT THE MALL?

IF YOU DON'T COME ANYMORE, WHEN DID YOU STOP? WHAT CHANGED?

Shop: Macy's, Buckle, Other Stores Dine: Explorium Visit: 2-3x / month	Walking in mall	Shop: Penneys, Bat + Body, Macy's, Yankee Candle, Torrid Dine: Explorium Also Walking	Shop mostly during the holiday season and to eat at Explorium	Stopped going when Boston left
Shop: Macy's, TJ Maxx Dine: Explorium	Mall Walking Shopping Escape in 60	Once in a while: Macy's + Penny's No other stores of interest	Stopped going. Failing mall. Needs a total revamp while bringing in revenue. Love the Corners...Grocery, Retail, Restaurants. All high-end.	Only visit for food court
I shop at specific stores when I have a need. In and out. I don't browse.	I walk there weekly	The stores I visited most left or changed what they carried.	Haircut at Penneys Salon once a month.	3-4x / Month Visit Sports Images and more Eat at Explorium
Stopped. Stores Changes + Amazon	For Walking	Once a Month (avg) Shop N/A	Shop at TJ Maxx, JC Penney's and Bath + Body Works	I visit Southridge every 6 months - mostly Vision Works, and walking. There aren't many clothing stores for 'mature' people.

WHAT'S MISSING TODAY?

WHAT DO YOU LEAVE TOWN TO DO THAT YOU WISH YOU COULD DO HERE?

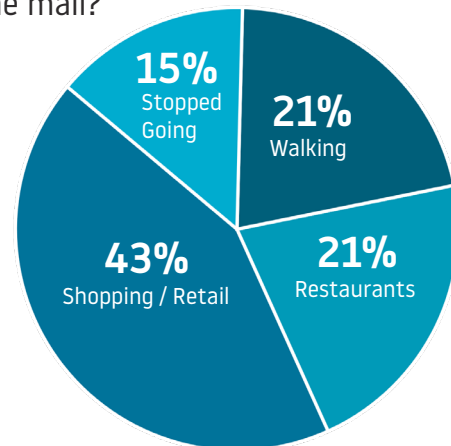
WHAT'S MISSING IN THIS AREA FOR YOU, YOUR KIDS, OR YOUR NEIGHBORS?

IF YOU COULD ADD ONE THING TO THIS AREA, WHAT WOULD IT BE?

Gym Pickleball - Indoor	Kids area Play area in park Dog Park	High-end grocery store, Restaurants Department Stores don't last	Department Stores like Belk's or Dillards	Trader Joe's Sit outside in shade and enjoy nature
Food Shop at Woodmans	Leave for Medi-spa Leave for authentic Mexican food	Indoor sports complex	Trader Joe's would be nice	Department Stores
Organic + Health Food Store	Would like an outside area to sit + enjoy the scenery. Southridge is still car-focused	Trader Joe's - must	True dedicated pickleball courts - play in Franklin	

KEY TAKEAWAYS: While shopping remains the primary draw at Southridge, dining and walking are secondary activities, and a share of visitors have stopped coming due to limited variety and closures. **Future planning should focus on broadening experiences, services, and community-oriented uses to sustain relevance beyond traditional retail.**

QUESTION: What do you most often do while at the mall?

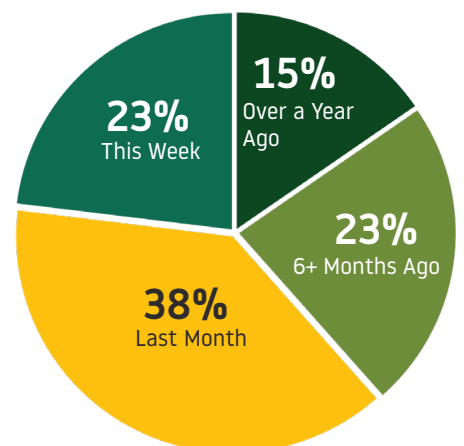


KEY TAKEAWAYS: The mall still draws people, with over 60% visiting in the past month. A high percentage of visitors have lapsed for 6+ months or more, underscoring the need for fresh attractions to bring them back.

When asked what's missing, the community pointed to specialty grocery, indoor recreation, family amenities, authentic dining, and outdoor gathering spaces. These priorities suggest that to increase visit frequency, the **mall must evolve into a multi-use destination that balances retail with wellness, food, recreation, and social experiences.**

These insights highlight a clear path: people still want to come, they just need more reasons to return regularly.

QUESTION: How long ago was your last visit?



INTERACTIVE DISPLAY BOARD

Six planning principles have been established with the Steering Committee and Stakeholders. Add post-it notes describing your priorities. Are there any principles you think are missing? Which principles would make the biggest difference in your daily life?



PLANNING PRINCIPLES



KEY TAKEAWAYS: Participants also emphasized the need for high-quality retail, unique destinations, and community-focused amenities—including indoor recreation, meeting spaces, and family activities—tailored to Wisconsin’s climate. While open to change, residents remain cautious about noise, overbuilding, and “cookie-cutter” design, signaling that future planning must focus on resilience, long-term value, and local identity.

Run a trolley or shuttle down to the village center	Avoid the type of parking / lots available @ 84South in Greenfield	If this has a \$100M revenue projection - can we take the land next to Sendik's off the market and let it be green	Keep it 'high-end' like Old Orchard Mall or not at all. We don't want the small crappy chain stores	Streets within the new development all need to start with the same letter like the former Greendale 'sections' I, J, K, N, W, X, Y, Z	Senior / ADA-friendly housing. Transitions for long-time Greendale residents who want to downsize but stay in the G	No Hotels	Indoor. This is WI, we don't want to freeze	Don't like the idea of separate storefronts outside - cold winters!
Trolley to get from village center to Southridge	Connectivity + Walkability Stay + Play Hospitality	We are late to the party. I.E. Costco - Franklin. IKEA + Woodmans - Oak Creek, Konkel Park - Greenfield. How about a Wayfair or Trader Joe's?	Incorporate small university satellite Medical aspects Innovation center i.e. The Pearl North Carolina	Condos, Not Apartments	Apartments don't build communities. People come and go. At least condos are 'owned' buildings. Better community rooms	Indoor Sports Complex	Meeting + Community Room	No loud concert venues
Keep it within existing mall footprint property No cookie-cutter design	How do we prevent the Bayshore Town Center that now seems to be dying?	The most important driver is the creation of more tax base for Greendale. (or no one could afford to live in Greendale because of taxes)	Anchor department stores like Belk's or Dillards	If condos - make them small lack of 1-bedroom or efficiency units in our area affordable	Demographics - The Silver Tsunami Consider the aging population. Affordable senior housing. Robust senior center.	With a music venue - how is light + noise managed for surrounding community? We don't want another Roc + noise issues	More Restaurants	Family Activities
Family entertainment, restaurants Do not close 76th street that is a non-starter.	Impact to community. Your examples of Drexel Town Square and Brookfield; Residents hate the impact	We have enough trails and connectivity. If you are going to build, keep it on the mall property and don't ruin the rest of Greendale like you did Oak Creek						

- Mobility, Connectivity & Safe streets
- Housing and residential life
- Community Amenities, Health & Culture
- Economic Development, Design & Environment

INTERACTIVE DISPLAY BOARD The community was encouraged to fill out post cards describing their memorable experiences.

WHAT IS YOUR FAVORITE MEMORY FROM SOUTHRIDGE MALL?

- Singing when in elementary school.
- Disney Store

Working at Southridge the first week open at Florsheim Shoes - Lots of people

Arcade / Movie Theater

Working and shopping there starting in the early 70's through the 2010's. I used to spend all my time there as a kid.

Southridge was a safe meeting place for youth and teens. We felt welcome to come, hang out, browse and spend \$. Many of my HS friends worked at retail stores. The pompom and cheer competitions were a highlight of the year. As a teacher, I was involved in some of the fashion shows and I was also a "hair model" for VCI beauty school. Places like Farrell's were a hub for family fun. The waterfall was a fun place to meet up & to make a wish!

Teens are not feeling welcome now — feel they are being targeted & watched unfairly. Teens have a lot of disposable income!

There were so many great stores to shop. You could find anything you needed at one of the stores!

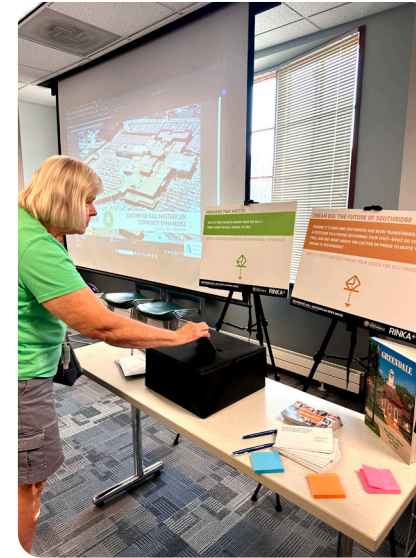
Going to the mall w/ my mom & seeing Santa

Shopping at multiple department stores. Southridge is close to home.

- Hanging out as a teen with friends all day on a Saturday
- Ferrell's ice cream parlor
- The movie theater
- Sampling make-up & perfume
- Rode our bikes there from 95th & Oklahoma in West Allis.

Farrell's !!! Shopped at the mall often as a teen & younger adult.

- Santa Visits
- K+B Toys
- The Bird Cage
- The Waterfall



As a teen — the teen fashion shows
Meet & greet w/ Packer players
Farrell's

Variety of shops for adults & my children

- Farrell's
- 1, 2, 3 movies
- Waterfall

When it was still a forest with trees and wild life!

Christmas shopping for the family

1971 – High school shopping in the mall with friends

KEY TAKEAWAYS: Participants have nostalgic memories of Southridge including shopping, enjoying time with friends, visiting Farrell's Ice Cream Parlor, and seeing Santa. This indicates a strong connection to the mall when it was a vibrant hub of activity.

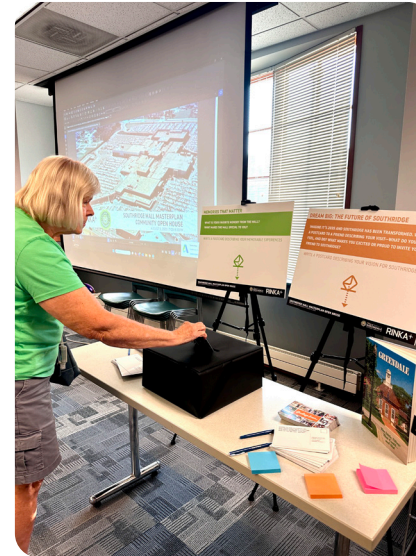
*Greendale Planning Dept.
& Design Partners*

*6500 Northway
Greendale, WI 53219*



INTERACTIVE DISPLAY BOARD The community was encouraged to fill out post cards describing their memorable experiences.

IMAGINE IT'S 2035. SOUTHRIDGE HAS BEEN TRANSFORMED. WRITE A POSTCARD TO A FRIEND DESCRIBING YOUR VISIT - WHAT DO YOU SEE, FEEL, AND DO?



KEY TAKEAWAYS: The community's future vision of the area included a mix of uses that include greenspaces, entertainment, dining, retail, and public spaces. Their repeated mention reinforces community interest in creating a vibrant, family-friendly destination that feels active, and locally unique.



They finally finished restoring it back to forest with trees & wild life.
It's awesome!

- Pickleball, other activity
- Department stores

- Pop up markets
- Place for artists
- Things to do

I see people shopping, eating, watching local entertainment. I shop, get a drink with friends.

Dear Friend,
Just visited Southridge in Greendale. First, I enjoyed lunch, then had a relaxing spa visit. There was a wonderful band playing on the greenspace, too! Very pet friendly - lots of dog walkers! Love the new apts!

Vibrant community

St. Thomas of Canterbury Episcopal Church will have a more active and full membership from the increased population.

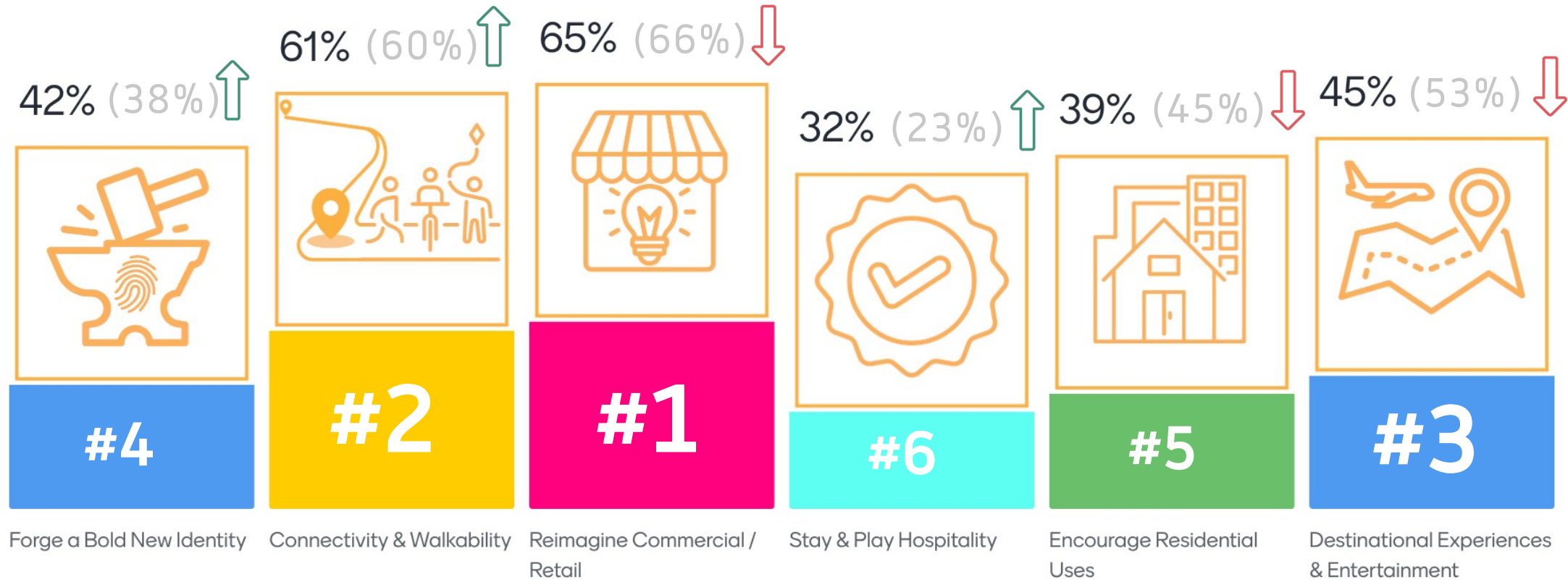
Greendale Planning Dept.
& Design Partners

6500 Northway

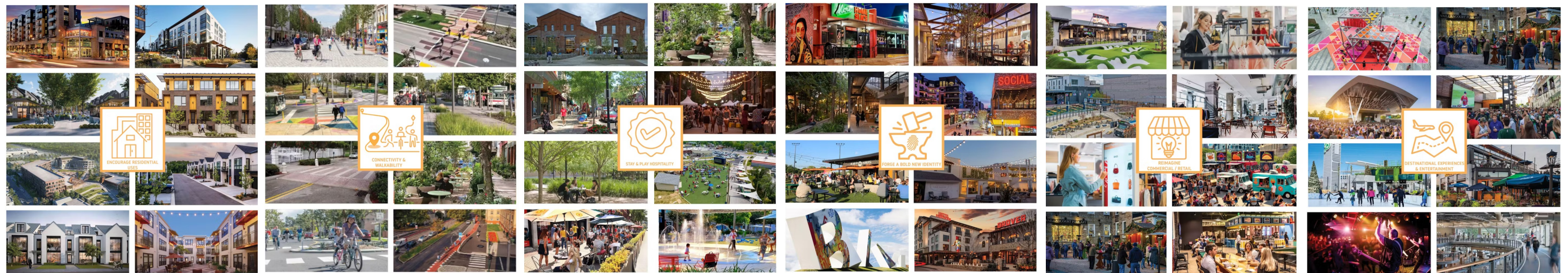
Greendale, WI 53219

PLANNING PRINCIPLES EXPLAINED

Participants were asked to rank the proposed planning principles based off of name only. The results of those are in the light gray color below. After an in-depth description of each planning principle was presented, participants were asked to re-rank the principles. The results of those are in black below. This shows community engagement and participation.



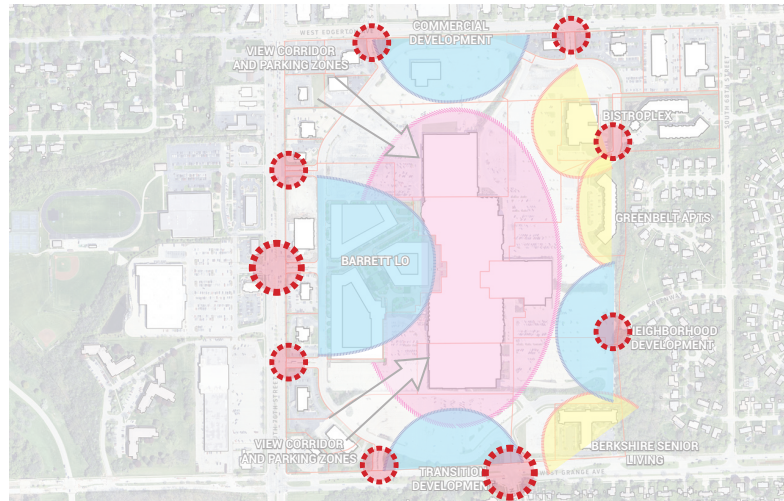
KEY TAKEAWAYS: Reimagine Commercial / Retail and Connectivity & Walkability, were clear standouts with Destinalional Experiences & Entertainment and Forge a Bold New Identity following as secondary planning principles.



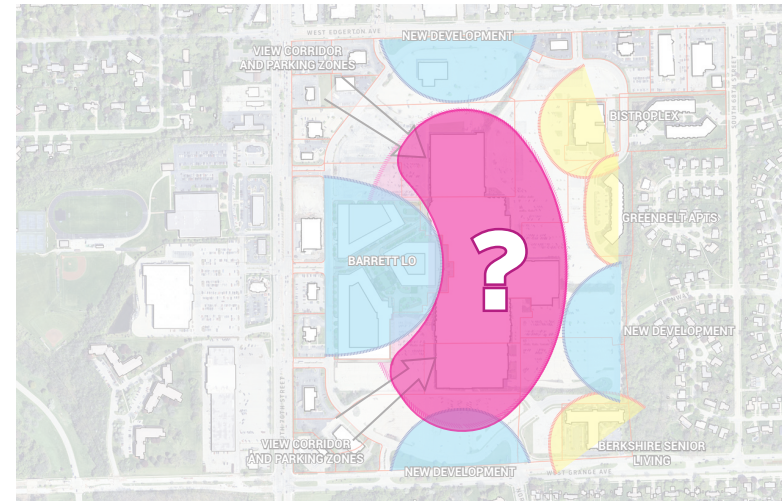
INTERACTIVE BREAKOUT SESSIONS

Participants divided into four breakout groups, each facilitated by a member of the project team.

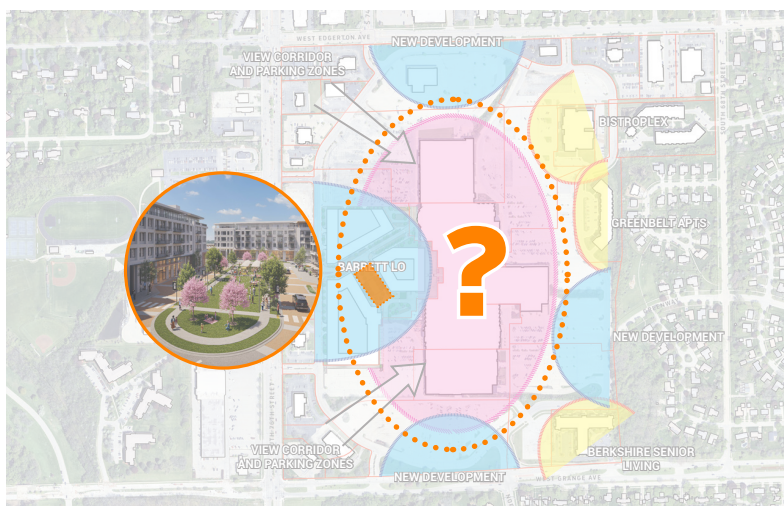
01 FORGE A BOLD NEW IDENTITY



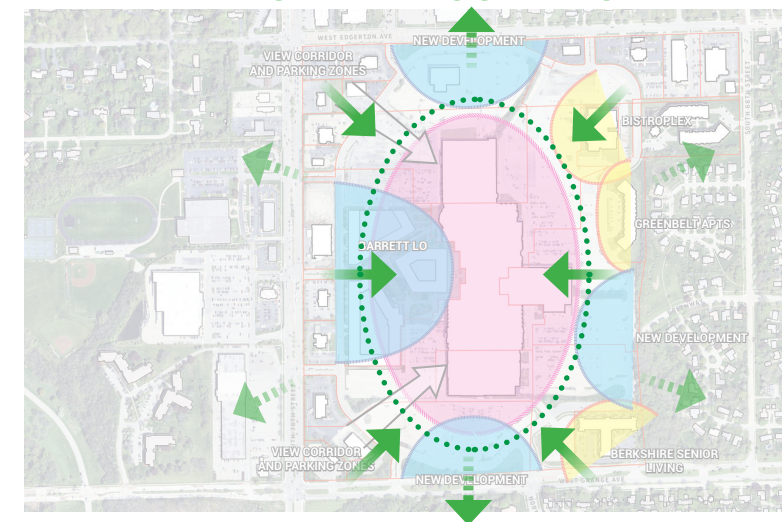
02 DESTINATIONAL PROGRAMMING



03 ENGAGING PUBLIC SPACES



04 TRAILS, BIKING, & PEDESTRIAN CONNECTIVITY



Imagine the Southridge study area 10-20 years from now...

01 FORGE A BOLD NEW IDENTITY

IMAGINE A FUTURE PLACE THAT REFLECTS THIS COMMUNITY'S VALUES AND PRIDE. WHAT UNIQUE EXPERIENCES OR CHARACTER SHOULD IT OFFER—AND HOW COULD A FRESH NAME OR BRAND HELP RESHAPE HOW PEOPLE FEEL ABOUT THIS PART OF TOWN?

02 DESTINATIONAL PROGRAMMING

THINK ABOUT PUBLIC SPACES, CULTURAL EVENTS, OR ATTRACTIONS YOU'D SHARE WITH FAMILY AND FRIENDS. HOW CAN WE BALANCE BOLD REGIONAL APPEAL WITH NEIGHBORHOOD FRIENDLINESS?

03 ENGAGING PUBLIC SPACES

WHAT KINDS OF PUBLIC SPACES DOES SOUTHRIDGE NEED—AND HOW SHOULD THEY FEEL? IMAGINE WALKING THROUGH A FUTURE PLAZA, MARKET STREET, OR PARK. WHAT WOULD MAKE IT FEEL SPECIAL, INVITING, AND WORTH COMING BACK TO YEAR-ROUND?

04 TRAILS, BIKING, AND PEDESTRIAN CONNECTIVITY

HOW CAN WE DESIGN SAFE, USER-FRIENDLY PATHS AND STREETS? WHAT FEATURES—LIKE BIKE LANES, LIGHTING, OR GREEN BUFFERS—WOULD MAKE WALKING OR BIKING EASIER? WHERE SHOULD KEY ROUTES CONNECT TO NEARBY AREAS?

In your group, designate a reporter to take notes as you discuss the question(s) above. This person will summarize the group discussion to the room after the session has ended.

INTERACTIVE BREAKOUT SESSION RESPONSES

Centered on the branding identity of the new development including naming, story, and logo design.

01 FORGE A BOLD NEW IDENTITY

IMAGINE A FUTURE PLACE THAT REFLECTS THIS COMMUNITY'S VALUES AND PRIDE. WHAT UNIQUE EXPERIENCES OR CHARACTER SHOULD IT OFFER—AND HOW COULD A FRESH NAME OR BRAND HELP RESHAPE HOW PEOPLE FEEL ABOUT THIS PART OF TOWN?

<p>EMERALD YARD</p>	<ul style="list-style-type: none"> • Community favored this name • Felt "Emerald" was elevated • Liked nod to Greendale's history • Mentioned additional additives like "Section", "Plaza", "Gardens", and "District".
<p>GREENLINE <i>at Southridge</i></p>	<ul style="list-style-type: none"> • "Greenline" felt like a busline to some • A few members liked the use of "Green" • Some members liked the transition line of "at Southridge" • Some wanted a clean break from "Southridge"
<p>GREEN <i>Loop</i> DISTRICT</p>	<ul style="list-style-type: none"> • Members of the group liked that 'district' felt destinational • Mixed feedback about 'loop' - overall community liked that it related to street design
<p>THE SEVENTYSIX</p>	<ul style="list-style-type: none"> • Not much interest or comments with this name

The "Fresh Nostalgia" theme and anything tied to the Southridge name was an unfavorable direction.

The brand should resonate across multiple generations, appealing broadly rather than being tied to one age group.

Consider a transition plan from Southridge to the new brand to help the community become familiar with the new brand.

The new identity should feel like an extension of Greendale, not a separate district.

The brand should be more closely tied to what Greendale is now with a nod to the Village's history, not Southridge's history.

A few members recommended the area not be rebranded, rather exist as an extension of Greendale.

The group referenced the refresh that the Village Center recently received and felt this was successful.

KEY TAKEAWAYS:

Integrate future brand more closely with Greendale's garden community heritage.

Community favors new branding over ties to Southridge's current naming.

Positive response to the "Social Innovation" theme and its names.

Liked additive words like "District" for a welcoming, destination feel.

INTERACTIVE BREAKOUT SESSION RESPONSES

Explored community preferences for experiences, businesses, amenities, and programming that would activate the site and make it a regional destination.

02 DESTINATIONAL PROGRAMMING

THINK ABOUT PUBLIC SPACES, CULTURAL EVENTS, OR ATTRACTIONS YOU'D SHARE WITH FAMILY AND FRIENDS. HOW CAN WE BALANCE BOLD REGIONAL APPEAL WITH NEIGHBORHOOD FRIENDLINESS?

School band legacy (performance space)

Outdoor Splashpad 24-hour activity
 Bandshell / Pavilion Ground-floor cafés & shops
 Teaching Classrooms Concert / Performance Space
 Concealed parking Community Center
 Less Southridge; more Greendale
 Outdoor Ice-rink **Condos** Outdoor Yoga Fitness Center
 Roundabout @ 76th & Edgerton

A round-a-bout should be considered at the intersection of 76th and Edgerton

Whatever the uses the parking should be concealed where possible

Community would like to see it less as Southridge and more like an extension of Greendale

The group liked highlighting 'green' and 'Loop' in the design of the place

important to bring 24hr. activity

Could the Masterplan have green technology built-in and Green environmental education or demonstration area?

Condos and Apartments:

- Important to include for financial feasibility
- Condos/Multifamily can also support activity on the first floor like café or shops

Outdoor Destinalational Programming:

- Bandshell and/or Pavilion Outdoor Splashpad
- Outdoor Ice-rink
- Outdoor playing fields
- Outdoor Yoga

Indoor Destinalational Programming:

- Walking and Fitness
- Community Center
- Indoor Ice Skating / Ice Hockey
- Concert venue or performance space (Greendale's school band program has a legacy and it would be great to have space for them to perform)
- Teaching Classrooms
- Art Gallery / Artist Maker Space / Artist incubator
- Upscale Food Court / Food Hall / Market
- Multi-Sport Venue – that supports Youth Sports and tournaments
- Sports like: Volleyball, Pickleball, Yoga, Basketball, Baseball, Golf
- Community Center
- Fitness Center
- Sports Performance Clinic

KEY TAKEAWAYS:

Support a multi-purpose venue that serves the local community and regional sports events, driving ongoing activity and benefiting nearby retail an services

Introduce residential uses to the area that can foster a stronger community atmosphere, increase safety, and stimulate growth

Encourage a mix of indoor and outdoor event spaces with thoughtful connections between them to enhance usability and engagement.

Recommendation to reduce the amount of parking and improve aesthetics by screening parking lots.

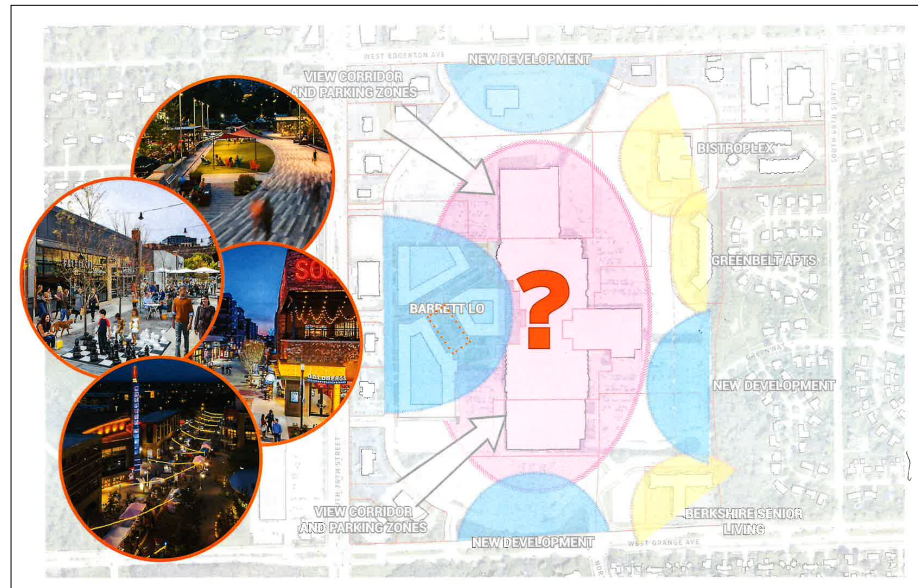
INTERACTIVE BREAKOUT SESSION RESPONSES

Focused on the character and function of future public spaces, including preferred design elements and possible locations.

03 ENGAGING PUBLIC SPACES

WHAT KINDS OF PUBLIC SPACES DOES SOUTHRIDGE NEED—AND HOW SHOULD THEY FEEL? IMAGINE WALKING THROUGH A FUTURE PLAZA, MARKET STREET, OR PARK. WHAT WOULD MAKE IT FEEL SPECIAL, INVITING, AND WORTH COMING BACK TO YEAR-ROUND?

Native Plantings Bike-Park Thomas Dambo Troll (similar)
 Splash Pad Destination Art / Sculptures
 Skating Rink Multi-community gathering center
Community Family-Focused Activities
 Shalom Zoo Greendale-like gardens
 Strong connection to Downtown Greendale
 Palmer Park Safer & quieter masterplan
 Millenium Park
 Honoring Greendale heritage Trees and Shading
 Greenspace-Focused Community Rec Center



Family-Focused Activities:

- Splash Pad
- Skating Rink
- Bike-Park

Greenspace-Focused Recommendations:

- Native Plantings
- Trees and Shading
- Greendale-like gardens

Extend the town-like feel into the new development

Examples of successful precedents:

- Millenium Park
- Shalom Zoo
- Palmer Park
- New Berlin Ale House
- Buckner Park

Destination Art / Sculptures (similar to Thomas Dambo Troll)

Masterplan should be safer and quieter than it is now

A multi-community gathering center

Strong Connection to downtown Greendale

Community Rec Center with indoor off-season events

Amphitheater with Integrated Activities

Greendale is an ideal 'oasis' within a larger community. How can it be authentic to Greendale?

Honoring the heritage of Greendale

KEY TAKEAWAYS:

Public Spaces should be an extension of the 'oasis' experience that is Greendale. Things that are not expected in a typical community.

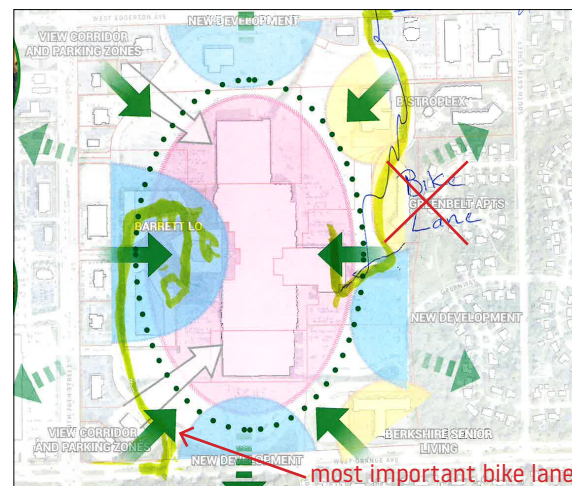
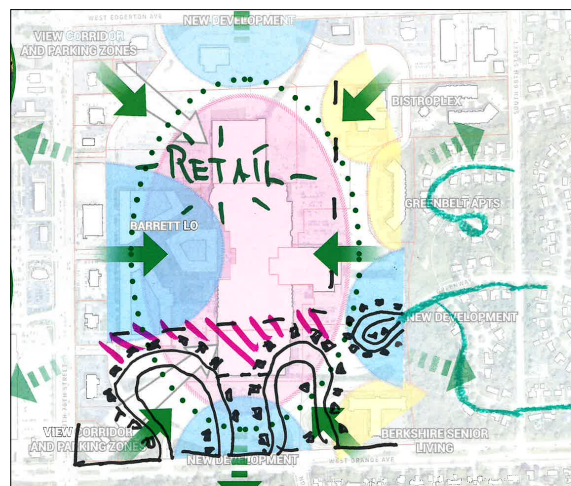
Focused on a great place for families.

INTERACTIVE BREAKOUT SESSION RESPONSES

Centered on walkability, safety, bike access, and connections between the Southridge site and surrounding neighborhoods.

04 TRAILS, BIKING, AND PEDESTRIAN CONNECTIVITY

HOW CAN WE DESIGN SAFE, USER-FRIENDLY PATHS AND STREETS? WHAT FEATURES—LIKE BIKE LANES, LIGHTING, OR GREEN BUFFERS—WOULD MAKE WALKING OR BIKING EASIER? WHERE SHOULD KEY ROUTES CONNECT TO NEARBY AREAS?



Sketches from community members during interactive breakout sessions

Current site feels disconnected from the rest of Greendale. Many community members don't see it as part of the Village.

Requests for sidewalks and greenspaces to **provide a better Greendale 'feel'** but not necessarily needing MORE connections to surrounding neighborhoods.

Strong concern about **pedestrian safety and noise along 76th Street**, especially 76th and Edgerton. A roundabout was suggested at 76th and Edgerton.

Light pollution is an issue with current mall parking lots. Many residents need black-out curtains and are frustrated with the constant light.

Reduce or consolidate vehicle access points into the site for improved pedestrian safety along 76th Street.

Improved pedestrian crossings, but being cognizant of traffic flow. Consider one to two key intersections to be pedestrian-prioritized crossings.

One resident expressed concern about the southeast neighborhood connecting to the site, and would be open to a better connection if future housing is proposed as a buffer to the area.

Continuous bike lane from Verdell on the Green to the southwest **connecting to existing bike lanes on Grange Ave.**

KEY TAKEAWAYS:

Strengthen connections to Greendale's character with sidewalks, bike lanes, greenspaces, and trails that link into surrounding neighborhoods.

Prioritize pedestrian safety along 76th Street by improving crossings and managing traffic flow while reducing unnecessary vehicle access points.

Address quality-of-life concerns such as light pollution from parking lots and noise impacts to create a safer, more comfortable environment.

WEBSITE SURVEY: Share what you love, what you'd change, and what you want to see happen next.

I've worked at Southridge Mall for over 12 years and I can tell you they need to do something different here. And I'm not talking about adding more shops and storage where people can choose whether to come to the mall or shop online, **I'm talking about things in the mall to make that you have to come to the mall to do.** For example, the Kohl's building is two stories, and it has been used for more than five years, **it would be cool for the top floor to be a food truck food court.** You can make garage doors in the outside, lay Astroturf down on the ground, put up picnic tables, cornhole games, and had food trucks park there Every day inside the mall. With a terrible Wisconsin weather, **it would be great to have something like that or someone can enjoy whether it's 95° out or 10 below.** Another good thing to do is the mall has tall ceilings. You could easily put up zip lines across the ceiling of the mall like they have on Fremont Street in Las Vegas. Another idea going back to the Kohl's two-story building would be to make a go kart track on the bottom floor inside you would need very little remodeling. These are the things to do that would bring people to the mall that you can't go shopping online and make Southridge stand out from every other mall in Milwaukee or the state.

- Community Member

I live in the G section in Greendale and I would use this area a TON if it had these two things:

- 1) **a pedestrian/ bike bridge** over 76th street
- 2) **a dog park** (preferably with an outdoor dog friendly beer garden). There are no dog parks anywhere near here and I'll be at the one downtown A LOT once it opens.

This would make it a destination because this area has no dog parks even close.

- Community Member

Please include us close Greenfield residents in communication meetings. I live one block north of Edgerton on 72nd. I will be only two rows of houses away from the development. If houses that face Edgerton go commercial, what's to stop it from moving north to my block? **I have concerns about the amount of high powered lighting** we will have to contend with and continued sprawl of the commercial area, trash containment and traffic on 72nd St going north.

- Community Member

I'm very excited and interested in what Southridge can become! For years I have sent the Village Board members ideas of what other cities and malls have done to create a new space. **It's time for a change and should be a combo of work, play, shop and affordability.**

- Community Member

If we want this thing to be connected to Greendale (**I like the Green Loop name by the way because it plays up the connection part**) there should be **bike/pedestrian bridges over Grange and 76th.** I ride my bike into the village weekly and just go do village things. I've never done a family bike ride to Southridge because there's no good connection. Bridges would let Greendale residents get back and forth without having to drive (and park). Any new housing there could also get back to the village. **New Greendale and Old Greendale...connected!** Plus the Oak Leaf Trail riders could connect. This would tie in Greendale residents who live south of this development and West as well. I'd love to see a bridge over Grange especially near the "welcome to Greendale sign" to show the connection between the historic part and the new!

- Community Member

Would love to see mixed use in the area- with restaurants/shops/apartments/condos etc. Oak creek did a nice job with the Drexel Towne Square. A splash area and brew pub would be great too.

- Community Member

No places that invite crime and youth unsupervised causing trouble. Need some nicer restaurants-get rid of that Burlington store across the street because that attracts crime as well as Walmart. **Greendale is a historic area** and should look like Cedarburg to keep that old world charm.

- Community Member

Greendale is known for the "originals" with **lots of green space.** I think doing a spin-off of originals as townhome residential with green space to capture that retro flare for millennials.

- Community Member

No increase in my property taxes for this. If it's that great then private investment can do this on its own.

- Community Member

LIVE

19

respondents live within the Greendale city limits.

WORK

5

respondents work within the Greendale city limits.

PLAY

9

respondents play within the Greendale city limits.

HOW DO YOU CURRENTLY USE THE MALL?

KEY TAKEAWAYS: Future planning should focus on broadening experiences, services, and community-oriented uses to sustain relevance beyond traditional retail.

WHAT'S MISSING TODAY?

KEY TAKEAWAYS: The mall must evolve into a multi-use destination that balances retail with wellness, food, recreation, and social experiences.

Together, these insights highlight a clear path: people still want to come — they just need more reasons to return regularly.

INTERACTIVE BOARD PLANNING PRINCIPLES

KEY TAKEAWAYS: Participants also emphasized the need for high-quality retail, unique destinations, and community-focused amenities—including indoor recreation, meeting spaces, and family activities—tailored to Wisconsin's climate. While open to change, residents remain cautious about noise, overbuilding, and “cookie-cutter” design, signaling that future planning must focus on resilience, long-term value, and local identity.

WHAT IS YOUR FAVORITE MEMORY OF SOUTHRIDGE?

KEY TAKEAWAYS: Participants have nostalgic memories of Southridge including shopping, enjoying time with friends, visiting Farrell's Ice Cream Parlor, and seeing Santa. This indicates a strong connection to the mall when it was a vibrant hub of activity.

WRITE A POSTCARD DESCRIBING A FUTURE EXPERIENCE

KEY TAKEAWAYS: The community's future vision of the area included a mix of uses that include greenspaces, entertainment, dining, retail, and public spaces. Their repeated mention reinforces community interest in creating a vibrant, family-friendly destination that feels active, and locally unique.

PLANNING PRINCIPLES RANKED

KEY TAKEAWAYS: Reimagine Commercial / Retail and Connectivity & Walkability, Destinalional Experiences & Entertainment and Forge a Bold New Identity

01 FORGE A BOLD NEW IDENTITY

KEY TAKEAWAYS: Integrate future brand more closely with Greendale's garden community heritage. Community favors new branding over ties to Southridge's current naming. Positive response to the “Social Innovation” theme and its names. Liked additive words like “District” for a welcoming, destination feel.

02 DESTINATIONAL PROGRAMMING

KEY TAKEAWAYS: Support a multi-purpose venue that serves the local community and regional sports events, driving ongoing activity and benefiting nearby retail and services. Introduce residential uses to the area that can foster a stronger community atmosphere, increase safety, and stimulate growth. Encourage a mix of indoor and outdoor event spaces with thoughtful connections between them to enhance usability and engagement. Recommendation to reduce the amount of parking and improve aesthetics by screening parking lots.

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KEY TAKEAWAYS: Public Spaces should be an extension of the ‘oasis’ experience that is Greendale. Things that are not expected in a typical community. Focused on a great place for families.

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EMERALD

R E S E R V E

RINKA+



Village of _____
GREENDALE
THE GARDEN COMMUNITY • WI