



RINKA+



SOUTHRIDGE MALL MASTERPLAN

AGENDA | VILLAGE BOARD MEETING

10/21/2025

MASTERPLANNING SCOPE AND INTENT

COMMUNITY ENGAGEMENT RECAP

- STAKEHOLDER MEETING SERIES
- COMMUNITY RESIDENT OPEN-HOUSE
- WEBSITE COMMENTS AND SURVEY QUESTIONS

MASTERPLANNING FRAMEWORK

(3) POSSIBLE FUTURES - THE CONCEPTS

BRANDING, WAYFINDING, & SIGNAGE UPDATE

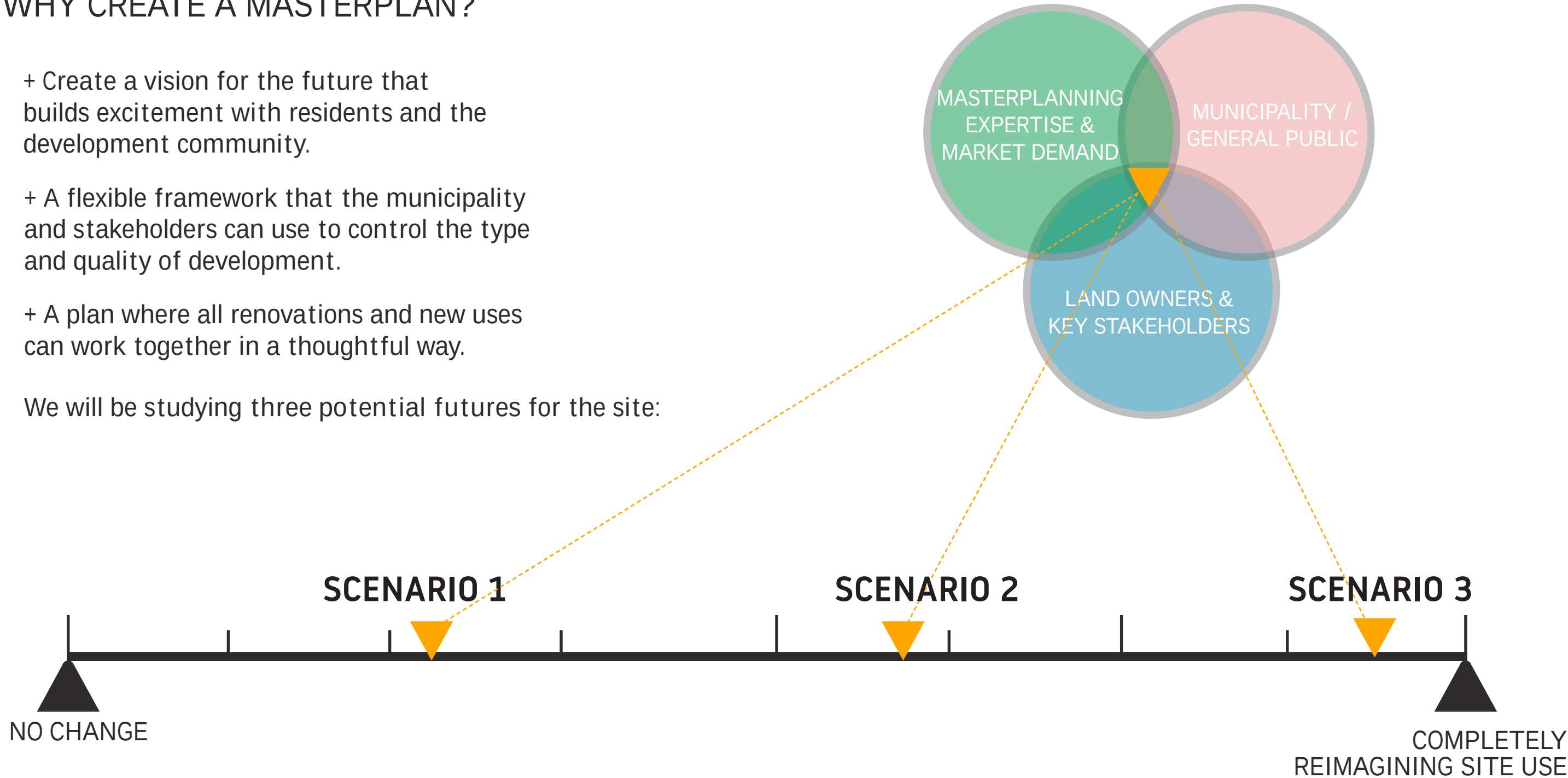
NEXT STEPS



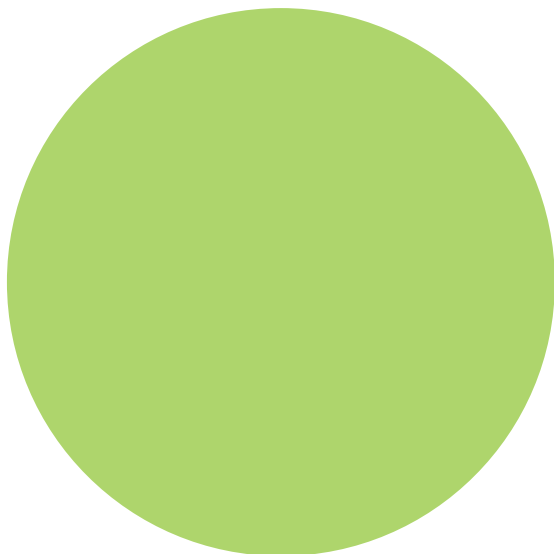
WHY CREATE A MASTERPLAN?

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

We will be studying three potential futures for the site:

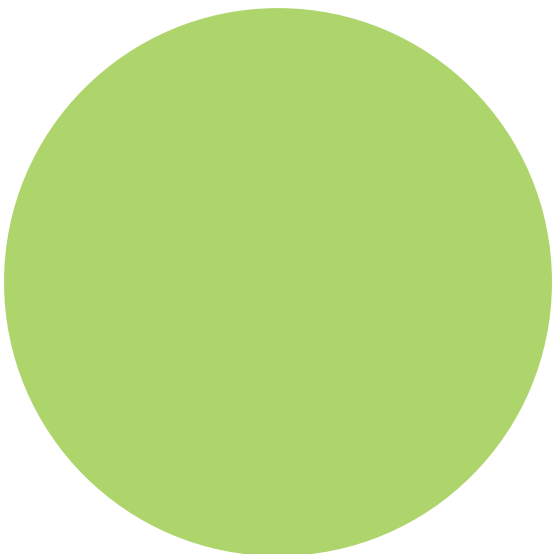


COMMUNITY ENGAGEMENT PROCESS



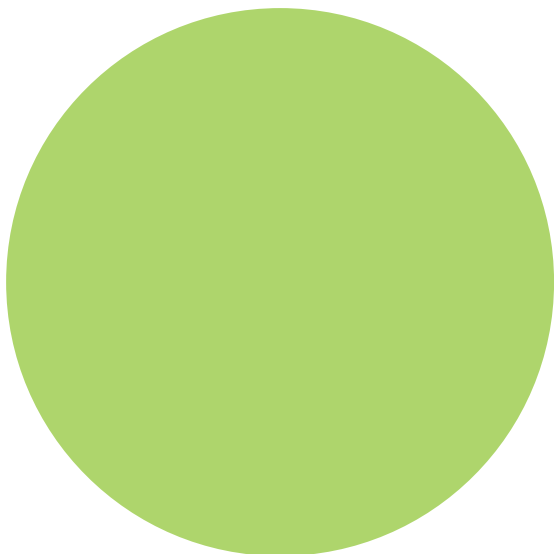
3 STAKEHOLDERS ENGAGEMENT SESSIONS

- + 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

STAKEHOLDER ENGAGEMENT (3 SESSIONS)

35-40
Stakeholders Invited

OPEN COMMENTS AND FEEDBACK

Pickleball, bowling, etc. are not sustainable alone—basketball, volleyball and multi-purpose sports with enough court space to draw youth tournaments. This kind of traffic can support other uses and businesses

Corporate HQ is unlikely in this location

Can the plan also support a connection to historic downtown Greendale?

Crime and fighting has been an issue in and around the mall in recent years

Neighboring Greendale residents may not be excited by roadway connections to the mall property and may wish to maintain separation.

How can the housing reflect a modern take on Greendale's Greenbelt principles?

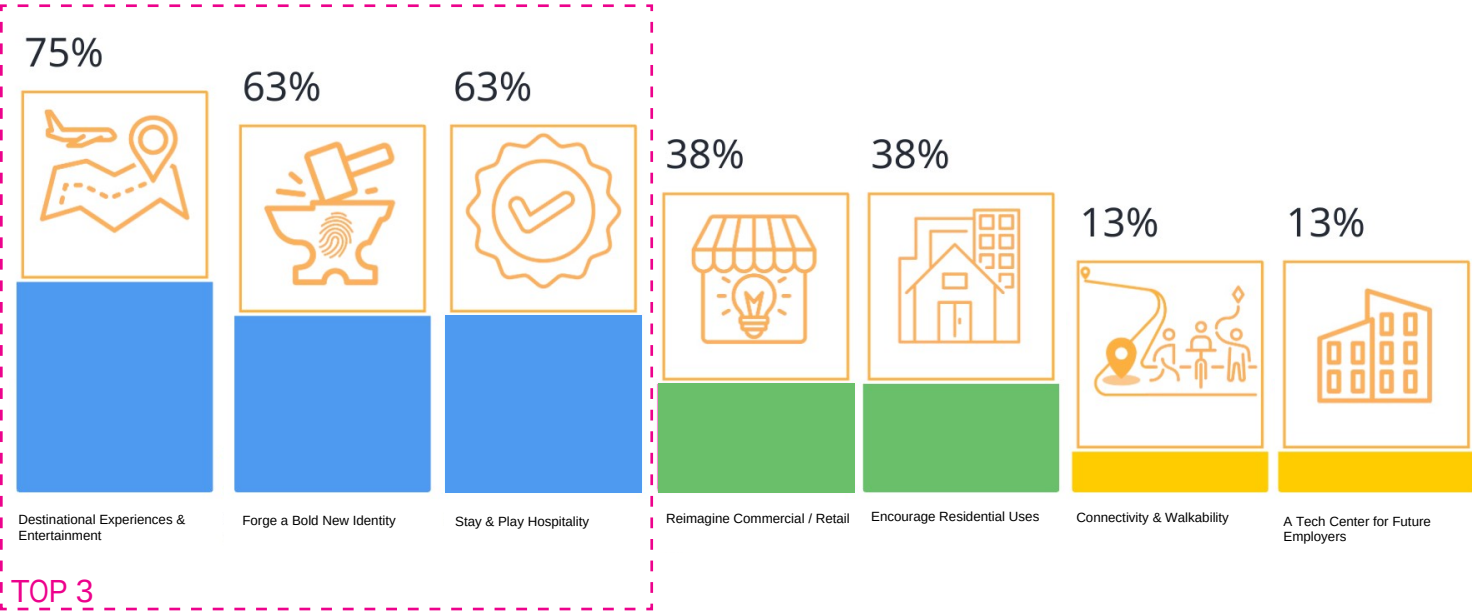
SURVEY QUESTION | RANKING: Rank Destinational Experiences



SURVEY QUESTION | WORD CLOUD: Understanding Ideal Experiences



PLANNING PRINCIPLES: Ranked Top 3 Planning Principles:



Destinational Experiences & Entertainment ranked as the highest priority Planning Principle. Stay & Play Hospitality and Forge a Bold New Identity were tied for second highest prioritization. A second tier of priority was identified as Re-imagining Commercial/Retail and Encouraging Residential Uses.

REPORT BACK FROM COMMUNITY OPEN HOUSE

104
Community Open House
Participants

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!

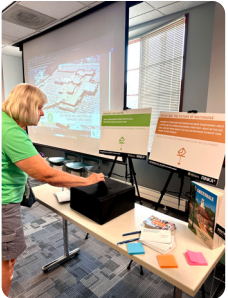
Going to the mall w/ my mom & seeing Santa

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*

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

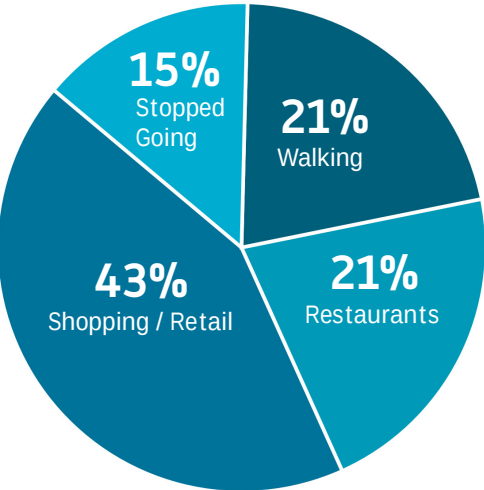
Trader Joe's - must

True dedicated pickleball courts - play in Franklin



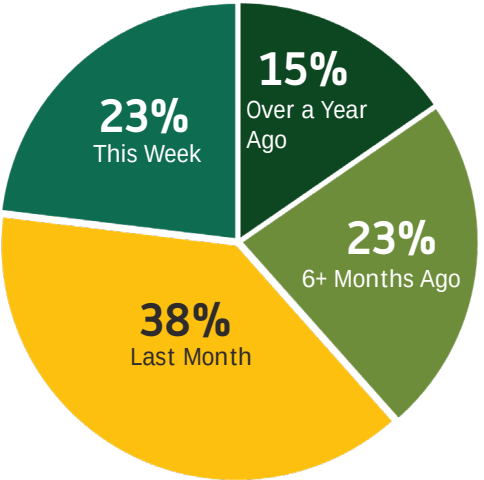
REPORT BACK FROM COMMUNITY OPEN HOUSE

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



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

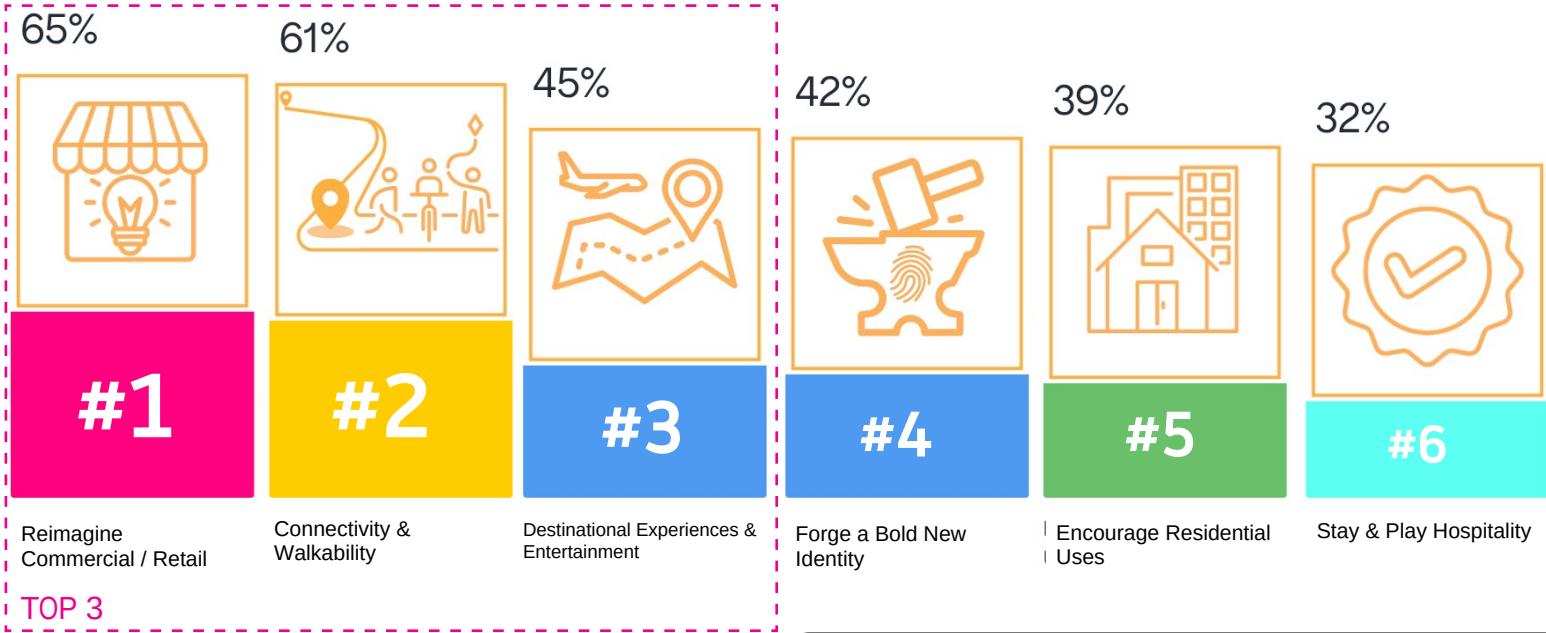
QUESTION:
How long ago was your last visit?



KEY TAKEAWAYS: 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.

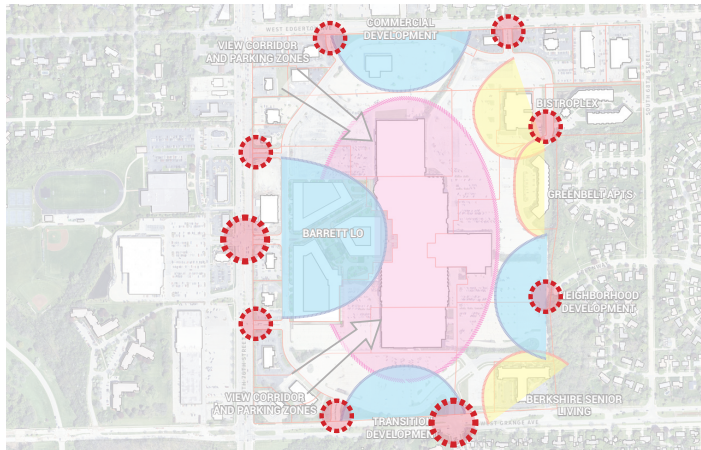
TOP 3 PLANNING PRINCIPLES



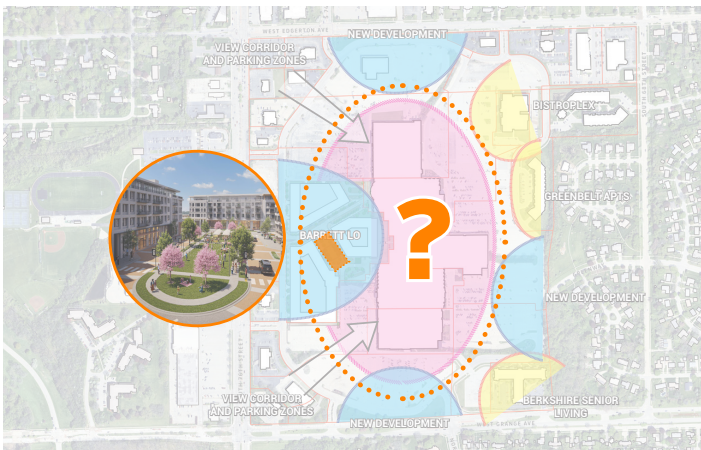
KEY TAKEAWAYS: Reimagine Commercial / Retail and Connectivity & Walkability, were clear standouts with Destinational Experiences & Entertainment and Forge a Bold New Identity following as secondary priority planning principles.

REPORT BACK FROM COMMUNITY OPEN HOUSE

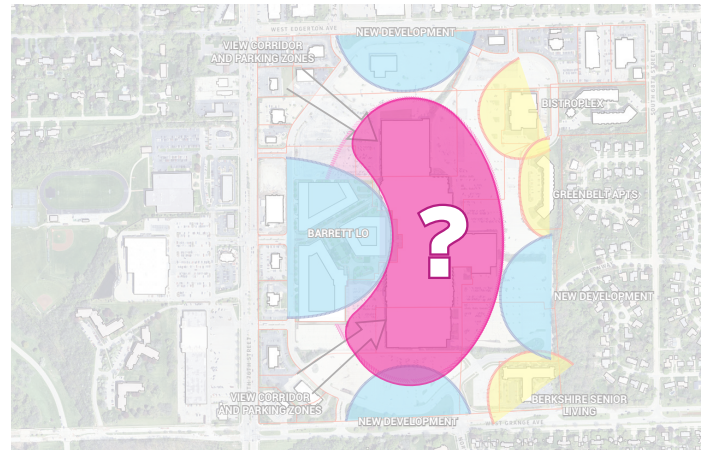
01 FORGE A BOLD NEW IDENTITY



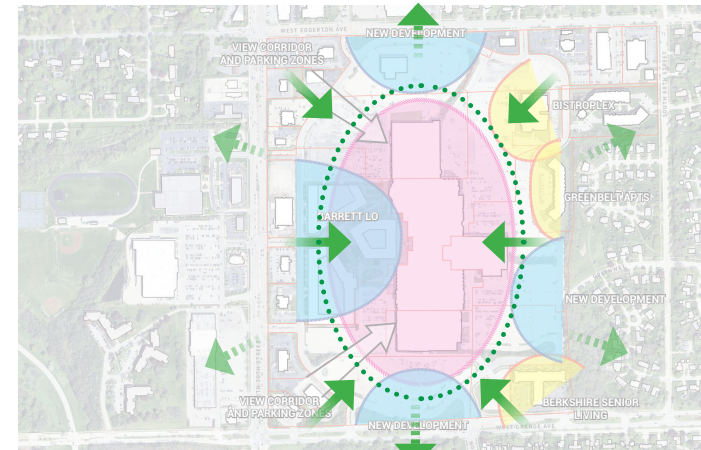
03 ENGAGING PUBLIC SPACES



02 DESTINATIONAL PROGRAMMING



04 TRAILS, BIKING, & PEDESTRIAN CONNECTIVITY



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 & regional sports events
- + Introduce residential uses to the area that can foster a stronger community feel
- + Encourage a mix of indoor & outdoor event spaces with thoughtful connections
- + Recommendation to reduce large parking areas and improve screening

03 ENGAGING PUBLIC SPACES

KEY TAKEAWAYS:

- + Public Spaces should be an extension of the 'oasis' experience that is Greendale & those things unique that are not expected in a typical community.
- + Space should be focused on a great place for families.

04 TRAILS, BIKING, AND PEDESTRIAN CONNECTIVITY

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

WEBSITE AND ONLINE COMMENTS

OPEN COMMENTS AND FEEDBACK

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...

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.

I'm very excited and interested in what Southridge can become!... It's time for a change and should be a combo of work, play, shop and affordability.

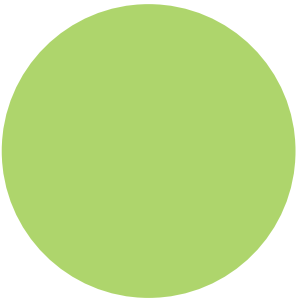
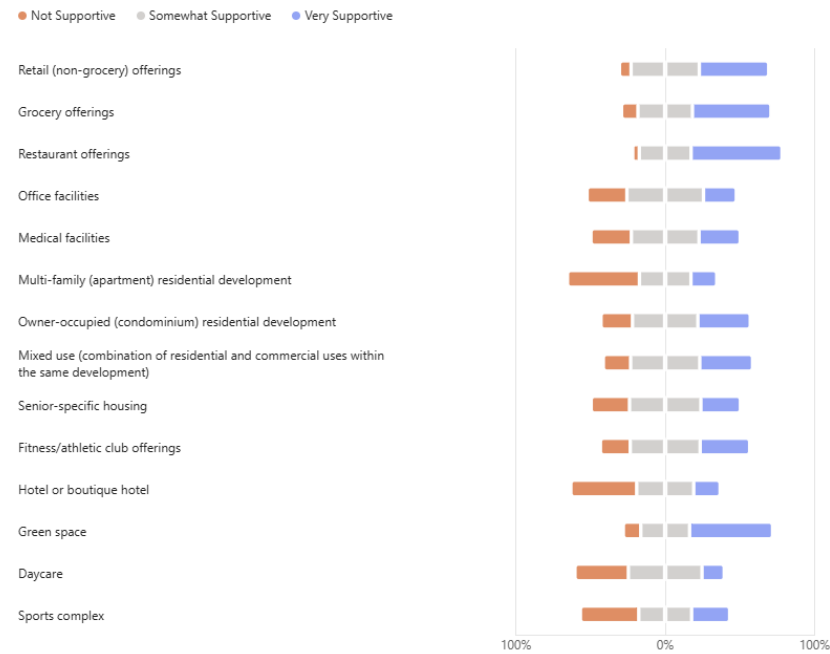
concerns about the amount of lighting we will have to contend with & continued sprawl of the commercial area, trash containment & traffic on 72nd St going north.

indoor go-kart facility... climate-controlled sports/rec hub with basketball, pickleball, volleyball, & turf space for soccer or other uses. This would bring repeat visitors

Please consider expanding the vision to include the downtown Greendale business district to ensure the two areas compliment each other and promote both areas for success

VILLAGE-WIDE SURVEY

18. 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:

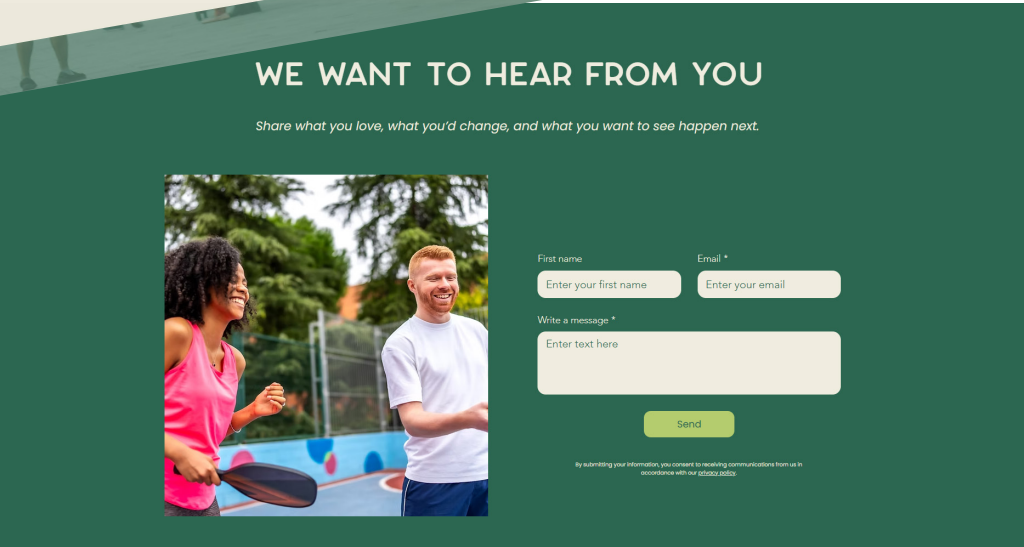
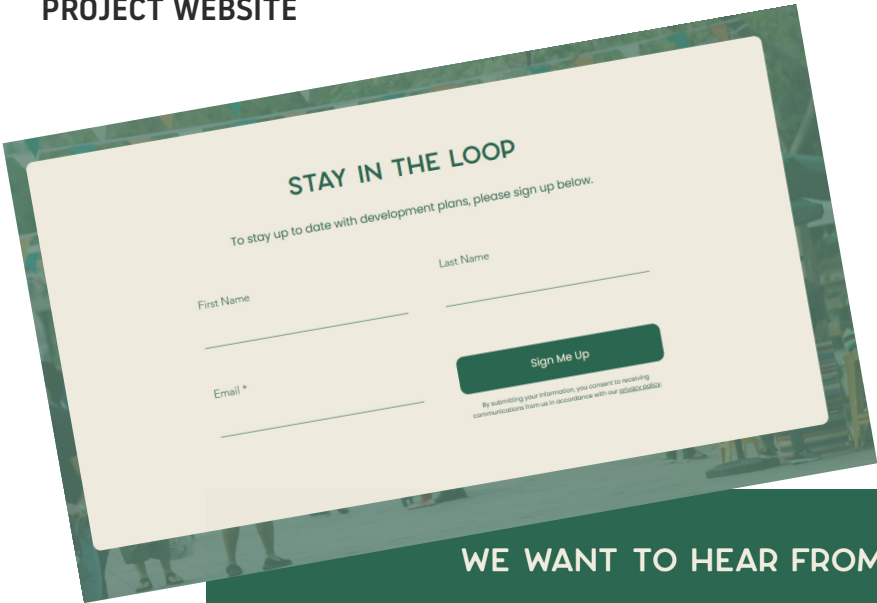


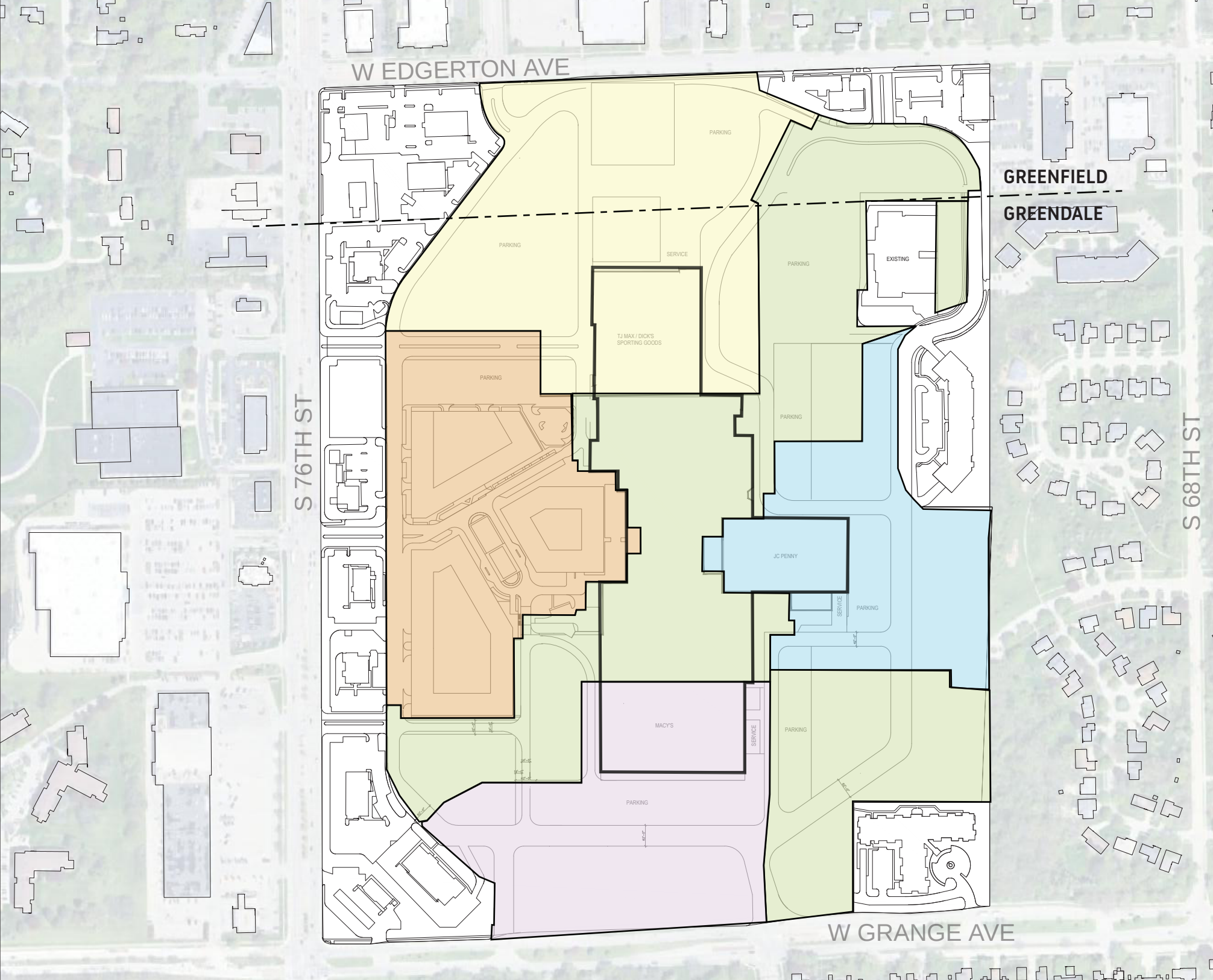
74
Signups

11
Comments

<https://www.southridgevision.com/>

PROJECT WEBSITE





PARCEL DELINEATION & PARKING ANALYSIS

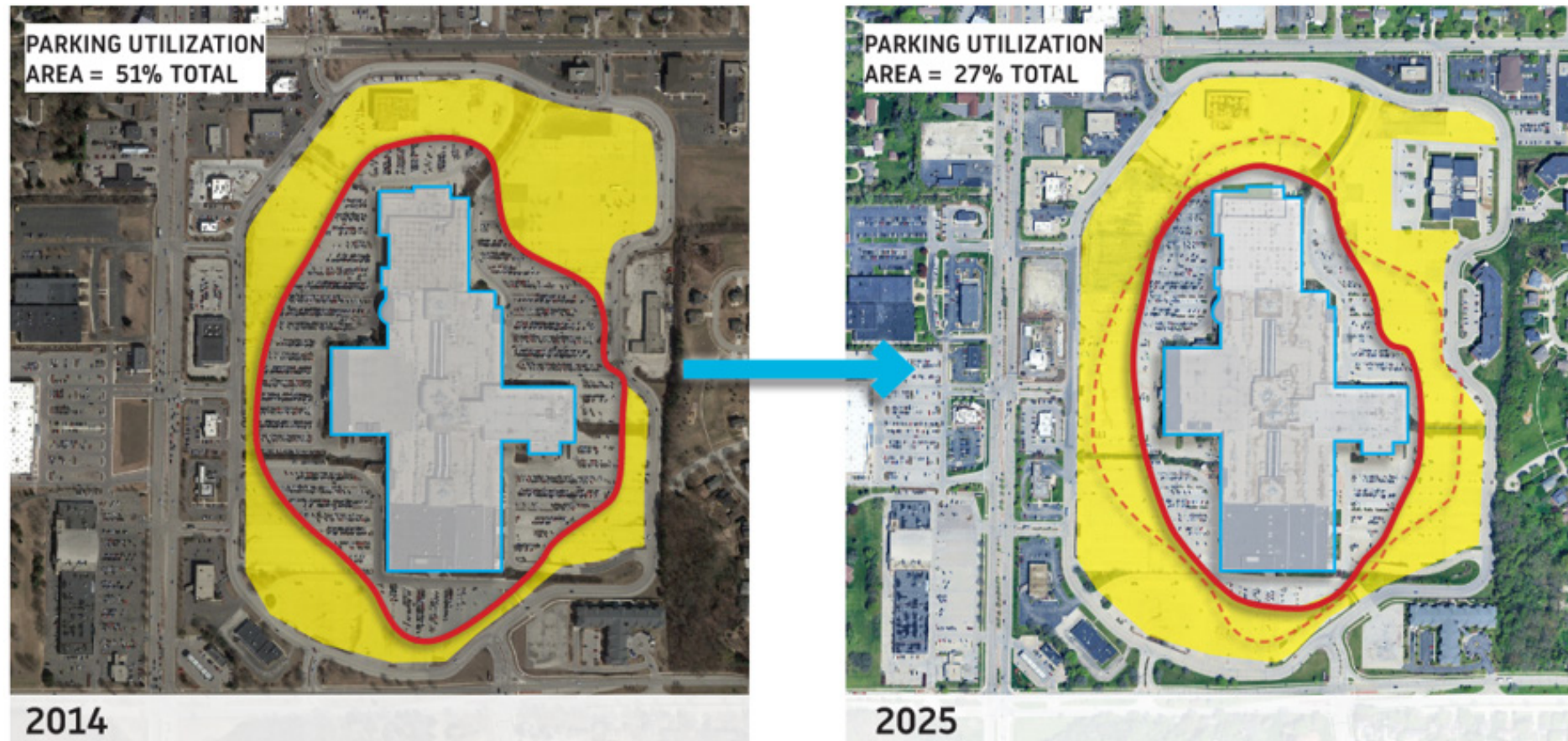
TOTAL STUDY AREA: 117.3± AC
MALL OWNERSHIP AREA: 87.7± AC
OUTLOTS+WEST OF 76TH: 29.6± AC

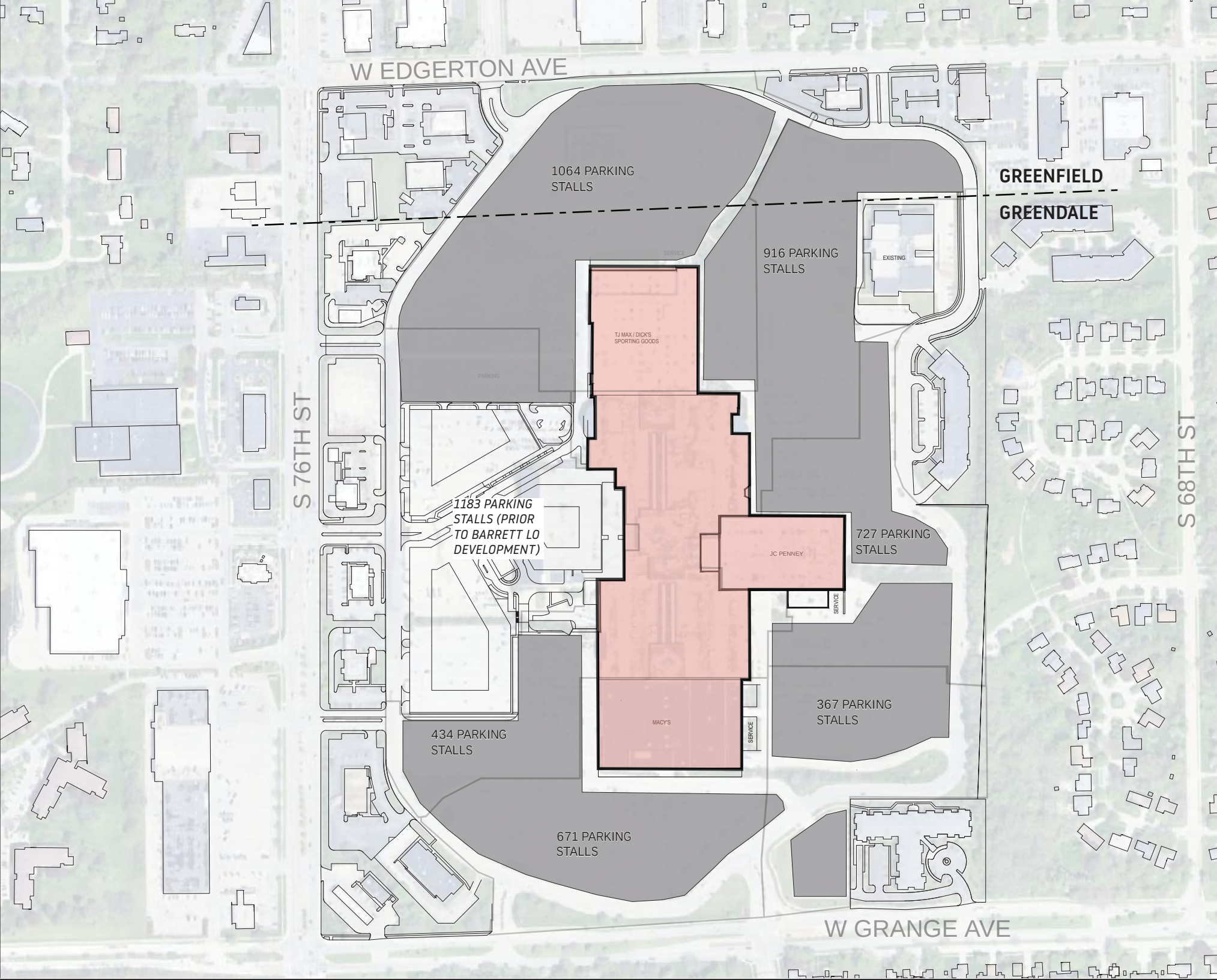
SPINOSO/CENTRAL MALL: 30.8± AC
MACY'S: 12.7± AC
JC PENNEY: 10.2± AC
DICK'S/TJ MAXX: 19.2± AC
BARRETT LO: 14.8± AC

PARKING DEMAND EVOLUTION

WHY PEAK PARKING DEMAND AT LEGACY MALLS KEEPS SHRINKING

- 1) FEWER “ERRAND” TRIPS / MORE DIGITAL & CURBSIDE.
- 2) MALLS ARE USED DIFFERENTLY —FEWER, LONGER, PURPOSE-DRIVEN VISITS.
- 3) AMENITY MIXES FLATTEN PEAKS.
- 4) BEST PRACTICE IS TO RIGHT-SIZE AND SHARE (NOT SIZE FOR BLACK-FRIDAY PEAKS).
- 5) LEGACY MINIMUMS ROUTINELY OVERBUILT.





EXISTING PARKING ANALYSIS

EXISTING PARKING BY PARCEL

Mall Zone	Area (sf)	Existing Parking
Macy's	150000	671
JC Penney	175876	727
Dick's	214700	1064
Central Mall	408648	1717
Total	949,224	4,179

Boston's lot parking count = 1,183 Stalls prior to Barrett Lo redevelopment

Note: Tabulated areas indicate store commercial/retail square footages

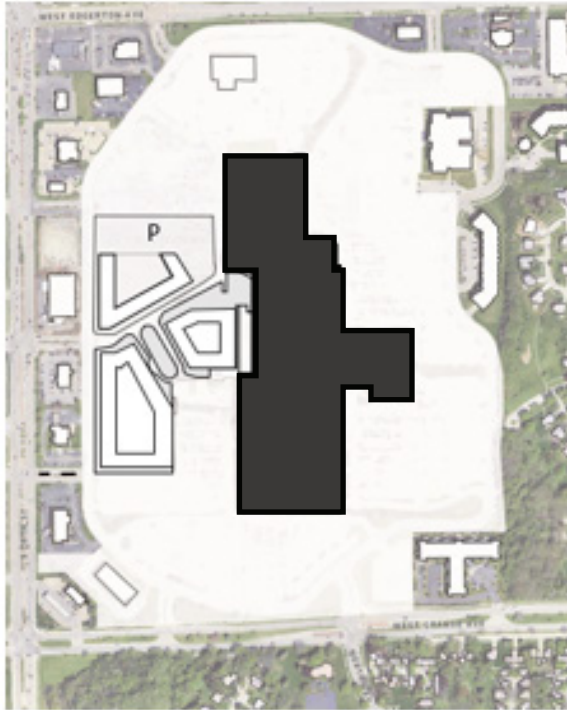
CONCEPT SCENARIOS

PROPOSED LAND USE STRATEGIES

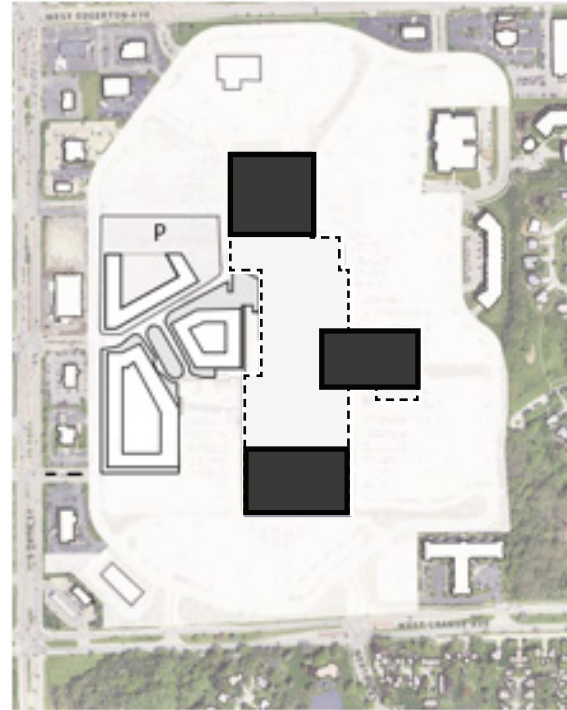
01: THE MALL REMAINS

02: ANCHOR TENANTS REMAIN

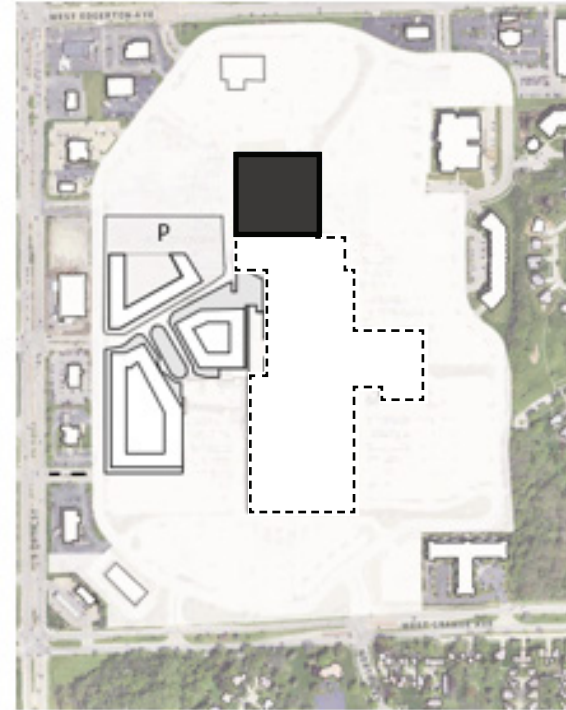
03: MAJORITY OF THE MALL IS
REDEVELOPED OVER TIME



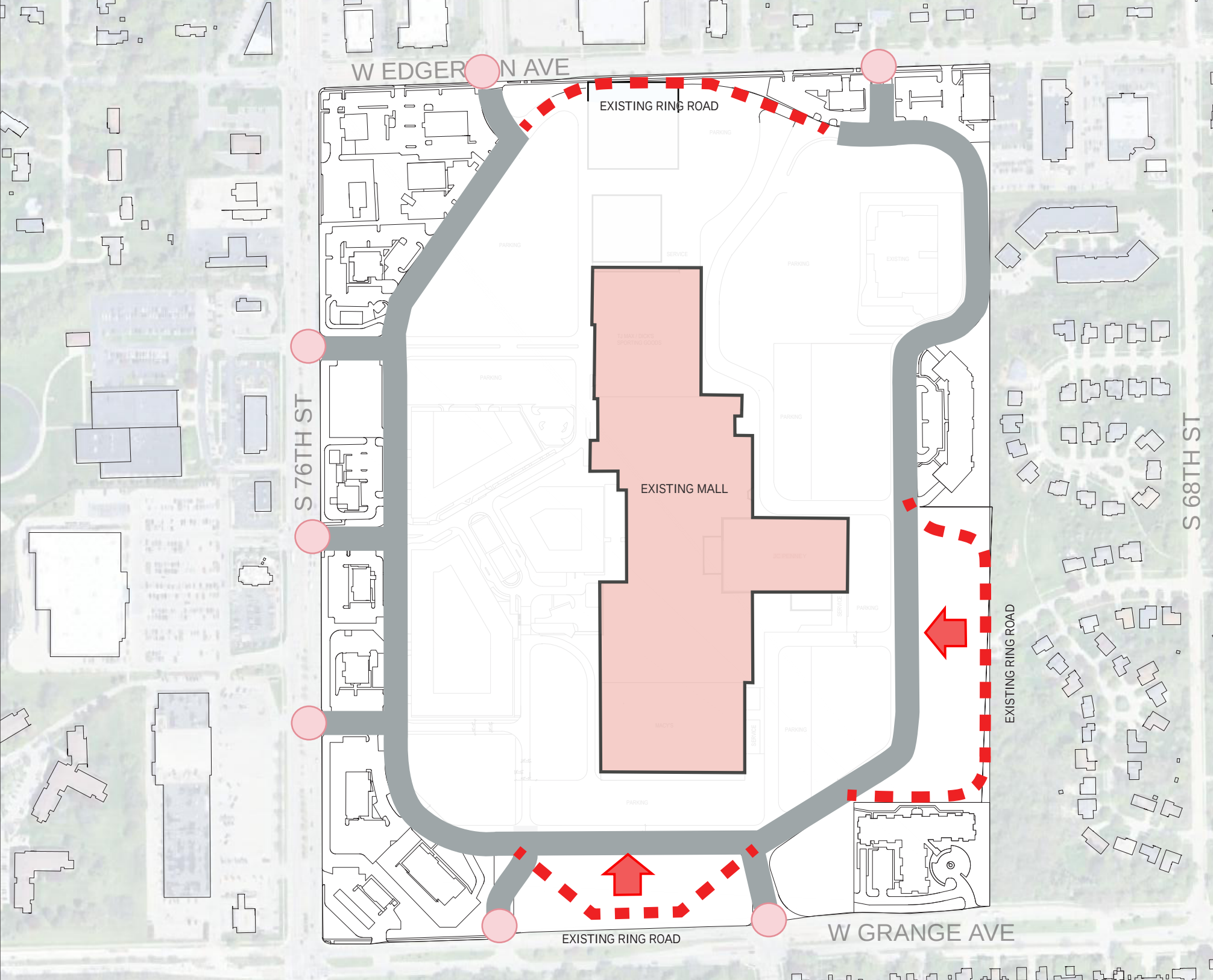
1



2



3

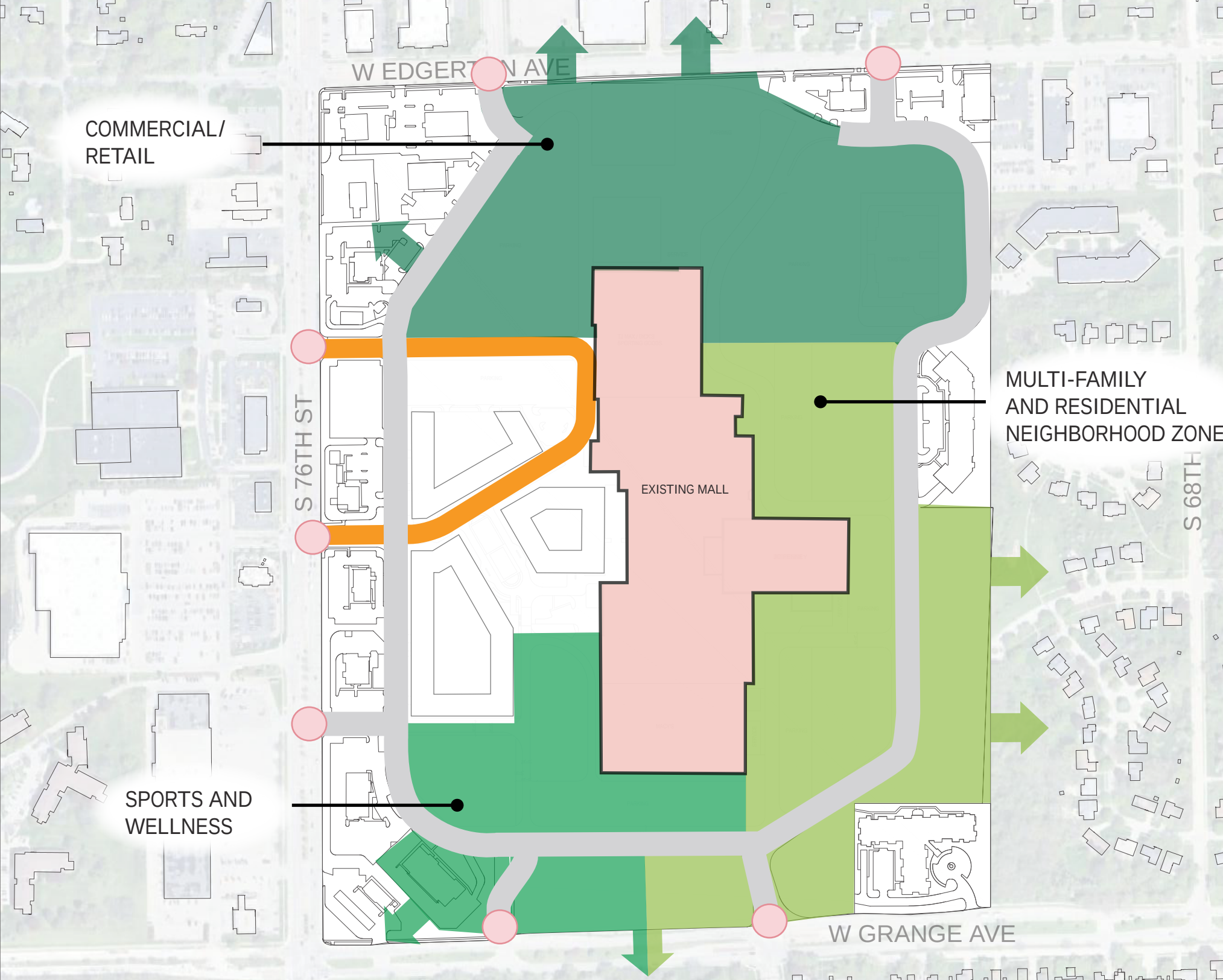


SCENARIO 1

THE MALL REMAINS

IMPROVE & REVISE RING ROAD

- + REDUCE REDUNDANCY AND INEFFICIENCY IN ROAD NETWORK
- + ALLOW FOR FLEXIBLE DEVELOPMENT AND EFFICIENT USE OF INFRASTRUCTURE



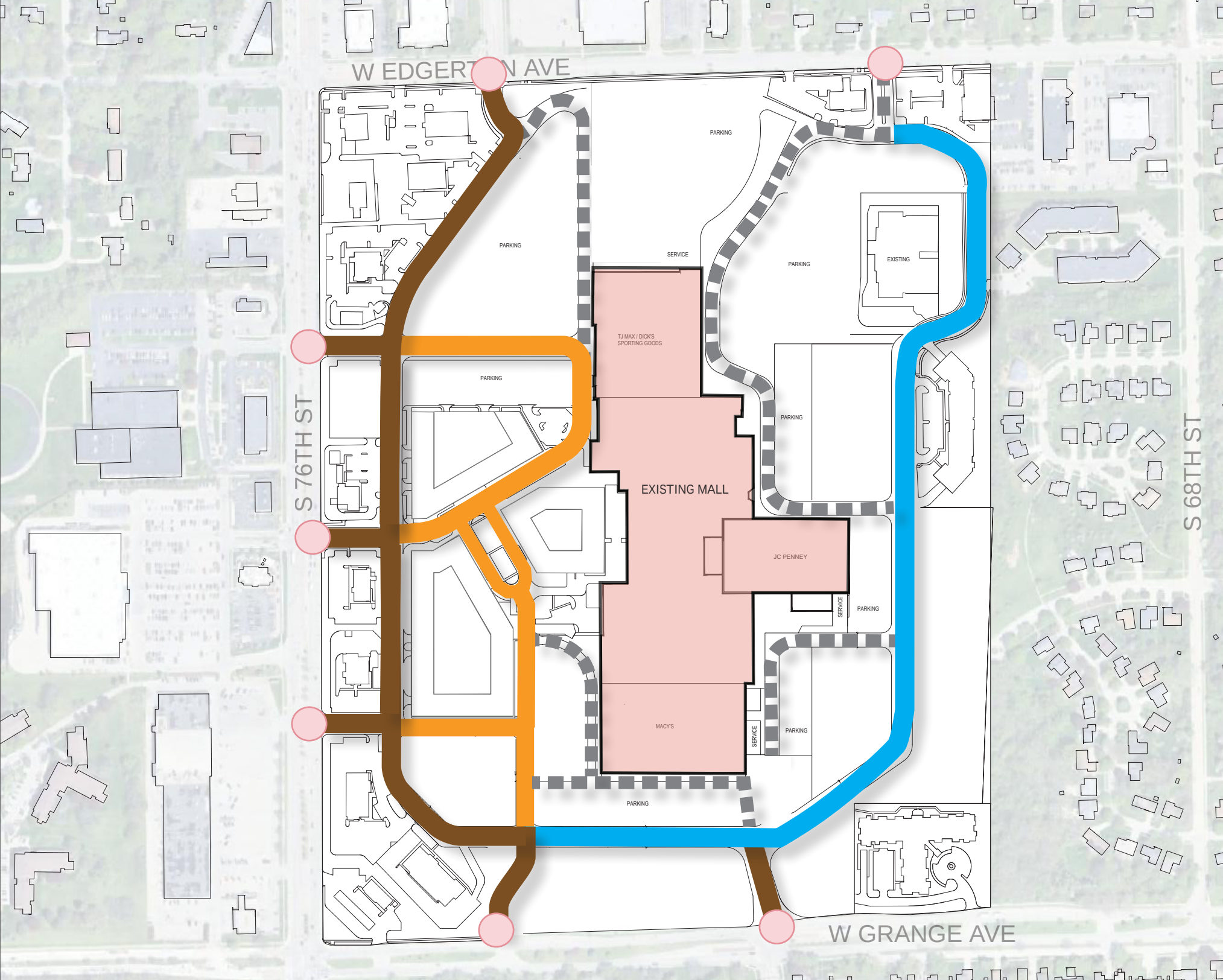
SCENARIO 1

THE MALL REMAINS

PROPOSED DEVELOPMENT ZONES



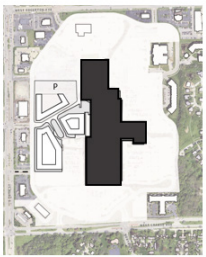
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SCENARIO 1

THE MALL REMAINS

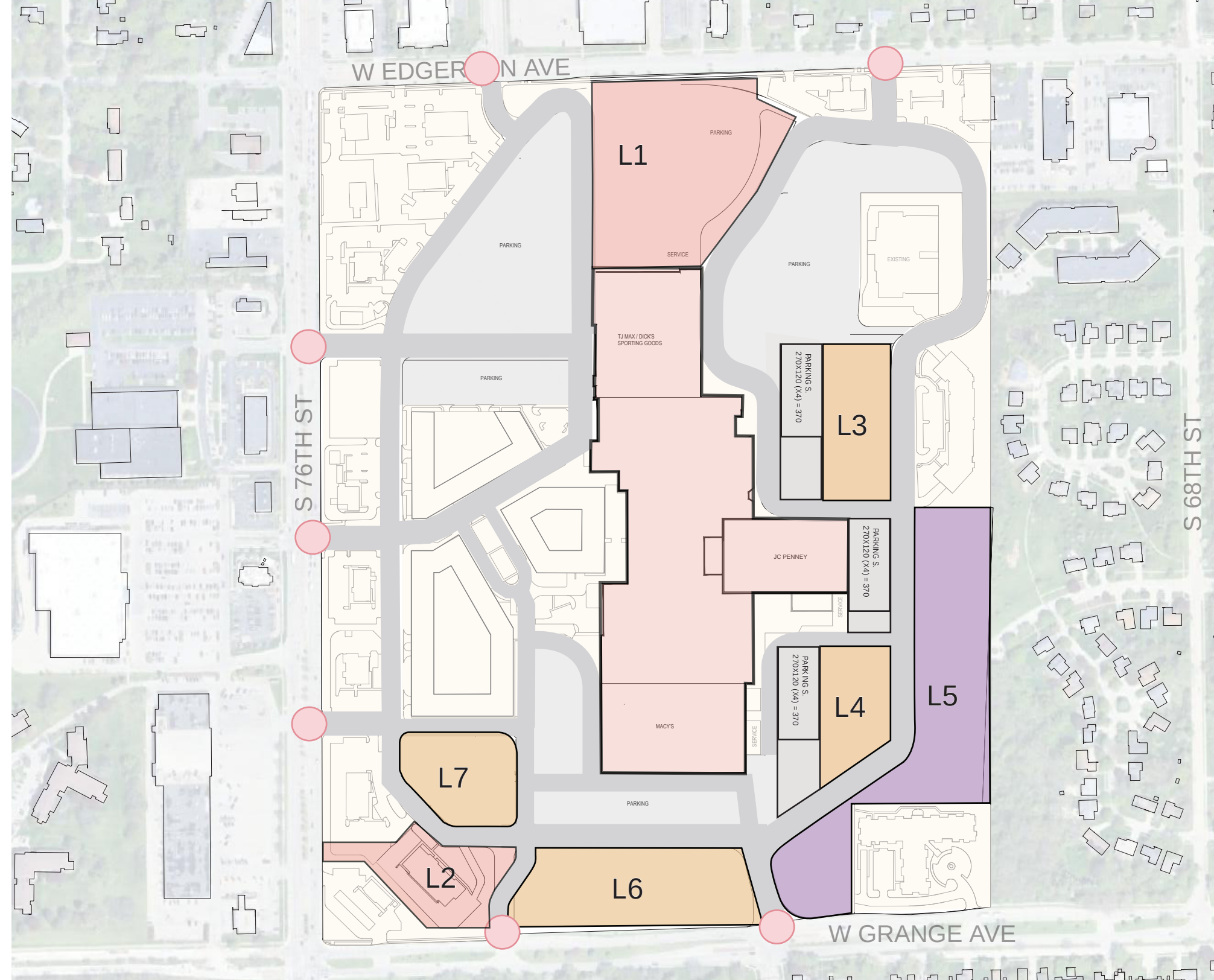
ROADWAY CONNECTIVITY



1

ROADWAY CONNECTIONS

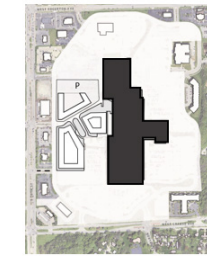
- PUBLIC COMMERCIAL STREET
 - (A) NO PARKING
 - (B) PARALLEL PARKING
 - (C) MARKET STREET W/ ANGLED PARKING
- RESIDENTIAL STREET
 - (A) PARALLEL PARKING SIDES
- PRIVATE DEVELOPMENT STREET



SCENARIO 1A

THE MALL REMAINS

LAND USE



1

YIELD SUMMARY: COMMERCIAL LOTS

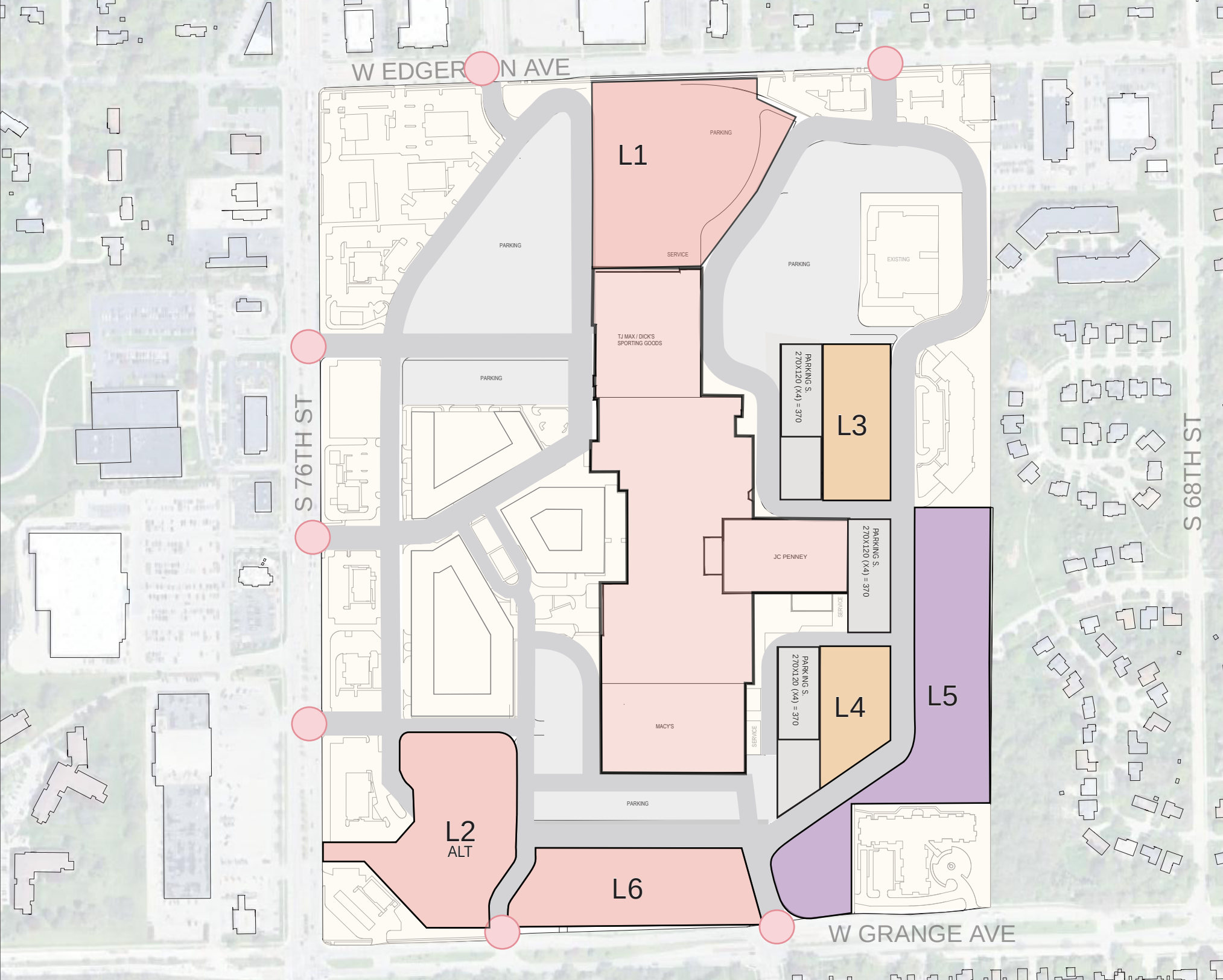
L1: 4.4± AC
L2: 2.0± AC
JC PENNEY: 10.2± AC > 8.4± AC (110,000 GSF)
DICK'S/TJ MAXX: 19.2± AC >14.8± AC (115,000 GSF)

RESIDENTIAL LOTS

L3: 3.2± AC – UNITS: 110-140
L4: 2.4± AC – UNITS: 80-100
L5: 6.2± AC – UNITS: 50-70
L6: 6.0± AC – UNITS: 220 -260
L7: 3.9± AC – UNITS: 140 - 170

LAND USE CONCEPT KEY

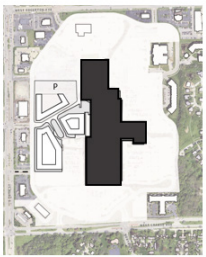
- PARKING
- COMMERCIAL
- MIXED USE
- MID DENSITY RESIDENTIAL



SCENARIO 1B

THE MALL REMAINS

FRAMEWORK FLEXIBILITY



1

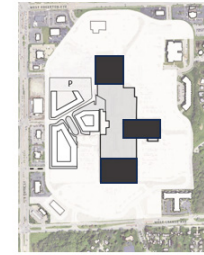
YIELD SUMMARY:
COMMERCIAL LOTS
L2ALT: 4.2± AC – 60-80K SPORT, REC & WELLNESS
L6: 6.0± AC – 80-100K SPORT, REC & WELLNESS

LAND USE CONCEPT KEY

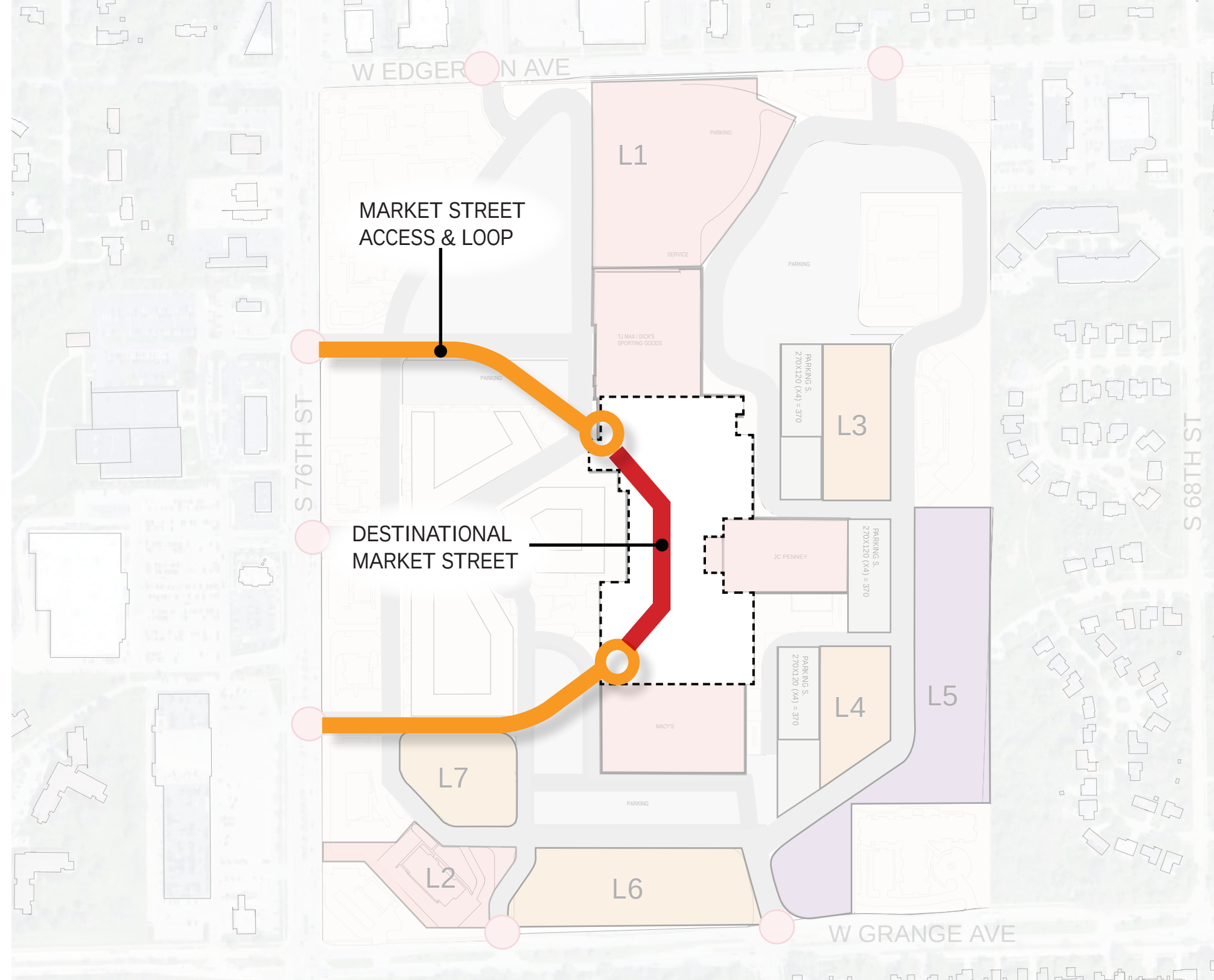
- PARKING
- COMMERCIAL
- MIXED USE
- MID DENSITY RESIDENTIAL

SCENARIO 2

ANCHOR TENANTS REMAIN
MARKET STREET LOOP

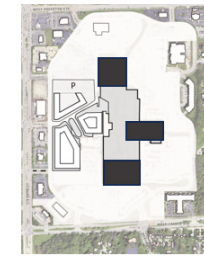


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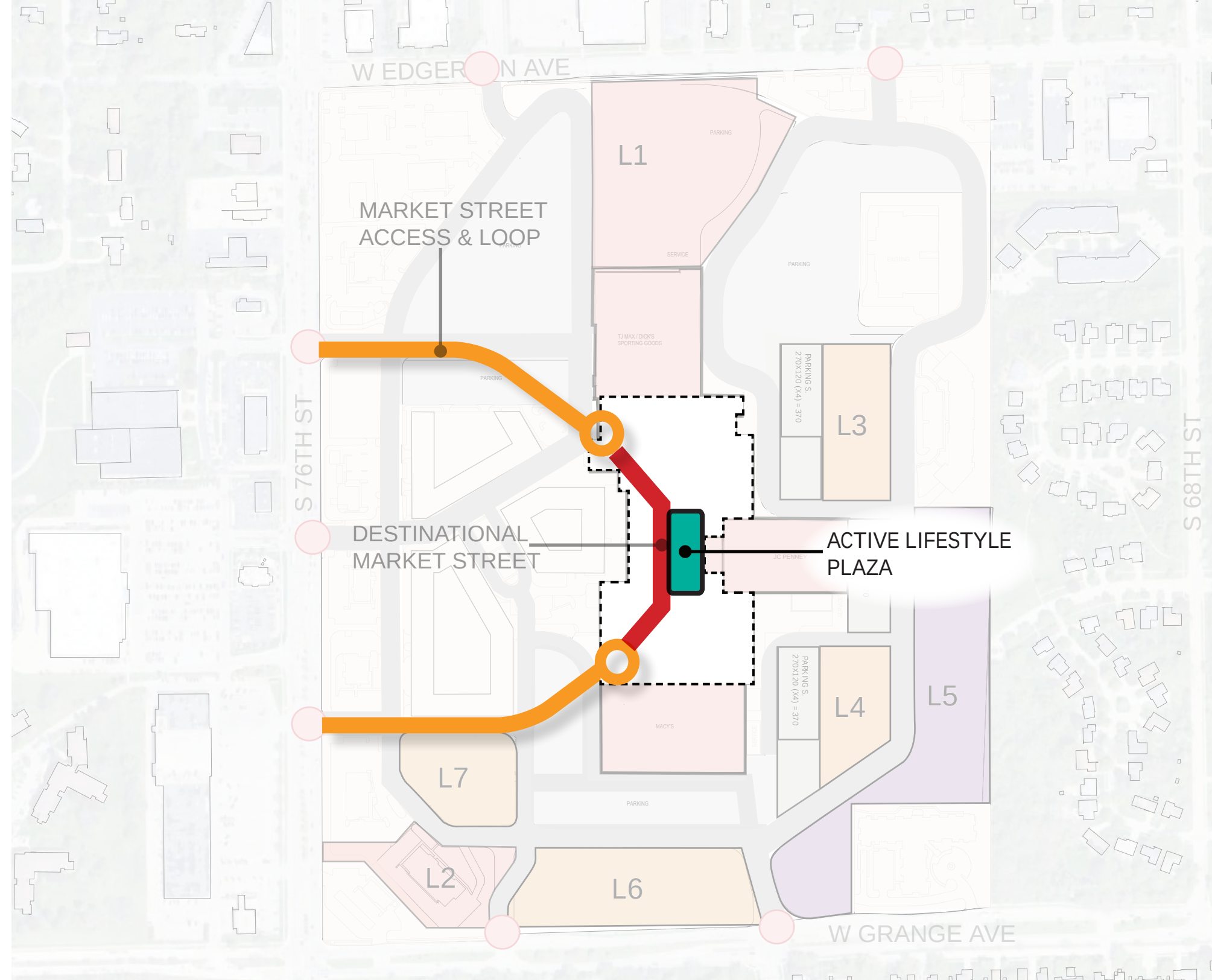


SCENARIO 2

ANCHOR TENANTS REMAIN
ACTIVE LIFESTYLE PLAZA



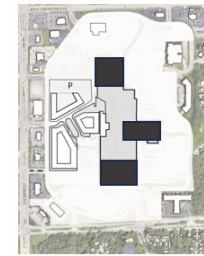
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SCENARIO 2

ANCHOR TENANTS REMAIN

LAND USE



2

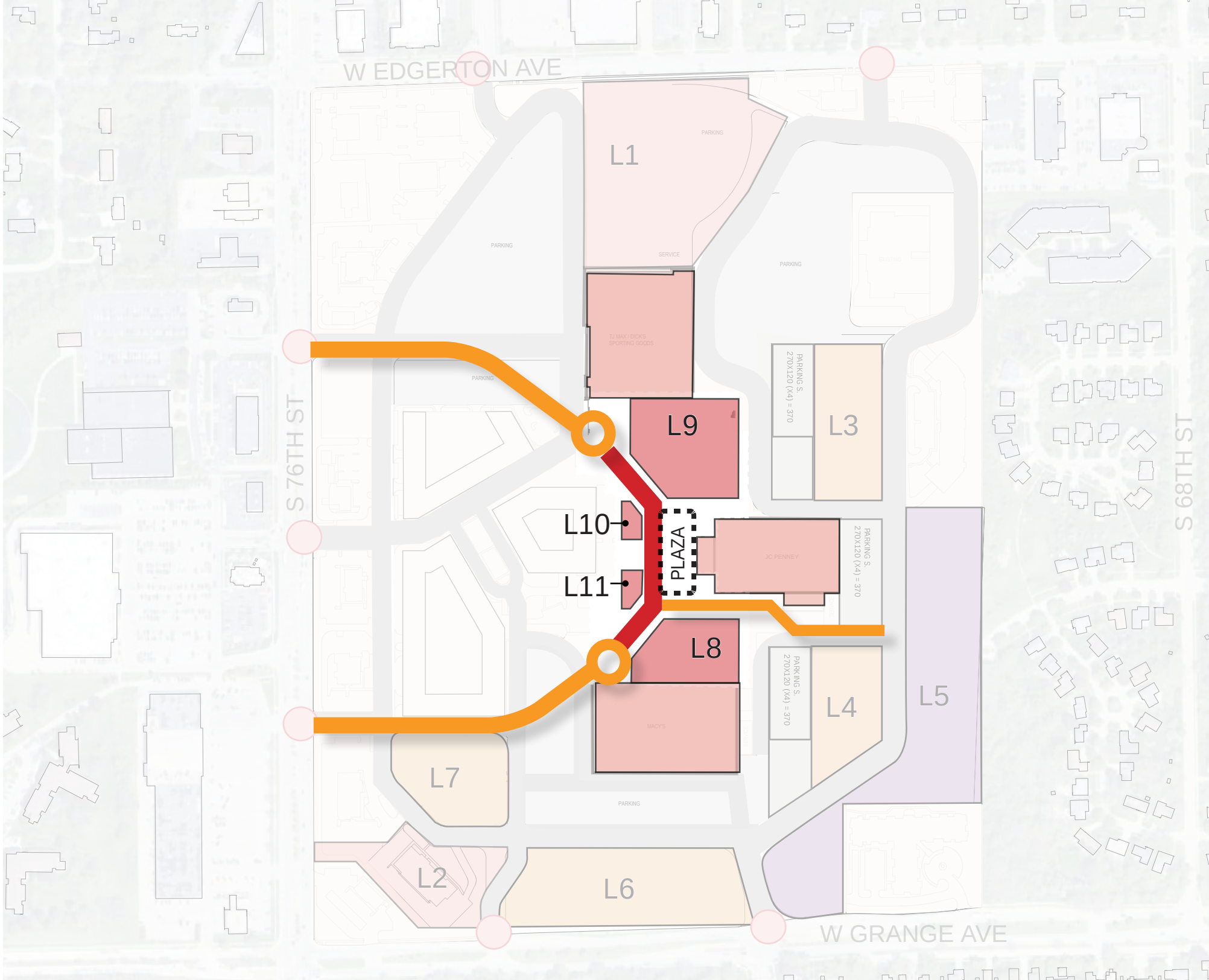
YIELD SUMMARY:

COMMERCIAL LOTS

- L8: 0.8± AC (34K-35K SF FP)
- L9: 1.0± AC (43K-44K SF FP)
- L10: 5-7K SF BLDG
- L11: 5-7K SF BLDG

LAND USE CONCEPT KEY

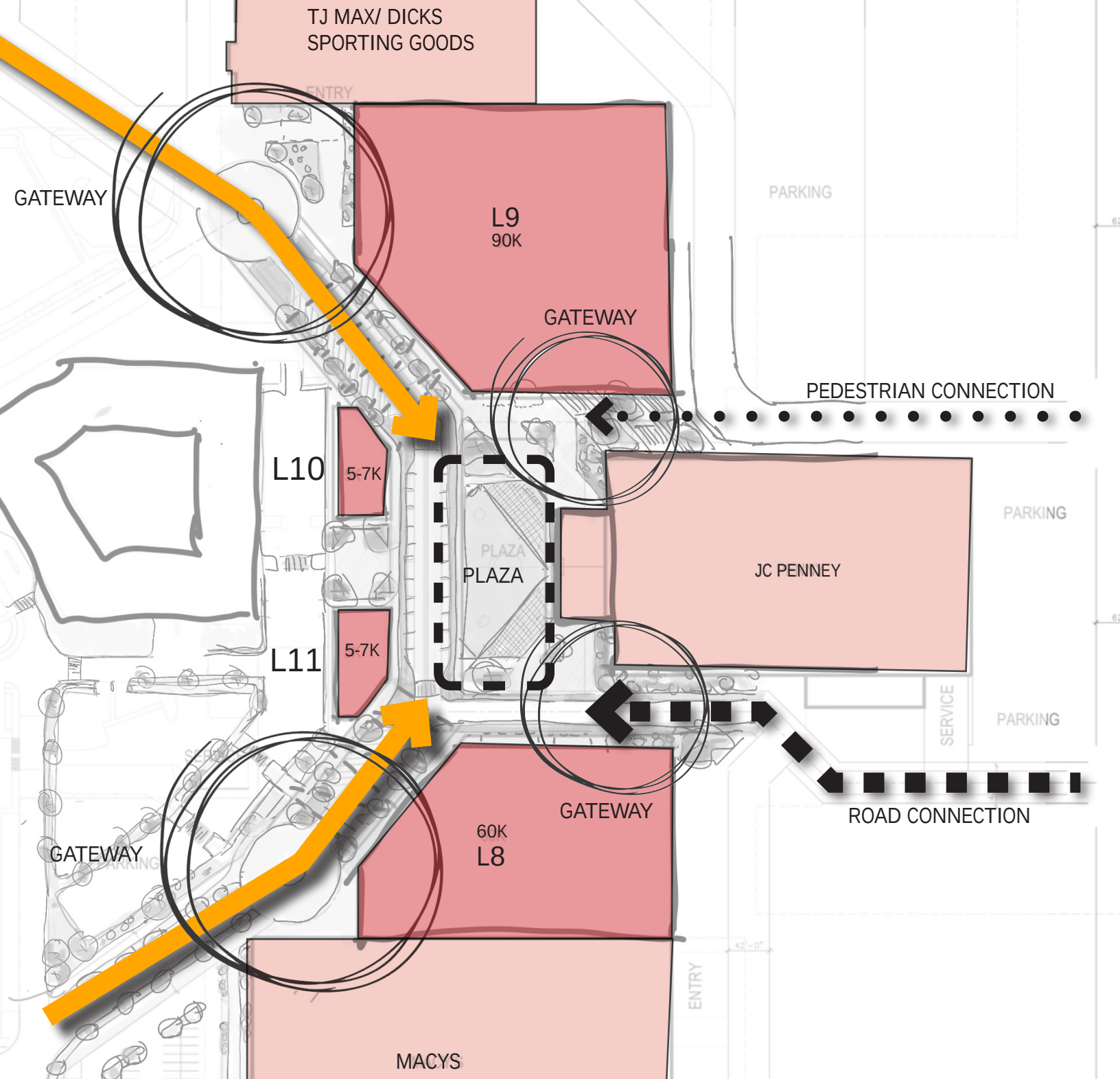
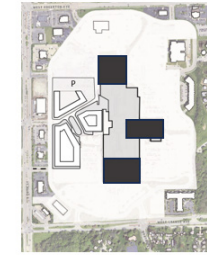
- PARKING
- COMMERCIAL
- MIXED USE
- MID DENSITY RESIDENTIAL



CONCEPT SKETCH

ANCHOR TENANTS REMAIN

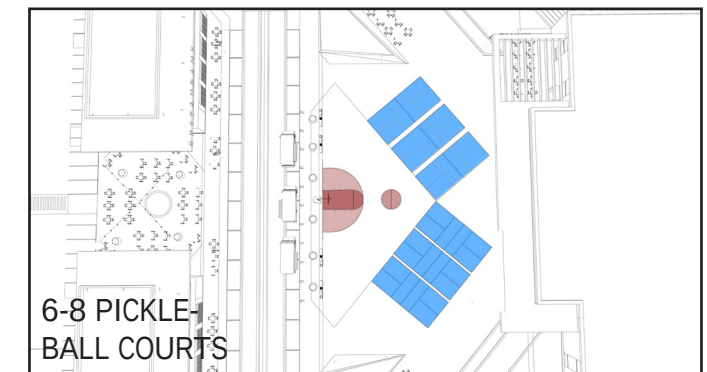
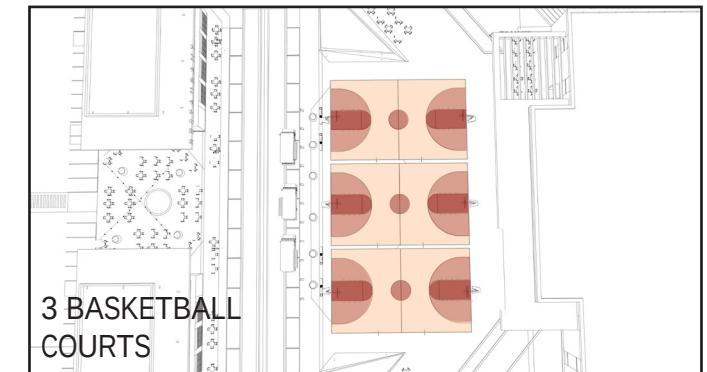
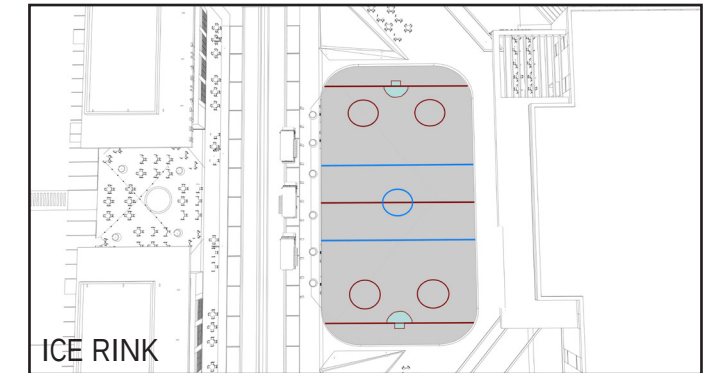
ACTIVE LIFESTYLE PLAZA



CONCEPT SKETCH

ANCHOR TENANTS REMAIN

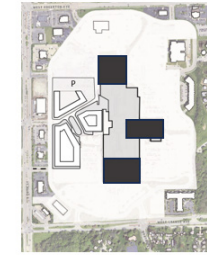
ACTIVE LIFESTYLE PLAZA



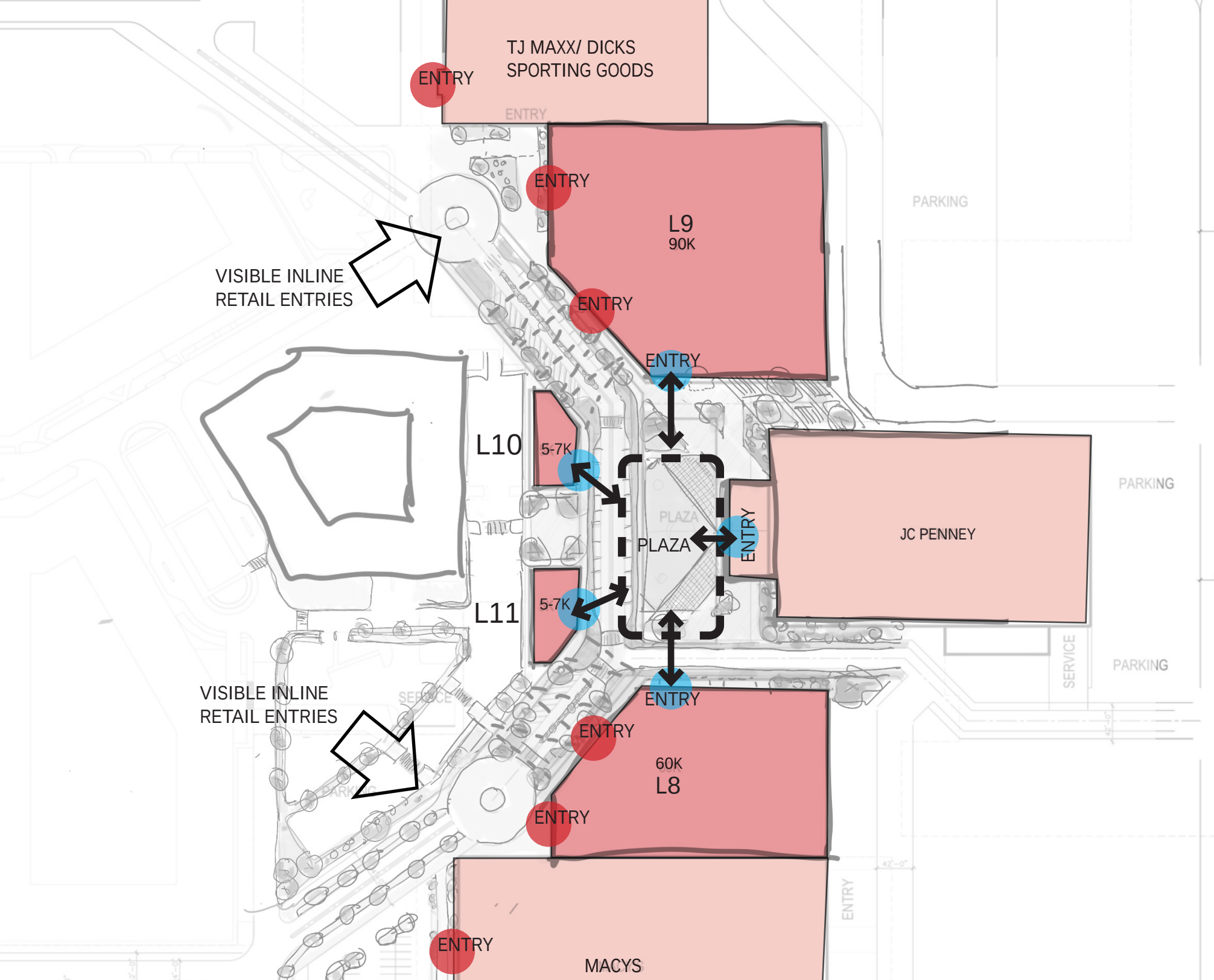
CONCEPT SKETCH

ANCHOR TENANTS REMAIN

ACTIVE LIFESTYLE PLAZA



2



CONCEPT SKETCH

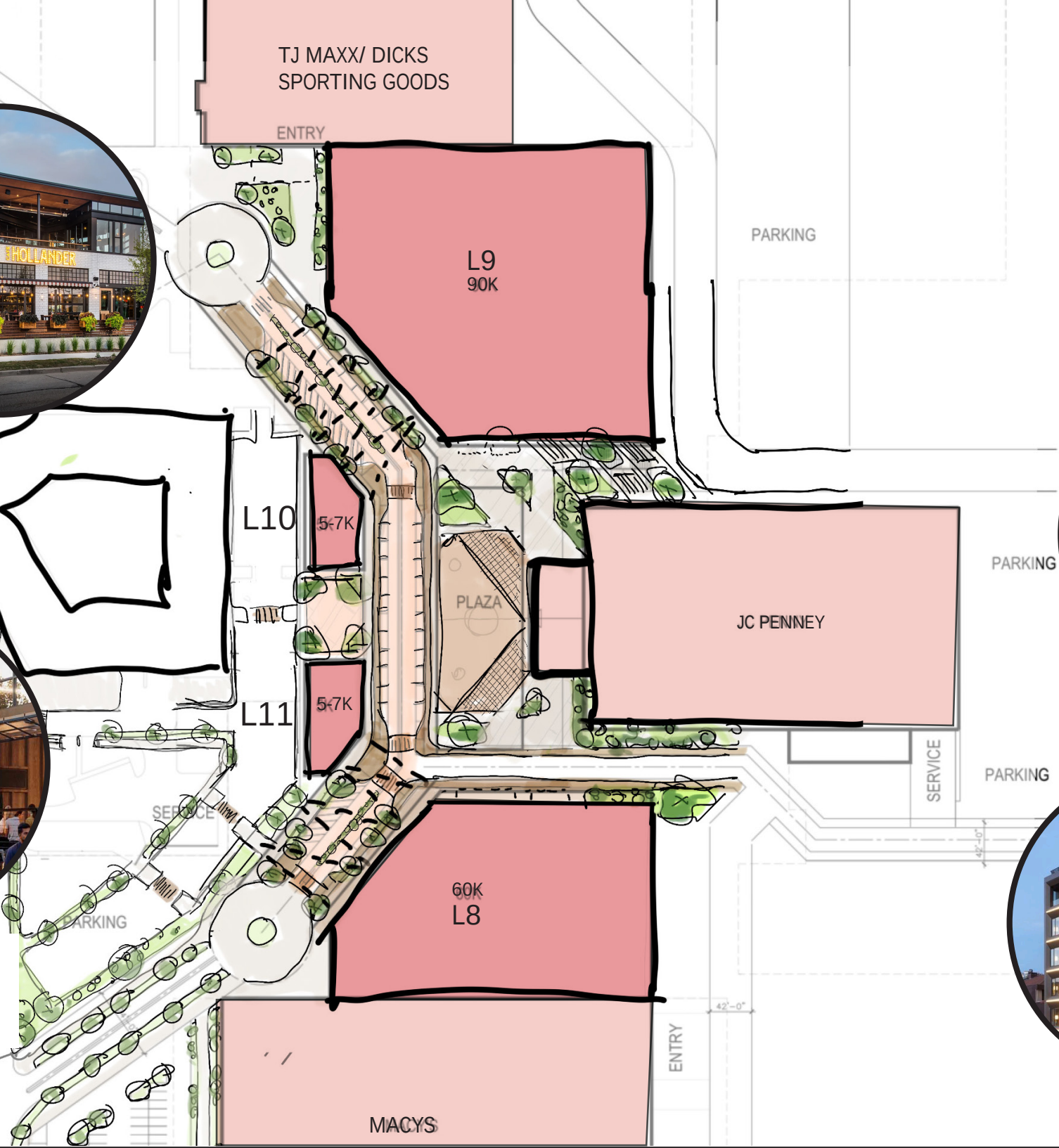
ANCHOR TENANTS REMAIN

ACTIVE LIFESTYLE PLAZA

POTENTIAL USES
- RESTAURANT
- BOUTIQUE RETAIL



POTENTIAL USES
- RESTAURANT
- BOUTIQUE RETAIL

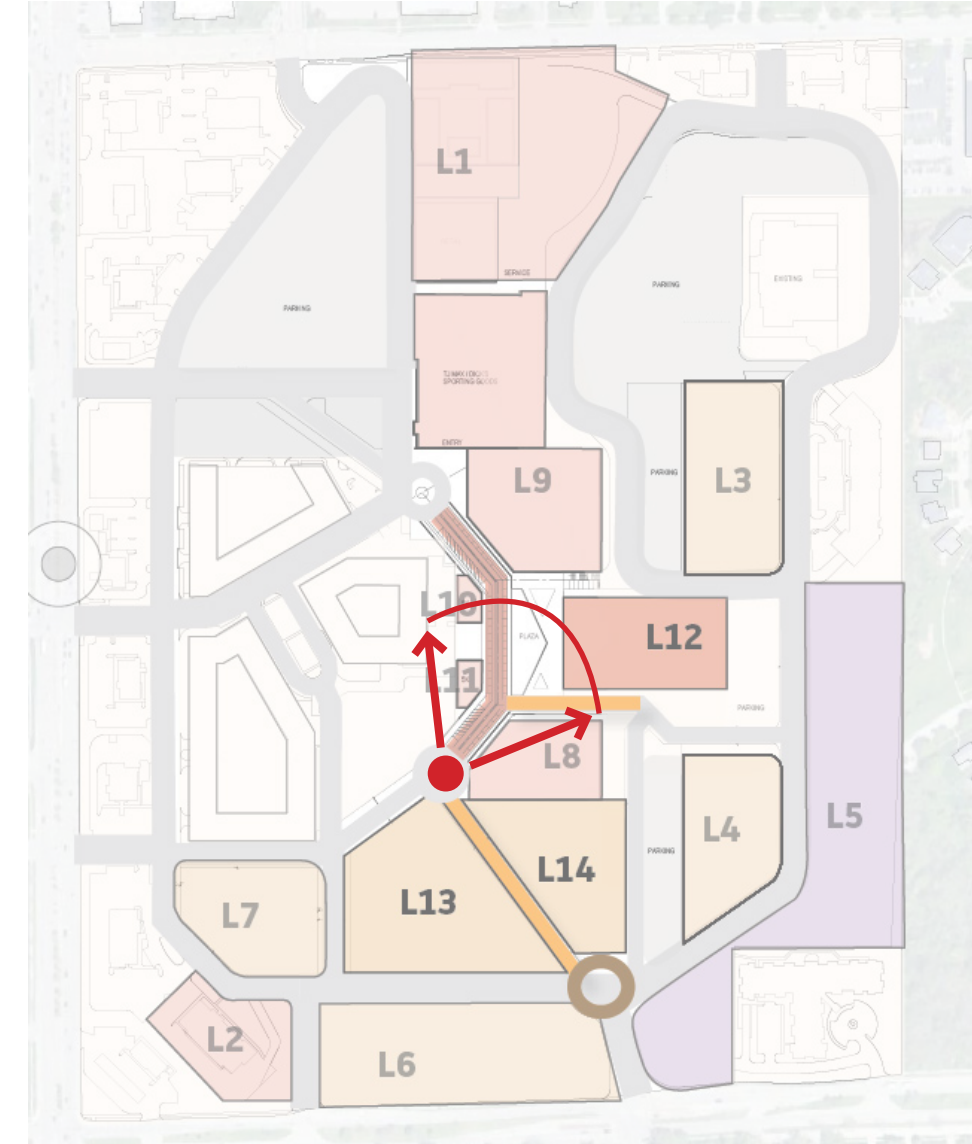


POTENTIAL USES
- MULTI-SPORT YOUTH SPORT COMPLEX
- COMMUNITY CENTER
- RECREATION CENTER (YMCA, WAC, LIFETIME)
- DESTINATION RETAIL
- DESTINATIONAL FOOD AND BEV. (CHICKEN AND PICKLE, POP STROKE, LUCKY STRIKE ENT.)
- HOSPITALITY
- HOTEL AND CONFERENCE CENTER



CONCEPT SKETCH

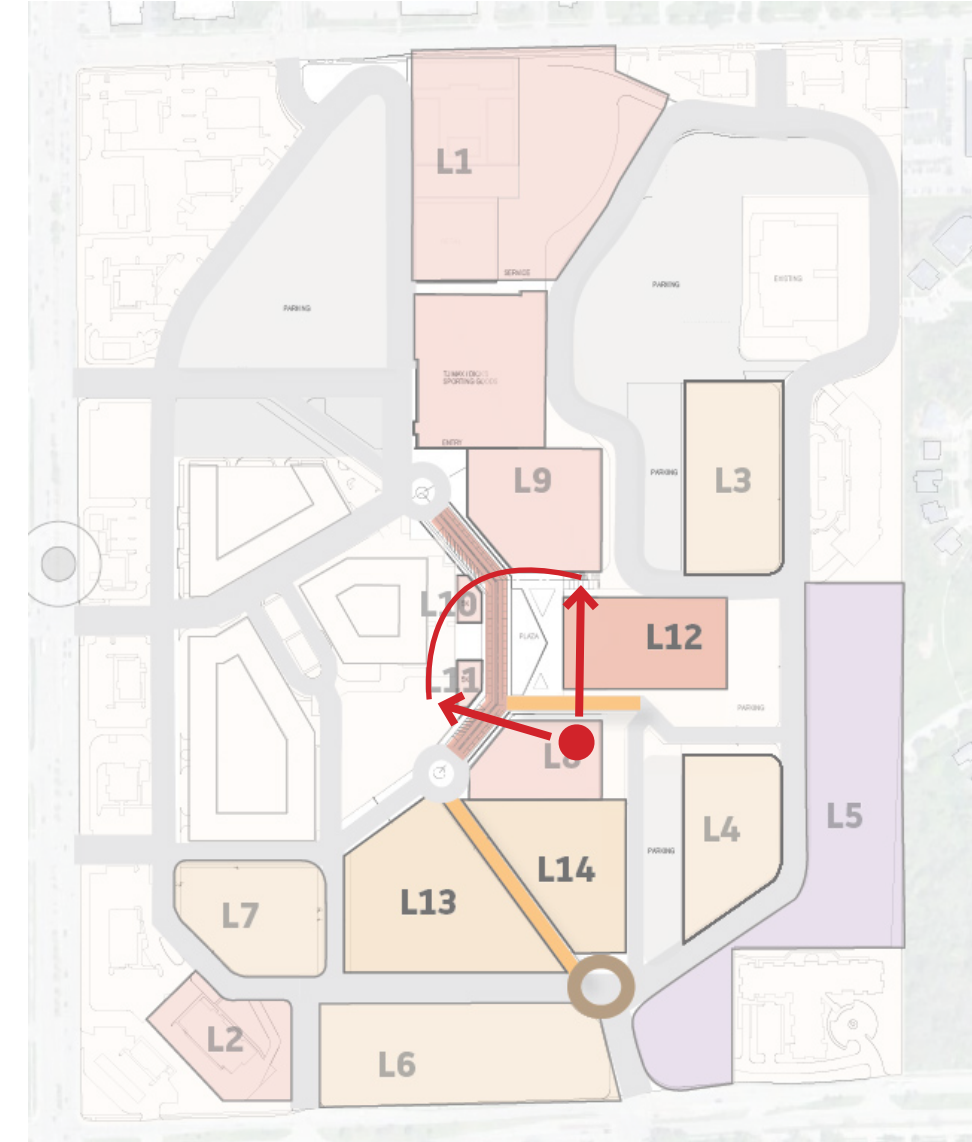
ACTIVE LIFESTYLE PLAZA





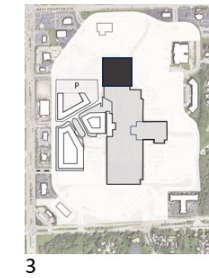
CONCEPT SKETCH

ACTIVE LIFESTYLE PLAZA

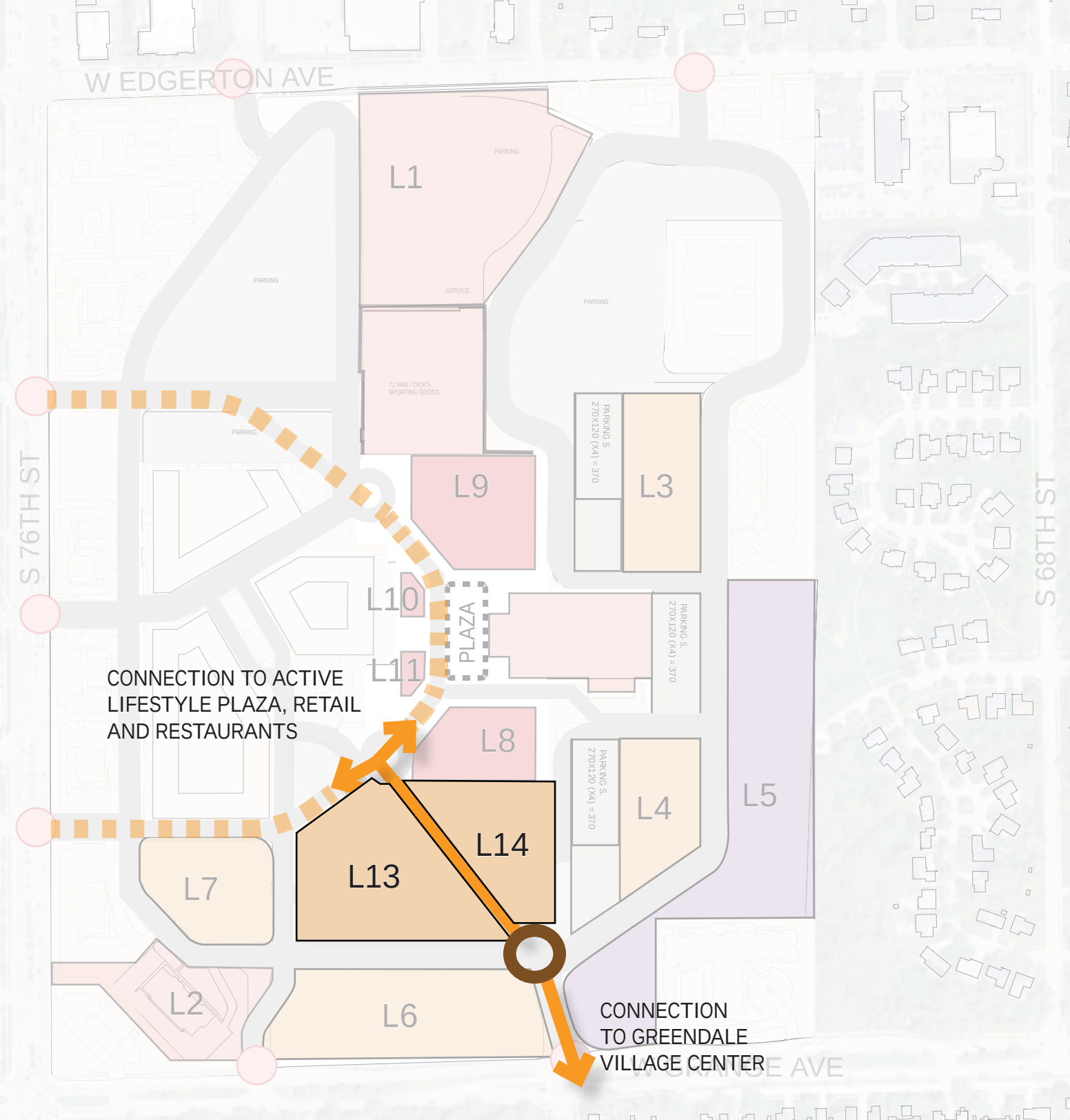


SCENARIO 3 STUDY

CONCEPT: MAJORITY OF THE MALL IS REDEVELOPED OVER TIME

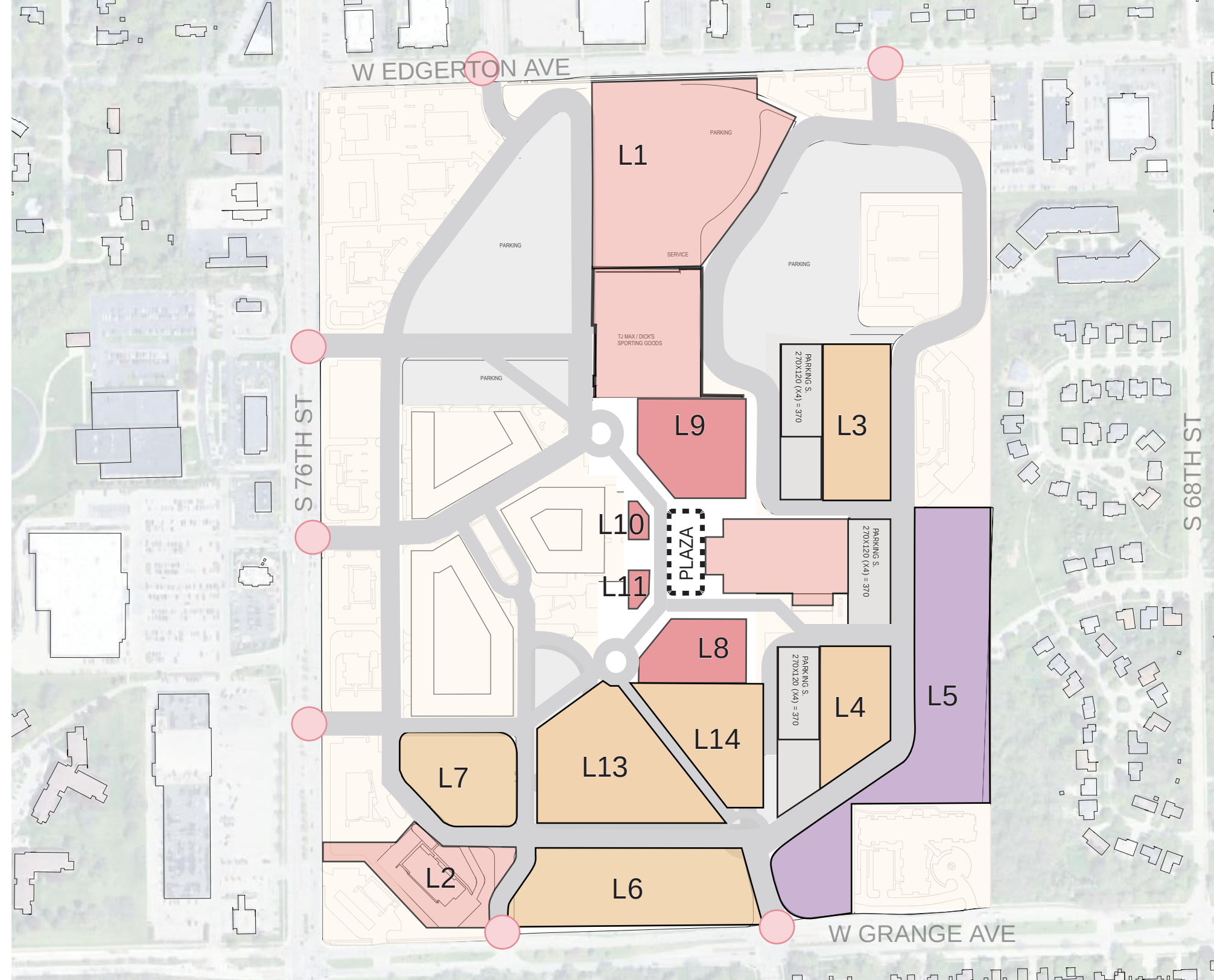


YIELD SUMMARY:
RESIDENTIAL LOTS
 L13: 4.3± AC – UNITS: 180 - 220
 L14: 5.5± AC – UNITS: 240 – 280



LAND USE CONCEPT KEY

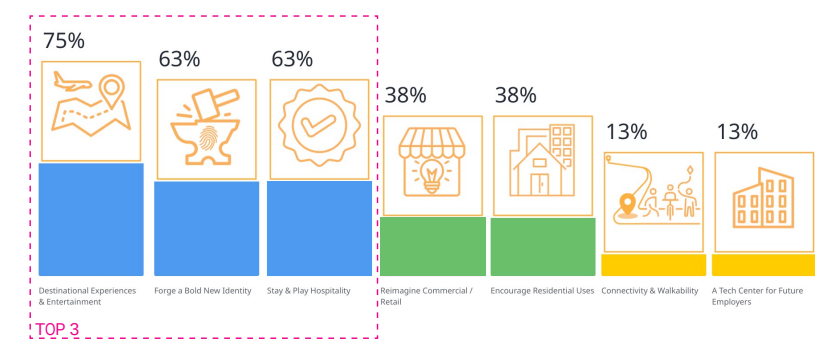
- PARKING
- COMMERCIAL
- MIXED USE
- MID DENSITY RESIDENTIAL



COMPILED MASTERPLAN PLANNING FEEDBACK INTEGRATION

STAKEHOLDER PLANNING PRINCIPLE INTEGRATION

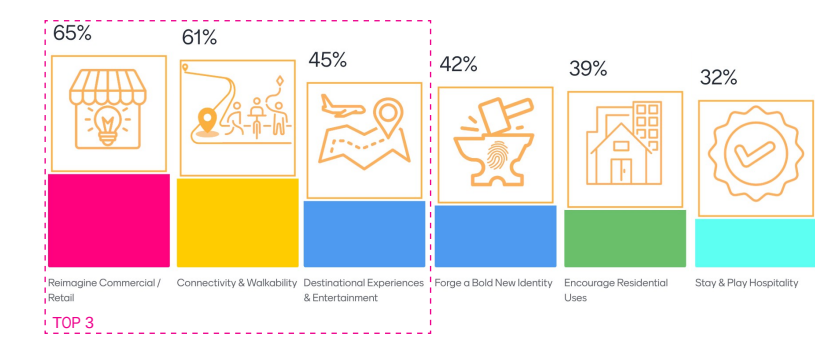
- 1) DESTINATIONAL EXPERIENCES & ENTERTAINMENT
- 2) FORGE A BOLD NEW IDENTITY
- 3) STAY & PLAY HOSPITALITY



COMMUNITY PLANNING PRINCIPLE INTEGRATION

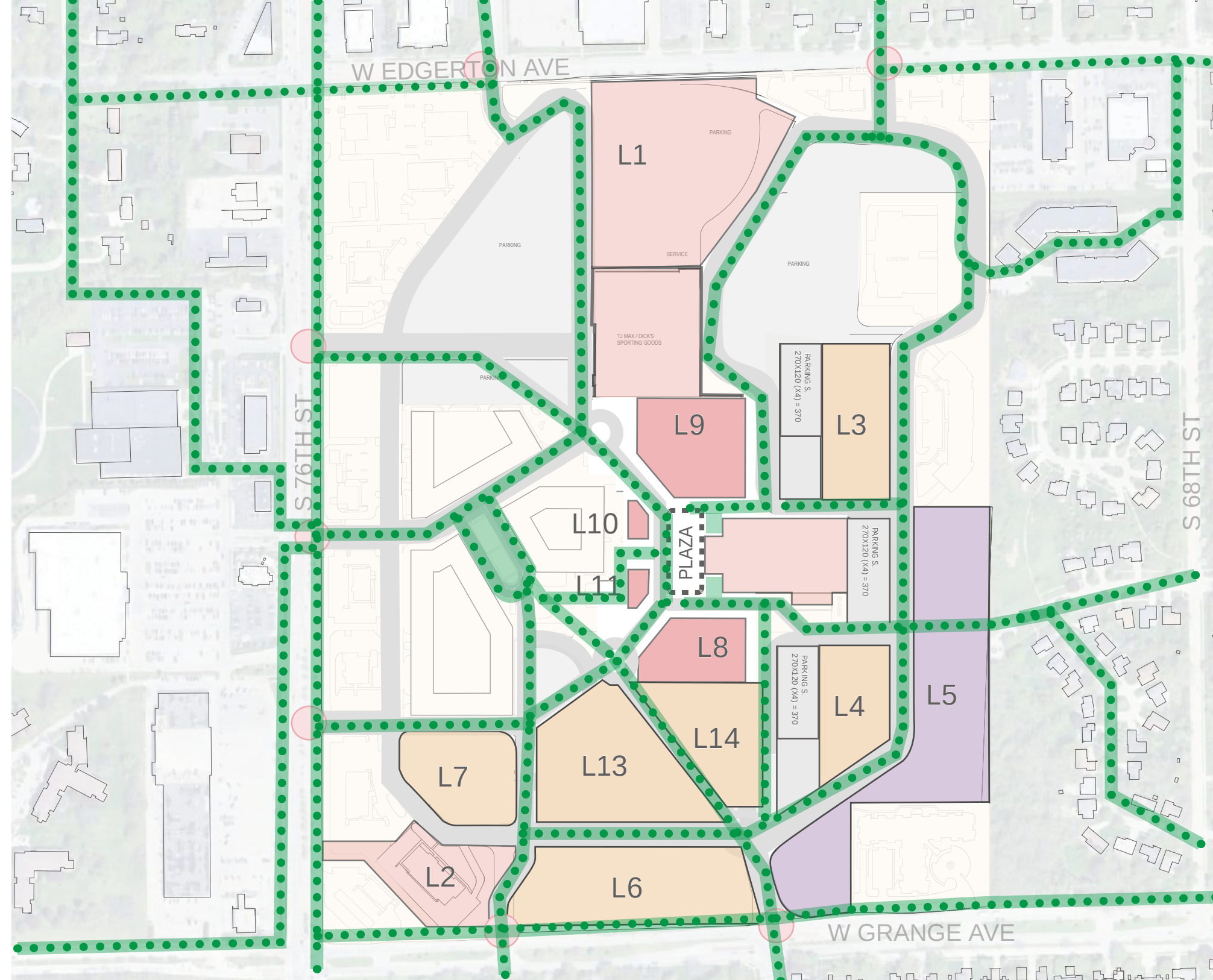
- 1) REIMAGINE COMMERCIAL / RETAIL
- 2) CONNECTIVITY AND WALKABILITY
- 3) DESTINATIONAL EXPERIENCES & ENTERTAINMENT

TOP 3 PLANNING PRINCIPLES



COMMUNITY CONNECTIONS

BIKE & PEDESTRIAN CONNECTIVITY



LAND USE CONCEPT KEY

- PARKING
- COMMERCIAL
- MIXED USE
- MID DENSITY RESIDENTIAL
- BIKE/PEDESTRIAN PATH
- GREENSPACE AND LANDSCAPE IMPROVEMENTS

BRANDING

BRAND IDENTITY + STYLE GUIDE

FRESH NOSTALGIA
Familiar name. Renewed energy.

KEY BRAND DRIVERS

1. CELEBRATE PLACE
2. CULTIVATE CONNECTION
3. FLEXIBLE + FUTURE-FOWARD
4. HONOR TRADITION
5. RENEW + ATTRACT



SOUTHRIDGE
ACRES

SOUTHRIDGE
SQUARE

SOUTHRIDGE
Shining Together Since 1970

SOUTH76

SOCIAL INNOVATION
Revitalizing the hub.

KEY BRAND DRIVERS

1. CELEBRATE PLACE
2. CULTIVATE CONNECTION
3. FLEXIBLE + FUTURE-FOWARD
4. HONOR TRADITION
5. RENEW + ATTRACT

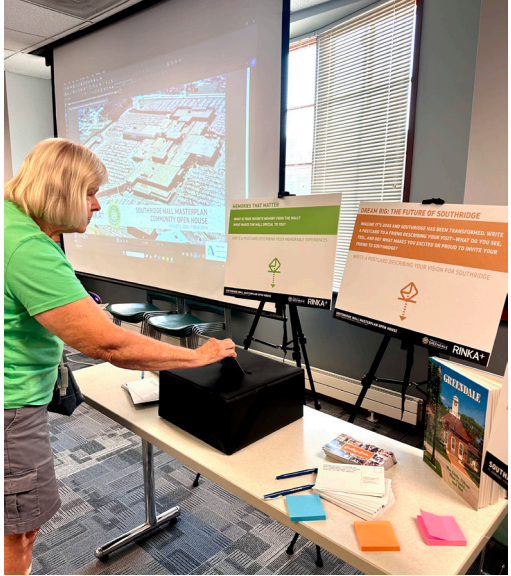
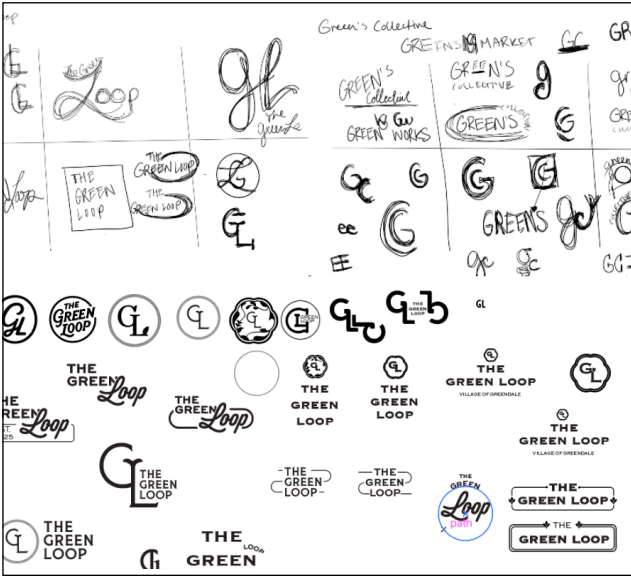


EMERALD
YARD

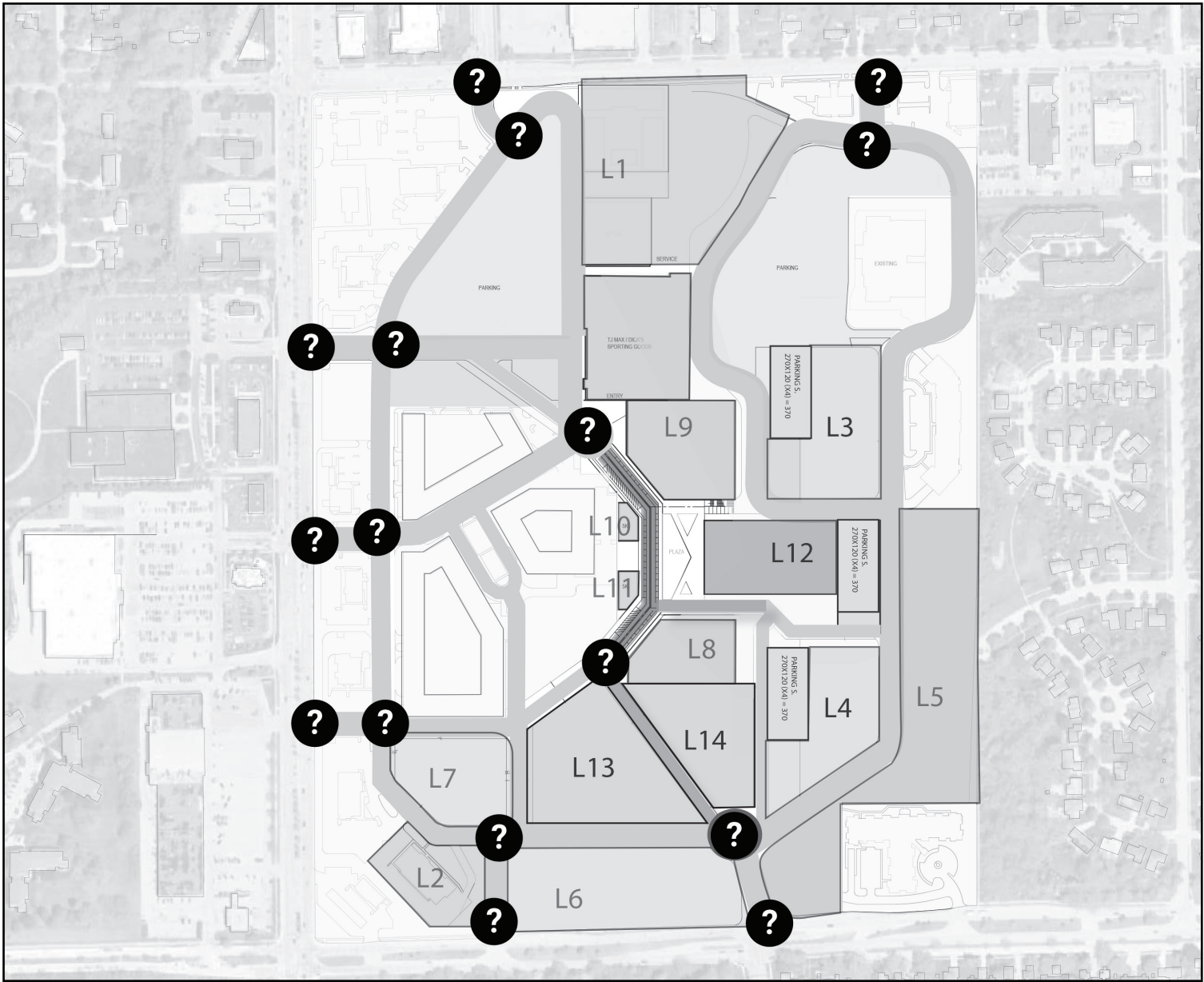
GREEN
Loop
DISTRICT

GREENLINE
at Southridge

THE
SEVENTYSIX

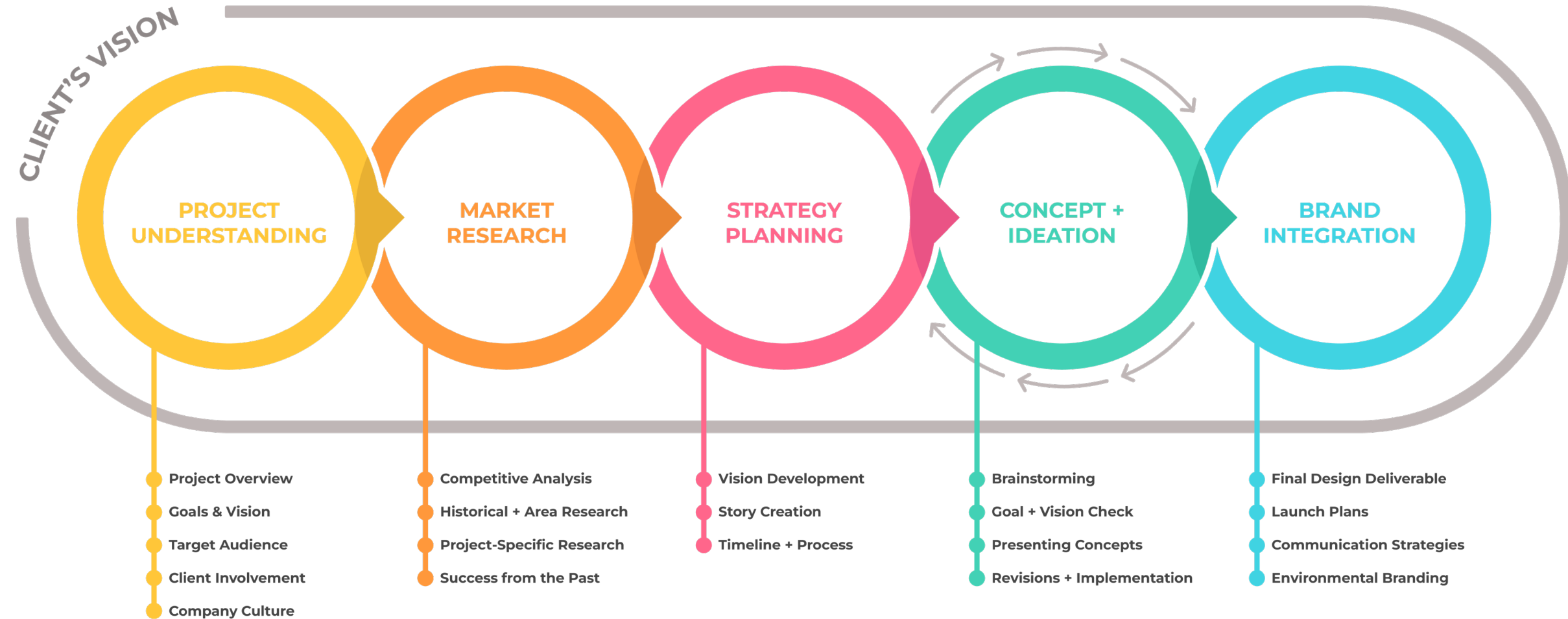


SIGNAGE + WAYFINDING



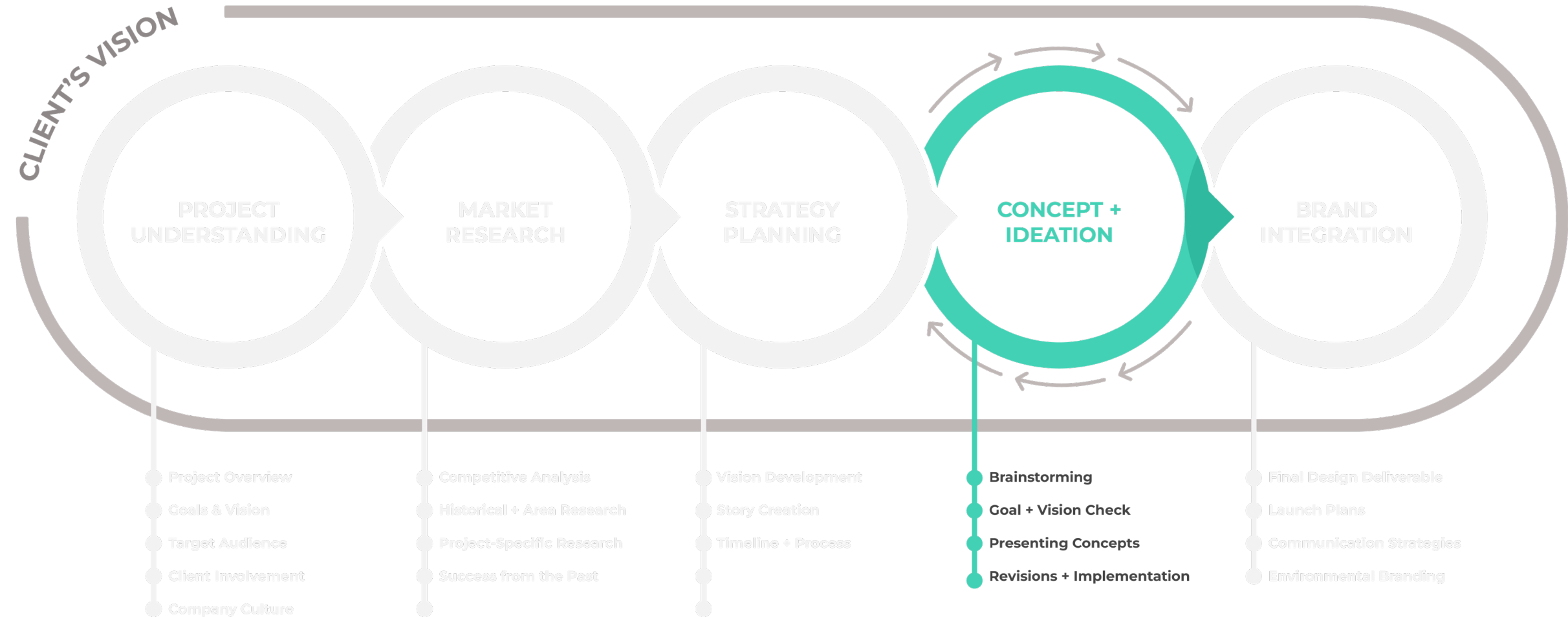
BRANDING

BRANDING PROCESS



BRANDING

BRANDING PROCESS: WHERE WE ARE



BRANDING

BRAND THEMES + COMMUNITY FEEDBACK

FRESH NOSTALGIA

Familiar name. Renewed energy.

KEY BRAND DRIVERS

1. CELEBRATE PLACE

2. CULTIVATE CONNECTION

3. FLEXIBLE + FUTURE FORWARD

4. HONOR TRADITION

The brand should reflect the notion that tradition helps cultivate our shared human experience.

5. RENEW + ATTRACT

The brand should feel inviting and energizing, while providing a sense of renewal, comfort, and belonging.



SOUTHRIDGE

ACRES

- Keep Southridge, drop "Mall"
- Abstractly represent "South" direction
- Acres suggest open land, growth, and possibility

SOUTHRIDGE

SQUARE

- Preserves name while introducing a new identity
- Shift from single-use to mixed-use neighborhood
- Balances local legacy with forward momentum

SOUTHRIDGE

Growing Together Since 1970

- Anchored in heritage + legacy
- Bridge between eras
- Tagline nods to Greendale's legacy as The Garden Community

SOUTH76

- Honors Southridge and its iconic 76th Street location
- Evokes movement, momentum, and a sense of arrival
- Recognizable, familiar, fresh

SOCIAL INNOVATION

Revitalizing the hub.

KEY BRAND DRIVERS

1. CELEBRATE PLACE

2. CULTIVATE CONNECTION

3. FLEXIBLE + FUTURE-FORWARD

4. SOCIALIZE ROUTINE

The brand celebrates how people gather, create, and connect in new ways - turning daily routines into shared experiences.

5. CURATED EVOLUTION

The brand supports the evolving social desires of current and future generations while providing opportunities for growth.



EMERALD YARD

- Inspired by Greendale's Emerald Necklace vision from the Comprehensive Plan
- Connection through green space
- Symbolizes movement, renewal, and future-focused community

GREEN Loop DISTRICT

- Green reflects Greendale's Garden Community and greenbelt legacy
- Loop nods to the organic, innovative flow of Greendale's street design
- District signals a flexible, future-ready destination

GREENLINE

at Southridge

- Green reflects Greendale's Garden Community and greenbelt legacy
- Evokes motion, connectivity, and progression
- Modern but rooted in the Southridge name

THE SEVENTYSIX

- A nod to 76th Street and 1970
- Energetic + iconic, feels like a destination
- Future-ready and flexible

BRANDING

BRAND THEMES + COMMUNITY FEEDBACK

FRESH NOSTALGIA

Familiar name. Renewed energy.

KEY BRAND DRIVERS

1. CELEBRATE PLACE

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Loop

DISTRICT

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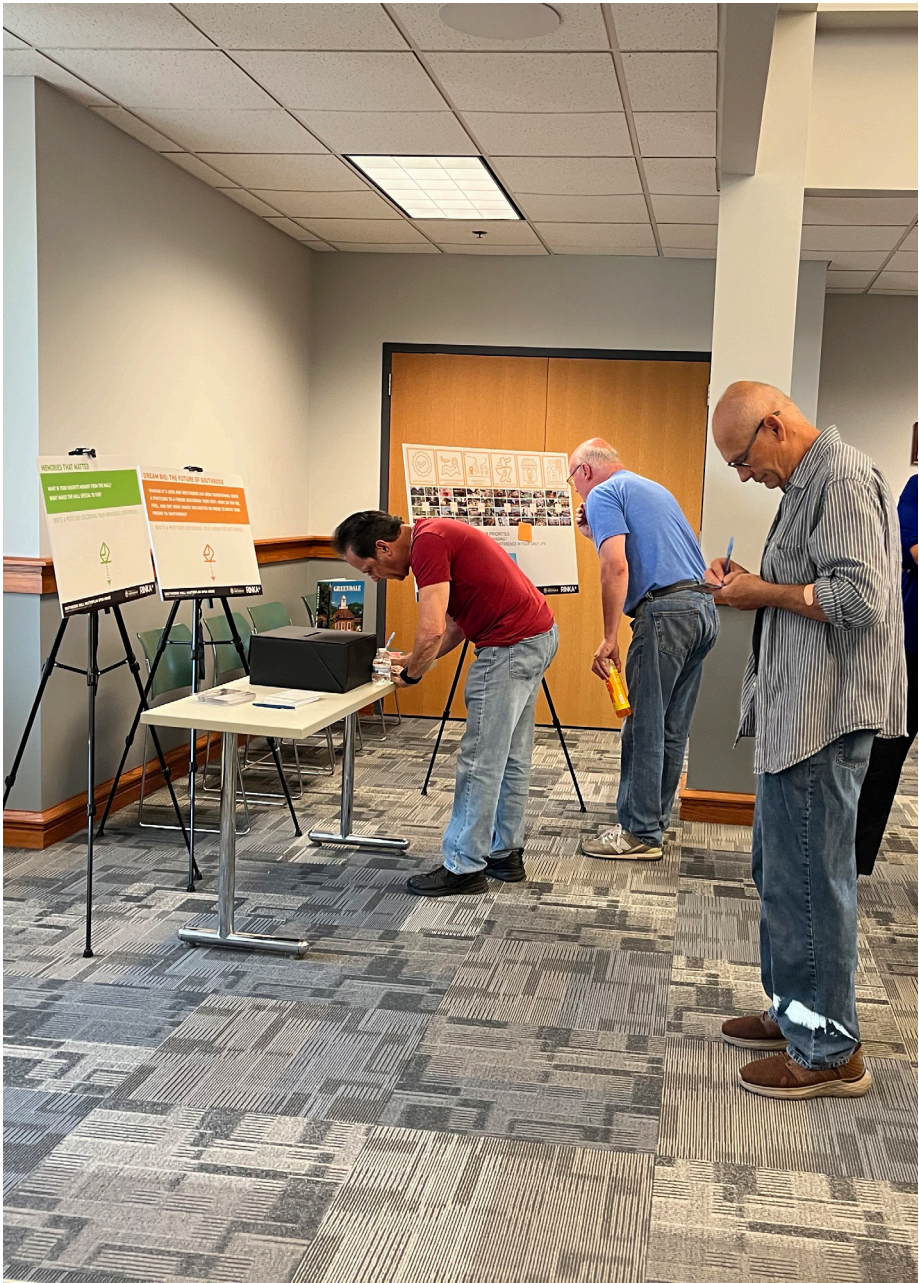
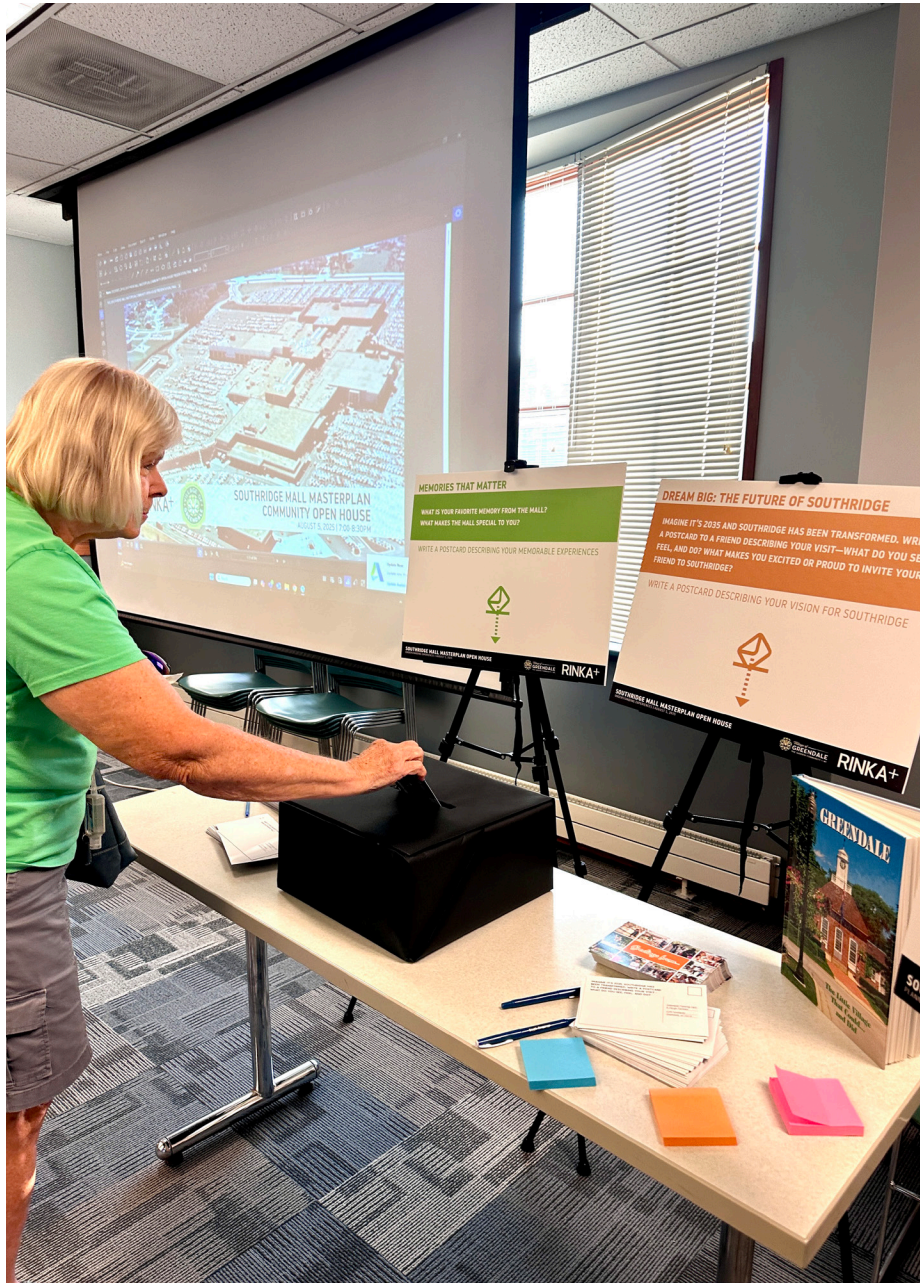
THE

SEVENTYSIX

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BRANDING

BRAND THEMES + COMMUNITY FEEDBACK



BRANDING

BRAND THEMES + COMMUNITY FEEDBACK



SOUTHRIDGE MALL MASTERPLAN

INTERACTIVE BREAKOUT SESSIONS

INTERACTIVE BREAKOUT SESSION POSITIONS

Interact on the learning 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 SHIELDS IT OFFER?—AND HOW COULD A FRESH NAME OR BRAND HEUR RESHAPE HOW PEOPLE FEEL ABOUT THIS PART OF TOWNS?



EMERALD YARD

- Community based on this name
- Used "Yard" was evocative
- Used both Greendale history
- Received additional advice like "Sector", "Place", "Garden", and "Gristle"



GREENLINE at Southridge

- "Greenline" felt like a baseline to come
- A new member told the story of "Green"
- Some members liked the transition from "at" Southridge
- Some wanted a clean break from "Southridge"



GREEN Loop DISTRICT

- Members of the group liked that "District" felt directional
- Added historical about "Loop", named community based that is related to street design



THE SEVENTYSIX

- Not much interest or comments with this name

The "fresh identity" theme and anything tied to the Southridge name was an off-base discussion.

The board should be more closely tied to what Greendale is now called as well as the Village History, not Southridge's history

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.

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

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

KEY TAKEAWAYS:

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

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SOUTHRIDGE MALL MASTERPLAN



RINKA+ 17

SOUTHTRUST MALL MASTERPLAN

SEPTEMBER 2025

THEME: SOCIAL INNOVATION

SOCIAL INNOVATION

Revitalizing the hub.

KEY BRAND DRIVERS

- CELEBRATE PLACE**
- CULTIVATE CONNECTION**
- FLEXIBLE + FUTURE-FORWARD**
- SOCIALIZE ROUTINE**
The brand experience will enable gather, connect and interact in new ways - turning daily routines into shared experiences.
- CURATED EVOLUTION**
The brand seeks to maximize social density of current and future generations while providing opportunities for growth.

THE GREEN Loop

- Green reflects Greenhill's Garden Community and greenbelt legacy
- Loop nods to the organic, innovative flow of Greenhill's street design
 - Punchy - feels like a destination

RINKA+

SOUTHRIDGE MALL MASTERPLAN

SEPTEMBER 2020

THEME: SOCIAL INNOVATION

SOCIAL INNOVATION

Revitalizing the hub.

KEY BRAND DRIVERS

1. CELEBRATE PLACE
2. CULTIVATE CONNECTION
3. FLEXIBLE + FUTURE-FORWARD
4. **SOCIALIZE ROUTINE**
 100 brand experiences, two people, guitar, creative and connect in new ways. Turning daily routines into shared experiences.
5. **CURATED EVOLUTION**
 The brand ecosystem building social spaces of comfort and future generations while providing opportunities for growth.

SAFFRON SQUARE

- Saffron draws on the world's most precious spice and Greenade's garden heritage
 - Square evokes a vibrant, central gathering place
- Saffron suggests warmth and elevated living, fitting a high-end, future-focused destination

RINKA+

SOUTHRIDGE HALL MASTERPLAN

SEPTEMBER 2025

THEME: SOCIAL INNOVATION

SOCIAL INNOVATION

Revitalizing the hub.

KEY BRAND DRIVERS

1. CELEBRATE PLACE
2. CULTIVATE CONNECTION
3. FLEXIBLE + FUTURE-FORWARD
4. **SOCIALIZE ROUTINE**
The brand celebrates how people gather, create, and connect in new ways. Turning daily routines into shared experiences.
5. **CURATED EVOLUTION**
The brand captures the evolving bond between old and new, and it draws generations alike providing opportunities for growth.

GREEN'S

COLLECTIVE

- "Green" honors the shared identity of Greenfield and Greenford while reinforcing the garden community legacy
 - "Collective" captures the social spirit and mix of uses that bring people together
- Positions the development as upscale yet welcoming, a vibrant hub at the community's heart

FINKA

10

SOUTHRIDGE MALL MASTERPLAN

SEPTEMBER 2025

THE GREEN Loop

- Green reflects Cowesdon's Garden Community and green-dark legacy loop leads to the engine, connecting flow of Cowesdon's street design fluently, leads to a destination
- The name reflects sophistication and refinement
- "Saffron" evokes a vibrant, warm, golden glow, Saffron suggests warmth and elevated living
- Honors Cowesdon and Cowesdon and its garden community roots
- Reflects the vibrant energy and diversity with the entire people
- Positions the development as an vibrant yet welcoming community hub

RINKA

SAFFRON SQUARE

GREEN'S COLLECTIVE

[illegible]

SOUTHBRIDGE MALL MASTERPLAN

OCTOBER 2025

BOTH OPTIONS

Option 1: THE GREEN Loop

Option 2: GREEN'S COLLECTIVE

Option 1 reflects Greenbridge Garden Community and greenbelt legacy

- Loop nods to the organic, innovative flow of Greenbridge's street design
 - Punchy - feels like a destination

Option 2 honours Greenbridge and Greenfield and its garden community roots

- Reflects the social energy and diverse uses that unite people
- Positions the development as an upscale yet welcoming community hub

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PRINCE

BRANDING

BRANDING CONCEPT



BRANDING

BRANDING CONCEPT



BRANDING

BRANDING CONCEPT



BRANDING

BRANDING CONCEPT



BRANDING

BRANDING CONCEPT



Rooted in Greendale's legacy as a Garden Community, the name **honors the village's original street design** where **roads curved and looped** to preserve trees, greenspaces, and the safety of the community. The Green Loop carries this vision forward to shape a **new hub of activity and innovation**. At its core, The Green Loop redefines how people come together, turning every day routines into shared experiences.

Meet me at The Green Loop.



BANNER CONCEPT



VINYL CONCEPT



BILLBOARD CONCEPT

BRANDING

WAYFINDING + SIGNAGE

GATEWAY SIGNS

Primary Entrance

SECONDARY SIGNS

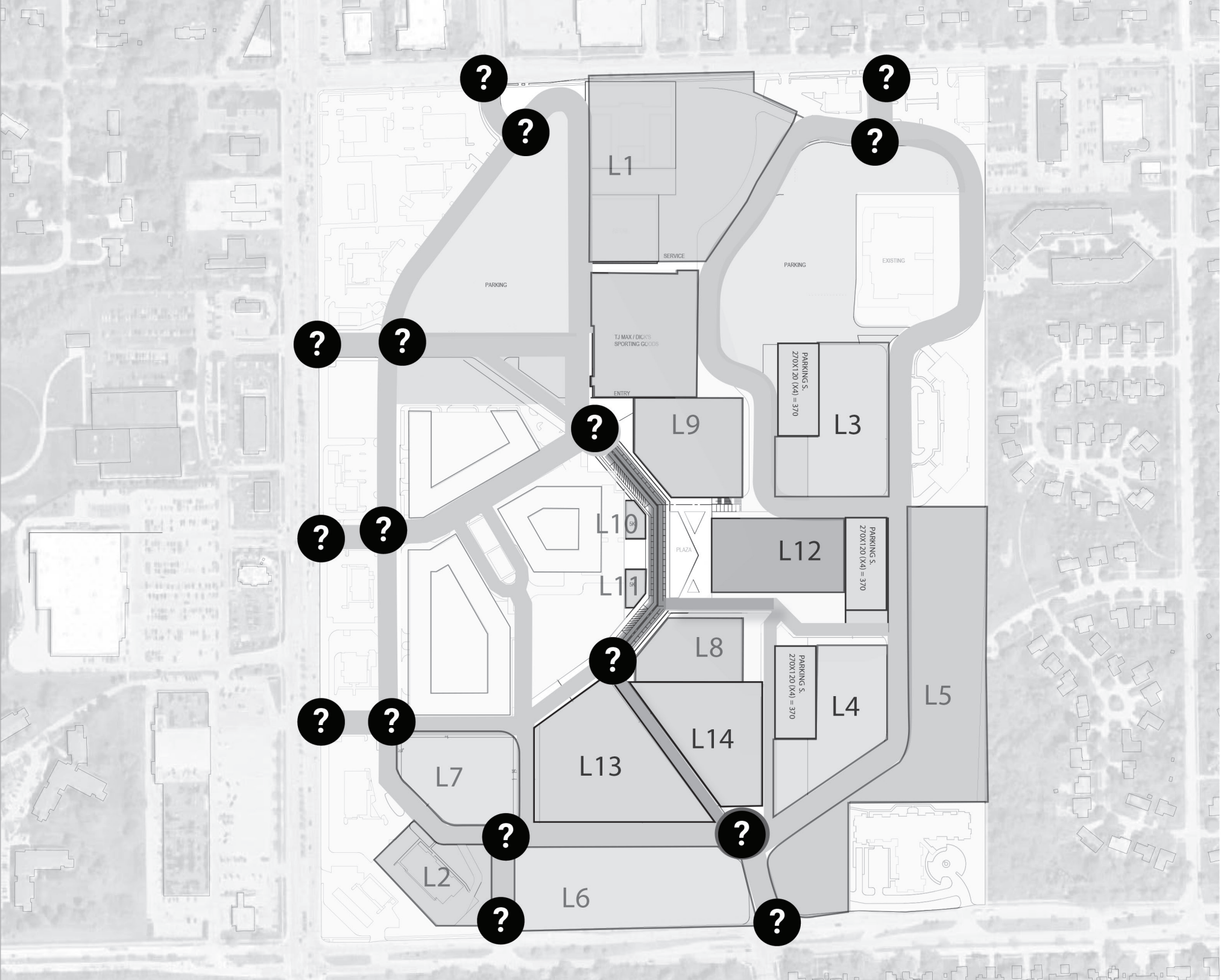
Secondary Entrance

WAYFINDING SIGNS

Vehicluar + Pedestrian

MARKET SIGNS

Market Street



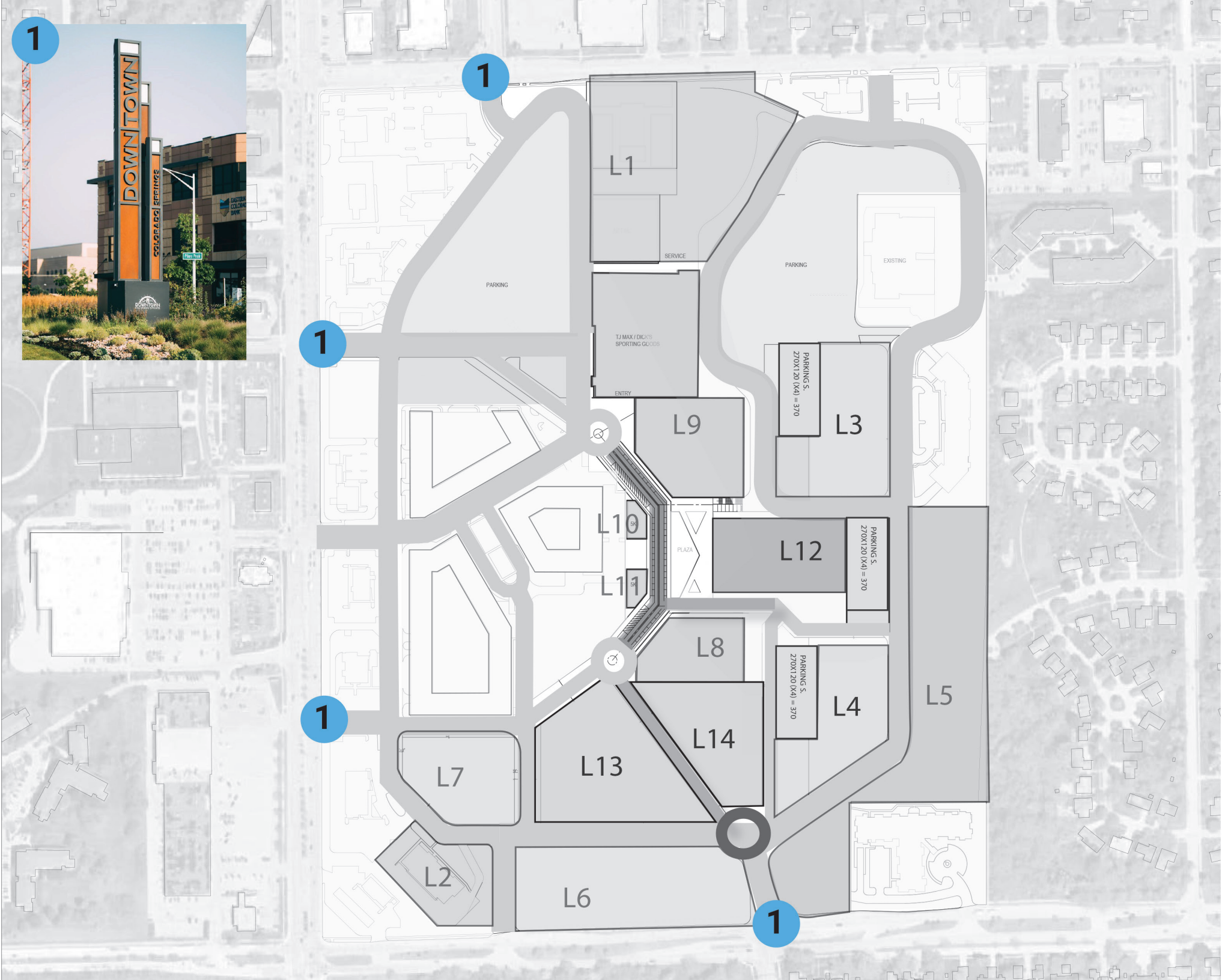
BRANDING

WAYFINDING + SIGNAGE

1

GATEWAY SIGNS

Primary Entrance



BRANDING

WAYFINDING + SIGNAGE

2

SECONDARY SIGNS

Secondary Entrance



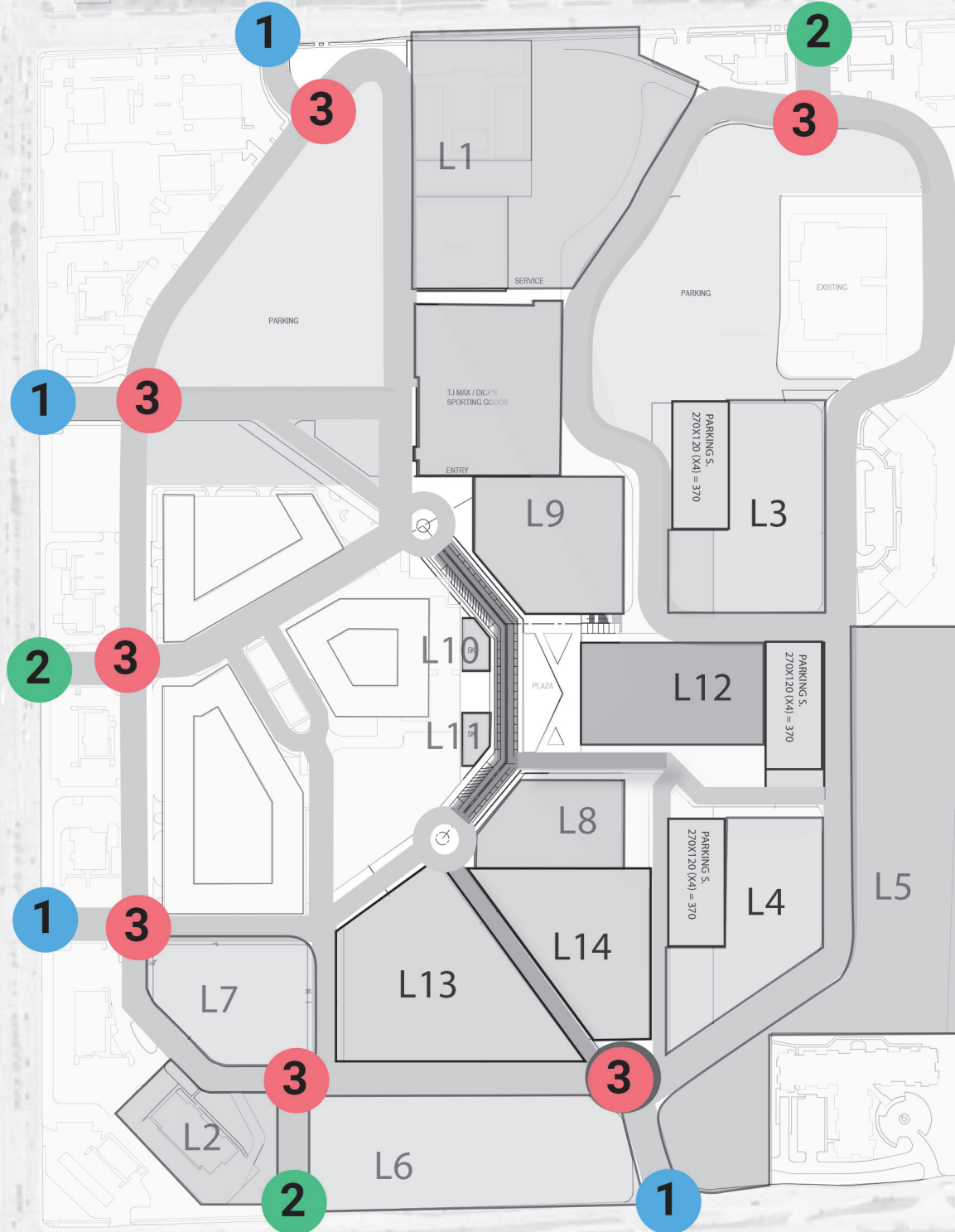
BRANDING

WAYFINDING + SIGNAGE

3

WAYFINDING SIGNS

Vehicluar + Pedestrian



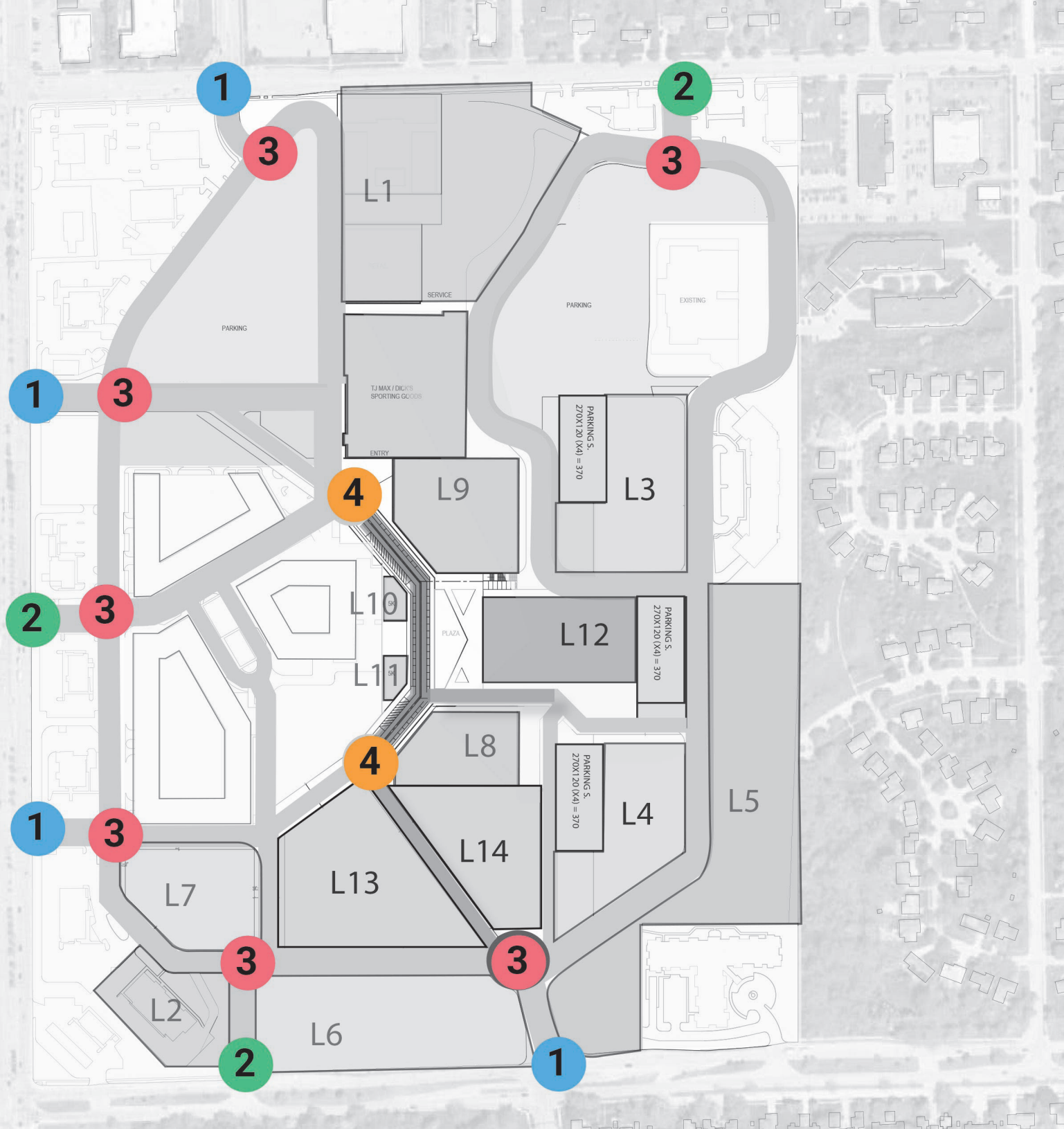
BRANDING

WAYFINDING + SIGNAGE

4

MARKET SIGNS

Market Street



BRANDING

BRANDING CONCEPT + WAYFINDING + SIGNAGE



BANNER CONCEPT



VINYL CONCEPT



BILLBOARD CONCEPT

1

GATEWAY SIGN



2

SECONDARY SIGNS



3

WAYFINDING SIGNS



4

MARKET SIGNS



NEXT STEPS

DESIGN DIRECTION CONFIRMATION

- CONFIRM THAT THE MASTERPLAN & BRANDING IS ON THE RIGHT TRACK AND ALIGNING WITH STAKEHOLDER AND COMMUNITY FEEDBACK

FINALIZE THE MASTERPLAN DOCUMENT

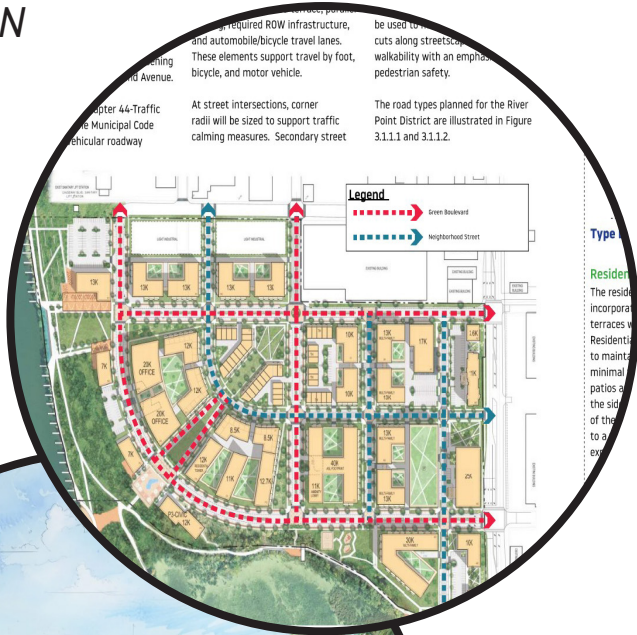
- RENDERED SITE PLANS
- VISUALIZATIONS AND ANIMATIONS
- STRONG PLACEMAKING DIAGRAMS

DEVELOP DESIGN GUIDELINES

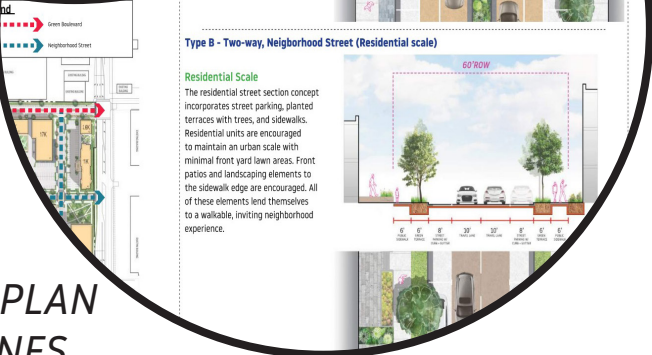
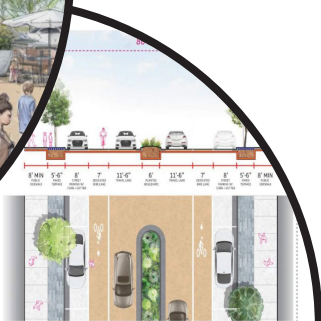
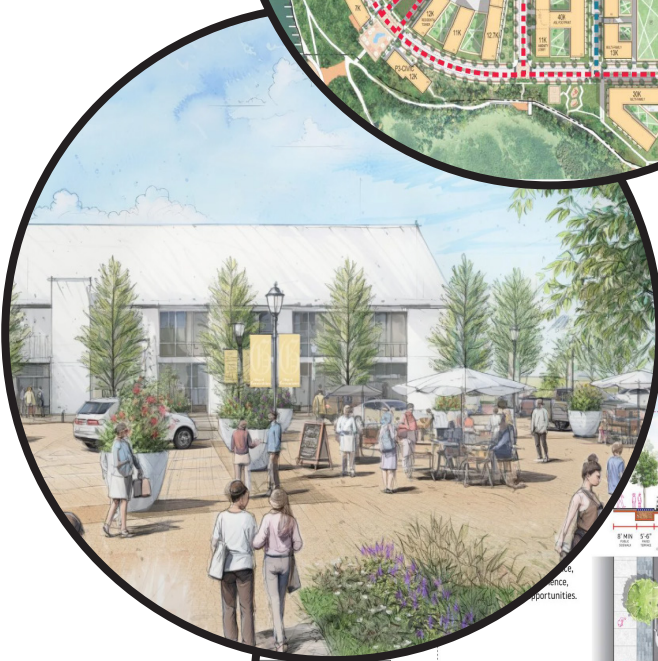
ESTABLISH A QUALITY LEVEL FOR DEVELOPMENT

- PERMITTED USES
- BUILDING MATERIALS
- ROADWAY SECTIONS & MATERIALS
- LANDSCAPING STANDARDS
- PEDESTRIAN INFRASTRUCTURE STANDARDS
- PARKING REQUIREMENTS
- BUILDING REQUIREMENTS
 - SETBACKS, HEIGHTS & MASSING, BUILDING ARTICULATION REQUIREMENTS
- SIGNAGE PERMITTED TYPES AND DESIGN REQUIREMENTS
- BANDING/WAYFINDING STYLE GUIDE

COMPLETE RENDERED SITE PLAN



FINALIZE RENDERING, ANIMATIONS, & VISUALIZATIONS



CREATE MASTERPLAN DESIGN GUIDELINES