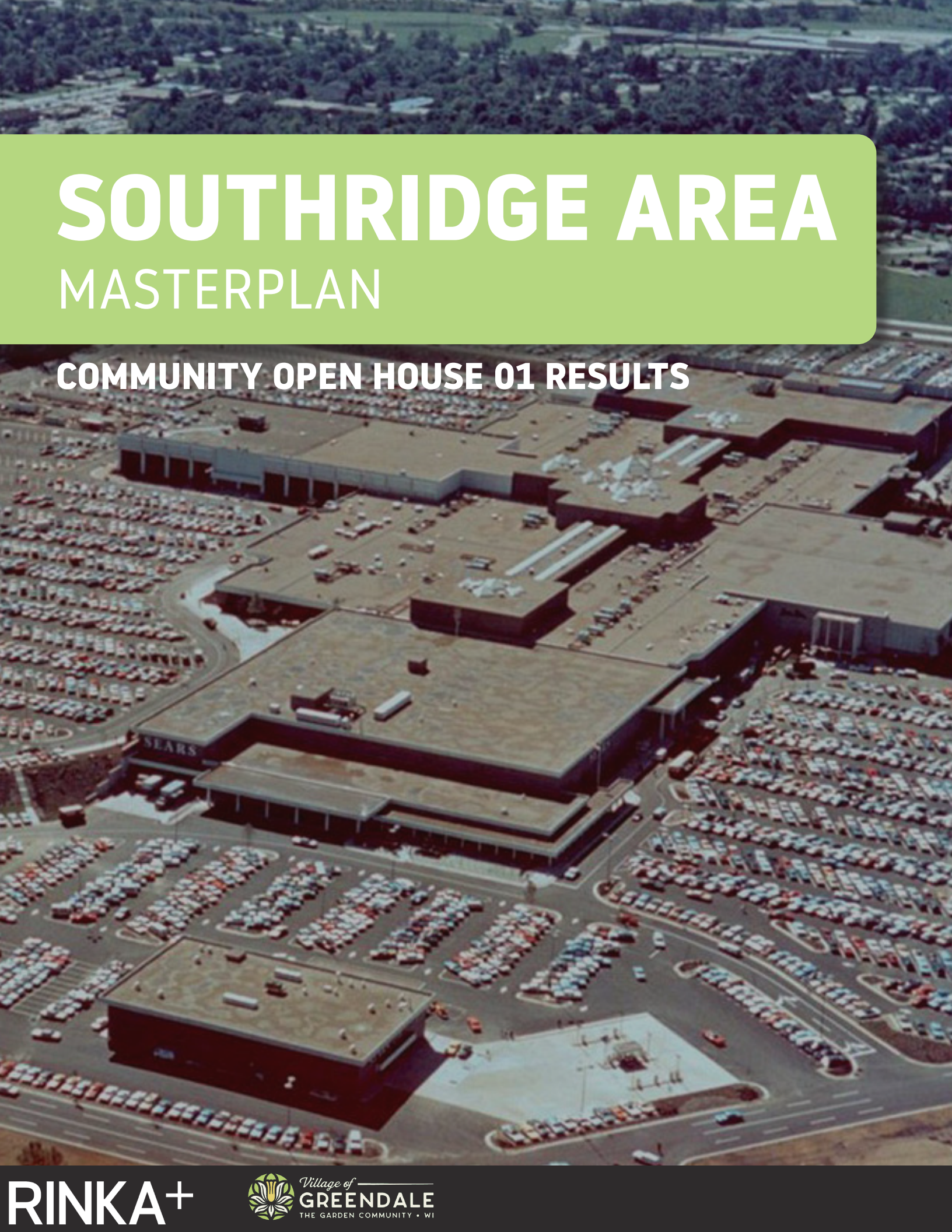




SOUTHRIDGE AREA

MASTERPLAN

COMMUNITY OPEN HOUSE 01 RESULTS



96

Community Open House
01 Participants



8

Website Response
Participants

104

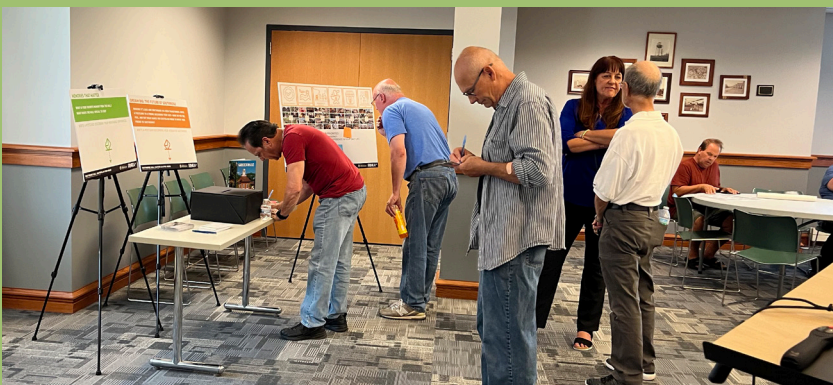
Total Participants



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.

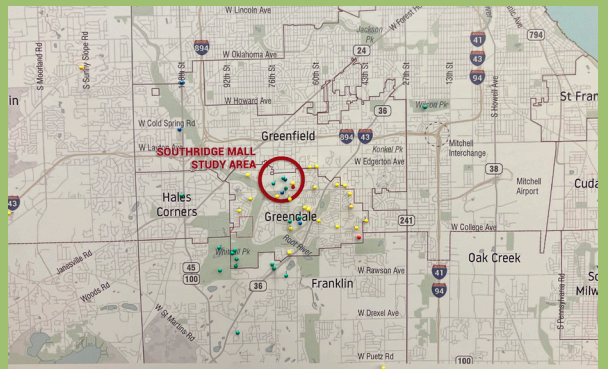


Community Open House 01 invited the public to help shape the future of Southridge. The purpose was to share project information and gather community input on values, priorities, and identity. This report serves as a summary of the feedback and results that were received.

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.



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

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 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

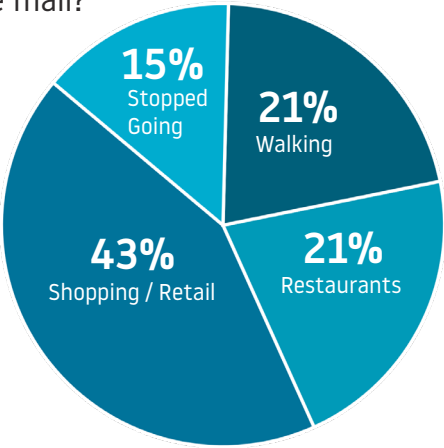
N/A

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.

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?



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

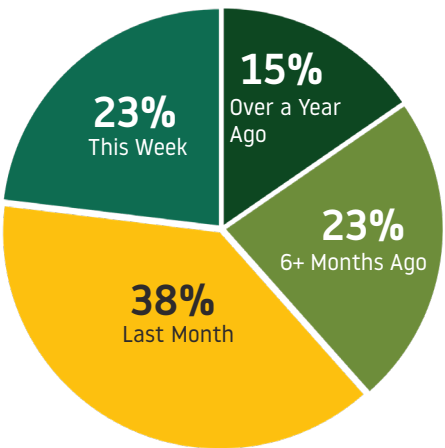
True dedicated pickleball courts - play in Franklin

KEY TAKEAWAYS: 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

STAY & PLAY HOSPITALITY

DESTINATIONAL EXPERIENCES & ENTERTAINMENT

CONNECTIVITY & WALKABILITY

FORGE A BOLD NEW IDENTITY

ENCOURAGE RESIDENTIAL USES

REIMAGINE COMMERCIAL / RETAIL

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

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!

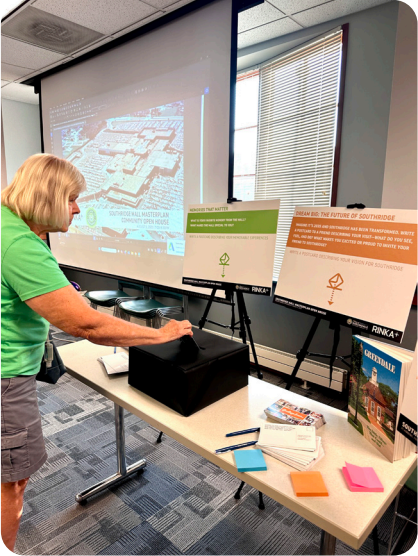
Going to the mall w/ my mom & seeing Santa

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.

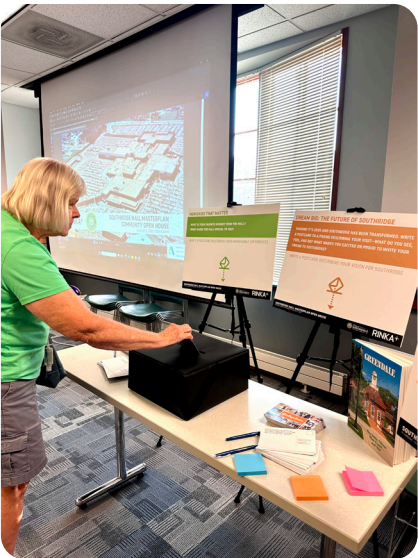
Greendale Planning Dept.
& Design Partners

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

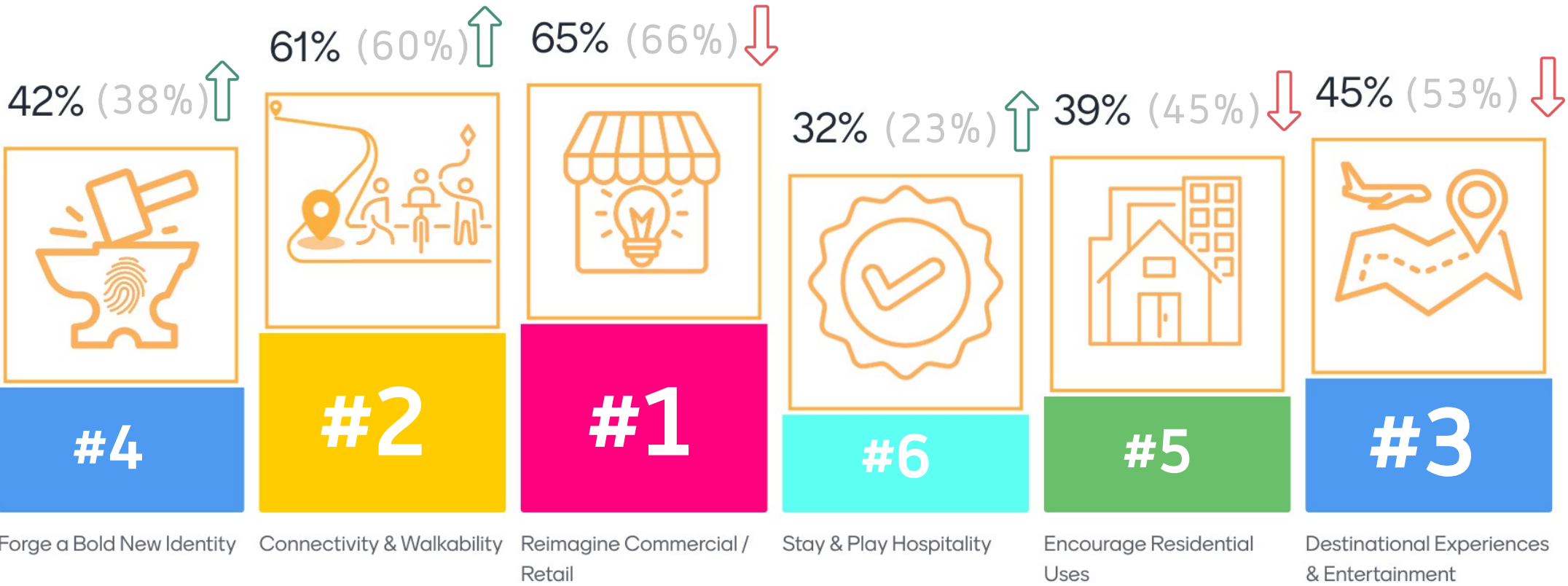
St. Thomas of Canterbury Episcopal Church will have a more active and full membership from the increased population.

Greendale Planning Dept.
& Design Partners

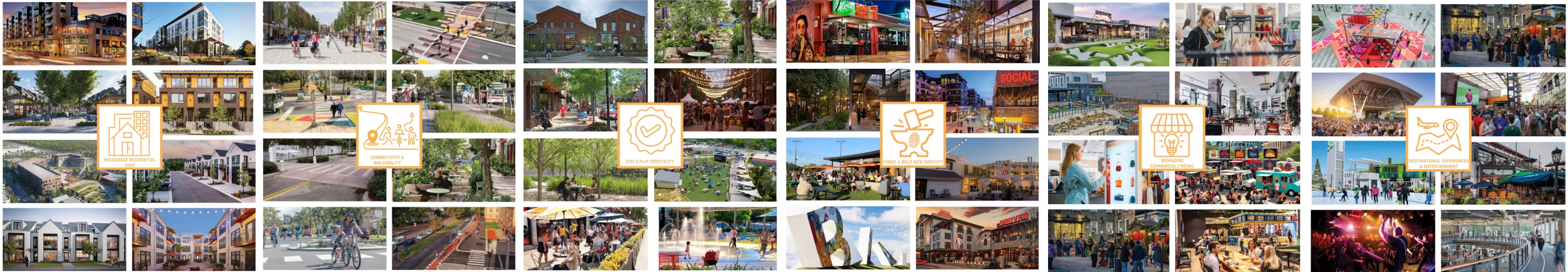
6500 Northway
Greendale, WI 53219

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.



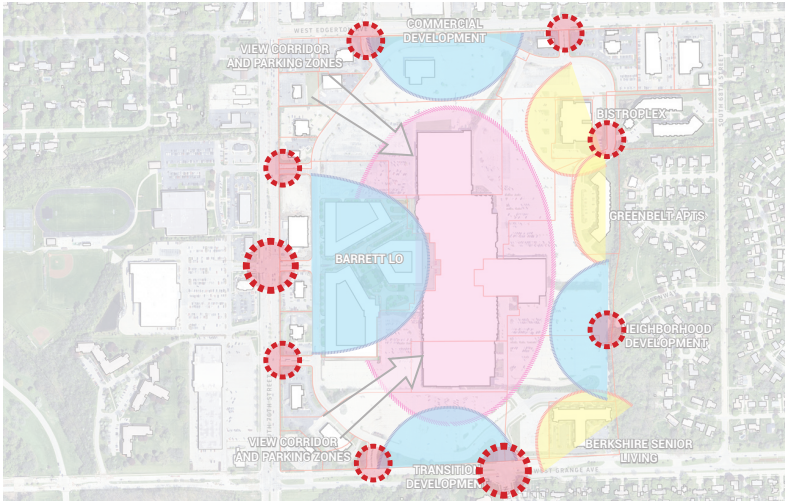
KEY TAKEAWAYS: Reimagine Commercial / Retail and Connectivity & Walkability, were clear standouts with Destinational Experiences & Entertainment and Forge a Bold New Identity following as secondary planning principles.



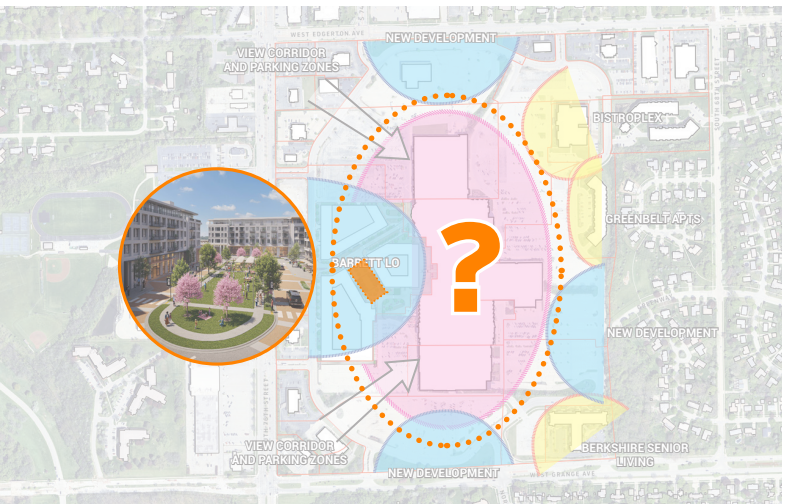
INTERACTIVE BREAKOUT SESSIONS

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

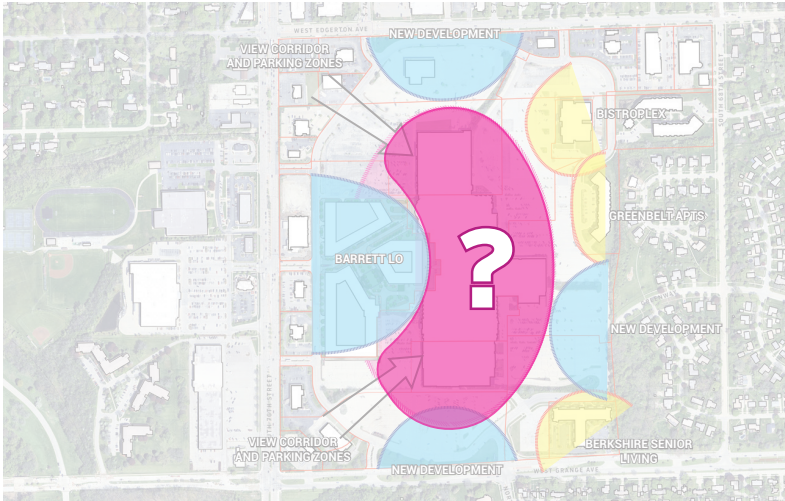
01 FORGE A BOLD NEW IDENTITY



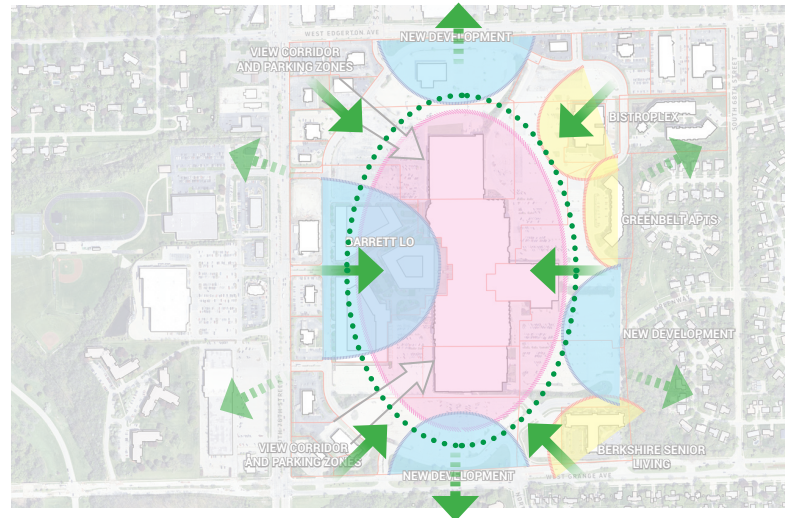
03 ENGAGING PUBLIC SPACES



02 DESTINATIONAL PROGRAMMING



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?

EMERALD
YARD

- Community favored this name
- Felt “Emerald” was elevated
- Liked nod to Greendale’s history
- Mentioned additional additives like “Section”, “Plaza”, “Gardens”, and “District”.

GREENLINE
at Southridge

- “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”

GREEN
Loop
DISTRICT

- Members of the group liked that ‘district’ felt destinational
- Mixed feedback about ‘loop’ - overall community liked that it related to street design

THE
SEVENTYSIX

- 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?

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.

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

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?

This aerial map of downtown St. Louis illustrates various urban development projects and parking zones. The map is overlaid with several colored circles and labels:

- VIEW CORRIDOR AND PARKING ZONES:** Two labels pointing to specific areas on the map.
- NEW DEVELOPMENT:** Multiple labels indicating areas of new construction or development.
- BISTROPLEX:** A label pointing to a specific development area.
- GREENBELT APTS:** A label pointing to a specific development area.
- BARRETT LO:** A label pointing to a specific development area.
- HERKSHIRE SENIOR LIVING:** A label pointing to a specific development area.

Four circular callouts on the left side of the map provide detailed views of specific projects:

- Top Callout:** Shows a modern, curved building with a large, open plaza area.
- Second Callout:** Shows a street scene with a large, curved building and a plaza area.
- Third Callout:** Shows a street scene with a large, curved building and a plaza area.
- Bottom Callout:** Shows a street scene with a large, curved building and a plaza area.

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 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.

03 ENGAGING PUBLIC SPACES

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.

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 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.



THANK YOU