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PRESS RELEASE

TO: *GreendaleNOW* *Fox 6 – WITI* **DATE:** January 17, 2018
Milwaukee Journal *ABC 12 - WISN*
Sentinel *CBS 58 - WDJT* **FROM:** Todd Michaels
Everything Greendale *Village Webpage* Village Manager
NBC 4 - WTMJ4

RE: **Former Sears store at Southridge Mall to be redeveloped into multiple tenant spaces and will include a new Dick's Sporting Goods Store and a Round 1 Bowling and Amusement Complex** **RELEASE DATE:** Immediate

In 2017 we learned that Sears was closing hundreds of stores across the nation. We later learned that the Sears store at Southridge was closing. Since hearing this news the Village Board has held meetings to discuss plans to redevelop the former Sears store site.

The Village of Greendale is pleased to announce a multi-million dollar redevelopment of the former Sears store at Southridge Mall, which will consist of multiple tenant spaces, a new Dick's Sporting Goods Store, and a Round 1 Bowling and Amusement Complex.

Dick's Sporting Goods will occupy 66,000 square feet of the lower level of the building. Round 1 Bowling and Amusement Complex will occupy 45,000 square feet of the upper level of the building.

A public review process for the project will be initiated, including review of the use of Tax Incremental Financing. The Tax Incremental Financing could encompass the portion of the former Sears store site located in the Village of Greendale. Further redevelopment is planned for the portion of the former Sears store site located in the City of Greenfield.

The Village has always looked for ways to improve the Southridge Mall Area and the 76th Street Business Corridor. Over the years, the Village has developed a close partnership with the Mall owners, Simon Property Group. We will keep working with Simon and the other property owners in the Mall area to continue the effort that led to the revitalization of the Southridge Mall area. Our past efforts have led to many developments and redevelopments in the Mall area.

Some examples of these developments and redevelopments include:

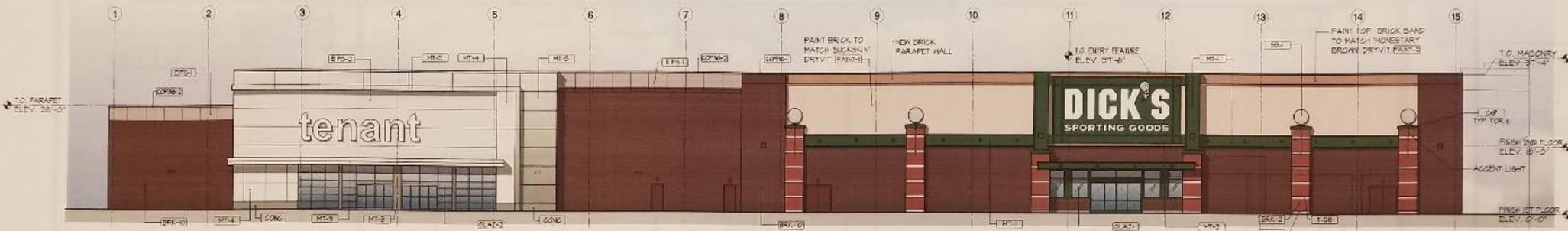
- The addition of the Ruby Tuesday's restaurant.
- The empty Kohl's grocery store was remodeled into the Bed Bath and Beyond store.
- Southridge Plaza renovated all its store fronts.
- The addition of the Berkshire Greendale 90 unit Senior Housing complex.
- Conversion of empty Younkers department store building into the new \$16 million Macy's department store.
- The \$65 million interior/exterior renovation of Southridge Mall.
- The \$8 million Southridge Boston Store renovation.
- The Leath Furniture building was removed and the site was reconfigured to accommodate the Panda Express and Longhorn Steakhouse Restaurants.
- The former Borders Book Store was converted to Designer Shoe Warehouse.

- The empty Bowling Congress building was removed and the 10-acre parcel converted to a Neighborhood Walmart, Chick fil-A, and U.S. Cellular (converting \$3.5 million vacant property into a \$15 million value addition to tax roles.)
- The Village acquired the contaminated and vacated former F&F Tire Center and adjacent parcel and are in the process of turning it into the Greenbelt Apartment, a 160 unit complex of three building with upscale amenities.
- The Marcus Bistroplex opened earlier this year. The Bistroplex includes 8 theatres with in theatre dining.

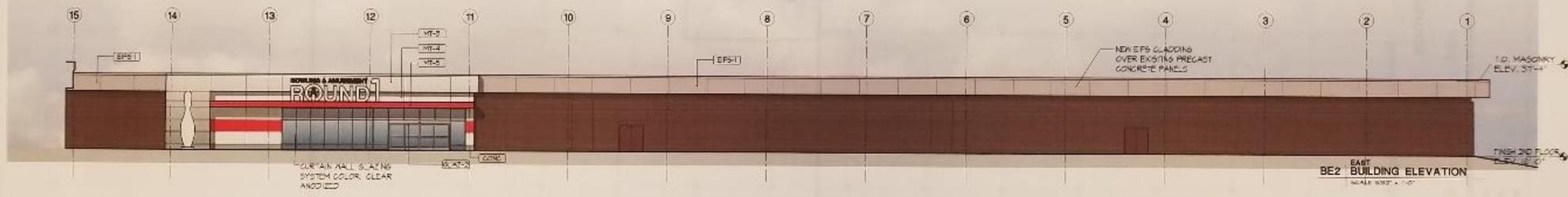
Persons wanting additional information may contact: Todd Michaels, Village Manager at (414) 423-2100.

Cc: Board of Trustees
Department Heads
Village Attorney
Administrative Staff

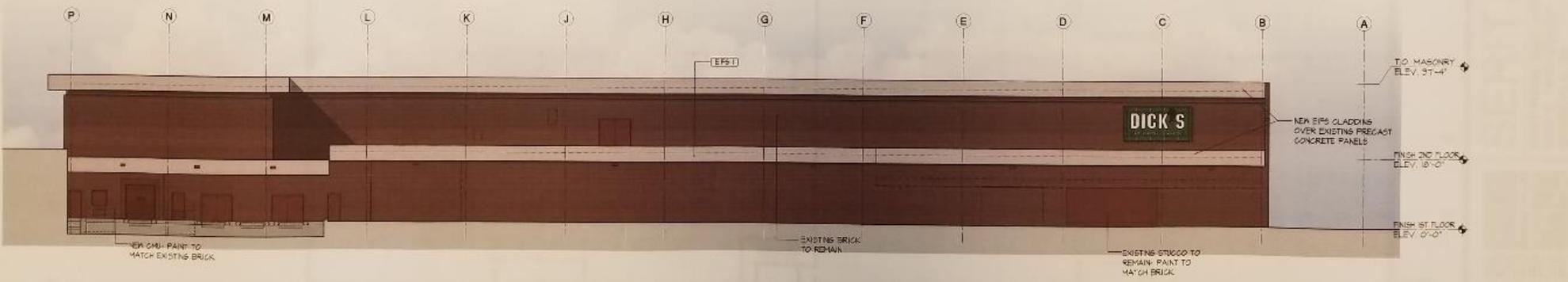
Post: Village Hall
Safety Center
Library



BE1 WEST BUILDING ELEVATION
SCALE: 3/32" = 1'-0"



BE2 EAST BUILDING ELEVATION
SCALE: 3/32" = 1'-0"



DICK'S
SPORTING GOODS

NEW CHALK PAINT TO MATCH EXISTING BRICK

EXISTING BRICK TO REMAIN

EXISTING STUCCO TO REMAIN - PAINT TO MATCH BRICK