

# SUCCESS STORIES

Southridge Mall • Greendale, WI

## Expanding a Specialty Leasing Program

Southridge Mall is located in the historic village of Greendale, a southwest suburb of Milwaukee, Wisconsin. This 1.2-million-square-foot regional mall features four department stores - Boston Store, JCPenney, Sears, and Kohl's - and has more than 130 specialty shops and restaurants. It is one of the most popular shopping centers in a four-county area. Urban Retail Properties, LLC provided management, leasing, development, and marketing services for the property.

## Program Description

In the summer of 2004, Southridge Mall underwent a \$2.5 million renovation that featured new and updated shopper amenities such as a children's play area, family public restrooms, soft seating areas, new carpeting, new internal and external way-finding signage, and a new Customer Service Center. The renovation was completed in late October of the same year. As part of the renovation, two separate water fountains and the plantscaping that surrounded the fountains were removed. This freed up 2,600 square feet of prime floor space in the mall's center court. A financial analysis revealed that the removal of the fountains would enable the shopping center to expand its specialty leasing program and generate additional property revenue. Eight new Retail Merchandising Units (RMUs) were purchased to augment and complement the 12 units purchased in 2003.

