

TID 51 - Granville Station
Periodic Report
12/31/11

District Created: 2003

Authorized expenditure (excluding interest): \$4,591,000

Authorizing resolution(s): #021332, #030955

Projected TID cost recovery: 2024 (levy year)

Maximum legal life: 2030

Base property value: \$10,048,700

Completion status: Significant portions of the property are being marketed for redevelopment; Northwest Side Area Plan adopted

Project description

This district was created to redevelop the former Northridge Shopping Center at North 76th Street and West Brown Deer Road. Opened to the public in 1972, this mall contained 1.1 million square feet of retail space, including four department stores and approximately 400,000 square feet of in-line store space. The mall operated successfully until the early 1990s when the number of shoppers began to decline rapidly. When this district was created, all of the retail space in the mall was closed, except 154,000 square feet occupied by the Boston Store. The Boston Store closed late 2002.

In 1990, the mall had an assessed value of \$107 million. Eleven years later, Tucker Development Corporation purchased the complex for \$3.5 million. Tucker implemented a plan to regrade approximately 26.8 acres of the site, demolish the former Sears department store, and develop a 161,000 square foot home improvement center, a 61,000 square foot grocery store with 15,000 square feet of expansion space and an outlet.

The project plan provided for \$4.4 million of funding to assist this comprehensive redevelopment effort of what is now known as 'Granville Station.' In 2003, site demolition and clearance commenced on the property. By the end of 2004, a Menard's, Pick N Save, and other retail outlets had been completed, and were fully assessed for the first time in 2005. Also in 2005, Tucker development sold 46.5 acres, including the former main mall building, to Inland Commercial LLC, a Los Angeles investor group. Early in 2007, Tucker sold the Pick N Save building to Sun Life Assurance, a Canadian firm.

In 2005, the Department of City Development undertook the Northwest Side Area Plan as part of the City of Milwaukee's overall comprehensive planning strategy. Throughout the planning process, the redevelopment of Granville Station was consistently identified as a project of great importance. The plan, completed in December of 2007 and adopted by the Common Council on January of 2008, does not call for the vacant mall buildings to be revitalized as a retail complex. Instead, it proposes redevelopment of the site as a mixed use neighborhood. In July 2008, the property was purchased by U.S. Toward Enterprise Group Inc., a Germantown, MD investors group.

In 2009, the remaining undeveloped mall and parking lots were sold to the Beijing Toward Group, a Chinese real estate investment group. Initially, they had proposed to redevelop the property into AmAsia, a retail/wholesale center that would feature products from Chinese companies. However, the investment group is currently reassessing the market for such a concept and is evaluating other redevelopment options. The City continues to have

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conversations with the site owners regarding redevelopment plans. In addition, the City is working with the Granville-Brown Deer Chamber of Commerce to create an updated market study for the area and a cross-jurisdictional business improvement district.

District incremental values have increased as follows:

Year	Incremental Value	Increase
2011	\$ 11,716,300	-32%
2010	\$ 17,226,200	-24%
2009	\$ 22,802,300	49%
2008	\$ 15,253,300	24%
2007	\$ 12,298,400	19%
2006	\$ 10,308,600	53%
2005	\$ 6,733,700	

Expenditures - Life to Date (as of 12/31/11)

	Project Plan Budget	Appropriations	Encumbrances	Expenditures	Remaining
Administration	\$ 191,100	\$ 221,936	\$ -	\$ 218,143	\$ 3,793
Developer Grant	4,400,000	4,400,000	-	4,400,000	-
Capitalized Interest	450,000	382,880	-	382,880	-
Total	\$ 5,041,100	\$ 5,004,816	\$ -	\$ 5,001,023	\$ 3,793

Revenue/Value Performance (as of 12/31/2011)

	Projected	Actual
Property value	\$ 25,663,361	\$ 21,765,000
Incremental value	\$ 16,203,861	\$ 11,716,300
Incremental taxes	\$ 3,591,348	\$ 2,427,490

Is the project within budget? Yes No If no, explain:

Is the project on schedule? Yes No If no, explain:

Identify any significant concerns that might affect budget or schedule of this project in the future: None.