



Alderman Robert W. Puente
9th District

Vice Chair
• Public Safety Committee

Member
• Public Works Committee
• Housing Authority of the
City of Milwaukee (HACM)

Moving forward in pursuing a revitalized W. Brown Deer Rd.

Statement of Alderman Robert W. Puente February 13, 2012

A recent media report detailed the lack of development at the site of the former Northridge Mall on W. Brown Deer Rd., and mentioned the depressed collateral impact that the mall's closing has had on many stores and businesses nearby.

The gloomy picture painted in much of the report might lead some to conclude that nothing much is going on to find possible new tenants for the mall, or that no one is pursuing a catalytic redevelopment project that might lead to a revived business and economic environment at the site.

That is simply not the case.

I have been working with the Department of City Development (DCD), the Village of Brown Deer, and the Granville-Brown Deer Chamber of Commerce to explore possible projects and tenants for the former mall site. Menard's and Pick n' Save have been doing fairly well there, and customers are busily patronizing both stores on a daily basis. But can and should there be more development at the former Northridge site? Absolutely.

That's why I have asked DCD to expedite the hiring of a consultant who will study the real estate market along W. Brown Deer Rd. and recommend possible businesses and retail tenants that can and should be approached about opportunities at and near the former mall site. The partners I mentioned earlier believe the consultant will be able to provide some helpful ideas and information, and I agree. We are working together as a team, because we all have a stake in a revived Northridge site and a healthy, bustling Brown Deer Rd.

The Northridge site is crucial for the future success of W. Brown Deer Rd., and I will continue to do all I can to see that it gets the attention that it deserves.

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