

THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

Full-Service Restaurant and Small Shop Opportunities



JOIN THESE
GREAT RETAILERS
AND BUSINESSES



Plus: Over 1,000 Proposed
Luxury Apartments!

A DEVELOPMENT BY



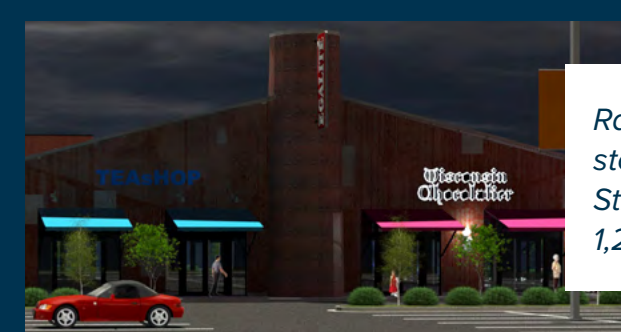
100 South Wacker Drive, Suite 950 | Chicago, Illinois 60606
www.hsacommercial.com



NEW RESTAURANT OPPORTUNITIES AT THE MAYFAIR COLLECTION



9,200 SF full-service restaurant space ideal for steakhouse, Italian restaurant, brewpub, Asian restaurant, or other cuisines!



Rarely-available small storefronts facing Burleigh Street with flexible sizes from 1,200 SF up to 5,000 SF

Highway 45 141,000 VPD



Proposed Future Residential Development
Up to 1,000 luxury apartment units

SYNERGY AT THE DISTRICT
PHASE 1 - 269 LUXURY APARTMENTS
NOW UNDER CONSTRUCTION

SITE SITE

Burleigh Street

West Elevation



9,200 SF Restaurant Opportunity

- Full-service restaurant space ideal for steakhouse, Italian restaurant, brewpub, Asian restaurant, or other cuisines!
- Shell delivery available Spring 2018
- Located at the main entrance to The Mayfair Collection
- Flagship, round-house style building design
- Outdoor seating area included
- Convenient access to surface and structured parking
- Visible to 141,000 VPD on Highway 45
- Join the dynamic and eclectic mix of restaurants at The Mayfair Collection including ABV Social, AJ Bombers, Pizza Man, Taqueria El Jefe, Cafe Grace, Smoke Shack, Corner Bakery Cafe, Holey Coffee + Doughnuts, and Osgoods!

South Elevation



North Elevation



THE MAYFAIR COLLECTION
WAUWATOSA, WISCONSIN



Retail / Restaurant Opportunity

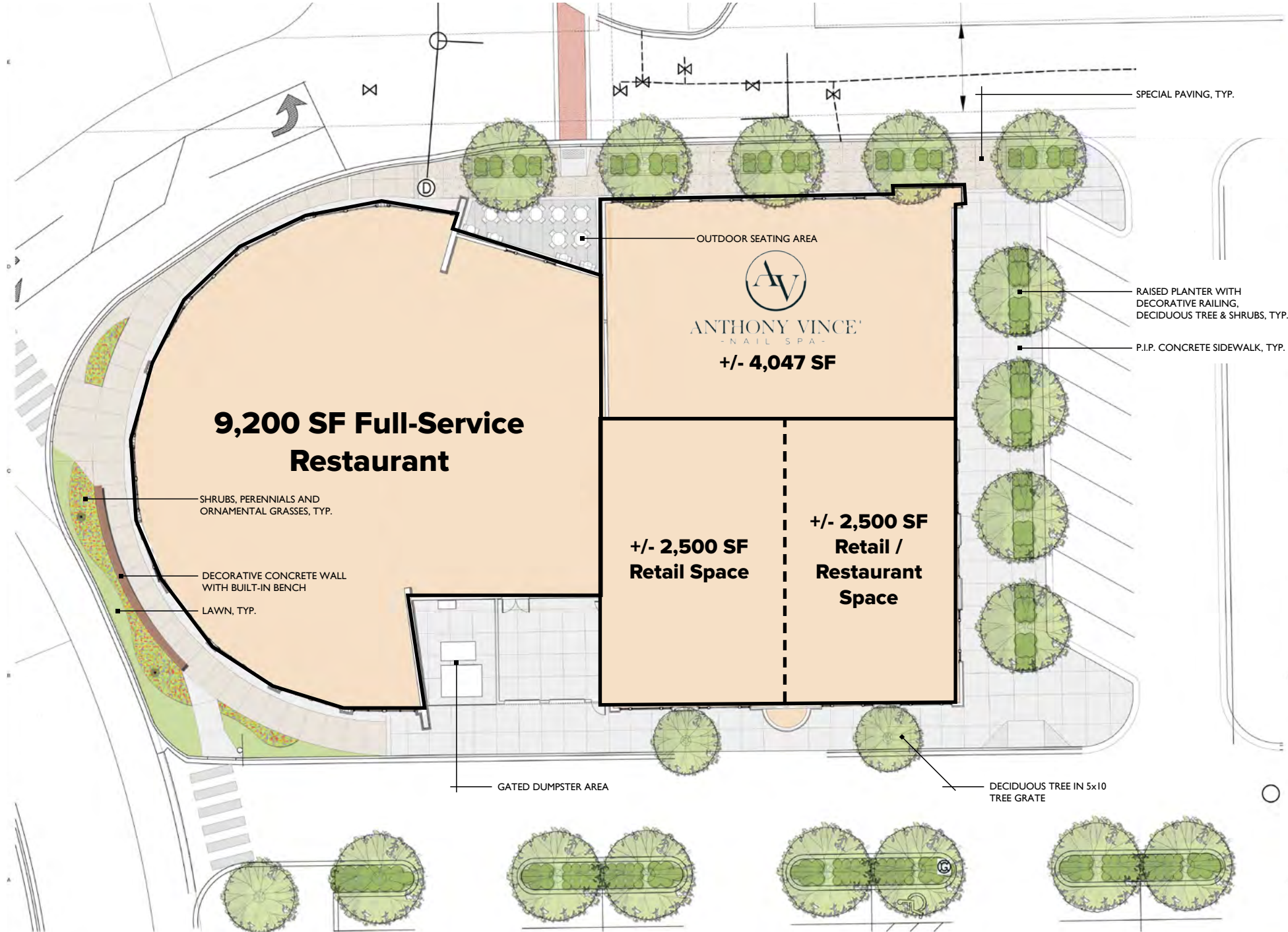
- Rarely-available small storefronts facing Burleigh Street with flexible sizes from 1,200 SF up to 5,000 SF
- Shell delivery available Spring 2018
- Located at the main entrance to The Mayfair Collection with visibility from Burleigh Street
- Warehouse-style building design
- Outdoor seating area across from the project's central plaza which is programmed regularly with community events
- Convenient access and surface parking

South Elevation



North Elevation





THE MAYFAIR COLLECTION
WAUWATOSA, WISCONSIN

**Restaurant & Small Shop
Opportunities Available**

WHAT IS THE MAYFAIR COLLECTION?

Driving Highway 45, one will notice the emergence of The Mayfair Collection in Wauwatosa, Wis., the 400,000-square-foot fashion shopping center home to premium promotional fashion brands like Nordstrom Rack and Saks Fifth Avenue OFF 5TH. The Mayfair Collection is the first phase of The District, a 69-acre mixed-use community that features shopping, restaurants, residences, and more all combined in a dynamic, walkable environment just up the street from the Nordstrom-anchored Mayfair Mall.

**Proposed Future Residential Development
Up to 1,000 luxury apartment units**

**SYNERGY AT THE DISTRICT
PHASE 1 - 269 LUXURY APARTMENTS
NOW UNDER CONSTRUCTION**

**SITE
SITE**

tj-maxx DSW DESIGNER SHOE WAREHOUSE VERSONA ACCESSORIES carhartt OLD NAVY Saks Fifth Avenue OFF 5TH OshKOSH baby carter's TORRID NORDSTROM rack DICK'S SPORTING GOODS OFF AISLE by KOMES ULTA JOEY M&R CANTILE M OSGOOD'S

HomeGoods

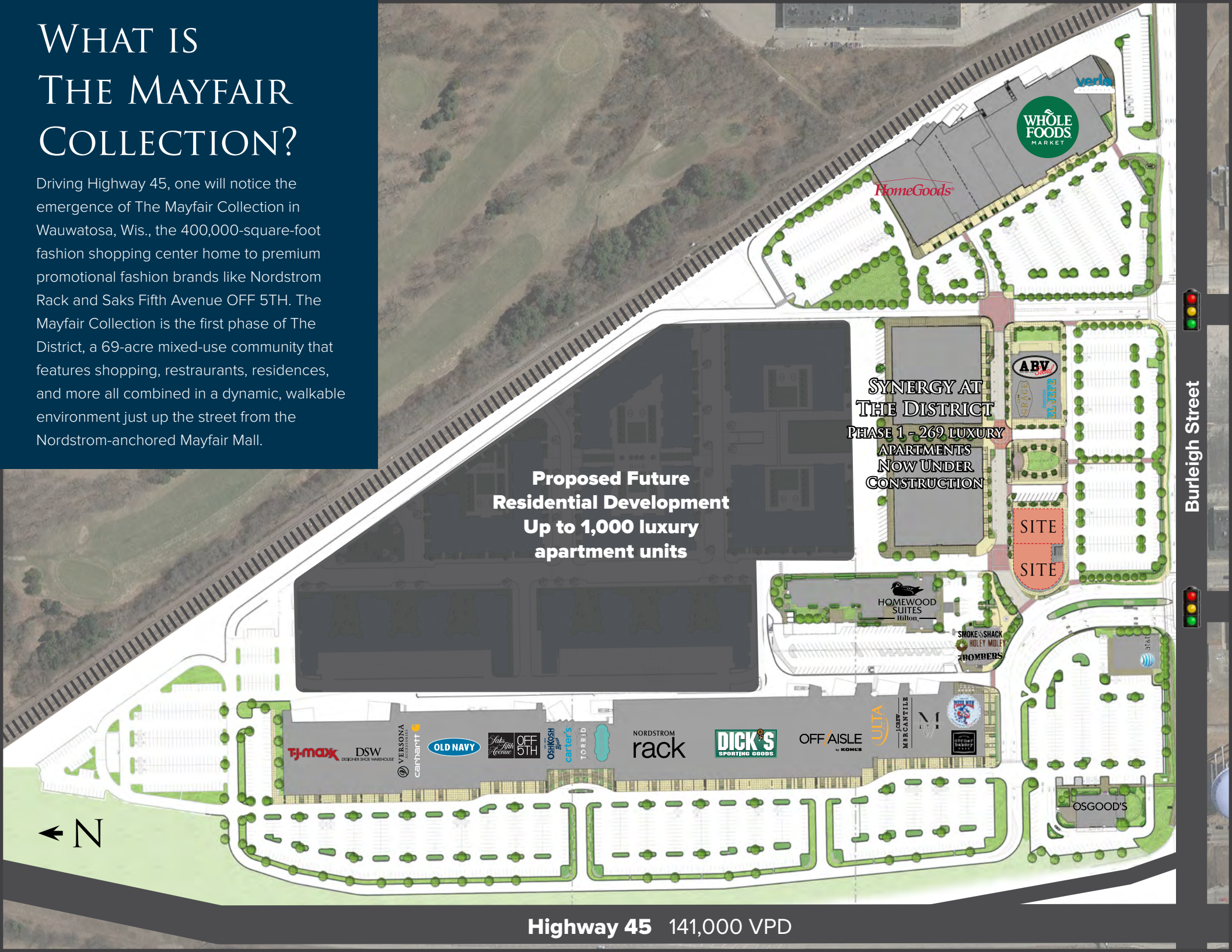
WHOLE FOODS MARKET

HOMWOOD SUITES Hilton

SHOKE SHACK HOLEY MOLEY PROMBERS

Burleigh Street

Highway 45 141,000 VPD



THE CONTINUED GROWTH OF THE MAYFAIR COLLECTION

THE MAYFAIR COLLECTION

Located just up the street from Mayfair Mall, the premier regional shopping destination in metro Milwaukee, The Mayfair Collection is at the center of the largest fashion-oriented retail corridor in southeast Wisconsin. Just off Highway 45 at Burleigh Street, The Mayfair Collection offers the entire metro Milwaukee area the best names in fashion and accessories in one convenient location.

For the project's first phase, Chicago-based HSA Commercial demolished a portion of the warehouse buildings fronting Highway 45 to create approximately 270,000 square feet of retail space now known as The Mayfair Collection. By attracting top-tier promotional fashion retailers, this created a catalyst for the second phase of The Mayfair Collection which includes suburban Milwaukee's only Whole Foods Market and HomeGoods.

RESTAURANTS AT THE MAYFAIR COLLECTION

HSA Commercial Real Estate has worked relentlessly to find the best local and regional restaurant operators that can bring unique and exciting restaurant offerings to satisfy hungry shoppers and future residents of The Mayfair Collection. Rather than populate the project with staid and ubiquitous national brands, HSA has instead elected to work with innovative restaurateurs that will contribute to a lively street scene and an overall environment that encourages a better dining experience and longer length of stay.

THE MAYFAIR COLLECTION - PHASE III

Construction has begun for the third phase of The Mayfair Collection which will feature approximately 50,000 square feet of fashion, home furnishings, and service retail on the ground floor of the luxury apartment buildings of The District. Located just steps from retailers like Nordstrom Rack and the Milwaukee area's second Whole Foods Market, the third phase of The Mayfair Collection will offer a critical connection point between the first two retail phases.

SYNERGY at The District *(Now Under Construction)*

HSA Commercial and its residential development partner, Fiduciary Real Estate Development, have started the construction of 269 luxury apartments at The Mayfair Collection. Over the course of the next five years, HSA and Fiduciary plan to construct over 1,000 luxury apartment units in the entire District creating a dense, active community in Wauwatosa.



THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

Restaurants at The Mayfair Collection

The first Corner Bakery Cafe in the state of Wisconsin opened its doors at The Mayfair Collection in October 2014. That opening was followed by the iconic local pizza place and wine bar, Pizza Man, which opened its second restaurant in the Milwaukee area next door in June 2015.

Bartolotta Restaurant Group, the preeminent restaurant operator in Milwaukee, launched four concepts at The Mayfair Collection: Osgood's, a modern diner; ABV Social, a gastropub; Cafe Grace, a French bistro; and El Jefe, a taqueria.

Most recently, Hospitality Democracy, a division of Marcus Corporation, recently opened three local favorites: AJ Bombers, Smoke Shack, and Holey Moley Coffee and Doughnuts!



BOMBERS



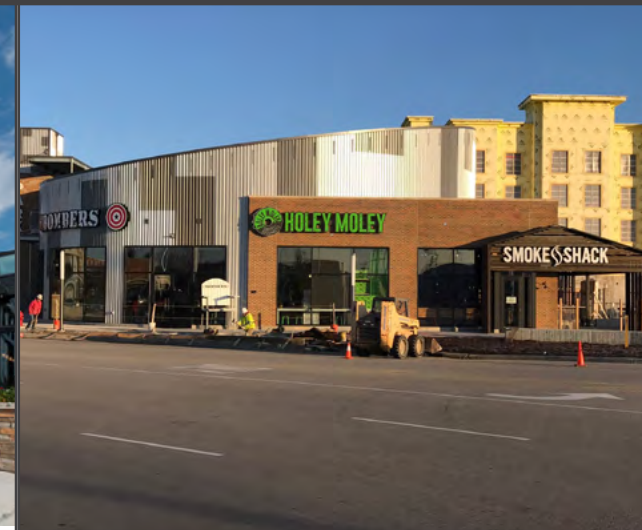
taqueria
EL JEFE



SMOKE SHACK



OSGOOD'S



Restaurants at The Mayfair Collection



THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

Regionality

MAYFAIR MALL TRADE AREA

Located at US Highway 45 and Burleigh Street, The Mayfair Collection is at the center of a thriving and productive retail corridor that features premier national retailers and restaurants. With a tenant line-up including Nordstrom Rack, Saks Off 5th, and Dick's Sporting Goods, The Mayfair Collection has instantly become a central shopping destination for the Milwaukee area.

The following Mayfair area retailers are shown on the map to the right:

- | | |
|--------------------|----------------------------|
| 1. REI | 8. Barnes & Noble |
| 2. Home Depot | 9. Best Buy |
| 3. Target | 10. Crate + Barrel |
| 4. Lowe's | 11. The Cheesecake Factory |
| 5. Meijer | 12. Kohl's |
| 6. Macy's | 13. Apple Store |
| 7. Container Store | 14. Nordstrom |

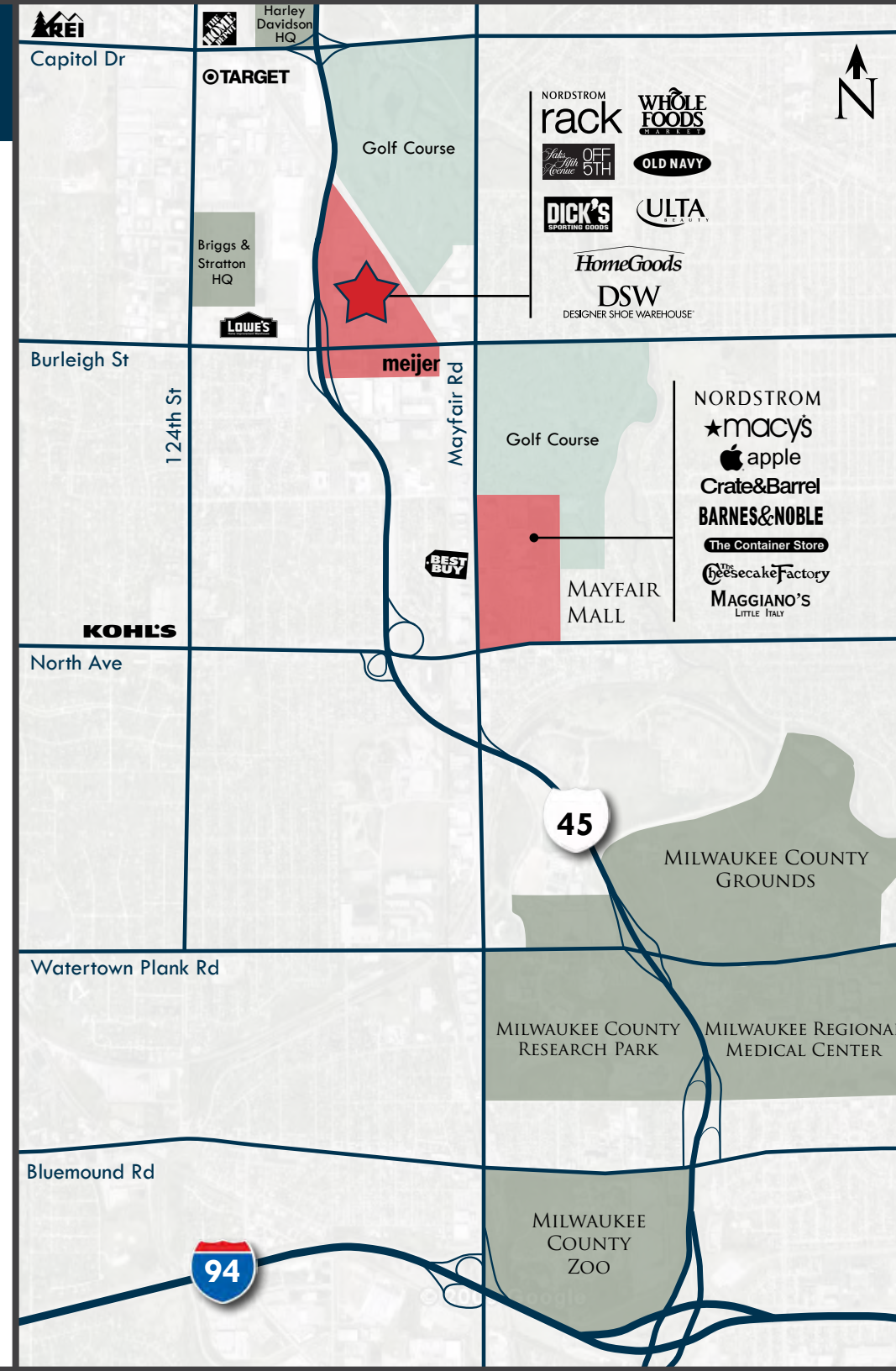
MILWAUKEE COUNTY RESEARCH PARK

- 175 acres of county property
- Home to over 115 businesses including 70 high-tech companies
- Major tenants include United Healthcare, Alterra, and GE Healthcare

MILWAUKEE REGIONAL MEDICAL CNTR

The Milwaukee Regional Medical Center (MRMC) is a consortium of 6 health care institutions providing a full range of health care services to the residents of Wisconsin. The health care consortium includes the following providers:

- | | |
|---|---|
| • Children's Hospital | • Curative Care Network |
| • Froedtert Hospital | • Milwaukee County Behavioral Health Division |
| • Medical College of Wisconsin | |
| • BloodCenter of Wisconsin's Blood Research Institute | |



THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

Regionality

SERVE ALL OF METRO MILWAUKEE'S AFFLUENT AREAS FROM ONE LOCATION

Because of its central location and convenient access to the regional interstate system, The Mayfair Collection is uniquely positioned to serve customers throughout all of metro Milwaukee.

20 MINUTE DRIVE TIME



1,183,279

2016 Population



489,390

2016 Households



166,063

2016 Households Earning \$75k+



\$72,189

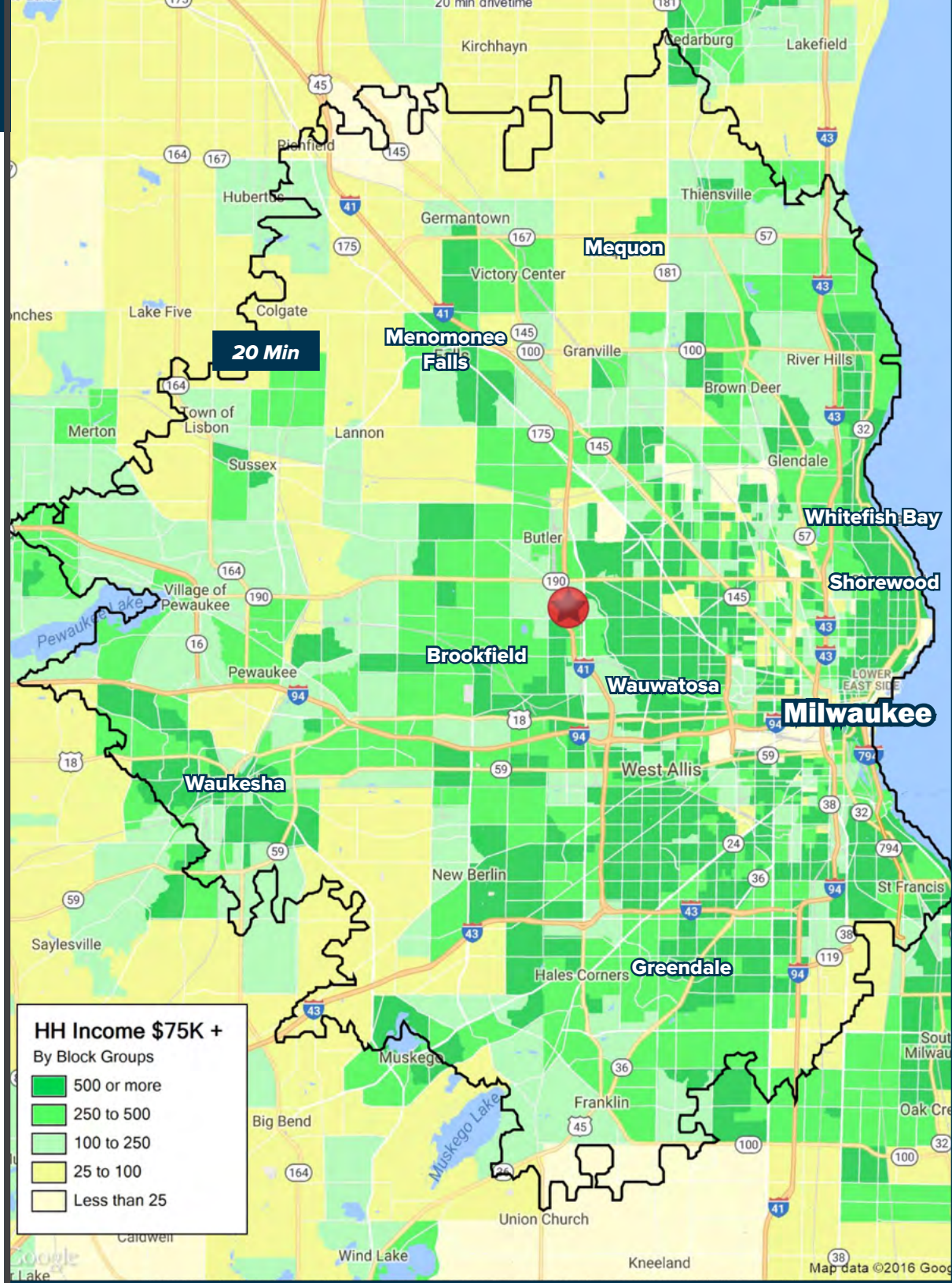
Average Household Income



751,811

Total # of Employees

Source: Regis Sites USA





THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

11250 W Burleigh Street | Wauwatosa, Wisconsin

OWNED / DEVELOPED BY

HSA
COMMERCIAL REAL ESTATE

RESIDENTIAL DEVELOPMENT BY

 **Fiduciary**
REAL ESTATE DEVELOPMENT, INC

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