

# THE MAYFAIR COLLECTION PROMENADE

## WAUWATOSA, WISCONSIN

New Retail Development Steps Away from Whole Foods and Nordstrom Rack



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



# THE MAYFAIR COLLECTION PROMENADE

WAUWATOSA, WISCONSIN

48,000 SF OF GROUND FLOOR RETAIL AT  
THE HEART OF THE HIGHLY-SUCCESSFUL  
MAYFAIR COLLECTION DEVELOPMENT

## CENTRALITY

JUST NORTH OF MAYFAIR MALL WHERE  
NORDSTROM RECENTLY OPENED

## CO-TENANCY

STEPS AWAY FROM GREAT RETAILERS:



NORDSTROM  
**rack**

*HomeGoods*

**ULTA**  
BEAUTY

## REGIONALITY

REACH ALL OF METRO MILWAUKEE'S AFFLUENT  
AREAS FROM ONE STORE

## PROMINENCE

DRAMATIC 22-FOOT CLEAR HEIGHT CREATING  
IMPRESSIVE STOREFRONTS

FLAGSHIP SIGNAGE OPPORTUNITIES FOR ANCHOR  
TENANTS ATOP THE FIVE-STORY BUILDING  
VISIBLE FROM 141,000 VPD



# THE MAYFAIR COLLECTION PROMENADE

WAUWATOSA, WISCONSIN

## Regionality

### MAYFAIR MALL TRADE AREA

Located at US Highway 45 and Burleigh Street, The Mayfair Collection Promenade 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 | <b>14. Nordstrom</b>       |

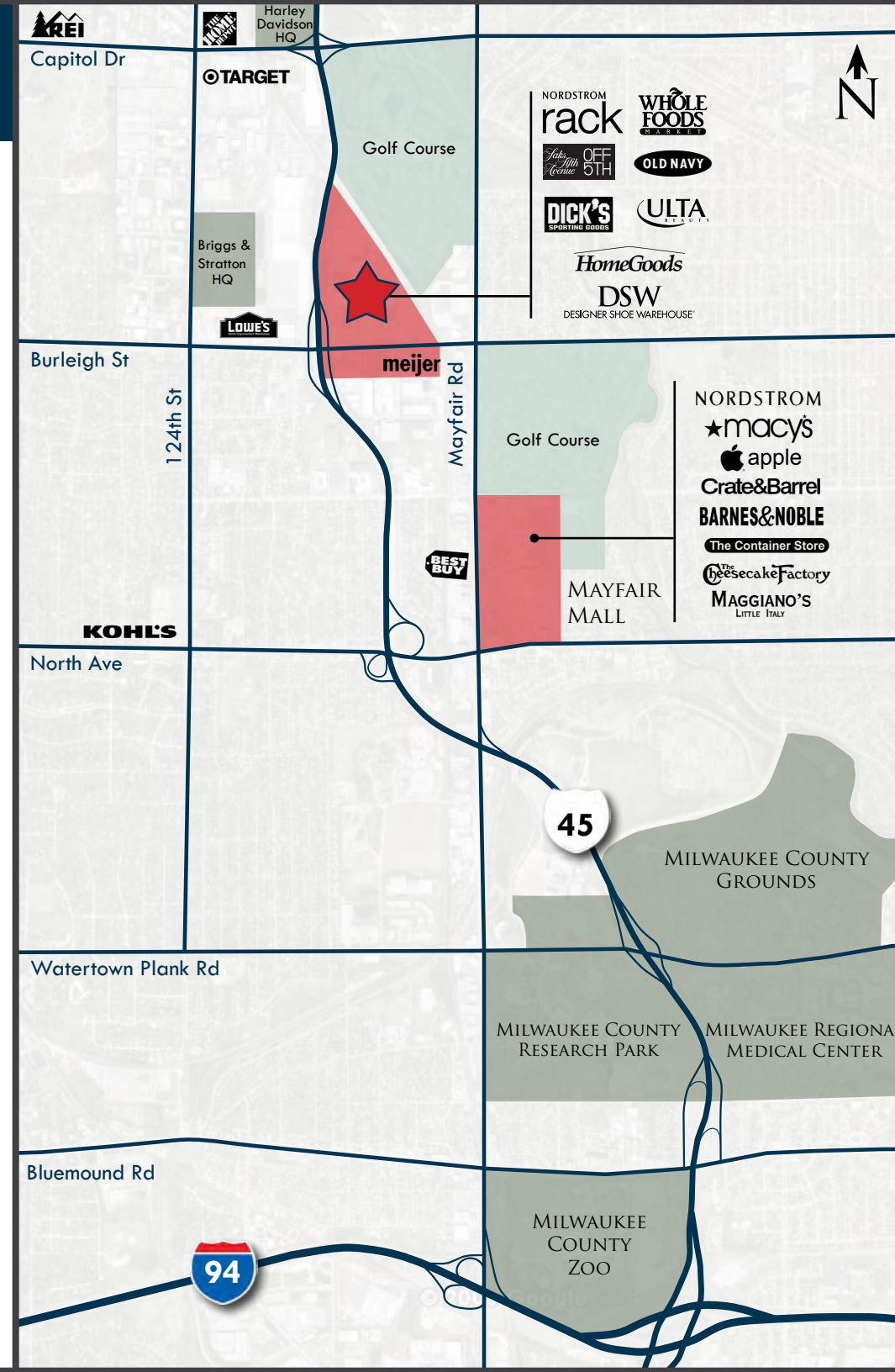
### MILWAUKEE COUNTY RESEARCH PARK

- 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 PROMENADE

WAUWATOSA, WISCONSIN

## Regionality

### REACH ALL OF METRO MILWAUKEE'S AFFLUENT AREAS FROM ONE STORE

Because of its central location and convenient access to the regional interstate system, The Mayfair Collection Promenade 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**

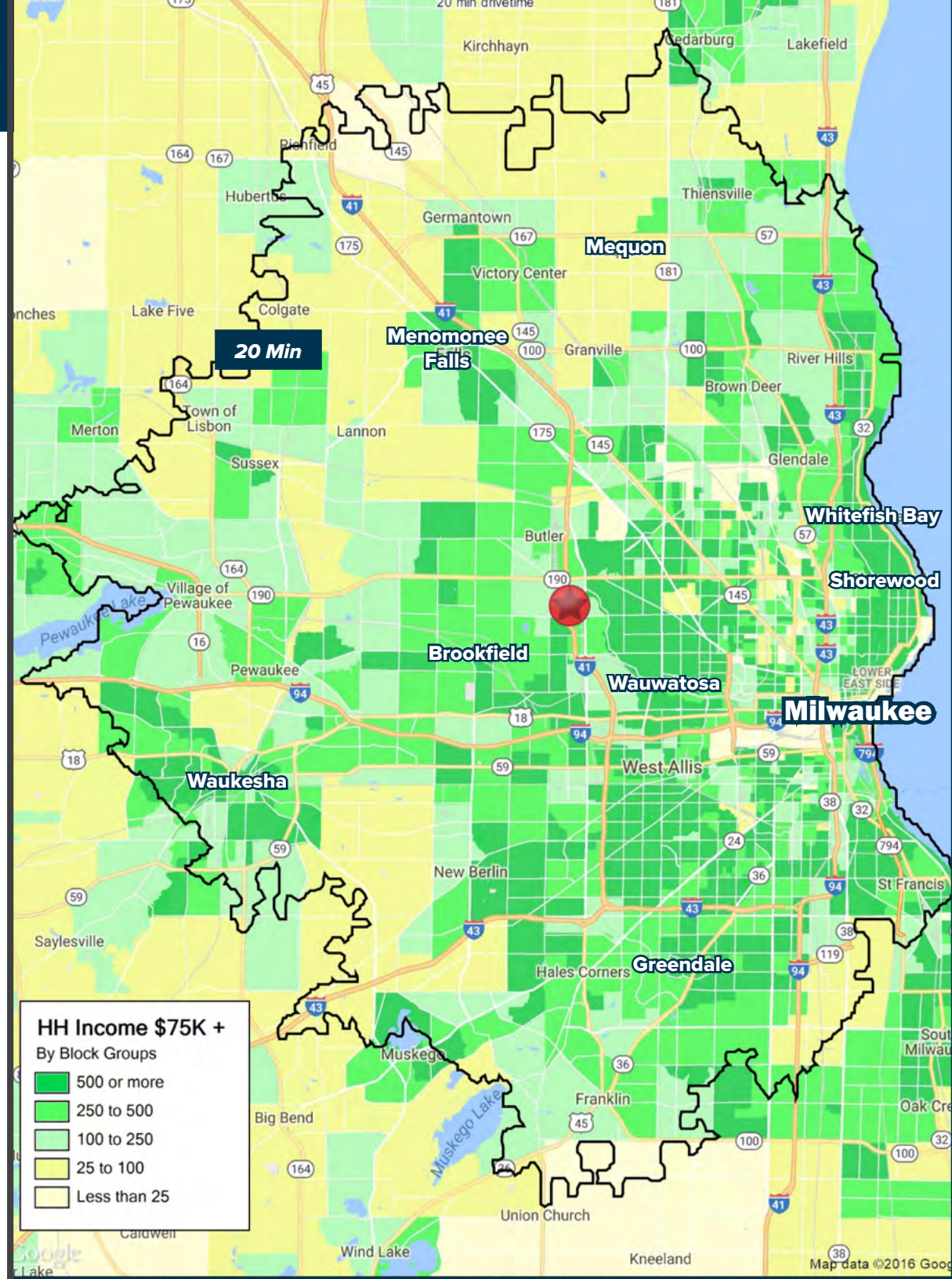
Average Household Income



**751,811**

Total # of Employees

Source: Regis Sites USA



WEST BUILDING ANCHOR



EAST BUILDING ANCHOR



THE MAYFAIR COLLECTION PROMENADE  
WAUWATOSA, WISCONSIN



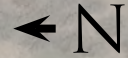
INTERIOR END CAPS



PROJECT STREETSCAPE

# Centrality

- Situated between Nordstrom Rack-anchored center and Whole Foods-anchored center
- Just north of Mayfair Mall where Nordstrom recently opened its only full-line store in WI
- Access from two signalized intersections with a full-interchange just to the west



Currie Park Golf Course

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

**SITE**

**SITE**



Garden Center

meijer

112th Street

Burleigh Street

**Proposed Mixed-use Development**

114th Street

Stamp Factory Retail Development

Stamp Factory Retail Development

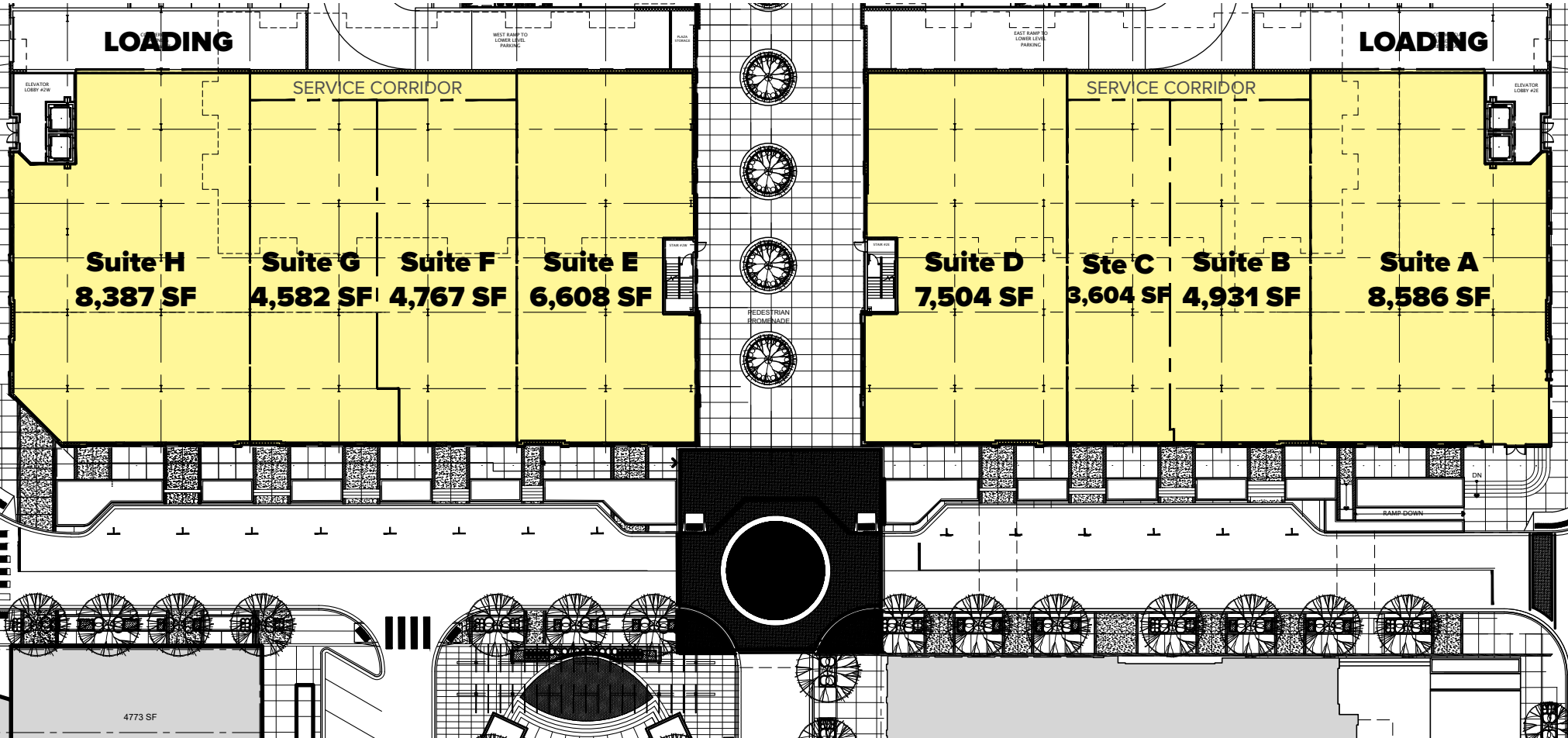
Water Tower



Highway 45 141,000 VPD

# Prominence

- Dramatic 22-foot clear height creating impressive storefronts with large window displays
- Flagship signage opportunities for anchor tenants atop the five-story building
- Dynamic street-retail environment with mezzanine potential in select locations





# THE MAYFAIR COLLECTION PROMENADE

WAUWATOSA, WISCONSIN

OWNED / DEVELOPED BY

**HSA**  
COMMERCIAL REAL ESTATE

RESIDENTIAL DEVELOPMENT BY

 **Fiduciary**  
REAL ESTATE DEVELOPMENT, INC.

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