



# THE DISTRICT

the place to shop, dine, design, and live in Milwaukee



JOIN THESE  
GREAT RETAILERS  
AND BUSINESSES



Plus: Over 1,200 Proposed Luxury Apartments!

A DEVELOPMENT BY



233 South Wacker Drive | Chicago, Illinois 60606  
www.hsacommercial.com



# THE DISTRICT

## Area Traffic Drivers

### MAYFAIR MALL TRADE AREA

Located at US Highway 45 and Burleigh Street, The District 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, and that traffic will only get stronger when Whole Foods opens. The following Mayfair Mall area retailers are numbered 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. Boston Store                  |
| 5. Meijer                         | 12. The Cheesecake Factory        |
| 6. Macy's                         | 13. Kohl's                        |
| 7. Container Store (Under Const.) | 14. Nordstrom (Opening Fall 2015) |

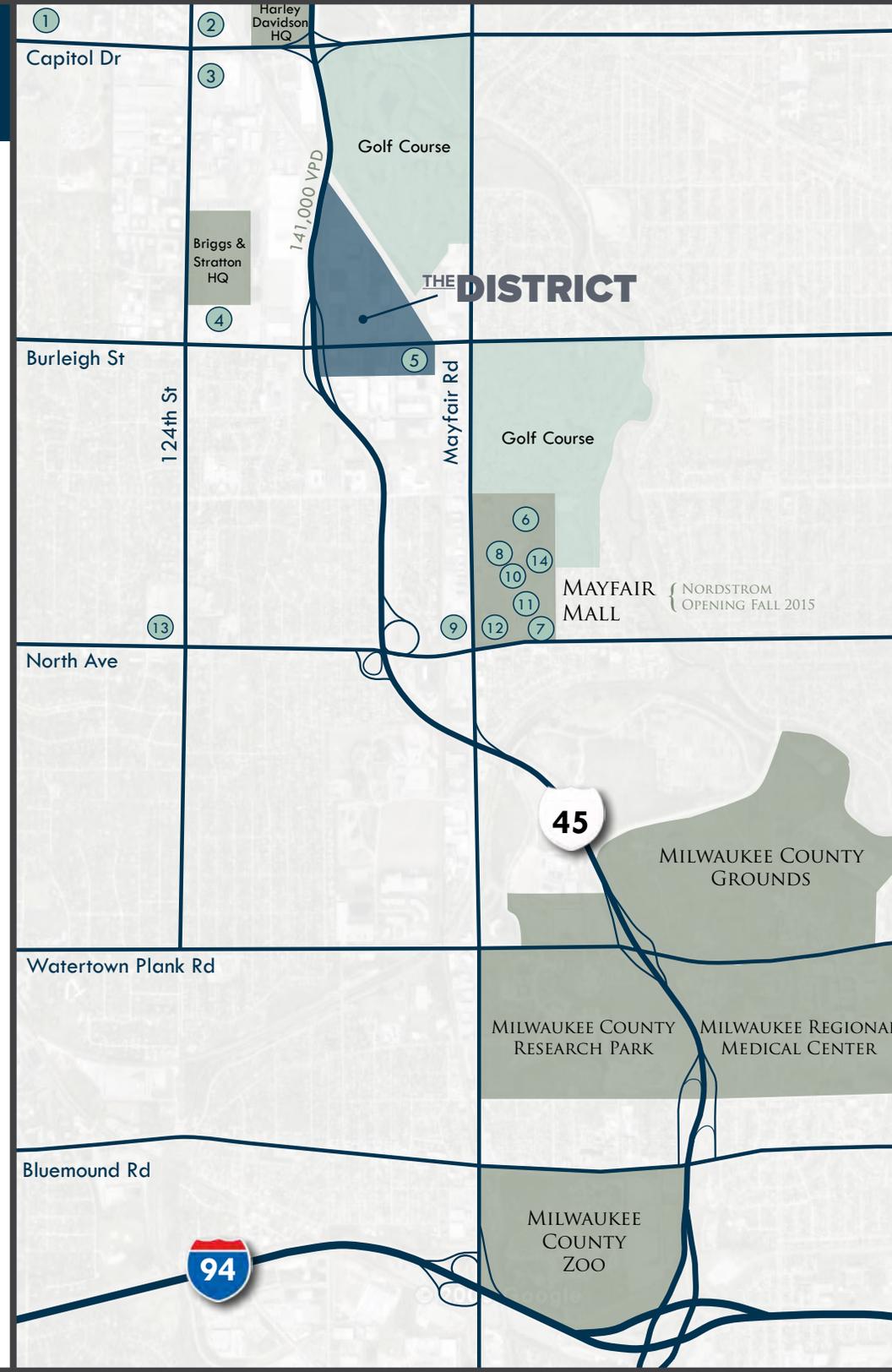
### MILWAUKEE COUNTY RESEARCH PARK

- 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 DISTRICT

## Exclusivity

### REGIONAL AFFLUENCE

Since Milwaukee's affluent suburbs are not relegated to any particular side of the city, choosing a regional location like The District in the Mayfair Mall trade area is uniquely positioned to conveniently serve all.

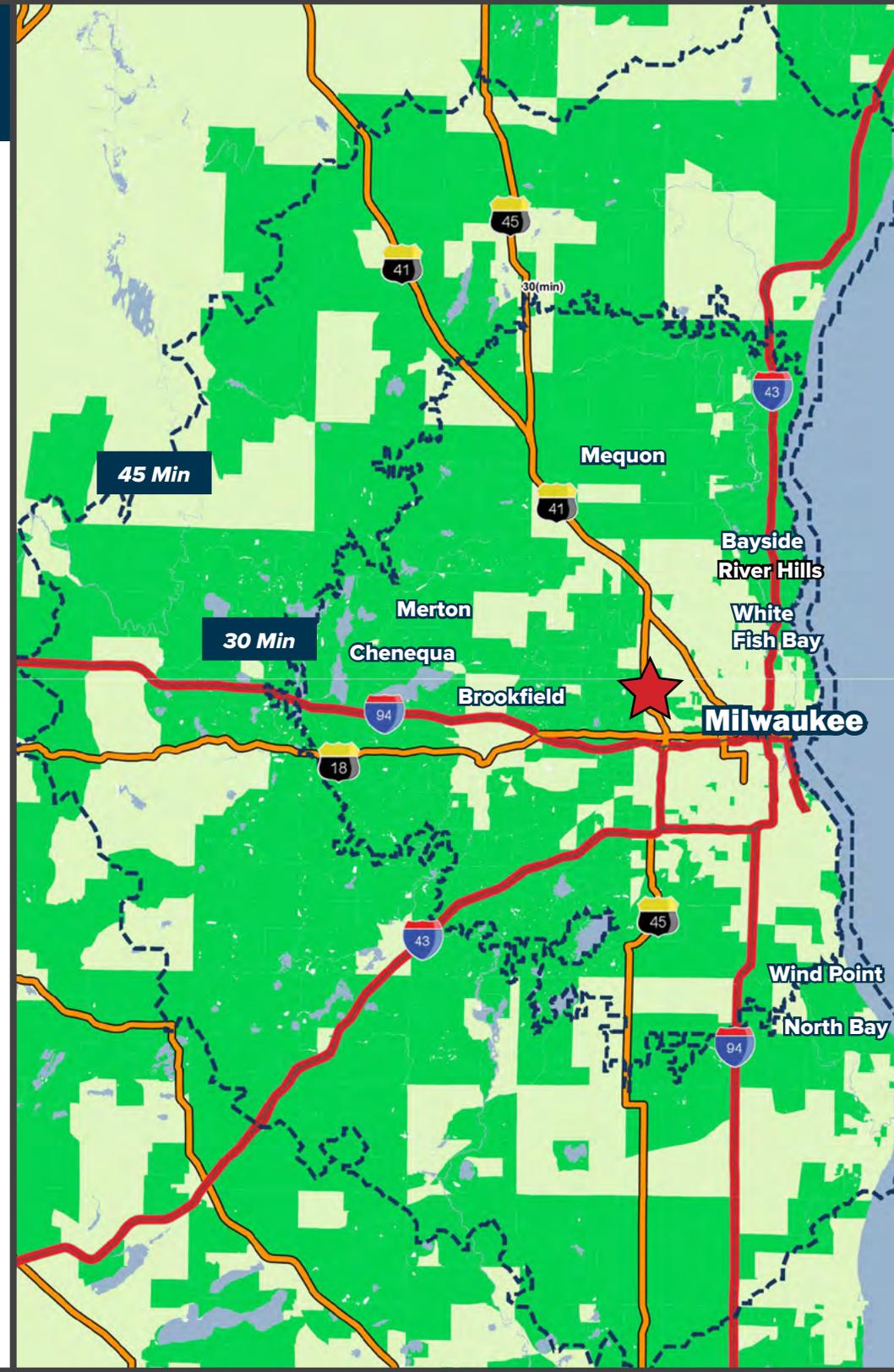
The Mayfair trade area is comprised of the wealthiest communities in Metro Milwaukee.

COMMUNITY	DRIVE TIME (MINS)	MEDIAN INCOME
Brookfield	13	\$76,225
Whitefish Bay	24	\$95,062
Mequon	25	\$90,733
River Hills	25	\$161,292
Bayside	30	\$88,982
Chenequa	31	\$163,428
Merton	33	\$78,937
Wind Point	40	\$88,521
North Bay	42	\$97,943

Source: Income data provided by Census.gov; Brookfield & White Fish Bay data from Milwaukee Economic Development Council.

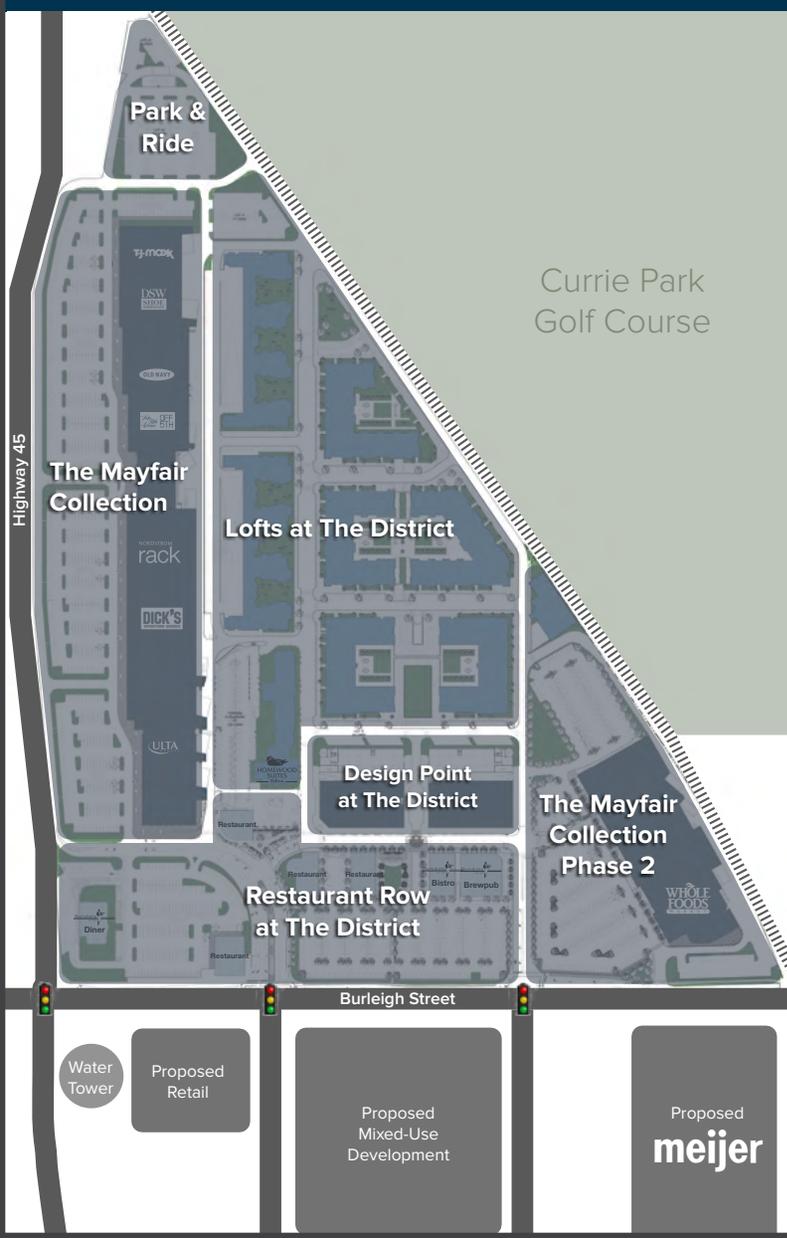
DEMOGRAPHIC	45 MIN DRIVE TIME
2011 Population	1,819,339
2011 Est. Households	731,127
2011 Est. Households Earning \$75k+	192,610
2011 Est. Avg Household Income	\$71,968

Source: Regis Sites USA



# Areas Within The District

*There are several distinct components of The District that help shape this new community*



## THE MAYFAIR COLLECTION at The District

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.

As the first phase of The District, 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 and by constructing the necessary infrastructure that will serve as a catalyst for future mixed-use development for the 69-acre District.

## RESTAURANT ROW at The District

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 District. 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.

## DESIGN POINT at The District

In spring 2015, HSA Commercial will begin construction of the third phase of The District which will feature approximately 100,000 square feet of home furnishings retailers and design galleries. Located just steps from The Mayfair Collection and the Milwaukee area's second Whole Foods Market, Design Point at The District will offer furniture, home accessories, and design services from many of the signature names in interior decorating.

## LOFTS at The District

Beginning spring 2015, HSA Commercial and its residential development partner will begin the construction of 250 luxury apartments at The District. Over the course of the next five years, HSA plans to construct over 1,200 luxury apartment units in the entire District creating a dense, active community in Wauwatosa.



**The Mayfair Collection**  
**AT THE DISTRICT**

## The Mayfair Collection - Phase 1

The Mayfair Collection's first phase, which opened to the public in April 2014, consisted of adaptively repurposing functionally obsolete warehouse buildings along Highway 45 into new, contemporary retail environments that, through unique design, celebrate the property's industrial heritage. With a premier line-up of strong national retailers, this 270,000 square foot initial phase will serve as the catalyst for future mixed-use development for the balance of The District and along the Burleigh corridor for years to come.

HSA Commercial Real Estate is continuing to identify and recruit first-class, category-leading retailers that are seeking a regional presence in the Mayfair Mall trade area.

### The following fashion brands are now open:

- Nordstrom Rack
- Saks Fifth Avenue OFF 5TH
- Dick's Sporting Goods
- DSW Designer Shoe Warehouse
- Ulta Beauty
- Old Navy
- Men's Wearhouse
- Carter's / Osh Kosh
- Torrid
- Maurice's
- TJ Maxx

See the merchandising plan on the following page.



# The Mayfair Collection

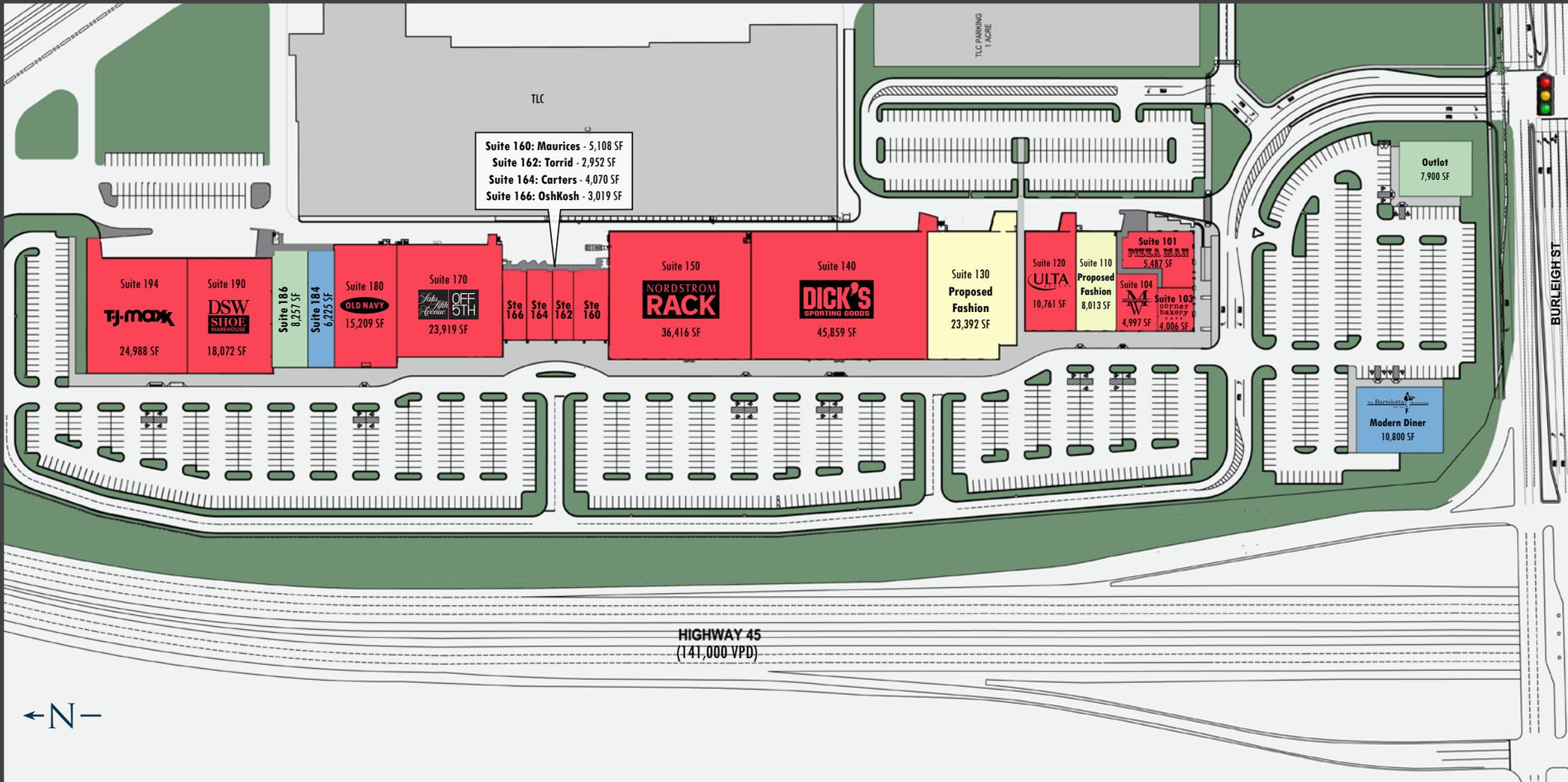
- Best-in-class apparel co-tenancy including Nordstrom Rack, Saks Off 5TH, DSW, Dick's Sporting Goods, and more
- Mayfair Mall just two blocks south (sales of \$555 psf) with Nordstrom under construction
- At full interchange with unobstructed visibility to Highway 45's 141,000 VPD
- Whole Foods Market and Hilton Homewood Suites planned in Phase 2
- **Just three spaces remaining!**

# Project Overview Phase 1

## MERCHANDISE PLAN (PROPOSED)

- Now Open / Signed Lease
- Lease Out
- Letter of Intent
- Available

JOIN THESE GREAT RETAILERS:



## The Mayfair Collection - Phase 2

Capitalizing on the affluent regional customer traffic generated by the premier national retailers in the project's first phase, HSA Commercial has started construction on the second phase--a complementary mix of daily needs, design, and home furnishings retail.

Anchored by a 45,150-square-foot Whole Foods Market, Phase 2 of The Mayfair Collection features leasing opportunities for exciting, upscale design and home furnishings retailers. Just as in Phase 1 of The Mayfair Collection, this retail space is being created by adaptively repurposing former warehouse structures. Construction is already well underway with a planned delivery in summer 2015.



Opening  
Early 2016!



# The Mayfair Collection

- Whole Foods Market anchored development
- Mayfair Mall just two blocks south (sales of \$555 psf) with Nordstrom under construction
- At full interchange with Highway 45 with visibility to Burleigh Street
- Best-in-class apparel co-tenancy including Nordstrom Rack, Saks Off 5TH, DSW, Dick's Sporting Goods, and more located in Phase 1
- Over 1,200 luxury apartments planned on-site

# Project Overview Phase 2

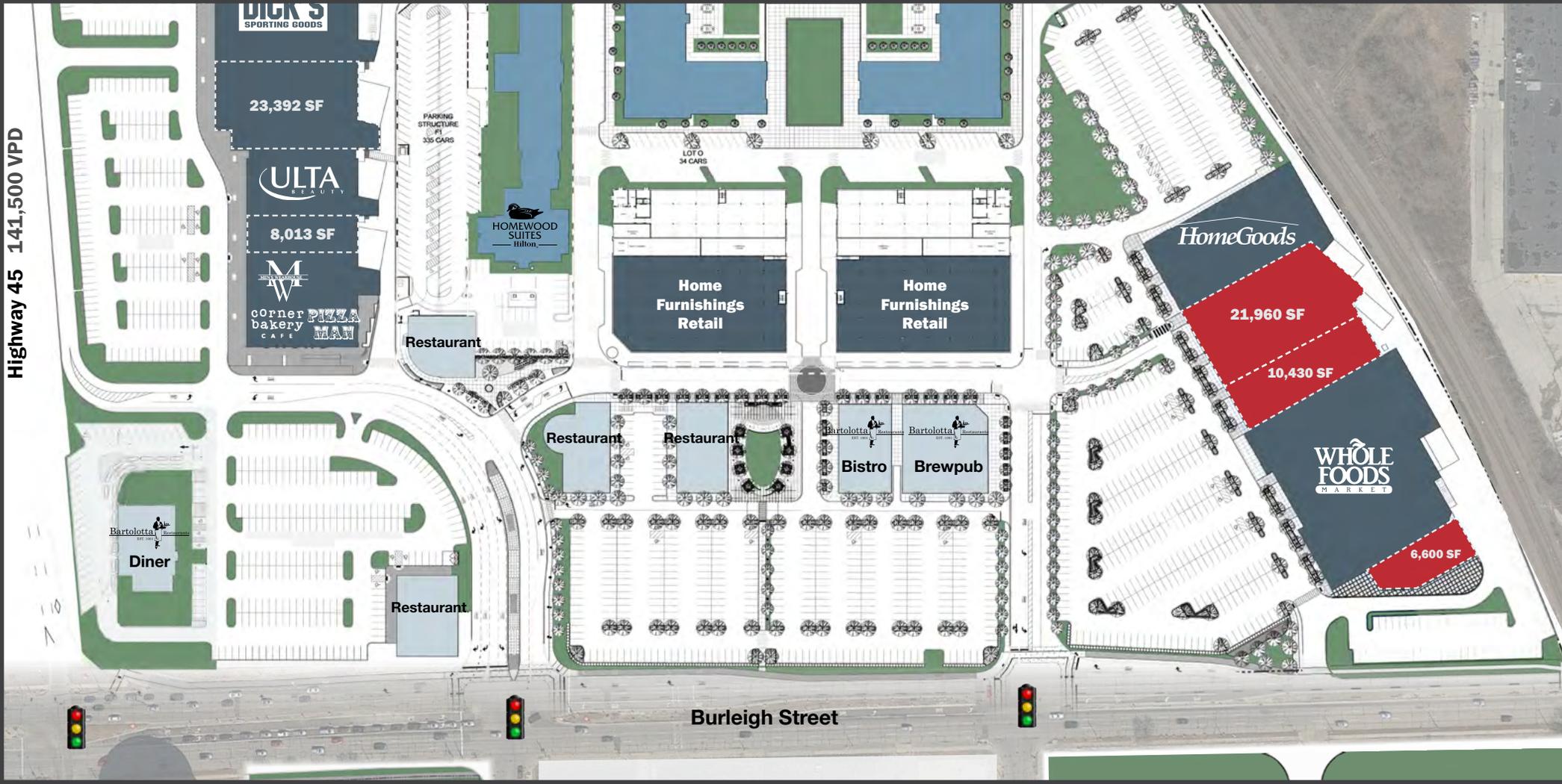
## KEY OPPORTUNITIES:

Suite 250 - 21,960 SF (Up to 32,390 SF)

Suite 200 - 10,430 SF

Suite 50 - 6,600 SF

JOIN THESE  
GREAT BRANDS:





**Restaurant Row**  
**AT THE DISTRICT**



# THE DISTRICT

## Restaurant Row

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 District. Rather than populate the project with staid and ubiquitous national brands, HSA has instead elected to work with dynamic and 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 first Corner Bakery Cafe in the state of Wisconsin opened its doors at The District in October 2014 at the same time that it was announced that the iconic local pizza place and wine bar, Pizza Man, would open its second restaurant next door in the spring. Further, as part of a strategic partnership with Bartolotta Restaurant Group, the preeminent restaurant operator in Milwaukee, three new concepts will be launched at The District in spring 2015: a modern diner, a brewpub, and a casual French bistro.



Opening 3 Concepts!



Opening Spring 2015!



Now Open!



# Restaurant Row

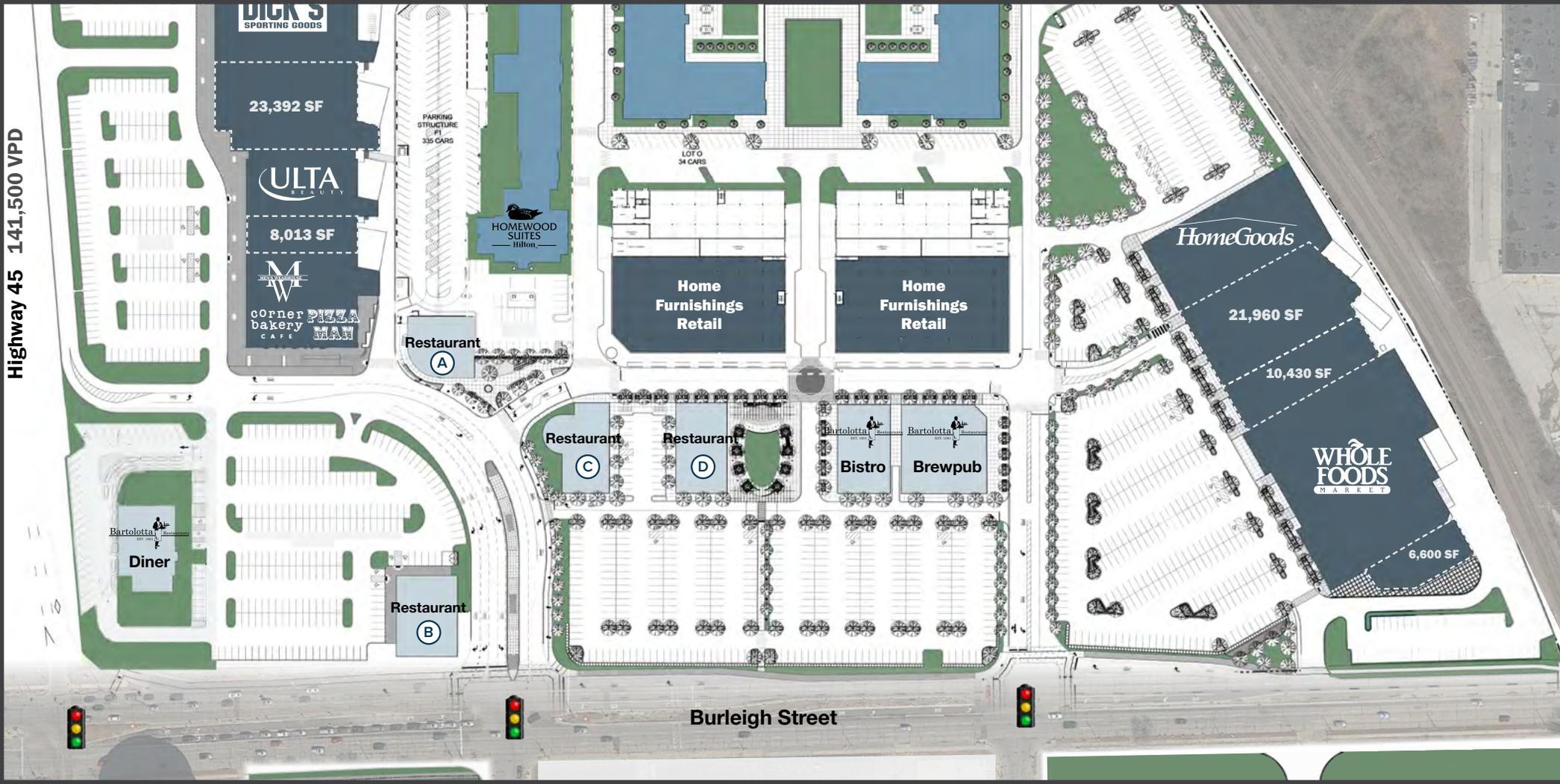
- Great traffic drivers nearby including Nordstrom Rack, Saks Off 5TH and Whole Foods
- Located just minutes away from Mayfair Mall, the dominant mall in metro Mliwaukee
- Corner Bakery Cafe and Pizza Man planned in Phase 1
- Three concepts from The Bartolotta Restaurants: a brewpub, modern diner, and bistro
- Strong visibility to Burleigh Street and Highway 45's 141,000 VPD

# Project Overview

## KEY OPPORTUNITIES:

- Rest. A - 6,200 SF Divisible (Shell Delivery)
- Rest. B - 7,900 SF (Pad Delivery)
- Rest. C - 7,800 SF (Pad Delivery)
- Rest. D - 7,500 SF (Pad Delivery)

JOIN THESE  
GREAT OPERATORS:





**Design Point**  
**AT THE DISTRICT**



## Design Point

In spring 2015, HSA Commercial will begin construction of the third phase of The District which will feature approximately 100,000 square feet of home furnishings retailers and design galleries. Located just steps from The Mayfair Collection and the Milwaukee area's second Whole Foods Market, Design Point at The District will offer furniture, home accessories, and design services from many of the signature names in interior decorating.

At Design Point, home furnishings retailers have a chance to capture the affluent regional traffic generated by both The Mayfair Collection and Whole Foods. Plus, given the convenient walkability of the entire project, there are plenty of opportunities for customers to casually shop at any of the galleries. With Restaurant Row just across the street, the area promises to stay activated at all times of day to ensure that potential customers are seeing new merchandise and visual installations frequently.

Design Point is located on the ground level of the first phase of Lofts at The District, a luxury apartment development. With the first phase of Lofts to include approximately 250 units with over 1,200 total apartments proposed over the next five years, Design Point will have a great captive audience of potential customers on-site as well.



# Design Point

- Located between The Mayfair Collection (Nordstrom Rack, Saks Off 5TH and more) and steps from the Milwaukee area's second Whole Foods Market
- Restaurant Row across the street promises to keep the area activated throughout the day and evening
- At the base of Lofts at The District, a planned 1,200+ unit luxury apartment development
- Strong visibility from both Burleigh Street and Highway 45's 141,000 VPD

# Project Overview

## KEY OPPORTUNITIES:

Ret. A - Suite 100: 23,119 SF (2-Levels)

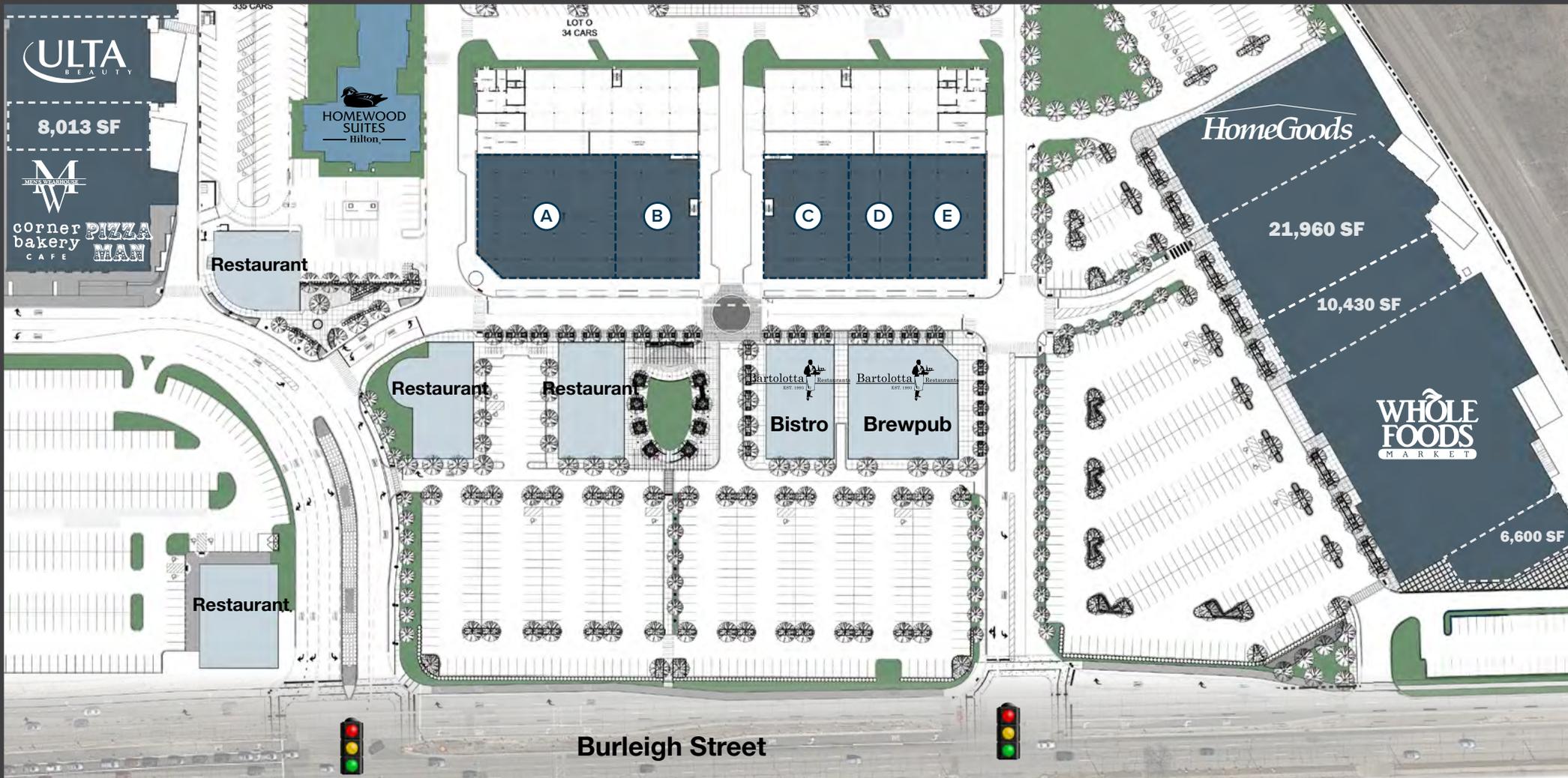
Ret. B - Suite 120: 9,814 SF

Ret. C - Suite 130: 10,576 SF

Ret. D - Suite 100: 6,000 SF

Ret. E - Suite 120: 14,552 SF (2-Levels)

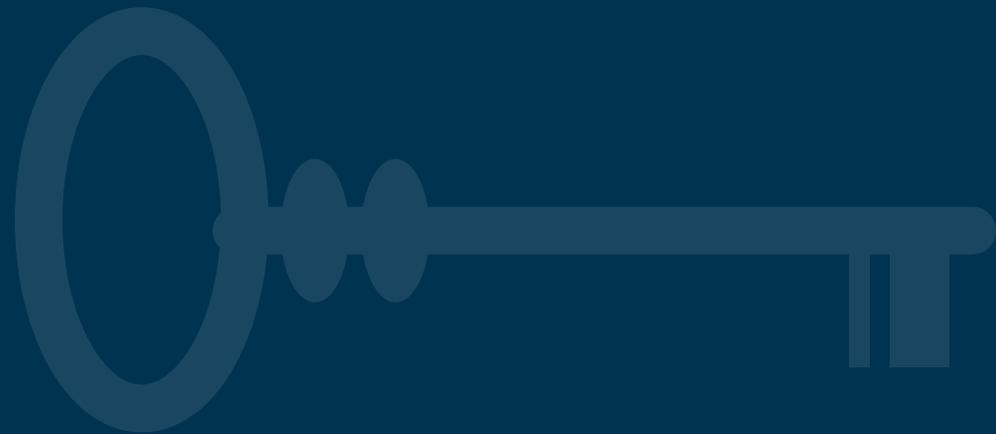
**STAY TUNED FOR ANNOUNCEMENTS ABOUT NEW TENANTS!**





**Lofts**

**AT THE DISTRICT**



# THE DISTRICT

## Lofts

HSA Commercial and Fiduciary Real Estate Development recently announced that the firms have agreed in principal to develop up to 1,050 luxury residences over seven to ten years on land next to The Mayfair Collection shopping center. Fiduciary will construct and manage the residential buildings, and the firm is scheduled to break ground in spring 2015 on the first phase totaling approximately 250 apartment units and 50,000 square feet of ground level specialty retail space with tenant occupancy projected for early 2016. Phase two is scheduled to break ground in 2016 and will also include 250 units and provide a level of amenities that have never been provided in the Milwaukee market.

The proposed luxury apartment buildings, located just off of Highway 45 at Burleigh Street, will be designed to promote density and walkability within an integrated mixed-use environment. Future residents will be able to shop for groceries at Whole Foods Market; browse stores like Nordstrom Rack and Saks Fifth Avenue OFF 5TH; grab a coffee at Corner Bakery Café; or enjoy a meal at one of The Bartolotta Restaurants' culinary offerings without getting in a car. Since the development site is located at the center of the largest commercial and employment corridor outside of downtown Milwaukee, many future residents will also enjoy a short commute to work.

The luxury apartments are being designed to meet the broad spectrum of demand that the market is dictating. Residences will range from studio units starting at 500 square feet and provide different design and sizing all the way to corner penthouse units as large as 1,300 square feet. The average unit will rent for approximately \$1,275 a month which will make this very attractive compared to other new communities that have been recently completed.

**Please stay tuned for more information!**





# THE DISTRICT

OWNED / DEVELOPED BY

**HSA**  
COMMERCIAL REAL ESTATE

RESIDENTIAL DEVELOPMENT BY

 **Fiduciary**  
REAL ESTATE DEVELOPMENT, INC

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