

# THE MAYFAIR COLLECTION

## WAUWATOSA, WISCONSIN



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](http://www.hsacommercial.com)







**PHASE V  
PROPOSED  
CORPORATE OFFICE**

**PHASE II - COMPLETE  
146-ROOM HOTEL**

**SYNERGY  
APARTMENTS  
269 UNITS  
NOW OPEN!**

**PHASE IV  
PROPOSED  
220-UNIT  
SENIOR TOWER**

**PHASE II - COMPLETE  
WHOLE FOODS**

**AVAILABLE  
23,919 SF (DIV)**

**PHASE I - COMPLETE  
FASHION RETAIL**

**TJ-maxx**

**DSW  
DESIGNER SHOE WAREHOUSE**

**OLD NAVY**

**NORDSTROM  
rack**

**DICK'S  
SPORTING GOODS**

**ULTA**

**J.CREW  
FACTORY**

**corner  
bakery  
cafe**

**THE  
BREAD  
BARN**

**HOMESWOOD  
SUITES  
Hilton**

**at&t**

**GRACE**

**ABV  
Brewery**

**HomeGoods**

**WHOLE  
FOODS  
MARKET**





# THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

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

**tj-maxx**

**DSW**  
DESIGNER SHOE WAREHOUSE

**VERSONA**  
ACCESSORIES

**canhart**

**OLD NAVY**

**23,919 SF**

**OSHKOSH**  
Sportswear

**carter's**  
Kids

**TORRID**

**insuranc**

**NORDSTROM**  
**rack**

**DICK'S**  
SPORTING GOODS

**LITA**

**JCREW**  
FACTORY

**M**

**W**

**COCCO**  
bakery

**at&t**

**WHOLE**  
**FOODS**  
MARKET

33,188 SF  
(Divisible to  
+/- 10,000 SF)

**HomeGoods**

Synergy at  
The Mayfair  
Collection  
269 luxury apartments

**Serendipity Labs**  
Coworking Lab

Synergy at  
The Mayfair  
Collection  
269 luxury apartments

**DEMATIC**  
Regional HQ

Retail /  
Fast Casual

Restaurant

**HOMWOOD**  
SUITES  
Hilton

Restaurant

Outlot  
Redev.

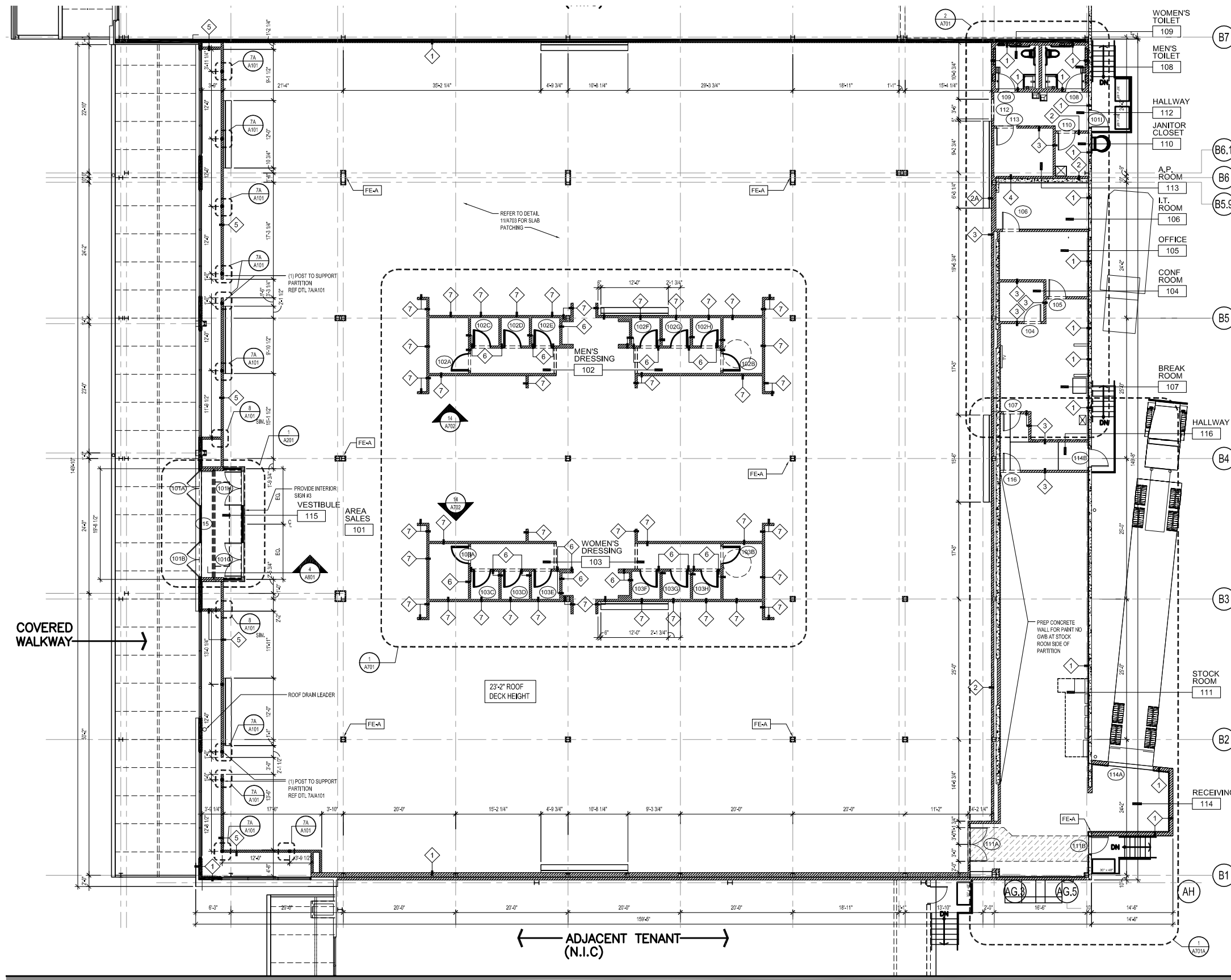


Burleigh Street



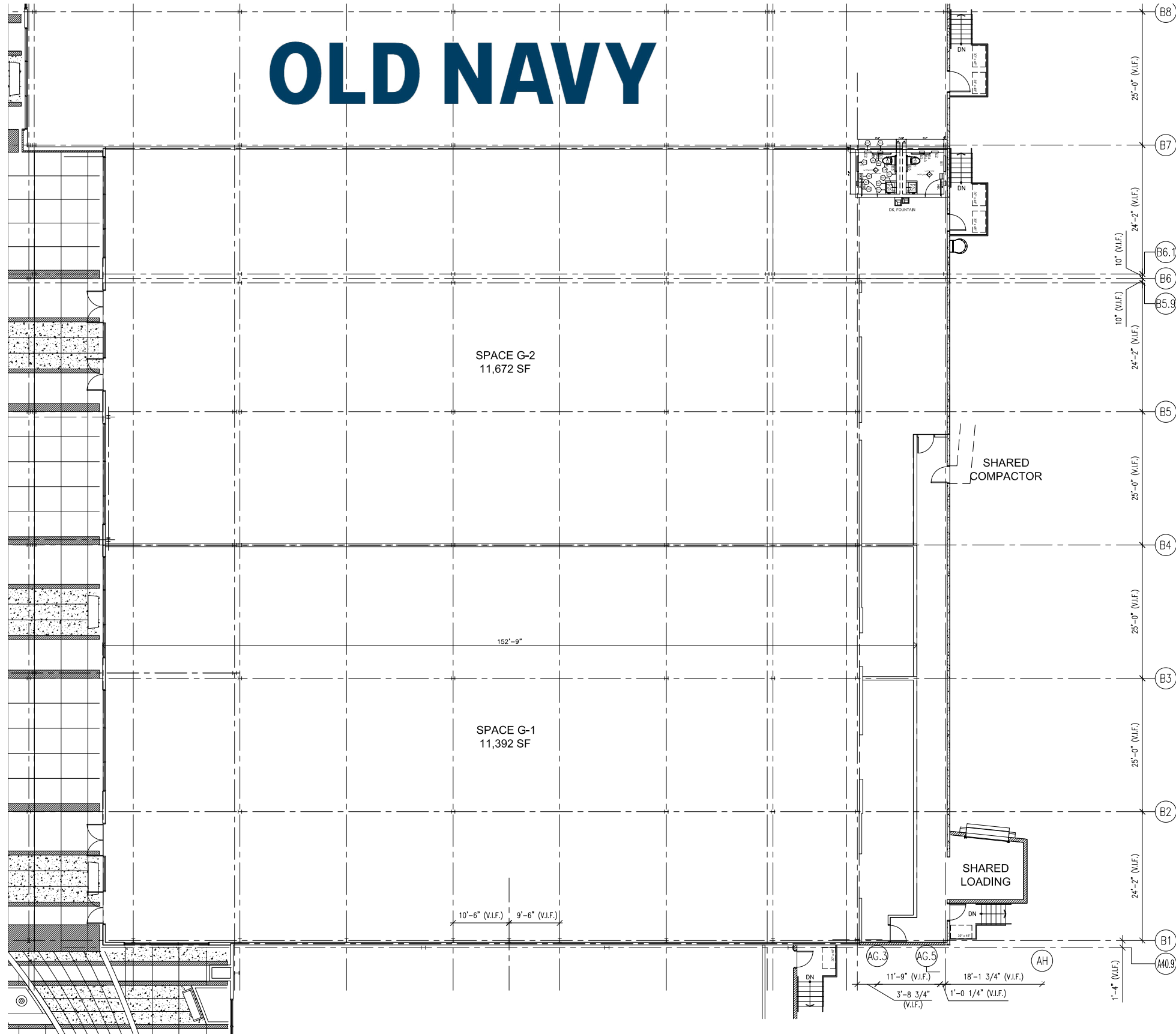
Highway 45 141,000 VPD







# OLD NAVY









# 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, DSW, Ulta, 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>       |

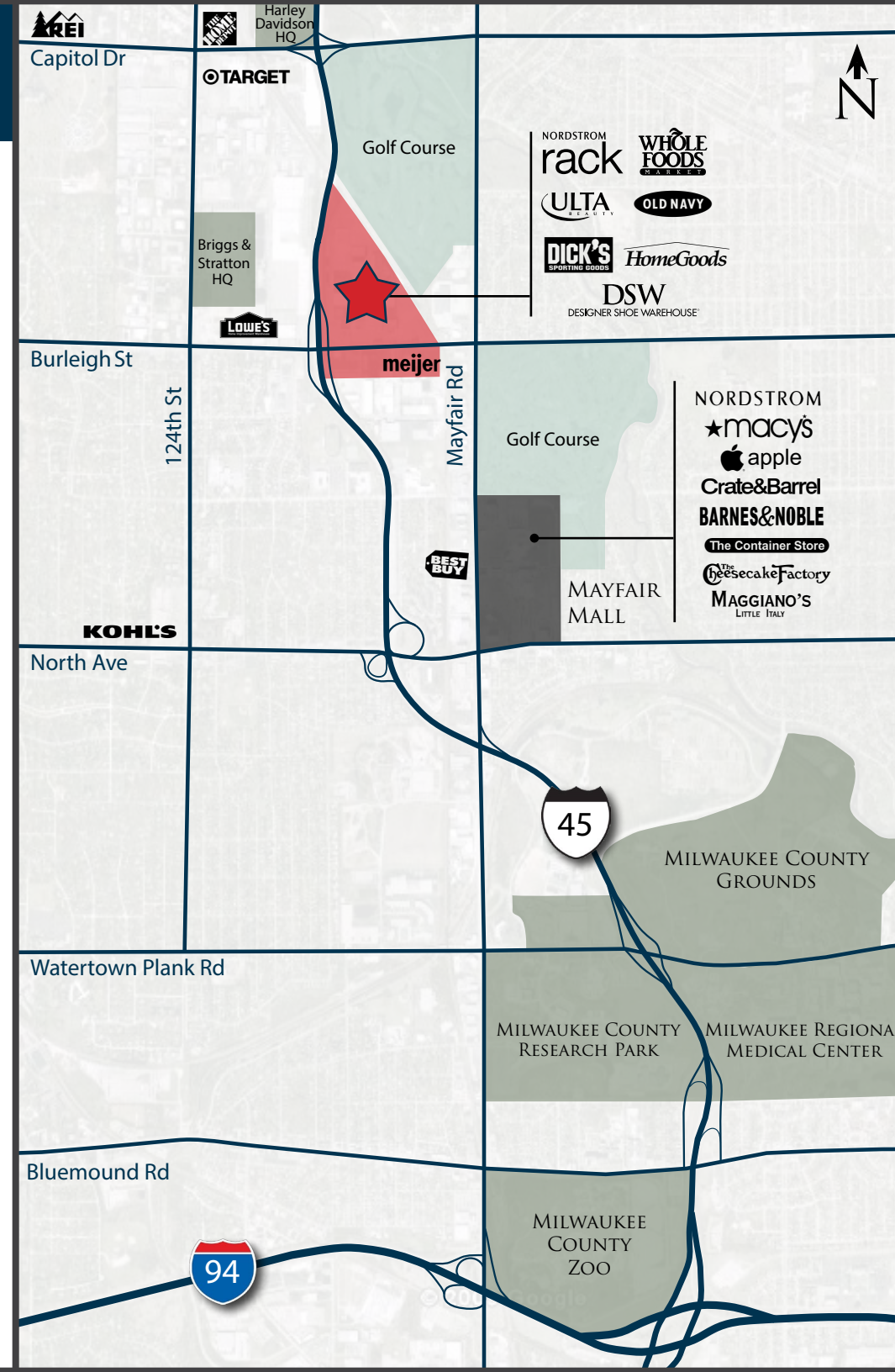
### MILWAUKEE COUNTY RESEARCH PARK

- 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

WAUWATOSA, WISCONSIN

## Over 4 Million Annual Visits

### EXPERIENCE UNPARALLELED REGIONAL CUSTOMER TRAFFIC

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.

**#1 overall**



Retail Traffic in Milwaukee (non-mall)

**1.15 million**



Estd. Unique Customers in 2019

**350,000**



Average Customer Visits per Month

**91 minutes**



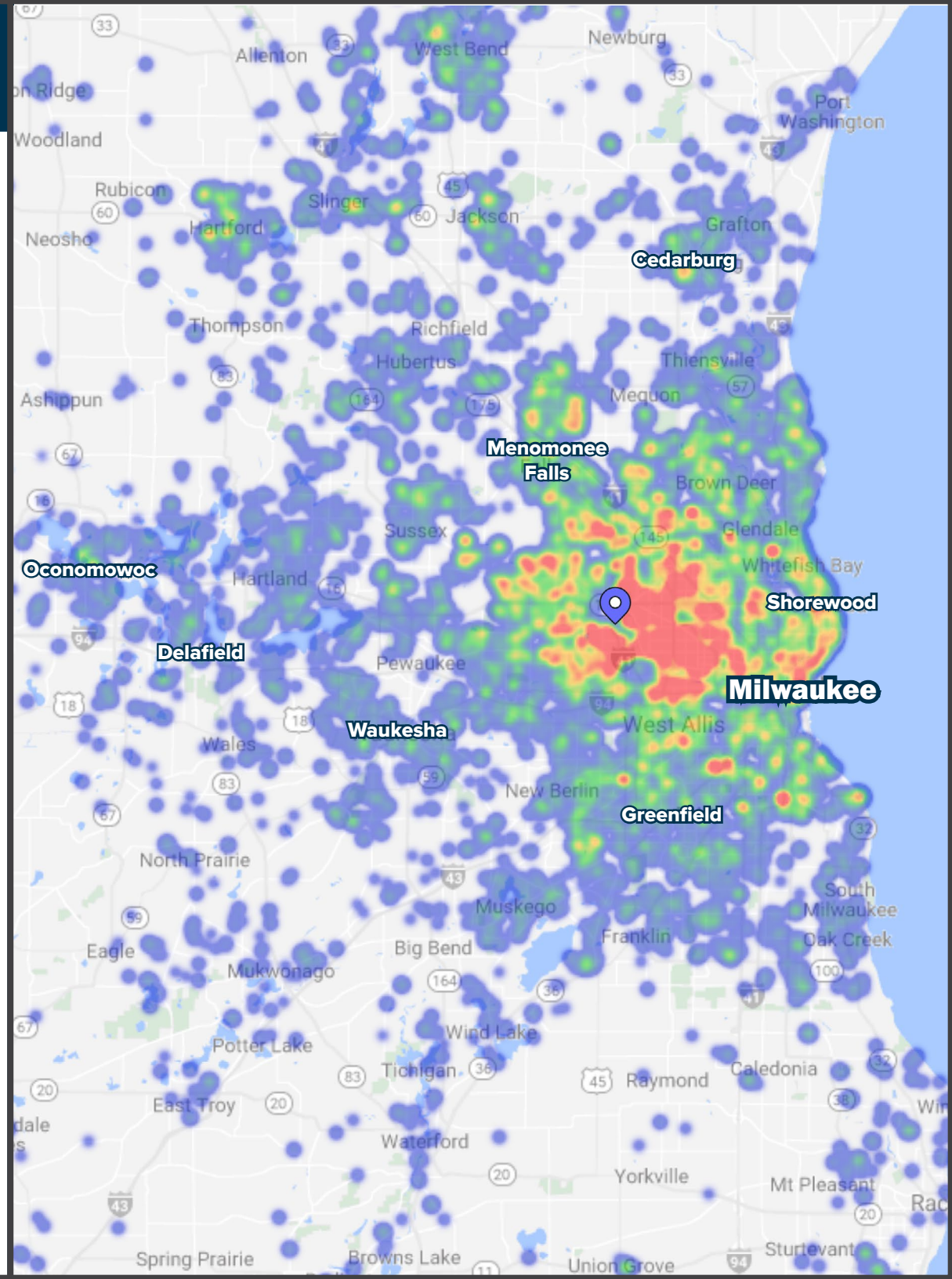
Average Length of Stay

**\$75,000+**



Average Household Income

Source: Placer.ai (January - December 2019)





# THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

OWNED / DEVELOPED BY

**HSA**  
COMMERCIAL REAL ESTATE

RESIDENTIAL DEVELOPMENT BY

 **Fiduciary**  
REAL ESTATE DEVELOPMENT, INC

ARCHITECTURE

**TOA**  
ARCHITECTURE

**CHRIS THOMAS**

312.519.9624

[cthomas@toadesigns.com](mailto:cthomas@toadesigns.com)

RETAIL LEASING

**HSA**  
COMMERCIAL REAL ESTATE

**TIM BLUM**

312.683.7256

[tblum@hsacommercial.com](mailto:tblum@hsacommercial.com)

CONTRACTOR

 **PREMIER**  
DESIGN + BUILD GROUP

**ALEC ZOCHER**

847.297.4200

[info@pdbgroup.com](mailto:info@pdbgroup.com)

**BRENTON SCHRADER**

312.458.4392

[bschrader@hsacommercial.com](mailto:bschrader@hsacommercial.com)

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