



# THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

Mayfair Mall's stylish, new neighbor

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# THE MAYFAIR COLLECTION

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WAUWATOSA, WISCONSIN

## SECTION 1 PROJECT INFORMATION

# THE MAYFAIR COLLECTION

## WAUWATOSA, WISCONSIN



## OVERVIEW

The Mayfair Collection is an exciting, new mixed-use retail, residential and office development in Wauwatosa, Wisconsin. Located approximately four miles west of downtown Milwaukee, The Mayfair Collection is centrally located within Metro Milwaukee and highly-accessible with direct access to US Highway 45 and close proximity to Interstate 94.

## LOCATION

- » Intersection of Highway 45 (Zoo Freeway) and Burleigh Street
- » Wauwatosa, Wisconsin (Milwaukee County)
- » Near the prestigious Blue Mound Country Club, host to previous PGA® events
- » 2 miles from the 175-acre Milwaukee County Medical Research Park

## QUICK FACTS

- » Phase I - approximately 266,000 square feet of retail space
- » 250,000+ households with an average income of \$75,000+ within a 45-minute drive
- » Centrally located within Metro Milwaukee's 7-county area
- » Direct visibility from Highway 45's 141,000 vehicles per day
- » Within a 5 minute drive of world HQ for Briggs-Stratton and Harley Davidson
- » Located 2 blocks north of Mayfair Mall, Wisconsin's premier regional mall

## PROJECT DEVELOPER

### Development and leasing:

HSA Commercial Real Estate  
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Chicago, IL 60606  
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# THE MAYFAIR COLLECTION

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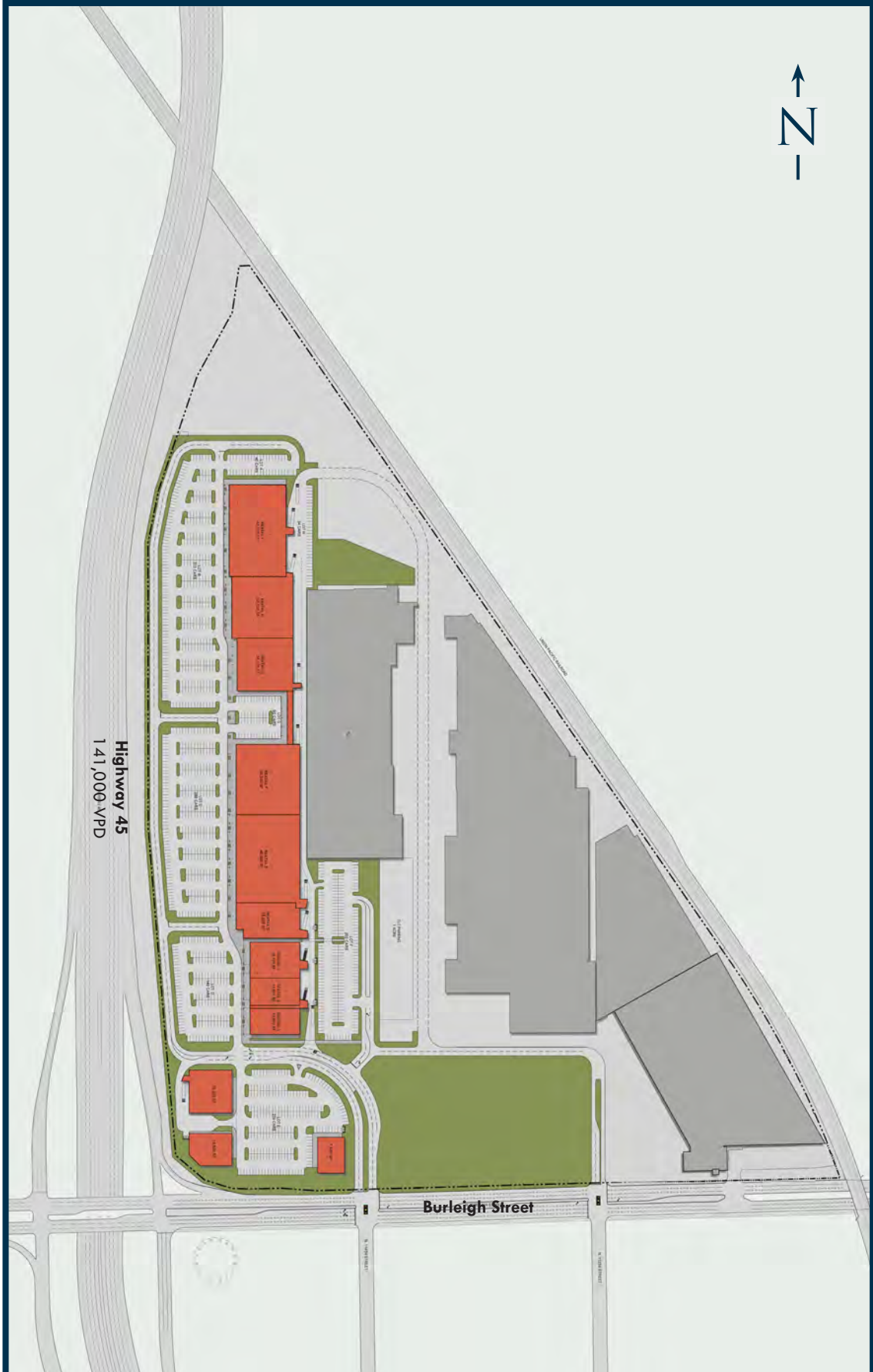
WAUWATOSA, WISCONSIN





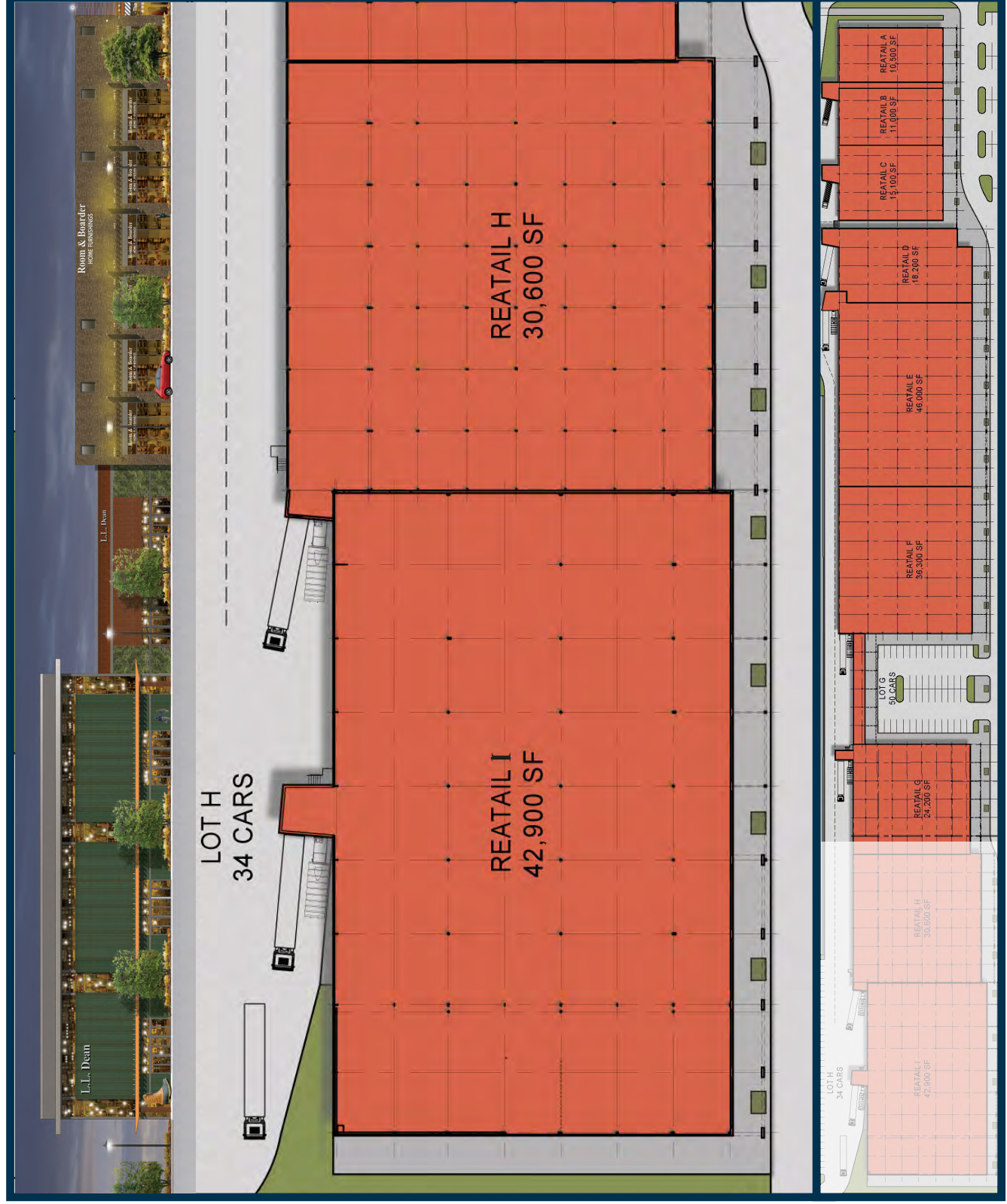
# THE MAYFAIR COLLECTION

## WAUWATOSA, WISCONSIN



# THE MAYFAIR COLLECTION WAUWATOSA, WISCONSIN

## PARTIAL PLAN & ELEVATION: RETAIL SPACES H+I





# THE MAYFAIR COLLECTION

## WAUWATOSA, WISCONSIN

# PARTIAL PLAN & ELEVATION: RETAIL SPACES F+G





# THE MAYFAIR COLLECTION

## WAUWATOSA, WISCONSIN

# PARTIAL PLAN & ELEVATION: RETAIL SPACES D+E



# THE MAYFAIR COLLECTION

## WAUWATOSA, WISCONSIN

# PARTIAL PLAN & ELEVATION: RETAIL SPACES A-C





THE MAYFAIR COLLECTION  

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SECTION 2  
PRODUCTIVITY

# THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

## MAYFAIR MALL

Located just two blocks south of The Mayfair Collection, Mayfair Mall is one of America's most productive shopping centers, with average sales of \$536 PSF. Its success comes as a result of its regional location, making it a central shopping destination for Metro Milwaukee's affluent communities. With easy access to both Highway 45 and I-94, Mayfair Mall is a short drive from anywhere in and around Milwaukee.

Its overwhelming success attracted a new and vibrant tenant list that necessitated a massive expansion in 2001. Now, at over 1.1M square feet, Mayfair Mall is the largest mixed-use shopping center in the state and a strong fixture on America's retail landscape.

## PARTIAL TENANT LIST

Abercrombie + Fitch  
Ann Taylor  
Apple Store  
Banana Republic  
Barnes and Noble  
Boston Store (anchor)  
The Cheesecake Factory  
Coach

Crate + Barrel  
Forever 21  
Gap  
Hollister  
J. Crew  
Macy's (anchor)  
Maggiano's  
McCormick & Schmick's

P.F. Chang's  
Pottery Barn  
Restoration Hardware  
Swarovski's  
Williams-Sonoma  
(180+ tenants total)

## PRODUCTIVITY

SHOPPING CENTER	SALES PER SQUARE FOOT
NATIONAL AVERAGE	363
REGIONAL AVERAGE (NORTH CENTRAL)	315
<b>MAYFAIR MALL</b>	<b>536</b>

Data provided by Directory of Major Malls.



THE MAYFAIR COLLECTION  

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WAUWATOSA, WISCONSIN

SECTION 3  
REGIONALITY

# THE MAYFAIR COLLECTION

## WAUWATOSA, WISCONSIN

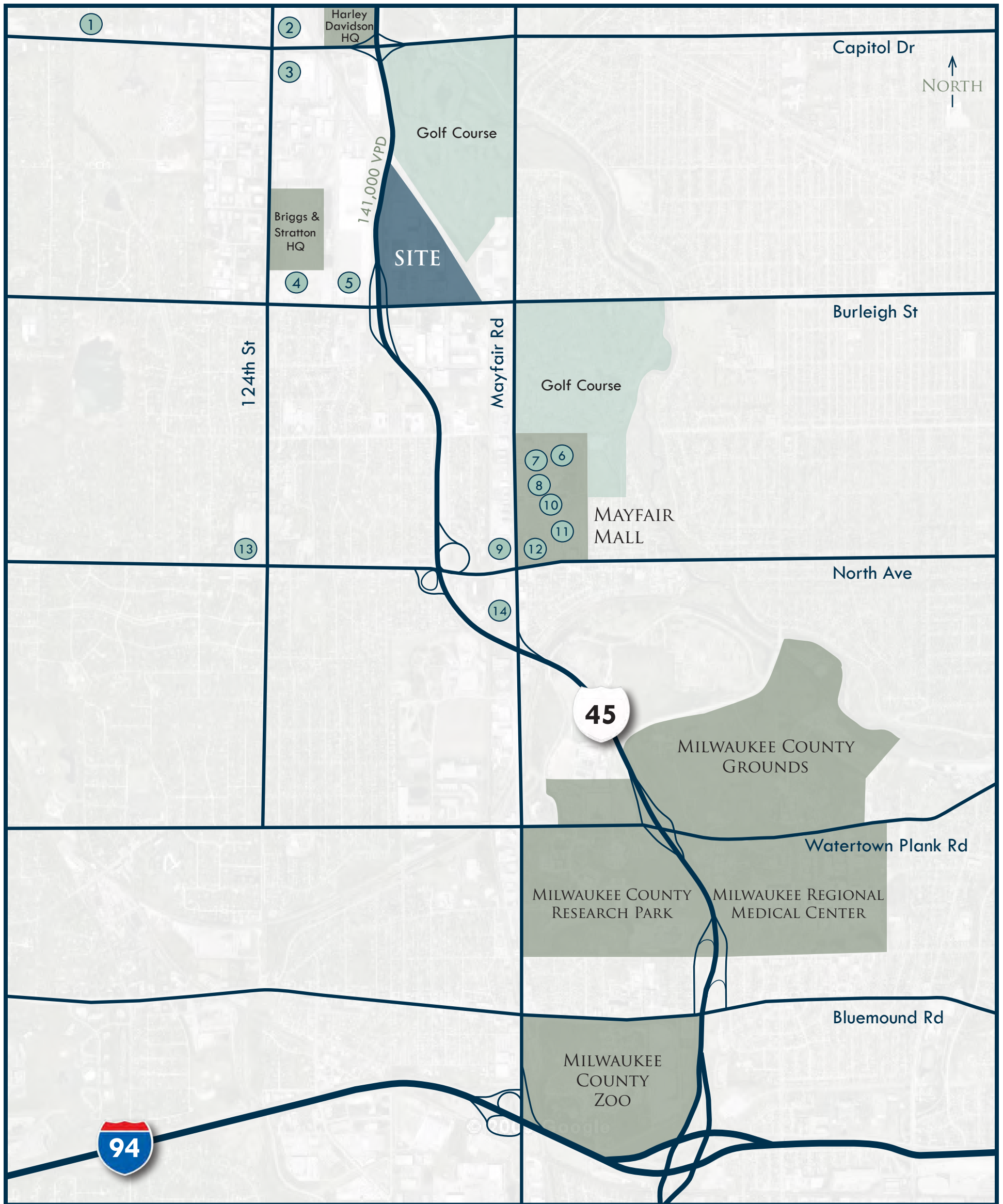
# METRO MILWAUKEE MALLS AND LIFESTYLE CENTERS

Unlike other local shopping centers, The Mayfair Collection's easy access to highways and central geographic location allows it to attract visitors from the entire Metro Milwaukee area and beyond.



Base map provided by Regis. Locations are approximate.





## LEGEND

- |                               |                            |
|-------------------------------|----------------------------|
| 1. REI                        | 8. Barnes & Noble          |
| 2. Home Depot                 | 9. Best Buy                |
| 3. Target                     | 10. Crate + Barrel         |
| 4. Lowe's                     | 11. Boston Store           |
| 5. JC Penney Furniture Outlet | 12. The Cheesecake Factory |
| 6. Macy's                     | 13. Kohl's                 |
| 7. McCormick & Schmick's      | 14. DSW Shoe Outlet        |

### About Mayfair Mall

- » 1.1M sf mixed-use shopping center
- » Averages sales of \$536 PSF
- » Anchored by Macy's and Boston Store

### About Milwaukee County Research Park

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

# THE MAYFAIR COLLECTION

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## SECTION 4 EXCLUSIVITY

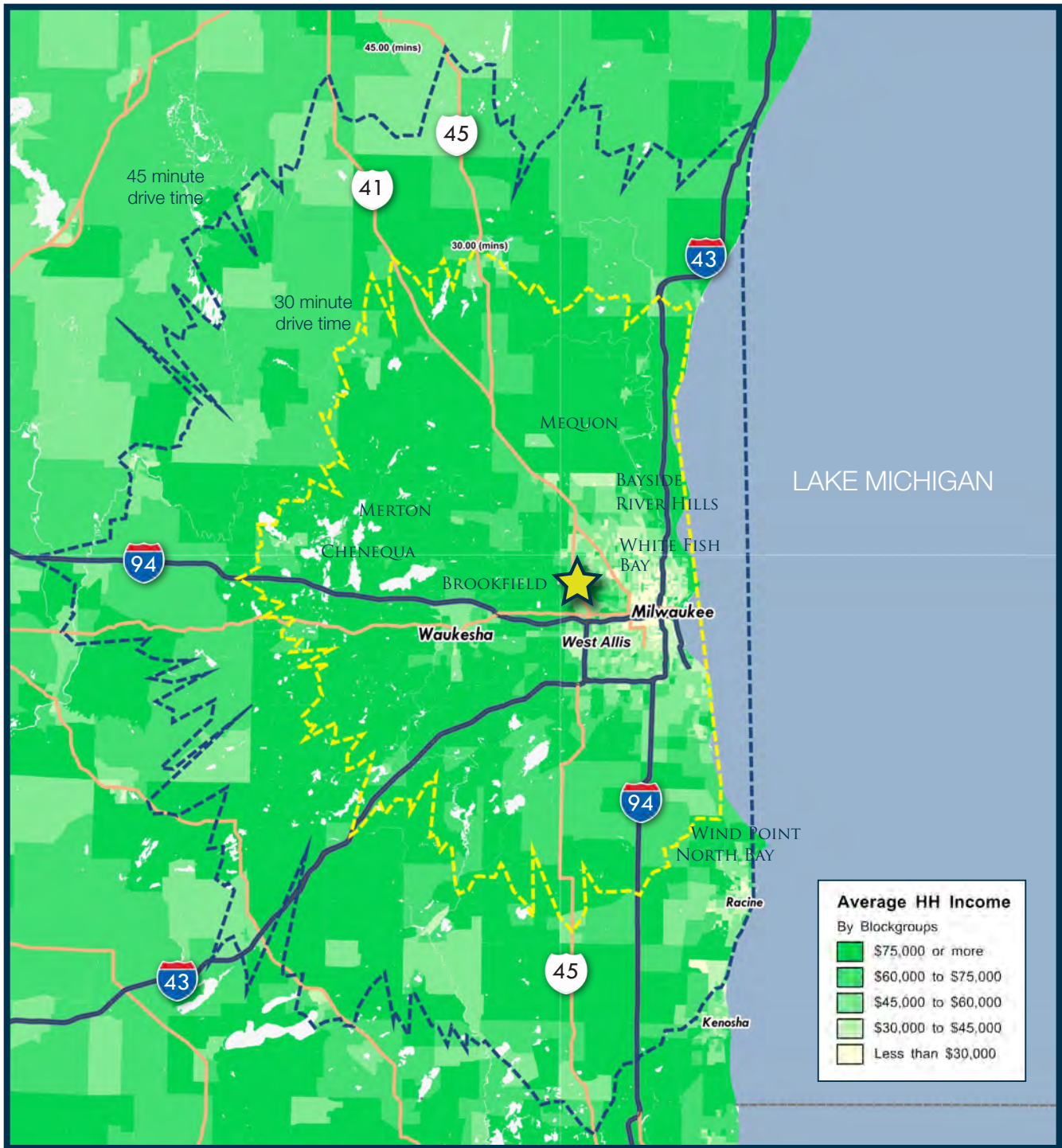


# THE MAYFAIR COLLECTION

## WAUWATOSA, WISCONSIN

### REGIONAL AFFLUENCE

Since Milwaukee's affluent suburbs are not relegated to any particular side of the city, choosing a central location like Mayfair is the only way with which to service all of them.



Map and demographic data provided by Regis Sites USA.

# THE MAYFAIR COLLECTION

## WAUWATOSA, WISCONSIN

### AFFLUENT AREAS

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

COMMUNITY	DRIVE TIME (MINS)	MEDIAN HH INCOME
BROOKFIELD	13	\$76,225
WHITE FISH 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.

### DRIVE TIME DEMOS

DEMOGRAPHIC (DRIVE TIME)	30-MINUTE	45-MINUTE
2009 POPULATION	1,563,701	1,958,084
2009 EST. HOUSEHOLDS	587,954	744,914
2009 EST. HH EARNING \$75,000 OR MORE	220,350	280,637
2009 EST. AVERAGE HH INCOME	\$68,811	\$68,274

Source: Regis Sites USA.

# THE MAYFAIR COLLECTION

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## SECTION 5 CONTACT



# THE MAYFAIR COLLECTION

## WAUWATOSA, WISCONSIN

### PROJECT INFORMATION

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