



THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

Mayfair Mall's stylish, new neighbor

Presented by

HSA COMMERCIAL
REAL ESTATE

HSA
COMMERCIAL REAL ESTATE

THE MAYFAIR COLLECTION

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 a half-mile from Mayfair Mall, Wisconsin's premier regional mall where Nordstrom will be opening its first location in the state in 2015

PROJECT DEVELOPER

Development and leasing:

HSA Commercial Real Estate
233 S Wacker Drive, Suite 350
Chicago, IL 60606
p. 312.332.3555

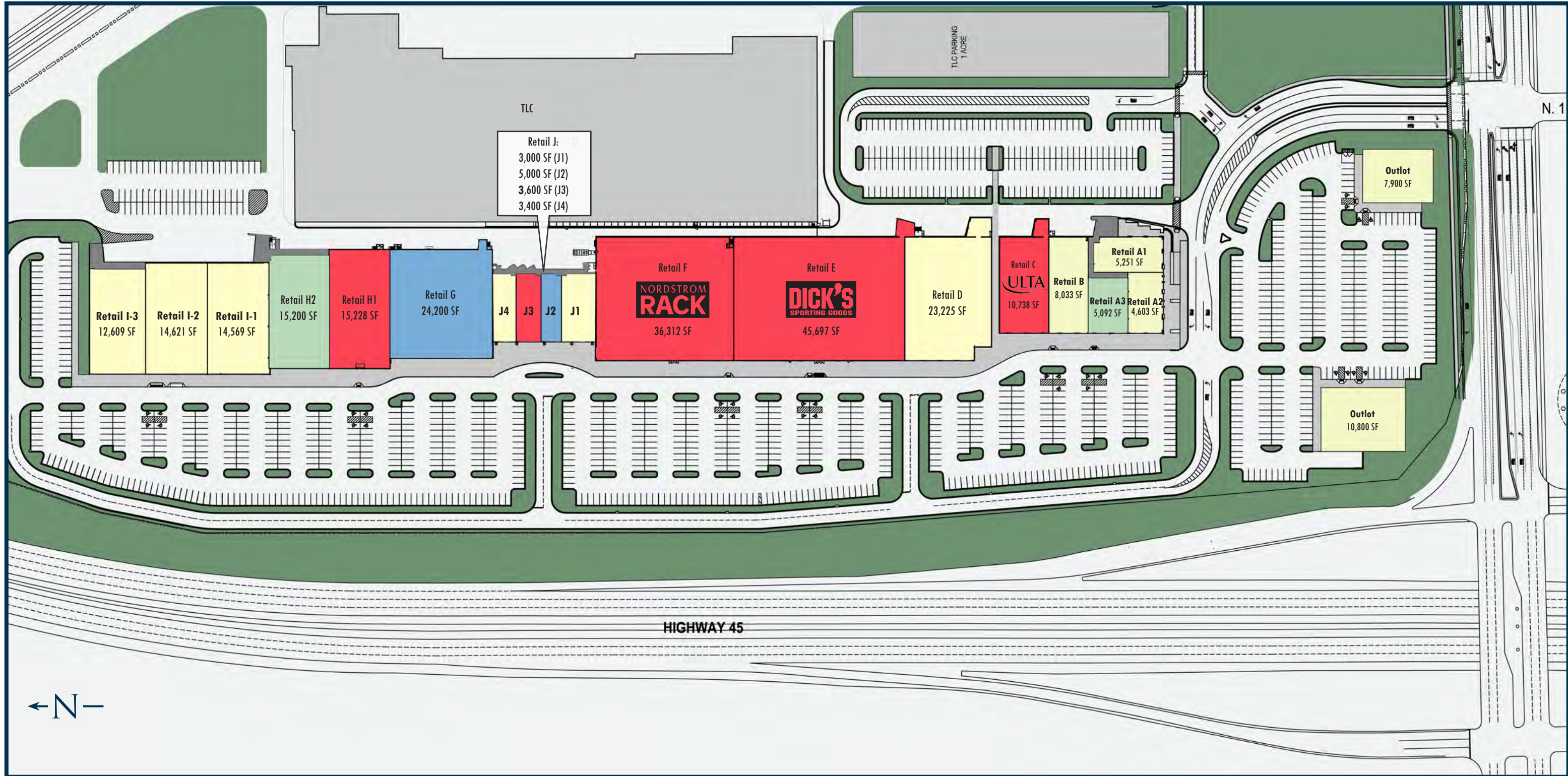
THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN



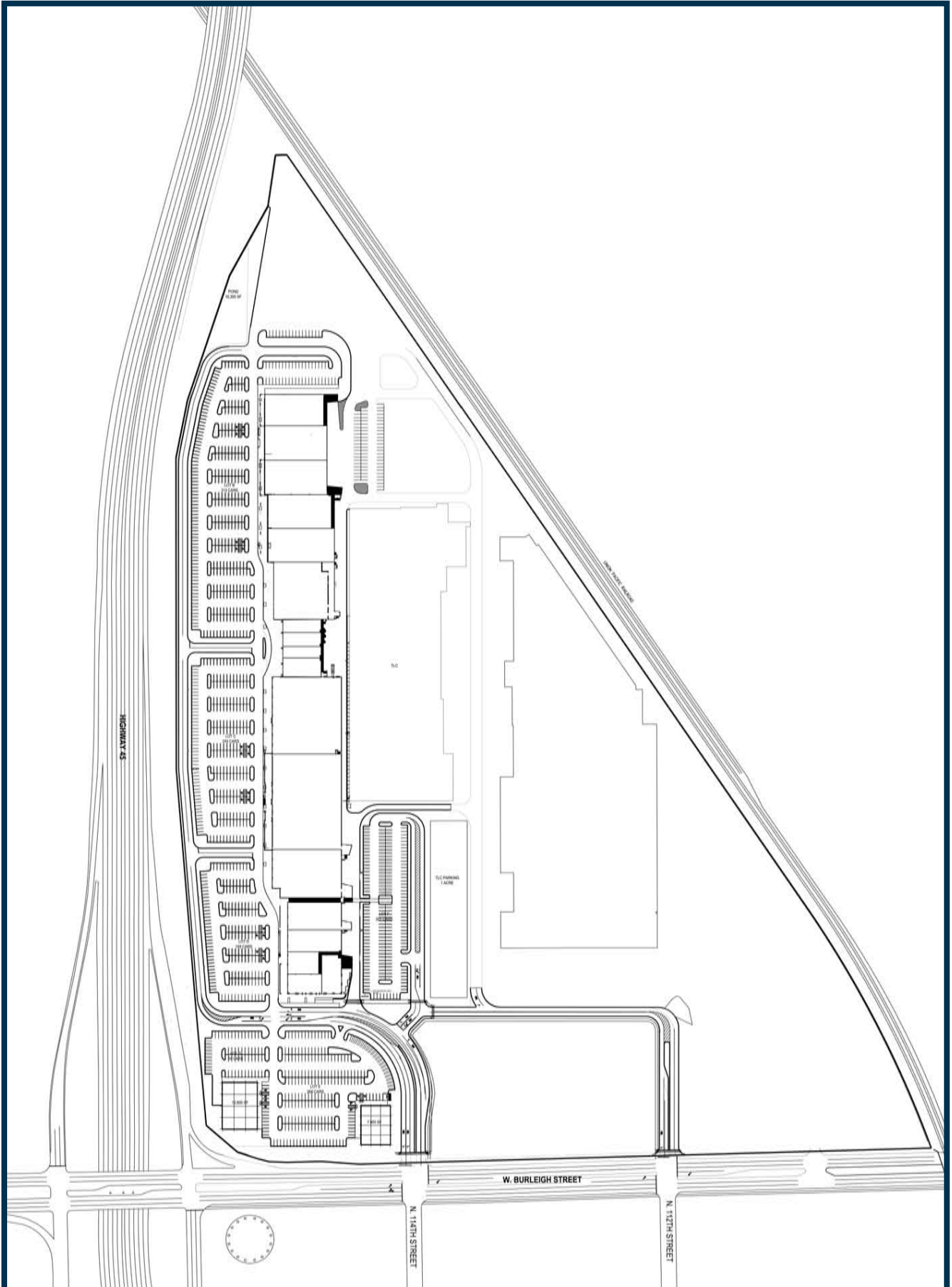
THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

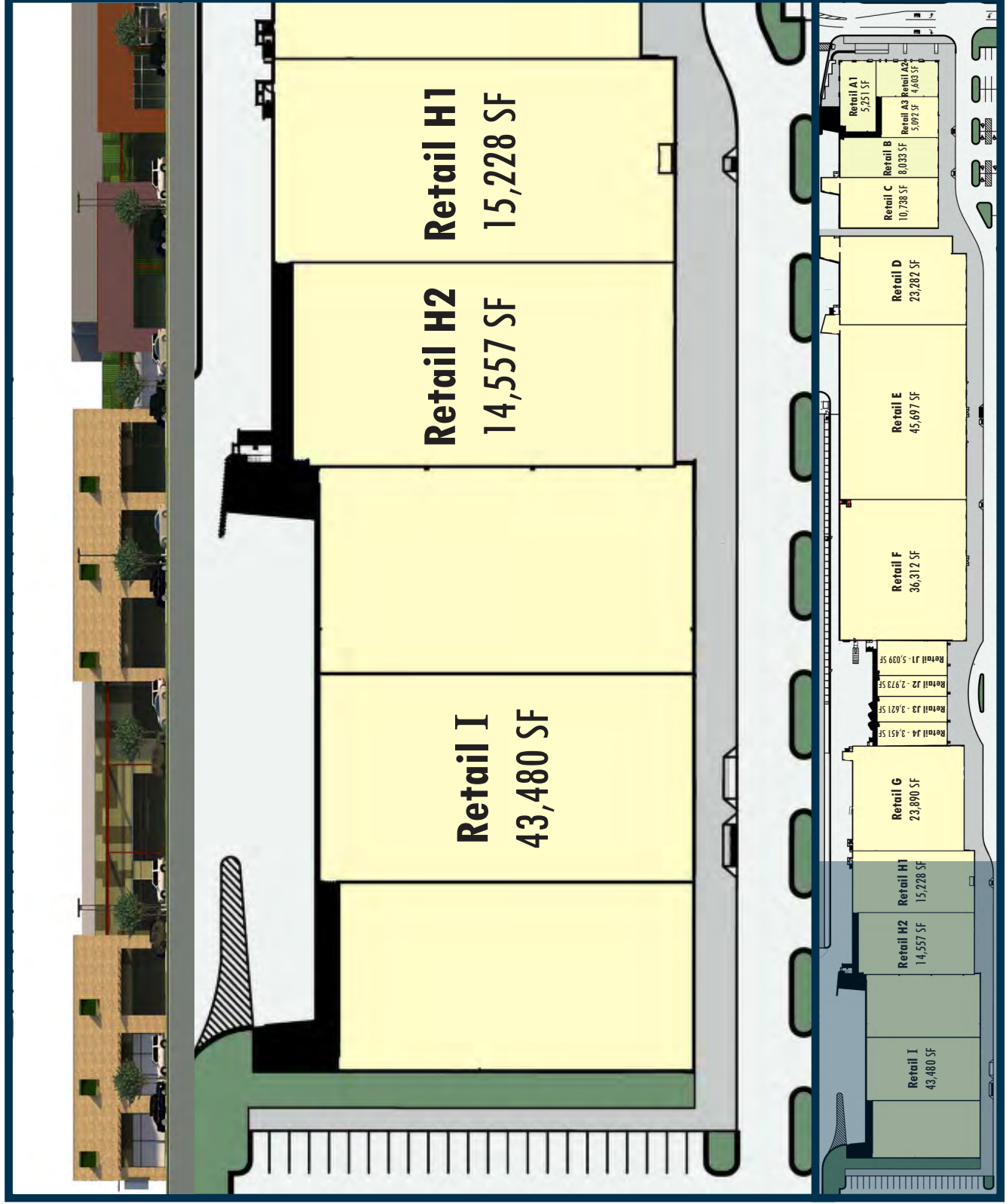


THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN



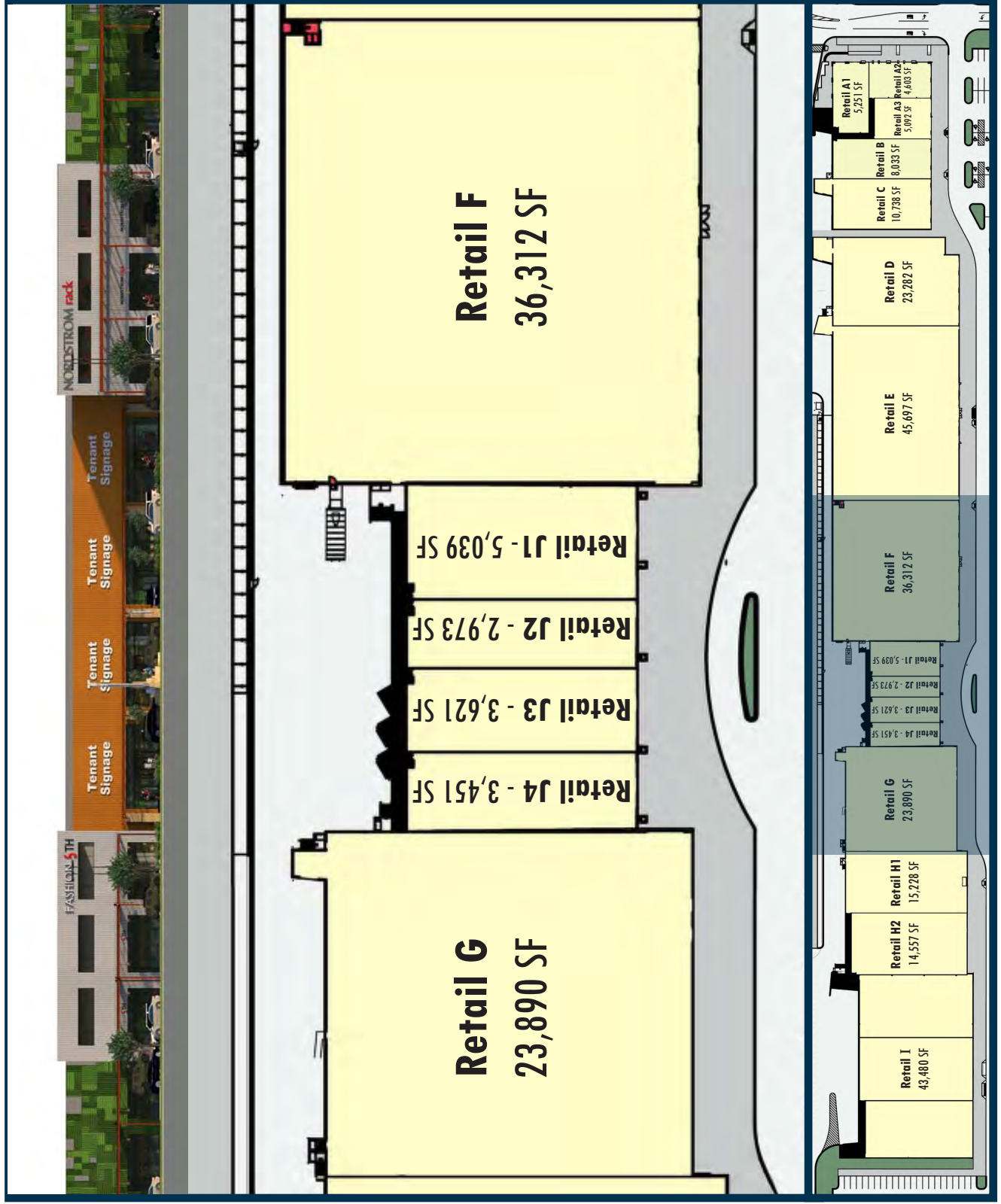
PARTIAL PLAN & ELEVATION: RETAIL SPACES H+I



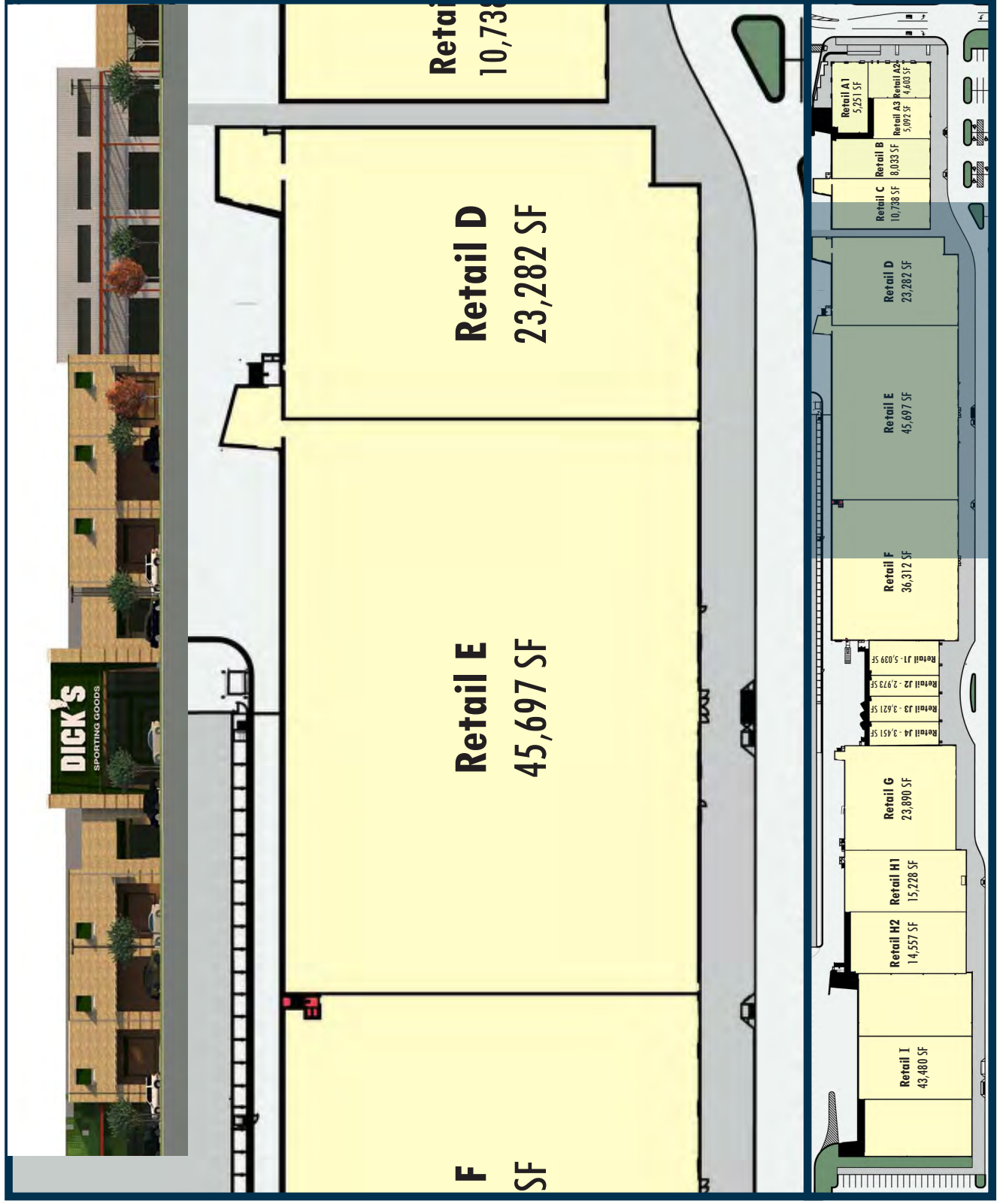
THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

PARTIAL PLAN & ELEVATION: RETAIL SPACES F, G, + J



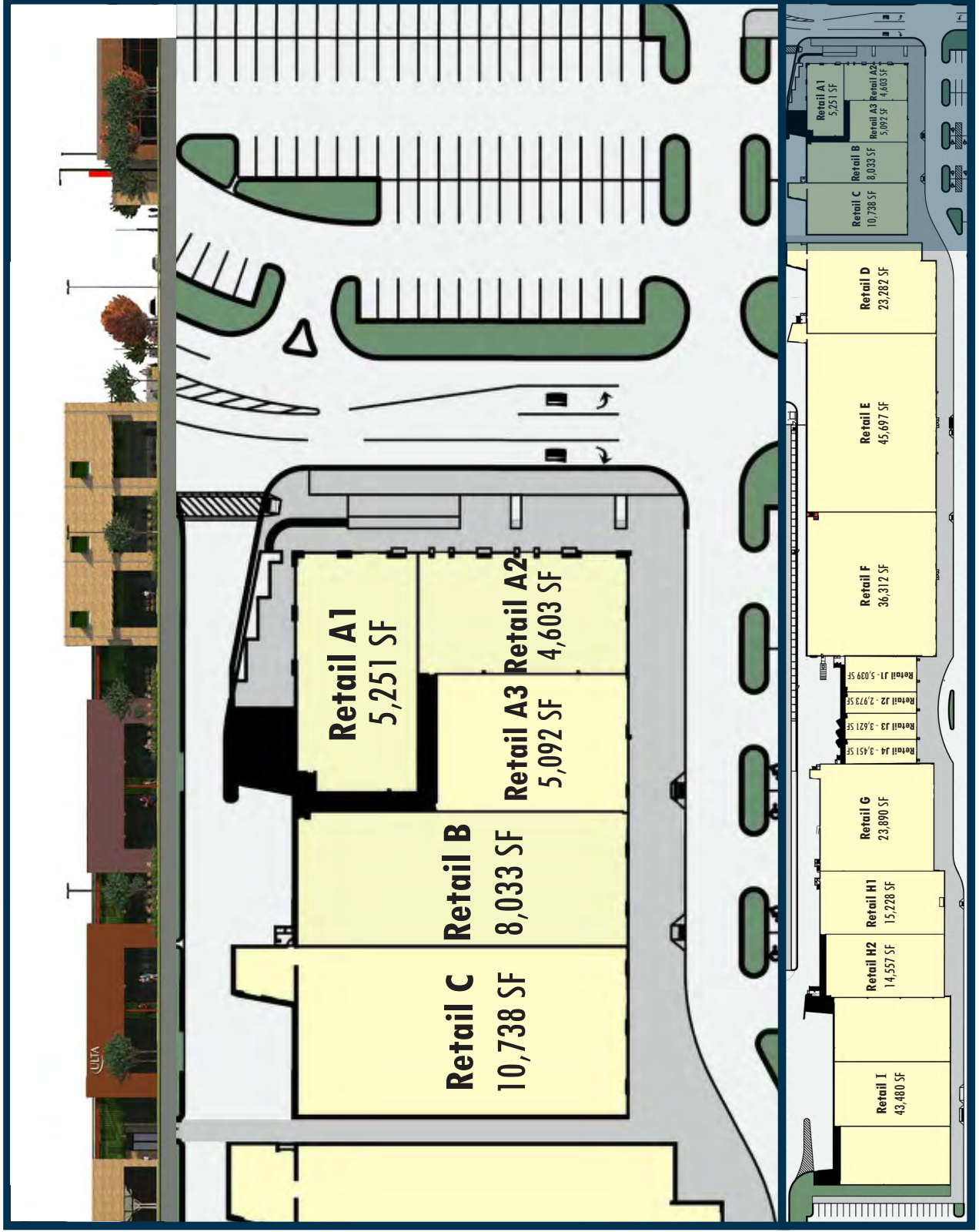
PARTIAL PLAN & ELEVATION:
RETAIL SPACES D+E



THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

PARTIAL PLAN & ELEVATION: RETAIL SPACES A-C



THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

SECTION 2
PRODUCTIVITY

THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

MAYFAIR MALL (NORDSTROM OPENING 2015)

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 SQUIRE FOOT
NATIONAL AVERAGE	363
REGIONAL AVERAGE (NORTH CENTRAL)	315
MAYFAIR MALL	555

Data provided by Directory of Major Malls and Green Street Advisors.

THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

SECTION 3 REGIONALITY

THE MAYFAIR COLLECTION

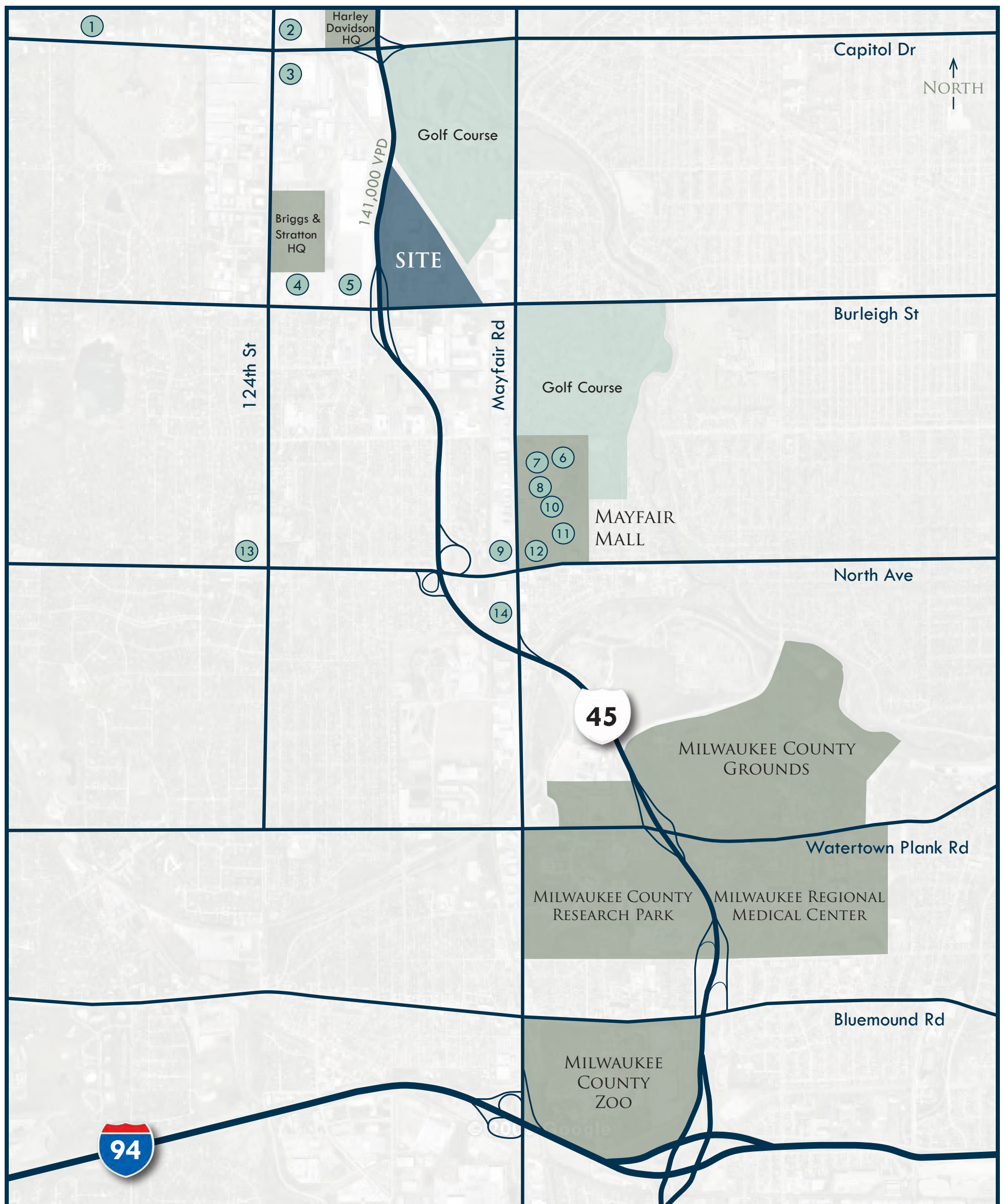
WAUWATOSA, WISCONSIN

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 |

About Mayfair Mall

- » 1.1M sf GLA w/ averages sales of \$555 PSF
- » Anchored by Macy's and Boston Store
- » Nordstrom opening in 2015

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

WAUWATOSA, WISCONSIN

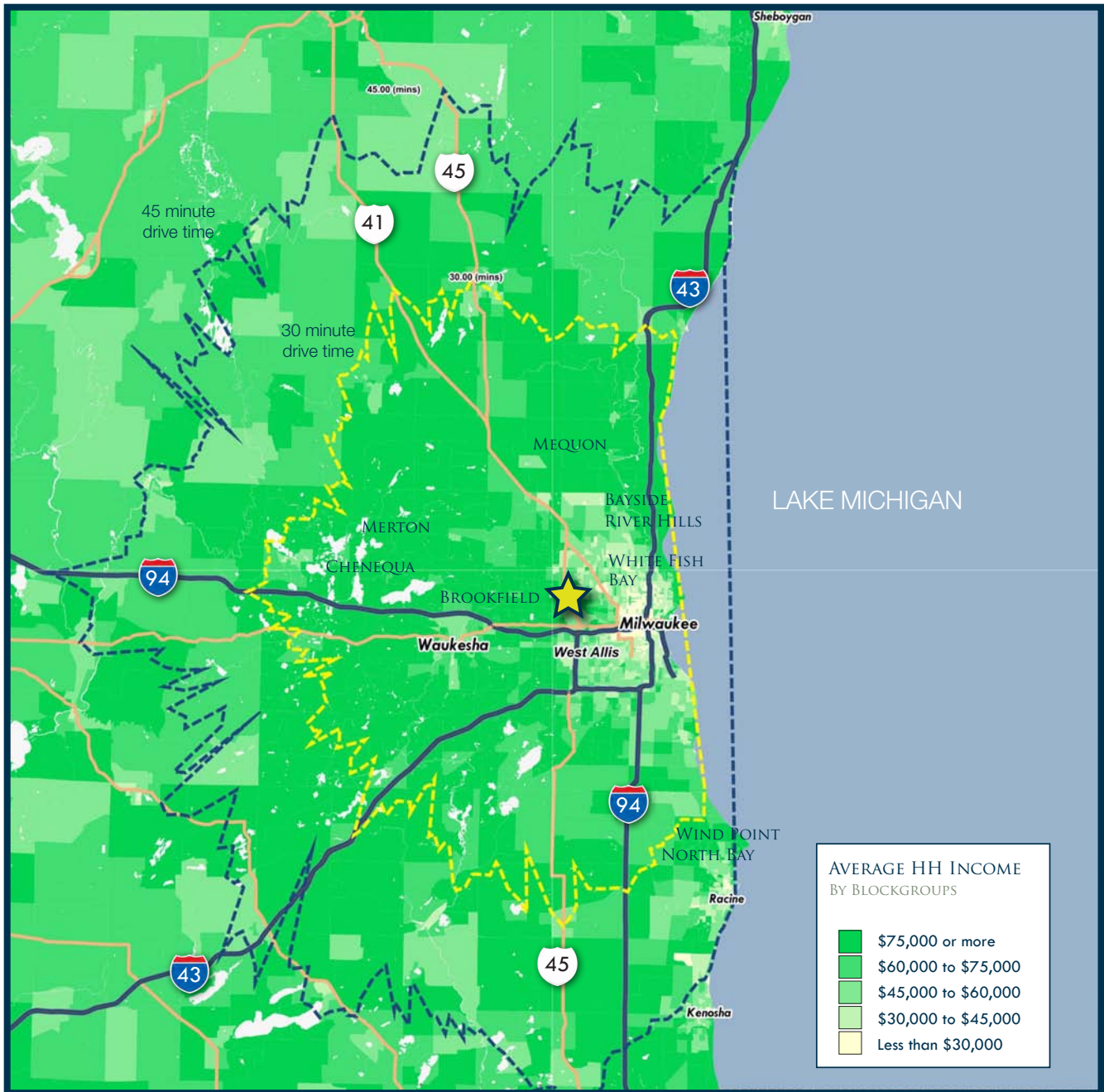
SECTION 4
EXCLUSIVITY

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.

LEGEND

- Average HH Income \$75,000+ (256,031 total HH)
- Drive-Time of 45 minutes

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	45-MINUTE DRIVE TIME
2008 POPULATION	1,731,003
2008 EST. HOUSEHOLDS	695,196
2008 EST. HH EARNING \$75,000 OR MORE	256,031
2008 EST. AVERAGE HH INCOME	\$ 67,315

Source: Regis Sites USA.

THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

SECTION 5 CONTACT

THE MAYFAIR COLLECTION

WAUWATOSA, WISCONSIN

PROJECT INFORMATION

CONTACTS:

TIM BLUM

Executive Vice President, Retail
HSA Commercial Real Estate
p 312.683.7256
tblum@hsacommercial.com

DAVE KEADY

Senior Vice President, Retail
HSA Commercial Real Estate
p 312.683.7241
dkeady@hsacommercial.com



233 S Wacker Dr, Suite 350
Chicago, IL 60606

The information included is subject to verification and no liability for errors or omissions is assumed.