



# Brookfield Square

Milwaukee (Brookfield), WI

Location	I-94 at Bluemound Road
Anchors	Boston Store, JCPenney, Sears and Barnes & Noble Booksellers
Size	1,000,568 square feet
Website	<a href="http://ShopBrookfieldSquareMall.com">ShopBrookfieldSquareMall.com</a>

**Mall Facts** Brookfield Square has more than 100 specialty stores including ALDO, American Eagle, Bravo! Cucina Italiana, Coopers Hawk Winery & Restaurant, francesca's, H&M, LOFT, The Limited, The North Face and Victoria's Secret. Brookfield Square also offers nine quick-serve eateries and six sit-down restaurants.

New specialty retailers and restaurants include Body Central, Crazy 8, Divino Gelato, Opa Gyros, rue21, Torrid and Tradehome Shoes.

Located on the mall's periphery are Fleming's Prime Steakhouse and Wine Bar, Ethan Allen, Stir Crazy and The Fresh Market.

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**Trade Area Facts** Brookfield Square is located in one of Milwaukee's fastest growing and most affluent areas, just off I-94, southeastern Wisconsin's main thoroughfare. Brookfield Square is positioned just ten miles west of downtown Milwaukee in the city of Brookfield, one of Wisconsin's strongest economic areas.

Brookfield has a thriving economy with six million square feet of corporate office space and five million square feet of existing industrial space. Four of Brookfield's major office parks are located within one mile of the mall employing upwards of 10,000 employees.

Major employers in the area include Wheaton Franciscan Healthcare, GE Medical Services, Harley-Davidson and Quad Graphics.

There are eight colleges and universities located within Brookfield Square's trade area with the University of Wisconsin at Milwaukee and Marquette University hosting more than 25,000 students.

Brookfield Square draws from a primary market that encompasses some of Milwaukee's most affluent zip codes.

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## Demographics

Population Trends	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	427,942	428,556	856,498
2014 Estimate	415,756	415,083	830,839
2010 Census	413,201	407,559	820,760
2014 - 2019 % Change	2.93%	3.25%	3.09%
2014 Daytime Population Estimate	317,974	200,732	518,706

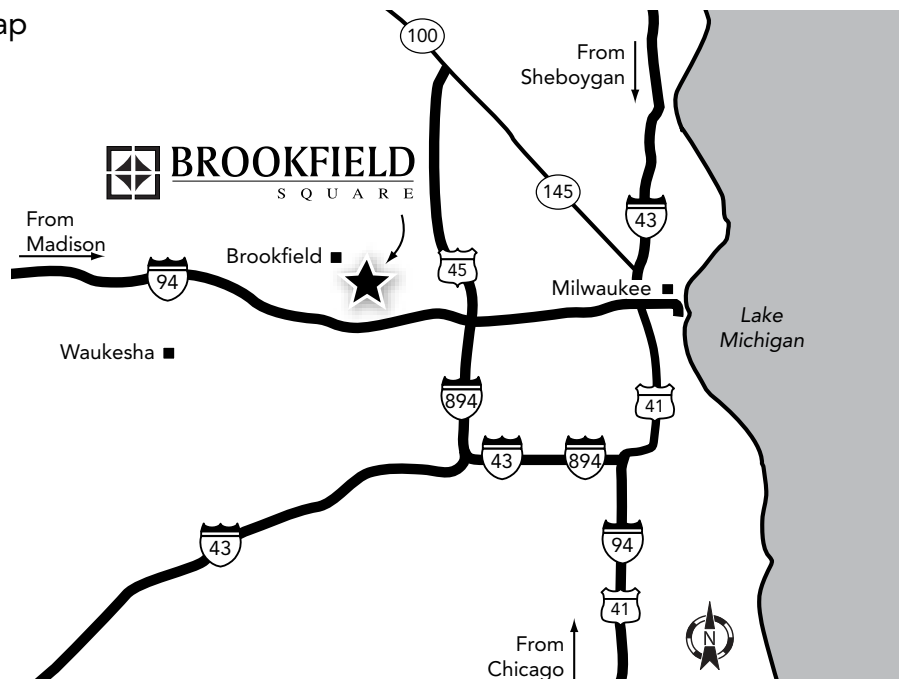
Average Household Income	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	\$99,332	\$73,741	\$86,355
2014 Estimate	\$93,035	\$69,215	\$80,928
2014 - 2019 % Change	6.77%	6.54%	6.70%

Median Age	Primary Trade Area	Secondary Trade Area	Total Trade Area
2014 Estimate	43	41	42

Source: 2010 Census; Scan/US 2014/2019 Estimates

## Location Map



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