



Mayfair

WAUWATOSA, WISCONSIN



Mayfair WAUWATOSA, WISCONSIN

EVERYTHING YOU ARE LOOKING FOR & MORE.

- Largest mixed-use shopping center in the state, positioned in the geographic center of metropolitan Milwaukee's rapidly-expanding trade area of middle-to-upper income neighborhoods
- Centerpiece of an 86-acre business complex featuring several office buildings with over 1,000 employees.
- Award-winning architectural design features a pleasant atmosphere for shopping.

THERE'S MORE TO MAYFAIR.

- Boasting over 160 of the hottest retail brands in the country, including: Crate & Barrel, Sephora, White House Black Market, Coldwater Creek, Apple, Pottery Barn Kids, Hollister Co., Banana Republic, Brighton Collectibles, Williams-Sonoma, Godiva Chocolatier, J. Crew, Coach, Pottery Barn, Chico's and a two-level Barnes & Noble Booksellers.
- An outdoor streetscape which is highlighted by Crate & Barrel features key retailers and restaurants such as P.F. Chang's China Bistro, Maggiano's Little Italy, Applebee's, Talbot's, Panera Bread and Jos. A. Bank.
- Food Court featuring 11 eateries, seating for 900 and family restrooms.
- Expanded parking opportunities with the completion of a three-level parking structure including 622 parking spaces.

MORE INCOME. MORE SHOPPERS. MORE GROWTH.

- Primary trade area population contains over 1.2 million people with a growing base of educated, upwardly-mobile professionals.
- Average household income was \$65,281 for 2007 and is projected to increase by nearly 10% over the next five years.
- Over 49% of the trade area's households have incomes of \$50,000 or more. 28% of households have incomes of more than \$75,000.
- 63% of trade area professionals are employed in white collar occupations.
- 55% of trade area residents over 25 years old have college experience.
- 25% of trade area households have children under the age of 18.

MORE LOYALTY. MORE VISITS. MORE SALES.

- Average expenditure of \$97 per visit.
- Average time spent per trip is 84 minutes.
- 30% of all shoppers have household incomes of \$75,000+.
- 41% of all shoppers make a food purchase.

MALL INFORMATION

LOCATION

I-94 & I-894. Cross Streets: Mayfair Road (Hwy. 100) and North Avenue

MARKET

Geographic center of Metropolitan Milwaukee

DESCRIPTION

Two-level, enclosed center with super-regional appeal

ANCHORS

Boston Store, Macy's, AMC Mayfair Theatre

TOTAL RETAIL SQUARE FOOTAGE 1,118,594

PARKING SPACES 6,950

OPENED 1958

EXPANDED 1986, 2001

RENOVATED 1986, 1994, 2001

TRADE AREA PROFILE

2007 POPULATION 1,239,554

2012 PROJECTED POPULATION 1,234,301

2007 HOUSEHOLDS 502,438

2012 PROJECTED HOUSEHOLDS 506,310

2007 MEDIAN AGE 36.8

2007 AVERAGE HH INCOME \$65,281

2012 PROJECTED AVERAGE HH INCOME \$71,534

5-MILE RADIUS PROFILE

2007 POPULATION 326,226

2012 PROJECTED POPULATION 319,723

2007 HOUSEHOLDS 132,479

2012 PROJECTED HOUSEHOLDS 130,815

2007 MEDIAN AGE 36.0

2007 AVERAGE HH INCOME \$59,579

2012 PROJECTED AVERAGE HH INCOME \$64,580

DAYTIME EMPLOYMENT

3-MILE RADIUS 90,983

5-MILE RADIUS 217,709

SOURCE: CLARITAS, INC.