

MAYFAIR

WAUWATOSA, WISCONSIN



EVERYTHING YOU'RE LOOKING FOR AND 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 700 employees.
- Award-winning architectural design features an inviting atmosphere for shopping.

THERE'S MORE TO MAYFAIR.

- Boasting over 160 of the hottest retail brands in the country, including Ann Taylor, Apple Store, Banana Republic, bareMinerals, Coach, Teavana, GAP, J.Crew, The LEGO Store, Pandora, Pottery Barn, Sephora, Williams-Sonoma, a two-level Barnes & Noble, and AMC Theatre.
- An outdoor streetscape which is highlighted by Crate and Barrel features key retailers and restaurants such as P.F. Chang's China Bistro, Panera Bread, Maggiano's Little Italy, The Cheesecake Factory, McCormick & Schmick's, Five Guys Burgers & Fries, Talbots and JoS. A. Bank.
- Food Court featuring 11 eateries, seating for 700 and family restrooms.
- Top Performing Categories, in order: family/teen/women's apparel and restaurants.

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.
- Over 50% of households have incomes of more than \$50,000. 31% of households have incomes of more than \$75,000.
- 64% of trade area professionals are employed in white-collar occupations.
- 59% of trade area residents over 25 years old have college experience.
- 47% of trade area households have children under the age of 18.

MORE LOYALTY. MORE VISITS. MORE SALES.

- Average expenditure of \$104 per visit.
- Average time spent per trip is 87 minutes.
- Shoppers with incomes of \$100,000 or more visit Mayfair 13.2 times annually.
- 38% 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

2013 POPULATION 1,256,676

2018 PROJECTED POPULATION 1,273,013

2013 HOUSEHOLDS 504,351

2018 PROJECTED HOUSEHOLDS 513,153

2013 MEDIAN AGE 36.2

2013 AVERAGE HOUSEHOLD INCOME \$63,850

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$63,499

5 - MILE RADIUS

2013 POPULATION 326,736

2018 PROJECTED POPULATION 329,302

2013 HOUSEHOLDS 132,678

2018 PROJECTED HOUSEHOLDS 134,522

2013 MEDIAN AGE 35.3

2013 AVERAGE HOUSEHOLD INCOME \$56,270

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$55,270

DAYTIME EMPLOYMENT

3 - MILE RADIUS 87,893

5 - MILE RADIUS 195,135

Source: Nielsen

