



# Mayfair

Wauwatosa, WI



# Mayfair Property Overview

Mayfair features more than 130 of the hottest retail brands in the country, including the first Nordstrom and The Container Store locations in Wisconsin. With its award-winning architectural design and inviting atmosphere, this retail property is the centerpiece of an 86-acre business complex. Mayfair is located in the center of metropolitan Milwaukee's core of middle-to-upper-income neighborhoods and is the largest mixed-use shopping center in the state. The center is anchored by Macy's and Nordstrom and presents retailers such as Apple, Banana Republic, LEGO, Ticknors, Williams Sonoma, AMC Theatres, and a two-level Barnes & Noble.

The outdoor streetscape is highlighted by Crate & Barrel and features key retailers and restaurants such as P.F. Chang's, Maggiano's Little Italy, and The Cheesecake Factory. Surrounding Mayfair in Wauwatosa is the Mayfair Professional Office Building and the Mayfair North Tower. Together, the buildings offer over 190,000 square feet of office space for lease.

## PROPERTY INFORMATION

Address: 2500 North Mayfair Road  
Market: Milwaukee, WI  
Total Retail Square Footage: 1.2+ million

## TRADE AREA PROFILE

2024 Population: 1,312,508  
2024 Households: 542,176  
2024 % of Households:  
w/Income \$75k+: 49.26%  
w/Income \$100k+: 36.7%  
2024 Average Household Income: \$103,658  
2024 % Pop. Age 25+ w/Bachelor's Degree or Higher: 39.17%  
2024 Average Home Value: \$416,470  
2029 Projected Population: 1,329,550  
2029 Projected Households: 549,166  
2029 Projected Average Household Income: \$116,676

## 7-MILE RADIUS

2024 Population: 605,753  
2024 Households: 245,128  
2024 % of Households:  
w/Income \$75k+: 40.46%  
w/Income \$100k+: 28.17%  
2024 Average Household Income: \$85,706  
2024 % Pop. Age 25+ w/Bachelor's Degree or Higher: 30.58%  
2024 Average Home Value: \$314,812  
2029 Projected Population: 607,484  
2029 Projected Households: 245,821  
2029 Projected Average Household Income: \$95,929

## DAYTIME EMPLOYMENT

3-Mile Radius Total: 114,816  
White Collar: 76.69%  
Executive/Professional: 46.01%  
5-Mile Radius: 196,452  
White Collar: 71.19%  
Executive/Professional: 43.74%

Source: Synergos

Silvia Vettese | Retail Leasing

312.960.2558 | [silvia.vettese@brookfieldproperties.com](mailto:silvia.vettese@brookfieldproperties.com)