

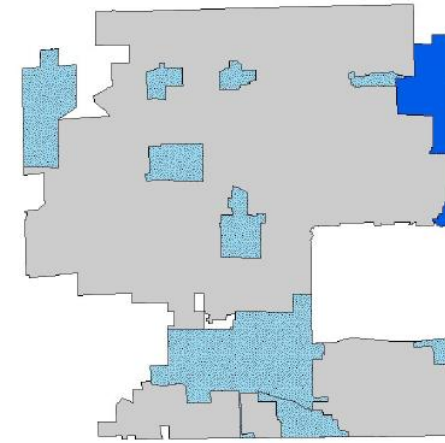
## 124<sup>th</sup> Street Commerce District

The 124<sup>th</sup> Street Commerce District lies along the eastern boundary of Brookfield, stretching from **North Avenue** on the south to the Village of Butler, just south of **Hampton Avenue**, on the north. **124<sup>th</sup> Street** parallels **Interstate 41**, the west Beltline expressway in the Milwaukee region. Direct access to the freeway is provided at **North Avenue**, **Burleigh Road**, **Capitol Drive**, and **Hampton Avenue**, making the 124<sup>th</sup> Street Commerce District a prime choice for businesses looking to serve the region from one central location.

A wide range of industrial, distribution, sales, and service businesses anchor the Commerce District along **124<sup>th</sup> Street** and for several blocks to the west. Retail and restaurant uses are found throughout the district as well, and are particularly concentrated at 124<sup>th</sup> and Capitol. Traffic counts of near **49,000** vehicles on Capitol Drive and **22,800** on 124<sup>th</sup> Street make this a premier retail location.

The North End of the district is anchored by the headquarters and R&D facility of **Milwaukee Electric Tool**, at 130<sup>th</sup> and Lisbon. Milwaukee Tool is constructing a new four-story, 200,000 sq. ft. office building to double the size of its headquarters and add 500 engineering and other high quality jobs.

The south end of the district has seen new investment in recent years. **Exhibit Systems**, **Impact Networking**, **Stark Asphalt**, and **Wisconsin Firearms Training Center** have transformed this stretch of Burleigh. Several other businesses have located in the district. The City of Brookfield worked with property owners and businesses between **Burleigh Road** and **Feerick Street** to build storm sewer and new concrete streets in the area. Entry signs have been installed to identify this area as the **124<sup>th</sup> Commerce District**.



Wisconsin Firearms Training Center



Impact Networking



LJ Design & Manufacturing

# 124<sup>th</sup> Street Commerce District



Exhibit Systems



Milwaukee Tool



Kohl's at Elmbrook Plaza Shopping Center

Demographics			
	1 Mile	3 Miles	5 Miles
Population	4,368	61,426	231,419
Households	1,804	25,812	92,480
% Owner Occupied Homes	63%	71%	65%
Median Household Income	\$61,180	\$56,512	\$50,817
Average Household Income	\$72,552	\$71,517	\$60,964

*\*From Intersection of 124<sup>th</sup> and Burleigh Source: Xceligent (2015)*

Local Rental Rates (Per Year NNN)	
	Rate
Retail Use	\$14 - 16
Office Use	\$12.50 - 16.50

*Source: Xceligent (2015)*

Daily Traffic Counts	
Intersection	Average
Capitol Drive at 124 <sup>th</sup> Street	49,000
124 <sup>th</sup> Street at Capitol Drive	22,800
124 <sup>th</sup> Street at Burleigh Road	27,800

*Source: Wisconsin DOT (2015)*

## Recent and Future Developments

- Chick-fil-A
- Exhibit Systems, Inc.
- Image 360
- Impact Networking
- Laacke & Joys Manufacturing
- Stark Asphalt
- Wisconsin Firearms Training Center
- Xperience Fitness
- 360 Direct