

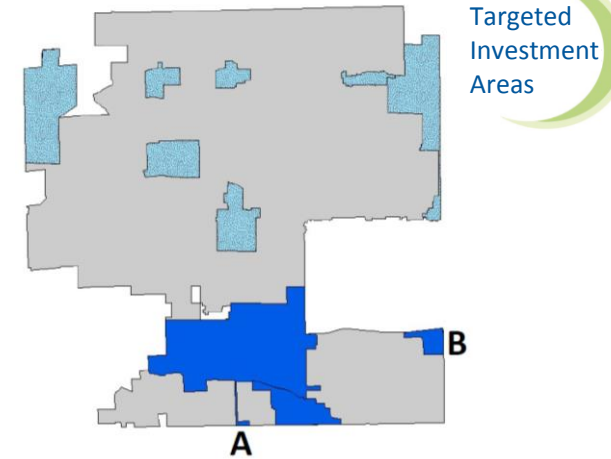
Bluemound Road Corridor

Bluemound Road is one of the premier commercial corridors in the State of Wisconsin. The Corridor is anchored by **Brookfield Square**, a regional mall with more than 100 retailers and 16 restaurants. Brookfield Square has added 20,000 square feet of additional shop space fronting Moorland Road, new tenants include **BlackFinn Ameripub**, **Jason's Deli**, **Mooyah Burger**, **University Book Store**, and **Naf Naf Grill**. The three mile stretch from Moorland Road to Barker Road features 200 retailers and services, including casual and fine dining. Shopping centers include **Fountain Square**, **Brookfield Fashion Center**, and **The Plaza**. Fourteen hotels, from select and full service to extended stay, provide more than 2,000 rooms, the third largest concentration in the region.

The retail, restaurant, and hospitality offerings in the Bluemound Corridor are destinations, but also serve as an amenity for the office parks and buildings along Bluemound. **Bishop's Woods**, **Executive Drive**, and **Brookfield Lakes Corporate Center** office parks are aligned between Bluemound Road and I-94. Each park has its own distinctive environment, with more than one million square feet of office space. Irgens is proceeding with plans for up to 500,000 square feet of Class A office space, and 140,000 square feet of retail at **The Corridor**, located between Bluemound and I-94, west of Calhoun Road. The first **Portillo's Restaurant** in Wisconsin and **Dick's Sporting Goods** are now anchors at The Corridor.

In addition, this extended corridor includes two important nodes that each serve as vibrant and attractive gateways to the community. The **South Gateway Node (A)**, near the crossroads of Moorland Road and Greenfield Avenue, and just south of I-94, includes a cluster of 5 hotels and several restaurants, as well as **Westmoor Country Club** and **Brookfield Hills Golf Course**.

The **124th Street and Bluemound Node (B)** is a new commercial area at the city's eastern gateway. **Underwood Crossing** features **Target**, **Trader Joe's**, **PNC Bank**, **Starbucks**, and a new **Children's Hospital Clinic**.



The Artisan – Coming in 2017



Portillo's Restaurant

Bluemound Road Corridor

Demographics

	1 Mile	3 Miles	5 Miles
Population	4,178	38,744	114,832
Households	1,557	15,299	45,463
% Owner Occupied Homes	87%	76%	73%
Median Household Income	\$79,699	\$74,264	\$63,698
Average Household Income	\$94,269	\$96,848	\$78,430

**From Intersection of Bluemound & Calhoun Source: Xceligent (2015)*

Local Rental Rates (Per Year NNN)

	Rate
Retail Use	\$12 - 30
Office Use	\$12 - 21

Source: Xceligent (2015)

Daily Traffic Counts

Intersection	Average
Bluemound Rd. (at Brookfield Square)	34,000
S. Moorland Rd. (at South Gateway)	32,700

Source: Wisconsin DOT (2015)



Embassy Suites

Recent Developments

- Calhoun Crossing – Redevelopment of Plaza 173 at Calhoun and Bluemound
 - Fresh Thyme Farmers Market
 - DSW Shoes
 - Total Wine & More
- Brookfield Square
 - BlackFinn Ameripub
 - Jason's Deli
 - Mooyah Burger
 - Naf Naf Grill
 - University Book Store
- New Tenants at Bishop's Woods, Brookfield Lakes, and Executive Drive Business Parks:
 - Concurrency, LLC.
 - Connecture, Inc.
 - FedEx SmartPost
 - Willis of Wisconsin, Inc.
- The Corridor
 - 500,000 sq. ft. of Class A Office Buildings facing I-94
 - 140,000 sq. ft. of Retail along Bluemound Road
 - Medical Office in Mixed Use Area
 - Portillo's Restaurant
 - Dick's Sporting Goods



Brookfield Square – East Facade