

Project Showcase April 21, 2015



Prairie Lakes

Developer:



Presented by: Chad Fedler



We set out to create a
regional shopping
experience built around
convenience.

I am there.





Household Income (HHI) Distribution by Distance

	1 mile	3 miles	5 miles	10 miles
Over \$125K	14%	11%	10%	8%
\$75 to \$125K	31%	27%	27%	22%
\$50 to \$75K	26%	25%	26%	24%
\$35 to \$50K	13%	16%	16%	17%
Under \$35K	17%	21%	22%	30%
Median	\$63,000	\$61,000	\$53,000	\$53,000

Traffic Counts



2013
2020

50,000+ daily cars
80,000+ daily cars

*We realized there was an opportunity to help consumers by creating their **Third Place**.*

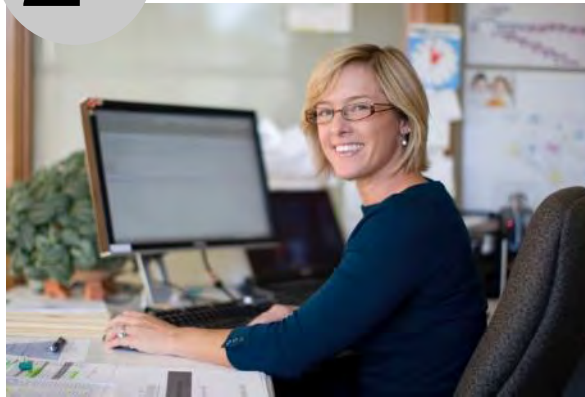
1

Home



2

Work



3

The Third Place



The concept of a third place is something having something available for every type of need.

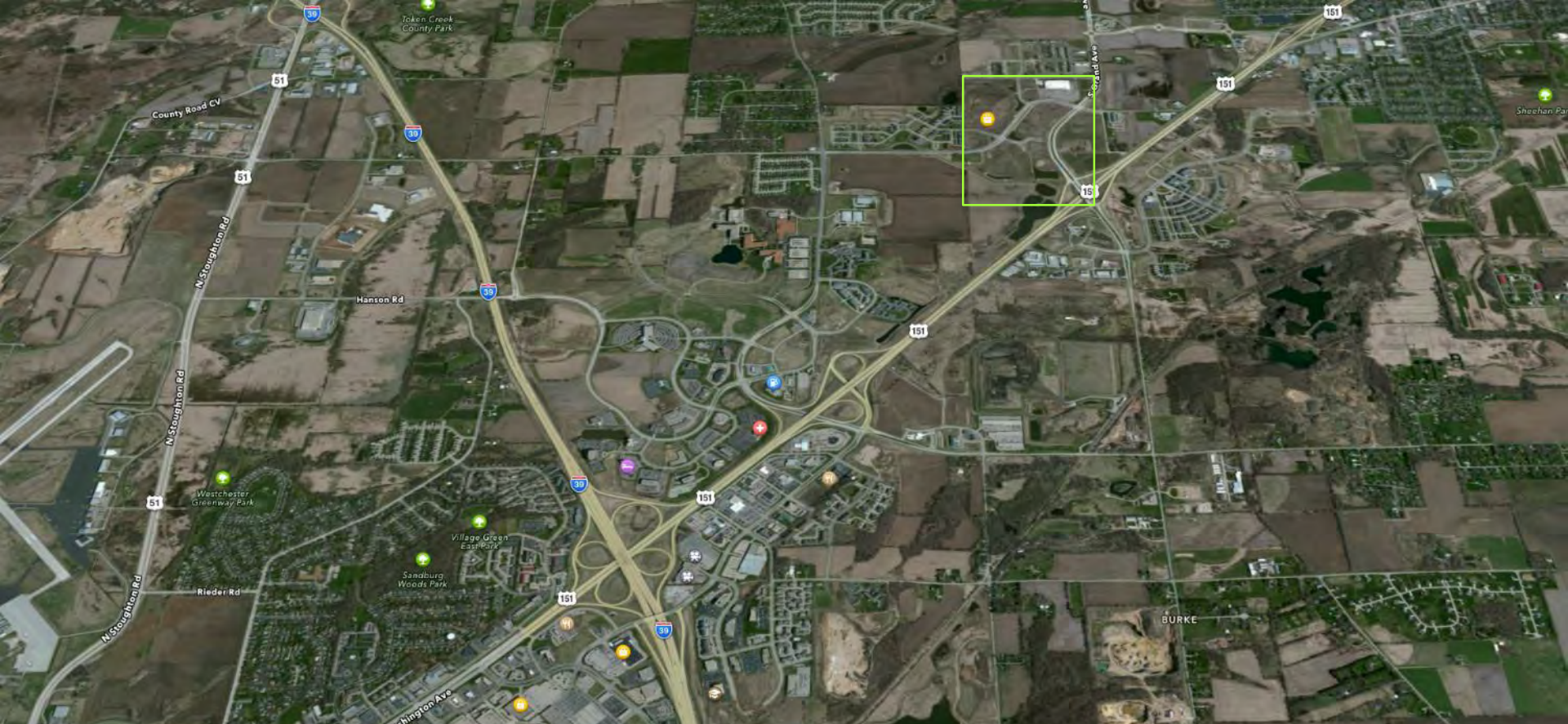


A third place.



Creating the *Third Place* Experience...

- 1 Ideal Geographic Location
- 2 Perfect Anchor Mix
- 3 An Enjoyable Sensory Experience



1

Ideal Geographic Location



2

Perfect Anchor Mix



3

An Enjoyable Sensory Experience





Marcus Theatres' Flagship Cinema



This strategy has worked for the many retailers at Prairie Lakes.

Cabela's
WORLD'S FOREMOST OUTFITTER

COSTCO
WHOLESALE

MARCUS
M
THEATRES

TARGET

WOODMAN'S
MARKETS
EMPLOYEE OWNED



orange leaf
AMERICA'S FROZEN YOGURT



MONK'S
Bar & Grill

Rocky Rococo
PIZZA AND PASTA

FLEET FEET
Sports

WHICH
SUPERIOR SANDWICHES

BEEF JERKY
OUTLET

Splurge
Nothing you need...
Everything you deserve

Pizza Ranch

dragonfly
HOT YOGA
YOGA | BARRE | FITNESS

at&t

PRAIRIE LAKES
DENTAL

ELITE
CHIROPRACTIC

Forever
Yours
Jewelry Inc.

elements
therapeutic massage

BLUSHNail
Boutique

WRIGHT VISION CARE LLC

Great Clips

SportClips
HAIRCUTS

State Farm

Prairie Lakes



Prairie Lakes

Prairie Lakes has been frequently featured in many news outlets...

THE WALL STREET JOURNAL.

MILWAUKEE • WISCONSIN
JOURNAL SENTINEL

WISCONSIN
STATE JOURNAL



IB IN BUSINESS 

THE STAR
SERVING THE SUN BELT AREA SINCE 1877



The District (Mayfair Collection)

- ▶ Nordstrom Rack anchored Phase 1 opened April 2014
 - ▶ New leases with Carhartt and Pizza Man with new tenants to be announced
- ▶ Whole Foods anchored Phase 2 now under construction
 - ▶ Whole Foods and HomeGoods planned opening in February 2016



The District (Mayfair Collection)

- ▶ Groundbreaking soon on three concepts from The Bartlotta Restaurants and Hilton Homewood Suites Hotel
- ▶ Third phase to include home furnishings retail and over 1,000 luxury apartments to be developed by Fiduciary Real Estate Development
- ▶ ICA / HSA partnership to redevelop Schwaab Stamp Factory



Above: The District's Phase 3

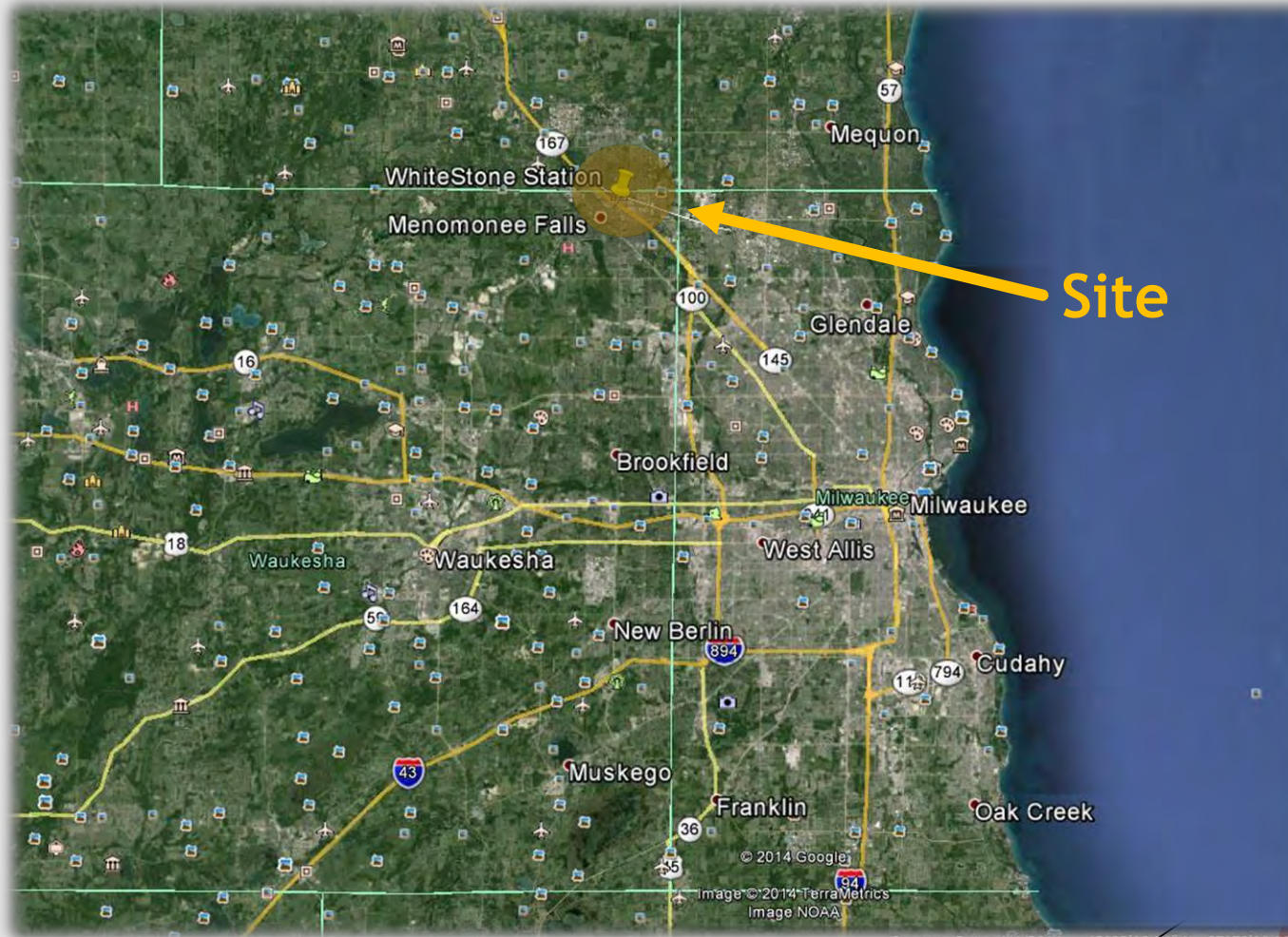
Right: Schwaab Stamp Factory





Presented by: Scott Yauck

Site Location (Metro Aerial)



Site Location (Local Aerial)



Site Assembly



Brief History/Context

- Public-private approach to redevelopment
- Total TID area of 80+ acres
- Redevelopment area of 60+ acres
- Former industrial uses
- Soil contamination and groundwater impacts
- TID base value of approximately \$5MM
- Anticipated development value of \$110MM+
- \$33MM TIF assistance
- State BEBR grant assistance
- Removal, relocation, construction of new infrastructure

Brief History/Context

- Assemblage (20+ parcels)
- Wetland mitigation (GP/IP, mitigate/restore)
- Demolition (over 750,000 SF)
- Environmental remediation (>\$8MM)
- User relocation (We Energies, Roskopf RV Center)

Implementation

- Tax value increment: >\$100MM
- Job creation: >500
- 2015-2016 construction
- Costco anchor
- 4 mid box retailers
- 50,000 SF small shop/restaurant
- Hospitality
- 90,000 SF health club/MOB
- 318 market-rate apartments
- More than 425,000 SF aggregate plus apartments
- \$60MM in construction value starting May-June 2015

Implementation



Implementation



Demolition



Demolition



Demolition



Remediation



Remediation



Remediation



Infrastructure & Grading



Infrastructure & Grading



Infrastructure & Grading



Site Aerial



WAC/Froedtert



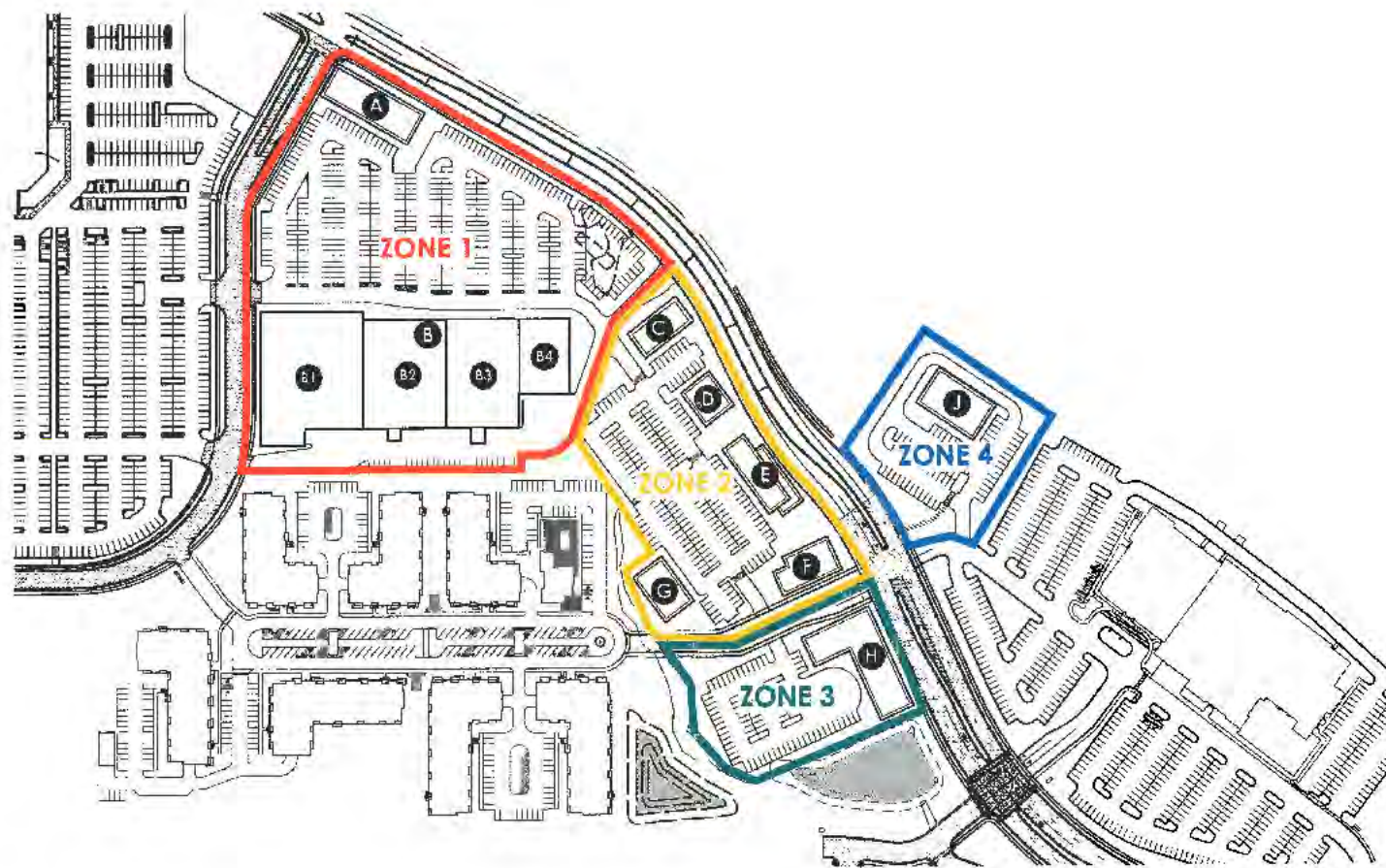
Site Aerial



3-D Plan Flyover



Site Plan



RINKA CHUNG ARCHITECTURE INC.
11000 WISCONSIN AVENUE, SUITE 100
MENOMONEE FALLS, WI 53051

NOT FOR CONSTRUCTION
DATE: 03/11/2014
DRAWN BY: JAC

PROJECT NAME: WHITE STONE STATION
DATE: 03/11/2014
DRAWN BY: JAC

Vignettes



WHITE STONE
· STATION ·
MENOMONEE FALLS, WIS.



COBALT
PARTNERS

© RINKA CHUNG ARCHITECTURE INC 2014



WHITE STONE
· STATION ·
MENOMONEE FALLS, WIS.

Vignettes



WHITE STONE
·STATION·
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Shorewood Metro Market

Developer:

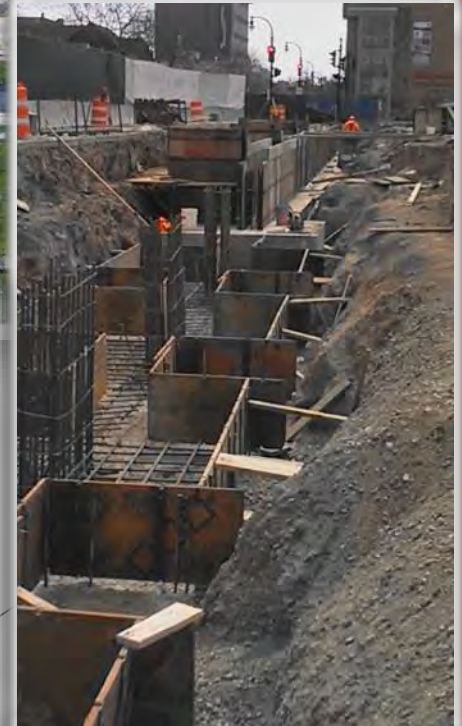


CO-DEVELOPER

JOSEPH PROPERTY DEVELOPMENT LLC
Acquisition-Development-Construction-Management

Presented by: Sig Strautmanis

Shorewood Metro Market

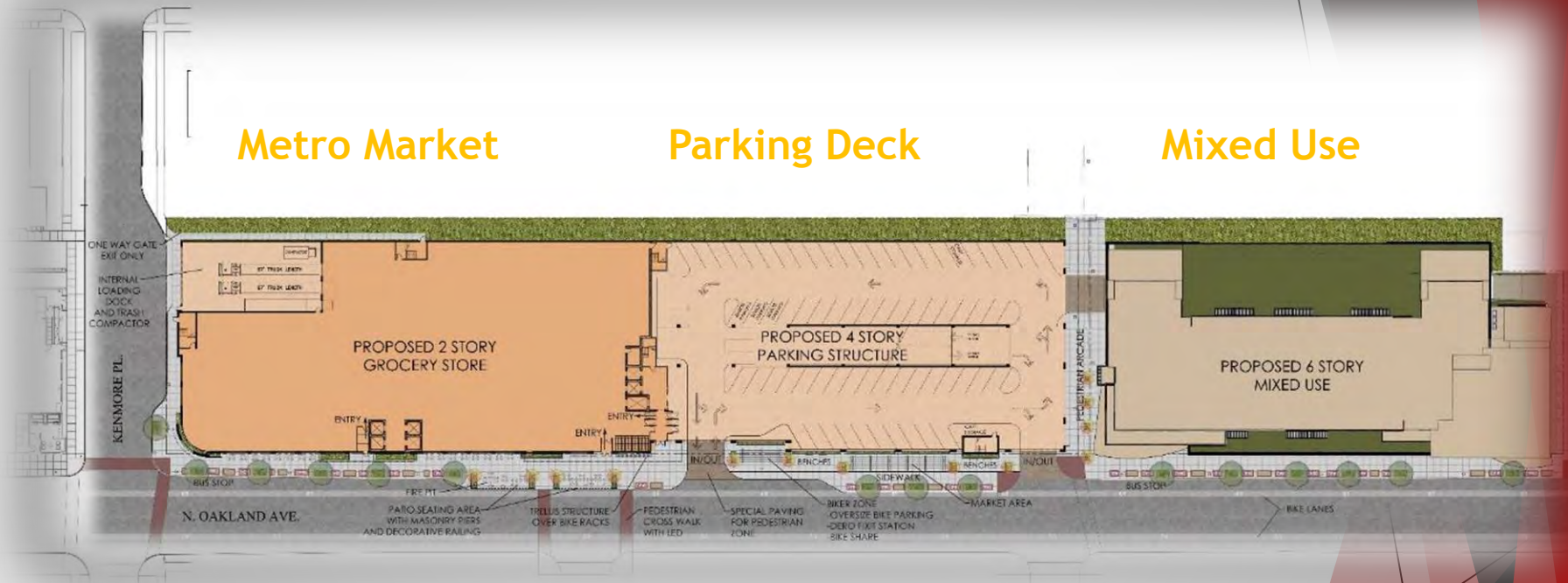


Shorewood Metro Market

Metro Market

Parking Deck

Mixed Use



Shorewood Metro Market

80,000 SF Metro Market

2-story flagship store

Mariano's branding

4-Story Parking Deck

302 parking spaces

16,000 SF of Small Shops

Patio space on end caps

Small shop parking on floors 2 and 4

Shorewood Metro Market

Grocery Entrance - Oakland and Kenmore



Shorewood Metro Market

Bartlett Avenue



Shorewood Metro Market

Parking Deck - Oakland Avenue



Shorewood Metro Market

Mixed Use – Oakland and Olive



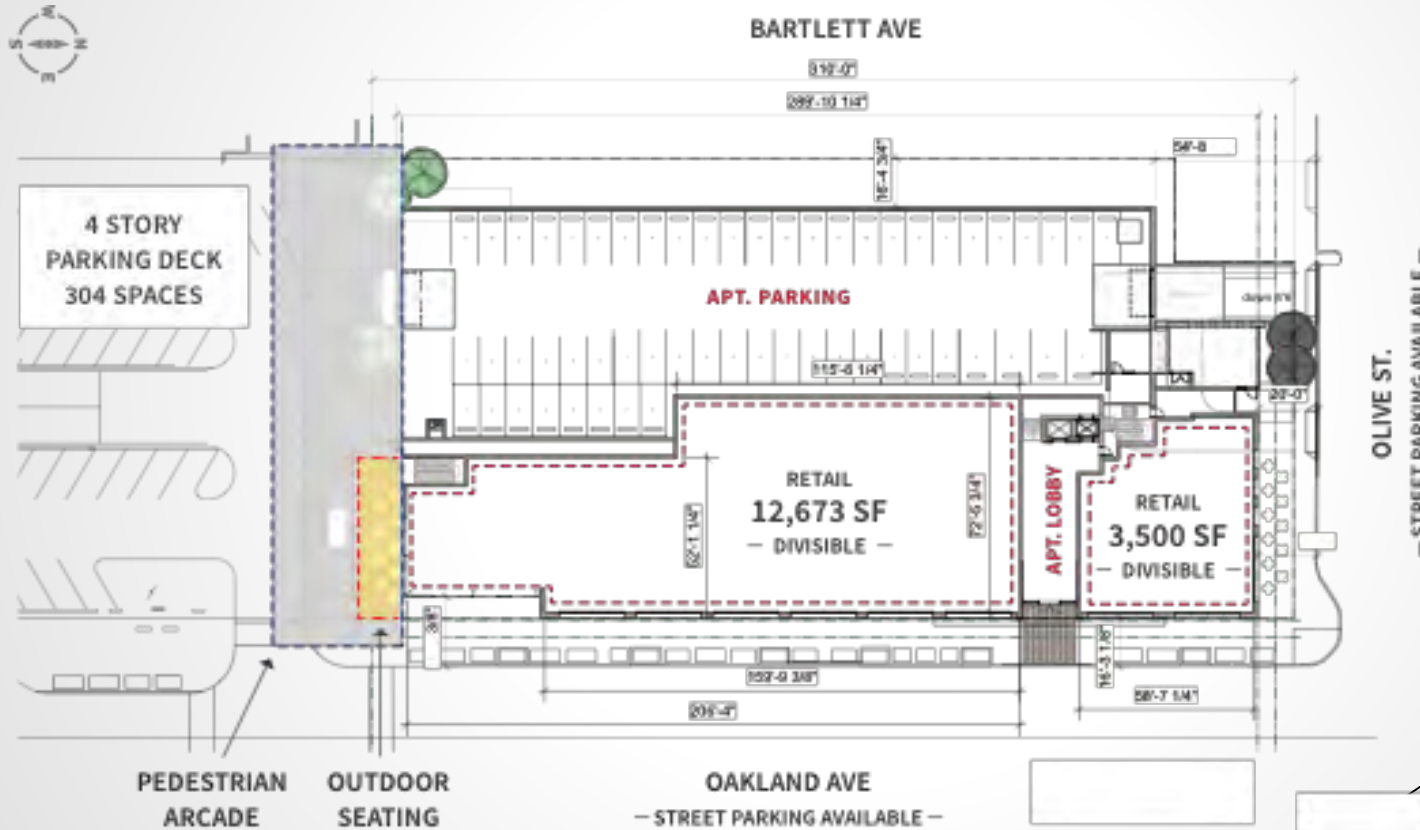
Shorewood Metro Market

Pedestrian Arcade



Shorewood Metro Market

Ground Floor Retail



Shorewood Metro Market

Contact

Michael Weiss

414-228-3505

Drexel Town Square

Developers:



Presented by: Blair Williams

Why Town Centers Now?

The Suburbs are Dead, or Are They?

- ▶ There's no doubt that demand for a suburban lifestyle has changed
 - ▶ Demographics
 - ▶ Boomer, X, and Y
 - ▶ Low density development is increasingly unsustainable
 - ▶ Transit and Costs of Services among others
 - ▶ Alternative consumer preferences
 - ▶ Connectedness
 - ▶ Community
 - ▶ Convenience

Town Center / Mixed-use Objectives

TOWN CENTERS GENERALLY

- ▶ Enhance the community
 - ▶ Improve the built environment
 - ▶ Create a critical mass of civic and social engagement
 - ▶ Create new commercial and housing alternatives
- ▶ Economic Development
 - ▶ Diversify the tax base
 - ▶ Offer opportunity for local entrepreneurs
 - ▶ Support existing businesses and services
 - ▶ Protect property values

DREXEL TOWN SQUARE

- ▶ Attachment to Civic Core
- ▶ Distinctive design
- ▶ Pedestrian scale
- ▶ Mixed-use buildings
- ▶ Building height adds character to the street
 - ▶ 4 stories
- ▶ Buildings on the street, parking behind
- ▶ TIF to support development
- ▶ Re-use of blighted site
- ▶ Substantial tax increment

Drexel Town Square – Main Street



Drexel Town Square – Site Plan



Drexel Town Square

A True Mixed-Use Community

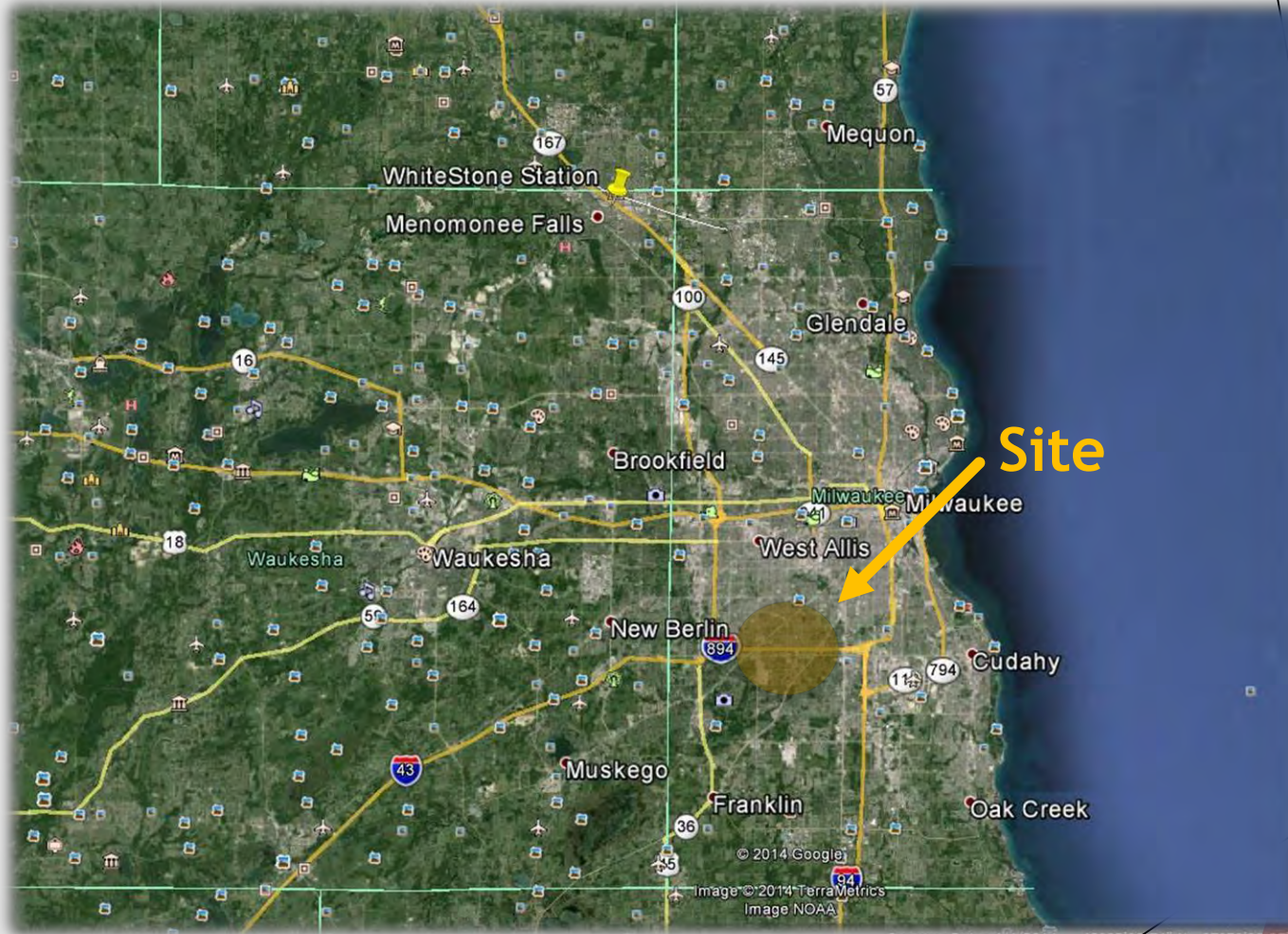
- ▶ Meijer: ~192,000 sf
- ▶ Retail Outparcels - restaurants, retail, financial services
- ▶ ~\$28 million cutting edge City Hall and Library
- ▶ Sheraton Four Points Hotel
- ▶ Froedtert & MCW multidisciplinary medical facility (HSA)
- ▶ ~450 luxury apartment community (Barret Visionary)
- ▶ Two block Main Street - 62 apartments, ~75,000 sf retail
- ▶ Town Square - true community connection

Former Chapman School Site Greenfield, WI Mixed-Use Development



Presented by: Scott Yauck

Site Location (Metro Aerial)



Site Location (Local Aerial)



Brief History/Context

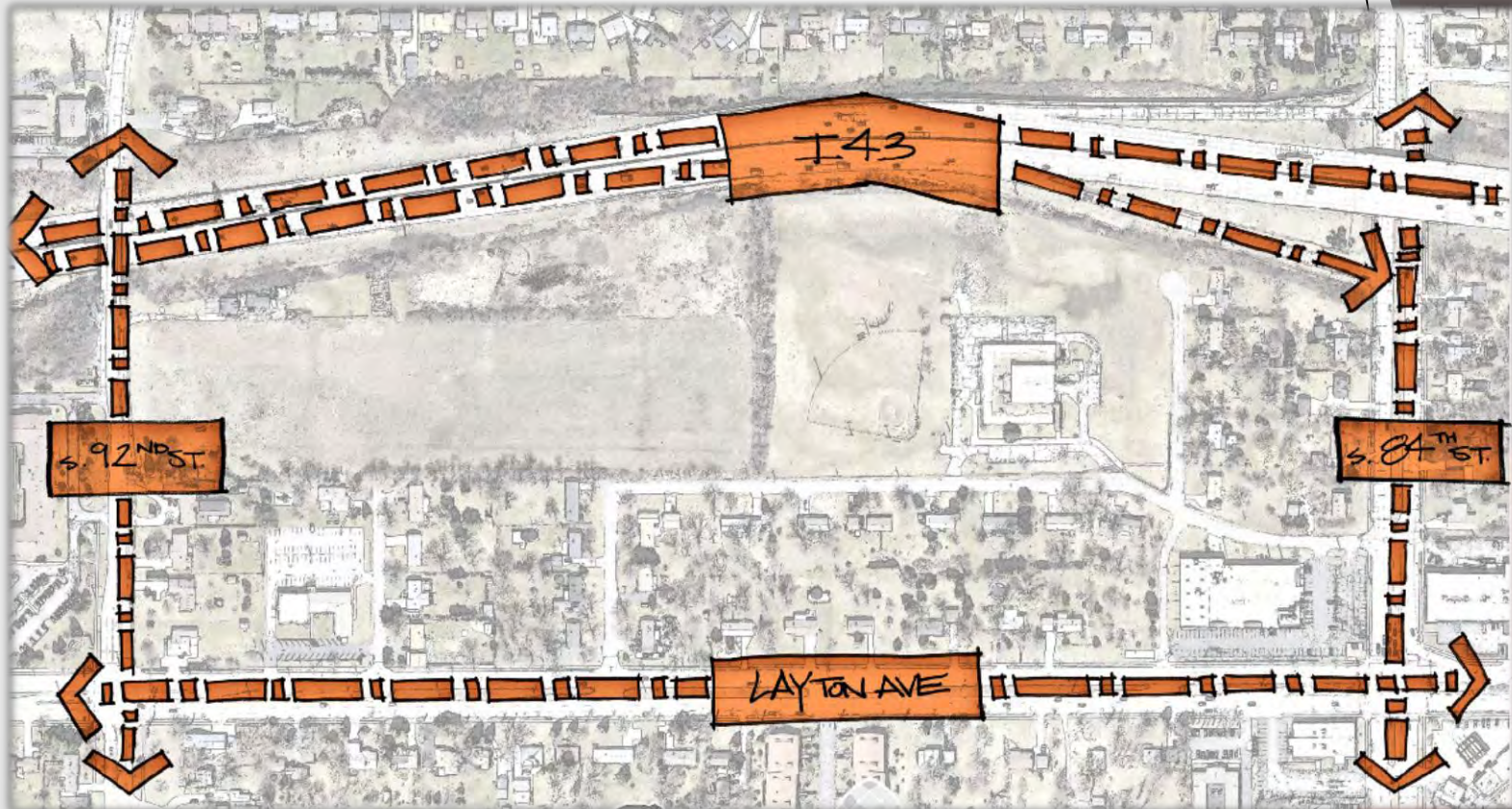
- Mixed-Use destination redevelopment
- Public-private approach
- Assemblage of 40+ parcels
- Total TID redevelopment area of 45+ acres
- TID base value of approximately \$8MM
- Anticipated development value of \$105MM+
- Removal, relocation, construction of new infrastructure



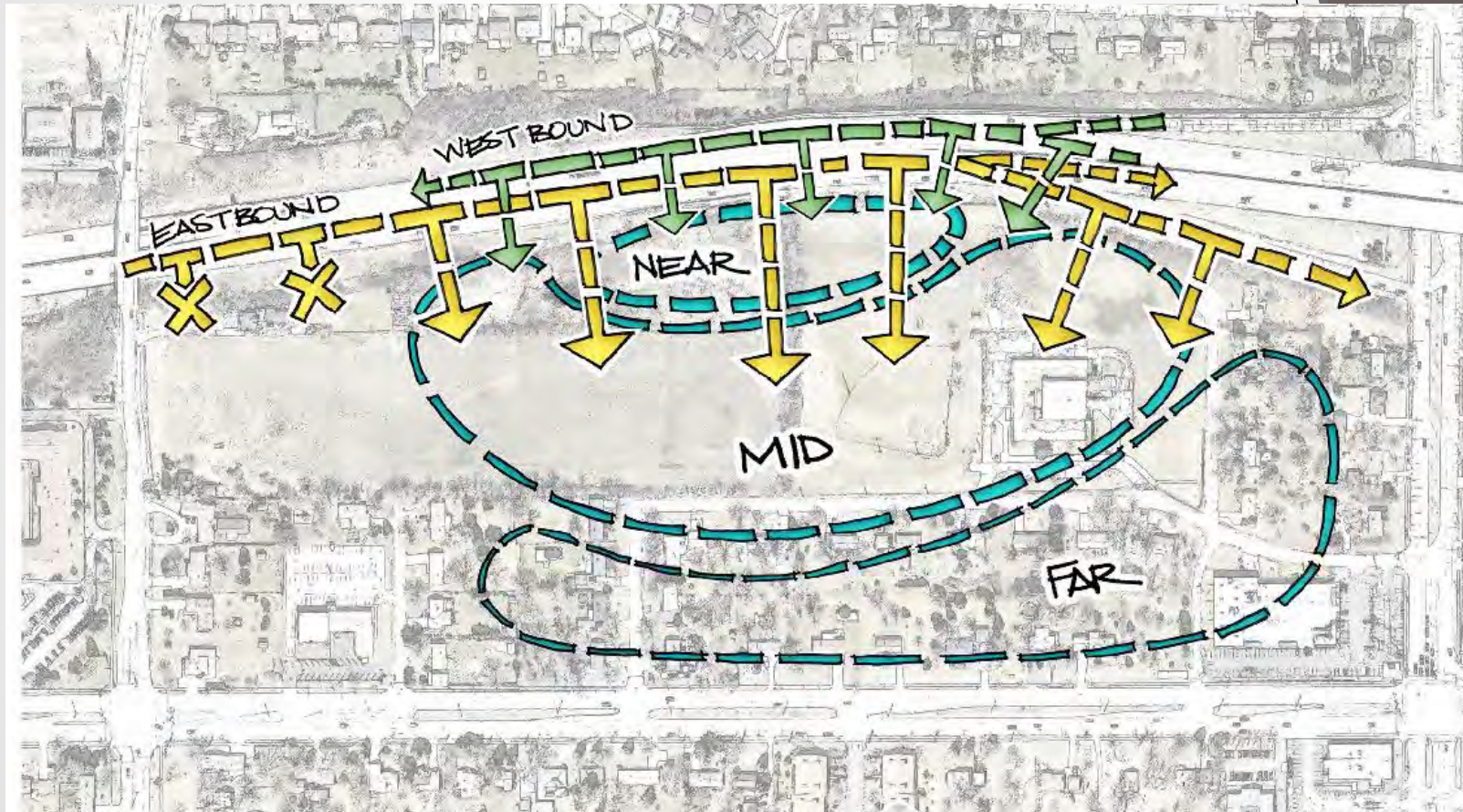
Existing Site Uses



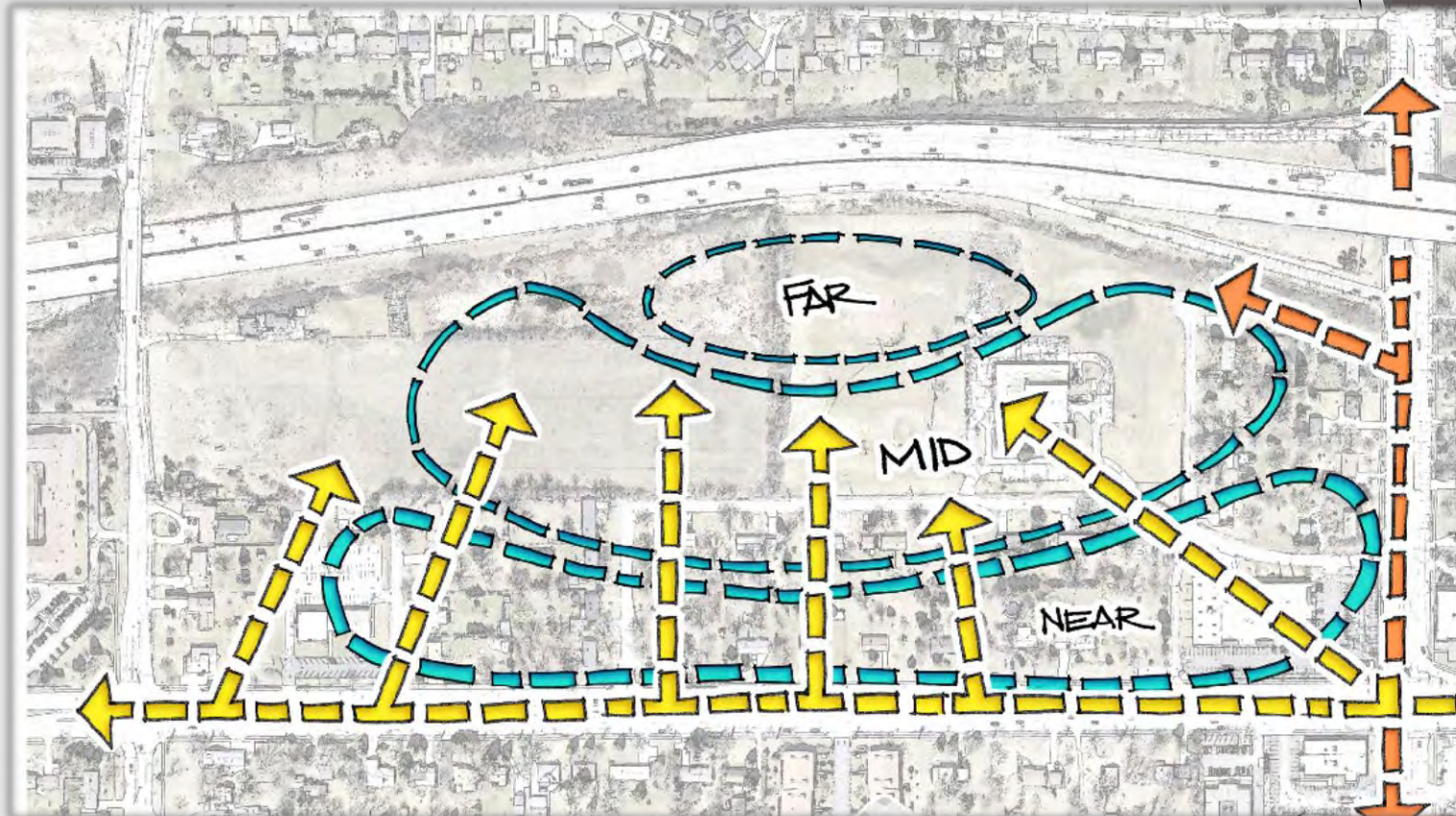
Major Boundaries



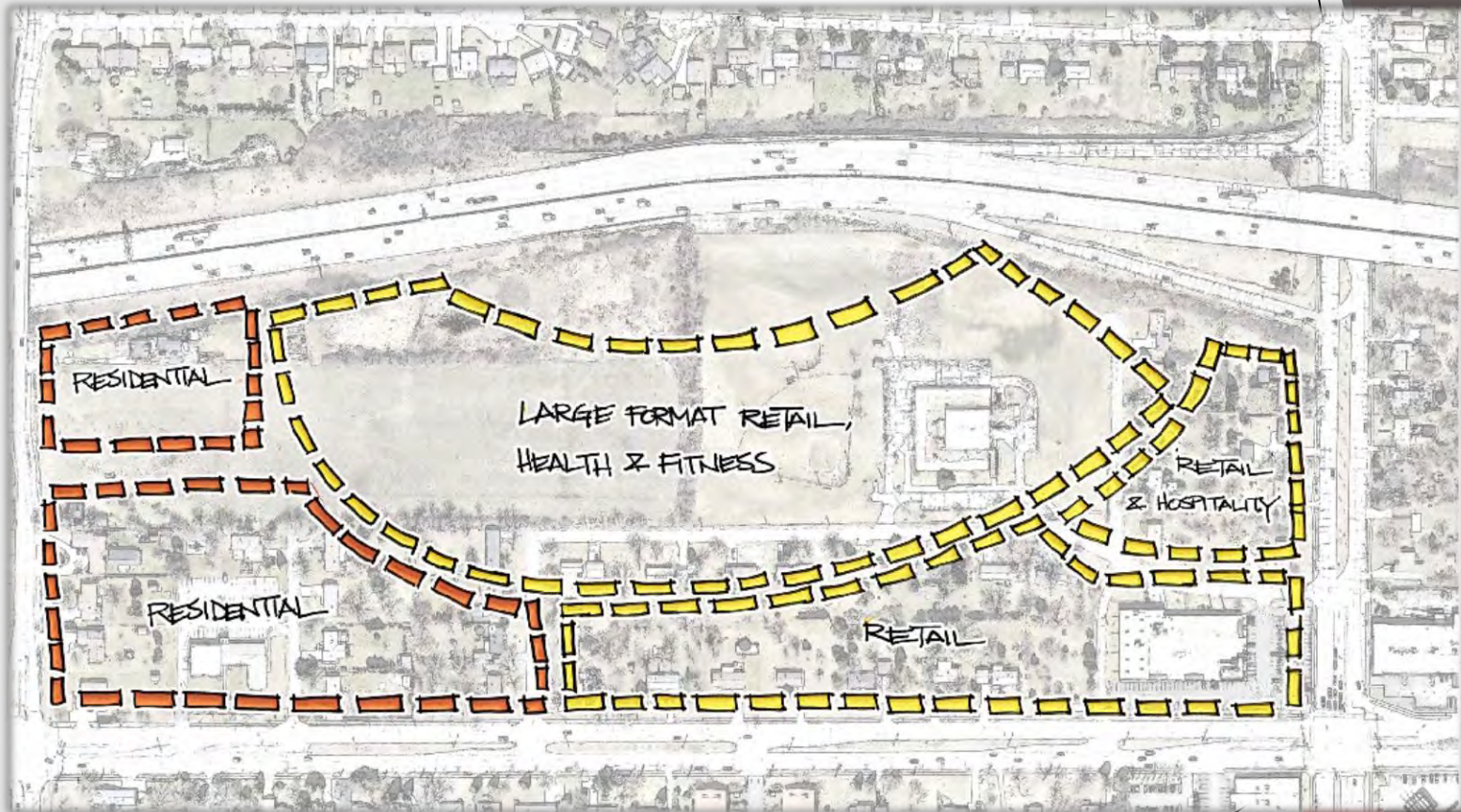
Sight Lines (south)



Sight Lines (north & west)



Development Zones



Internal Roadways

ROADWAYS



GREENFIELD DEVELOPMENT

NW CORNER OF 84TH AND LAYTON



COBALT
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Pedestrian Connections

PEDESTRIAN CONNECTION



GREENFIELD DEVELOPMENT
NW CORNER OF 84TH AND LAYTON



COBALT
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Green Space

GREEN SPACE



GREENFIELD DEVELOPMENT
NW CORNER OF 84TH AND LAYTON



COBALT
PARTNERS

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Brief History/Context

- Mixed-Use destination redevelopment
- Retail/restaurant/office/housing
- More than 300,000 SF aggregate plus apartments
- 2016-2017 construction
- Very positive user interest



Freshwater Plaza

Developer:



Presented by: Mark Lake, CDP | Director of Retail Development

414.935.4014 | 262.366.3627 | mlake@wangard.com

Freshwater Plaza



Freshwater Plaza



Freshwater Plaza



Freshwater Plaza



Freshwater Plaza



Freshwater Plaza

Development Details:

LOCATION: NE Corner of 1st Street & Greenfield Avenue

RETAIL SPACE AVAILABLE: 16,500 SF (1,200 SF min, 9,700 SF max)

OUTLOTS AVAILABLE (3,600, 3,700 SF)

DELIVERY: Spring 2016

EST. NNN EXPENSES: \$7.50 PSF

SIGNAGE: Façade (2 sides)

TRAFFIC COUNTS: 18,000 VPD (1st Ave) | 3,300 VPD (Greenfield Ave)

DEMOGRAPHICS: 427,845 pop. | \$48,800 Ave. HH Income | 268,608 daytime employees and 167,364 HH's within 5 miles

WALK SCORE: 78 (very walkable)

TRANSIT SCORE: 54 (good transit accessibility)

Freshwater Plaza

Interested in leasing?

**Call Sandy Golden | Senior Vice President
414.274.1639 | sandy.golden@cbre.com**

**Call Ben Weiland | Senior Associate
414.274.1650 | Benjamin.Weiland@cbre.com**

CBRE

**Call Mark Lake, CDP | Director of Retail Development
414.935.4014 | 262.366.3627 | mlake@wangard.com**



Brookfield Square Redevelopment

Developer:



Presented by: Kyle Capshaw

Brookfield Square Redevelopment

Brookfield Square – a Proven Destination

- The Brookfield Square campus has annual sales exceeding \$220 million
- Boston Store's #1 location (\$44 million) is at Brookfield Square
- Average household income of \$127,355 in 1-mile radius (and \$105,667 in 3-miles)
- Easy access from I-94 (127,000 cars per day)
- Excellent visibility from the intersection of Moorland Road and Bluemound Road (80,000 cars per day)
- Brookfield Square anchors the longest contiguous retail corridor in Wisconsin



Brookfield Square – an Established Draw

- High-end restaurants cater to a savvy customer:
 - Fleming's
 - Cooper's Hawk Winery & Restaurant
 - Mitchell's Fish Market
 - Bravo!
 - A quality retail district:
 - Barnes & Noble Booksellers
 - The Fresh Market
 - Ethan Allen
 - The North Face
 - The Limited
- Brookfield Square expenditures on Advertising/Promotions:
 - Brookfield Square – \$817,000
 - Department stores at Brookfield Square – \$3.4 million
 - Other mall tenants (combined) -- \$1.6 million
 - Grand Total: approx. \$5,817,000

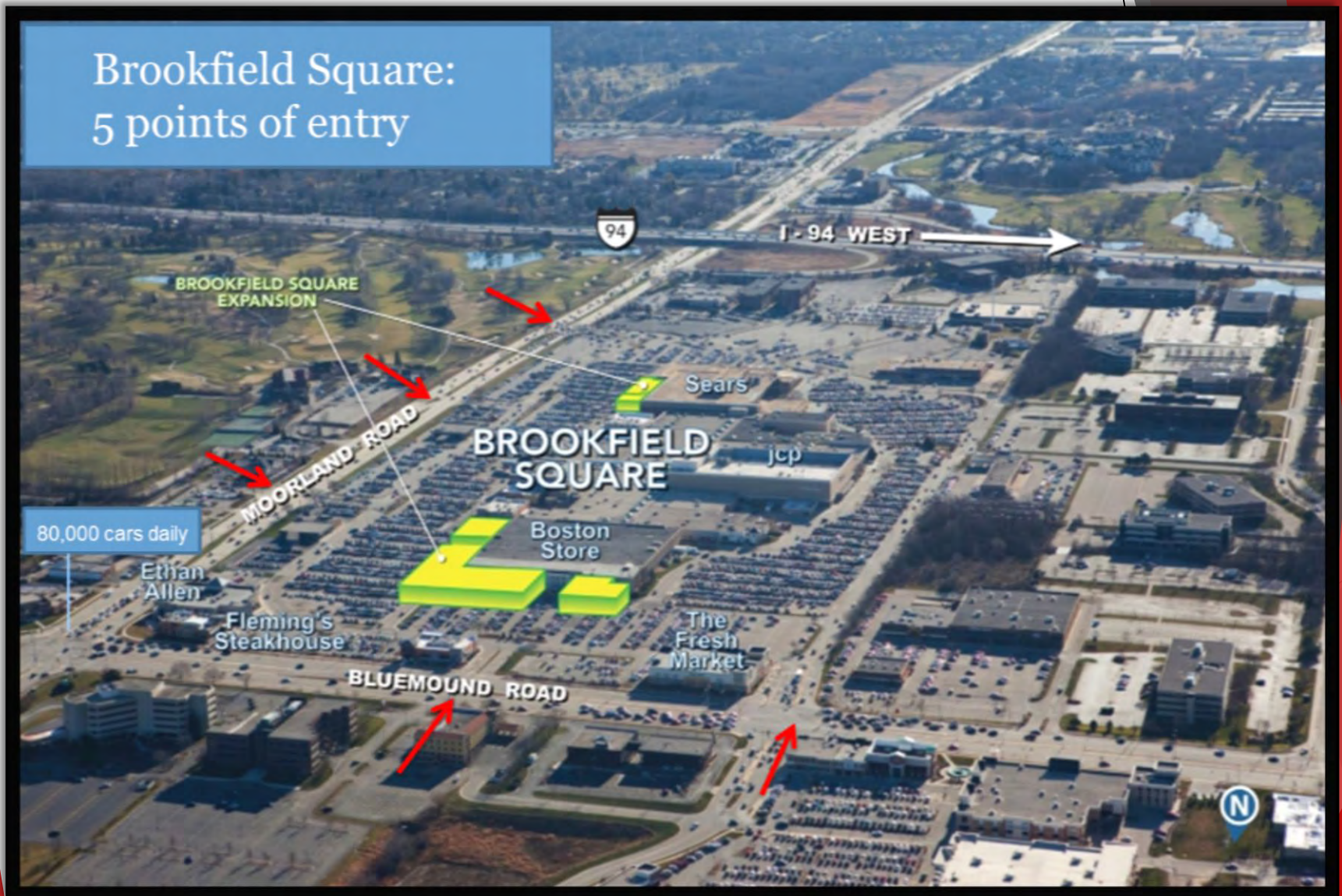
Brookfield Square Redevelopment

More Than 100 Retailers:

- Aldo
- American Eagle
- Aveda
- Bath & Body Works
- Charlotte Russe
- Express
- Francesca's
- H&M
- Justice
- Lane Bryant
- LOFT
- maurices
- The Limited
- The North Face
- Tilly's
- Victoria's Secret



Brookfield Square Redevelopment



Brookfield Square Redevelopment

Brookfield Square:
5 points of entry



Brookfield Square Redevelopment

Brookfield Square streetscape – Building on Success

- **2008-2011:** completed a 136,000 sq.ft. expansion and renovation (Barnes & Noble, Mitchell's Fish Market, The North Face, Fleming's, Cooper's Hawk Winery & Restaurant, The Fresh Market, The Limited, and Ethan Allen)
- **Fall of 2015:** adding 19,000 sq.ft. to reface Sears' exterior GLA with additional restaurants and retail
- **2017:** adding 50,000 sq.ft. shops and restaurants to exterior of the Boston Store



CBL[®]

GREAT SHOPPING PLACES

Calhoun Crossing

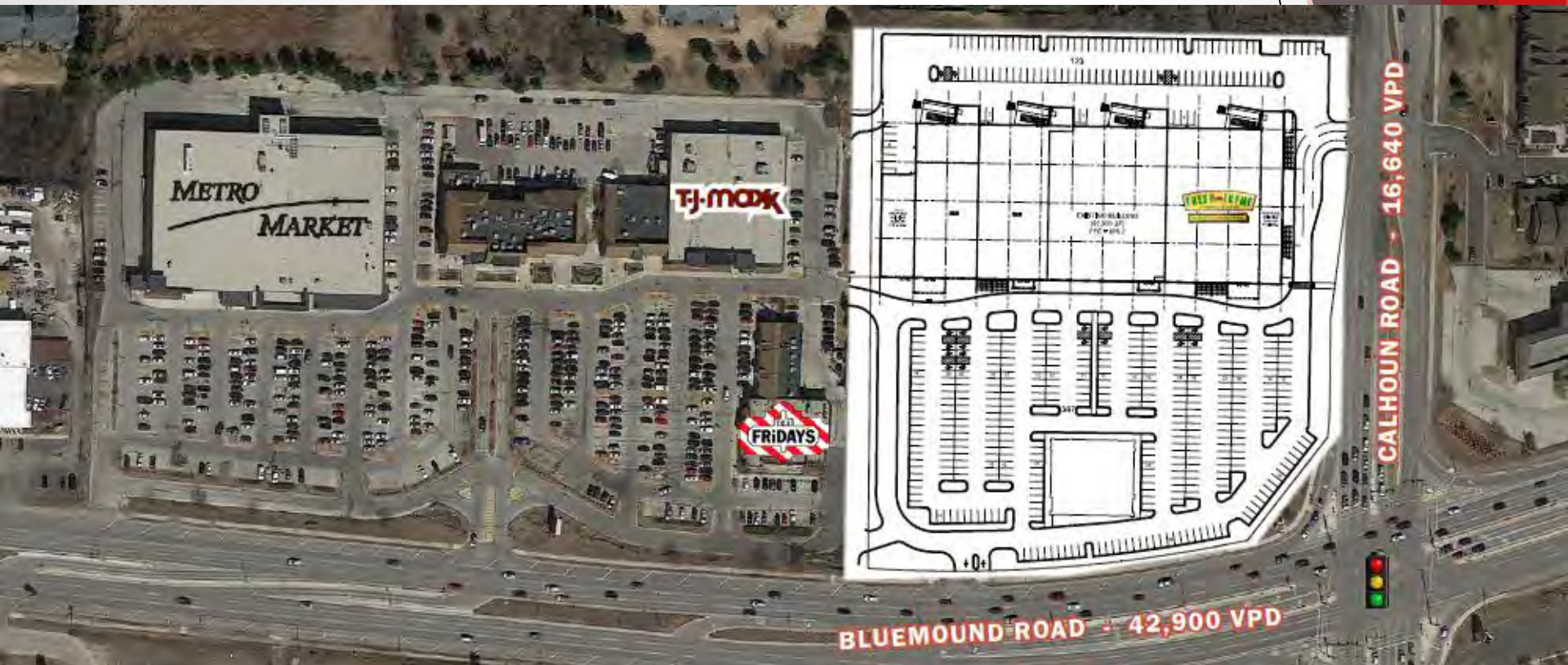
Developer:



Presented by: Brenton Schrader

Calhoun Crossing

- ▶ Redevelopment of one of Brookfield's most prominent shopping centers
- ▶ Anchored by 31,964-SF Fresh Thyme Farmer's Market



Calhoun Crossing

- ▶ Breaking ground Summer 2015 with tenant delivery Summer 2016
- ▶ Plans include larger, more contemporary storefronts, relocated outlet building, and increased customer parking



The Corridor

Developer:  IRGENS

Presented by: Tom O'Meara

The Corridor



The Corridor



The Corridor



The Corridor



The Corridor



The Corridor



The Corridor



The Corridor

► CORPORATE & TECHNOLOGY PARK



The Corridor



The Corners

Developer:



Presented by: Chris Speciale

The Corners



The site plan illustrates the proposed development layout. It features a large green rectangular area on the left, likely a lawn or sports field, and a red rectangular area on the right, possibly a parking lot or another green space. The plan includes various dimensions, such as 100' x 100' and 100' x 100', and labels for different sections like 'PARKING' and 'LAWN'. The plan also shows the location of the proposed building, parking areas, and surrounding infrastructure, including roads and utilities.



THE END

Thank you!