

# 2021 Market Update

Presented By:



# Retail Market

**Presented By:**  
**Joe Kleiman**  
**Mid America Real Estate**



# OVERVIEW OF TODAY'S RETAIL REAL ESTATE PRESENTATION

1. Joe's Definition of Retail
2. Trade area statistics
3. Story behind the statistics
4. Take aways
5. Hottest Trends
6. Challenges
7. Review Kelly Rodenkirk's predictions
8. Joe's predictions going forward

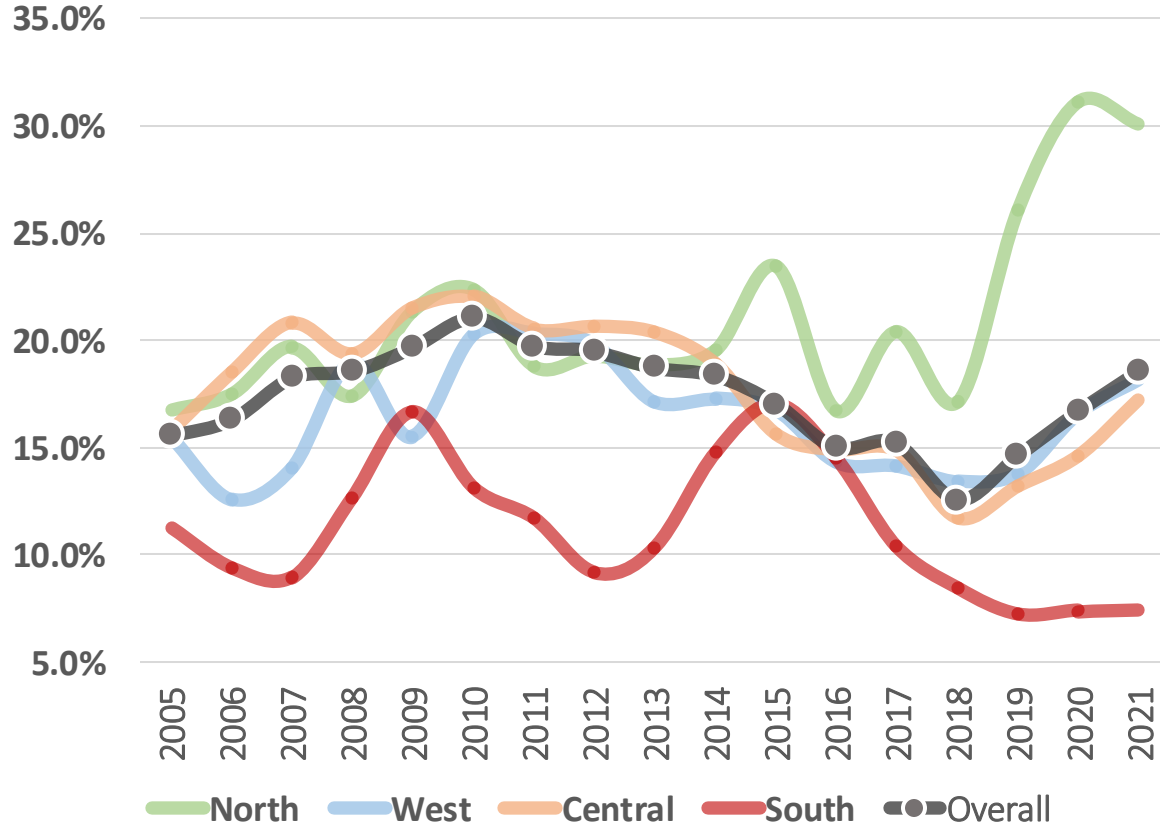




# 2021 Market Update



# OVERALL RETAIL MARKET



BY THE NUMBERS

**42.5M**  
(175K) square feet inventory

**3.6M**  
(574K) square feet available

**3.0M**  
(686K) square feet vacant

**7.2%**  
(1.6%) vacancy rate

# REGIONAL TRADE AREAS

	TOTAL INVENTORY	VACANCY RATE	AVAILABILITY RATE	AVAILABLE SF
Brookfield Square	4M	13.9%	10.6%	429K
Mayfair	2.8M	13.2%	15.3%	399K
Bayshore	927K	7.3%	8.9%	82K
Southridge	2.9M	13.8%	7.5%	217K
Kenosha	3.5M	3.0%	3.3%	116K

Source: 2021 CoStar Realty Information

## 2021 Market Update



# COMMUNITY TRADE AREAS

	TOTAL INVENTORY	VACANCY RATE	AVAILABILITY RATE	AVAILABLE SF
Grafton	909K	0.3%	0.3%	3K
Men. Falls/Germantown	2.4 M	3.3%	5.0%	118K
Oconomowoc	931K	14.9%	15.0%	140K
Oak Creek	2.4 M	0.9%	1.2%	27.5K
Racine/Highway 20	1.4 M	4.5%	5.2%	70.6K
Racine/Highway 11	3.6 M	2.9%	3.9%	139K
New Berlin	782K	0.3%	0.3%	2.6K
Pewaukee	941K	1.6%	4.5%	42.2K
Waukesha South	2.0 M	3.1%	4.3%	83K
Midtown Center	688K	33.3%	33.1K	227K

Source: 2021 CoStar Realty Information

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# THE DEMISE OF THE TRADITIONAL DEPARTMENT STORE



**2021 Market Update**







## THE CORNERS – BROOKFIELD, WI

450,000 SF including 140,000 SF Von Maur Department Store

# 2021 Market Update





# 84SOUTH - GREENFIELD, WI | 350,000 SF



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**MAYFAIR COLLECTION – WAUWATOSA, WI**  
400,000 SF plus a 192,000 SF Meijer



# THE NEW LOOK OF BROOKFIELD SQUARE MALL



## 2021 Market Update







# 2021 Market Update







# 2021 Market Update



# CHICKEN WARS



**BUFFALO  
WILD  
WINGS GO**

**POPEYES**  
LOUISIANA KITCHEN



**THE CLUCKERY**



**2021 Market Update**



# REGIONAL TRADE AREAS

	TOTAL INVENTORY	VACANCY RATE	AVAILABILITY RATE	AVAILABLE SF	SF UNDER DEVELOPMENT
Brookfield Square	4M	13.9%	10.6%	429K	0
Mayfair	2.8M	13.2%	15.3%	399K	0
Bayshore	927K	7.3%	8.9%	82K	0
Southridge	2.9M	13.8%	7.5%	217K	0
Kenosha	3.5M	3.0%	3.3%	116K	0

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Oak Creek	2.4 M	0.9%	1.2%	27.5K	0
Racine/Highway 20	1.4 M	4.5%	5.2%	70.6K	8K
Racine/Highway 11	3.6 M	2.9%	3.9%	139K	0
New Berlin	782K	0.3%	0.3%	2.6K	0
Pewaukee	941K	1.6%	4.5%	42.2K	0
Waukesha South	2.0 M	3.1%	4.3%	83K	7.8K
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# CHALLENGES TO THE RETAIL REAL ESTATE MARKET TODAY

1. Mall users face obstacles with operating agreements, restrictive covenants, zoning constraints and economics
2. Lack of new retail developments in the pipeline
3. Rising construction costs, labor shortages and rising interest rates
4. The pandemic

## KELLY'S 2020 PREDICTIONS

1. Vacancy rates will continue to increase
2. Local restaurants will continue to close, but will come back stronger than ever
3. 2021 will bring the end of “virtual happy hours”

# JOE'S PREDICTIONS

And my predictions going forward:

1. We will see new chain restaurants enter the market
2. This holiday season, brick and mortar retail will see an increase in foot traffic over pre-pandemic levels as consumers want to get off the couch and back into social settings
3. Similar to Warby Parker and Untuckit, we will see at least one new retailer that originated online with ecommerce open brick and mortar locations