

# Downer Avenue

## RETAIL COLLECTION

Value Add, Mixed-use offering in Downtown  
Milwaukee's Thriving East Side Neighborhood

Executive Summary



*Achieve  
Ambitions*





# Investment Overview

JLL is pleased to present The Downer Avenue Retail Collection, a 60,986 SF mixed-use property consisting of retail, office, and 2 residential units, located in the heart of Downtown Milwaukee's East Side neighborhood. The property offers a combination of established service-oriented tenancy, near-term leasing upside, and unparalleled accessibility given its walkable, amenity rich location.

Comprised of two buildings, The Downer Avenue Retail collection features an e-commerce proof roster of fitness, service, entertainment, food & beverage, office and residential uses. The site is situated on a 1.48-acre parcel providing unique scale on both the west and east sides of Downer Avenue, creating appealing walkability and cross shopping opportunities. Furthermore, the property is located within walking distance to Milwaukee's new streetcar, "The Hop", along with several MCTS bus stops. The Downer Avenue Retail Collection offers investors stable in-place cash flow with the opportunity to capitalize on numerous value creation opportunities including leasing existing vacancy, upgrading exterior and interior aesthetics, & mark-to-market potential on below market rents.







60,986 SF of mixed-use retail, office and residential offering



Service Oriented, Internet-Resilient Tenancy



Established and high performing local operators



78% leased



Dense & Affluent Consumer Demographic profile



4.2% 5-year CAGR



Rare, Scalable Neighborhood Offering



Anchored by Landmark Theaters, the Largest Specialized Movie Theater Chain in the US





## TRANSIT-ORIENTED LOCATION IN VIBRANT DOWNTOWN NEIGHBORHOOD

- / Immediate access to two major interstates: I-94 and I-794
- / Steps from the Historic Third Ward, lake-front attractions, and an abundance of bars and restaurants
- / “The Hop” streetcar provides a convenient transportation option for Milwaukee residents to get around the city
- / Milwaukee is home to 7 Fortune 500 companies

**KOHL'S**

 **Northwestern Mutual™**

**Rockwell  
Automation**

 **WEC  
Energy Group**



  
**ManpowerGroup™**

**Johnson  
Controls** 

- / Top universities and high schools draw residents to the area

UNIVERSITY of WISCONSIN  
**UWMILWAUKEE**

  
**MARQUETTE  
UNIVERSITY**

  
**MEDICAL  
COLLEGE  
OF WISCONSIN**

- / **11,000** households & residential units, **5.9** million SF of Office space and **4.6M** SF of Retail Inventory within a 1-mile radius



2650 N Downer Ave



2551 N Downer Ave









*One of Milwaukee's most popular and historic East Side business districts*



\$85,500 Average HH Income  
in a 1-mile Radius



Unemployment rate of 2.4%  
- outpacing the national  
average by 1.5%



11,000 Households in a  
1-mile Radius



One of the fastest growing  
cities, with a population of  
590,000 people



2.5% population growth  
projected in the next 5 years



## LOCATION OVERVIEW

Milwaukee is **the largest city in the State of Wisconsin**, and is within the central north section of the Midwest along the western shore of Lake Michigan, approximately **90 miles north of Chicago**. The Milwaukee MSA is home to more than 1.5 million people with projected growth surpassing 5.0% per annum by 2021.

Milwaukee is one of the most dynamic cities in the Midwest due to significant public and private investment in infrastructure, its rich historical culture,

and its diversified employment base with a large concentration of Fortune 1000 headquarters. Milwaukee is home to a diverse array of distinct urban neighborhoods, parks and recreational destinations, over 150 restaurants, and miles of waterfront access. Milwaukee's skilled workforce, concentration of industry, cultural resources, and educational institutions all make Milwaukee one of the most **highly regarded metropolitan areas to live, work, and play in the United States**.



*4<sup>th</sup>*

BEST CITY FOR  
COLLEGE GRADS



*#1*

MOST PROMISING  
PLACE TO OPEN A  
RESTAURANT



*Top Three*  
"UP-AND-COMING"  
US CITY TO LIVE IN



*9<sup>th</sup>*

HAPPIEST STATE  
IN THE US



*4<sup>th</sup>*

IN NUMBER OF  
FORTUNE 500  
HEADQUARTERS  
PER CAPITA



*#2*

HIGHEST  
CONCENTRATION OF  
MANUFACTURING JOBS  
IN THE US



*#5*

FASTEST  
GROWING CITY



*#5*

UP-AND-COMING  
CITY FOR TECH





## HISTORIC THIRD WARD

Milwaukee's thriving arts and fashion district

# Downtown Milwaukee

**Milwaukee Art Museum**  
Displays 30,000 works of art and  
hosts 400,000+ visitors a year

**Northwestern  
Mutual**  
Headquarters

**fiserv**.forum

**Park Lafayette Towers**  
271 Units/20 Stories  
Luxury High Rise

**COLECTIVO**  
COFFEE ROASTERS

**UWM Kenilworth Square Apartments,**



**ANYTIME  
FITNESS**

**SHRED415** URBAN OUTFITTERS  
Neroli Salon and Spa



Hooligan's Super Bar,  
Raw Bar, Ma Fischer's

Paddy's Pub, Vitucci's



**Wisconsin Paperboard Corporation**

McKinley Beach  
& Marina

Historic Water Tower

Frank Bogk House  
by Frank Lloyd Wright

**LANDMARK  
THEATRES**

**Pizza  
MAN**



2551 N  
Downer  
Avenue



**Ascension**

Columbia St. Mary's Hospital Milwaukee



**URBANOM**



THE STANDARD  
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5 stories with 95 units

*Murray Hill  
Neighborhood*

BelAir Cantina,  
**CVS** **Sendik's**  
THE Original  
PANCAKE HOUSE

**STONE  
CREEK  
COFFEE** **Café HOLLANDER**

2560 N  
Downer  
Avenue

UNIVERSITY of WISCONSIN  
**UWMILWAUKEE**  
Campus



Whitefish Bay

Shorewood



Lake Michigan

UNIVERSITY of WISCONSIN  
**UW MILWAUKEE**



27,000 students from 92 countries



15 schools and colleges offering  
195 degree programs



The only architecture, freshwater  
sciences and public health  
programs in WI



One of only two top-tier research  
universities recognized in  
Wisconsin by the Carnegie  
Classification of Institutions of  
Higher Education



75% of the 189,000 alumni live and  
work in Wisconsin

#1

Most Diverse City  
in Wisconsin,  
*Niche*

#2

Place to Live in Wisconsin  
*US News & World Report*

#2

Largest manufacturing  
workforce,  
*Homesnacks*

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