

# BROOKFIELD

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## Development Parcel



Jones Lang LaSalle Americas, Inc.



**HIGHLY VISIBLE +/- 2.03 ACRE DEVELOPMENT PARCEL  
365 S. MOORLAND ROAD BROOKFIELD, WISCONSIN**

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# EXECUTIVE SUMMARY

Jones Lang LaSalle Americas, Inc. ("JLL"), as sole and exclusive agent for the owner, has been retained to offer for sale to qualified investors the opportunity to acquire a highly visible +/- 2.03 acre development parcel located at 365 S Moorland Road, Brookfield, Wisconsin ("the Property"). The development site is currently excess parking for the recently renovated 388-room Sheraton Milwaukee Brookfield Hotel, which is located to the immediate south and features an indoor/outdoor pool, and 19,000 square feet of meeting space. Immediately adjacent to the site, is the new 40,000+ SF Brookfield Conference Center which opened in July 2020.

The City of Brookfield (The "City") is home to over 2,500 businesses and boasts average annual household income of \$110,000, which exceeds the average of Waukesha County by 20%. Brookfield was named the 6th best city to live in Wisconsin, according to the 2021 Niche Ratings. The City has seen an influx of new development due to strong demographics, accessibility and the resulting demand for office space, new housing, entertainment, retail and food and beverage options. Brookfield is home to the corporate headquarters of Fiserv (Nasdaq: FISV), FedEx's SmartPost Unit, and a recent \$32m expansion of the Milwaukee Tool Headquarters.





# INVESTMENT HIGHLIGHTS



## PREMIER LOCATION

Surrounded by more than 7.2 million square feet of office product and a strong retail trade area the Property offers immediate access to: Recently renovated Brookfield Square Shopping Mall, 40,000 SF Brookfield Conference Center, Westmoor Country Club, Sheraton Milwaukee Brookfield Hotel, numerous restaurant and entertainment venues.



## EXCEPTIONAL ACCESS

Immediate access to four-way interchange of I-94 and multiple points of ingress/egress along S. Moorland Road. Average daily traffic counts on I-94 exceed 117,000 vehicles and over 32,000 vehicles on S Moorland Road.



## STRONG DEMOGRAPHICS

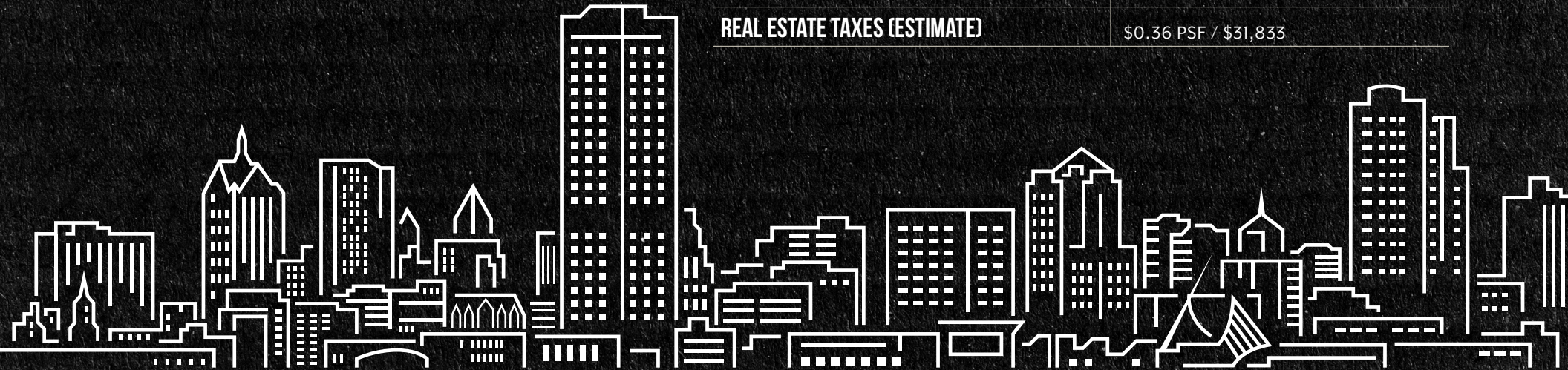
The City of Brookfield is an affluent and desirable community for families and the highly educated population to call home within the Milwaukee MSA. Average annual household income exceeds \$110,000 and 62% of residents holding bachelor's degrees.



# PROPERTY OVERVIEW

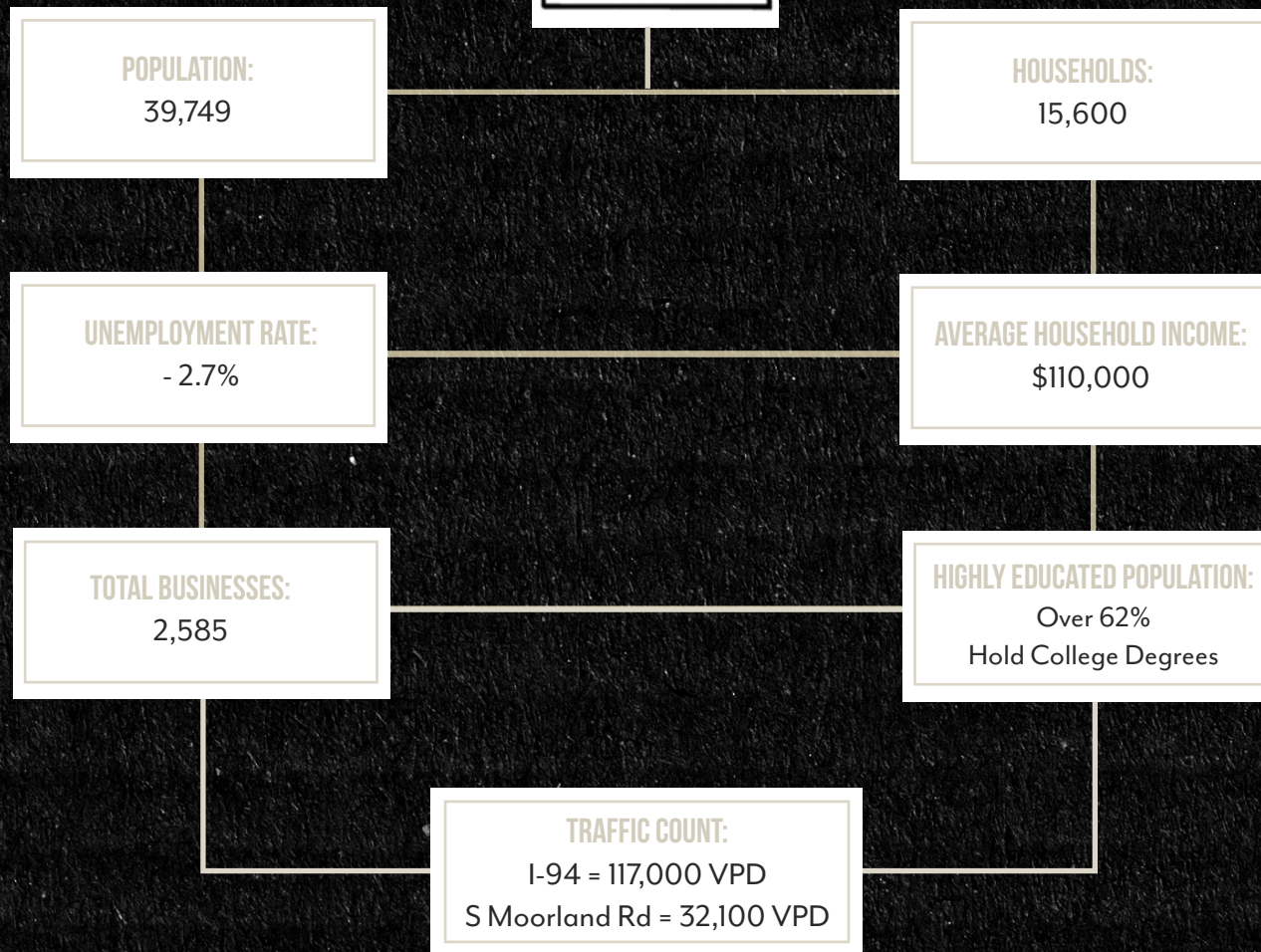
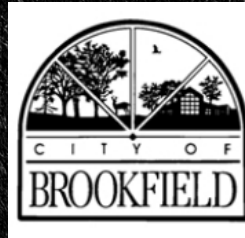
## PROPERTY SUMMARY

<b>ADDRESS</b>	365 S. MOORLAND ROAD BROOKFIELD, WI
<b>CURRENT USE</b>	EXCESS HOTEL PARKING
<b>LAND AREA</b>	88,426 SF / 2.03 ACRES
<b>FRONTAGE - SOUTH MOORLAND ROAD</b>	+/- 179 FEET
<b>TRAFFIC COUNT - SOUTH MOORLAND ROAD</b>	32,100 VPD
<b>BASE ZONING</b>	OFFICE AND LIMITED RESIDENTIAL/ COMMERCIAL DISTRICT NO.2 (O&LR/C #2)
<b>ZONING OVERLAY DISTRICT</b>	DISTRICT J CALHOUN ROAD SOUTH NEIGHBORHOOD PLAN
<b>ALLOWED USES:</b>	OFFICE, COMMERCIAL, RESIDENTIAL, RETAIL, HOTEL, MIXED-USE
<b>FLOOR AREA RATIO (O&amp;LR/C)</b>	0.3
<b>FLOOR AREA RATIO (OVERLAY DISTRICT)</b>	1.0
<b>TAX KEY</b>	BR C1141998002
<b>REAL ESTATE TAXES (ESTIMATE)</b>	\$0.36 PSF / \$31,833





# EXTRAORDINARY SURROUNDING CONSUMER **DEMOGRAPHIC PROFILE**





# ZONING OVERVIEW

The subject property is currently zoned "O&LR/C" Office and Limited Residential/Commercial District No.2 and District J in the Calhoun Road South Neighborhood Plan. Permitted uses within the district include: office, commercial, multiple-family dwelling units, retail, restaurants, hotels, theaters and mixed-use projects.

Buildings located within District J in the Calhoun Road South Neighborhood Plan district have the ability to decrease or eliminate in-place zoning district requirements. These Neighborhood Plans encourage unique development, while also achieving high quality architecture and construction. Parcels in these areas are thought to enhance or create public areas, such as plazas, tree-lined streets, and community gathering areas. The Neighborhood Plans encourage imaginative and efficient utilization of land.

## OFFICE AND LIMITED RESIDENTIAL/COMMERCIAL DISTRICT NO.2

**FAR:** 0.30

**HEIGHT REGULATIONS:** 70 FEET



## ZONING OVERLAY DISTRICT: DISTRICT J CALHOUN ROAD SOUTH NEIGHBORHOOD PLAN

**FAR:** 1.0

**HEIGHT REGULATIONS:** 100 FEET





# LOCATION OVERVIEW

BROOKFIELD SQUARE MALL

JCPenney CLUB CHAMPION H&M AKIRA  
CHAMPS SPORTS THE NORTH FACE AMERICAN EAGLE OUTFITTERS EXPRESS  
Orangetheory FITNESS COOPER'S HAWK WINERY & RESTAURANTS



WHIRLYBALL



BROOKFIELD CONFERENCE CENTER

BROOKFIELD Development Parcel

S. Moorland Road





# TRANSPORTATION OVERVIEW



**MULTIPLE POINTS  
OF INGRESS &  
EGRESS.**

**FRONTAGE  
OF +/- 179 FT**



**BROOKFIELD**  
Development Parcel

Frontage Width = +/- 179 ft

**32,100**  
Vehicles Per Day



Shopping Center Ring Road

S. Moorland Road





**BROOKFIELD**  
Development Parcel

**4-WAY  
INTERCHANGE**

**130,000**  
Vehicles Per Day

**32,100**  
Vehicles Per Day

**14 Minute Drive To  
Downtown Milwaukee**





# MILWAUKEE MSA OVERVIEW

Located on the picturesque shore of Lake Michigan Milwaukee is the largest city in Wisconsin touting an overall Metropolitan Statistical Area (“MSA”) population of approximately 1.6 million residents. Milwaukee is home to six of the states nine Fortune 500 companies, including: Northwestern Mutual, Kohl’s, Rockwell Automation, Inc and Fiserv. The City proudly supports two major sports franchises, the MLB Milwaukee Brewers and the 2021 NBA World Champion Milwaukee Bucks, celebrating their first championship in 50 years.

Known as “Brew City”, Milwaukee offers locals and visitors a variety of restaurant options from craft cocktail lounges, gastro pubs, breweries to supper clubs. The city has a thriving nightlife and entertainment scene including Potawatomi casino, The Pabst, Riverside and Miller High Life theaters to name a few. The region also hosts several festivals and fairs annually, including the Wisconsin State Fair and Summerfest known as The World’s Largest Music Festival which draws visitors from across the Midwest.

Current development in the City of Milwaukee is booming with a new \$137 million BMO Harris Bank Tower nearing completion and groundbreaking scheduled to expand the premier convention venue The Wisconsin Center to nearly 500,000 SF. Milwaukee has benefited from significant investments in public infrastructure improvements throughout the City, including the new electric streetcar called “The Hop” which covers 2.1 miles throughout downtown. The Gateway Project which carries a primary goal to improve pedestrian access from Downtown to the iconic Milwaukee Lakefront attractions. The enhanced public infrastructure includes: re-designed off ramps, conversion of one way streets into boulevard style streets, modified streets for pedestrian/bicycle only traffic and new public spaces along the lake front.

## MILWAUKEE MSA - FORTUNE 1,000 COMPANIES

Rank	Company	Location	Revenue (\$B)	Proximity to the Property (miles)
102	Northwestern Mutual	Milwaukee, WI	\$32.3	10.6
158	ManpowerGroup	Milwaukee, WI	\$20.9	11.0
165	Kohl's	Menomonee Falls, WI	\$20	7.2
311	Fiserv	Brookfield, WI	\$10.2	2.0
416	WEC Energy Group	Milwaukee, WI	\$7.5	10.7
452	Rockwell Automation Inc.	Milwaukee, WI	\$6.7	11.7
519	Harley-Davidson	Milwaukee, WI	\$5.4	8.3
630	Quad/Graphics	Sussex, WI	\$4.1	11.4
637	Snap-on	Kenosha, WI	\$4.1	45.7
785	A.O. Smith	Milwaukee, WI	\$3.0	11.2
892	REV Group	Brookfield, WI	\$2.4	0.9
946	Generac Holdings	Waukesha, WI	\$2.2	15.0

Source: Fortune 1,000 (2020 List)







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