

Capitol Drive Corridor

The City of Brookfield has established Targeted Investment Areas (TIA's) that comprise the major commercial nodes in the City. Five of our ten TIA's are located along the Capitol Drive Corridor.

From East to West:

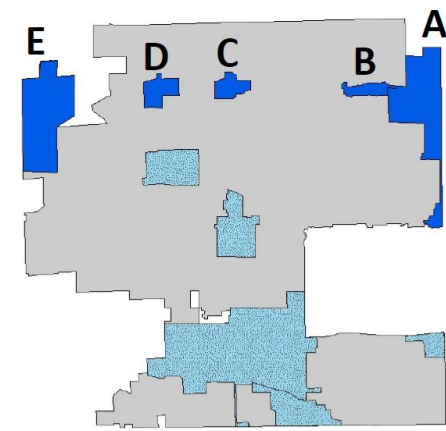
124th Street Corridor (A) – 124th Street is the eastern Gateway to Brookfield, and features a mix of retail, restaurant, service, and industrial uses. Close proximity to Interstate 41 (The Beltline) makes this a great location for companies serving the region from one central hub.

Lilly Road (B) – A neighborhood-scale node at Lilly and Capitol provides retail and service businesses, including the Wheaton Franciscan Medical Group and Children's Hospital of Wisconsin, and Wheel and Sprocket.

Calhoun Road (C) – A neighborhood shopping cluster at Calhoun includes a Pick 'N Save grocery, PNC Green Branch Bank, and other retail. Honest-1 Auto Care Service is currently under construction.

Brookfield Road (D) – Sendik's Towne Centre is a mixed use development featuring upscale retail, restaurants, services, and second floor office space. Anchored by Sendik's Fine Foods, the Centre Includes Café Manna, Jake's Burger, and North Star Bistro. A new Starbucks with a drive-thru will be built along Capitol Drive.

Northwest Gateway (E) – The Northwest Gateway includes the Gateway West Business Park, with high quality office and light industrial buildings in a park-like setting. The 26 acre Gumina Commerce Center is under development north of Capitol on Gumina Road, to provide modern light industrial space. Safro Toyota annexed into the city and built a new 70,000 square foot dealership.



Targeted
Investment
Areas



Wheaton Franciscan Medical Group



Capitol Plaza

Capitol Drive Corridor

Capitol Drive (State Highway 190) is a major arterial, providing a direct link to Milwaukee and Wauwatosa to the east, and to Pewaukee and Lake Country to the west, while also accommodating local traffic. Average daily traffic counts of up to 49,000 vehicles per day, and strong demographics create prime sites for retail, restaurant, and service uses. The Capitol Drive Corridor has 1.2 million square feet of retail, 1.2 million square feet of office, and 3.7 million square feet of industrial space. Destination retailers include home improvements and furnishings, sporting goods, fashion clothiers, and jewelers.



Safro Toyota

Demographics

	1 Mile	3 Miles	5 Miles
Population	7,707	34,521	93,576
Households	2,733	12,406	36,400
% Owner Occupied Homes	94%	88%	75%
Median Household Income	\$77,767	\$78,875	\$65,978
Average Household Income	\$99,957	\$101,714	\$82,150

*From Intersection of Calhoun and Capitol Source: Xceligent (2015)

Local Rental Rates (Per Year NNN)

	Rate
Retail Use	\$ 10 – 16.50
Office Use	\$10 - 21

Source: Xceligent (2015)

Daily Traffic Counts

Intersection	Average
Capitol Drive at 124 th Street	49,000
Capitol Drive at Brookfield Road	37,400

Source: Wisconsin DOT (2015)

Recent Developments

- 1) Restaurants
 - Chick-fil-A
 - Cousins Subs
 - Starbucks
- 2) Retail & Service
 - Safro Toyota
 - Soerens Ford
 - Honest-1 Auto Care
 - Xperience Fitness
- 3) Office
 - Adserts, Inc.
 - CC&N
 - Codeworks, Inc.
 - Doering Leasing
 - Premier Real Estate
 - Ring & DuChateau



Soerens Ford



Sendik's Towne Centre



Chick-fil-A