



• BAYSHORE •

LEADING GROWTH



RETAIL THAT EXCEEDS EXPECTATIONS.

THIS IS BAYSHORE.

Bayshore Town Center is situated in the most affluent part of Milwaukee and, in fact, the entire state of Wisconsin. For residents of this region, a mix of high-end tenants never before located in Wisconsin creates an ideal shopping alternative to traveling to Chicago. A dynamic group of quality restaurants like Bravo!, Devon Seafood Grill, Cheesecake Factory, California Pizza Kitchen, and Coa makes Bayshore an even more attractive destination.



THE FIRST OF ITS KIND

A STRONG BEGINNING

The only regional town center in all of Wisconsin, Bayshore was developed with the same smart strategy used for our other influential and successful town centers. The innovative model of thoughtfully combining shopping, dining, leisure, and residential spaces has changed Milwaukee's North Shore in big ways.

A TIME-HONORED TRADITION

In a rapidly growing city, the concept of a town center or a Main Street is often forgotten. That's exactly what the Bayshore partnership saw in Milwaukee. Bayshore was developed as the perfect place to create a modern version of a classic Main Street, bustling with families, children, shoppers, and friends.



COACH

Brooks Brothers

FOREVER 21

The Cheesecake Factory

GAP

Coldwater Creek

BRAVO!
CUCINA ITALIANA

BANANA REPUBLIC

CHICOS

H&M

J.CREW

erehwon
mountain outfitter



A CLOSER LOOK

DEMOGRAPHICS

Some of the largest employers

in the Milwaukee area include Marshall & Isley Corporation, U.S. Bank, SBC/AT&T, Northwestern Mutual Life Insurance Company, and Journal Communications.

The North Shore of Milwaukee has 100,000 households with an average household income over

\$100,000

	5 miles	10 miles	15 miles	20 miles
Population	286,732	719,395	1,055,474	1,295,280
Total daytime employment	127,107	496,194	718,696	843,965
Households	113,683	290,877	433,641	527,198
Households with an income above \$75,000	27,590	75,532	131,517	174,888
Households with an income above \$100,000	16,678	43,405	76,644	101,941
Average household income	\$62,743	\$61,358	\$64,325	\$65,641

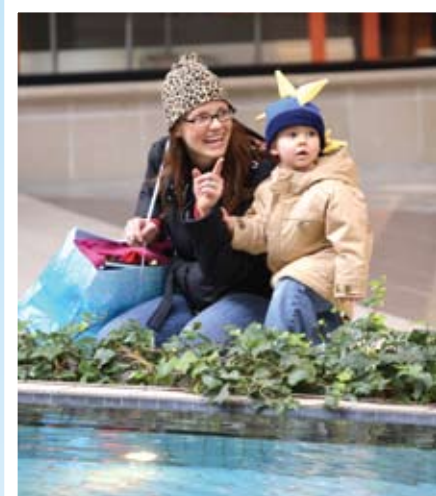
THE NUMBERS SAY IT ALL

Over 15 million visitors per year.

More than 125 retail tenants, including Apple, Brooks Brothers, Bebe, Coach, and Banana Republic.

Premier dining destination with **13 restaurants** comprising **73,456 square feet**.

9 miles north of downtown Milwaukee.



AT A GLANCE

REGIONAL ACCESS

Bayshore is located directly off Interstate 43 at Silver Springs Drive.

1.3 million square feet

MIXED-USE SPACE

113

RESIDENTIAL UNITS

 *Boston Store*

950,000 square feet

RETAIL SPACE

130,000

DAILY VEHICLE TRAFFIC

KOHL'S

SEARS

200,000 square feet

OFFICE SPACE

15 million

ANNUAL VISITORS

BARNES & NOBLE
BOOKSELLERS

KEY ANCHORS

Over 125

RETAIL STORES



GET TO KNOW BAYSHORE TOWN CENTER

Since its grand opening in November 2006, Bayshore Town Center has drawn millions of visitors annually. Bayshore Town Center is not just in the retail business; instead, it's in the place-making business. The innovative mix of retail, dining, and entertainment, paired with our signature leisure space component, creates a place for visitors to shop, gather, relax, have fun, and do everything in between.

And Bayshore Town Center isn't simply a place to eat, drink, and shop. With 200,000 square feet of office space and 113 residential apartments, Bayshore Town Center is a desirable address — an exciting, convenient place to live, work, and play.



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