

**CBRE** Hines

# 333 WATER

**HIGH PROFILE RETAIL  
OPPORTUNITY IN  
MILWAUKEE'S COVETED  
THIRD WARD**



# PROPERTY OVERVIEW

THE MOST PROMINENT BUILDING IN THE MOST DYNAMIC SHOPPING DESTINATION IN THE STATE OF WISCONSIN



## NO. OF STORIES

31



## TOTAL RSF

**RETAIL:** 10,052 RSF

**RESIDENTIAL:** 317,300 RSF

**TOTAL:** 327,352 SF



## 333 RESIDENTIAL UNITS

**STUDIOS:** 44

**CONVERTIBLES:** 43

**1-BEDROOM:** 121

**2-BEDROOM:** 99

**3-BEDROOM:** 26

450+ residents expected upon stabilization

Expected average household income over \$150,000



## RET/CAM INSURANCE

**RET:** Vertical Subdivisions  
~\$5.50 PSF

**CAM:** ~\$6 PSF

**INSURANCE:** ~\$0.75 PSF

**RETAIL SPACE: AVAILABLE NOW**

## PROJECT TIMING

### RESIDENTIAL PHASE II DELIVERY:

July 12, 2024 | Lobby, Levels 10-20  
(143 UNITS)

2024

### RESIDENTIAL FIRST UNITS: (PHASE I DELIVERY)

June 8, 2024 | Lobby, Levels 2-9  
(67 UNITS)

### RESIDENTIAL PHASE III DELIVERY:

August 15, 2024 | Lobby, Levels 21-31  
(123 UNITS)



View from Milwaukee Public Market

ST. PAUL AVE.

WATER STREET

MILWAUKEE RIVER

OUTDOOR SEATING AREA  
500 SF TOTAL

OUTDOOR SEATING AREA  
1,110 SF TOTAL



RETAIL  
5,175 SF

RETAIL  
1,621 SF

TRASH  
RM

PKG RM

RESTROOM

ENGINEER'S  
OFFICE

MAIL RM

LEASING

LOBBY

RETAIL  
3,256 SF

WATER  
METER RM

PET LOUNGE

BIKE ROOM

GENERATOR RM

SWITCHBOARD  
RM

LOADING

WE ENERGIES VAULT

ATS ROOM

PARKING GARAGE ENTRY

PARKING GARAGE EXIT

# SITE PLAN



# THE HISTORIC THIRD WARD

- The Third Ward is the epicenter of wealth in downtown Milwaukee; it ranks third most affluent amongst Milwaukee's 204 distinct neighborhoods, and the most affluent neighborhood downtown. The average household income within the Historic Third Ward is over \$150,000, exceeding the second highest downtown submarket by over 50%. In addition, 42% of married couples in the Historic Third Ward have household incomes above \$200,000 and a full 67% are over \$150,000 in total household income.
- Preferred neighborhood for young professionals, upscale families, and affluent empty nesters.
- Ranked 4th Best Arts District in America by USA Today 10Best.
- Home of the World's Largest Music Festival, Summerfest.
- Home of the 8th Best Public Market in America, according to USA Today 10Best.
- Home of the only Kimpton Hotel in Wisconsin, a Top 20 Midwest Hotel according to Conde Nast Traveler.
- Abundant convenient parking with two public parking garages with 550 stalls in each garage, public street parking throughout the Third Ward, and numerous private parking lots available to the public.
- Located directly on the Milwaukee Streetcar route with ridership of over 1,000 riders per day on average.
- Four Milwaukee County Bus Lines travel down Water Street. The Milwaukee County Transit System is one of America's best and most reliable systems.
- Home of Maier Festival Park which hosts over one million attendees annually, ranking as the seventh largest attraction in the 7-county Milwaukee area based on attendance.



11,340

EMPLOYEES

2,257

RESIDENTS

34.3

MEDIAN AGE

78.5%

BACHELOR'S DEGREE +

\$426,947

AVG CONDO VALUE

**DOMINANT TAPESTRY SEGMENT:**  
METRO RENTERS

- + highly mobile and educated
- + above average income
- + above average spending on food, apparel, and services

**DOMINANT LIFEMODE GROUP:**  
UPTOWN INDIVIDUALS

- + young, successful, adventurous, highly-educated

**DOMINANT URBANIZATION GROUP:**  
PRINCIPAL URBAN CENTER

- + Young, mobile population with a focus on style and image with liberal spending on apparel

666

BUSINESSES

1,749

HOUSING UNITS

60%

MILLENNIALS

\$151,148

AVG HH INCOME

98.6%

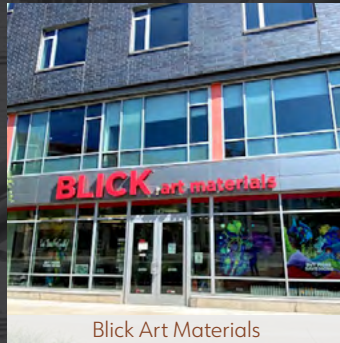
EMPLOYED POP 16+

# 180+ RETAIL BUSINESSES

The Historic Third Ward is the foremost destination for best-in-class retailers debuting their brands in Wisconsin. It is home to the first any only West Elm, Restoration Hardware, Design Within Reach, and Blick Art Materials in the State of Wisconsin. Several brands have chosen the Third Ward for their first Wisconsin locations, including Anthropologie, Lululemon, Warby Parker, UNTUCKit, Drybar, and Shake Shack.



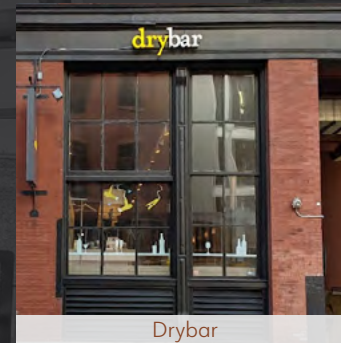
Anthropologie



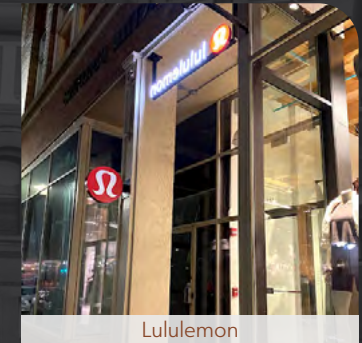
Blick Art Materials



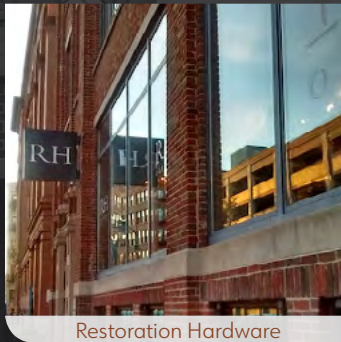
Design Within Reach



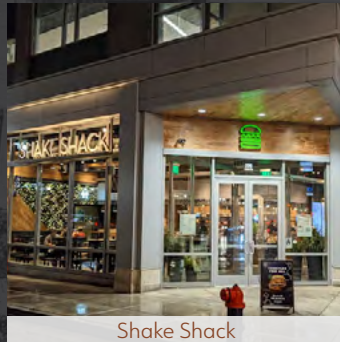
Drybar



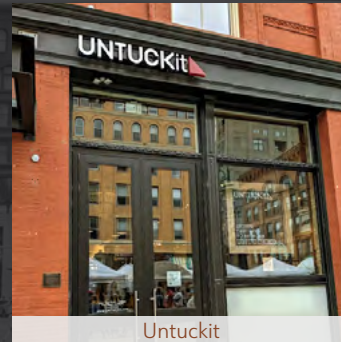
Lululemon



Restoration Hardware



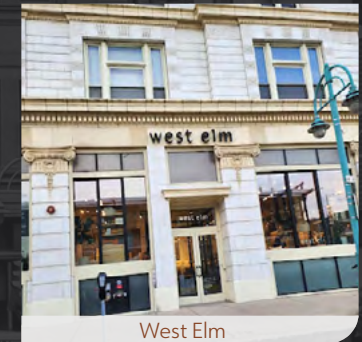
Shake Shack



Untuckit



Warby Parker



West Elm

*\*actual photos of the stores in the Third Ward, all located within two to three short blocks from 333 N Water Street*



# MILWAUKEE PUBLIC MARKET

Milwaukee Public Market is the most successful public market in the Midwest. With nearly two million attendees annually and nearly \$20mm in annual sales, Milwaukee Public Market is the third largest attraction in the 7-county Milwaukee area based on attendance, behind only Potawatomi and the Milwaukee Brewers and ahead of Fiserv Forum, the Milwaukee County Zoo, and Wisconsin State Fair.

## UNPARALLELED EXPERIENCE

Comprising over 28,000 SF and 18 specialty shops, eateries, niche groceries, and local vendors, the Milwaukee Public Market is a beloved year-round, indoor and outdoor market across the street from 333 North Water.

## EXPERIENTIAL RETAIL

Unique shopping experience where residents can grab coffee, local craft beers, truffle grilled cheese and partake in cooking and yoga classes, seasonal farmers markets, street performances, and concerts.

## REGIONAL ATTRACTION

Total annual visits exceed 2.0 million, making the Milwaukee Public Market one of the most visited attractions in the Midwest.

## IMPRESSIVE SALES

Generating \$19.9M in sales (\$1,500+ /RSF), Milwaukee Public Market's sales have doubled since 2012 (9% CAGR).

## TOP MARKET IN THE US

Recognized as a Top 8 Public Market in the US and a top attraction in the Midwest based on visitor count. If compared to the top tourist attractions in Chicago based on attendance, Milwaukee Public Market would be tied in 6th place, attracting as many visitors as Chicago's Shedd Aquarium and 300,000 more visitors per year than the Willis Tower Skydeck.



Aerial Image of Property



Interior Overview



Unparalleled Dining Destination



Outdoor Plaza



View from 333 N Water Street



Year Round Attractions



Water Street Entrance



2 MM Visitors Annually



Only modern construction in Historic Third Ward with captive residential demand



15-foot clear modern glass storefront along Water Street



New connection into popular Milwaukee Riverwalk along St. Paul Avenue



Retail access to outdoor patio along the Milwaukee Riverwalk

# 333 WATER

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# CBRE

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