

# 2.25 ACRE RETAIL OPPORTUNITY



TRANSWESTERN

REAL ESTATE  
SERVICES

## 7555 WEST MEQUON ROAD

MEQUON, WI 53092



### Information:

**DANIEL WALSH**

Executive Vice President

D 414.270.4112

C 414.313.9731

E [daniel.walsh@transwestern.com](mailto:daniel.walsh@transwestern.com)

310 W. Wisconsin Ave., Ste. ME110

Milwaukee, WI 53203

T 414.225.9700

[www.transwestern.com/milwaukee](http://www.transwestern.com/milwaukee)

# GENERAL INFORMATION

Located on the SEC of Mequon Road and Wauwatosa Road, opposite Outpost Natural Foods, the property is a perfect location to serve Mequon as well as the surrounding communities: River Hills, Cedarburg, Germantown, Menomonee Falls, Jackson, Brown Deer, and Milwaukee. This property sits within the recently established Arrival Corridor District of the City of Mequon and Mequon's Tax Increment District No. 3. As the western gateway of Mequon, the intersection is less than one mile west of the Mequon-Thiensville Town Center in a district permitting larger, higher density commercial uses previously limited in the area.

Building Description	Originally constructed in 1986 as a grocery store, this stone and frame building consists of primarily open, showroom space with dramatic volumes. Mezzanine offices above and plentiful storage in the rear. Large walk-in coolers and food grade preparation areas with tile floors and FRP walls can easily be repurposed or removed. Two loading docks and a drive-in door in the rear offer logistical flexibility.						
Area Totals	<table> <tr> <td>Ground Floor Retail</td> <td>12,983 SF (divisible)</td> </tr> <tr> <td>Mezzanine</td> <td>3,514 SF</td> </tr> <tr> <td>Attic Storage</td> <td>860 SF</td> </tr> </table>	Ground Floor Retail	12,983 SF (divisible)	Mezzanine	3,514 SF	Attic Storage	860 SF
Ground Floor Retail	12,983 SF (divisible)						
Mezzanine	3,514 SF						
Attic Storage	860 SF						
Site	Approximately 2.25 Acres. Adjacent available parcels can possibly be combined to create a larger development site of up to 10 acres.						
Sale Price	\$2,200,000						
1 <sup>st</sup> Floor Leasable Area	12,983 SF - divisible to as small as 2,000 SF Mequon Road Frontage						
Lease Rate	Negotiable						
Zoning	Arrival Corridor District – permits larger, higher density uses than in the Mequon-Thiensville Town Center Within Tax Increment District No. 3						
Parking	Currently 85 striped spaces, additional parking maybe available by restriping. The lot may also be expanded to the south. With acquisition of adjacent property.						
Loading Docks	Two (2) with levelers One (1) drive-in door						
Monument Sign	Currently on property (see photograph)						
Traffic Counts	See Attached Traffic Count Map						
Demographics (3-mile radius)	<table> <tr> <td>Total Population</td> <td>25,370</td> </tr> <tr> <td>Total Households</td> <td>10,717</td> </tr> <tr> <td>Median Disposable Income</td> <td>\$64,739</td> </tr> </table> <p>Additional demographic information included in packet</p>	Total Population	25,370	Total Households	10,717	Median Disposable Income	\$64,739
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Total Households	10,717						
Median Disposable Income	\$64,739						
Fantastic Restaurant Potential	Anchor corner of the West Mequon Dining Corridor. See restaurant market potential included herein.						

*All information is furnished from sources judged to be reliable; however, no guarantee is made as to its accuracy or completeness.*

# AERIAL MAP



- SUBJECT PROPERTY
- OTHER AVAILABLE PROPERTIES

Parcel A: Unlisted

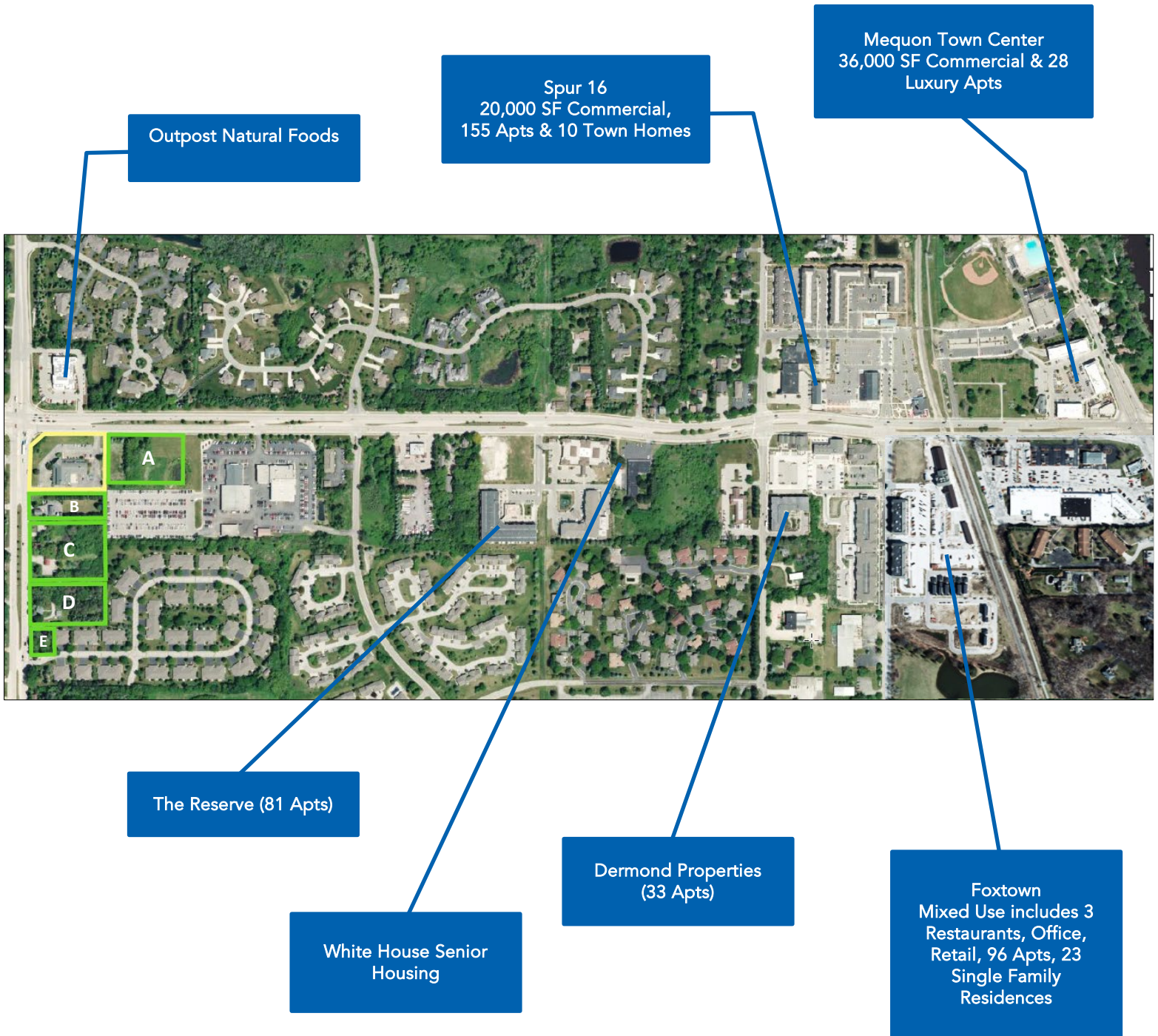
Parcel B: Listed (11126 N Wauwatosa Rd – \$499,000)

Parcel C: Listed (11110-11112 N Wauwatosa – \$798,600)

Parcel D: Listed (11044 N Wauwatosa Rd – \$459,000)

Parcel E: Unlisted

# PROXIMATE NEW DEVELOPMENT



# PHOTO GALLERY

West Wing from Entry



East Wing from East End



Entry from West Wing



# PHOTO GALLERY

Pylon Sign



Entry to Large Cooler



Entry to Small Cooler



# PHOTO GALLERY

East Wing



West Wing



Dock Doors

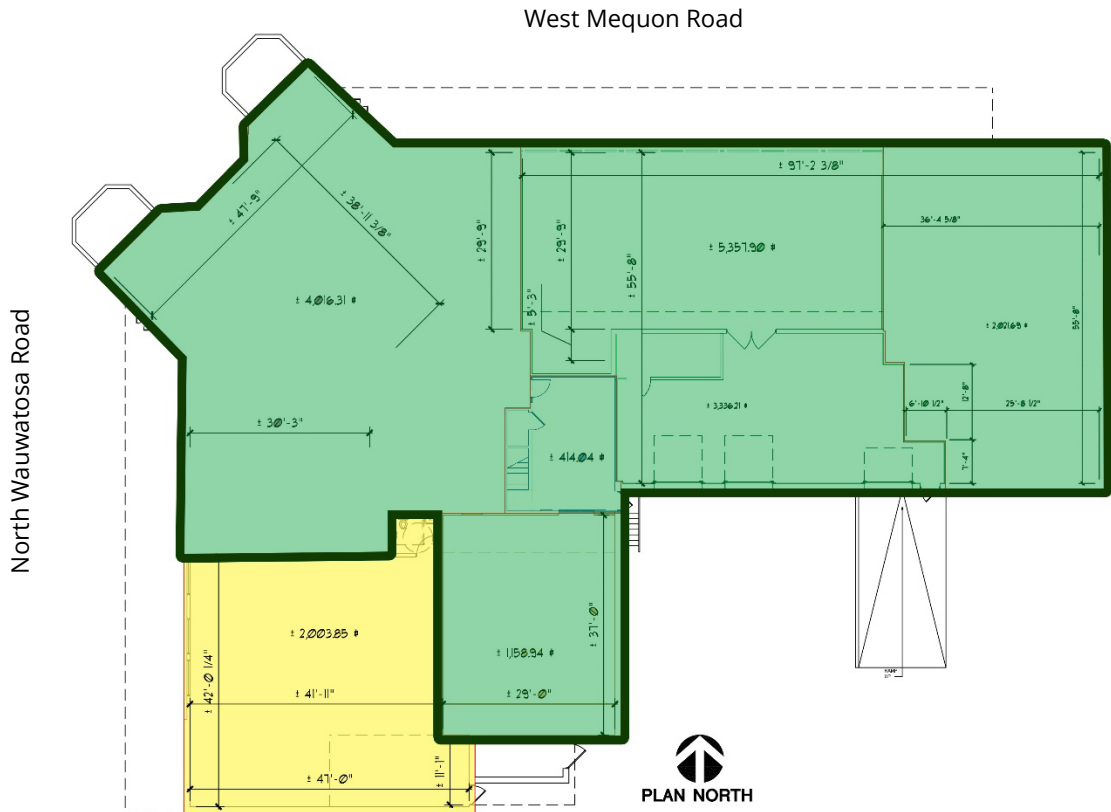


Docks / Drive-In



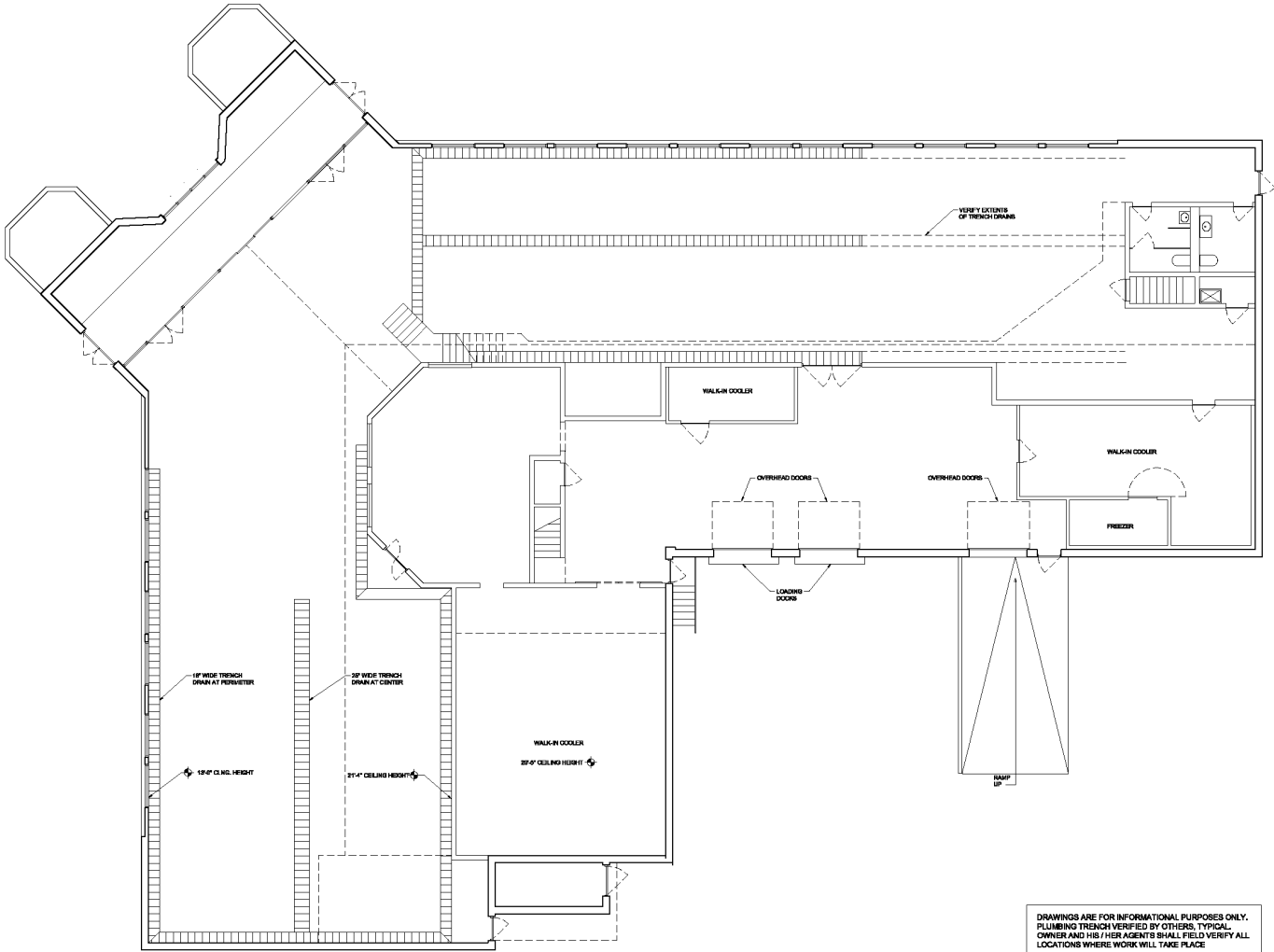
# LEASING PLAN

10,947 SF - divisible to as small as to 2,000 SF





# FLOOR PLAN – 1<sup>ST</sup> FLOOR

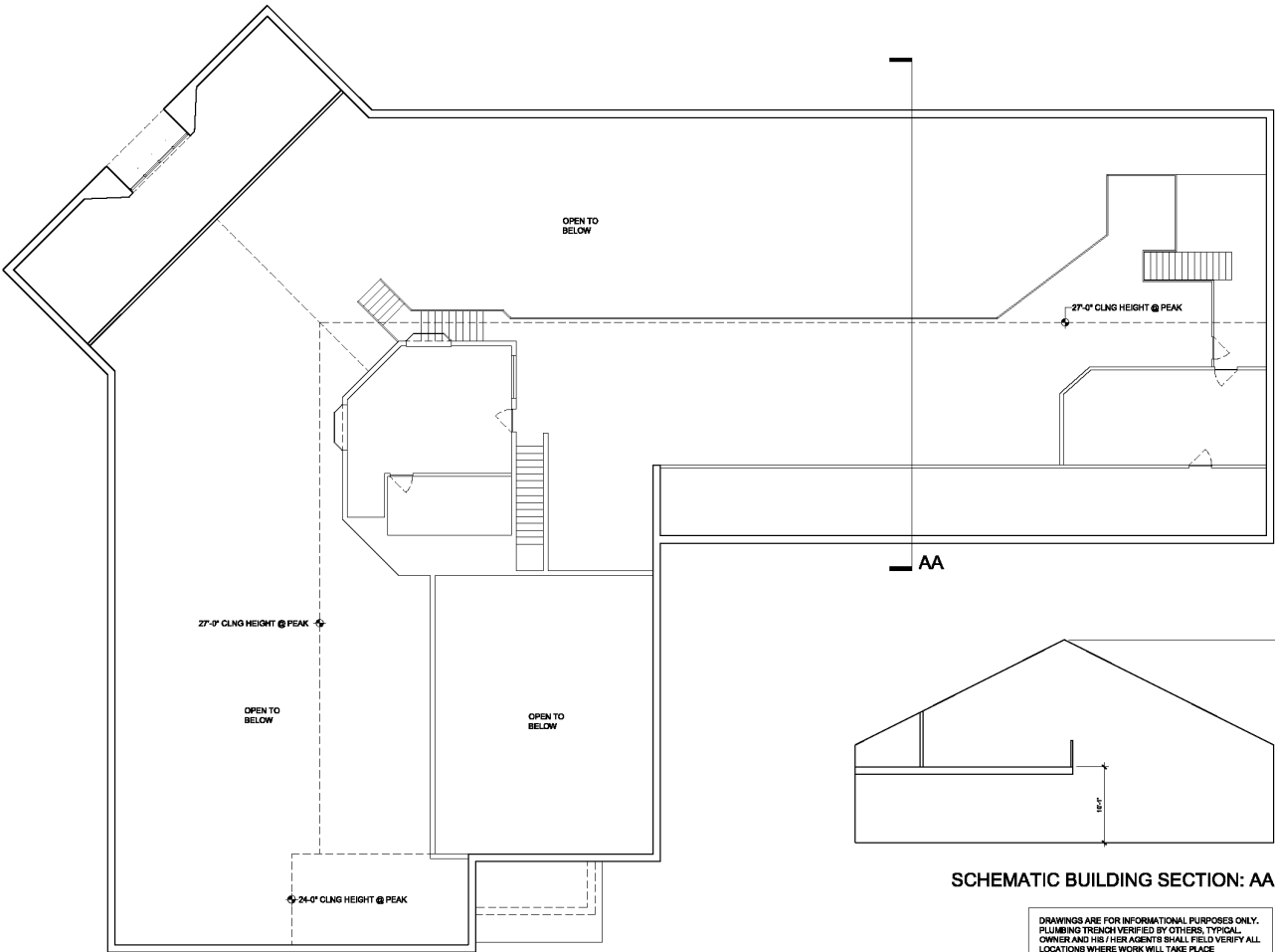


FIRST FLOOR

DRAWINGS ARE FOR INFORMATIONAL PURPOSES ONLY. PLUMBING TRENCH VERIFIED BY OTHERS, TYPICAL. OWNER AND HIS / HER AGENTS SHALL FIELD VERIFY ALL LOCATIONS WHERE WORK WILL TAKE PLACE.

7555 W. Mequon Road

# FLOOR PLAN – MEZZANINE



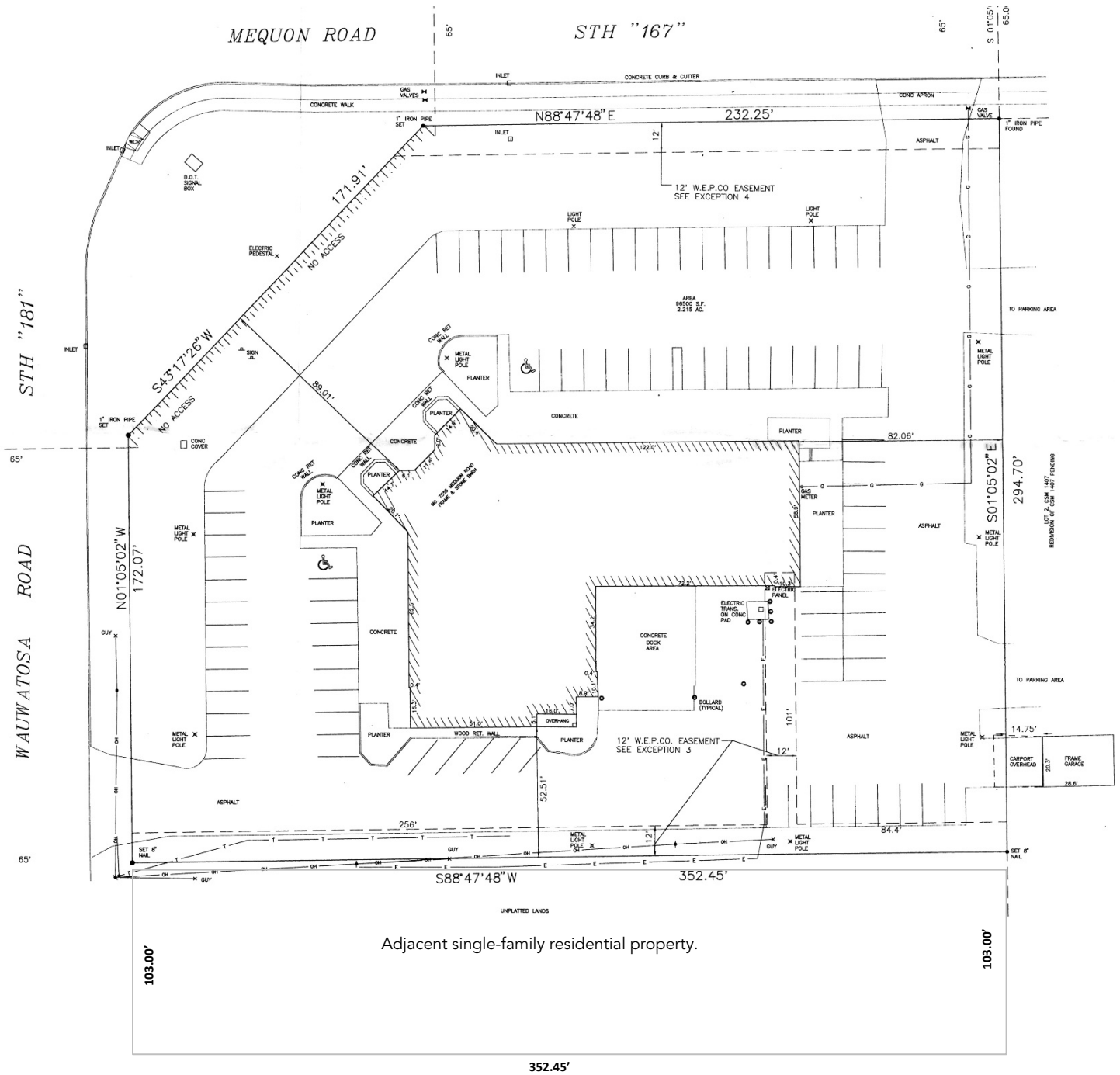
MEZZANINE LEVEL

SCHEMATIC BUILDING SECTION: AA

DRAWINGS ARE FOR INFORMATIONAL PURPOSES ONLY.  
PLUMBING TRENCH VERIFIED BY OTHERS TYPICAL.  
OWNER AND HIS / HER AGENT'S SHALL FIELD VERIFY ALL  
LOCATIONS WHERE WORK WILL TAKE PLACE

7555 W. Mequon Road

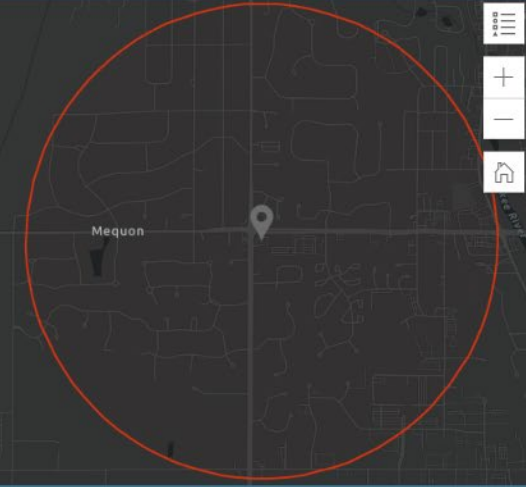
# SITE SURVEY



# DEMOGRAPHICS – 1 MILE

## DEMOGRAPHIC PROFILE

7555 W Mequon Rd, Mequon, Wisconsin, 53092.7  
Ring of 1 mile



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This infographic contains data provided by Esri. The version of the data is 2022-2023.  
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### EDUCATION

2%	10%	14%	75%
No High School Diploma	High School Graduate	Some College	Bachelor's/Grad /Prof Degree

### EMPLOYMENT

85.0%	1.8% Unemployment Rate
White Collar	
Blue Collar	
6.7%	
8.2%	
Services	

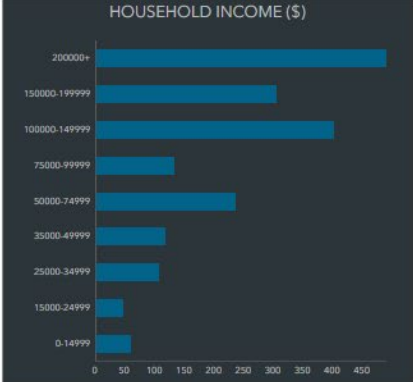
### KEY FACTS

4,572	47.5
Population	Median Age
1,892	\$102,112
Households	Median Disposable Income

### INCOME

\$126,077
Median Household Income
\$68,292
Per Capita Income
\$509,901
Median Net Worth

### HOUSEHOLD INCOME (\$)



Income Range (\$)	Count
200000+	450
150000-199999	300
100000-149999	400
75000-99999	150
50000-74999	250
35000-49999	100
25000-34999	100
15000-24999	50
0-14999	50

# DEMOGRAPHICS – 3 MILES

## DEMOGRAPHIC PROFILE

7555 W Mequon Rd, Mequon, Wisconsin, 53092 7  
Ring of 3 miles

### EDUCATION

2%	18%	21%	58%
No High School Diploma	High School Graduate	Some College	Bachelor's/Grad /Prof Degree

### EMPLOYMENT

74.1%	1.9% Unemployment Rate
White Collar	
14.8%	
Blue Collar	
11.2%	
Services	

### INCOME

\$85,912
Median Household Income
\$55,604
Per Capita Income
\$228,206
Median Net Worth

### KEY FACTS

25,359	45.3
Population	Median Age
10,772	\$70,179
Households	Median Disposable Income

### HOUSEHOLD INCOME (\$)

This infographic contains data provided by Esri. The vintage of the data is 2023, 2020. © 2024 Esri

# DEMOGRAPHICS – 5 MILES

## DEMOGRAPHIC PROFILE

7555 W Mequon Rd, Mequon, Wisconsin, 53092 7

Ring of 5 miles

### EDUCATION

4%	No High School Diploma
21%	High School Graduate
24%	Some College
52%	Bachelor's/Grad /Prof Degree

### EMPLOYMENT

70.2%	White Collar
17.0%	Blue Collar
12.8%	Services
2.2%	Unemployment Rate

### INCOME

\$80,442	Median Household Income
\$51,815	Per Capita Income
\$212,901	Median Net Worth

### HOUSEHOLD INCOME (\$)

### KEY FACTS

75,327	Population
42.8	Median Age
31,011	Households
\$65,239	Median Disposable Income

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REAL ESTATE SERVICES

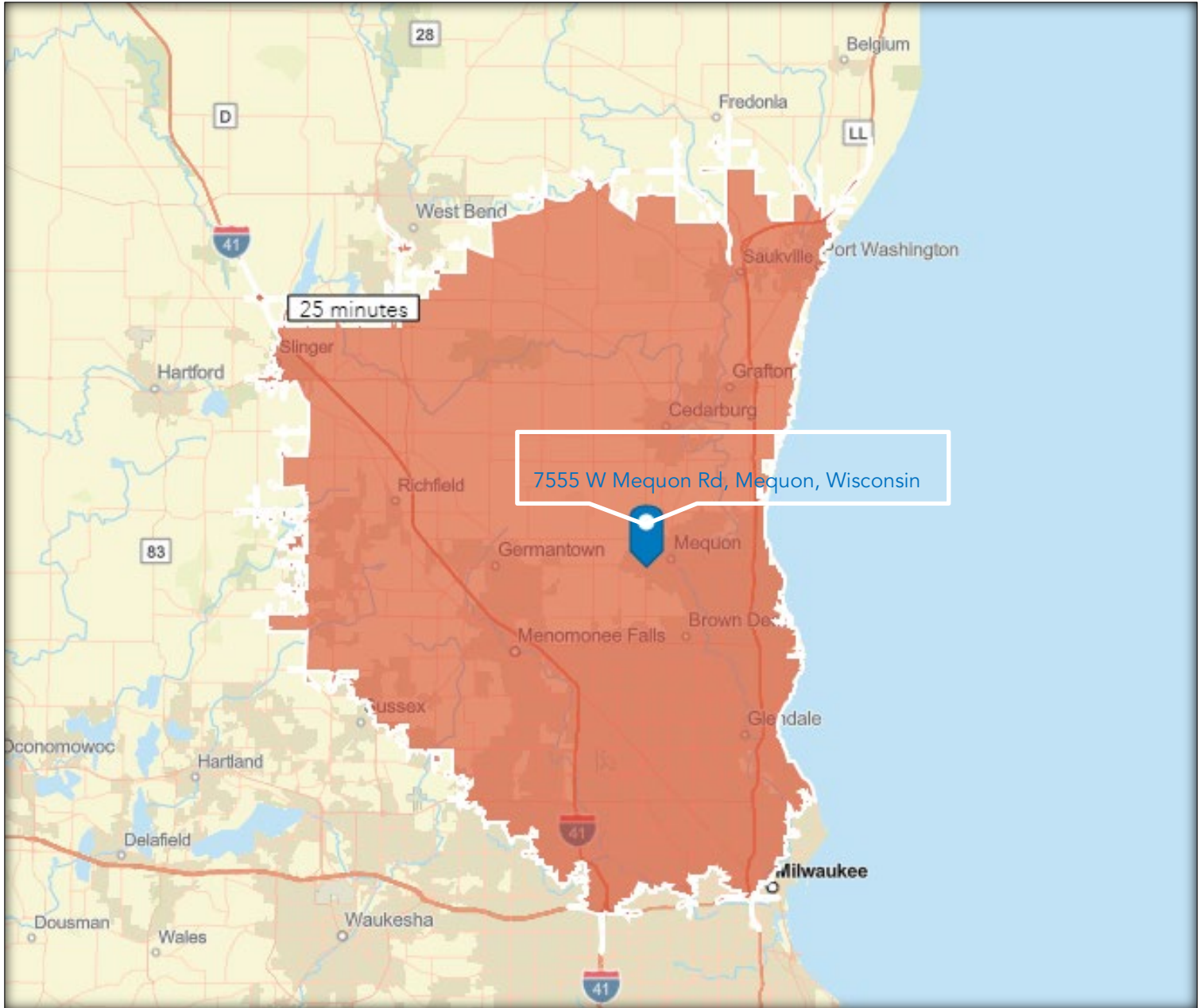
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# West Mequon Dining Corridor

- Café Hollander and Collectivo blaze the trail in 2015 at the Mequon Town Center
- Mr. B's a Bartolotta Steakhouse joined the area in 2017
- Mequon Public Market at Spur 16 opened in 2019
  - Featuring:
    - Aloha Poke
    - Good City Brewing
    - Falafel Guys
    - Café Corazon
    - Happy Dough Lucky
    - La Terre
    - Purple Door
    - Santorini Grill
    - Screaming Tuna
- St. Paul Fish Company opened its doors in 2019
- Foxtown Brewing opened in 2019 and the entire Foxtown Project will be complete in 2023.



# 25-MINUTE DRIVE TIME MAP



7555 WEST MEQUON ROAD  
MEQUON, WI



# TRAFFIC COUNT MAP



# RESTAURANT MARKET POTENTIAL

## 25-MINUTE RADIUS



### Restaurant Market Potential

7555 W Mequon Rd, Mequon, Wisconsin, 53092 6  
 7555 W Mequon Rd, Mequon, Wisconsin, 53092  
 Drive time: 25 minute radius

Prepared by Esri  
 Latitude: 43.22103  
 Longitude: -88.00271

Demographic Summary		2023	2028
Population		611,255	613,264
Population 18+		467,501	473,601
Households		249,587	252,906
Median Household Income		\$64,292	\$74,328

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	308,228	65.9%	100
Went to Family Restaurant/Steak House 4+ Times/30 Days	99,239	21.2%	103
Spent \$1-30 at Family Restaurant/Steak House/30 Days	32,353	6.9%	104
Spent \$31-50 at Family Restaurant/Steak House/30 Days	40,077	8.6%	100
Spent \$51-100 at Family Restaurant/Steak House/30 Days	69,194	14.8%	100
Spent \$101-200 at Family Restaurant/Steak House/30 Days	41,902	9.0%	92
Spent \$201+ at Family Restaurant/Steak House/30 Days	22,995	4.9%	100
Spent \$1-100 at Fine Dining Restaurants/30 Days	13,566	2.9%	97
Spent \$101-200 at Fine Dining Restaurants/30 Days	10,859	2.3%	100
Spent \$201+ at Fine Dining Restaurants/30 Days	9,425	2.0%	101
Went for Breakfast at Family Restaurant/Steak House/6 Mo	49,149	10.5%	103
Went for Lunch at Family Restaurant/Steak House/6 Mo	71,415	15.3%	94
Went for Dinner at Family Restaurant/Steak House/6 Mo	199,171	42.6%	98
Went for Snacks at Family Restaurant/Steak House/6 Mo	7,618	1.6%	116
Went on Workday to Family Restaurant/Steak House/6 Mo	139,278	29.8%	100
Went on Weekend to Family Restaurant/Steak House/6 Mo	165,668	35.4%	97
Went to Applebee's/6 Mo	66,841	14.3%	107
Went to Bob Evans/6 Mo	11,714	2.5%	111
Went to Buffalo Wild Wings/6 Mo	38,035	8.1%	100
Went to California Pizza Kitchen/6 Mo	5,886	1.3%	90
Went to Carrabba's/6 Mo	10,398	2.2%	114
Went to The Cheesecake Factory/6 Mo	29,579	6.3%	102
Went to Chili's Grill & Bar/6 Mo	40,759	8.7%	97
Went to Cracker Barrel/6 Mo	43,388	9.3%	95
Went to Denny's/6 Mo	24,968	5.3%	94
Went to Golden Corral/6 Mo	14,418	3.1%	105
Went to IHOP/6 Mo	32,607	7.0%	98
Went to Logan's Roadhouse/6 Mo	8,437	1.8%	104
Went to Longhorn Steakhouse/6 Mo	28,195	6.0%	109
Went to Olive Garden/6 Mo	62,183	13.3%	98
Went to Outback Steakhouse/6 Mo	34,720	7.4%	106
Went to Red Lobster/6 Mo	32,437	6.9%	112
Went to Red Robin/6 Mo	23,289	5.0%	99
Went to Ruby Tuesday/6 Mo	9,013	1.9%	116
Went to Texas Roadhouse/6 Mo	49,956	10.7%	100
Went to T.G.I. Friday's/6 Mo	12,401	2.7%	121
Went to Waffle House/6 Mo	22,773	4.9%	111
Went to Fast Food/Drive-In Restaurant/6 Mo	423,667	90.6%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	183,824	39.3%	101
Spent \$1-10 at Fast Food Restaurant/30 Days	19,816	4.2%	103
Spent \$11-20 at Fast Food Restaurant/30 Days	42,542	9.1%	108
Spent \$21-40 at Fast Food Restaurant/30 Days	78,861	16.9%	102
Spent \$41-50 at Fast Food Restaurant/30 Days	43,856	9.4%	101
Spent \$51-100 at Fast Food Restaurant/30 Days	94,826	20.3%	99
Spent \$101-200 at Fast Food Restaurant/30 Days	52,497	11.2%	91
Spent \$201+ at Fast Food Restaurant/30 Days	22,383	4.8%	92
Ordered Eat-In Fast Food/6 Mo	90,259	19.3%	94

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.  
**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

January 24, 2024

# RESTAURANT MARKET POTENTIAL

## 25-MINUTE RADIUS



### Restaurant Market Potential

7555 W Mequon Rd, Mequon, Wisconsin, 53092 6  
 7555 W Mequon Rd, Mequon, Wisconsin, 53092  
 Drive time: 25 minute radius

Prepared by Esri  
 Latitude: 43.22103  
 Longitude: -88.00271

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	64,385	13.8%	103
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	268,332	57.4%	98
Ordered Take-Out/Walk-In Fast Food/6 Mo	104,420	22.3%	100
Bought Breakfast at Fast Food Restaurant/6 Mo	165,563	35.4%	102
Bought Lunch at Fast Food Restaurant/6 Mo	245,359	52.5%	98
Bought Dinner at Fast Food Restaurant/6 Mo	251,083	53.7%	99
Bought Snack at Fast Food Restaurant/6 Mo	59,351	12.7%	95
Bought from Fast Food Restaurant on Weekday/6 Mo	302,501	64.7%	99
Bought from Fast Food Restaurant on Weekend/6 Mo	240,630	51.5%	98
Bought A&W/6 Mo	9,080	1.9%	94
Bought Arby's/6 Mo	82,837	17.7%	99
Bought Baskin-Robbins/6 Mo	13,243	2.8%	91
Bought Boston Market/6 Mo	9,969	2.1%	110
Bought Burger King/6 Mo	133,548	28.6%	102
Bought Captain D's/6 Mo	15,924	3.4%	122
Bought Carl's Jr./6 Mo	16,348	3.5%	74
Bought Checkers/6 Mo	17,687	3.8%	153
Bought Chick-Fil-A/6 Mo	156,119	33.4%	102
Bought Chipotle Mexican Grill/6 Mo	78,953	16.9%	105
Bought Chuck E. Cheese's/6 Mo	6,614	1.4%	136
Bought Church's Fried Chicken/6 Mo	21,818	4.7%	144
Bought Cold Stone Creamery/6 Mo	13,072	2.8%	99
Bought Dairy Queen/6 Mo	67,048	14.3%	95
Bought Del Taco/6 Mo	12,160	2.6%	79
Bought Domino's Pizza/6 Mo	74,698	16.0%	99
Bought Dunkin' Donuts/6 Mo	74,956	16.0%	108
Bought Five Guys/6 Mo	48,333	10.3%	106
Bought Hardee's/6 Mo	24,968	5.3%	104
Bought Jack in the Box/6 Mo	22,679	4.9%	72
Bought Jersey Mike's/6 Mo	34,599	7.4%	103
Bought Jimmy John's/6 Mo	30,142	6.4%	110
Bought KFC/6 Mo	83,691	17.9%	103
Bought Krispy Kreme Doughnuts/6 Mo	34,354	7.3%	107
Bought Little Caesars/6 Mo	54,008	11.6%	99
Bought Long John Silver's/6 Mo	11,501	2.5%	104
Bought McDonald's/6 Mo	235,167	50.3%	100
Bought Panda Express/6 Mo	51,184	10.9%	90
Bought Panera Bread/6 Mo	63,449	13.6%	106
Bought Papa John's/6 Mo	40,442	8.7%	107
Bought Papa Murphy's/6 Mo	16,832	3.6%	100
Bought Pizza Hut/6 Mo	58,315	12.5%	101
Bought Popeyes Chicken/6 Mo	72,484	15.5%	111
Bought Sonic Drive-In/6 Mo	53,127	11.4%	96
Bought Starbucks/6 Mo	89,052	19.0%	93
Bought Steak 'N Shake/6 Mo	15,107	3.2%	110
Bought Subway/6 Mo	99,786	21.3%	99
Bought Taco Bell/6 Mo	127,617	27.3%	100
Bought Wendy's/6 Mo	129,677	27.7%	106
Bought Whataburger/6 Mo	23,699	5.1%	86
Bought White Castle/6 Mo	15,747	3.4%	136
Bought Wing-Stop/6 Mo	17,052	3.6%	108

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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## 25-MINUTE RADIUS

