

COMMERCIAL MARKET DEMOGRAPHIC REPORT

Subject Property: 1028 E. Juneau Ave, Milwaukee, WI 53202

Trade Area: 1.5-Mile Radius with Micro-Market Integration

Executive Summary

The commercial trade area surrounding 1028 E. Juneau Ave represents one of the most economically dynamic, high-density urban environments in the State of Wisconsin. By expanding the market analysis to a 1.5-mile radius, the profile captures an estimated 71,000 residents across distinct lifestyle segments: a hyper-educated young professional core, an influx of high-earning corporate commuters, and an affluent luxury residential enclave. This combination provides commercial operators with an ideal balance of daytime corporate traffic and resilient evening/weekend residential spending.

Micro-Market Drivers & Economic Anchors

The true commercial viability of this site is driven by two powerful economic engines located within the 1.5-mile trade boundary: a major corporate expansion and a premium luxury residential corridor.

The Corporate Daytime Engine: Northwestern Mutual Campus Expansion

Northwestern Mutual's ongoing \$500 million transformation of its downtown headquarters directly shifts the daytime consumer landscape of the trade area.

- **Workforce Influx:** The modernization of the 18-story North Building consolidates operations, permanently moving ~2,000 corporate employees from suburban campuses into the downtown core.
- **The Daytime Multiplier:** This creates an immediate surge in weekday foot traffic. Commercial operators can capture significant revenue via fast-casual dining, corporate catering, specialty coffee, and after-hours corporate entertainment.
- **Premium Hospitality Infusion:** Northwestern Mutual's conversion of the historic University Club into Hotel Laureum (a 35-room luxury boutique hotel) alongside its new public plaza infrastructure injects high-budget business travelers directly into the local ecosystem.

The Wealth Residential Anchor: Gold Coast Luxury Corridor

Situated along the scenic bluffs of Prospect Avenue and Astor Street, just blocks from the subject property, sits Milwaukee’s historic Gold Coast neighborhood.

- **High-Net-Worth Demographics:** This micro-pocket introduces an affluent, equity-rich resident profile that contrasts with the broader trade area's younger renter base. Multimillion-dollar penthouses within properties like The Knickerbocker on the Lake anchor a population of executives, empty-nesters, and established dual-income professionals.
- **Recession-Resilient Spending:** This segment provides local businesses with reliable, year-round purchasing power. They heavily patronize fine dining, boutique wellness, artisan grocery formats, and high-end personal services.

Core Demographic Profile

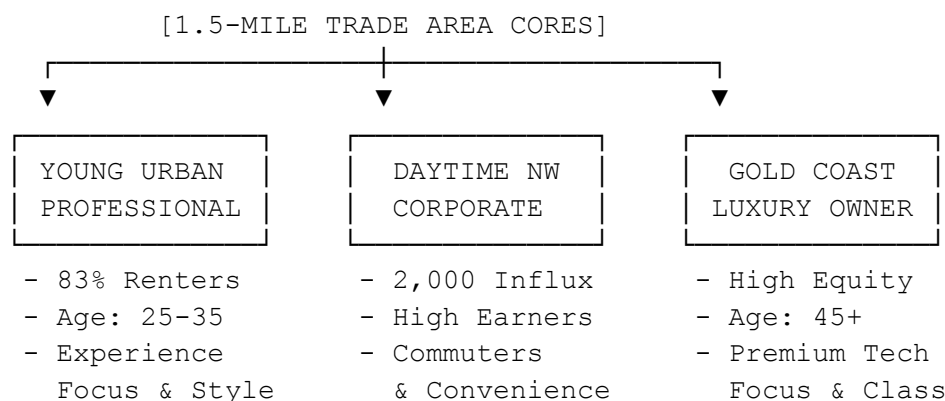
The aggregated metrics across the 1.5-mile trade area reflect an urban workforce profile characterized by high mobility, high educational attainment, and a heavy concentration of single-to-two-person households.

Demographic Metric	Trade Area Value (1.5-Mile Radius)	Strategic Commercial Implication
Estimated Population	~71,000 Residents	High-volume customer base capable of supporting diverse retail concepts.
Median Age	31.1 Years	Skews heavily toward early-adopting, experience-driven millennial and Gen-Z consumers.
Median Household Income	\$48,150	Moderated by student housing pockets, but masks highly concentrated wealth in specific sectors.
College Educated (Degree+)	53.5%	Signals a sophisticated consumer base with high demand for premium services and specialty retail.

Housing Split (Owner/Renter)	17% Owner / 83% Renter	High-density urban renting indicates low maintenance lifestyles and high discretionary spending on dining out.
Average Household Size	1.5 Persons	Dominance of single professionals and couples; reduces demand for family retail, maximizes solo services.

Consumer Segmentation & Target Matrix

To maximize market capture, commercial tenants must align their operations with the three distinct consumer personas operating simultaneously within this 1.5-mile radius.



Segment 1: The Young Urban Professional (Renter Core)

- **Characteristics:** Ages 25–35, highly educated, tech-focused, hyper-mobile (Walk Score: 89, Bike Score: 87).
- **Capture Strategy:** Convenience-driven tech integration (app-based ordering, quick pick-up), fitness/wellness concepts, and social/experiential nightlife.

Segment 2: The Corporate Commuter (Northwestern Mutual Influx)

- **Characteristics:** High-earning white-collar professionals, present primarily Monday–Friday, 7:00 AM – 6:00 PM.
- **Capture Strategy:** Premium breakfast and lunch formats, corporate accounts, professional networking spaces, and upscale happy hour environments.

Segment 3: The Affluent Homeowner (Gold Coast Consumer)

- **Characteristics:** Empty-nesters, luxury condo owners, high disposable income, permanent neighborhood stakeholders.
- **Capture Strategy:** Fine dining options, concierge/delivery retail services, boutique curation, and premium home/personal goods.

Commercial Viability Assessment

The combination of dense student housing to the west, intensive white-collar corporate density to the south, and wealth accumulation to the east creates a dual-engine trade area.

The location is highly insulated from traditional retail downturns due to its multi-tiered demand structure: daytime corporate traffic fuels breakfast and lunch volumes, while the dense renter base and affluent Gold Coast residents sustain evening, weekend, and holiday retail performance.