



NBA Milwaukee Bucks - Deer District Phase Two

Milwaukee, Wisconsin

Hunden Partners completed a market demand and highest and best use analysis for the remaining parcels available for redevelopment in Milwaukee's Deer District surrounding the Fiserv Forum stadium. Fiserv Forum, a 714,000-square foot sports and entertainment facility, is home to the NBA's Milwaukee Bucks and Marquette Men's Basketball.

Hunden studied the following potential mix of uses for the six available parcels of land:

- Office,
- Live-work residential,
- Entertainment,
- Retail and restaurant,
- Hotel, and
- Outdoor market.

A master plan was completed for the Deer District in January 2019. Hunden's analysis built off of the findings and recommendations gathered during that process. Hunden presented the Client with market-driven recommendations for the optimal mix of uses across the six parcels. Hunden also prepared detailed demand and financial projections for each of the recommended uses. The team is moving forward with Hunden's comprehensive mixed-use recommendations, including eight different transformative uses.

Client Contact: CAA ICON & the Milwaukee Bucks

Time Period: 2021 - 2022