

FOR LEASE

70,125 SF TOTAL RETAIL SPACE
16,645 SF OF INLINE SPACE (7,406 SF AVAILABLE)
(1) 1/2-ACRE OUTLOT FOR LEASE OR SALE
MILWAUKEE, WISCONSIN





FOR LEASE

7,604 SF OF RETAIL AND 1 LOT
MILWAUKEE, WISCONSIN

Units available for lease ranging from: 1,113 – 2,462 SF

FOR LEASE

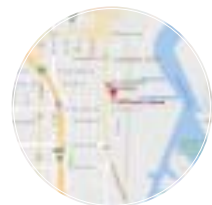
UP TO 7,604 SF RETAIL AND (1) 1/2-ACRE LOT
MILWAUKEE , WISCONSIN

Freshwater Plaza is adjacent to the inner harbor, located between Rockwell Automation and the rail corridor. This prime development is the gateway to the UWM School of Freshwater Sciences, one of the most highly publicized developments within the Milwaukee Water Corridor, as well as the Inner Harbor. Freshwater Plaza is a catalyst for the neighborhood and is anchored by Cermak Fresh Market, the only full service grocery store near the inner harbor, and is conveniently situated between the Third Ward and Bay View neighborhoods, with higher quality of shopping and local flair.



CONTACT

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LOCATION

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GENERAL INFORMATION

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UP TO 7,604 SF AND 1 LOT
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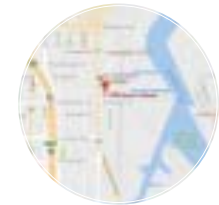
Retail Space Available	Greenfield Ave. Frontage – 7,604 SF Outlot 2 (South) – 1/2 acre		
Estimated NNN Expenses	\$9.50 / psf		
Walk Score	78 - Very Walkable		
Transit Score	54 - Good Transit Accessibility		
Delivery	NOW Leasing		
Traffic Counts	1st Street 18,516 VPD Greenfield Avenue 4,853 VPD		
Demographics:	<u>1 Mile</u>	<u>3 Miles</u>	<u>5 Miles</u>
Estimated Population	18,557	186,525	414,445
Estimated Employees	12,425	123,509	201,255
Estimated Households	6,521	73,574	165,565
Estimated Average Income	\$35,293	\$35,584	\$39,359
Awards	2016 CARW Deal of the Year, 2017 Metropolitan Milwaukee Sewerage District (MMSD) Green Luminaries, 2018 Milwaukee Business Journal CRE, 2018 Daily Reporter Top Project		

*Source: 2017 TrafficMetrix (Co-Star)
** Source: Co-Star 2017



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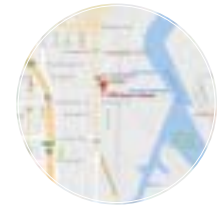
SITE PLAN

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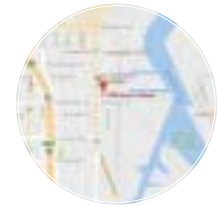
PHOTOS

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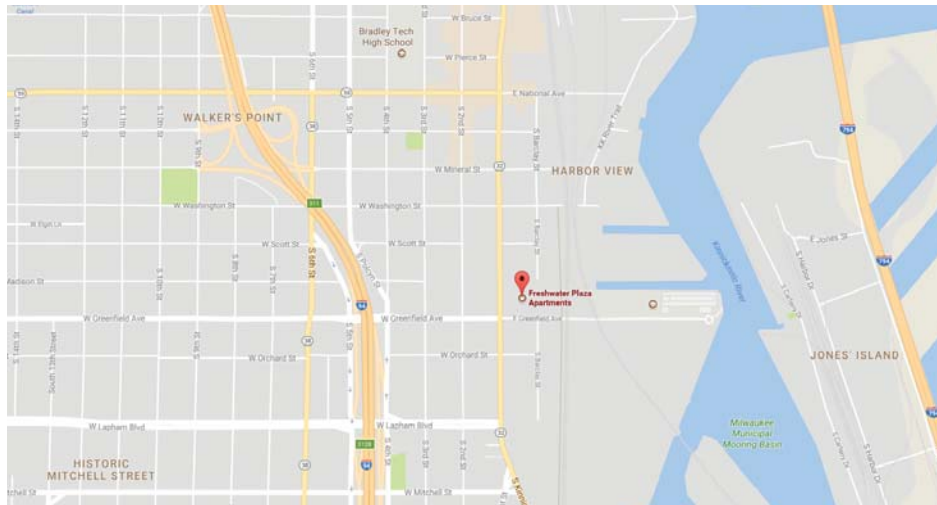
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WALKER'S POINT

This historically industrialized area, is emerging as an exciting and diverse commercial/entertainment district. The namesake "Walker's Point" is rich in history and dates back to the 1800's to one of the founding fathers' of Milwaukee, George Walker, a Virginian fur-trader who later gained title to the area now known as Walker's Point. As an influential business and political leader, Walker established a cabin and warehouse within the area that spurred additional industrialization. Harbor and railway spur access made for prime conditions for other manufacturers to locate here. George served as the Mayor of Milwaukee for two terms during which time he promoted railroad ventures and built the city's first street car line.

Railway lines as well as the KK River Trail act as an eastern backdrop as does the famous Hoan Bridge, UW-Milwaukee School of Fresh Water Sciences, Lake Michigan and the Harbor District. To the west the famed Rockwell Automation and the former Allen Bradley Company Clock and its 2,300 employees continue to prosper and support the community. Freshwater Plaza includes Freshwater Apartments with 76-residential units and 16,645 SF of ground floor retail. Retail tenants to date include: LyLy Nails & Spa, Great Clips, Jimmy John's, Tribeca GalleryCafe & Books, Sprint™ and the UPS Store™. The first two phases of this development are complete and includes a Cermak Fresh Market and general lifestyle amenities. The second phase of this development includes two additional retail buildings with Sherwin-Williams starting construction on their new 3,500 SF facility on the north out lot in August.



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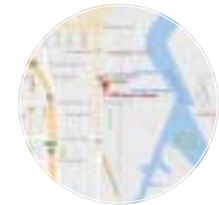
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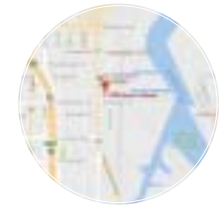


- Purple – Bars
- Pink – Antiques
- Blue – Lodging/Transport
- Orange – Farmer's Markets
- Yellow – Dining
- Green – Tours/Attractions



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This area is known for its rich culture and urban foodie following. It is home to a large number of establishments within close walking distance including:

- | | | |
|---------------------------|-------------------------|--------|
| La Merenda | Crazy Water | C.1880 |
| MODIVA | Braise | |
| La Fuente | Purple Door | |
| Botanas | Smyth | |
| Chez Jacques | Hinterland | |
| Conejitos | Engine Company Number 3 | |
| The National Café | Cielito Lindo | |
| Screamin' Tuna | O'Lydia's | |
| Drink Wisconsinly | Steny's | |
| Zaks | Brenner Brewing | |
| Milwaukee Brewing Company | | |

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BROKER DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS

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1 Prior to negotiating on your behalf the brokerage firm, or an agent associated
2 with the firm, must I provide you the
3 following disclosure statement:
4 **DISCLOSURE TO CUSTOMERS** You are a customer of the brokerage firm
5 (hereinafter Firm). The Firm is either an agent
6 of another party in the transaction or a subagent of another firm that is the
7 agent of another party in the transaction. A
8 broker or a salesperson acting on behalf of the Firm may provide brokerage
9 services to you. Whenever the Firm is
10 providing brokerage services to you, the Firm and its brokers and
11 salespersons (hereinafter Agents) owe you, the
12 customer, the following duties:
13 (a) The duty to provide brokerage services to you fairly and honestly.
14 (b) The duty to exercise reasonable skill and care in providing brokerage
15 services to you.
16 (c) The duty to provide you with accurate information about market
17 conditions within a reasonable time if you request
18 it, unless disclosure of the information is prohibited by law.
19 (d) The duty to disclose to you in writing certain Material Adverse Facts about
20 a property, unless disclosure of the
21 information is prohibited by law (see lines 42-51).
22 (e) The duty to protect your confidentiality. Unless the law requires it, the
23 Firm and its Agents will not disclose your
24 confidential information or the confidential information of other parties (see
25 lines 23-41).
26 (f) The duty to safeguard trust funds and other property held by the Firm or
27 its Agents.
28 (g) The duty, when negotiating, to present contract proposals in an objective
29 and unbiased manner and disclose the
30 advantages and disadvantages of the proposals.
31 Please review this information carefully. An Agent of the Firm can answer your
32 questions about brokerage services,
33 but if you need legal advice, tax advice, or a professional home inspection,
34 contact an attorney, tax advisor, or home
35 inspector. This disclosure is required by section 452.135 of the Wisconsin
36 statutes and is for information only. It is a
37 plain-language summary of the duties owed to a customer under section
38 452.133(1) of the Wisconsin statutes.
39 **CONFIDENTIALITY NOTICE TO CUSTOMERS** The Firm and its Agents
40 will keep confidential any information given to the
41 Firm or its Agents in confidence, or any information obtained by the Firm and
42 its Agents that a reasonable person
43 would want to be kept confidential, unless the information must be disclosed
44 by law or you authorize the Firm to
45 disclose particular information. The Firm and its Agents shall continue to keep
46 the information confidential after the
47 Firm is no longer providing brokerage services to you.
48 The following information is required to be disclosed by law:
49 1. Material Adverse Facts, as defined in Wis. Stat. § 452.01 (5g)
50 (see lines 42-51).

30 2. Any facts known by the Firm or its Agents that contradict any information
31 included in a written inspection
32 report on the property or real estate that is the subject of the transaction.
33 To ensure that the Firm and its Agents are aware of what specific information
34 you consider confidential, you may
35 list that information below (see lines 35-41) or provide that information to
36 the Firm or its Agents by other means. At a
37 later time, you may also provide the Firm or its Agents with other Information
38 you consider to be confidential.
39 CONFIDENTIAL INFORMATION: _____
40 _____
41 _____
42 NON-CONFIDENTIAL INFORMATION (the following information may be
43 disclosed by the Firm and its Agents): _____
44 _____
45 _____
46 _____ (Insert information you authorize to be disclosed,
47 such as financial qualification information.)
48 **DEFINITION OF MATERIAL ADVERSE FACTS**
49 A "Material Adverse Fact" is defined in Wis. Stat. § 452.01 (5g) as an Adverse
50 Fact that a party indicates is of such
51 significance, or that is generally recognized by a competent licensee as being
52 of such significance to a reasonable
53 party, that it affects or would affect the party's decision to enter into a
54 contract or agreement concerning a transaction
55 or affects or would affect the party's decision about the terms of such a
56 contract or agreement.
57 An "Adverse Fact" is defined in Wis. Stat. § 452.01 (1e) as a condition or
58 occurrence that a competent licensee
59 generally recognizes will significantly and adversely affect the value of the
60 property, significantly reduce the structural
61 integrity of improvements to real estate, or present a significant health risk to
62 occupants of the property; or information
63 that indicates that a party to a transaction is not able to or does not intend
64 to meet his or her obligations under a
65 contract or agreement made concerning the transaction.
66 **NOTICE ABOUT SEX OFFENDER REGISTRY** You may obtain information
67 about the sex offender registry and persons
68 registered with the registry by contacting the Wisconsin Department of
69 Corrections on the Internet at
70 <http://www.doc.wi.gov> or by telephone at 608-240-5830.

Wangard Partners, Inc

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