

THE SoHi BUILDING



Central location, ample space, elegant and timeless design, a growing market and business district, and a strong support environment all converge to make the SoHi Building a unique opportunity for profitable growth. If you're looking to make a compelling statement and grow your business, you should carefully consider the SoHi Building.

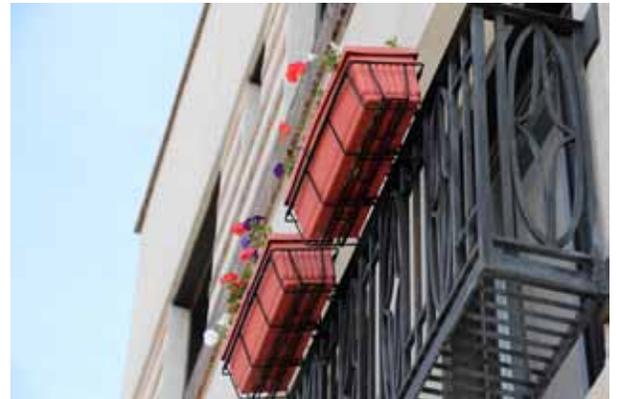


The SoHi Building

The SoHi Building is conveniently located on the corner of 27th and Wells Streets in the SoHi District, the heart of Milwaukee's Near West Side, only a five-minute drive to Downtown and nearby access to I-94.

The vintage 1915 SoHi Building, with its highly visible, main street and corner location, has been completely restored to its original character and beauty with all the comforts and amenities that quality businesses require. Wrought iron balconies and entrance canopies inspired by the building's original style, imposing storefronts with tall windows, classic limestone base walls and complementary lighting combine to create an elegant and timeless feel.

The first floor of the 9,000 square-foot, three-story building will be leased for quality retail use – to include a restaurant, café or coffee shop along with fashion, office supply or printing businesses – with office space on upper floors leased to law, PR, insurance, accounting, IT consulting, architectural or engineering firms, or healthcare providers. Convenient surface parking is adjacent to the building.



Building Summary

The interior design and mechanical systems provide ample capacity, which can be tailored to the tenant's needs.

Basics

- Three-story elevator building with 9,000 gross sf
- 1st floor: 5,000 gross sf, divisible into 2 or 3 tenant spaces – one 1,700 sf tenant space already built with two ADA bathrooms
- 2nd floor: 2,000 gross sf with one tenant being optimal
- 3rd floor: 2,000 gross sf with one tenant being optimal
- Structure: steel, masonry, and wood frame
- Exterior finish: masonry and stucco
- Flat roofing with TPO sheathing
- Adjacent off-street parking available

Features

- Complete rebuild of street and sidewalks
- Wrought iron balconies
- Wrought iron entry canopies
- 3rd floor: hardwood floors and original doors and woodwork

Mechanicals – All New

- HVAC
- New, high-capacity water service
- Fully sprinkled
- 1,200 Amp/ 3 phase electrical service
- Natural gas
- Multiple broadband access options



FIRST FLOOR: Imposing storefronts with tall windows, classic limestone base walls and complementary lighting combine to create an elegant and timeless feel.



SECOND FLOOR: Intended for office use, the second floor offers classic office space that can be built to suit.



THIRD FLOOR: Intended for office use, the third floor offers a loft feel with hardwood floors and original doors and woodwork.

The SoHi District

In 2005, North 27th Street from I-94 to Highland Boulevard was designated as the SoHi District and a priority area for investment. Since then, investments on North 27th Street, traditionally a business center, have included a complete rebuild of sidewalks and streets, construction of an 50,000 square-foot State office building, the SoHi Building and SoHi Lofts rehabs, and several other commercial rehab projects.

The SoHi District is quickly emerging as an important center for public and private investment on Milwaukee’s Near West Side. Its resurgence has been accelerated by the revival of surrounding residential and commercial neighborhoods including Downtown Milwaukee, Avenues West, the Concordia Historic District, Merrill Park, and the Menomonee River Valley. Stakeholders leading redevelopment efforts include Avenues West Association, Avenues West Business Improvement District, Marquette University, Penfield Children’s

Center, Potawatomi, AT&T, Miller Brewing, and Harley Davidson – in addition to 30,000 residents and 17,000 employees working in more than 900 area businesses.

Demographic Information Within a One-Mile Radius	
Source: Applied Geographic Solutions, 2013	
Total population in one-mile radius from 760 N. 27th Street:	30,460
Population density per square-mile in one-mile radius from 760 N. 27th Street:	9,701
Median age:	30.8
Median household income:	\$27,400
Percentage of renter-occupied homes:	85.4%

AREA HIGHLIGHTS

1. Miller Park
2. Miller Brewing
3. Harley-Davidson
4. Mitchell Park Domes
5. AT&T
6. Ambassador Hotel
7. Marquette University

SoHi District

SoHi Building ■



Economic Highlights

Data sources: Applied Geographic Solutions, 2013;
Wisconsin Department of Transportation

Population growth: 2.8% projected 2018 vs. 2013

Total employers/employees: 926/17,191

Percentage change in household income: +8.8%
projected 2018 vs. 2013

Purchasing power per square mile: \$81,207,325

Area Highlights & Traffic Generators

Main Employers

AT&T, Ambassador Hotel, American Red Cross, Aurora Health Care, Blood Center of Wisconsin, Harley Davidson, Marquette University, Miller Brewing, Milwaukee Center for Independence, Milwaukee County, Penfield Children's Center, State of Wisconsin.

Attractions

Mitchell Park Domes, Menomonee Valley Corridor, Miller Park, Historic Concordia and Cold Spring Park Historic Districts, Concordia Campus development, Pabst Mansion, Eagles Ballroom, Irish Cultural & Heritage Center, and more.

Main Highways

North 27th Street, Wisconsin Avenue, I-94.

Traffic counts

27th Street – 16,940 avg. in corridor
Cross Streets – St. Paul 12,800. Clybourn 6,000.
Wisconsin 15,000. Wells 5,300. State 5,200.
Highland 15,200.

What Consumers Want

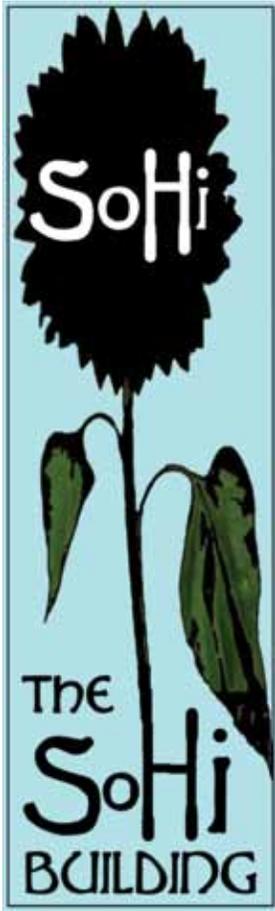
Consumers within a one-mile radius of the SoHi District want restaurants (pizza, breakfast, and others), coffee shops, quality grocery stores, and specialty retail stores. (Source: Hennessy Group, Inc. Surveys and Research, 2005-2013).



Vision for the SoHi District

A prestigious location, large numbers of young professionals choosing to live on the Near West Side, and strong stakeholder support make the SoHi District an important center of community and economic activity in Milwaukee. Residents, visitors and people who work in the area will frequent the SoHi District to dine, recreate, and purchase goods and services.

With its historic feel, a variety of ethnic restaurants and an animated outdoor life, the SoHi District will bring the same charm and vibrant commerce that Smith Street brings to Brooklyn or Rue Cler to Paris.



Vision for the SoHi Building

Demand for quality retail and office space will be on the rise as more small businesses and retail establishments, particularly restaurants, move to the District. As the prime quality retail and office space in the area, the SoHi Building will become the hub of the neighborhood, a first choice for residents and visitors to connect and do business.

Building Management

Hennessy Group, developer and manager of the SoHi Building, is a real estate company operating since 1987. Hennessy Group develops, owns and manages high-quality residential and commercial properties in the Near West Side neighborhoods and the Westtown neighborhood in Downtown Milwaukee.

Hennessy Group's success is based on dedication, excellent customer service, and superior maintenance. John Hennessy, who directs operations at Hennessy Group, makes his office adjacent to the

SoHi Building to ensure that the building and its tenants receive prompt attention.

For more information and associated leasing opportunities, please contact:

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Additional information may be found at:
www.hennessygroup.net