

MARKETING MEMORANDUM

FOR LEASE | Signature Restaurant & Boutique Retail Space

1028 E. Juneau Ave, Unit 100 | The Knickerbocker on the Lake, Milwaukee, WI 53202

Property Overview

Positioned on the ground floor of the historic, landmark **Knickerbocker on the Lake** Condominium, Unit 100 presents an exceptional opportunity to custom-design a premier hospitality or retail venue within the vibrant Yankee Hill urban corridor.

This commercial space features an immediate, captive customer base of on-site luxury condominium residents and hotel guests. It is strategically surrounded by dense urban residential developments, thriving downtown commerce, and iconic lakefront anchors—situated just blocks from the sprawling **Northwestern Mutual campus**, **Goldcoast condos**, the **Milwaukee Art Museum**, and **Lake Michigan**. Offered as a highly adaptable renovation space, this location allows a visionary operator to execute a bespoke concept while capitalizing on robust, built-in foot traffic generated by on-site occupants, visitors, and affluent downtown professionals.

Value Propositions & Customization Opportunity

- **Blank Canvas Buildout:** Delivered ready for complete customization, enabling operators to seamlessly execute a bespoke restaurant, upscale café, artisanal bakery, high-volume catering hub, or luxury retail boutique.
- **Tenant Improvement Incentives:** The Knickerbocker on the Lake Condominium Association is committed to partnering with compatible, qualified tenants, offering structural incentives for the replacement, upgrade, and repair of central HVAC and mechanical systems.
- **Flexible Layout & Large Patio:** Features an expansive, open floor plan equipped with an oversized bar and commercial kitchen framework. A massive, dedicated outdoor patio provides an invaluable seasonal revenue multiplier.
- **Expansion Potential:** Maximize operational efficiency with a separate 558 SF room located directly across the hall—perfectly suited for private dining, secondary prep space, secure inventory storage, or administrative offices.
- **Built-In Target Audience:** Capitalize on highly stable foot traffic driven by on-site luxury condo owners, steady overnight hotel visitors, and upscale neighborhood locals seeking daily dining and retail conveniences.
- **Corporate & Cultural Anchors:** Benefit from close proximity to major economic drivers, situated just blocks from the sprawling Northwestern Mutual corporate headquarters, Lake Michigan waterfront parks, and dense business corridors.

Lease Structure & Financial Summary

Space Component	Square Footage	Base Rent (Annual)	Base Rent (Monthly)	Base Rate / SF
Main Space (Unit 100)	3,443 SF	\$70,000.00	\$5,833.33	~\$20.33 / SF
Expansion Space (Across Hall)	558 SF	\$7,500.00	\$625.00	~\$13.44 / SF
Total Combined Footprint	4,001 SF	\$77,500.00	\$6,458.33	~\$19.37 / SF

- **Lease Structure:** Modified Gross Lease.

- **Initial Term:** 5 Years.
 - **Additional Expenses:** CAM, Utilities, and Real Estate Taxes (~\$20.33/SF for the main space) are **additional expenses billed on top of the base lease rates** shown above.
 - **Additional Amenities:** Includes access to a large seasonal outdoor patio space (not calculated in base square footage).
-

Exclusive Listing Broker Contact

For additional property data, detailed floor plans, or to coordinate a private tour of the premises, please contact:

Judy Hearst, Broker Associate | **Coldwell Banker Realty**

■ **Phone:** (414) 702-2064 | ■ **Email:** judy.hearst@cbexchange.com

***Legal Disclaimer:** The information contained in this Marketing Memorandum has been obtained from sources believed reliable, including the landlord/condominium association. Broker makes no guarantee, warranty, or representation regarding information.*