S.J. Renard
RENARD REALTY GROUP

CONFIDENTIAL OFFERING MEMORANDUM

# 610 S. Broadway

*Green Bay,Wisconsin*

**Multi-Tenant Building - FOR LEASE ONLY**

| | |
|---|---|
| BUILDING | 23,858 SF |
| SUITES | 6 |
| SITE | 0.74 AC |

Presented by **Shane Renard**
Principal Broker · Renard Realty Group
Construction Provided by:

INVESTPRO CONSTRUCTION

PREPARED 2026

NOTICE

# Confidentiality & Disclaimer

This Confidential Offering Memorandum (the "Memorandum") has been prepared by Renard Realty Group ("Broker") to assist prospective tentants in evaluating the property at 610 S. Broadway Street, Green Bay, Wisconsin (the "Property"). It is delivered on a confidential basis for the exclusive use of the recipient.

By accepting it, the recipient agrees to hold its contents in strict confidence; not to copy or distribute it without prior written consent of Broker and owner; to return it upon request and not to contact the Property's tenants, lenders, or vendors directly except through Broker.

Information herein was obtained from sources believed reliable, including ownership's rent roll and operating-expense schedule, and has not been independently verified by Broker.

This Memorandum is *not an offer to sell* or a solicitation of an offer to creates no agency relationship.
Owner reserves the right to reject any or all rental offers, to withdraw the Property at any time, and to negotiate with one or more parties. Prospective lessee should consult their own legal, tax, financial and engineering advisors.

BUILD CAPABILITY — INVESTPRO CONSTRUCTION

Repositioning, tenant-improvement build-out, and capital scopes referenced herein can be delivered in-house through **InvestPro Construction**, the affiliated commercial general-contracting division allowing a lessee to underwrite build-out and concession value at lessee cost.

# Table of Contents

# 01 SECTION ONE
# Executive Summary

*A 23,858 Sq.Ft., two-level multi-tenant building on the South Broadway corridor six available suites, elevator-served, with competitive rents at the corridor strike zone and a clearly-defined value-add path for your business.*

**Renard Realty Group presents 610 S. Broadway, offering six demised suites plus a commercial kitchen and interior garage for lease.**

**Five suites lease up to $16.26 per square foot is the building's defined mark-to-market opportunity based on local comps.**

# 02 SECTION TWO Property Overview


PRIMARY FRONTAGE & ENTRY — 610 S. BROADWAY

610 S. Broadway is a mid-century commercial building of masonry and structural-steel construction — a brick-and-stone storefront base beneath a standing-seam metal-panel upper facade. Originally a single large-format retail box, it has been adaptively reused as a six-suite multi-tenant building over two levels, served by a passenger elevator.

Shared infrastructure includes a commercial kitchen (1,620 SF across both floors), an interior garage bay, and four HVAC units under an annual maintenance program. Clerestory ribbon windows wrap the upper facade above a recessed central glass entry.

## PROPERTY FACTS

Address: **610 S. Broadway St.**
City / County: **Green Bay · Brown Co., WI**

Gross Building Area: **23,858 SF**

Leasable (6 suites + kitchen): **16,540 SF**

Stories: **2 + elevator**

Suites: **6**

Parcel ID (Brown Co. GIS): **2-811**

Lot Size: **32,431 SF · 0.74 AC**

Construction: **Masonry / steel; metal panel**

HVAC: **(4) units · maint. contract**

Life Safety: **Sprinkler & extinguisher**

Parking: **On-street + on-site / garage**

### CONSTRUCTION NOTE

The metal-panel facade and storefront base offer a high-impact, lower-cost cosmetic reposition. InvestPro Construction can scope facade refresh and white-box build-outs to lift suites toward the upper Broadway strike zone.

SECTION THREE

# Property Imagery

STREETWALL LOOKING NORTH ALONG S. BROADWAY TOWARD THE MASON STREET VIADUCT

CORNER AT THE MASON STREET OVERPASS — ARTERIAL VISIBILITY

SOUTH BROADWAY CORRIDOR & RAIL CROSSING — DISTRICT BEYOND

# Site, Parcel & Aerial


BROWN COUNTY GIS — SUBJECT PARCEL 2-811 OUTLINED; PRINTED 6/5/2026

## PARCEL & SITE

| | |
|---|---|
| Parcel | 2-811 |
| Lot Area | 32,431 SF |
| Acreage | 0.74 AC |
| Frontage | S. Broadway St. |
| Rail | Active line adjacent |

## ADJACENT OWNERSHIP

Immediate neighbors include Transformation House Holding LLC, ICS Properties LLC, and Dyno Properties LLC. Notably, several adjacent parcels are held by the Redevelopment Authority of the City of Green Bay a meaningful signal of public investment intent in the surrounding blocks.

### WHY THE CORNER MATTERS

Direct S. Broadway frontage at the Mason Street viaduct delivers arterial-grade visibility uncommon for in-district product, while keeping the walkable On Broadway character that supports tenant retention.

# 05 SECTION FIVE Tenancy & Rent Roll

**Six demised suites. In-place base rent plus CAM/NNN.**

| SUITE | | AREA (SF) | % SUITES | RENT / SF | M O NTHLY | CAM/NNN | Total: |
|---|---|---|---|---|---|---|---|
| Suite 1 | | 1,439 | 6.03% | $13.50 | $1,618.88 | $713.55 | $2,149.34 |
| Suite 2 | Can Adjoin w/4 | 3,627 | 15.20% | $13.50 | $4,080.38 | $1,516.59 | $5,417.41 |
| Suite 3 | | 928 | 3.89% | $14.00 | $1,082.67 | $525.23 | $1,424.76 |
| Suite 4 | Can Adjoin w/2 | 4,324 | 18.12% | $13.50 | $4,864.50 | $1,772.60 | $6,458.47 |
| Suite 5 | | 2,476 | 10.38% | $15.00 | $2,785.50 | $1,093.82 | $3,698.24 |
| Kitchen Suite | | | | | | | By the Hour |
| | | 23,858 Total | | Market Rate | | | |

The commercial kitchen (1,620 SF — 912 ground / 708 upper) is billed hourly and not carried as fixed suite rent above. Interior garage included for rent as well. Suite areas sum to the demised total; the balance of the 23,858 SF gross building is common area, HVAC, and mechanicals billed and reconciled annual in Q4.

06 SECTION SIX

# Operating Expenses & Recoveries

**Operating costs are structured to pass through to tenants triple-net charges (taxes, insurance, building utilities) plus CAM allocated pro-rata by leased area.**

## TRIPLE-NET (NNN) CHARGES

| ITEM | Included | Not Included |
|---|---|---|
| Gas / Electric | | X |
| Owners Prop. Insurance | X | |
| Property Taxes | X | |
| Security | X | |
| Water | | X |
| *Tenant(s) are responsible for their own utilities. | | |

*Included in NNN charges are reflected above.

## COMMON-AREA MAINTENANCE

| ITEM | Included | Not Included |
|---|---|---|
| Administration Fee | X | |
| Snow / Lawn | X | |
| Repairs / Maintenance | X | |
| HVAC Maintenance | X | |
| Elevator | X | |
| Trash / Janitorial | X | |
| Fire Ext. & Sprinklers | X | |
| *Scheduled Maintenance. Not included in base rent. | | |

*CAM charges are reflected above. Tenants CAM charges include the items listed above.

### RECOVERY STRUCTURE

NNN charges are paid per month at a % of which is reflected on pg. 5 and all utilities will be billed to tenants directly from services providers. CAM is allocated pro-rata by share of leased space (as reflected on pg. 5) with a 5% vadministration fee. Property management is currently absorbed by ownership (self-managed). *Outside Garage, Kitchen Space & Unit#3 will be billed by the owner separatley. NNN & CAM will be subject to reconciliation at end of quarter 4.

07 SECTION SEVEN

# Market Overview

The Green Bay market shows stable asking rents, constrained urban-core inventory, and a clear premium for buildings in the 'On Broadway District'. Metro commercial rents average ~$14/SF; office clusters at $12–$16/SF.
The Broadway corridor commands a character premium over suburban product while trading below Class A downtown towers the middle-tier position 610 S. Broadway occupies.

### GREEN BAY COMMERCIAL — ASKING-RENT BANDS

| SEGMENT | LOW | AVERAGE | HIGH | BASIS |
|---|---|---|---|---|
| Office (metro) | $12.00 | $16.00 | $16.00+ | Mod. Gross |
| Retail (metro) | $12.00 | $13–15 | $43.00 | NNN / MG |
| All Commercial (metro) | $7.00 | $14.00 | $43.00 | Mixed |
| Class A Downtown Office | $16.00 | $18–20 | $22.00+ | Mod. Gross |
| Broadway — Ground Frontage | $14.00 | $17.00 | $20.00 | Mod. Gross |
| Broadway — 2nd-Floor Office | $11.00 | $13.00 | $16.00 | Mod. Gross |

Source: Renard Realty Group synthesis of LoopNet, CommercialCafe, CityFeet, and Realmo listing data plus direct transaction observation. The subject's in-place suite rents ($15.68–$16.26/SF) sit at the upper edge of the ground-frontage band — evidence the rent roll is at market, not above it.

### ON BROADWAY DISTRICT

A designated Main Street America program area of 100+ independent businesses, anchored by the Green Bay Public Market and Leicht Memorial Park, with active programming, streetscape investment, and historic-preservation momentum. Demand depth translates into shorter time-to-lease and lower vacancy churn than comparable suburban product.

### PRICING DRIVERS

- Character premium over suburban strip product
- Frontage tier — ground floor leads the band
- Condition — white-box adds $2–$4/SF
- Demand depth — faster lease-up, lower churn

# 08 SECTION EIGHT Location & Access

SOUTH BROADWAY CORRIDOR — CONNECTIVITY NORTH TOWARD DOWNTOWN & THE PUBLIC MARKET

## LOCATIONAL DRIVERS

01 Broadway frontage at the Mason Street viaduct — arterial-grade exposure and direct access to the WIS-172 / Fox River crossing corridor.

02 South end of the On Broadway District — walkable character with a modest discount to the core; the corridor's value entry point.

03 Rail-served block an active line abuts to select service users.

04 Redevelopment Authority adjacency public ownership of neighboring parcels signals planned reinvestment .

05 Minutes to downtown — the Fox River, City Deck, and CBD lie just north along Broadway.

## TRADE AREA — GREEN BAY

| | |
|---|---|
| City population | ~106,300 |
| Metro (MSA) population | ~336,800 |
| City median HH income | $66,206 |
| Metro median HH income | ~$79,876 |
| Median age | 36 |
| Median home value | $207,200 |

U.S. Census / ACS (2024–2025). S. Broadway and Mason Street daily traffic volumes are available via the WisDOT count map (TCMap) and should be verified for site-specific underwriting.

SUBJECT AT THE MASON STREET OVERPASS — HIGH-VISIBILITY HARD CORNER

# 09 SECTION NINE Contact

*To schedule a tour of 610 S. Broadway, contact the exclusive listing team.*


RENARD REALTY GROUP

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INVESTPRO CONSTRUCTION

**Affiliated GC Division**

Tenant-improvement build-out, facade and capital repositioning, and white-box scopes delivered at contractor cost letting a purchaser underwrite repositioning economics with confidence.