MARKETING MEMORANDUM

FOR LEASE

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

Restaurant/Bakery/Coffee Bar/Catering or Boutique Retail Space

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

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**

- **Additional Amenity**: Includes access to a large seasonal outdoor patio space (not calculated in base square footage).
- **Lease Structure**: Modified Gross Lease.
- **Initial Term**: 5 Years.
- **Additional Expenses**: CAM, Utilities, and Real Estate Taxes **additional expenses billed on top of the base lease rates**

The tenant is responsible to the Association for the following:

- Base Rent: $70,000 per year $5,833.33 per month
- Their percentage responsibility based on square footage:
  - 4,001 sq ft of 14,074 sq ft is 28%
- Property tax: 28% of the property tax bill which is currently (based on 2025 tax bill) $13,926.60 (subject to change)
  - The tenant is responsible for $3,899.45 annually
- Common utilities: 28% of the common utilities which is currently $31,687.00 annually (subject to change)
  - The tenant is responsible for $8,872.36 annually
- Separately metered utilities: 100%
- Trash & recycling: 50% if there is one restaurant tenant; 33 1/3% if there are two restaurant tenants, which is currently $9,765.96 annually (subject to change)
- Insurance (if allocated or billed separately), and currently it is not
- 28% of any special assessments assessed to unit 100
- Maintenance requested by the tenant performed by the Association by its maintenance staff

Exclusive Listing Broker Contact

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

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