

Founders 3 Real Estate Services Announcement – Hardware HQ

Founders 3 Real Estate Services - Commercial Division (F3) announced today that it has been awarded the leasing assignment for Hardware HQ, an office conversion project located at 1303 N. Vel R. Phillips Dr. Milwaukee, WI.

Purchased in 2015 by Wired Properties and Phalen Development, the building formerly served as an Ace Hardware Store for over 25 years. Prior to that, it was home to the Charles H. Stehling Company, a major player in Milwaukee's tanning industry.

Consisting of three structures, including a fire station dating to 1892, a 1910 warehouse building, and connector building, current ownership plans to fully modernize the building, connect the structures with glass and steel, and add a fourth floor with outdoor patio amenity.

Building ownership has worked with Rinka Architects to integrate the history of the buildings with their future as modern commercial space in Haymarket Square, one of Milwaukee's most vibrant and active neighborhoods.

It was announced in 2018 that Milwaukee Motorcycle Co. has committed to over 14,000 SF on the first floor of the building. The showroom space will offer Harley-Davidson bike sales, merchandise, and rentals. The balance of the building, approximately 72,125 RSF, is being marketed by the Founders 3 team to office tenants.

Conveniently located on the corner of W. McKinley Ave and N. Vel R. Phillips Ave., Hardware HQ offers immediate access to The Fiserv Forum, Bucks entertainment block, and the freeway system, unrivaled building signage and branding opportunities, and flexible floorplates accommodating a variety of tenant space requirements.

The Founders 3 office leasing team assigned to the project consists of Ned Purtell, Steve Pape, and Jenna Maguire.

"Founders 3 continues to believe in the strength of the Milwaukee office market, and the exceptional caliber of the team behind Hardware HQ, combined with its unparalleled location, access and all that's happening in the area will make it especially attractive to tenants in the marketplace," said Ned Purtell, Principal, Founders 3 Real Estate Services.

Further detail regarding Hardware HQ can be found at hardwarehqmke.com

About Founders 3: Known as Founders 3, the commercial real estate firm combines the resources of Commercial Property Associates, Inc., RFP Commercial, Inc., and Siegel-Gallagher Management Co. All three companies have deep local roots with a wealth of experience in the key areas of retail, office, industrial, and investment sales brokerage, along with property management. The firm launched in 2017 and is comprised of 12 principals and over 230 Milwaukee area employees. For more information, visit founders3.com.

- END -

FEB