Fireside Restaurant & Lounge

2801 30th Ave, Kenosha, WI 53144

Offering Memorandum



SOUTHPORT REALTY

SellSure Group

Investment Overview



Price: $1,100,000

Cap Rate: 9.24%

NOI: $101,680

Building Size: 12,969 SF

Lot Size: 3.59 Acres

Zoning: B-2

Parcels: Three Included

07-222-24-470-013

07-222-24-470-016

07-222-24-470-005

Investment Highlights



Value-Add Opportunity

Ability to stabilize rental income or repurpose the large building into a multi-tenant property to significantly increase rents and NOI.



Owner/User Potential

Currently owner-occupied, providing a turnkey opportunity for a new owner to launch their own restaurant or retail concept.



Seller Financing

The seller is open to providing partial financing, offering a potential buyer flexible terms and a streamlined closing process.



New Renovations Underway

Due to a fire in December 2025, the interior of the building is currently in process of a full remodel.

Property Specifications

Building Specifications

- **Building Size:** 12,969 SF
- **Year Built:** 1970 (Renov. 1989)
- **Stories:** One (1)
- **Exterior:** Stone, Stucco
- **Roof:** Rubber
- **Ceiling Height:** 8-10 feet
- **Basement:** Partial basement



Property Specifications

Site & Utilities

- **Lot Size:** 3.59 Acres
- **Zoning:** B-2
- **Parking:** 120 Spaces
- **Water:** Municipal
- **Sewer:** Municipal
- **Location:** 30th Ave, south of 27th St
- **HVAC:** Natural Gas / Forced Air



Interior Features & Amenities

Turnkey Restaurant & Banquet Facility

- Large, full-sized bar with extensive seating.
- Spacious commercial kitchen with multiple walk-in coolers and freezers.
- Primary banquet facility with capacity for approximately 200 people.
- Main dining room with a central fireplace and capacity for 80 guests.
- Secondary private room with 70-person capacity.
- Partial basement for mechanicals and storage.



Picture from before fire. Updated photos will be uploaded after renovations.

Versatile Layout

- The building's layout provides excellent separation between the public bar/lounge, the main dining room, and the private banquet facilities.
- This functional design allows for multiple revenue streams to operate simultaneously, such as daily restaurant service and private events.
- The extensive kitchen and storage areas are centrally located to service all parts of the building efficiently.



Picture from before fire. Updated photos will be uploaded after renovations.



Pro Forma Financial Analysis



Investment Scenario

The property is currently owner-occupied, offering a "blank slate" for an investor to place a new tenant or for an owner-user to operate their own business.

Due to a fire, the building's interior is getting an interior remodel. More photos to come soon when it is completed.

This pro forma assumes a new NNN lease at **$9.00 per square foot**.

Pro forma NOI (w/ Vacancy & CapEx): $101,680

9.24%

Pro Forma Cap Rate

Expenses

Expense Item	2025 (Jan-Oct)	2024	2023
Real Estate Taxes	$20,958	$20,958	$20,081
Insurance	$4,669	$4,669	$4,669
Repairs & Maintenance	$7,624	$7,624	$20,807
Trash Removal	$9,083	$9,083	$7,168
Snow Removal	$200	$200	$300
Cleaning	$5,432	$5,432	$6,980
			-
Total Reimbursable (NNN)	**$60,758**	**$60,758**	$74,353
Management Fee (4% Assumed)	-	-	-
CapEx Reserves (Assumed)	$5,836	$5,836	$5,836
TOTAL EXPENSES	**$66,594**	**$59,768**	**$80,189**



Area Demographics (2022)

Metric	1-Mile Radius	3-Mile Radius	5-Mile Radius
Population	10,455	67,507	111,818
Households	4,532	27,077	44,890
Median Household Income	$63,007	$56,646	$62,724
Median Age	41.3	34.3	36.9
Average Household Size	2.27	2.37	2.40

Market Highlights - Kenosha on the Rise



Downtown Redevelopment

A massive 9-block radius redevelopment of downtown Kenosha is underway, adding 1,000+ residential units, retail, office, and a hotel.

Tight Retail Market

The Kenosha retail market is exceptionally strong, with a low 2.4% vacancy rate and 161,000 SF of positive net absorption in the last 12 months.

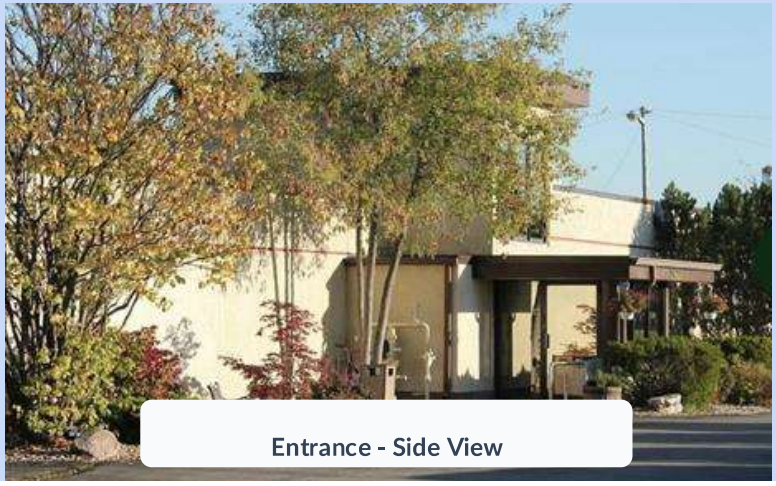
Photos



View from southwest corner of the lot



Sign out front on 30th Ave



Entrance - Side View

Photos



Back of building and lot



Lot on the north side of the building



Side view of building and lot from south

Contact & Location

For all inquiries, please contact:

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