

RESOURCE

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**500 MASSACHUSETTS AVENUE
INDIANAPOLIS, IN 46204**

LEASE

RETAIL



PENROSE ON MASS **PROJECT**

The new Penrose on Mass project offers retailers and restaurants, looking to expand in downtown Indianapolis, a unique opportunity that they rarely find in an urban setting: new, contemporary construction; plenty of on-site parking and a strong residential component all in a commercial-friendly environment.

Currently under construction, the \$50-million, mixed-use Penrose on Mass project in downtown Indianapolis includes 4-stories of apartments (236 units) and 37,000 square feet of retail being jointly developed by John Hart of JC Hart and Strongbox, lead by Paul Kite. on the first floor to be developed by Strongbox, led by Paul Kite.

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BETH PATTERSON

Principal & Director of Retail Services

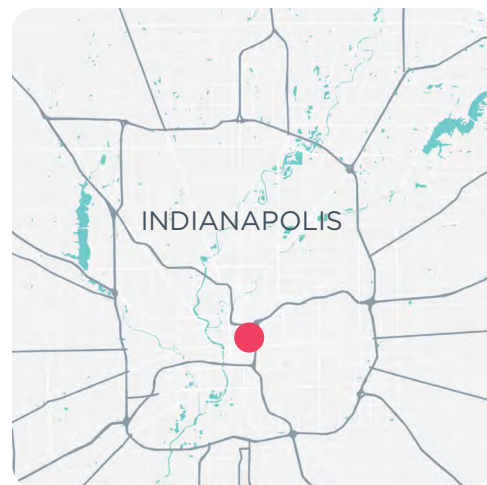
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PENROSE ON MASS

- + 37,000 square feet of retail on the first floor
- + Located in the heart of Mass. Avenue
- + Currently under construction, with delivery in Q2 2018
- + Mix of brick, stone and metal paneling along Mass Ave.
- + 236 apartment units
- + Signature architecture and LEED certification
- + 20' clear ceiling heights allowing for mezzanines
- + Outdoor patio capability
- + Rear covered delivery
- + 373 total garage spaces, 200 specifically for retail and an additional 45 new street parking spaces for retail use as well



To locate the creative pulse of Indianapolis, you have to go to Mass Ave. It's a hotbed of theater, arts, unique restaurants, retail shops and new residential growth.



MASS AVENUE BY THE NUMBERS

(3 MILE RADIUS)

9,013 Businesses

242,039 Employees

106,629 Population

44,903 Households

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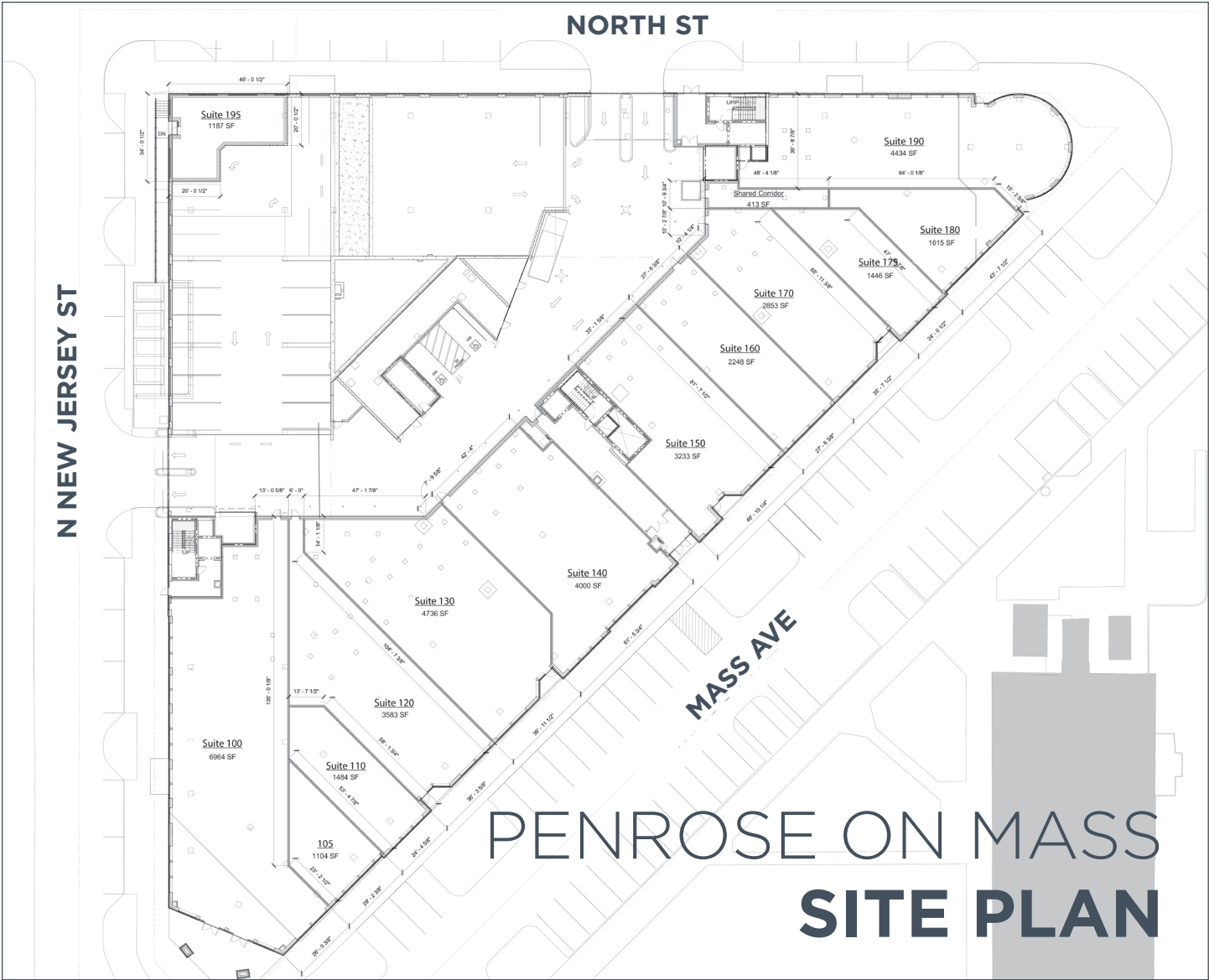
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1 MASS AVE ELEVATION
1/8" = 1'-0"

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ABOUT DOWNTOWN INDIANAPOLIS

- + Most retailers and restaurants in downtown and along Mass Avenue report higher than average sales, which is a strong indicator to other retailers that Indianapolis is a market in which to grow.
- + There are **7,400** hotel rooms in the downtown Indianapolis area with **4,800** of them connected through enclosed walkways and another **300** slated to open by 2018.
- + The Indianapolis Convention Center, comprised of **1,300,000 SF** and other convention venues host **588** events each year, bringing in **\$2 Billion** annually.
- + In the 2014 Downtown Indy Developers Survey Data, 36 percent of the residents analyzed who are moving into Downtown were doing so from outside of Indiana. An additional 27 percent were moving Downtown from within the state, but **new** to Marion County.
- + These new Downtown residents have an average household income of **\$90,807**.
- + Since 2011, **\$3.5 billion** has been put into **155** completed projects.
- + In 2016 - nearly **400** apartments were completed.
- + **73** under construction or in the planning stages, totaling **648** hotel rooms and **3,400** residential units for a total investment of **\$2.9 billion** by 2020.



PACERS BIKESHARE // Indy's 250 gold bikes are available when you need them near your favorite spots, your office or neighborhood. Once you are done with your ride, simply dock your bike at any of the available stations



BLUEINDY // With up to 200 stations planned in Indy, you can find an electric car wherever you need one. From downtown to the city limits, north to south and east to west, BlueIndy lets you follow your whims, whatever road they may take.

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MASS AVE

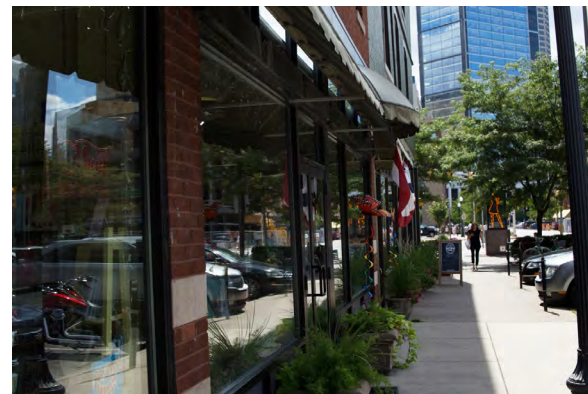
MASS AVE OFFERS AN EXPERIENCE THAT IS 45 DEGREES FROM ORDINARY

This is the place that puts a whole new angle on excitement. Showcasing public art, top-notch galleries, and live theatre, Mass Ave's free-spirited mood spills out from the extraordinary restaurants, eclectic shops, and vibrant night life.

Visitors encounter unique finds on each block, from Stout's Shoes (the nation's oldest shoe store, established in 1886), to Silver In The City/At Home In The City to The Best Chocolate In Town.

Another attraction is the Athenaeum where patrons enjoy German lager in the historic Rathskeller Biergarten, try local craft beers at Ralston's Draffhouse, or sip a cocktail at the prohibition-era ball & biscuit. Foodies can indulge on American-modern cuisine at Mesh, or take down a platter of tacos at Bakersfield. Indy culture at its finest on Mass Ave: "45 Degrees from Ordinary."

- From www.visitindy.com



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MASS AVE ATTRACTIONS

AREA

RESTAURANTS

Bakersfield
Ball & Biscuit
BARcelona Tapas
Restaurant
Bazbeaux
Black Market
Broken Beaker
Distillery
BRU Burger Bar
Chatham Tap
Coat Check Coffee
The Eagle
Fat Dan's
The Flying Cupcake
Forty Five Degrees
Fresco Italian
Sandwich Shoppe

Garden Table
Goodfellas Pizzeria
Hoaglin To-Go Café
India Garden
Livery
Louie's Wine Dive &
Mass Ave Kitchen
MacNiven's
Mass Ave Pub Liberty
Street
Mesh
Mimi Blue Meatballs
Nine Irish Brothers
Old Point Tavern
Ralston's
The Rathskeller
Rooster's Kitchen
SALT on Mass
Sub Zero Ice Cream

& Yogurt
The Tap
Tini
Thaitanium
Union 50

RETAIL

Arts A Poppin
Boomerang Boutique
Chatham Home
City Dogs Grocery
Crimson Tate
Global Gifts
Mass Ave Wine
Newfangled Confections
Nurture
Sage Boutique
Silver in the City

Stout's Shoes
Three Dog Bakery
Watt's Blooming

ART GALLERIES

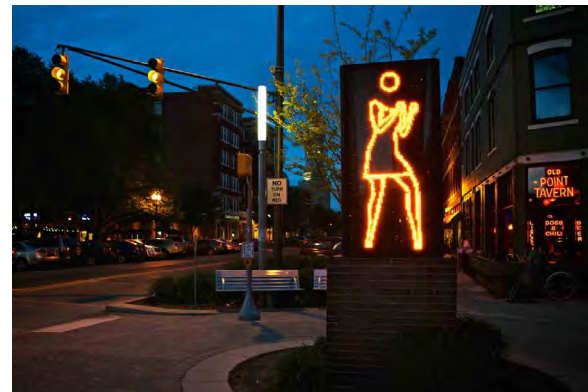
Art Bank
Barry Franklin Gallery
The Frame Shop

ENTERTAINMENT

Chatterbox Jazz Club
ComedySportz
Indianapolis
IndyFringe
Kingmakers
Murat Theatre
Phoenix Theatre
Theatre on the Square

Union 50

Open Table's 100 Hottest Restaurants in America for 2016



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Attractions

Restaurants/Retail

Black Market
Mimi Blue Meatballs
Rooster's Kitchen

Indianapolis
Cultural Trail

Mesh
FortyFive Degrees
Chatham Tap
Mass Avenue Pub
Tini
Thaitanium
Livery

Union 50

Liberty Street
Broken Beaker Distillery
Ralston's Draft House
Outliers Brewing Co.

**PENROSE
ON MASS**

Nine Irish Brothers

Millikan on Mass

Old National Center

SALT on Mass
Goodfellas Pizzeria
Escape the Room

BruBurger
Starbucks

The Rathskeller
Anthenaem Theatre
Coat Check Coffee
YMCA

Global Gifts
Silver in the City
Three dog Bakery

Sub Zero Ice Cream & Yogurt
Old Point Tavern
Chatterbox Jazz Club
The Flying Cupcake Bakery

Mass Ave

Fresh Encounter
Fresco

Garden Table

Louie's Wine Dive
& Mass Ave Kitchen
MacNiven's
Bazbeaux Pizza
Ball & Biscuit

Bakersfield

Stout's
Shoes

The Eagle

Delaware Street

New York Street



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