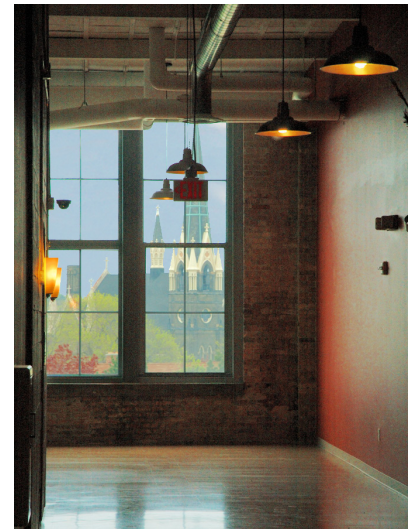


Blue Ribbon Lofts/ Pabst City

Gorman & Company engaged 4240 to help create an artist/entrepreneur oriented rental community. The adaptive reuse of a building on the site of the former Pabst Brewery complex includes 90 - 95 apartment homes plus parking.

Already part of an historical district, the design direction plans to take cues from the flavors, textures and elements of the brewing industry.

An unconventional mix of common areas, unit capacities and function supports the goal: to achieve an interactive, creative and inspirational culture.



Blue Ribbon Lofts/ Pabst City

(continued)

location: Milwaukee, Wisconsin
 total square feet: 140,000 sq ft
 35-45 approximately 875 s.f. one bedroom units,
 45-55 approximately 1,100 s.f. two bedroom units and
 8-10 approximately 1,300 s.f. three bedroom units.

completion date: 2008

client reference: Christopher J. Laurent
 MSP Real Estate
 (formerly with Gorman & Company, Inc.)
 952.351.4540

