

From the Columbus Business First:

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Wasserstrom buys Whitehall office building where it plans multimillion-dollar renovation

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Wasserstrom Co. has acquired the site of its future headquarters, planning a multimillion-dollar investment in the 32-year-old Whitehall office building.

The restaurant products supplier closed on a \$2.5 million purchase of the 50,572-square-foot building at 4500 E. Broad St., expecting to relocate by next summer from offices in the Brewery District, a shift of 225 workers that drew financial incentives from Whitehall. The value of the purchase wasn't disclosed in the summer when Wasserstrom made its relocation plans public.

Financial coaching company Apprisen remains the building's sole tenant through January, but Wasserstrom has begun planning for interior and exterior renovations.

"I've put in my mind (putting) \$3 (million) to \$4 million into the building, but not sure if it's realistic. We have a list of needs and wants. ... I have to see how far my needs list is going to take us," President Brad Wasserstrom told me. "We're basically gutting the inside, or close to it."



WHITEHALL

Wasserstrom is moving its headquarters to this building on East Broad Street in Whitehall.

The skeleton of the building is a template by which Wasserstrom will customize its headquarters. Bathrooms won't be relocated but will be equipped with new sinks, toilets and finishes, he said. Glass panels will replace drywall where possible.

Wasserstrom has hired Design Collective of Columbus, a frequent partner on restaurant projects, to help design the office space.

Brad Wasserstrom said, meanwhile, he has been selling his employees on the 11-mile move since plans were unveiled. And he has become a salesman for Whitehall.

"They are absolutely on a roll. We see a renaissance happening out there," Wasserstrom said, pointing to projects by Continental Real Estate Cos., Heartland Bank and others. "I'm forwarding articles to my associates; it's helping to soften (the impact)."

The company continues vetting proposals to redevelop its Brewery District headquarters at 477 S. Front St. It is handling that effort in-house.

Dan Sheeran and Mike Semon, both of NAI Ohio Equities, represented Wasserstrom in the Whitehall real estate purchase. The company's president, Michael Simpson, represented Apprisen, which has not said where it is relocating.



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