

# Manufacturing/Land for Sale

## 701/705 & 702 Ruskin St

Madison, WI 53704



### Property Details

- > Site Size            6.61 total acres
  - 701/705            2.01 acres
  - 702                4.60
- > Zoning             IL—Industrial
- > Total Rents        \$2,333/mo
- > Asking Price:     \$2,013,000

### Property Information

- Both properties are in long term land lease contacts with existing tenants.
  - 702 Ruskin has 24 years remaining
  - 701/705 has 28 years remaining
- Great opportunity to “Land Bank” the properties
- All structures were built by Tenants
- Cell Tower located on 701/705 property
- Located in an Opportunity Zone
- Rental rates increase every 20 years, set to increase in 2026

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## 701, 702, 703, 705 Ruskin St

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**M**<sup>MADISON</sup>  
**C**<sup>COMMERCIAL</sup>  
REAL ESTATE LLC



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# OZ Area 1: Northside

With four designated Census Tracts, this area includes large-scale industrial development opportunities, a growing airport with direct service to major markets, a regional tech college, a planned Public Market, and a portion of the vibrant and transforming Capitol East District.

Census Tracts:  
002500  
002402  
001804



## Unique Assets, Key Assets Catalysts, and Potential Project Areas

### Former Oscar Mayer Property

This 70-acre former manufacturing site has 400,000 SF of existing office and manufacturing space available for lease. The City is working with the property owner on short and long term plans for reuse of this visible and important property.

### Airport Commercial Areas and Foreign Trade Zones

The area incorporates the growing Dane County Regional Airport and surrounding commercial and industrial areas. This includes properties with Foreign Trade Zones status.

### Madison College

Madison's growing technology college is located in the designated zone.

### Capitol East District

The Capitol East District is a burgeoning urban district. Over the last few years, this rapidly transforming area has become home to technology companies, a new entrepreneurial hub, new music venues, farm-to-table restaurants, and hundreds of recently-built housing units filled with Millennial technology workers.



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## Concept A: Mixed-Use Redevelopment



## Concept B: Mixed-Use Redevelopment



Concept A and Concept B each demonstrate that infrastructure improvements, such as the addition of new streets, hold the potential to enhance and increase existing and new uses in this area.

Concept A displays a more detailed approach to the redevelopment; employment uses are centered around an extension to Huxley Street, North Transfer Point parking is expanded and new residential and commercial uses and many street connections are introduced near the Northgate Shopping Center.

Concept B emphasizes a new connection along O'Neill Avenue, relocates the North Transfer Point and focuses on "main street" concepts within the Northgate area.

Both of these concepts share major planning and design goals:

- Transit-Oriented, Mixed-Use Redevelopment: By building upon existing uses and activities in this area and the proximity to major streets and the rail line, the application of transit-oriented, mixed-use development principles may help in creating innovative and attractive buildings, uses and open spaces and stimulating economic and employment growth.

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- Building/Site Aesthetics: Encouraging street oriented, pedestrian-friendly, aesthetically pleasing building and street scape design practices may improve the physical perception of the neighborhood and present this area as an inviting place to live, work and play.
- Connectivity and “Main Streets”: Creating a well-linked and well-designed system of streets and paths may connect existing and new streets, activities and uses, as well as promote walkability and multi-modal transportation options. Some of these goals may be achieved by incorporating “main street” design (special attention given to pedestrian amenities such as benches, plantings and banners).
- Preserve Open Space: Preserving and enhancing the existing wetland area and the natural open space features that surround it may promote community building and identity in this area, serve employers/ employees and serve as a green space gateway to the Northside.
- Building Height: § Two to three stories for retail buildings. § Three to six stories for Dane County Job Center building. § Three to four stories for employment buildings.
- Building Setbacks: § 0-5 feet for retail buildings. § Three to 10 feet for County building. § 15 to 30 feet for employment buildings.

#### Recommendations:

- a. Employment and commercial buildings focused on creating inviting street scapes.
- b. Increased density to utilize transit-oriented development (TOD) principles.
- c. Create a “main street” system that connects existing streets (such as Stephen Street and Ruskin Street) and new streets to enhance connectivity within and through the site.
- d. Site entrances should be located in a manner that provides safe street crossings, as well as enhances the use of adjacent commercial buildings.
- e. Consider Northgate as a possible site to relocate Metro Transit’s North Transfer Station.
- f. Maintain warehouse/employment uses near Everett Street and Packers Avenue Frontage Road to maintain coherence with Oscar Mayer to the south and light industrial development across Packers Avenue in Airport Business Park.
- g. Extend Ruskin Street near Commercial Avenue north to connect with Huxley Street and the existing neighborhood beyond, while mitigating traffic impacts to the neighborhood through traffic-calming measures.
- h. Connection between potential street/path system, commuter rail and bus transfer point to provide a wide variety of easily accessible transit options.
- i. Street or pedestrian/bike east-west connection near Schlimgen Avenue access across Packers Avenue to Pankratz Street.
- j. Preserve open space near existing wetland area to serve as green space gateway to the Northside and work with City Engineering to stabilize run-off into the pond. This same space may also be used for urban agriculture purposes.
- k. Support development of the Sherman Flyer bike path and the interim bike path proposed to extend from Commercial Avenue to Roth Street and Huxley Street.

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## BROKER DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS

1 Prior to negotiating on your behalf the Broker must provide you the following disclosure statement:

### BROKER DISCLOSURE TO CUSTOMERS

3 You are a customer of the broker. The broker is either an agent of another party in the transaction or a subagent of another broker  
4 who is the agent of another party in the transaction. The broker, or a salesperson acting on behalf of the broker, may provide  
5 brokerage services to you. Whenever the broker is providing brokerage services to you, the broker owes you, the customer, the  
6 following duties:

- 7 ■ The duty to provide brokerage services to you fairly and honestly.
- 8 ■ The duty to exercise reasonable skill and care in providing brokerage services to you.
- 9 ■ The duty to provide you with accurate information about market conditions with a reasonable time if you request it, unless  
10 disclosure of the information is prohibited by law.
- 11 ■ The duty to disclose to you in writing certain material adverse facts about a property, unless disclosure of the information is  
12 prohibited by law (See Lines 47-55).
- 13 ■ The duty to protect your confidentiality. Unless the law requires it, the broker will not disclose your confidential information or the  
14 confidential information of other parties (See Lines 22-39).
- 15 ■ The duty to safeguard trust funds and other property the broker holds.
- 16 ■ The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the advantages and  
17 disadvantages of the proposals.

18 Please review this information carefully. A broker or salesperson can answer your questions about brokerage services, but if you  
19 need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home inspector.  
20 This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain-language summary of  
21 A broker's duties to a customer under section 452.133 (1) of the Wisconsin statutes.

### CONFIDENTIALITY NOTICE TO CUSTOMERS

23 BROKER WILL KEEP CONFIDENTIAL ANY INFORMATION GIVEN TO BROKER IN CONFIDENCE, OR ANY INFORMATION  
24 OBTAINED BY BROKER THAT HE OR SHE KNOWS A REASONABLE PERSON WOULD WANT TO BE KEPT CONFIDENTIAL,  
25 UNLESS THE INFORMATION MUST BE DISCLOSED BY LAW OR YOU AUTHORIZE THE BROKER TO DISCLOSE PARTICULAR  
26 INFORMATION. A BROKER SHALL CONTINUE TO KEEP THE INFORMATION CONFIDENTIAL AFTER BROKER IS NO LONGER  
27 PROVIDING BROKERAGE SERVICES TO YOU.

28 THE FOLLOWING INFORMATION IS REQUIRED TO BE DISCLOSED BY LAW:

- 29 1. MATERIAL ADVERSE FACTS, AS DEFINED IN SECTION 452.01 (5g) OF THE WISCONSIN STATUTES (SEE LINES 47-55).
- 30 2. ANY FACTS KNOWN BY THE BROKER THAT CONTRADICT ANY INFORMATION INCLUDED IN A WRITTEN INSPECTION  
31 REPORT ON THE PROPERTY OR REAL ESTATE THAT IS THE SUBJECT OF THE TRANSACTION.

32 TO ENSURE THAT THE BROKER IS AWARE OF WHAT SPECIFIC INFORMATION YOU CONSIDER CONFIDENTIAL, YOU MAY LIST  
33 THAT INFORMATION BELOW (SEE LINES 35-36). AT A LATER TIME, YOU MAY ALSO PROVIDE THE BROKER WITH OTHER  
34 INFORMATION YOU CONSIDER TO BE CONFIDENTIAL.

35 **CONFIDENTIAL INFORMATION:** \_\_\_\_\_

36  
37 **NON-CONFIDENTIAL INFORMATION** (The following information may be disclosed by Broker): \_\_\_\_\_

38  
39 (INSERT INFORMATION YOU AUTHORIZE THE BROKER TO DISCLOSE SUCH AS FINANCIAL QUALIFICATION INFORMATION.)

### CONSENT TO TELEPHONE SOLICITATION

41 I/We agree that the Broker and any affiliated settlement service providers (for example, a mortgage company or title company) may  
42 call our/my home or cell phone numbers regarding issues, goods and services related to the real estate transaction until I/we  
43 withdraw this consent in writing. **List Home/Cell Numbers:** \_\_\_\_\_

### SEX OFFENDER REGISTRY

45 *Notice: You may obtain information about the sex offender registry and persons registered with the registry by contacting the*  
46 *Wisconsin Department of Corrections on the Internet at <http://offender.doc.state.wi.us/public/> or by phone at 608-240-5830.*

### DEFINITION OF MATERIAL ADVERSE FACTS

48 A "material adverse fact" is defined in Wis. Stat. § 452.01 (5g) as an adverse fact that a party indicates is of such significance, or that  
49 is generally recognized by a competent licensee as being of such significance to a reasonable party, that it affects or would affect  
50 the party's decision to enter into a contract or agreement concerning a transaction or affects or would affect the party's decision  
51 about the terms of such a contract or agreement. An "adverse fact" is defined in Wis. Stat. § 452.01 (1e) as a condition or occurrence  
52 that a competent licensee generally recognizes will significantly and adversely affect the value of the property, significantly reduce  
53 the structural integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information  
54 that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a contract or  
55 agreement made concerning the transaction.