

RETAIL-OFFICE for LEASE

2 S CARROLL ST, MADISON, WI



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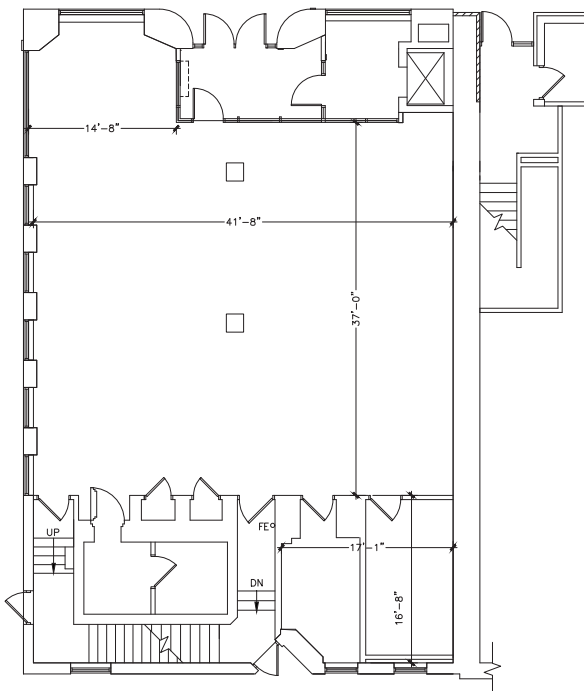
MADISON NAMED #1 IN THE TOP 100 OF THE BEST PLACES TO LIVE IN 2021 PER LIVABILITY

PROPERTY HIGHLIGHTS

Available - 2327 SF
Rate - \$27.50/SF NNN | NNN - \$27.50/SF
TI - Negotiable | Term - 5-10 Yrs Parking
- Street Parking +
City Ramps + Bus Transit

ADDITIONAL INSIGHTS

- Highly Visible! Across from the Wisconsin State Capitol on the Square
- At the hard corner of W. Washington Ave + S. Carroll St for approx. 19,758 VPD
- Dual Signage opportunity
- Outdoor Seating available
- Suggested uses include Massage, Chiropractic, Eyewear, Nail Salon, Investment/Financial, Accounting, etc.
- Incorporate Bank Vault in your design!
- Established Co-Tenancy with Fromagination, Park Hotel Madison, Wonderstate Coffee, Square Wine, etc.
- Civic spaces: Wisconsin Historical Museum, Overture Center for the Arts, Madison Museum of Contemporary Art and the Monona Terrace Convention Center
- Significant Employers: University of Wisconsin, American Family, State Government
- Low Unemployment (2.2% as of July 2022 per Bureau of Labor Statistics)
- UW of Wisconsin-Madison has ~ 44,640 students enrolled. It's ranked the 10th best public college by U.S. News & World Report in 2016 and continues to be highly regarded nationwide
- Madison routinely ranks high in various rankings of the "greenest" cities in the U.S. with high marks in parks-per capita and percentage of people who eschew single-driver commuting and walk, bike, carpool or take public transit to work



REGIONAL

77 mi west of Milwaukee and 125 mi northwest of Chicago

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LOCATION

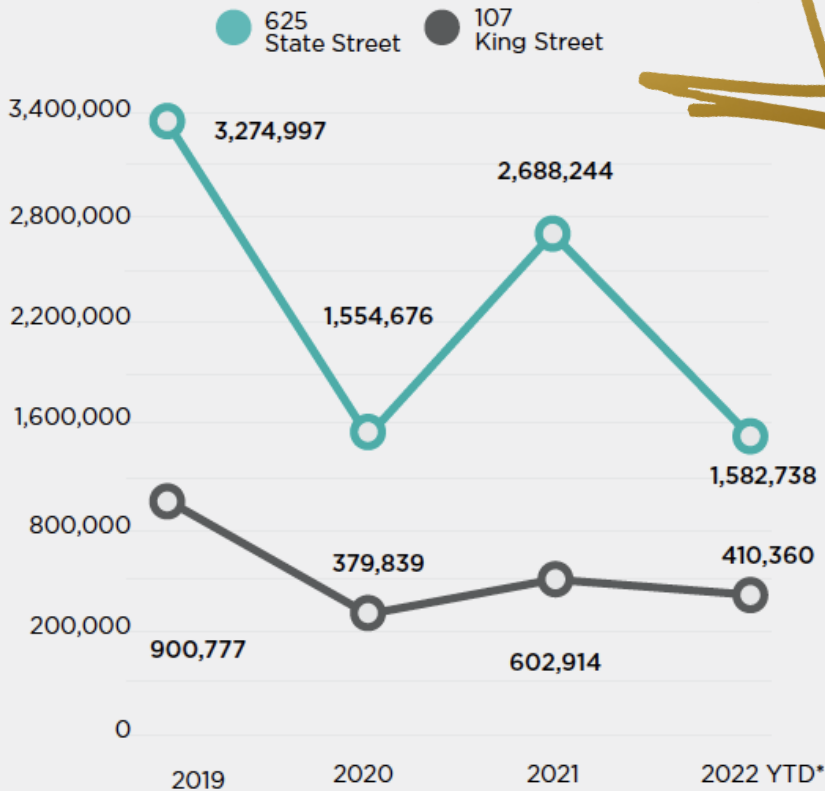
The map displays the state of Wisconsin and its neighbors: Minnesota to the west, Illinois to the south, and Michigan to the east. Major cities are labeled, including Minneapolis, St. Paul, Green Bay, Appleton, Manitowish, Sheboygan, Milwaukee, Madison (marked with a yellow star), Chicago, and Detroit. The Great Lakes are shown, with Lake Michigan being the central feature. The Bay National Marine Sanctuary is highlighted in green in the upper right. A red box in the top right corner contains the word "LOCATION".

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THE SQUARE LINKS STATE ST + KING ST



Pedestrian Counts Comparison – Q2 2022



Pedestrian Counts Along State Street & King Street

Daily Average: 55,223



Weekly Average: 387,626

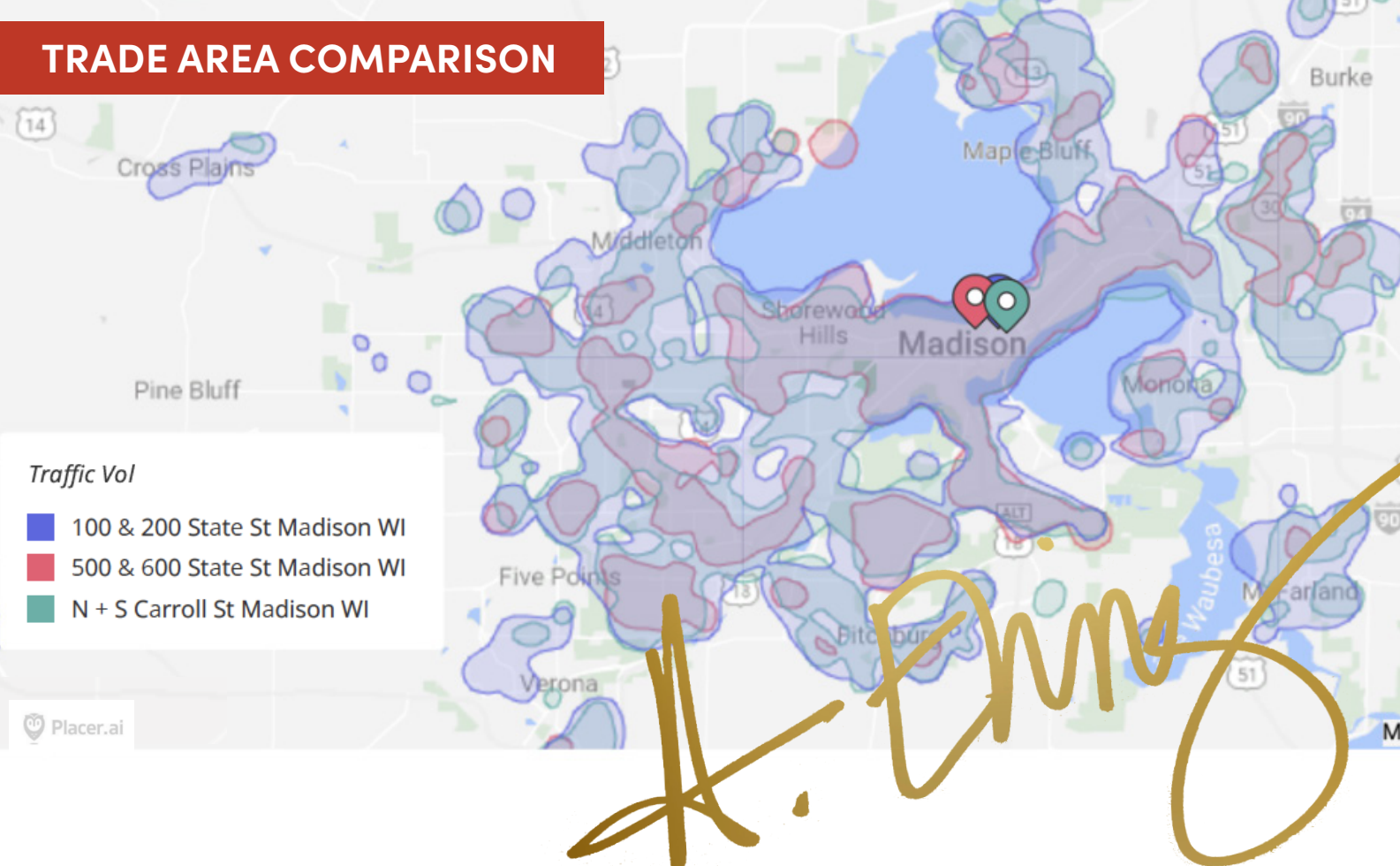


Monthly Average: 1,679,712



Source: Madison's Central BID (counts for May 2021-April 2022)

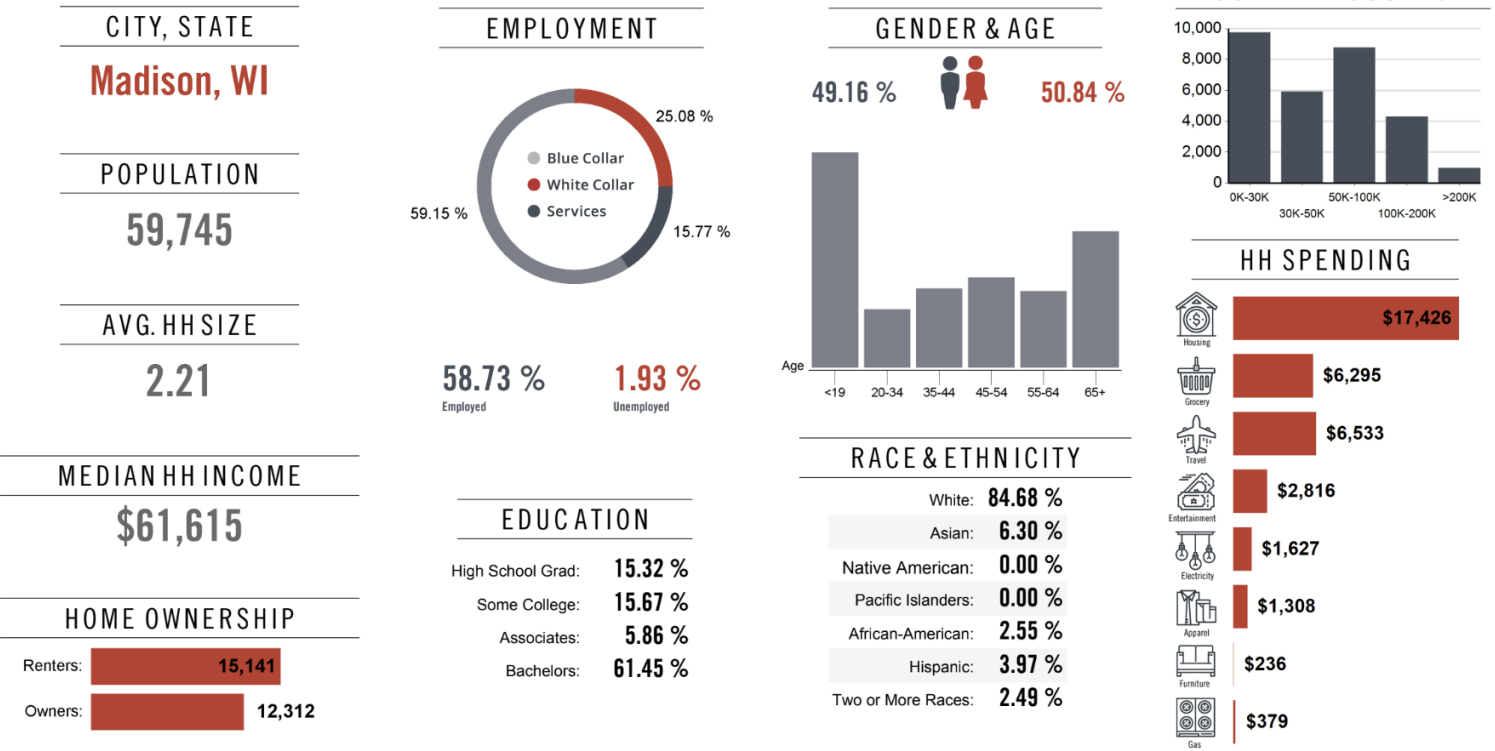
TRADE AREA COMPARISON



Location Facts & Demographics

Demographics are determined by a 10 minute drive from 2 S Carroll St, Madison, WI 53703

Catylist Research

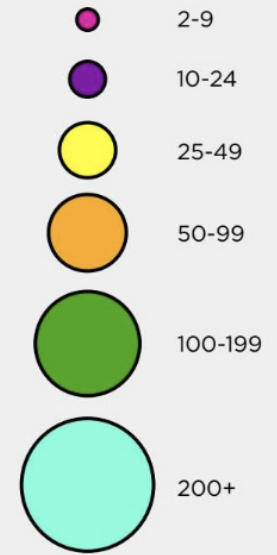
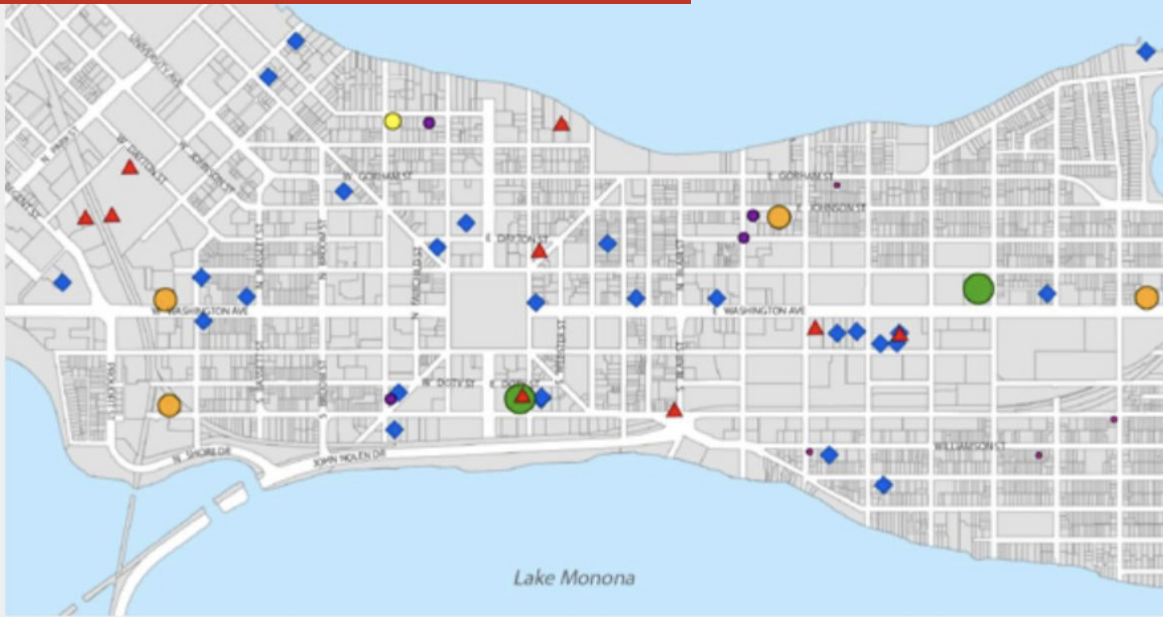


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MULTI-FAMILY DEVELOPMENT

Multi-Family Buildings Constructed 2017-2021



Other Projects

- Approved or Under Construction
- Non-Residential Building

DEVELOPMENT in DOWNTOWN MADISON 2022

Current, Recently Completed + Planned Development Projects

TOTAL UNITS:
 Constructed - 644
 Approved/Under Construction - 1694

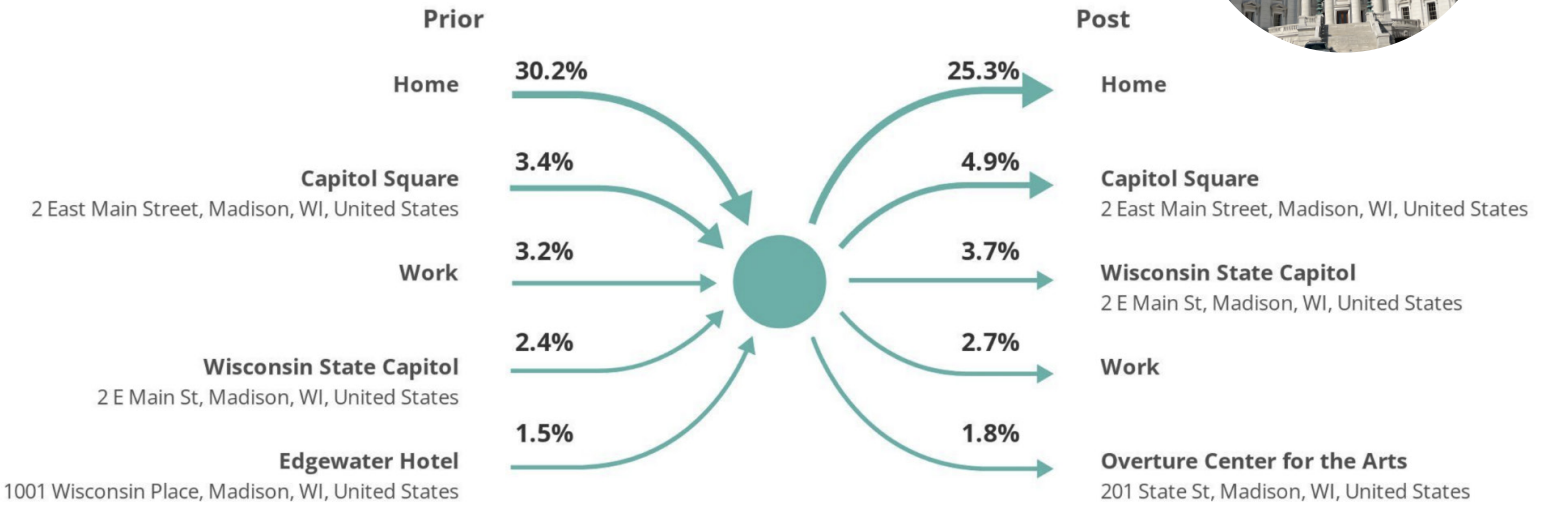
Map Controls

- Residential
- Mixed Use
- Academic
- Hotel
- Parks & Recreation
- Government
- Cultural
- Office
- Commercial



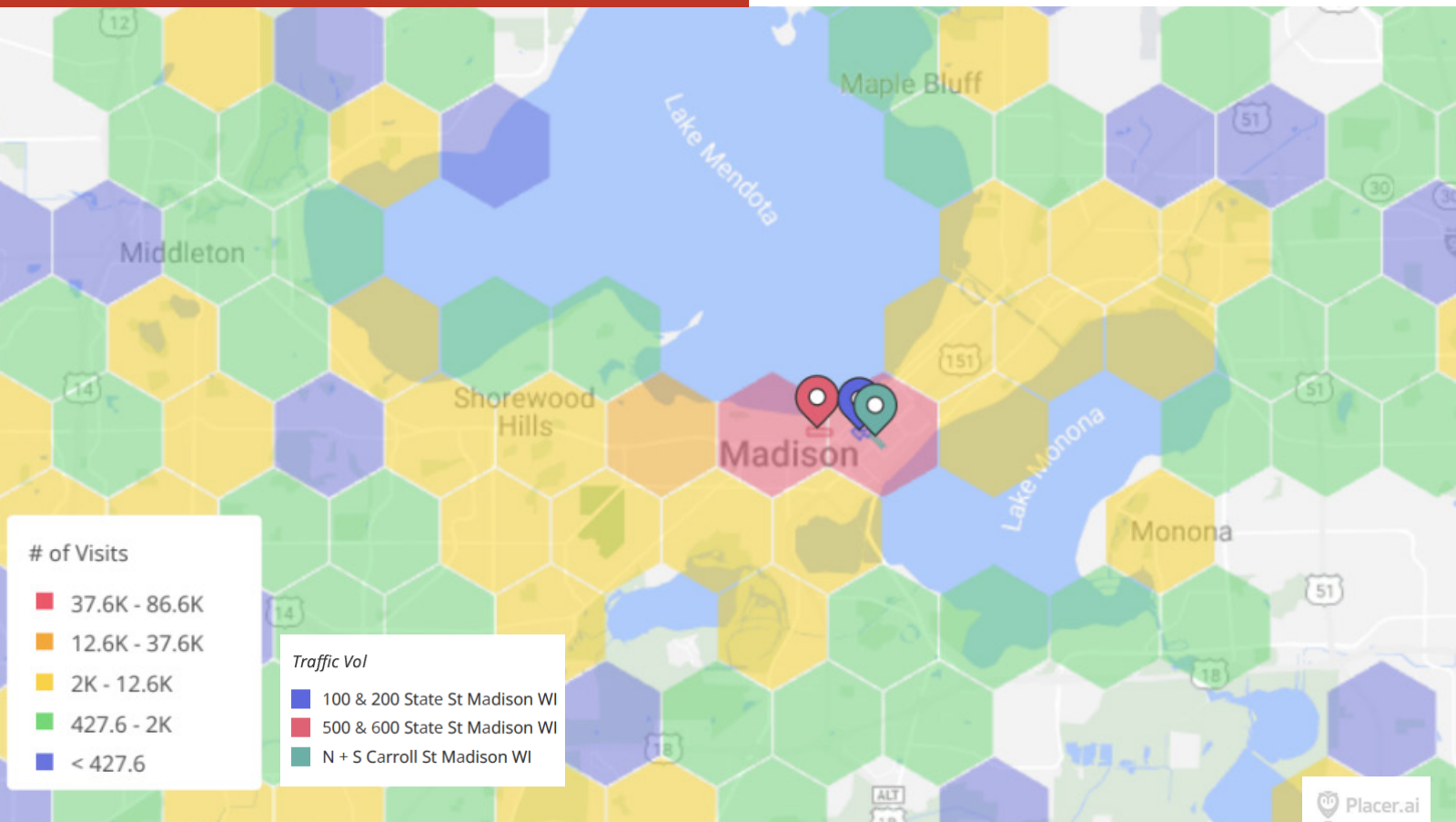
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VISITOR JOURNEY TO CARROLL ST



NUMBER OF VISITS TO CARROLL ST

Note: Visitors included had a minimum of 3 visits





WISCONSIN REALTORS® ASSOCIATION

4801 Forest Run Road, Madison, WI 53704

ABSTRACT Commercial Real Estate LLC

Effective July 1, 2016

1 Prior to negotiating on your behalf the brokerage firm, or an agent associated with the firm, must provide you the
2 following disclosure statement:

3 You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an
4 agent of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A
5 broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is 6 providing
brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the 7 customer, the following
duties:

8 (a) The duty to provide brokerage services to you fairly and honestly.

9 (b) The duty to exercise reasonable skill and care in providing brokerage services to you.

10 (c) The duty to provide you with accurate information about market conditions within a reasonable time if you request
11 it, unless disclosure of the information is prohibited by law.

12 (d) The duty to disclose to you in writing certain material Adverse Facts about a property, unless disclosure of the
13 information is prohibited by law (see lines 42-51).

14 (e) The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your
15 confidential information or the confidential information of other parties (see lines 23-41). 16 (f) The duty to safeguard trust funds
and other property held by the Firm or its Agents.

17 (g) The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the
18 advantages and disadvantages of the proposals.

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

23 **CONFIDENTIALITY NOTICE TO CUSTOMERS** The Firm and its Agents will keep confidential any information given to the
24 Firm or its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person
25 would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to
26 disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the
27 Firm is no longer providing brokerage services to you.

28 The following information is required to be disclosed by law:

29 1. material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see lines 42-51).

30 2. Any facts known by the Firm or its Agents 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 Firm and its Agents are aware of what specific information you consider confidential, you may 33 list that
information below (see lines 35-41) or provide that information to the Firm or its Agents by other means. At a 34 later time, you may
also provide the Firm or its Agents with other Information you consider to be confidential.

35 **CONFIDENTIAL INFORMATION:**

36 _____
37 _____

38 **NON-CONFIDENTIAL INFORMATION** (the following information may be disclosed by the Firm and its Agents):

39 _____
40 _____

41 _____ *(Insert information you authorize to be disclosed, such as financial qualification information.)*

42 **DEFINITION OF MATERIAL ADVERSE FACTS**

43 A "material Adverse Fact" is defined in Wis. Stat. § 452.01(5g) as an Adverse Fact that a party indicates is of such
44 significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable
45 party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction
46 or affects or would affect the party's decision about the terms of such a contract or agreement.

47 An "Adverse Fact" is defined in Wis. Stat. § 452.01(1e) as a condition or occurrence that a competent licensee
48 generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural
49 integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information
50 that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a
51 contract or agreement made concerning the transaction.

52 **NOTICE ABOUT SEX OFFENDER REGISTRY** You may obtain information about the sex offender registry and persons
53 registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at
54 <http://www.doc.wi.gov> or by telephone at 608-240-5830.

No representation is made as to the legal validity of any provision or the adequacy of any provision in any specific transaction.

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