

# PARISON

## APARTMENTS



A 27 UNIT INVESTMENT  
OPPORTUNITY IN  
MADISON, WI

2838 DRYDEN DR  
MADISON, WI 53704



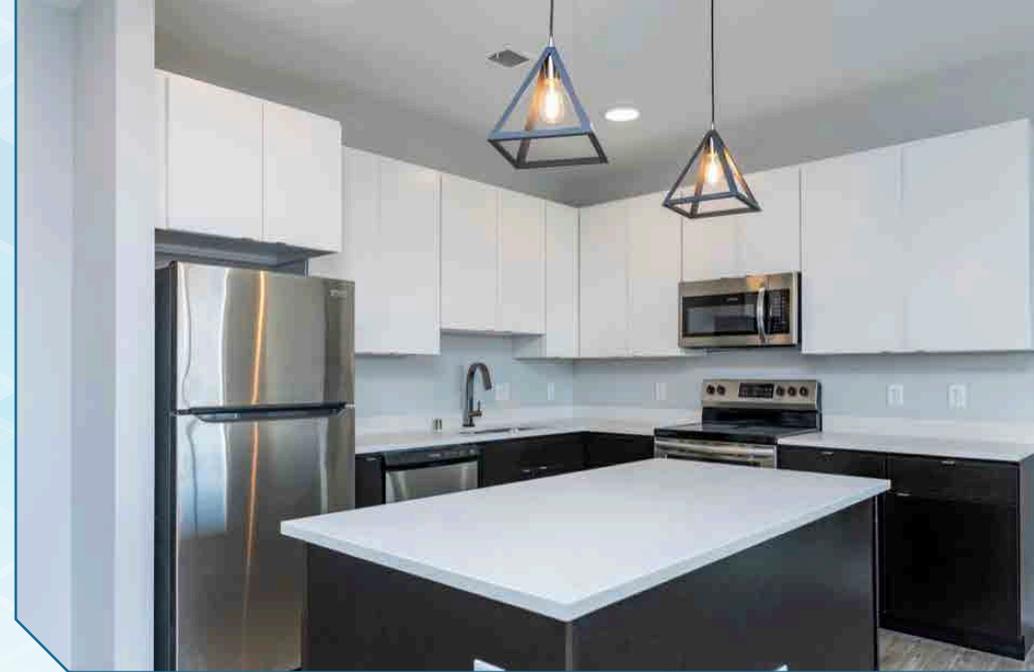
## EXECUTIVE SUMMARY

# INVESTMENT HIGHLIGHTS

State of the art, smart, environmentally conscious multi-family housing in Madison, WI

Built in 2020 and located on Madison's northside, Prism Apartments is comprised of 27 units and is adjacent to the Northside TownCenter shopping center, offering restaurants, shopping, grocery and several stores for everyday needs. There are views of Lake Mendota from the rooftop terrace, parks within walking distance and the airport is minutes away.

The location provides easy access to the interstate, is near downtown Madison, the University of Wisconsin campus, University Hospitals and American Family Insurance making it ideal for those working at 4 of the 5 largest employers in the City.



**27**

TOTAL UNITS

**2020**

YEAR BUILT

**772**

AVERAGE SF

**20,848**

TOTAL SF

**100%**

OCCUPANCY

**100%**

RESIDENTIAL

**18**

UNDERGROUND  
PARKING  
SPACES

**116**

SOLAR  
PANELS



## INVESTMENT HIGHLIGHTS

### Amenities

- ▷ Top of the Line Finishes - Quartz Countertops, Stainless Steel Appliances, LED Mirrors
- ▷ Rooftop Terrace
- ▷ Fiber Internet

### Environmentally Conscious

- ▷ Air Purified Building
- ▷ Smart Tech - Keys, Lighting, Thermostat
- ▷ Solar Paneling

### Additional Income Streams

- ▷ Underground Parking Fees
- ▷ Resident Wi-Fi Fees
- ▷ Pet Fees

### Madison, WI Prime Rental Market

- ▷ Gap of 140,000 Units Needed in Madison, WI by 2030 (The Cap Times)
- ▷ Workforce Housing Shortage

# PRISM

# APARTMENTS

## PROPERTY SUMMARY

Year Built	2020
Address	2838 Dryden Dr., Madison, WI 53704
Parcel	251/0810-303-0218-7
Stories	4
Unit count	27
Net Rentable Residential SF	20,848 SF
Avg. Unit Size	772 SF
Avg. Market Rent*	\$1,338
Current % Occupied*	100%
Parking Stalls	18 Underground, 17 Surface
Parking Ratio	1.3 Spaces per Unit
Site Size	1 Acre

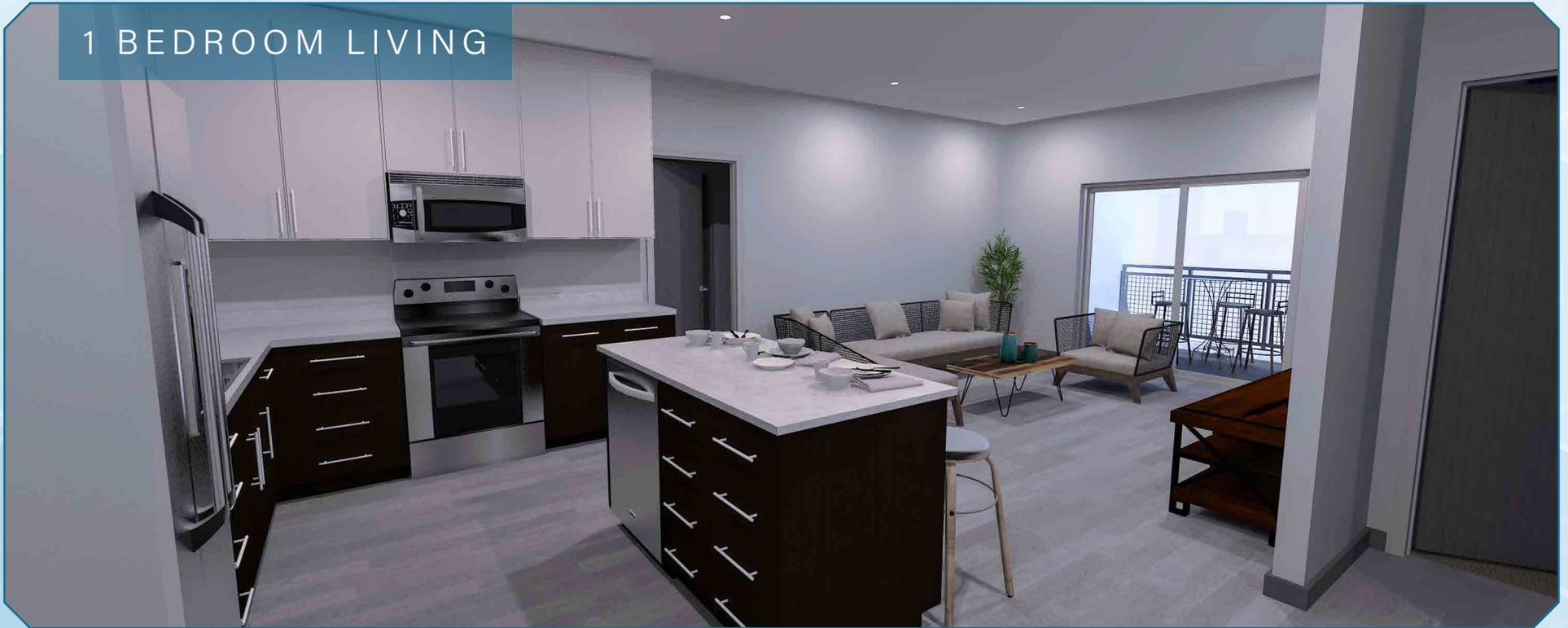
*\*August 2023 rent roll*



## UNIT MIX

Unit Type	Avg SF	Total SF	Avg Rent	Avg Rent PSF	Total Units	Unit Mix %
1 BR HYB/1 BA	562	2,248	\$1,105	\$1.97	4	15%
1 BR/1 BA	719	11,506	\$1,279	\$1.78	16	59%
2 BR/2 BA	1,013	7,094	\$1,631	\$1.61	7	26%
<b>Total/Avg</b>	<b>772</b>	<b>20,848</b>	<b>\$1,338</b>	<b>\$1.73</b>	<b>27</b>	<b>100%</b>

## 1 BEDROOM LIVING



## COMMUNITY ROOM



# FLOOR PLAN



## INVESTMENT HIGHLIGHTS

### Northside TownCenter Shopping Center

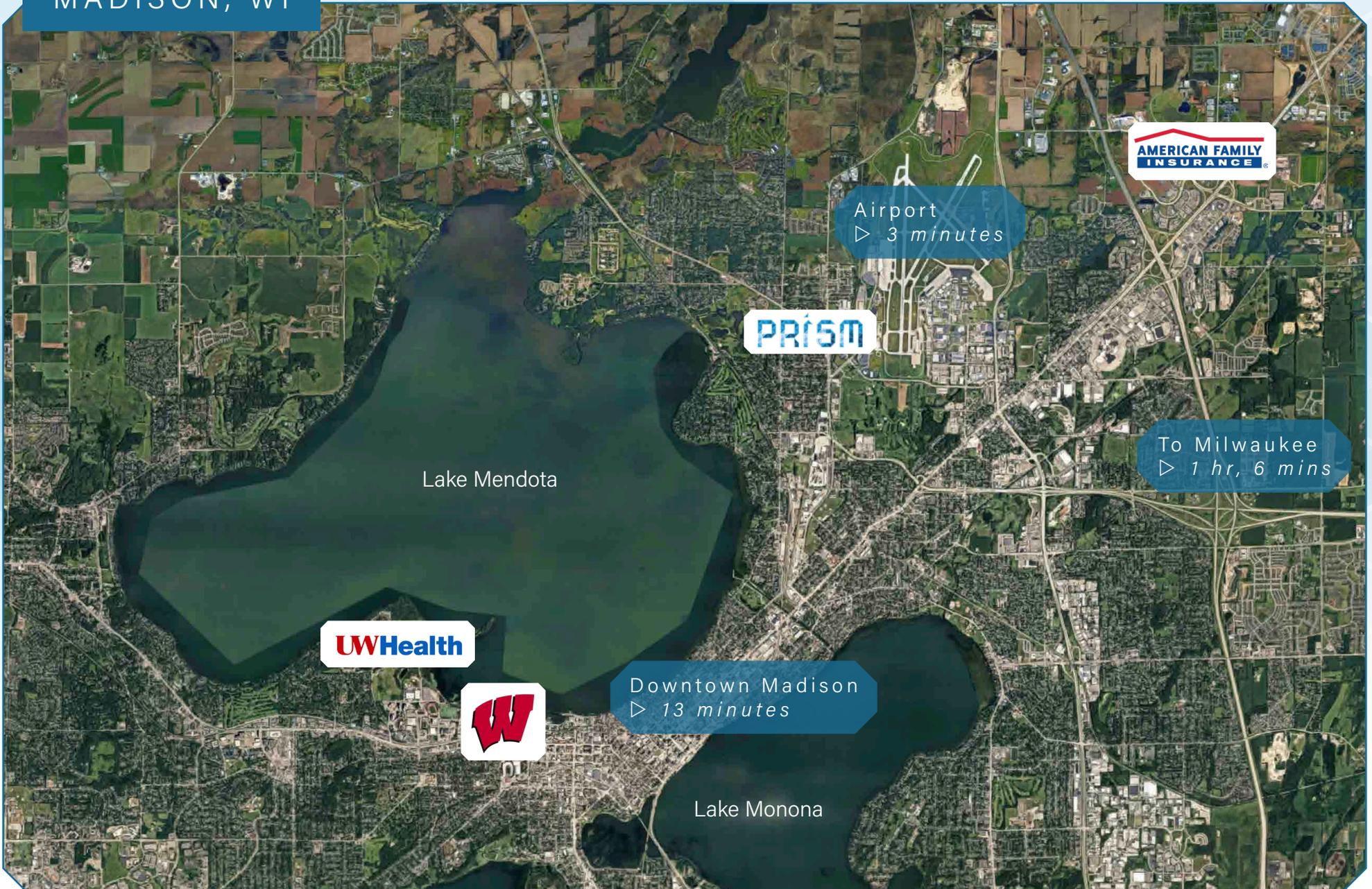
- ▷ Adjacent to property
- ▷ Within walking distance to grocery, pharmacy, several restaurants, gas station, fitness center, library, indoor pickleball and many other specialty stores
- ▷ Northside Farmers Market

### Area Attractions

- ▷ Short walk to Lake Mendota
- ▷ Madison Mallards games across the street
- ▷ Many nearby parks
- ▷ Dane County Airport 3 minutes by car
- ▷ Downtown Madison 13 minutes by car



# MADISON, WI



Airport  
▷ 3 minutes

**PRISM**

To Milwaukee  
▷ 1 hr, 6 mins

Lake Mendota



Downtown Madison  
▷ 13 minutes

Lake Monona

# MADISON, WI



# ADDITIONAL INVESTMENT OPPORTUNITY

## PRISM II APARTMENTS

- ▷ "Second Phase"
- ▷ 45 Units
- ▷ Shovel Ready - All City Approvals & Site Prep Complete
- ▷ Potential for TIF Funding

*Please inquire for details*



# PARISON

## APARTMENTS

### CONTACT INFORMATION

---

**Josh Pelleter**

Broker

608.239.3820

[josh@rockwoodrealtygroup.com](mailto:josh@rockwoodrealtygroup.com)

**Alan Steinhauer**

Broker

608.658.8867

[alan@steinhauerredev.com](mailto:alan@steinhauerredev.com)

