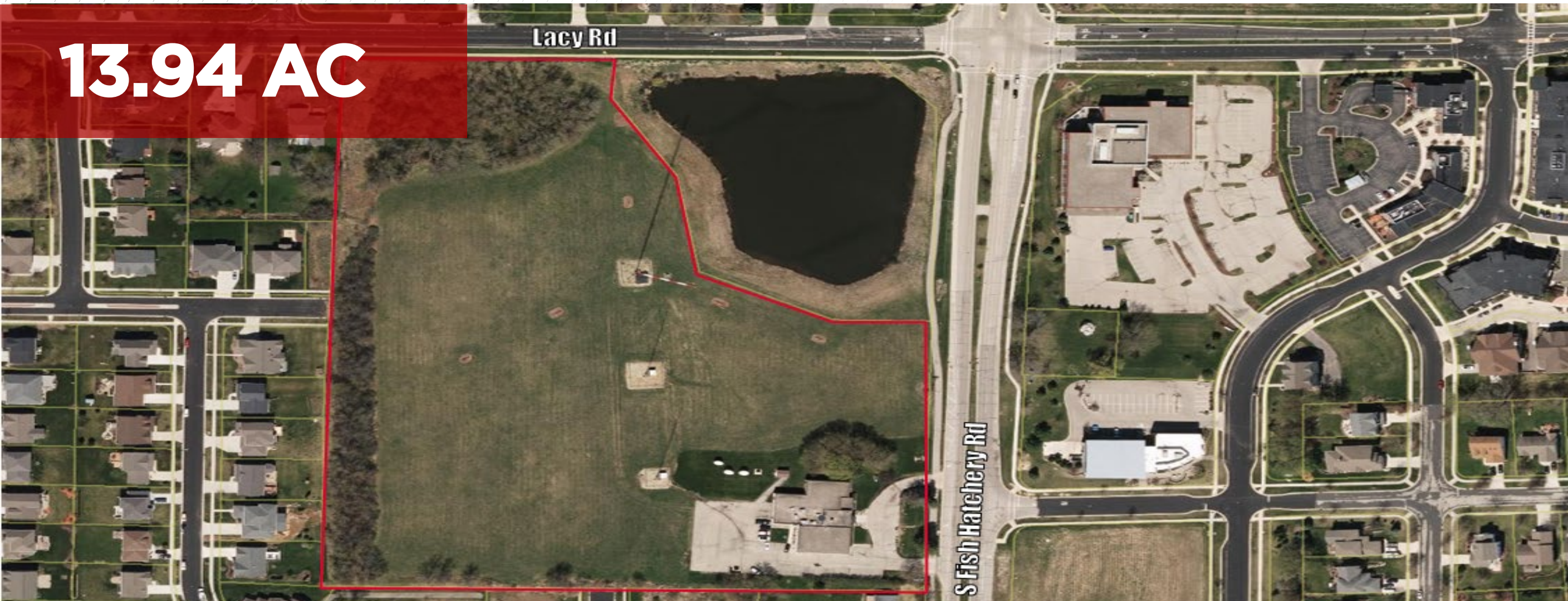


# FOR SALE



## 13.94 AC



# REDEVELOPMENT OPPORTUNITY

## 2651 S FISH HATCHERY RD, FITCHBURG, WI

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FOR SALE  
2651 S FISH HATCHERY RD, FITCHBURG, WI

# PROPERTY OVERVIEW

Property SF: 10,630 SF  
Year Built: 1975 (Addition in 1997)  
Lot Size: 13.94 AC  
Zoning: RD; Rural Development

## Economics

Tax Key: 225/0609 161 8100 2  
Taxes (2020): \$55,345.09  
Sale Price: \$5,500,000

- Redevelopment opportunity
- Located in well-established area with residential and commercial uses, including the Fitchburg Technology Campus to the southeast
- Minutes from downtown Madison & Verona (Home of Epic)
- Access to I-94 and Hwy's 14 & 16
- Large lot size
- Retention in place



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# SITE IMAGES



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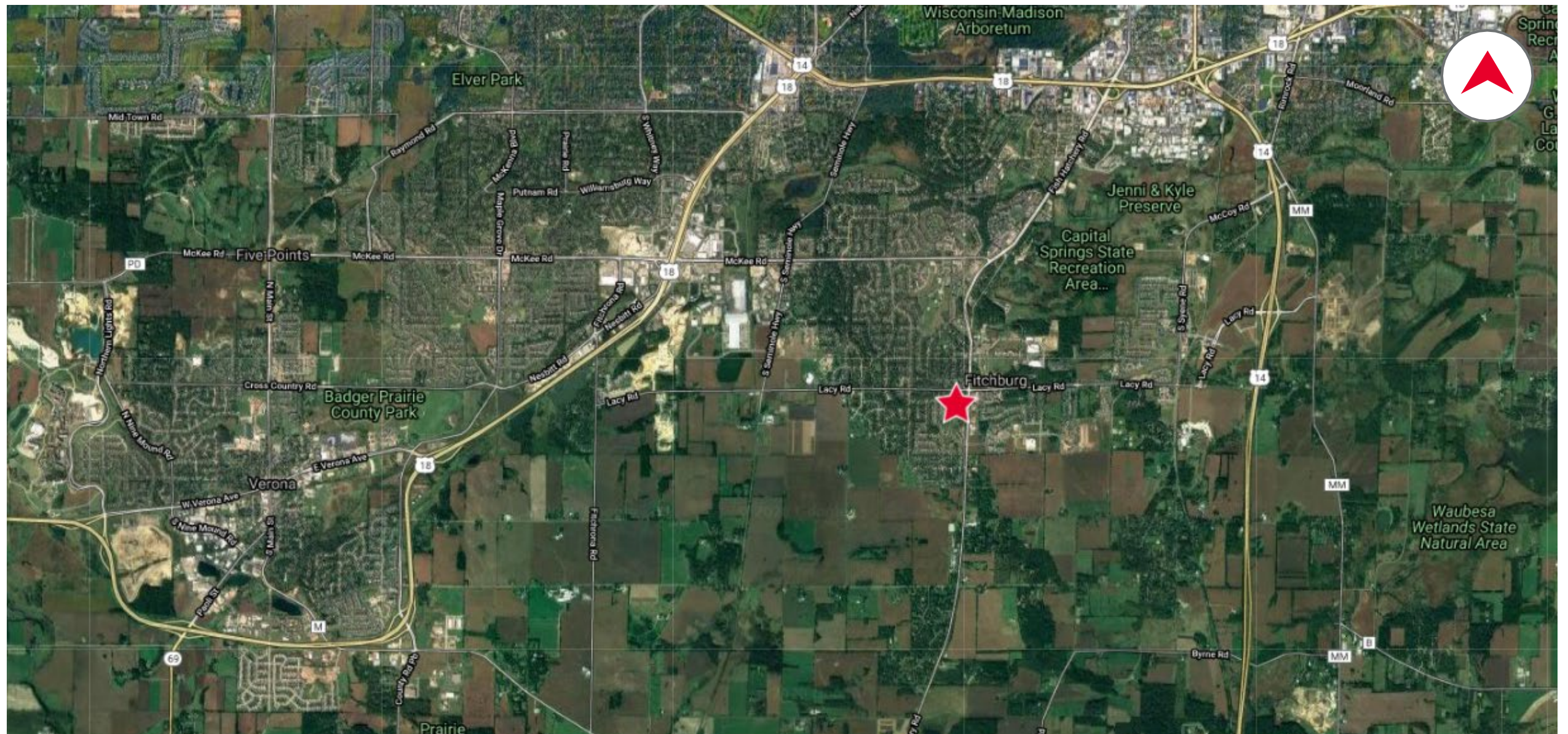
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# AREA MAP



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# LOCAL USER MAP



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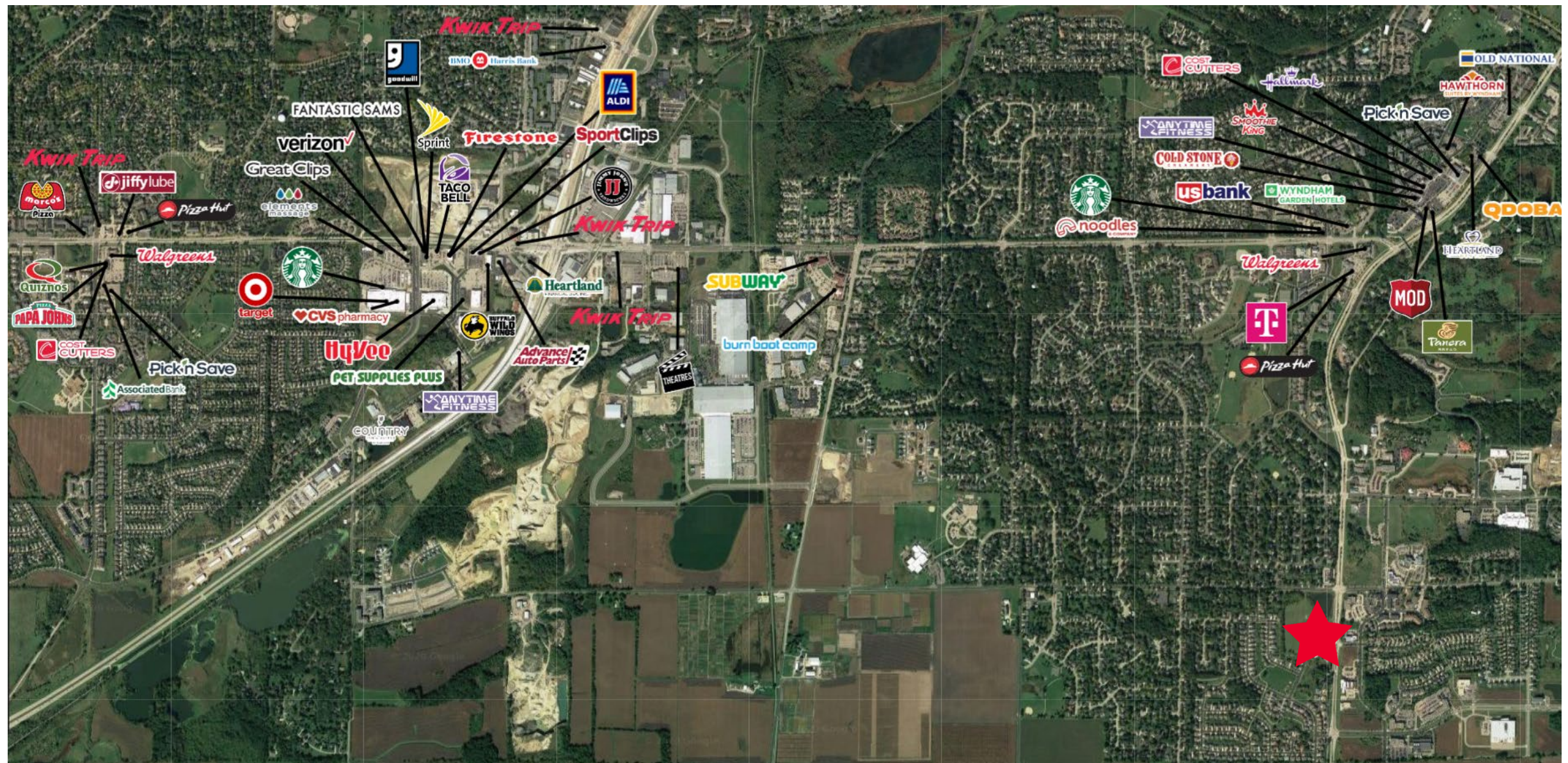
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# RETAILER MAP



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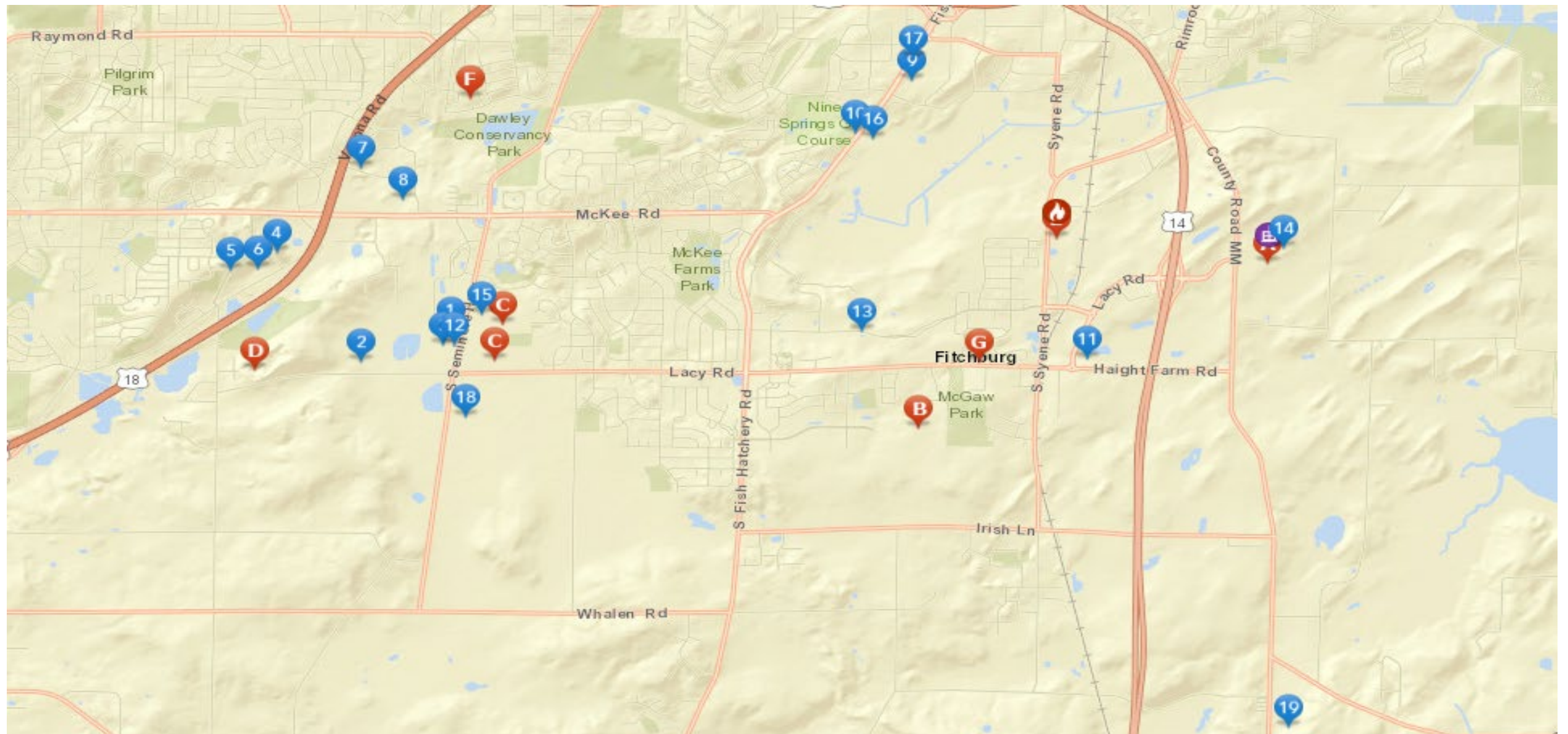
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# DEVELOPMENT PROJECTS



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# DEVELOPMENT PROJECTS

COMMERCIAL DEVELOPMENTS	
1	<b>Sub-Zero Design Center</b> (Under Construction) 322,834 sq. ft. two-story office and manufacturing
2	<b>Promega Component Manufacturing Center</b> (Under Construction) 158,276 sq. ft. two-story office and manufacturing
3	<b>Race Day Events Headquarters</b> (Open) 12,988 sq. ft.
4	<b>Goldfish Swim School and Dwellings Interior Design &amp; Home Furnishings</b> (Open) 15,750 sq. ft.
5	<b>Cameron Resort Style Senior Apartments</b> (Construction started May 2020) 130 units
6	<b>Limestone Ridge Apartments</b> (Re-approval Summer/Fall of 2020 construction) 116 units of workforce housing
7	<b>Discovery Vertical Storage</b> (Construction started June 2020) 3 stories, climate controlled, security accessed
8	<b>Certco Fleet Services Facility</b> (Open) 21,000 sq. ft. warehouse and storage
9	<b>UW Credit Union</b> (Open) 2 stories, 13,050 sq. ft. office, with 7,000 +/- basement finish
10	<b>The Highline Senior Housing</b> (Open) 4 stories, 160 units
11	<b>Phoenix Imaging</b> (Open) 10,000 sq. ft. Imaging Facility
11	<b>Phoenix Headquarters, Office &amp; Manufacturing</b> (Construction started October 2019) 47,000 sq. ft., future expansion to 100,000 sq. ft.
12	<b>Hop Haus Brew Pub, Restaurant, Production Facility</b> (Under construction) 10,800 sq. ft.
13	<b>Promega Research and Development Facility</b> (Under construction, Occupancy Fall of 2020) 270,000 sq. ft.
14	<b>Mariposa Learning Center Multicultural Day Care</b> (Construction started October 2019) 10,570 sq. ft.
15	<b>Blackhawk Church</b> (Open) Approximately 42,300 sq. ft.
16	<b>3101 Fish Hatchery Road Mixed Use</b> (Under Construction, Occupancy June 2021) 157 Market Apartments, 10,000 square feet commercial
17	<b>Park Bank Branch &amp; Starbucks 2802 Fish Hatchery Road</b>
18	<b>O'Brien Solar Fields 20 MW Solar Field</b> (Approved)
19	<b>Town &amp; Country Market C-Store 2050 CTH MM</b> (Approved) Gas & C-Store redevelopment

SUBDIVISIONS IN DEVELOPMENT	
A	<b>Terravessa subdivision</b> (Infrastructure and utilities being installed, lots available Fall 2019) 248 acres, with over 100 acres designated open commercial, office and retail space. Approx. 1,200 residential units <b>Oregon School District</b> (Under Construction opening Fall of 2020) K-6 Elementary School
B	<b>Fahey Fields subdivision - Phase 3</b> 80 acres, 180+ single family units <b>Oregon School District</b> (Infrastructure and utilities for Phase 3 under construction)
C	<b>Stoner Prairie subdivision</b> 97.8 acres, 160 single family units <b>Verona Area School District</b> (Infrastructure and utilities installed, lots available)
C	<b>Crescent Crossing</b> 65 Single family lots, 52 Twin Family Lots <b>Verona School District</b> (Infrastructure installation Summer 2020)
D	<b>Quarry Vista subdivision</b> 72.4 acres, 136 single family lots, 30 two family lots, 152 apartments <b>Verona Area School District</b>
E	<b>Uptown Crossing subdivision</b> Includes single family lots, townhomes, and apartments <b>Oregon School District</b>
F	<b>Renaissance in the Park subdivision</b> 36 single family home sites - Habitat for Humanity <b>Verona Area School District</b>
G	<b>Lacy Woods Condominiums</b> 30 units, single story duplexes <b>Madison Metropolitan School District</b>
INSTITUTIONAL DEVELOPMENTS	
	<b>New Oregon Elementary School</b> (Opening Fall of 2020) Two-story, K-6 elementary school serving approx. 600 students First net-zero energy school in Wisconsin
	<b>Fitchburg East Fire Station</b> (Open) 26,832 sq. ft. one-story building with four vehicle bays

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# DEMOGRAPHIC INFORMATION

## POPULATION

	1 MILE	3 MILES	5 MILES
ESTIMATED POPULATION (2021)	5,703	36,980	119,024
MEDIAN AGE	40.1	33.9	34.4

## HOUSEHOLDS

ESTIMATED HOUSEHOLDS (2021)	2,398	15,375	50,117
ESTIMATED AVERAGE HH INCOME (2021)	\$130,551	\$101,962	\$101,755

## TOTAL ANNUAL CONSUMER EXPENDITURE

TOTAL RETAIL EXPENDITURE	\$96.59 M	\$512.73 M	\$1.67 B
FOOD & BEVERAGE EXPENDITURE	\$29.74 M	\$159.62 M	\$520.54 M
ENTERTAINMENT EXPENDITURE	\$11.95 M	\$61.96 M	\$202.73 M
APPAREL EXPENDITURE	\$7.38 M	\$38.86 M	\$126.69 M

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## DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS

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

### DISCLOSURE TO CUSTOMERS

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

- (a) The duty to provide brokerage services to you fairly and honestly.
- (b) The duty to exercise reasonable skill and care in providing brokerage services to you.
- (c) The duty to provide you with accurate information about market conditions within a reasonable time if you request it, unless disclosure of the information is prohibited by law.
- (d) The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the information is prohibited by law. (See Definition of Material Adverse Facts below).
- (e) The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your confidential information or the confidential information of other parties.
- (f) The duty to safeguard trust funds and proposals in an objective and unbiased manner and disclose the advantages and disadvantages of the proposals. other property held by the Firm or its Agents.
- (g) The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the advantages and disadvantages of the proposals.
- Please review this information carefully. An Agent of the Firm can answer your questions about brokerage services, but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain-language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

### CONFIDENTIALITY NOTICE TO CUSTOMERS

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

- The following information is required to be disclosed by law:
  1. Material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see “Definition of Material Adverse Facts” below).
  2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection report on the property or real estate that is the subject of the transaction.

To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may list that information below. At a later time, you may also provide the Firm or its Agents with other Information you consider to be confidential.

### CONFIDENTIAL INFORMATION:

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

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

### DEFINITION OF MATERIAL ADVERSE FACTS

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 is generally recognized by a competent licensee as being of such significance to a reasonable party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction or affects or would affect the party's decision 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 that a competent licensee generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information 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 agreement made concerning the transaction.

### NOTICE ABOUT SEX OFFENDER REGISTRY

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