

710 JOHN
NOLAN DRIVE

MADISON,
WI

LEASE RATE
NEGOTIABLE



PRESTIGIOUS RESTAURANT OPPORTUNITY

On Site Amenities

- Prominently located off John Nolan Drive at the entrance to Downtown Madison from Hwy 12/18 Beltline
- On-site 230-room Sheraton Hotel being converted to a Marriott (2024)
- Redevelopment contemplated for remaining site to add additional density
- On-site hotel conversion to a Fairfield Inn & Suites (April 2024)

.65 acre site

- 11,359 SF total
- 5,532 SF 1st floor
- 5,827 SF 2nd floor
- 2-story restaurant
- Incredible opportunity for a multi-level restaurant
- Dramatic 11 foot ground floor ceiling heights; 9 foot 2nd floor ceiling heights

\$82.2M Food and Beverage spending in
Downtown Madison in 2022.

Area Amenities

- Across from the **Alliant Energy Center** - Madison's premier entertainment center featuring events from concerts, festivals, horse shows, banquets, conferences, corporate gatherings, and more. Sitting on 164 acres, the site hosts over 500 events per year.
- Just minutes from Downtown Madison, UW-Madison, Monona Terrace
- Over \$180M in new construction since 2020 in Downtown Madison
- University of Wisconsin-Madison: total enrollment 49,886 (Fall 2022), 25,257 faculty and staff

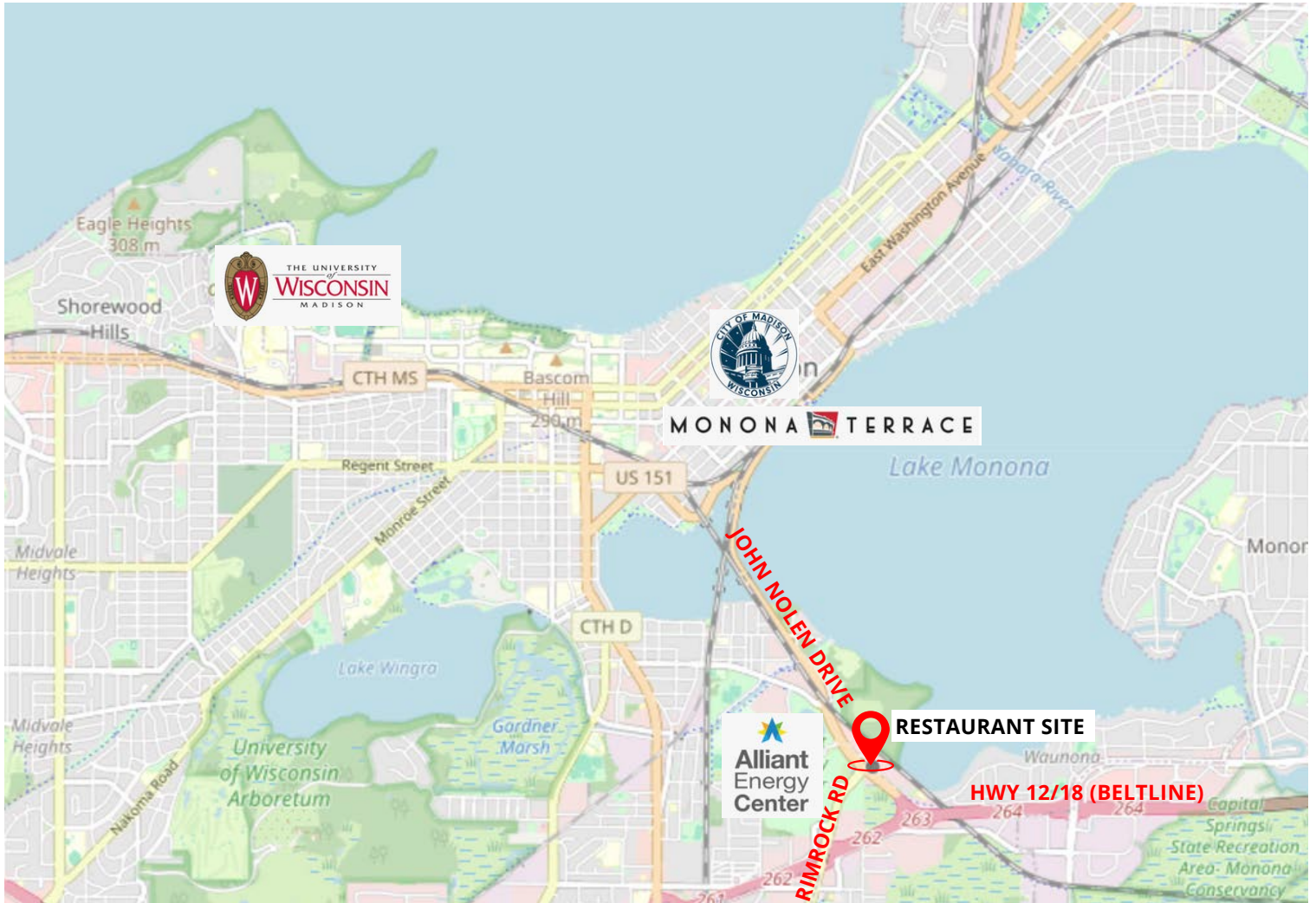
Sources: 2023 State of Downtown Report (Downtown Madison, Inc.)
www.alliantenergycenter.com

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Information presented herein is based on estimates and assumptions and is for illustration purposes only. No representation, warranties, or guarantees of any kind are made.

RESTAURANT SITE

MADISON AREA



TRAFFIC COUNTS

Road	Vehicles / Day
John Nolen Drive	47,050
Rimrock Rd	14,700
Hwy 12/18*	126,000

*The "Beltline", the primary connection between East and West Madison

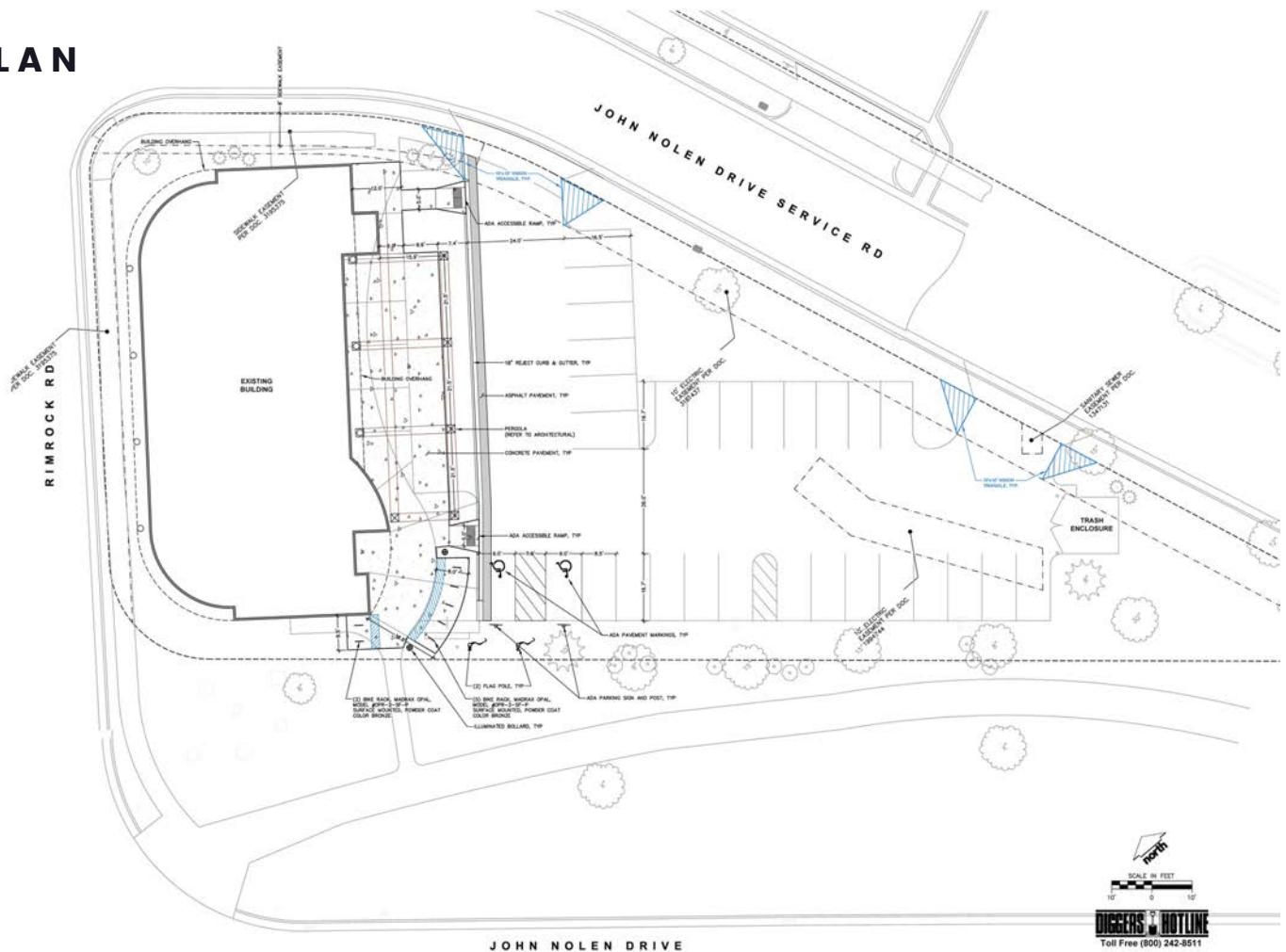
Source: 2023 Kalibrate Technologies

RESTAURANT SITE

EXIS



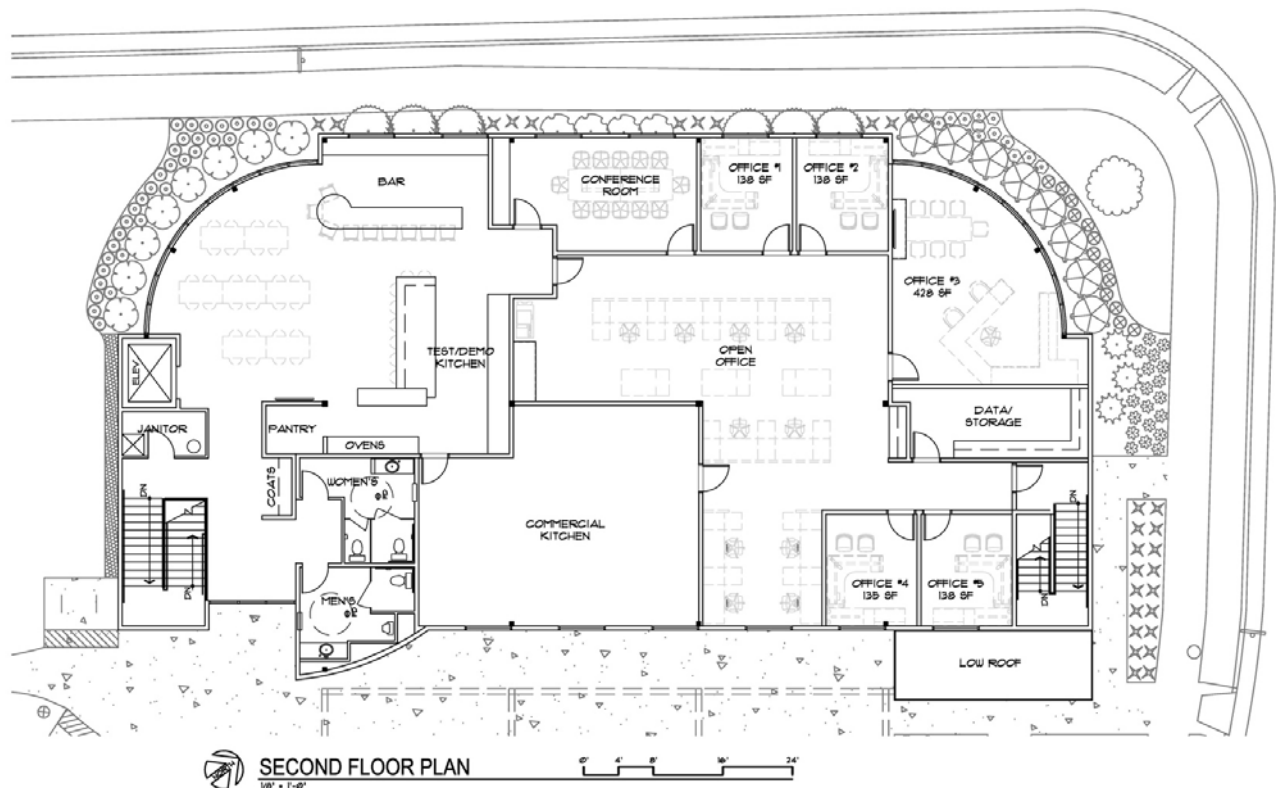
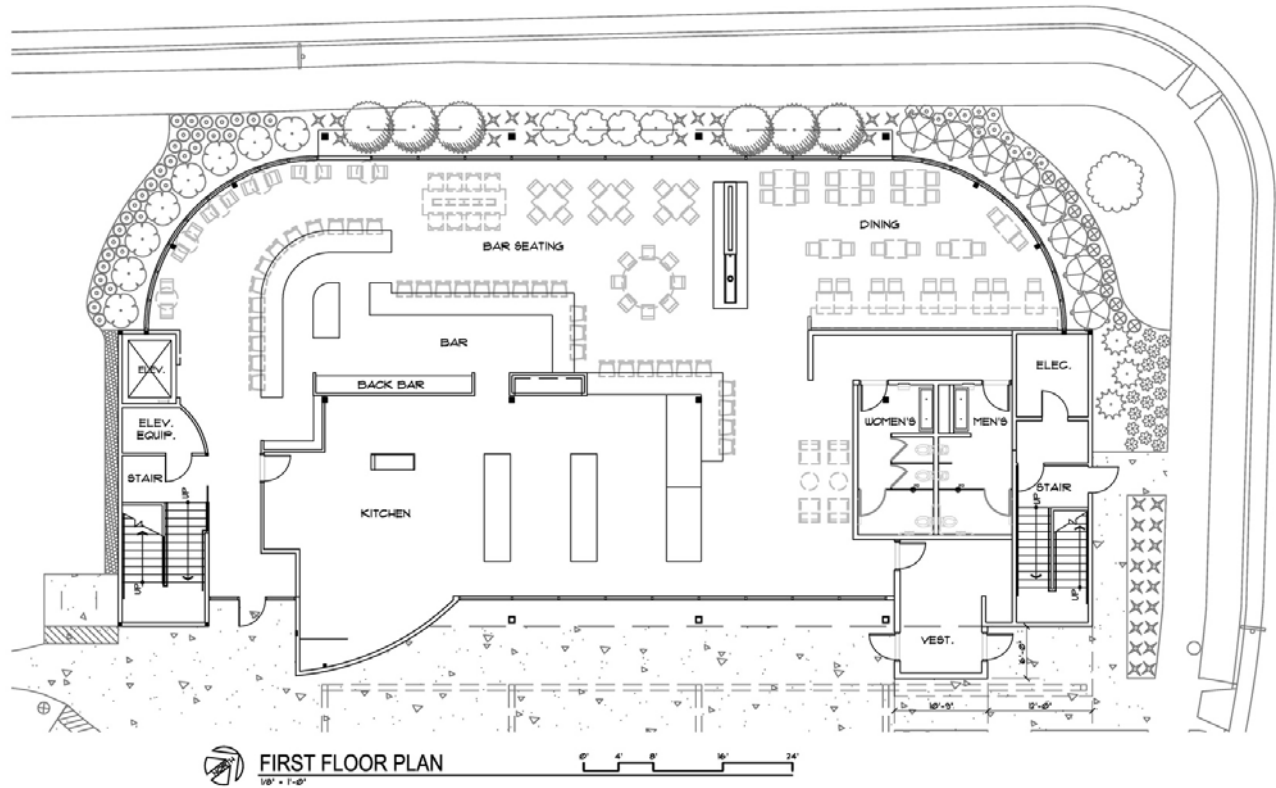
SITE



RESTAURANT SITE

EXAMPLE FLOOR PLANS

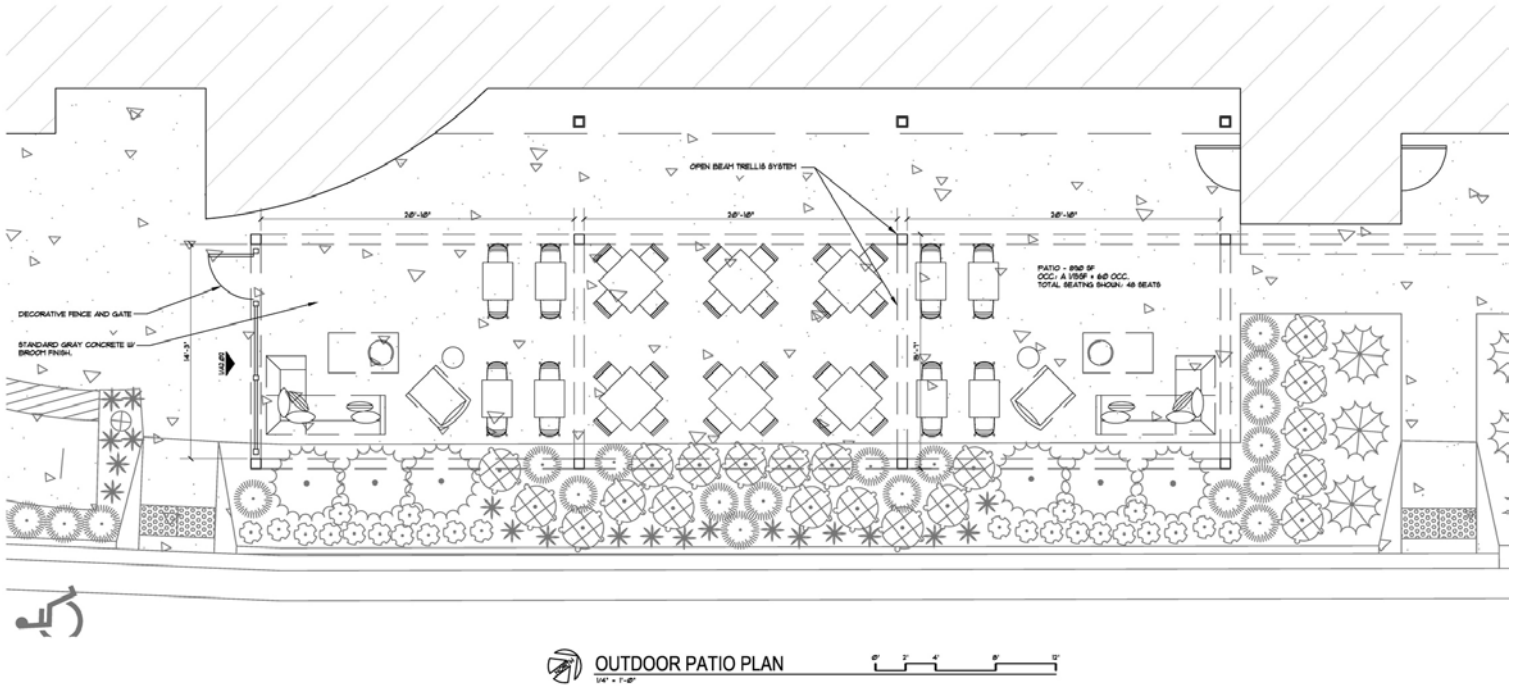
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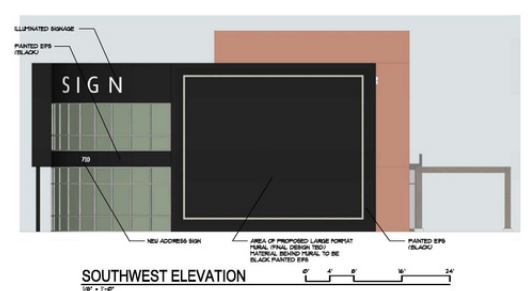
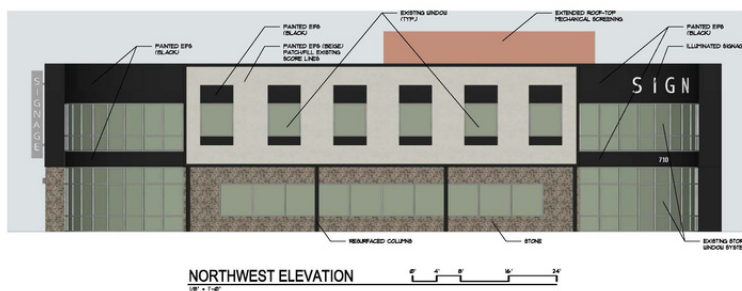
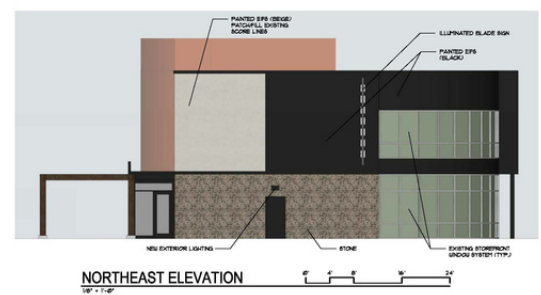
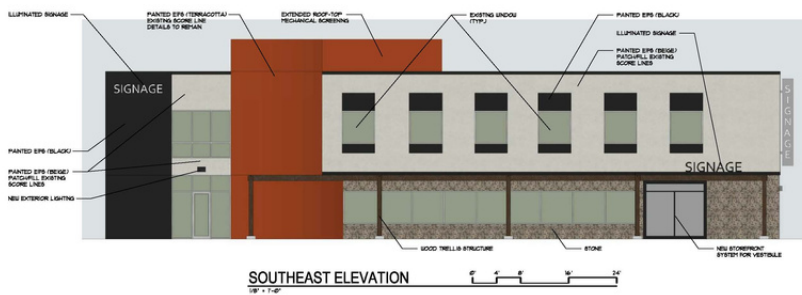
RESTAURANT SITE

EXAMPLE OUTDOOR PATIO PLAN

Subject to change per user.



EXAMPLE BUILDING ELEVATIONS



RESTAURANT SITE

EXAMPLE PERSPECTIVES



NORTHEAST PERSPECTIVE

N.T.A.



NORTHEAST PERSPECTIVE

N.T.A.



NORTHWEST PERSPECTIVE

N.T.A.



SOUTHWEST PERSPECTIVE






N.T.A.

RESTAURANT SITE

SITE LOCATION



AREA DEMOGRAPHICS (2023)

	 Total Population	 Housing Units	 Avg. Household Income	 Entertainment / Recreation Total \$	 Food Away From Home Total \$
1 MI RADIUS	6,435	3,136	\$80,633	\$8,424,412	\$9,298,807
3 MI RADIUS	105,714	49,053	\$83,827	\$133,248,244	\$151,082,276
5 MI RADIUS	203,442	95,914	\$99,630	\$315,266,558	\$339,124,474

Source: ESRI

RESTAURANT SITE

SITE AERIALS



LOOKING NORTH



LOOKING EAST

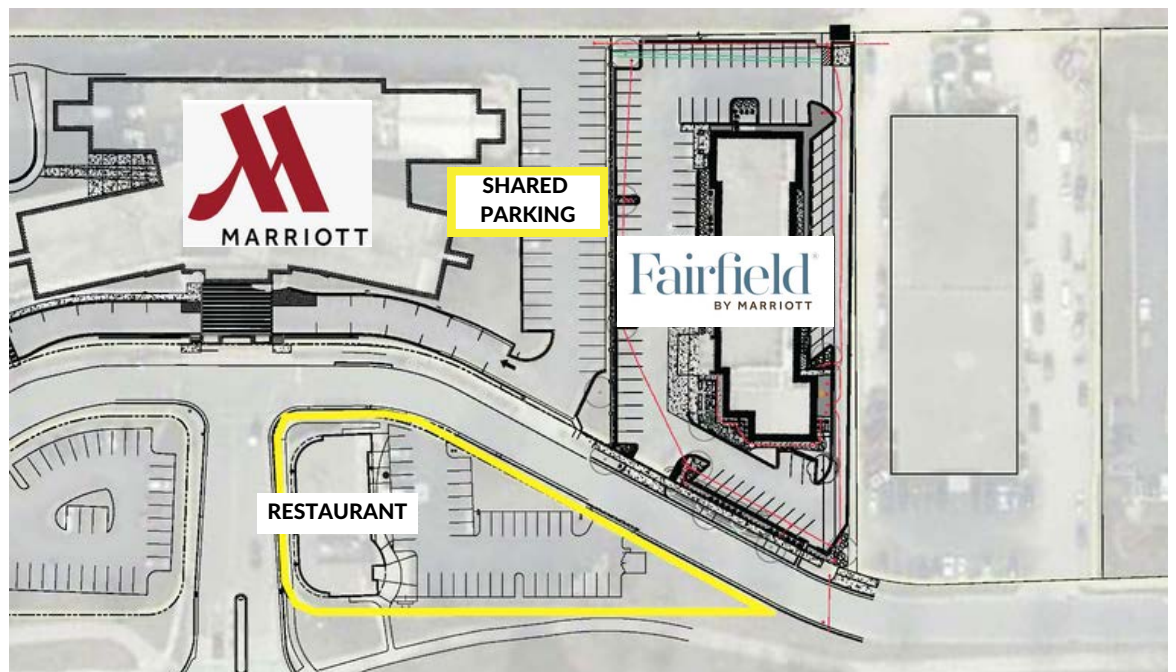


LOOKING SOUTH



LOOKING WEST

SITE PLAN



RESTAURANT SITE

HOTEL CONVERSION



EMPLOYMENT

Downtown Madison Employment

In 2023, **17%** of employees citywide were located in downtown Madison.

Source: CBRE, ESRI 2023

Number of Employees



Downtown Madison:

2020: **50,627**

2023: **49,637**

City of Madison:

2020: **236,099**

2023: **265,424**

Dane County:

2020: **410,694**

2023: **428,555**

Number of Businesses



Downtown Madison:

2020: **1,992**

2023: **1,961**

City of Madison:

2020: **11,565**

2023: **11,450**

Dane County:

2020: **22,240**

2023: **22,206**

Source: CBRE, ESRI 2020 and 2023



Source: 2023 State of Downtown Madison

RESTAURANT SITE

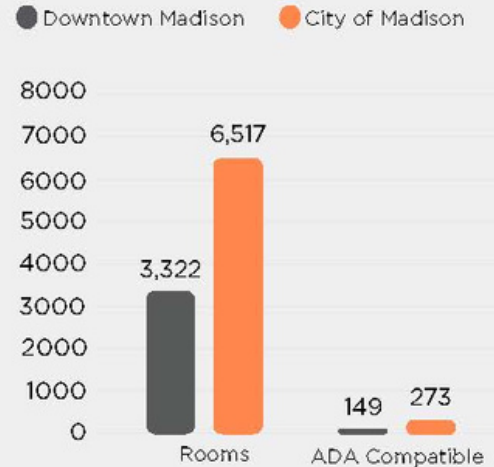
TOURISM AND ATTRACTIONS

Visitor Spending in Downtown Madison
(in millions)



Source: Destination Madison, Tourism Economics. Downtown Madison defined as 53703 zip code.

Number of Hotel Rooms/
Accommodations in 2023



Source: Destination Madison. Downtown Madison defined as State Street/Campus, Capitol/Downtown, and Near East. Numbers include hotel/motel/resort, bed & breakfast, and extended stay rooms.

Visitor Spending by Category in
Downtown Madison in 2022 (in millions)



Source: Destination Madison, Tourism Economics. Downtown Madison defined as 53703 zip code. *Lodging includes 2nd home spending. **Transportation includes both ground and air transportation.



Source: 2023 State of Downtown Madison

DISCLOSURE

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

BROKER DISCLOSURE TO CUSTOMERS

You are the 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:

- The duty to provide brokerage services to you fairly and honestly.
- The duty to exercise reasonable skill and care in providing brokerage services to you.
- 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.
- 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).
- 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 (see "Confidentiality Notice To Customers" below).
- The duty to safeguard trust funds and other property held by the Firm or its Agents.
- 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 property inspection, contact an attorney, tax advisor, or property 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 a broker's duties 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 or 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 section 452.01 (5g) of the Wisconsin statutes (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 is aware of what specific information you consider confidential, you may list that information below or provide that information to the Firm or its Agents by other means. At a later time, you may also provide the Firm or its Agents with other information that you consider to be confidential.

CONFIDENTIAL INFORMATION:

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

(INSERT INFORMATION YOU AUTHORIZE TO BE DISCLOSED SUCH AS FINANCIAL QUALIFICATION INFORMATION)

SEX OFFENDER REGISTRY

Notice: 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 phone at 608-240-5830.

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.

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



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