

OFFERING MEMORANDUM

1347

FISH HATCHERY ROAD



MADISON, WI

CBRE

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FISH HATCHERY ROAD

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PROPERTY OVERVIEW

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UNIVERSITY
OF WISCONSIN
ARBORETUM



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FISH HATCHERY ROAD

Multi-Family Redevelopment Site

1347 Fish Hatchery Road is a prime Downtown Madison, Wisconsin, redevelopment site offering a blank canvas to add density to the site with a multi-family or mixed-use project.

Nestled in a vibrant, growing area with picturesque lake views from upper levels of a new project, this property is strategically located near strong employers and a plethora of amenities.

The site offers fantastic transportation linkages with Park Street, Fish Hatchery Road, and W. Washington Avenue providing easy access to the Capitol Square, the Beltline Highway, and Madison's treasured lakes.

PROPERTY DETAILS

List Price	\$3,100,000
Total Size	3.6 Acres (157,852 SF)
Current Zoning	TR-V1 (Traditional Residential - Varied 1)
Future Land Uses	CMU (Community Mixed-Use) RMU (Regional Mixed-Use)
Projected Height	TBD based on plans, but anticipate 3-6+ story buildings per future land use plan

NOTE: This property will be sold with a deed restriction in place to restrict a wide variety of medical uses onsite.



The site is located along Fish Hatchery Road, south of the isthmus between Lake Wingra and Monona Bay. The site benefits from the connectivity of US Highway 151/South Park Street but the one-block buffer offers a neighborhood feel adjacent to Wingra Park. Madison's [future land use plan](#) designates the site as mixed use.



PROPERTY SUMMARY

PARCEL DETAILS

Size	3.6 Acres
Parcel Number	251/0709-263-0307-8

The site is located on Fish Hatchery Road, south of the isthmus between Lake Wingra and Monona Bay and just one block away from another main thoroughfare, US Highway 151/South Park Street.

FUTURE LAND USE

The parcel is zoned **Regional Mixed-Use** (*Intensive mix of region-serving retail, office, service, entertainment, civic, institutional, and high density residential uses*) and **Community Mixed Use** (*Relatively high-intensity mix of residential, retail, office, institutional, and civic uses, generally located adjacent to a major transportation corridor*).



	Regional Mixed-Use		Low Residential
	Community Mixed-Use		Parks and Open Space

REDEVELOPMENT CONCEPT

02



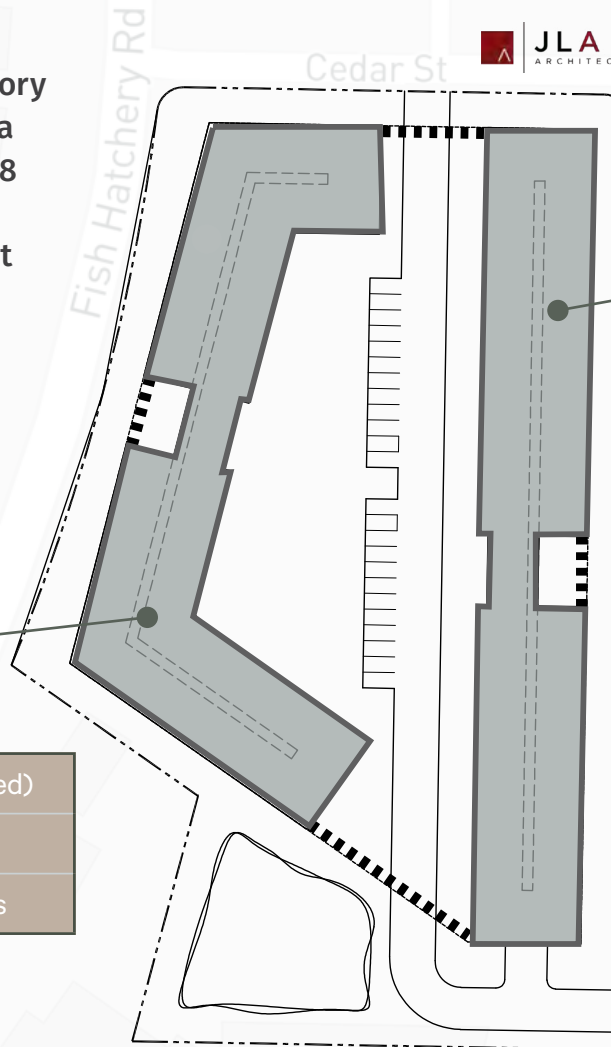
This redevelopment concept is comprised of two buildings: a 3-story building housing 86-92 units, and a larger 4-story building with 118-128 units. A significant feature of the proposed conceptual development is the underground parking level which spans the entire block, providing approximately 290 parking spaces.

Building Height	3 Stories (Estimated)
Unit Count	86-92 Units
Parking	122 parking spaces

WEST BUILDING

Assumed unit mix:

70%	1 Bedroom
30%	2 Bedrooms
120 Bedrooms	



Building Height	4 Stories (Estimated)
Unit Count	118-128 Units
Parking	168 parking spaces

EAST BUILDING

Assumed unit mix

70%	1 Bedroom
30%	2 Bedrooms
166 Bedrooms	

PARKING

This redevelopment concept includes and underground parking level under the entire block of about 107,600 SF.

290 Parking Spaces

NOTE:

Redevelopment concept provided by JLA Architects. Believed to be a conservative concept, buyers shall be responsible for their own due diligence and project approvals.

AREA
OVERVIEW

03



UNIVERSITY OF WISCONSIN ARBORETUM



UNIVERSITY OF WISCONSIN ARBORETUM



AREA OVERVIEW

Madison, WI enjoys a national reputation as a resilient economy due to strong job, income, and population growth. Madison is the state capital with a Metropolitan Statistical Area of approximately 654,230 residents in a four-county area and is home to the University of Wisconsin-Madison - the #12 Top Public University in America. Moody's Analytics ranked Madison one of the Top 10 US Cities Best Positioned To Recover From Coronavirus, stating "Durham, North Carolina and Madison, Wisconsin could enjoy a surge in growth in the years to come."

Well known for its high quality-of-life, Madison is expected to benefit from relocations of people of all demographics seeking out an alternative to larger, more congested metro areas. This trend is expected to be further fueled by the continued adoption of work-from-home policies and location flexibilities provided to employees and may result in population growth surprising to the upside of current projections.



Madison residents are among the most educated in the country claiming the third highest percentage of residents over 25 holding at least a bachelor's degree and ranking first in regard to the percentage of the population possessing phds.



Major employers in the region include the State of Wisconsin, University of Wisconsin, health tech firms, several large insurance companies, biotech and research firms & several large manufacturers. This **diverse employment base contributes to Madison's economic stability.**



Just west of the site is the UW-Madison Arboretum, a 1,260 acre teaching and research facility. The arboretum is open to the public daily free of charge and is a popular leisure destination for local residents and tourists due to its extensive hiking trails, biking roads, and ski/snowshoe routes.

AREA OVERVIEW

The stable presence of the University of Wisconsin and Epic Systems protects against employment volatility and provides a continued foundation for Madison's large and growing tech industry cluster. Madison's unemployment rate is among the lowest in the nation, thanks to an extremely well-educated workforce. Madison's percentage of high tech employees in the workforce is significantly higher than the national average.

Madison also boasts a high location quotient for workers in the medical and business management fields, driving demand for luxury apartment units.



CONSISTENTLY RANKS IN THE

TOP 10 OF THE TOP 100 BEST PLACES TO LIVE

INCLUDING REACHING THE #1
SPOT IN 2021 & 2022
#3 SPOT IN 2016 & 2020

- LIVABILITY.COM



MADISON REGULARLY RANKS IN THE

TOP 20 MOST SECURE PLACES TO LIVE

FOR LARGE METRO AREAS,
INCLUDING REACHING THE
#1 SPOT IN 2010

- LIVABILITY.COM



#1 MOST NEIGHBORLY CITY IN AMERICA

- NEIGHBOR.COM



#5 TOP 25 U.S. GROWTH CITIES

BASED ON MIGRATION TRENDS

- U-HAUL, 2020, 2021, & 2022



#3 BEST US METRO FOR FOR YOUNG PROFESSIONALS

- IN BUSINESS MAGAZINE, 2024



#1 BEST UNTAPPED CITIES FOR STARTUPS IN 2020 LIST

- FUNDERA



UW- MADISON

CAPITOL SQUARE

LAKE MONONA

SSM HEALTH CLINIC

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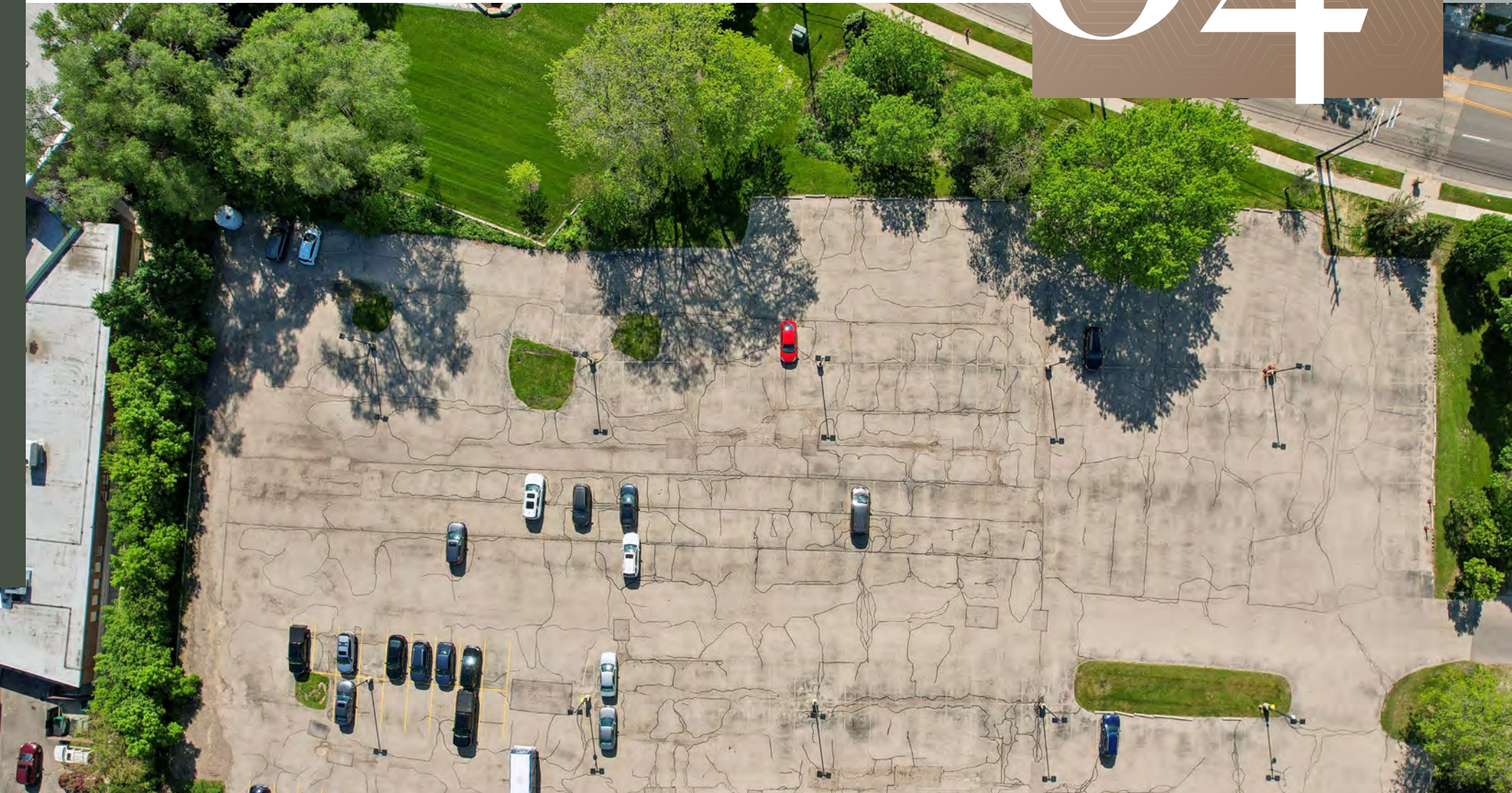
AREA DEMOGRAPHICS

DEMOGRAPHIC COMPREHENSIVE	1 MILE	3 MILES	5 MILES
POPULATION			
2023 Population	10,915	115,929	205,252
2028 Population - Projection	11,310	119,202	210,946
2020-2023 Annual Population Growth	0.71%	0.56%	0.55%
GENERATIONS			
Generation Alpha	7.7%	4.7%	5.9%
Generation Z	30.4%	44.0%	33.2%
Millennials	31.5%	25.4%	26.8%
Generation X	14.9%	11.8%	14.9%
Baby Boomers	13.3%	11.5%	15.4%
Greatest Generations	2.4%	2.5%	3.8%
HOUSEHOLD INCOME			
Average Household Income	\$73,978	\$93,465	\$100,206
Median Household Income	\$50,851	\$54,386	\$62,767
EDUCATION			
2023 Population 25 and Over	6,766	59,445	125,041
Bachelor's Degree	30.8%	36.3%	34.8%
Graduate or Professional Degree	21.7%	30.9%	28.7%
EMPLOYMENT			
2023 Businesses	484	5,589	9,543
2023 Employees	11,157	157,359	221,227



MULTIFAMILY MARKET OVERVIEW

04



MULTIFAMILY MARKET OVERVIEW

MADISON MULTIFAMILY MARKET

Madison multifamily market continues to experience exceptional fundamentals. Madison enjoys rapid population growth fueled by strong job growth in the technology and healthcare sectors while being anchored by the University of Wisconsin-Madison and government positions.

The growing population is reflected in the market's low vacancy rate at 3.9% which is the lowest in the Midwest and is the third-lowest vacancy rate in the country among the top 60 markets. Likewise, the 12-month asking rent growth is an impressive 3.6% while the national average lags at 1.1%.

Another contributing factor to the strong market fundamentals is the cost to own. The estimated mortgage payment with taxes and insurance based on year-to-date sales in Dane County is \$3,178 per month. With a median household income of \$81,136, this would put the monthly housing/income ratio at 47.0%. On the other hand, renting at the current asking rent of \$1,536 would equate to a housing/income ratio of 22.7%, making households more financially incentivized to rent for the foreseeable future.



Average Asking Rent

\$1,536



Vacancy Rate

3.9%



12-month Absorbed Units

3,089



12-month Asking Rent Growth

3.6%

VACANCY

Supply additions have been robust in Madison, but demand has been resilient thanks to continued population gains. The overall vacancy rate of 3.9% is one of the lowest in the country, especially in light of the national vacancy rate of 7.7%.

RENTAL RATES

Overall asking rent in the Madison MSA is \$1,536 per month. Madison's rent growth remains strong in the face of rapidly softening national averages. Influenced by one of the lowest vacancy rates in the country and a shrinking pipeline of construction projects, landlords have been pushing rents at accelerated rates, with current annual rent growth of 3.6% besting the national average of 1.1%. This places Madison among the strongest markets in the nation for year-over-year rent growth.

STEADY ABSORPTION

In the past twelve months, 3,089 units were absorbed and 3,384 units were delivered. Madison's multifamily market has experienced an impressive transformation to keep up with its rapidly growing population. Since 2013, roughly 29,000 units delivered, representing a 60% increase in inventory.





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