



**Office/Retail For Lease**

**701 E Washington Ave  
Madison, WI**

**Key Commercial Real Estate LLC**

**608-729-1800 | [www.keycomre.com](http://www.keycomre.com)**

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



# Property Details

The **Trademark Building** at 701 E. Washington Avenue offers a rare combination of historical charm and modern finishes in the desirable Cap East District of Madison. The property has a variety of suite sizes and configurations available providing unique architectural details. The site has a prime location within walking distance to the Capitol Square and the food/entertainment venues along Willy Street and E. Washington.

## ***Garden Level Suites Available: 135 SF—3,356 SF***

LL1: 795 SF \$18.50/SF NNN

LL2: 554 SF \$18.50/SF NNN

LL3: 135 SF \$18.50/SF NNN

LL4: 1872 SF \$18.50/SF NNN

## ***First Floor Suites Available: 1,474 SF—3,893 SF***

102: 1,474 SF \$23.50/SF NNN

103: 2,419 SF \$23.50/SF NNN  
(plus 800 SF mezzanine)

## ***Second Floor Suites Available: 2,396 SF—5,902 SF***

201: 2,396 SF \$23.50/SF NNN

202: 3,506 SF \$23.50/SF NNN

**Operating Expenses:** \$4.74/SF

**Parking:** Free tenant and customer parking available on-site with overflow parking available in adjacent lot.

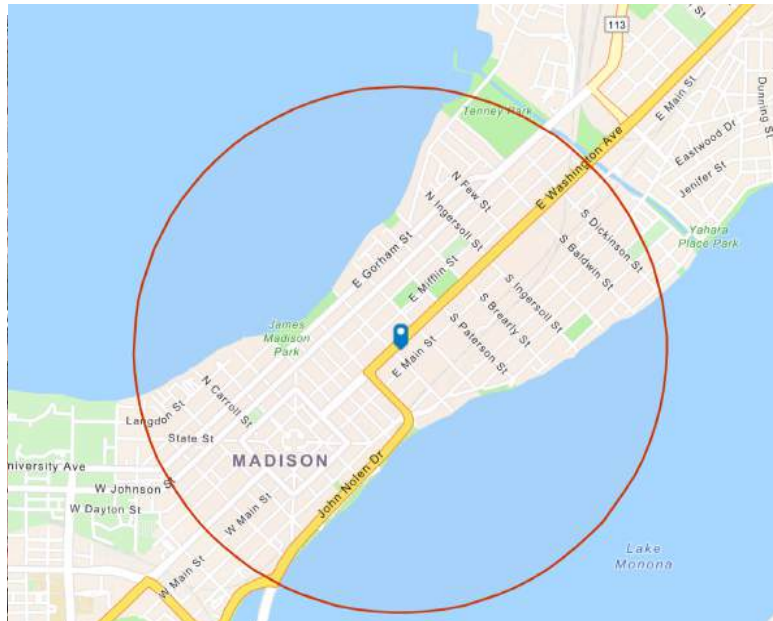
FOR DETAILED INFORMATION CONTACT:

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## Location & Demographics



27.6

Median Age



\$53,555

Median Household Income



30,172

Total Population

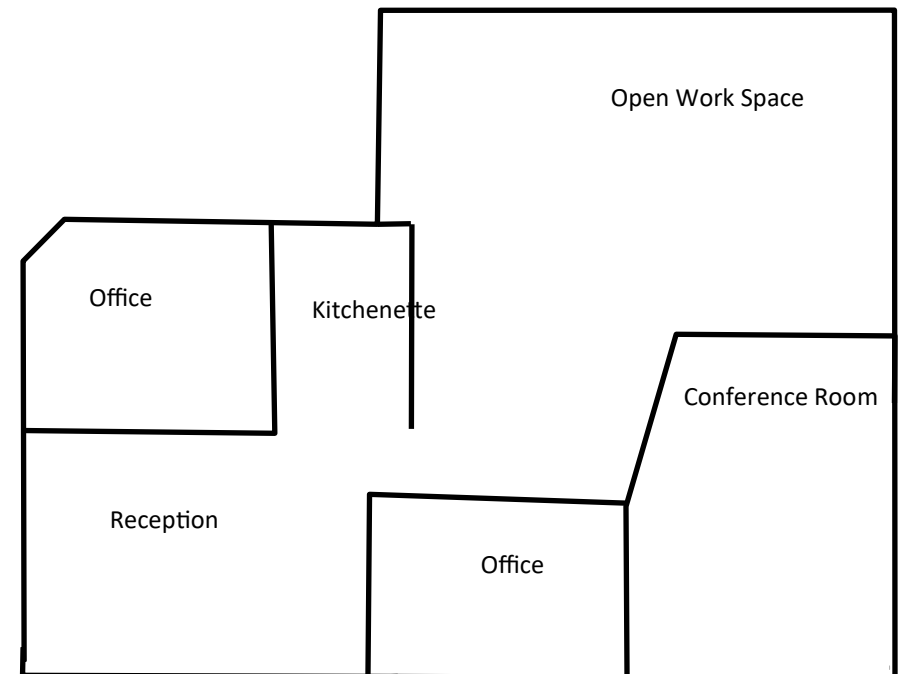




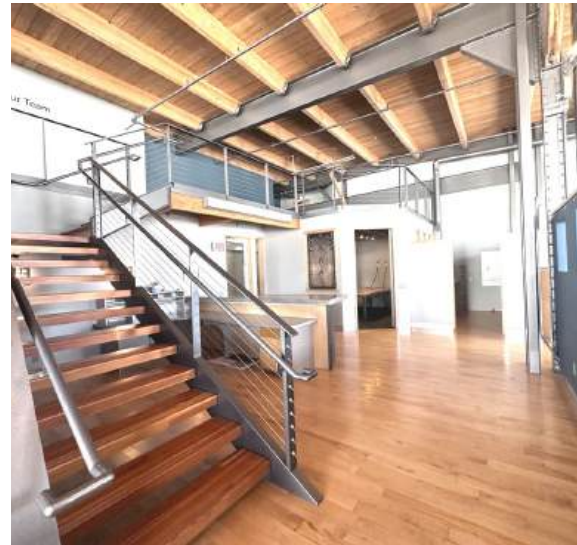
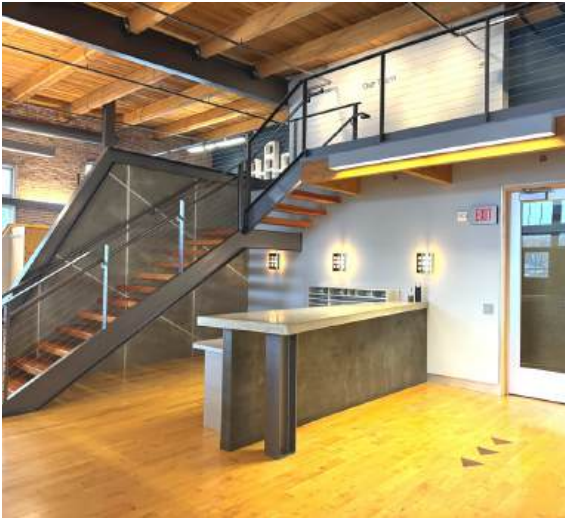


## Suite 102 Details

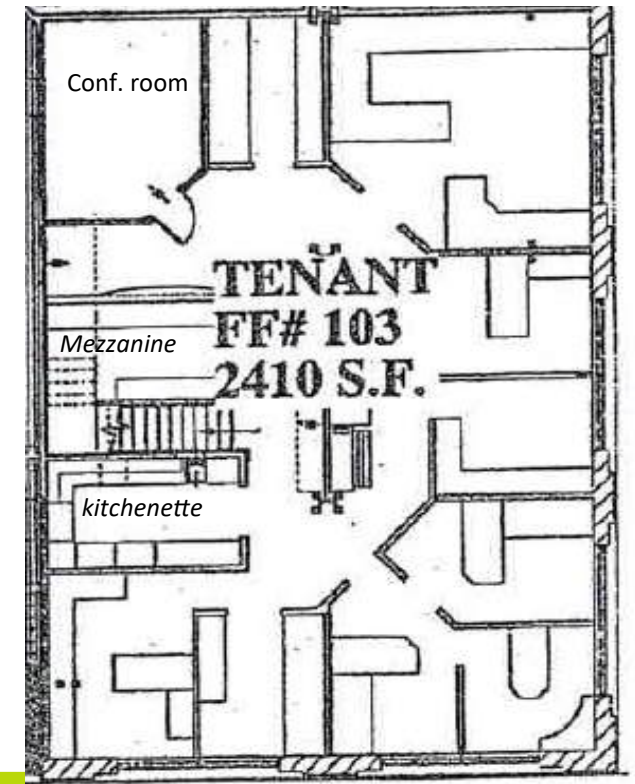
- 1,474 SF Suite
- Exposed brick walls, tall ceiling height and expansive window space
- Two offices, 1 conference room, kitchenette, reception & open work space
- Common restrooms
- \$23.50/sf NNN
- Available May 2025



## Suite 103 Details

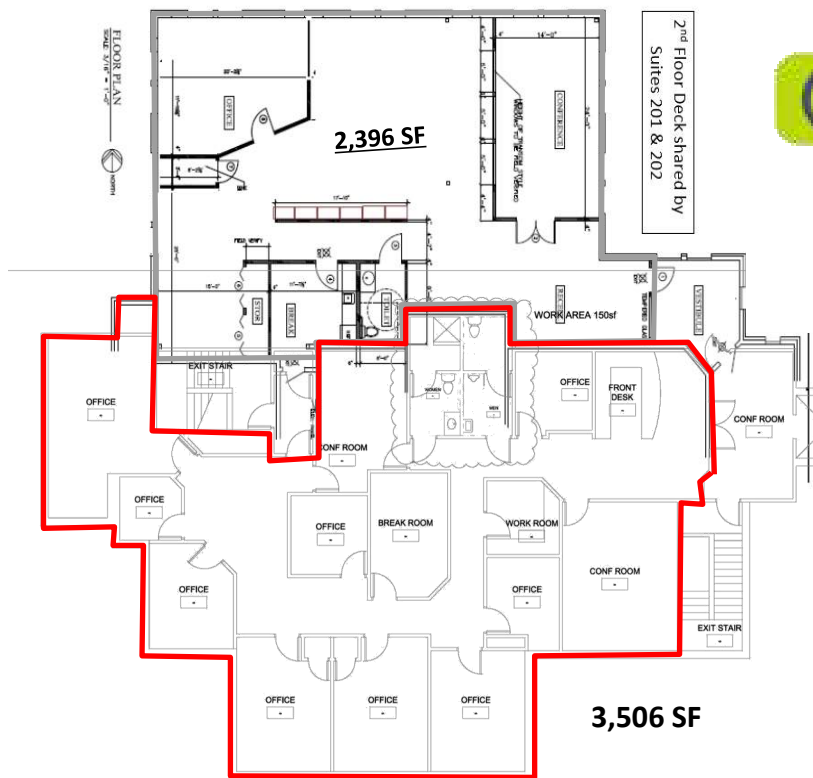


- 2,410 SF Suite + 800 SF Mezzanine
- Industrial finishes with exposed wood and metal truss
- Ideal for a creative user seeking collaborative space or reimagined as a retail/service use.
- Built in work stations, kitchenette, conference room reception and loft area.
- Common restrooms
- \$23.50/sf NNN
- Available now





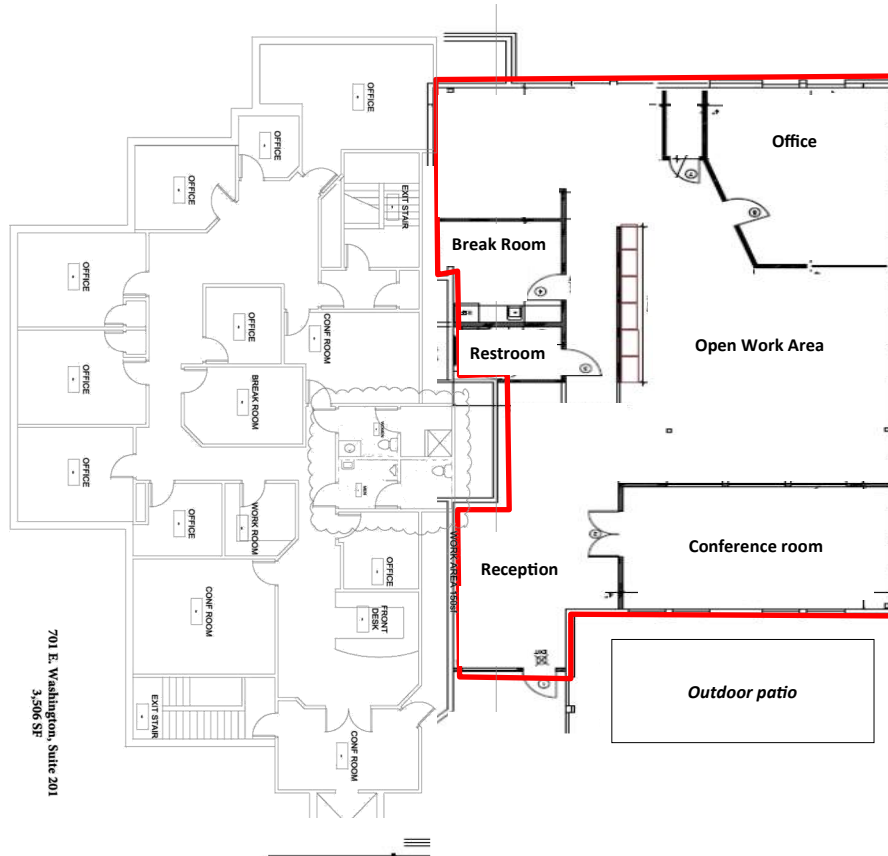
# Suite 201 Details



- 3,506 SF (up to 5,902 SF if combined with adjacent suite)
- Capitol views!
- Ample windows overlooking the Cap East District
- Professional office buildout with reception, 9 private offices, workrooms and conference room.
- Potential to add adjacent 2,396 sf suite which offers more modern finishes with an open concept feel.
- Private restrooms in suite with shower
- \$23.50/SF NNN
- Available now



# Suite 202 Details



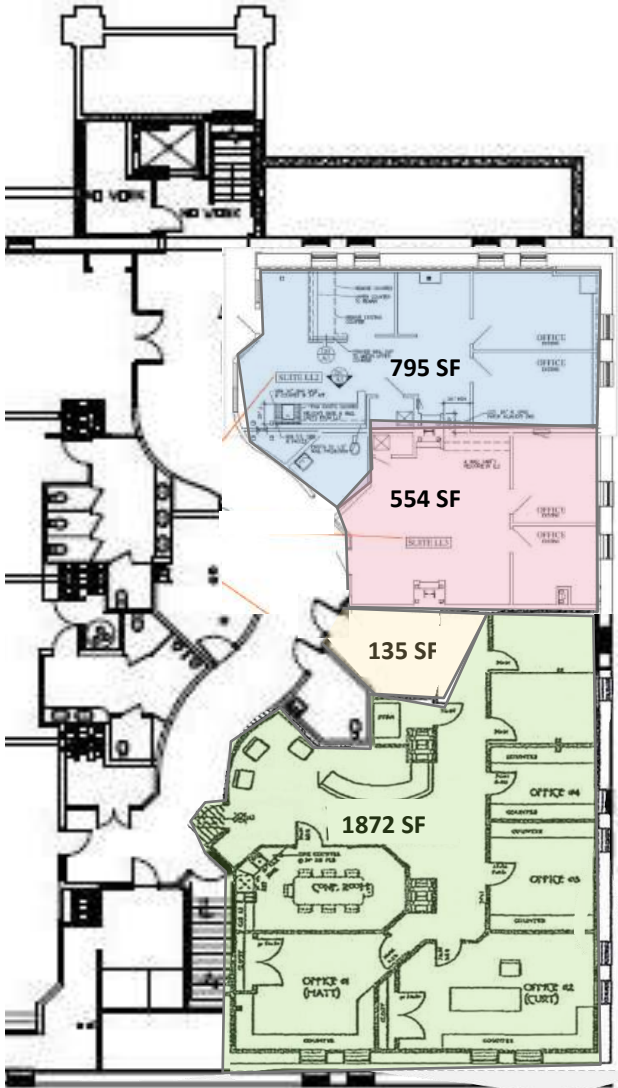
- 2,396 SF (up to 5,902 SF if combined with adjacent suite)
- Ample windows with tall exposed ceiling
- Two offices, conference room and open work space.
- Outdoor deck space
- Private restrooms in suite
- \$23.50/SF NNN
- Available now





## Suite LL 1, 2, 3, 4 Details

- 135 SF - 3,356 SF available
- Flexible suite sizes
- Garden-level office
- Features include built in reception, conference room, private offices, and open space
- Exposed brick and exposed wood ceiling
- Commons restrooms
- \$18.50/sf NNN
- Available now





## DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS

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 **DISCLOSURE TO CUSTOMERS** You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an agent  
4 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.)

## 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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Drafted by Attorney Debra Peterson Conrad

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United

# Broker Disclosure