

1.75 ACRES FOR SALE
OFFERED AT \$1,450,000

LAND LEASE & BUILD-TO-SUIT
TERMS AVAILALE

POTENTIAL TO SUBDIVIDE LOT

1350 FEMRITE DRIVE

MONONA, WI



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INVESTMENT OVERVIEW

One of the last remaining sites along HWY 51

Located at 1350 Femrite Drive, the property benefits from strong visibility, ease of access, and proximity to both residential and commercial districts of Monona, McFarland, and East Madison, creating a consistent flow of potential tenants. The property is adjacent to the UnityPoint Health Meriter Monona Clinic, and Menards, a large home improvement chain location. The property is situated along HWY 51, with visibility to 42,000 VPD, and extremely close proximity & visibility to 120,000 VPD from HWY 12/18.

Situated within a vibrant growth corridor in Dane County, this 1.75-acre parcel represents a rare opportunity to develop or invest in one of the most trafficked and accessible sites in the greater Madison region. The land offers prominent frontage on HWY 51 and is minutes from the Beltline, two of the most vital arteries in the metro area. With its adjacency to national retailers and healthcare anchors, the site benefits from strong co-tenancy drivers and high visibility from both vehicular and pedestrian traffic.

The location is exceptionally well-positioned to serve diverse user profiles—from medical to retail or service-based businesses—supported by strong area demographics and daily population flow. Monona's central location between downtown Madison and suburban employment nodes makes this site equally attractive for local users and regional players seeking strategic expansion. Whether for immediate development or long-term land banking, 1350 Femrite Drive offers scale, access, and exposure in a market with limited comparable offerings and growing demand.



Prime Beltline Visibility

42,000 VPD on HWY 51 with added exposure to 120,000 VPD from HWY 12/18.



Adjacent to Major Anchors

Next to UnityPoint Health Meriter Clinic and Menards.



Central Regional Access

The First Exit off HWY 12/18 from US-90
Convenient to Monona, McFarland, and East Madison submarkets.



Flexible Zoning Profile

Ideal for retail, dental, automotive parts sales, veterinarian, office, multi-family, or mixed-use development potential.





Market Overview

Monona, Wisconsin, is a strategically positioned suburb within the Madison Metropolitan Statistical Area (MSA), offering excellent access to key business districts and high-demand residential areas. With a population of approximately 8,536 residents as of 2023 and a median household income of \$87,784, Monona boasts a stable, affluent, and highly educated community. The city's proximity to downtown Madison—just 6 miles away—ensures seamless connectivity to the broader Madison market, one of the fastest-growing metro areas in the Midwest.

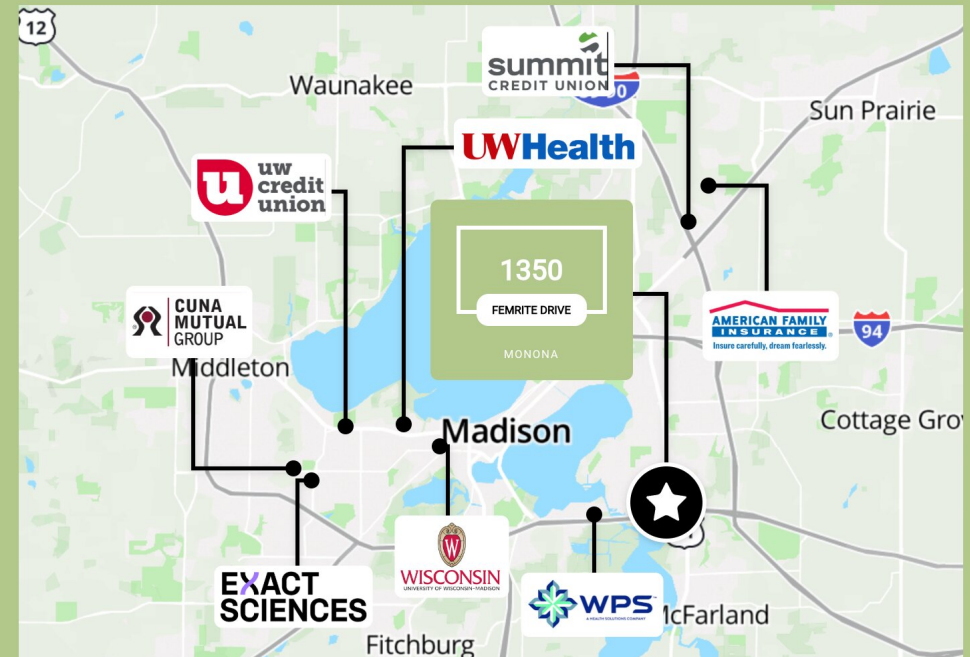
The subject property at 1350 Femrite Drive benefits from exceptional transportation connectivity. Situated along Highway 51, it experiences a daily traffic volume of 42,000 vehicles, while its proximity to the Beltline Highway (US 12/18) exposes it to an additional 120,000 vehicles per day. The property's high visibility is further enhanced by its adjacency to key establishments like UnityPoint Health Meriter Clinic and Menards, both of which generate consistent foot and vehicular traffic. Monona is a vibrant community, but its true advantage lies in its proximity to the larger Madison market.

The Madison Market: Economic Strength and Growth

Madison is the state capital and a hub of economic activity, home to major employers like the University of Wisconsin–Madison, UW Health, and Epic Systems. The city boasts a highly educated workforce and continues to experience strong job growth, particularly in sectors like healthcare, technology, and education. With its low unemployment rate and diverse economy, Madison remains a key economic engine for the region, making it a prime market for both commercial and residential development.



Major Employers



Employer Name	Industry	Number of Employees	Distance from Property
UW Health	Healthcare	24,000	6.5 miles
University of Wisconsin–Madison	Higher Education	21,000	6.5 miles
American Family Insurance	Insurance	4,000	9 miles
CUNA Mutual Group	Financial Services	3,000	9 miles
WPS Health Solutions	Health Insurance	2,500	2 miles
Exact Sciences	Biotechnology	2,000	7 miles
Summit Credit Union	Financial Services	950	5 miles
UW Credit Union	Financial Services	900	6 miles

South Towne Shopping Center















The Current I & II Apartments
239 Apartment Units









Pier 37











1350
FEMRITE DRIVE
MONONA, WI

COPPS AVE

S STOUGHTON RD

FEMRITE DR

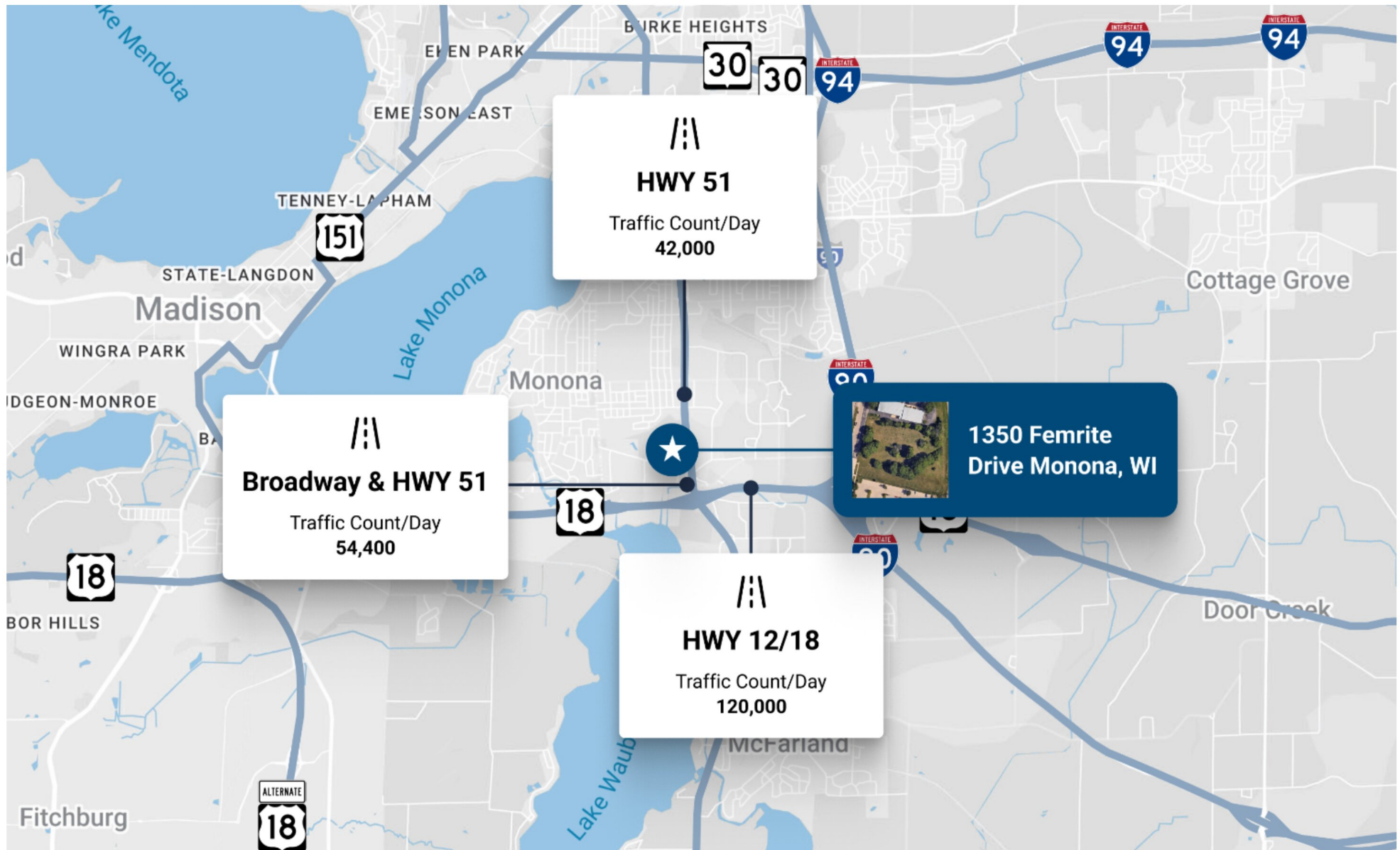
MENARDS®



UnityPoint Health
Meriter

PARTNER OF **UWHealth**

Transportation Routes and Traffic Counts





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