

Land For Sale

Multifamily Development Site

Lot 58, Parmenter St, Middleton, WI



KEYCOMMERCIAL
REAL ESTATE, LLC

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BELLE FARM

An Eco, Health and Wellness Neighborhood

FOR SALE

Rare opportunity to purchase a 2.11 acre parcel ready for multifamily development in Belle Farm, a new urbanism neighborhood in Middleton, Wisconsin.

- Price: \$3,799,500
- Units: Up to 149 units
- SF: 92,188
- Zoning: PUD-G
- Future Use: Urban Mixed Use
- TIF: Eligible - see city guidelines
- TID: Located in TID #5
- Phase: 4
- Lot: 58
- Tax ID: 255/080835395022
255/080835398422
- Frontage: Parmenter Street

ABOUT

Belle Farm has four multifamily parcels situated along Parmenter Street. These buildings are intended to richly integrate with the neighborhood and share amenities. Several multifamily/mixed-use buildings in phase 1 are through design development with construction planned in 2026.

Belle Farm is approved to develop 880 residential units, both single and multifamily. Rezoning, GIP and preliminary plat are completed for all phases. The final plat and infrastructure is complete for phase 1, providing 3 multifamily lots and 47 single family lots.

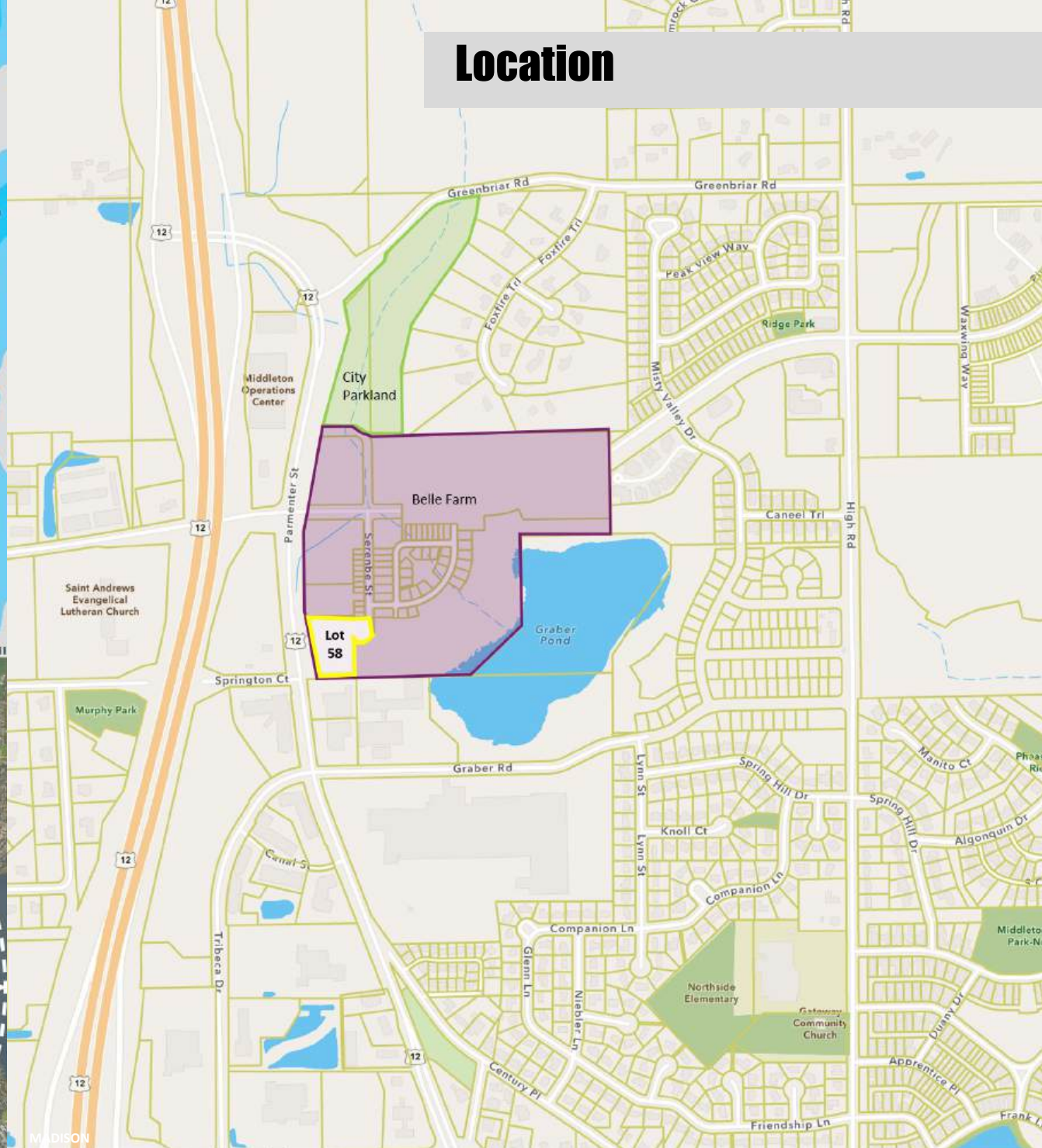
Lot 58 is included in phase 4, but this site can proceed at any time before or during other phases. Anticipated development is a 149 unit apartment building.

Neighborhood design and sustainability covenants will apply.



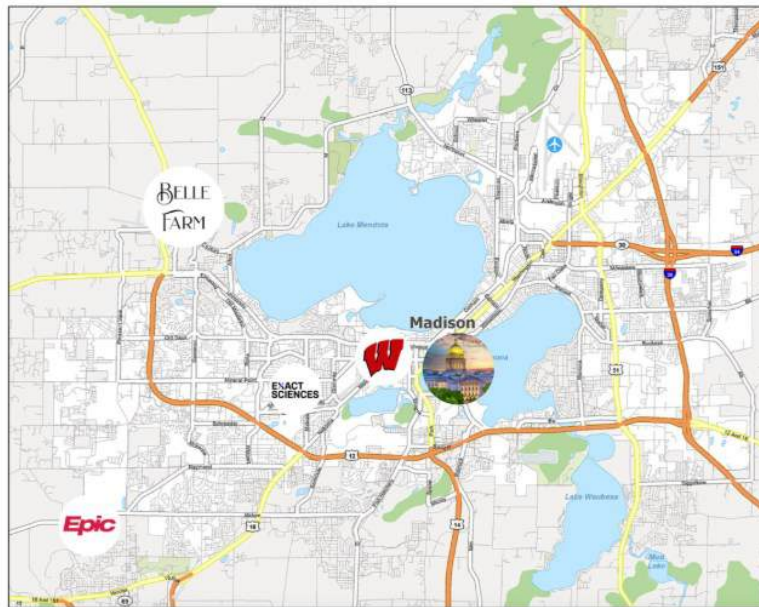


Location



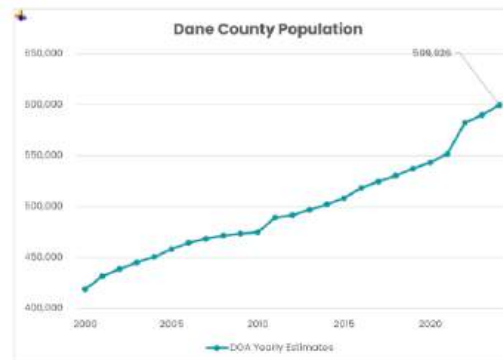
LOCATION, LOCATION, LOCATION

The Area



The location of Belle Farm allows easy access to the University of Wisconsin, downtown Madison and the state capital, the area's four stunning lakes and major employers like Epic and Exact Sciences. Madison is often ranked one of the best places in the country to live by major publications.

- Dane County's population is expected to surge from 561,504 residents in 2020, to 779,265 in 2050 — a 38 percent increase. (NPR)
- UW-Madison ranked #13 Public School (U.S. News and World Report)
- Madison ranked #14 Best Places to Live (U.S. News and World Report)
- Madison, WI ranked #7 Happiest Cities (Forbes)
- Madison ranked #5 Fittest Cities in America (American Fitness Index)
- Middleton, WI listed #18 Best Places to Live in US for Families (Forbes)
- Middleton is the #2 School District in the State of Wisconsin



- State capital
- Robust economy and employment
- Tech, life sciences, education and government provides stability
- Growing population
- Strong housing demand
- Vibrant intellectual and cultural scene
- Excellent schools
- Bustling college town
- Natural beauty, lakes, parks, bike paths
- Diverse, award winning food scene



BELLE FARM

The Neighborhood



NEIGHBORHOOD FEATURES

- Belle Farm is a new kind of residential community near Madison, Wisconsin focused on physical and mental wellbeing and a deep respect for the earth.
- 44 gorgeous and rolling acres.
- Preserving 50% open space and overlooking Graber Pond, the walkable neighborhood was designed to allow residents to connect with nature and neighbors, to live and to thrive, and to feel delight around every corner.
- The land is tied into local bike trail systems.
- The location of Belle Farm allows easy access to the University of Wisconsin, downtown Madison and the state capitol, the area's four stunning lakes and major employers like Epic and Exact Sciences. Madison is often ranked one of the best places in the country to live by major publications.
- Belle Farm will include a wide mix of housing types, health and wellness amenities, neighborhood-focused businesses and stunning architecture. Thoughtful land use, including compact development and a walkable community will create ample opportunities for time outside, physical activity and a sense of peace.
- Belle Farm homes are built with solar, geothermal heating/cooling, EV-ready wiring and high-performance construction methods to help us tread lighter and become more self-sufficient, more resilient.

“Wellness Real Estate Market Reached \$438 Billion in 2023 and Is Forecast to More Than Double to \$913 Billion by 2028”

—Global Wellness Institute



BELLE FARM

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Phase 1 multifamily development includes 3 projects:

The Rose: 233 units throughout 3 buildings surrounding a beautiful courtyard. This site hosts many of the shared amenities such as the **yoga studio, gym, meditation, lounge/courtyard, co-working space, pool/sauna/cabana, firepits**, etc, as well as commercial space for a **restaurant**.

The Parlor: 60-68 units in one building bookending the courtyard. Rental or condos.

The Bluebird: 25 unit boutique building also housing the **coffee shop**.

Future phases have commercial and community space programmed for **child care, grocer, pharmacy/specialty retail, pickle ball courts, dog park, gardens, biking and hiking**.



Neighborhood Amenities

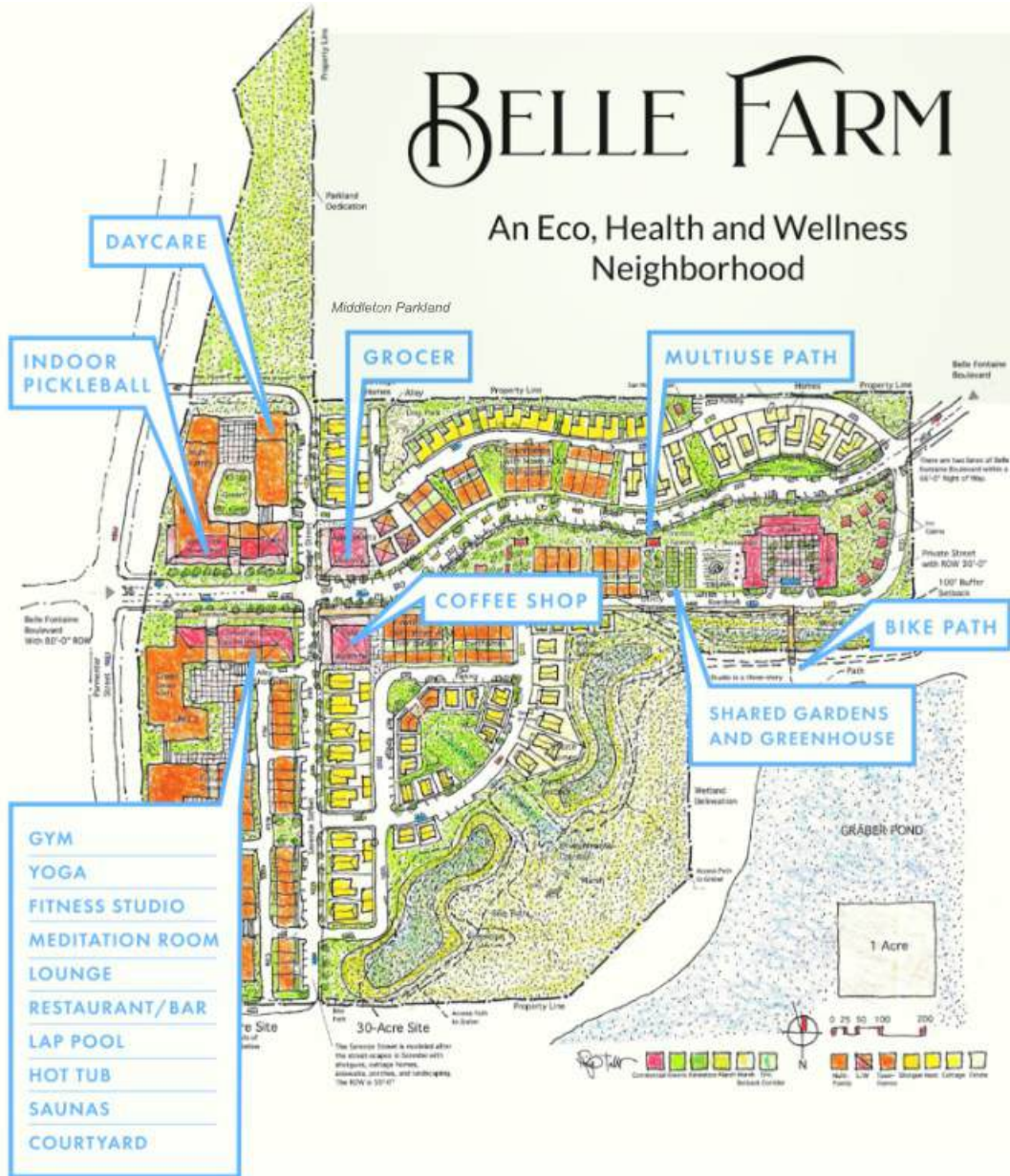


All residents of Belle Farm will enjoy access to the shared amenities and contribute to an HOA fund to cover related costs.

Multifamily developments will not incur the costs to duplicate these spaces.



Concept Plan



A beautiful mix of housing types and sizes developed over 44 acres in 4 phases.

Approved for up to 880 Dwelling Units

- 730 Multifamily Units
- 150 Single Family Units

Compact development.

Wide range of design and architecture.

Featuring geothermal, solar, EV ready and high performance construction.

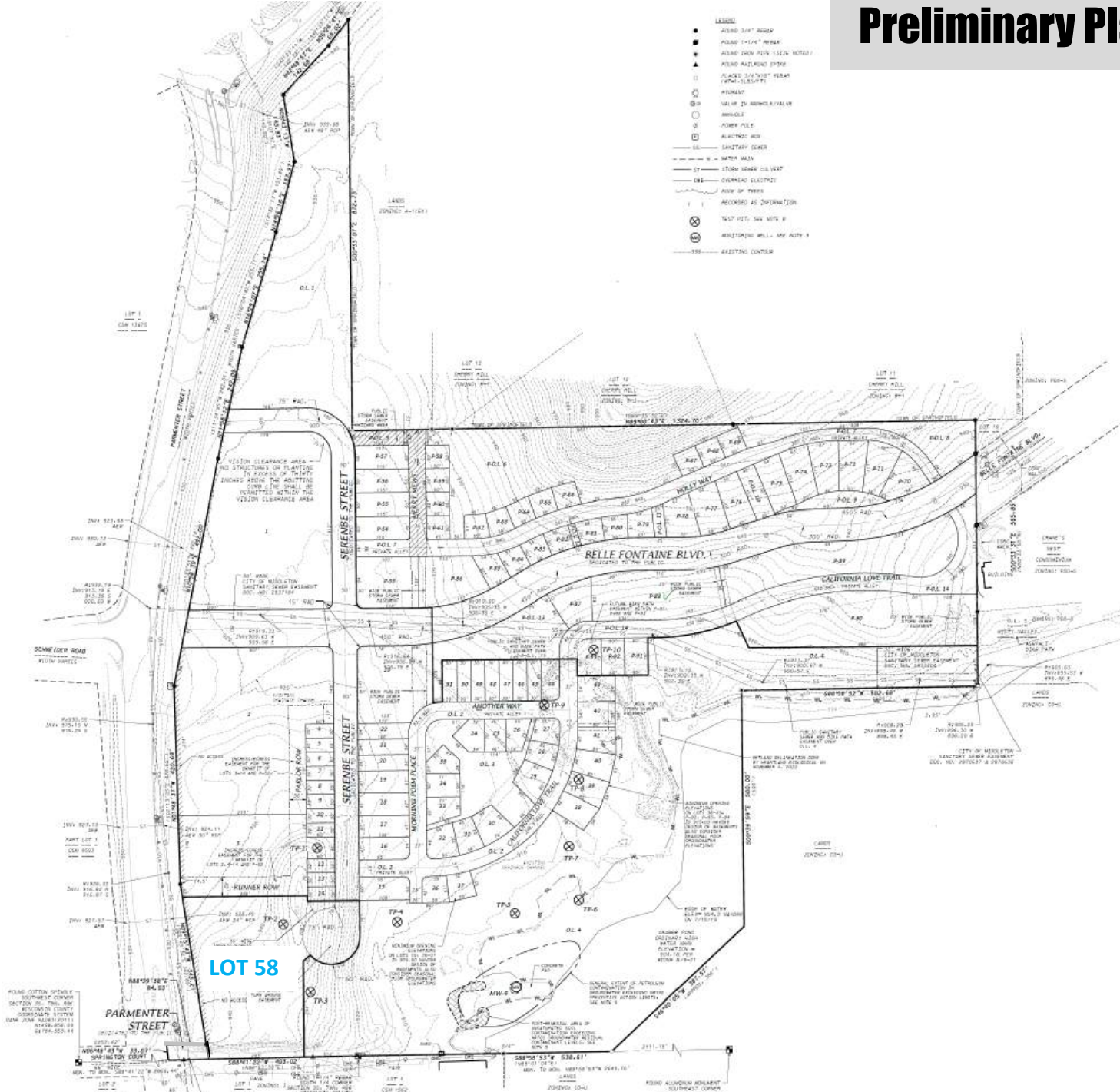
Shared amenities to be constructed at one property.

Infrastructure completed for phase 1 with 13 lots sold and 5 homes under construction.



The conceptual drawings and renderings herein are aspirational and used for illustrative purposes only. It is intended to help demonstrate the plans for the development in the neighborhood, but does not make any representations or guarantees of the actual future development occurring, timing, type or otherwise.

Preliminary Plat



Parcel

PARCEL #	ACRES	SF
255/080835395022	1.967	85,688
255/080835398422	0.149	6,500
	2.116	92,188

Parcel Number - 255/0808-353-9502-2

Current

Parcel Parents

Summary Report

Parcel Summary

Municipality Name	CITY OF MIDDLETON
Parcel Description	SEC 35-8-8 PRT SE1/4SW1/4 LYG E OF USH 1...
Owner Name	PLEASANT ACRES LLC
Primary Address	No parcel address available.
Billing Address	5082 REYNOLDS AVE WAUNAKEE WI 53597

Show Municipal Contact Information

Assessment Summary

Assessment Year	2025
Valuation Classification	G1
Assessment Acres	1.967
Land Value	\$379,500.00
Improved Value	\$0.00
Total Value	\$379,500.00

Parcel Maps



Tax Information

No tax information available.

Parcel Number - 255/0808-353-9842-2

Current

Parcel Parents

Summary Report

Parcel Summary

Municipality Name	CITY OF MIDDLETON
Parcel Description	SEC 35-8-8 PRT SE1/4SW1/4 S 33 FT LYG EL...
Owner Name	PLEASANT ACRES LLC
Primary Address	No parcel address available.
Billing Address	5082 REYNOLDS AVE WAUNAKEE WI 53597

Show Municipal Contact Information

Assessment Summary

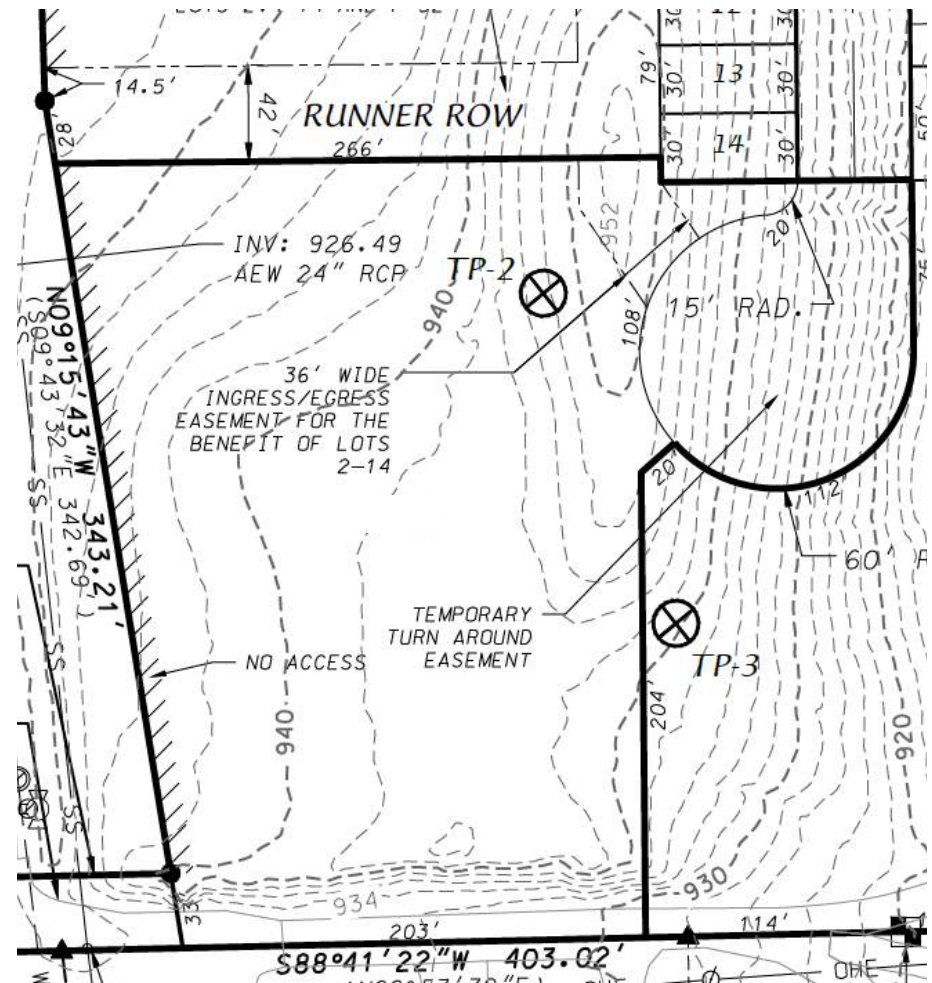
Assessment Year	2025
Valuation Classification	G1
Assessment Acres	0.149
Land Value	\$24,800.00
Improved Value	\$0.00
Total Value	\$24,800.00

Parcel Maps

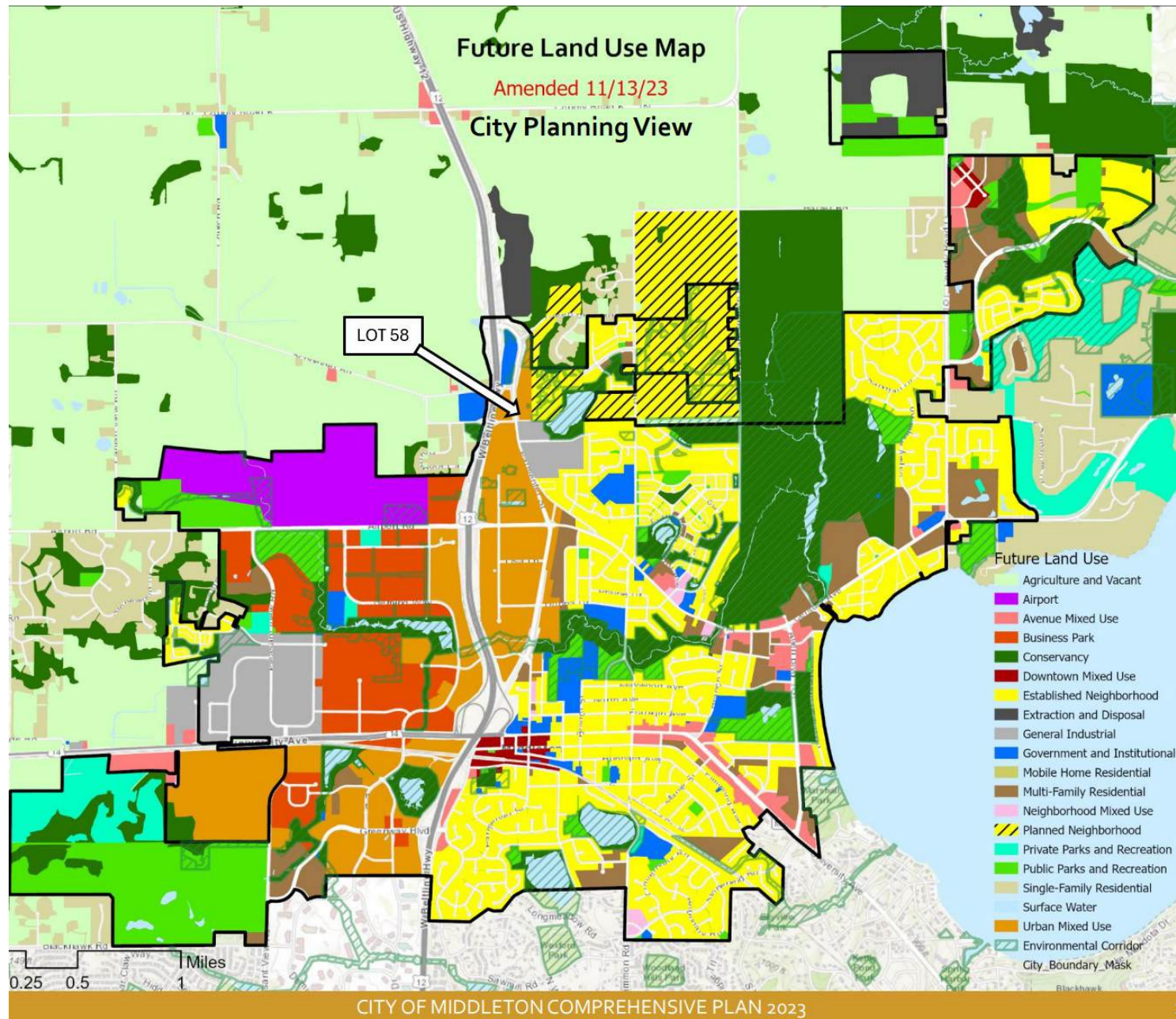


Tax Information

No tax information available.

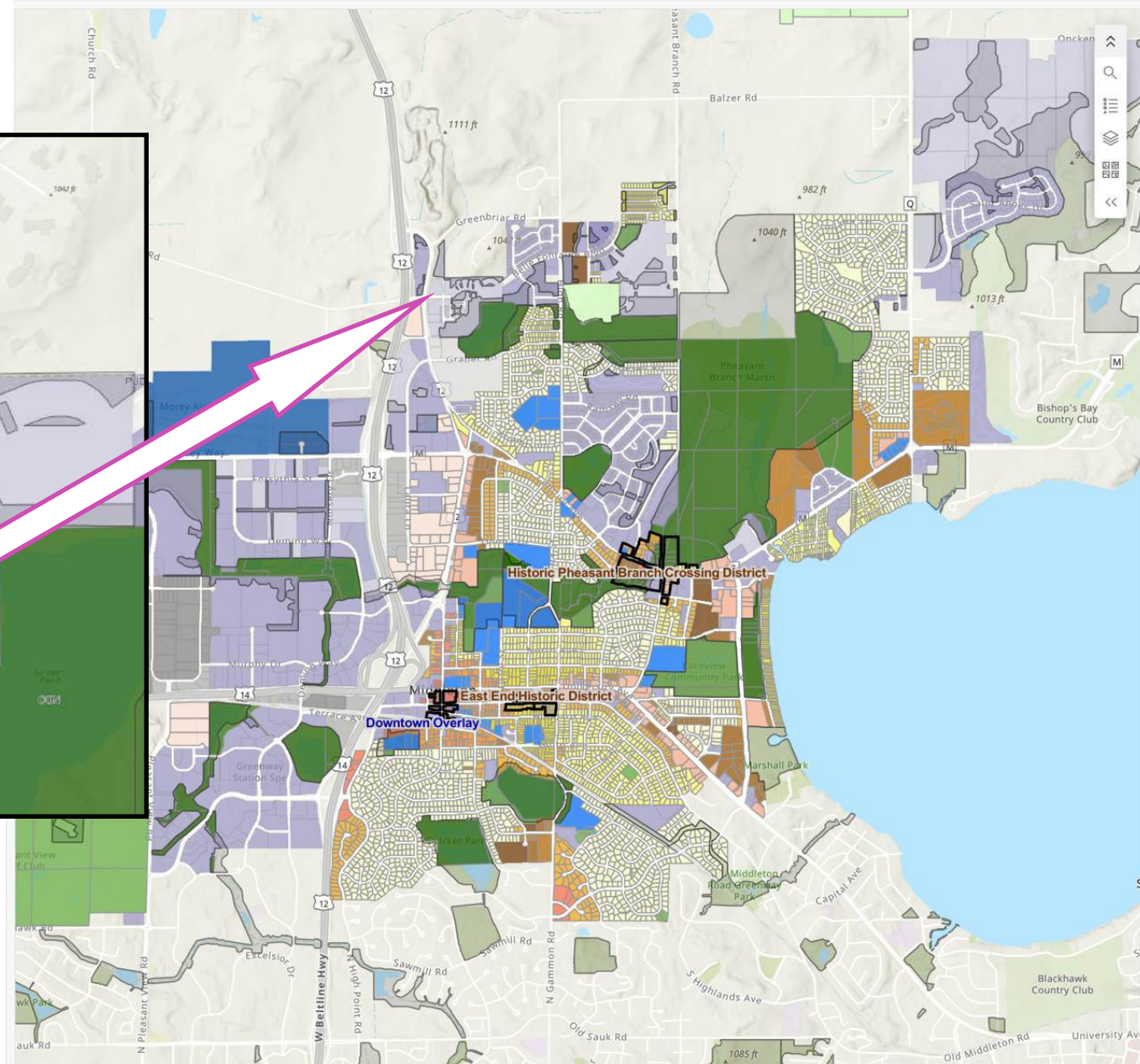


City Future Land Use Plan



Zoning Map Adopted 2/20/24, In Effect as of 3/1/24
City of Middleton

Zoning



Environmental Corridor



Historic Districts view o



Downtown Overlay view



Zoning 2023 (view only)

- SR-L
- SR-M
- SR-H
- MU-D
- MU-N
- MU-A
- MU-U
- I-L
- R-P
- I-M
- INST
- AIR
- AGR
- PR
- CON
- PUD-G
- PUD-S
- ROW
- TR-D
- TR-F
- MR-L
- MR-M
- MR-H

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REAL ESTATE, LLC

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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Broker Disclosure