

Real Estate For Sale

1.534 Acre Redevelopment – Downtown
508-522 E Wilson St. & 134-150 S. Blair St.
Madison, WI 53703
Asking Price \$10,500,000



1.534 Acre Redevelopment Site

Prime 1.534 Acre Redevelopment opportunity in downtown Madison, WI! It is currently the Come Back In, Essen Haus Restaurant and Ruby Marie Hotel located at 508-518 E Wilson St. & 134-150 S. Blair St., this property offers magnificent views of Lake Monona. This versatile lot has city approval for a 164-unit apartment building, a 100-room hotel and comes with an existing historic building - Hotel Ruby Marie but the canvas can be yours to paint, tailor this site to your vision whether it's a grand residential project or a mix of luxury apartments and hotel accommodations. The potential for this 1.534-acre gem knows no bounds. Don't miss this rare chance to shape the skyline of downtown Madison. Take the reins of this exciting real estate offering, where endless opportunities await.



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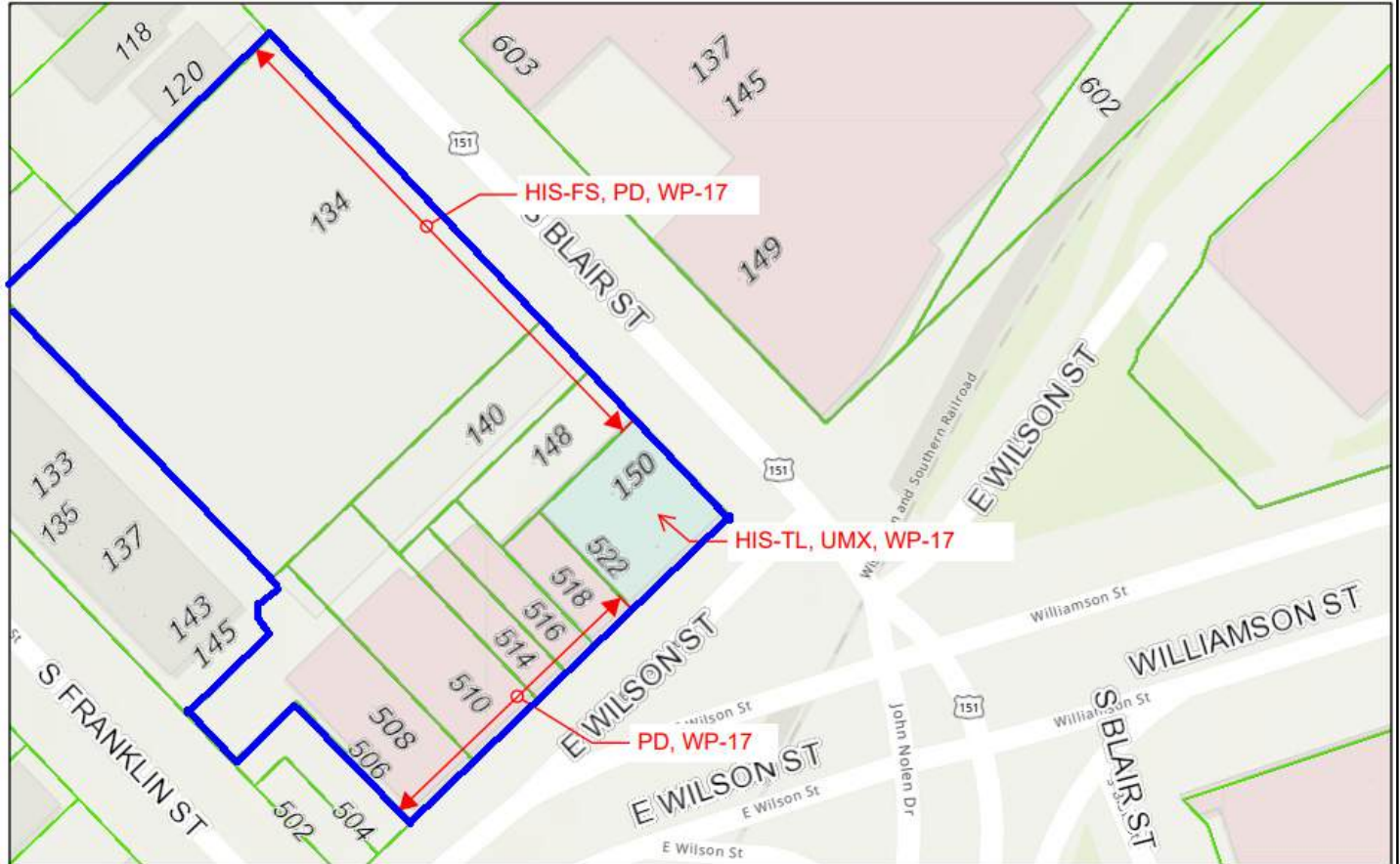
1.534 Acre Redevelopment Site



1.534 Acre Redevelopment Site



Current Zoning

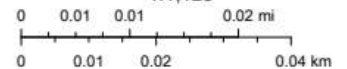


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- Municipal Limits
- Parcels

WP = Wellhead Protection Overlay District
PD = Planned Development District
HIS-TL = Third Lake Ridge Historic District
HIS-FS = First Settlement Historic District

1:1,128

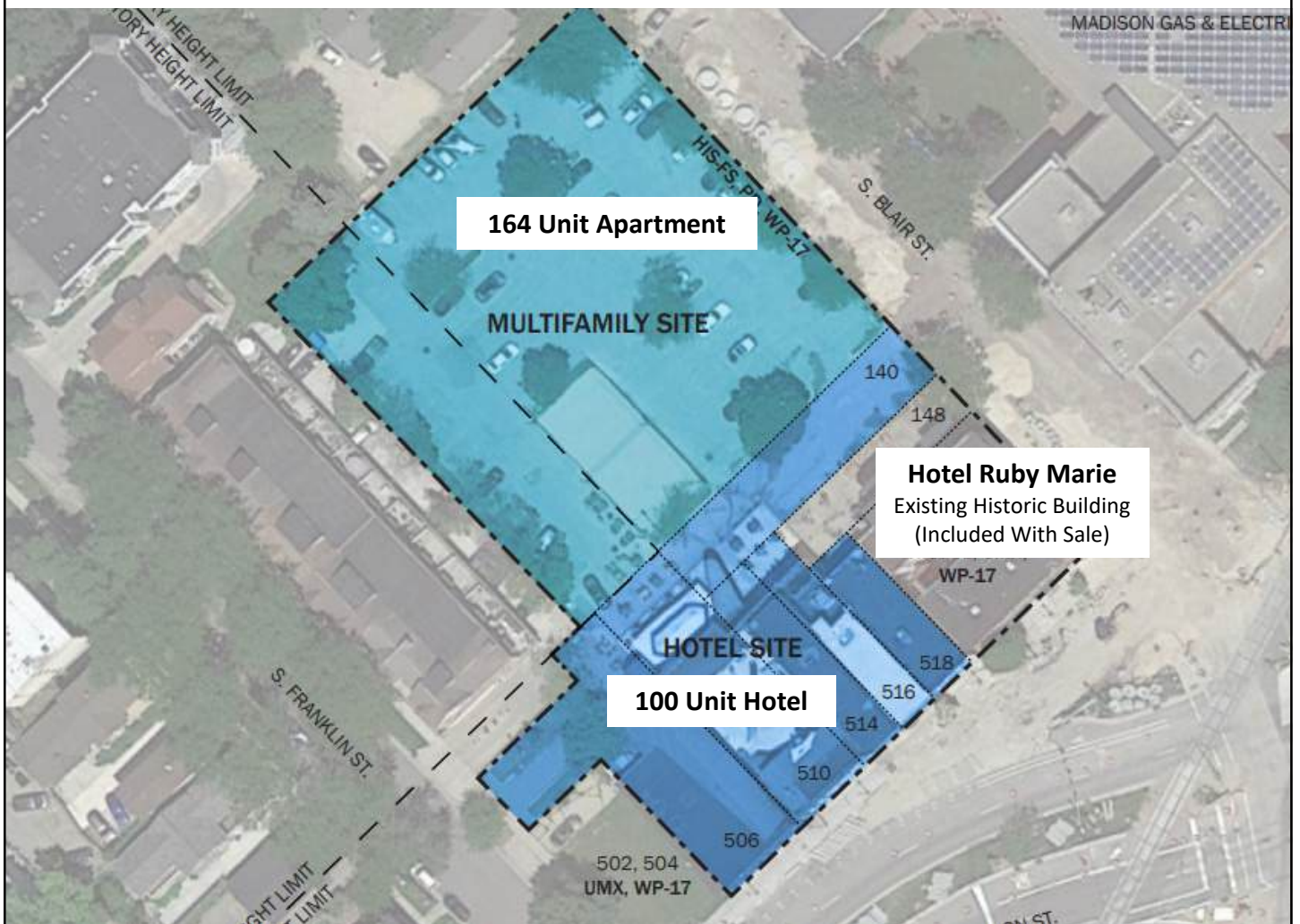


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City of Madison, Wisconsin

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EXISTING SITE PLAN - PROPOSED PARCEL DELINEATIONS



SITE PLAN



PLAN KEY

1. RESIDENTIAL BUILDING
8 STORIES ABOVE GRADE, ~160 UNITS
AFFORDABLE HOUSING HEIGHT BONUS
2. PARKING PODIUM
AMENITY DECK ON TOP
3. WALK-UP TOWNHOMES
4. MAIN RESIDENTIAL ENTRY
5. EXISTING HOTEL RUBY MARIE
3 STORIES
6. OUTDOOR SEATING/ DROP-OFF AREA FOR HOTEL RUBY MARIE
7. NEW HOTEL
6 STORIES, 100 KEYS
GROUND FLOOR F&B AND AMENITIES FOR STREET ACTIVATION
8. PORTE COCHERE/HOTEL DROP-OFF
9. ONE-WAY ENTRANCE FROM FRANKLIN
10. HOTEL LOADING AREA
11. HOTEL PEDESTRIAN ENTRANCE OFF WILSON
12. PUBLIC ART/SEATING/STREETERY
13. PARKING GARAGE ENTRANCE
ALSO SERVES AS TRASH PICKUP
14. "LIVING STREET" ALLEY WAY
ALSO SERVES AS A FIRE LANE



SECTION 1 | HOTEL ON WILSON ST.



164 Unit Apartment



UNIT MATRIX: A1

08.22.2023

UNITS										LEASABLE	EFF.	PARKING	AMENITY COMMON/SUITE OVERALL SF		
	units/tl	MICRO	STUDIO	JR 1BD	1BR	1BR+D	2BR	2B Town	Live/Work			CARS			
08 apartments	19	2	0	0	11	4	2	0	0	12,716	70.9%		1,480	3,750	17,946
07 apartments	26	5	1	2	13	2	3	0	0	16,768	84.6%			3,058	19,826
06 apartments	26	5	1	2	13	2	3	0	0	16,768	84.6%			3,058	19,826
05 apartments	26	5	1	2	13	2	3	0	0	16,768	84.6%			3,058	19,826
04 apartments	26	5	1	2	13	2	3	0	0	16,768	84.6%			3,058	19,826
03 apartments	33	5	4	3	15	2	4	0	0	19,753	84.5%		2,420	3,625	23,378
02 parking	0	0	0	0	0	0	0	0	0	5,966	23.5%	59	14,706	4,753	25,425
01 entry/amenity/parking	8	0	0	0	0	0	0	8	0	3,884	12.0%	56	19,331	9,142	32,357
LL parking	0	0	0	0	0	0	0	0	0	0	0.0%	37	22,686	1,102	23,788
L2 parking	0	0	0	0	0	0	0	0	0	0	0.0%	28	11,351	222	11,573
Site Parking												0			
Subtotals	164	27	8	11	78	14	18	8	0	109,391		180	68,074	3,900	181,365
Avg SF/Unit	667	16.46%	4.88%	6.71%	47.56%	8.54%	10.98%	4.88%	0.00%	73.85%		378.2 SF/STALL	1.82%	16.29%	GSA



100 Unit Hotel



KING ROOM	60
DOUBLE QUEEN ROOM	40
(5 ACCESSIBLE ROOMS)	
TOTAL	100



HOTEL - TYPICAL FLOOR PLAN

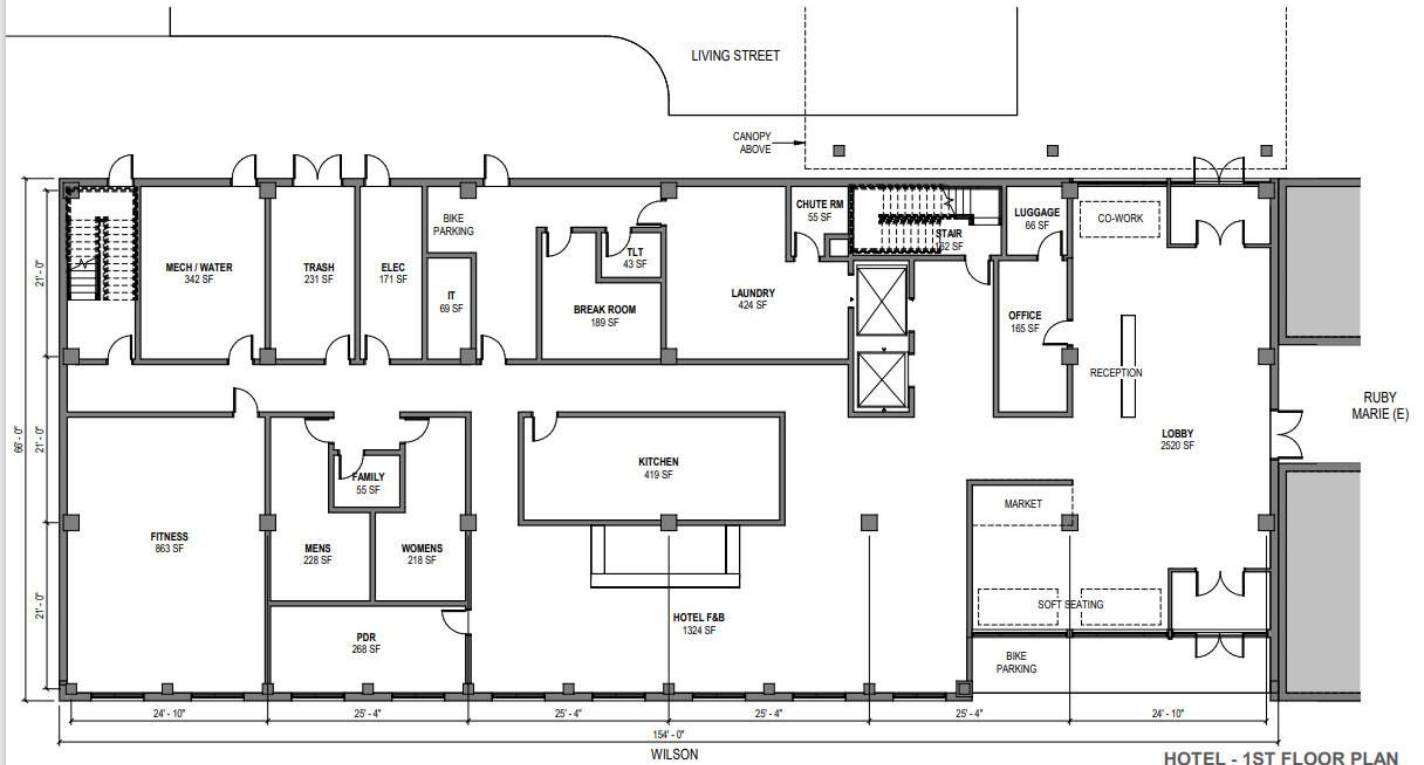
Kahler Slater

JCAP
RUBY MARIE DEVELOPMENT

ASK002 | 08/23/2023

SCALE: 3/32" = 1'-0"

100 Unit Hotel



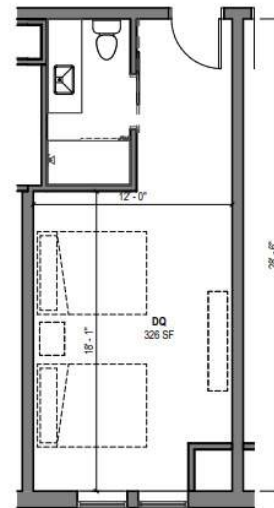
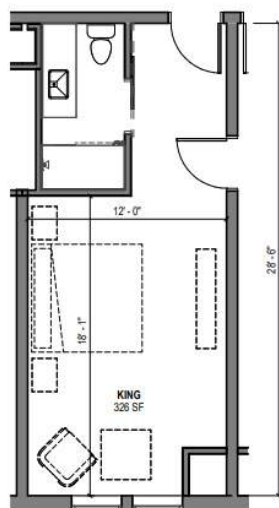
HOTEL - 1ST FLOOR PLAN

ASK001 | 08/23/2023

Kahler Slater

JCAP
RUBY MARIE DEVELOPMENT

SCALE: 3/32" = 1'-0"



HOTEL - ENLARGED GUEST ROOM PLAN

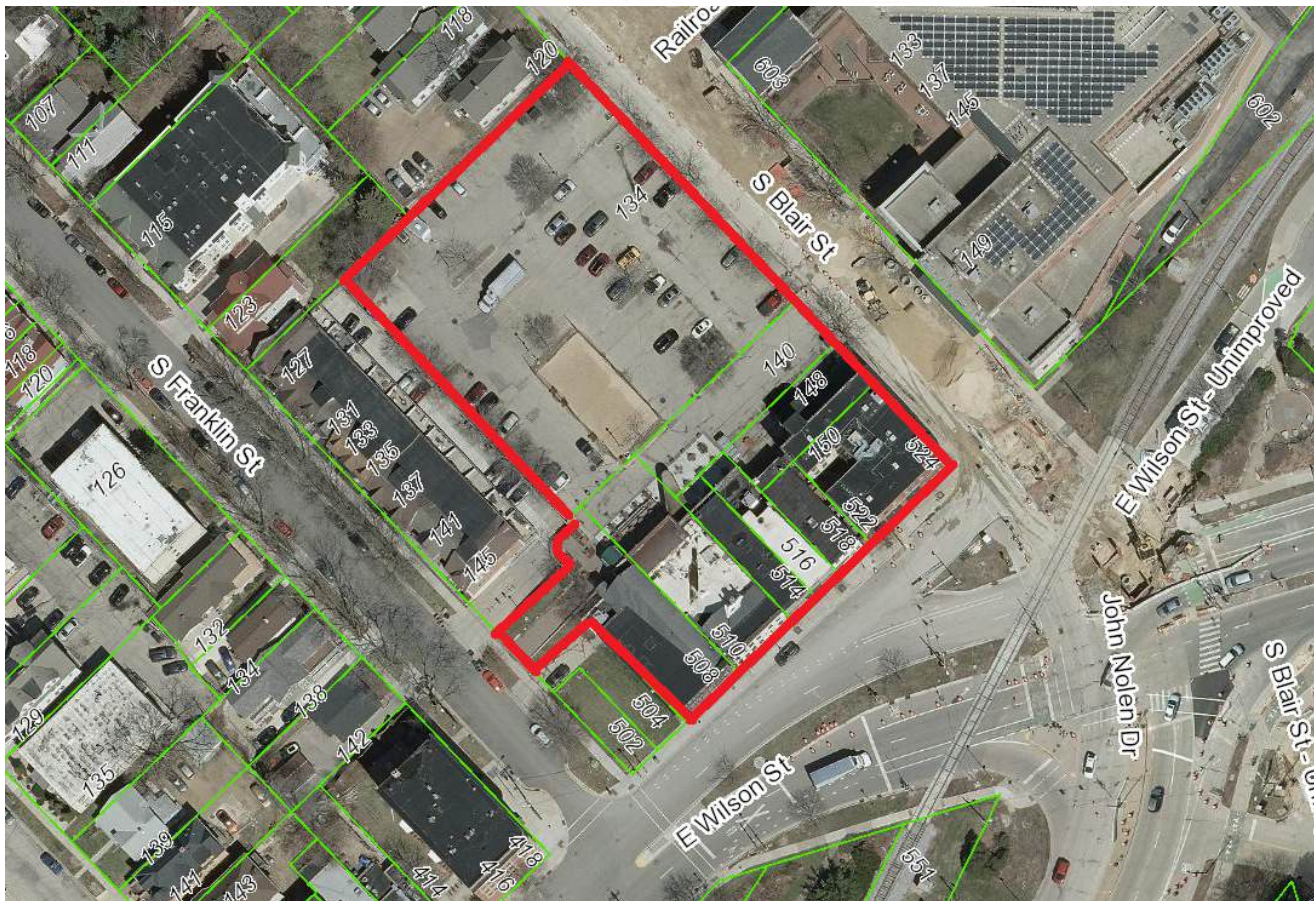
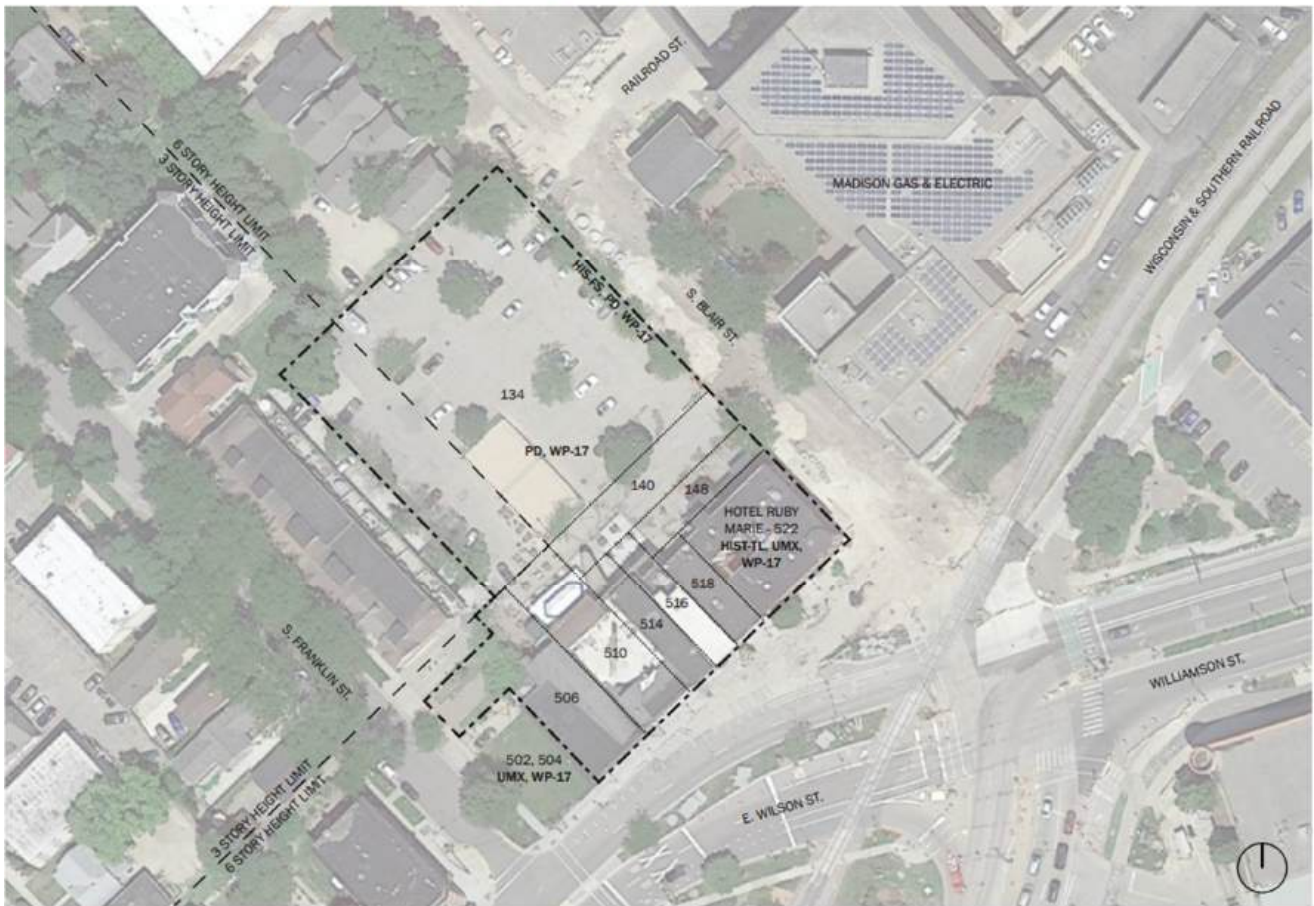
ASK003 | 08/23/2023

Kahler Slater

JCAP
RUBY MARIE DEVELOPMENT

SCALE: 3/16" = 1'-0"

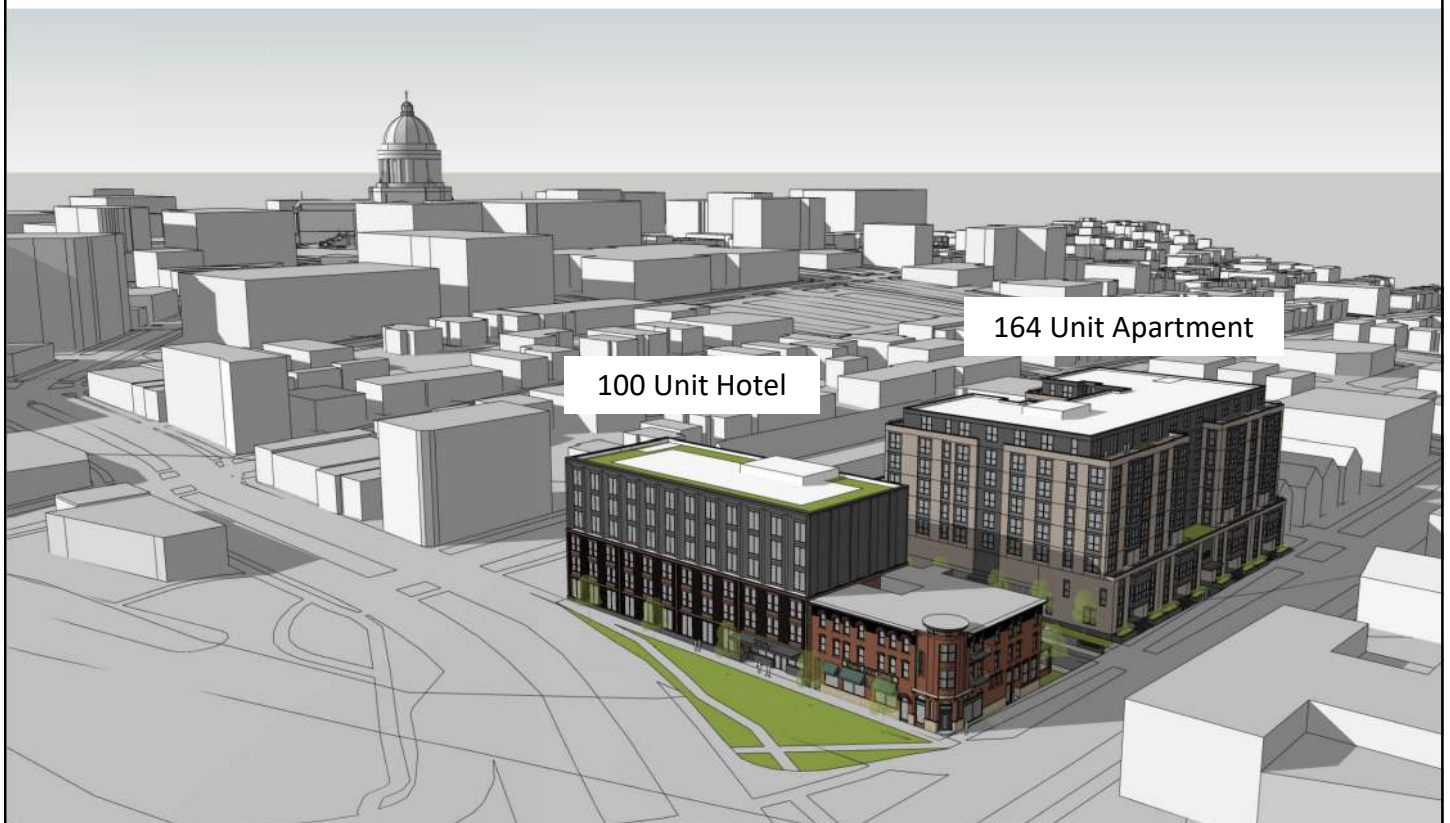
EXISTING SITE PLAN



AERIAL VIEW



AERIAL VIEW



WILSON ELEVATION

164 Unit Apartment

100 Unit Hotel



GROUND VIEW OF ALLEY WAY

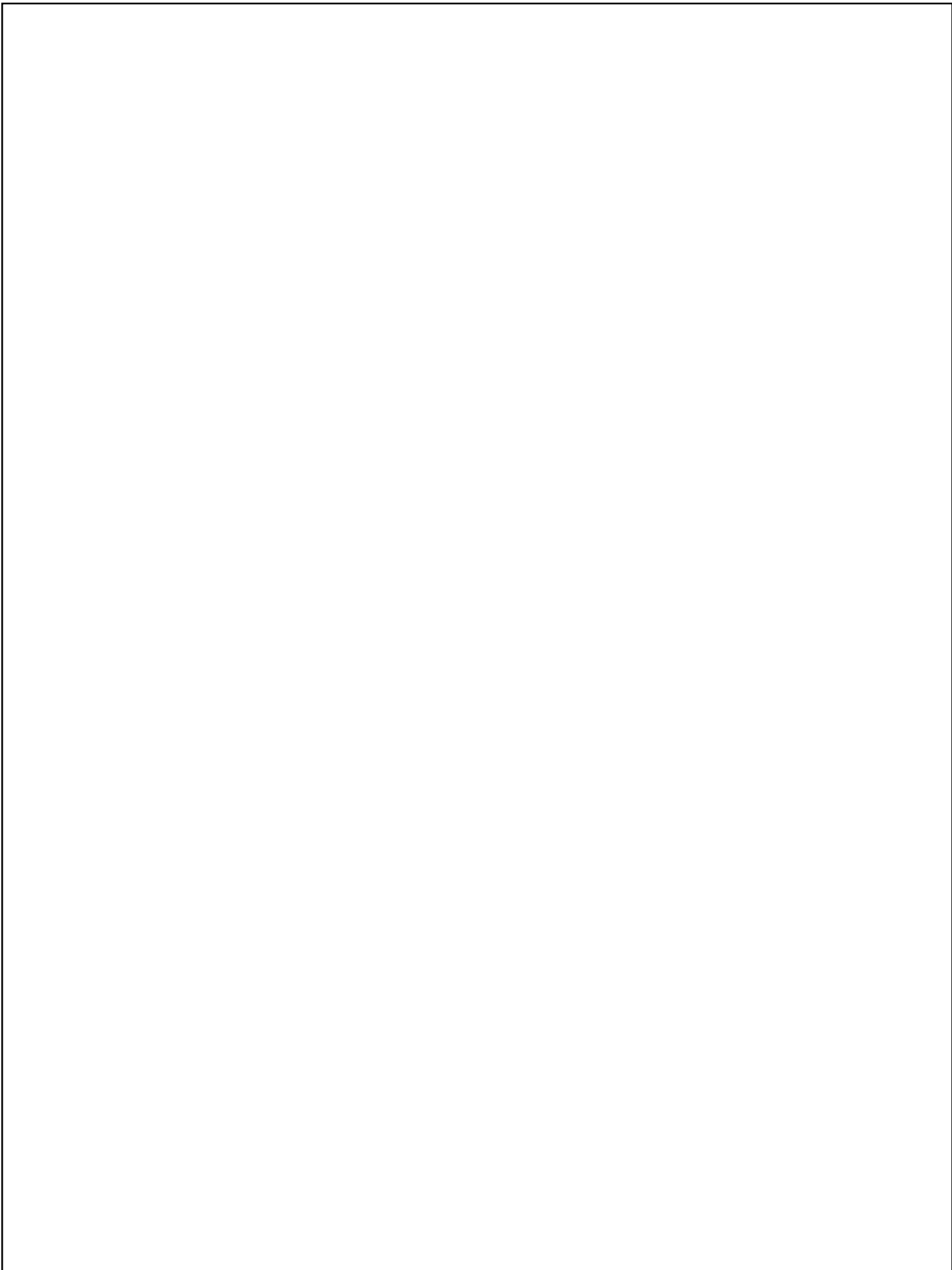


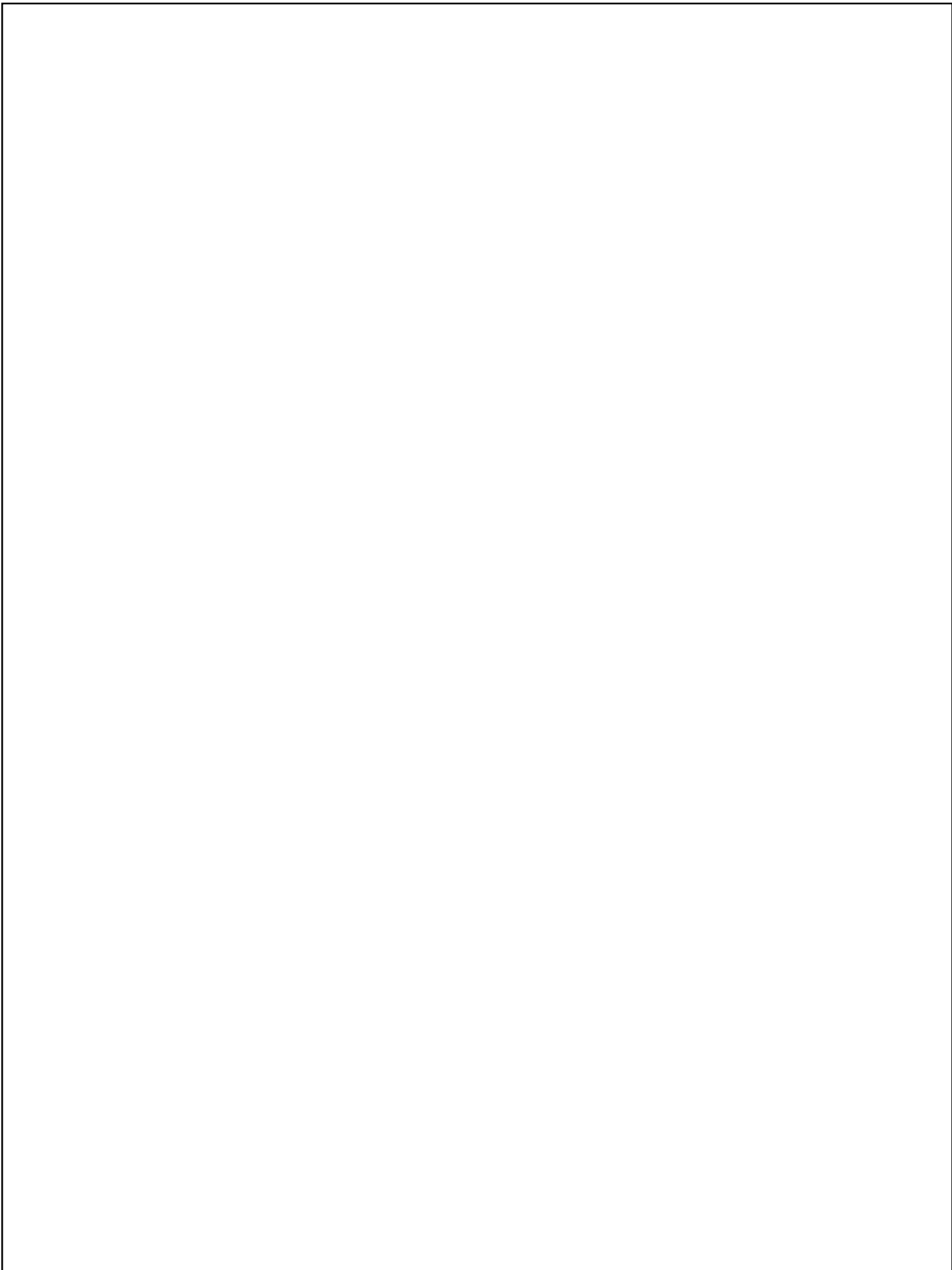
GROUND VIEW OF ALLEY WAY FROM BLAIR ST.



GROUND VIEW FROM BLAIR ST.







DISCLOSURE TO 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 of
4 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 ■ The duty to provide brokerage services to you fairly and honestly.
- 9 ■ The duty to exercise reasonable skill and care in providing brokerage services to you.
- 10 ■ The duty to provide you with accurate information about market conditions within a reasonable time if you request it,
11 unless disclosure of the information is prohibited by law.
- 12 ■ 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 57-66).
- 14 ■ 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 24-40).
- 16 ■ The duty to safeguard trust funds and other property held by the Firm or its Agents.
- 17 ■ 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.

22 This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain-
23 language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

24 **CONFIDENTIALITY NOTICE TO CUSTOMERS** The Firm and its Agents will keep confidential any information given to the Firm
25 or its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person would want
26 to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to disclose particular
27 information. The Firm and its Agents shall continue to keep the information confidential after the Firm is no longer
28 providing brokerage services to you.

29 The following information is required to be disclosed by law:

- 30 1. Material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see lines 52-60).
- 31 2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection report
32 on the property or real estate that is the subject of the transaction.

33 To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may list
34 that information below (see lines 36-40). At a later time, you may also provide the Firm or its Agents with other information
35 you consider to be confidential.

36 **CONFIDENTIAL INFORMATION:** _____
37 _____

38 **NON-CONFIDENTIAL INFORMATION** (the following information may be disclosed by the Firm and its Agents): _____
39 _____

40 _____ (Insert information you authorize to be disclosed, such as financial qualification information.)

41 **THIS IS A DISCLOSURE AND DOES NOT CREATE A CONTRACT. THIS DISCLOSURE IS TO BE PROVIDED BY**
42 **AN AGENT ASSOCIATED WITH A LISTING FIRM OR WITH A SUBAGENT FIRM PROVIDING BROKERAGE**
43 **SERVICES TO A BUYER OR TENANT.**

44 **FAIR HOUSING/ NON-DISCRIMINATION**

45 The Firm and its agents agree that they will not discriminate based on race, color, sex, sexual orientation as defined in
46 Wisconsin Statutes § 111.32(13m), disability, religion, national origin, marital status, lawful source of income, age,
47 ancestry, family status, status as a victim of domestic abuse, sexual assault, or stalking, or in any other unlawful manner.

48 **NOTICE ABOUT SEX OFFENDER REGISTRY**

49 You may obtain information about the sex offender registry and persons registered with the registry by contacting the
50 Wisconsin Department of Corrections on the Internet at <http://www.doc.wi.gov> or by telephone at 608-240-5830.

DEFINITIONS

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.

COMPENSATION

The Firm does not charge compensation to show homes to a customer under this disclosure.

Real estate commissions and compensation are not set by law and are fully negotiable. A firm may not represent that the firm's services are free or available at no cost to their clients, unless they receive no financial compensation from any source for those services.

The Firm may receive compensation from the listing firm as an agent working with a buyer as customer in the purchase of a property.

ACKNOWLEDGMENT

Wisconsin law requires the Firm to request the customer's signed acknowledgment that the customer has received a copy of this written disclosure statement if the Firm will provide brokerage services related to real estate primarily intended for use as a residential property containing one to 4 dwelling units.

SIGNING THIS FORM TO ACKNOWLEDGE RECEIPT DOES NOT CREATE ANY CONTRACTUAL OBLIGATIONS FOR EITHER THE CUSTOMER OR THE FIRM.

By signing and dating below I /we acknowledge receipt of a copy of this disclosure.

75	(x) _____	_____	_____
76	Customer Signature ▲	Print Name ▲	Date ▲
77	(x) _____	_____	_____
78	Customer Signature ▲	Print Name ▲	Date ▲
79	(x) _____	_____	_____
80	Agent for Firm ▲ Print Name ►	Firm Name ▲	Date ▲