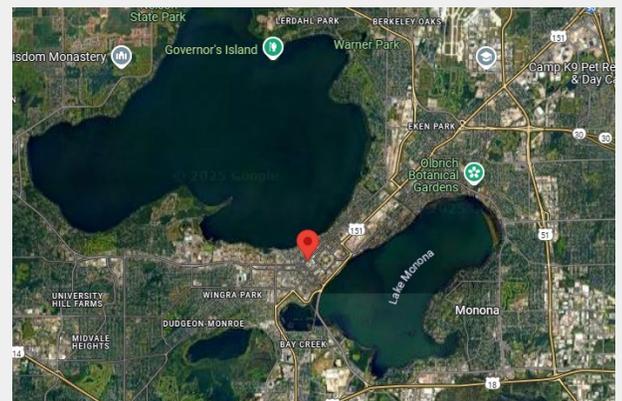




Property Features

- ✓ Available Space: 2,554 SF
- ✓ Lease Rate: \$40/PSF/NNN
- ✓ Estimated Costs: \$16.50/PSF
- ✓ Potential expansion space on second & third level
- ✓ Basement can be used as storage space
- ✓ Downtown Madison Location
- ✓ Over 1.2 million pedestrians annually
- ✓ UW-Madison – 49,000+ students
- ✓ 23,500 vehicles per day on W. Johnson St
- ✓ Located on one of Madison's most iconic streets
- ✓ Access to parking ramps
- ✓ Fine dining, fast food restaurants, shopping and lodging are all within walking distance.



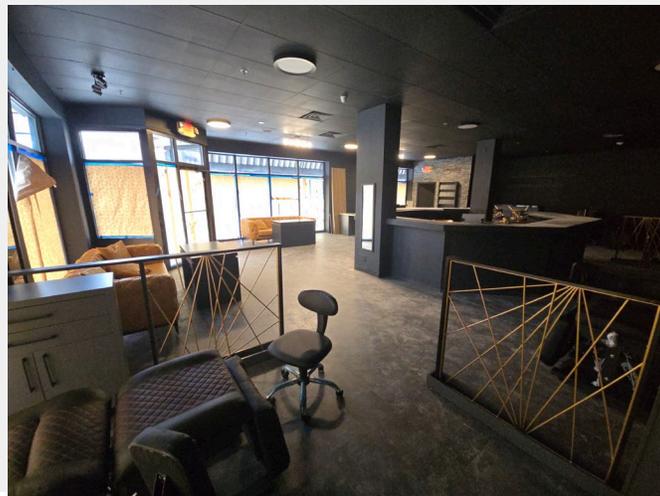
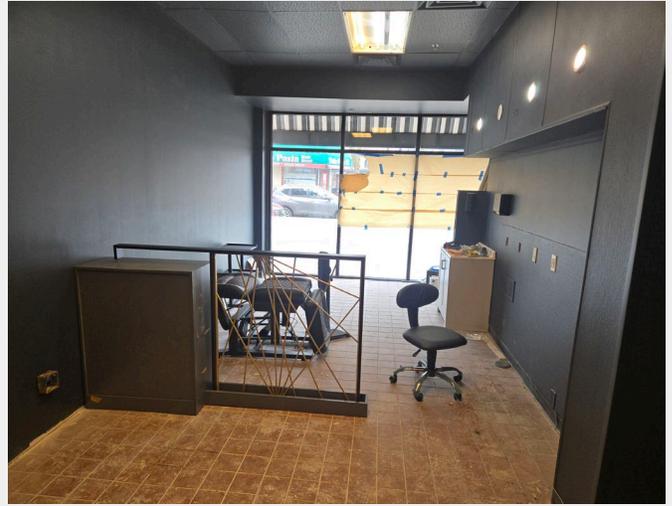
For more information:

Dan Holvick- Owner/Managing Broker

608-220-7710 • dan.holvick@naimadison.com

www.naimadison.com

Pictures



Demographics

Location Facts & Demographics

Demographics are determined by a 10 minute drive from 301 W Johnson Dr, Madison, WI 53703



CITY, STATE

Madison, WI

POPULATION

42,548

AVG. HHSIZE

2.21

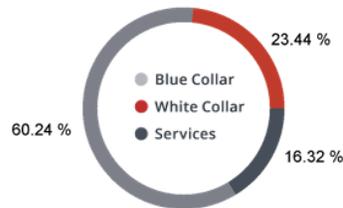
MEDIAN HH INCOME

\$59,570

HOME OWNERSHIP

Renters: **11,609**
 Owners: **7,600**

EMPLOYMENT

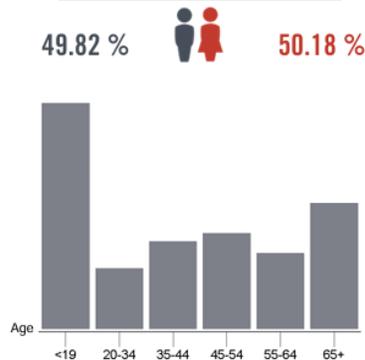


58.38 % Employed
1.95 % Unemployed

EDUCATION

High School Grad: **14.97 %**
 Some College: **15.46 %**
 Associates: **5.81 %**
 Bachelors: **61.41 %**

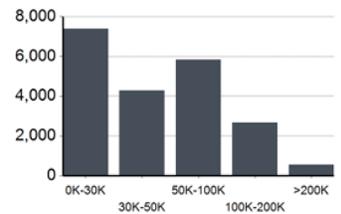
GENDER & AGE



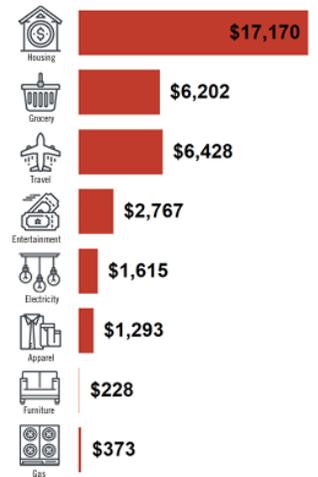
RACE & ETHNICITY

White: **75.64 %**
 Asian: **11.63 %**
 Native American: **0.00 %**
 Pacific Islanders: **0.00 %**
 African-American: **4.09 %**
 Hispanic: **5.51 %**
 Two or More Races: **3.13 %**

INCOME BY HOUSEHOLD

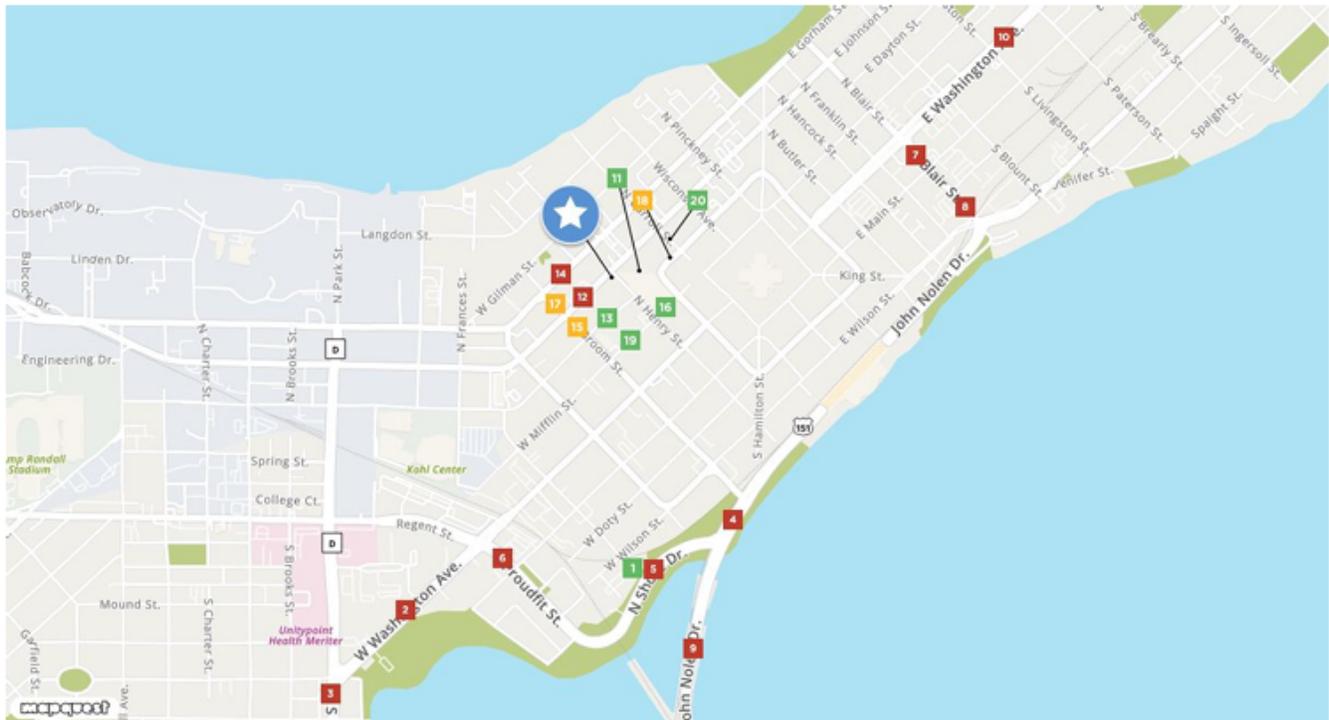


HH SPENDING



Traffic Counts

Traffic Counts



South Bedford Street 1 W Wilson St Year: 2022 2,500 Year: 2015 3,100 Year: 1995 5,250	West Washington Avenue 2 W Shore Dr Year: 2022 13,300 Year: 2018 16,200 Year: 2015 19,900	US 151 3 W Washington Ave Year: 2022 31,400	Bay Vw 4 N Shore Dr Year: 2018 41,500 Year: 2016 42,500 Year: 2012 41,400	N Shore Dr 5 S Bedford St Year: 2018 20,300 Year: 2016 20,800 Year: 2009 18,050
Proudfit St 6 W Main St Year: 2018 19,200 Year: 2015 17,800 Year: 2009 18,050	S Blair St 7 E Main St Year: 2018 24,500 Year: 2016 24,800 Year: 2009 25,650	S Blair St 8 E Wilson St Year: 2018 24,700 Year: 2016 25,500 Year: 2009 26,600	Bay Vw 9 N Shore Dr Year: 2018 42,900 Year: 2015 34,300 Year: 2012 26,300	E Washington Ave 10 N Livingston St Year: 2016 46,700 Year: 2009 46,800 Year: 2007 41,700
State St 11 N Fairchild St Year: 2009 1,800 Year: 1995 1,750	W Johnson St 12 N Broom St Year: 2009 27,750 Year: 1997 30,150 Year: 1995 20,350	W Dayton St 13 N Broom St Year: 2009 1,450 Year: 1995 5,100	W Gorham St 14 State St Year: 2009 30,050 Year: 1997 27,750	N Broom St 15 W Dayton St Year: 2009 8,600 Year: 1997 10,650 Year: 1995 11,100
W Mifflin St 16 N Henry St Year: 2009 2,850 Year: 1995 8,650	N Broom St 17 W Johnson St Year: 2009 6,300 Year: 1997 7,550 Year: 1995 7,550	W Dayton St 18 N Carroll St Year: 2009 8,500 Year: 1997 9,750 Year: 1995 14,750	W Mifflin St 19 N Broom St Year: 2009 3,050 Year: 1995 4,900	N Carroll St 20 W Dayton St Year: 2009 3,050 Year: 1995 3,290

BROKER DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS

1 Prior to negotiating on your behalf the Broker must provide you the following disclosure statement:

2 **BROKER DISCLOSURE TO CUSTOMERS**

3 You are a customer of the broker. The broker is either an agent of another party in the transaction or a subagent of another broker
4 who is the agent of another party in the transaction. The broker, or a salesperson acting on behalf of the broker, may provide
5 brokerage services to you. Whenever the broker is providing brokerage services to you, the broker owes you, the customer, the
6 following duties:

- 7 ■ The duty to provide brokerage services to you fairly and honestly.
- 8 ■ The duty to exercise reasonable skill and care in providing brokerage services to you.
- 9 ■ The duty to provide you with accurate information about market conditions with a reasonable time if you request it, unless
10 disclosure of the information is prohibited by law.
- 11 ■ The duty to disclose to you in writing certain material adverse facts about a property, unless disclosure of the information is
12 prohibited by law (See Lines 47-55).
- 13 ■ The duty to protect your confidentiality. Unless the law requires it, the broker will not disclose your confidential information or the
14 confidential information of other parties (See Lines 22-39).
- 15 ■ The duty to safeguard trust funds and other property the broker holds.
- 16 ■ The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the advantages and
17 disadvantages of the proposals.

18 Please review this information carefully. A broker or salesperson can answer your questions about brokerage services, but if you
19 need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home inspector.
20 This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain-language summary of

21 A broker's duties to a customer under section 452.133 (1) of the Wisconsin statutes.

22 **CONFIDENTIALITY NOTICE TO CUSTOMERS**

23 BROKER WILL KEEP CONFIDENTIAL ANY INFORMATION GIVEN TO BROKER IN CONFIDENCE, OR ANY INFORMATION
24 OBTAINED BY BROKER THAT HE OR SHE KNOWS A REASONABLE PERSON WOULD WANT TO BE KEPT CONFIDENTIAL,
25 UNLESS THE INFORMATION MUST BE DISCLOSED BY LAW OR YOU AUTHORIZE THE BROKER TO DISCLOSE PARTICULAR
26 INFORMATION. A BROKER SHALL CONTINUE TO KEEP THE INFORMATION CONFIDENTIAL AFTER BROKER IS NO LONGER
27 PROVIDING BROKERAGE SERVICES TO YOU.

28 THE FOLLOWING INFORMATION IS REQUIRED TO BE DISCLOSED BY LAW:

- 29 1. MATERIAL ADVERSE FACTS, AS DEFINED IN SECTION 452.01 (5g) OF THE WISCONSIN STATUTES (SEE LINES 47-55).
- 30 2. ANY FACTS KNOWN BY THE BROKER 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 BROKER IS AWARE OF WHAT SPECIFIC INFORMATION YOU CONSIDER CONFIDENTIAL, YOU MAY LIST
33 THAT INFORMATION BELOW (SEE LINES 35-36). AT A LATER TIME, YOU MAY ALSO PROVIDE THE BROKER WITH OTHER
34 INFORMATION YOU CONSIDER TO BE CONFIDENTIAL.

35 **CONFIDENTIAL INFORMATION:** _____

36 _____

37 **NON-CONFIDENTIAL INFORMATION** (The following information may be disclosed by Broker): _____

38 _____

39 *(INSERT INFORMATION YOU AUTHORIZE THE BROKER TO DISCLOSE SUCH AS FINANCIAL QUALIFICATION INFORMATION.)*

40 **CONSENT TO TELEPHONE SOLICITATION**

41 I/We agree that the Broker and any affiliated settlement service providers (for example, a mortgage company or title company) may
42 call our/my home or cell phone numbers regarding issues, goods and services related to the real estate transaction until I/we
43 withdraw this consent in writing. **List Home/Cell Numbers:** _____

44 _____

44 **SEX OFFENDER REGISTRY**

45 *Notice: You may obtain information about the sex offender registry and persons registered with the registry by contacting the*
46 *Wisconsin Department of Corrections on the Internet at <http://offender.doc.state.wi.us/public/> or by phone at 608-240-5830.*

47 **DEFINITION OF MATERIAL ADVERSE FACTS**

48 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
49 is generally recognized by a competent licensee as being of such significance to a reasonable party, that it affects or would affect
50 the party's decision to enter into a contract or agreement concerning a transaction or affects or would affect the party's decision
51 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
52 that a competent licensee generally recognizes will significantly and adversely affect the value of the property, significantly reduce
53 the structural integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information
54 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
55 agreement made concerning the transaction.