

# BUILD WHAT'S POSSIBLE

A rare opportunity in the heart  
of downtown Madison.

## BLOCK 107

Explore the opportunity



GEF 2  
101 S. Webster St.

GEF 3  
125 S. Webster St.

Rendering by HGA – For example only

# ONE BLOCK. UNIFIED. OPEN.

Possibility isn't abstract here.  
It's built into the block.

Prime location and flexible building configurations  
create a place where many ideas can take shape—  
without being limited to a single path forward.

Office. Residential. Mixed-use.

Immediate energy or long-term transformation.

This site doesn't tell you what it has to be.

*It invites you to imagine what it could become.*

## BLOCK 107

Explore the opportunity



# SCALE THAT CREATES ADVANTAGE

Large, flexible downtown assets rarely come available in Madison—especially under unified ownership.

This site offers:

- Over **2.5 acres** in one block
- **Downtown Core (DC) zoning**
- Integrated underground parking
- A prominent, walkable downtown location

A full city block doesn't force a single outcome. *It gives you room to shape one.* There's space to phase, test, evolve, and expand—with the kind of scale that supports both near-term activation and long-term transformation.

## BLOCK 107

Explore the opportunity



# A PLACE THAT HAS ALWAYS MOVED FORWARD

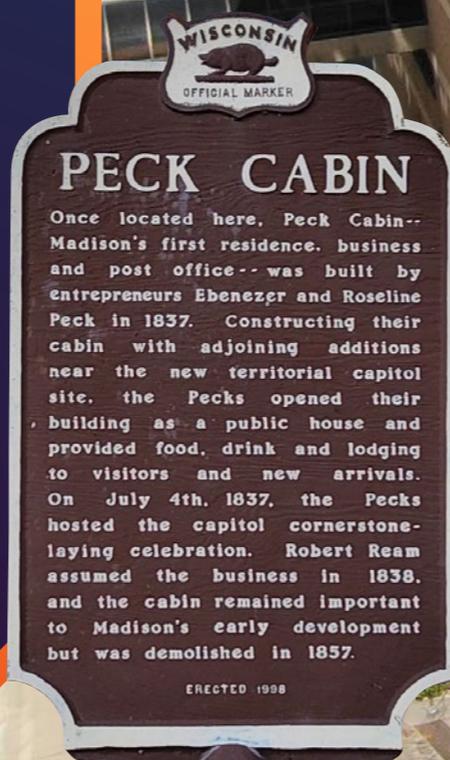
This block has been part of Madison's story since the beginning—home to the city's first residence, early commerce, and civic life.

Today, that legacy continues through the buildings at 101 and 125 South Webster Street—formerly known as GEF 2 and GEF 3—previously home to the Wisconsin Department of Natural Resources, Department of Public Instruction, and Office of the Commissioner of Insurance.

*Now, for the first time in decades, these significant downtown assets are available.*

## BLOCK 107

Explore the opportunity



A review by the State Historical Preservation Office has determined the redevelopment of Block 107 will have no adverse effects on historic properties providing the State removes and relocates Historic Marker #382 "Peck Cabin", prior to the sale".

# WISCONSIN BY THE NUMBERS

## A statewide foundation of strength and opportunity

- **GDP:** Approximately \$453 billion<sup>1</sup> — a diversified economy anchored in manufacturing, agriculture, and innovation.
- **Population:** 5.99 million residents<sup>2</sup> with steady growth and in-migration to urban centers.
- **Exports:** \$27.5 billion in goods<sup>3</sup> — led by industrial machinery, medical devices, and food products.
- **Workforce:** 3.07 million employed<sup>4</sup> — a record-setting labor force recognized for skill and productivity.
- **Higher Education:** 80+ colleges and universities, including the University of Wisconsin System, a top-tier national research network.
- **Infrastructure:** Centrally located between Chicago, Minneapolis, and Milwaukee, with robust highway, rail, and port connectivity.

Wisconsin's balanced economy, stable governance, and innovation ecosystem create an ideal environment for investment — and Block 107 stands at the center of that promise.

<sup>1</sup> U.S. Bureau of Economic Analysis, GDP by State 2024.

<sup>2</sup> Wisconsin Department of Administration, Final Estimates Summary 2024.

<sup>3</sup> Wisconsin Economic Development Corporation, Wisconsin Export Data 2024.

<sup>4</sup> Wisconsin Department of Workforce Development, Annual Report 2024.

Explore the opportunity



# WHY MADISON WORKS

## A capital city built on innovation and livability

- **Population:** ~707,600 metro residents — fastest-growing in Wisconsin.
- **Regional GDP:** \$66.1 billion<sup>2</sup> — diversified in tech, health care, and manufacturing.
- **Talent Pipeline:** 52,097 students enrolled at UW–Madison (Fall 2024).<sup>3</sup>
- **Research Leadership:** Home to the University of Wisconsin–Madison, a top-tier national research leader ranked Top 5 in national research expenditures with \$1.93B in annual R&D,<sup>4</sup> and recognized by Time magazine as the No. 2 public university in the U.S.<sup>5</sup>
- **Quality of Life:** Ranked #14 “Best Places to Live in the U.S.”;<sup>6</sup> 98% of residents live within a 10-minute walk of a park.<sup>7</sup>
- **Mobility:** Walk Score 92; Platinum Bicycle Friendly Community designation.<sup>8</sup>

Madison’s concentration of research, talent, and civic leadership positions it as one of the Midwest’s strongest long-term investment markets.

<sup>1</sup> Federal Reserve Economic Data (2024)

<sup>2</sup> U.S. Bureau of Economic Analysis (2023). GDP for Madison MSA [NGMP31540].

<sup>3</sup> University of Wisconsin–Madison (2024). Facts and Figures.

<sup>4</sup> National Science Foundation (2025). Higher Education R&D Expenditures.

<sup>5</sup> TIME Magazine (2026). The World’s Top Universities of 2026.

<sup>6</sup> U.S. News & World Report (2024). Best Places to Live Rankings.

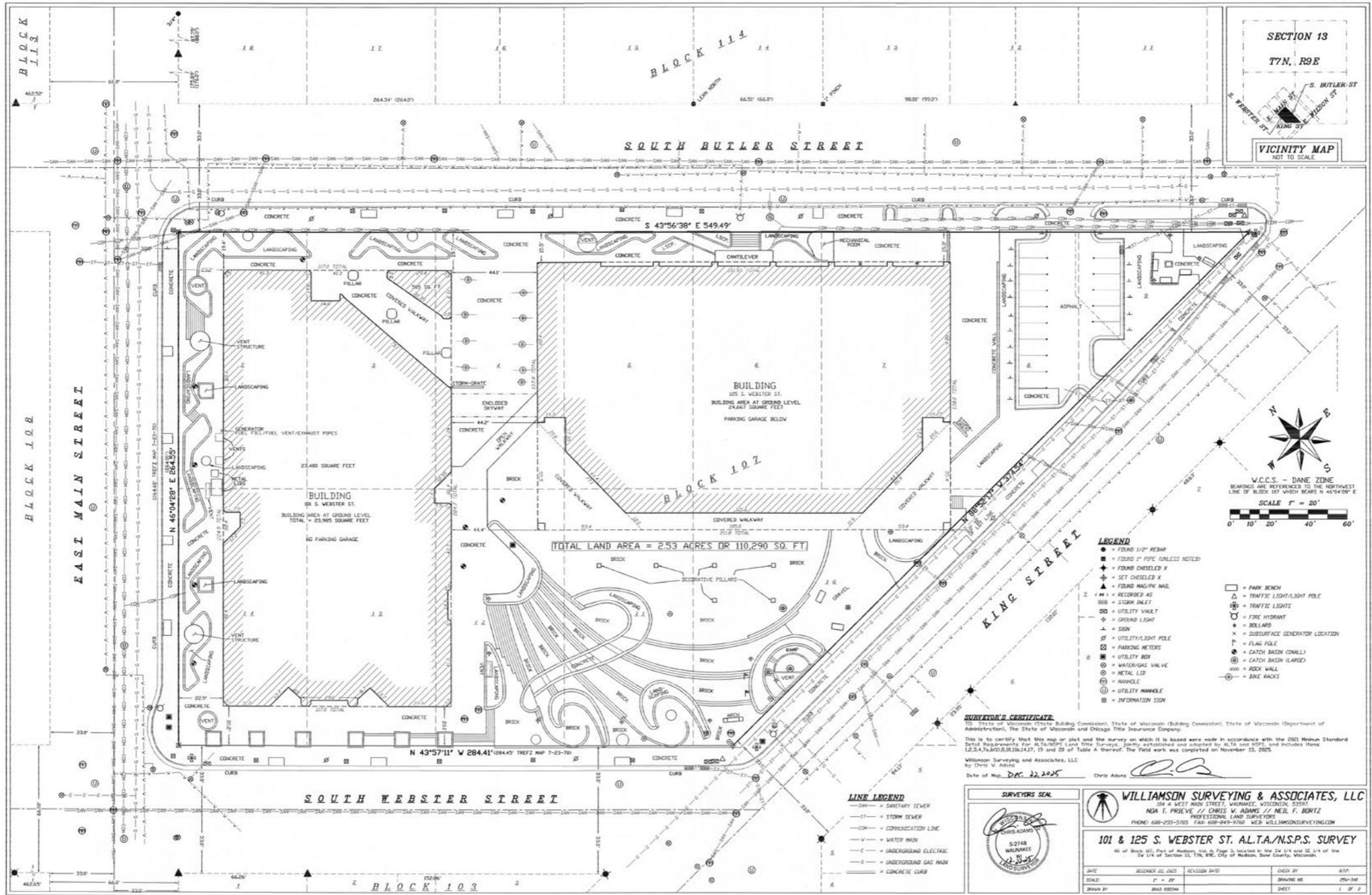
<sup>7</sup> Trust for Public Land (2024). ParkScore Index: Madison, WI.

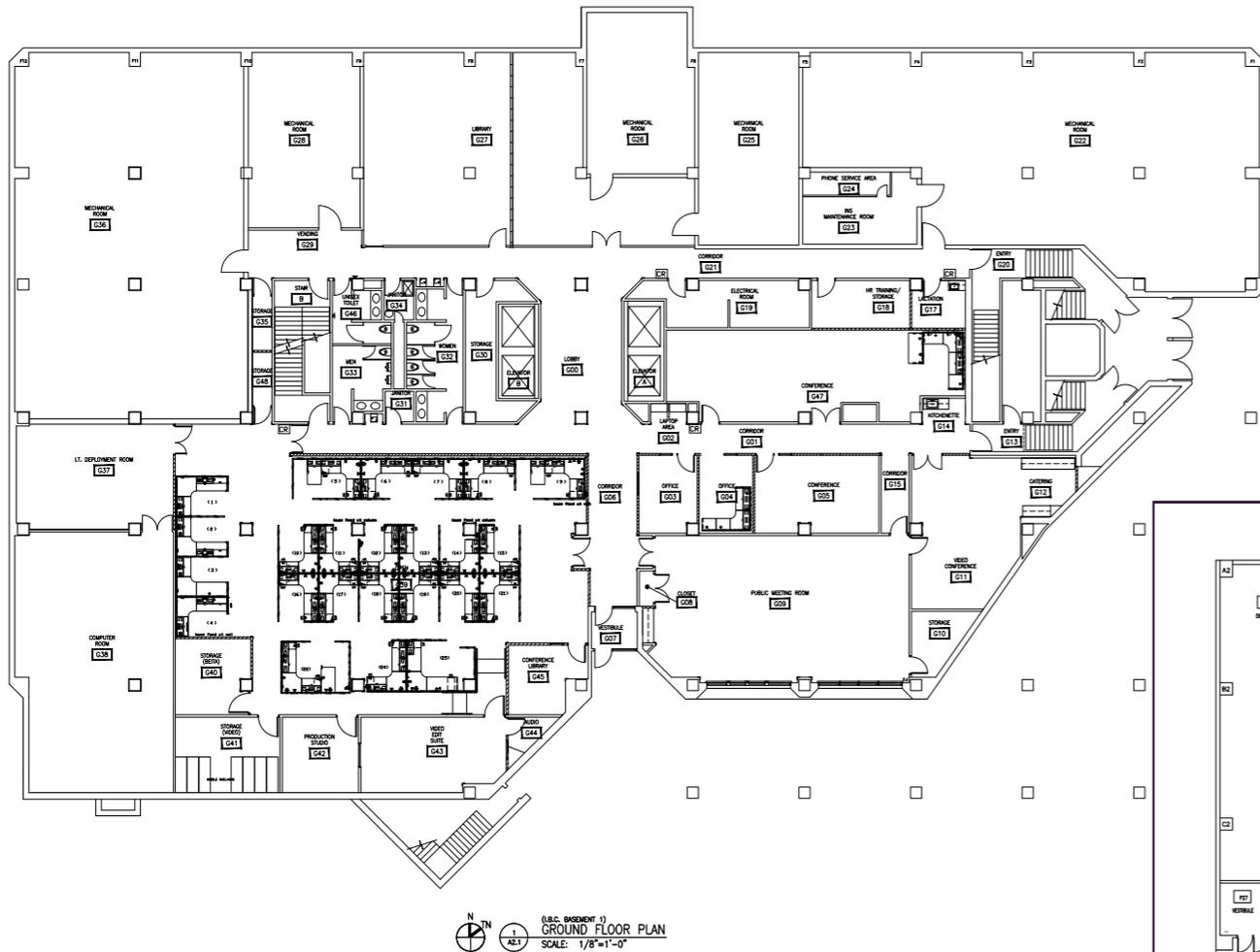
<sup>8</sup> City of Madison (2024). Platinum Bicycle Friendly Community Renewal.

Explore the opportunity



# BLOCK 107



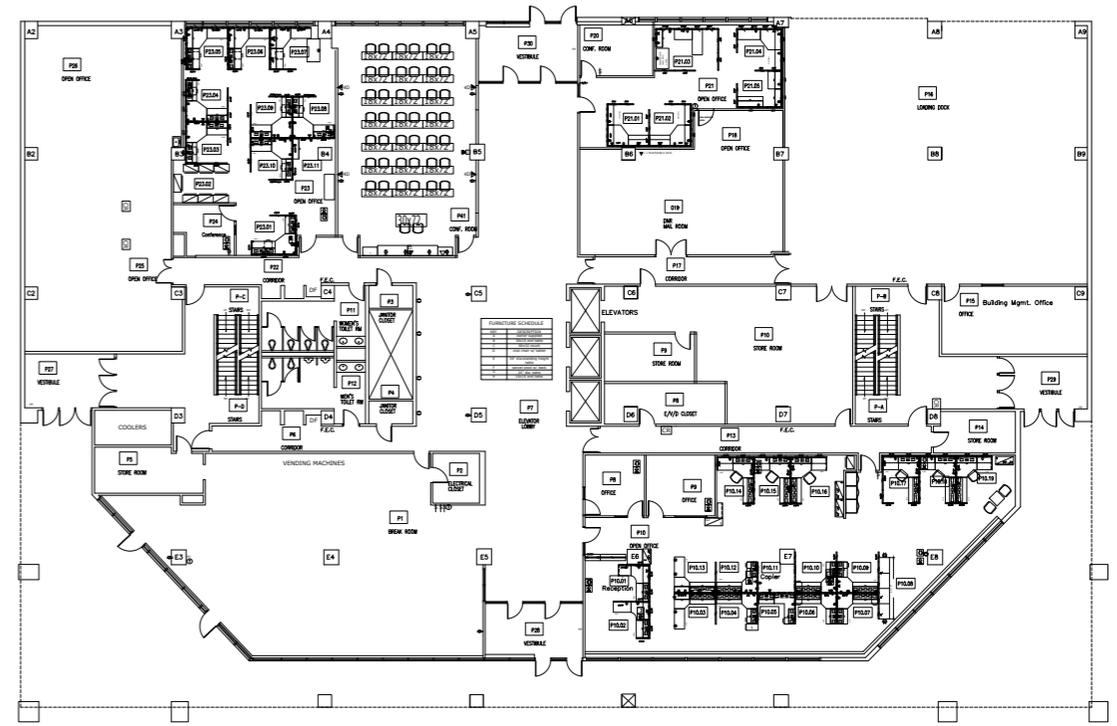


(SEE SHEET 1)  
 GROUND FLOOR PLAN  
 SCALE: 1/8"=1'-0"

Samples of existing floor plans

# BLOCK 107

Explore the opportunity



PLAZA-LEVEL FLOOR PLAN  
 SCALE: 1/8" = 1'-0" APRIL 23, 2009

# YOUR MOVE

Opportunities at this scale—in this location—don't surface often.

The setting is proven.

The footprint is significant.

The canvas is ready.

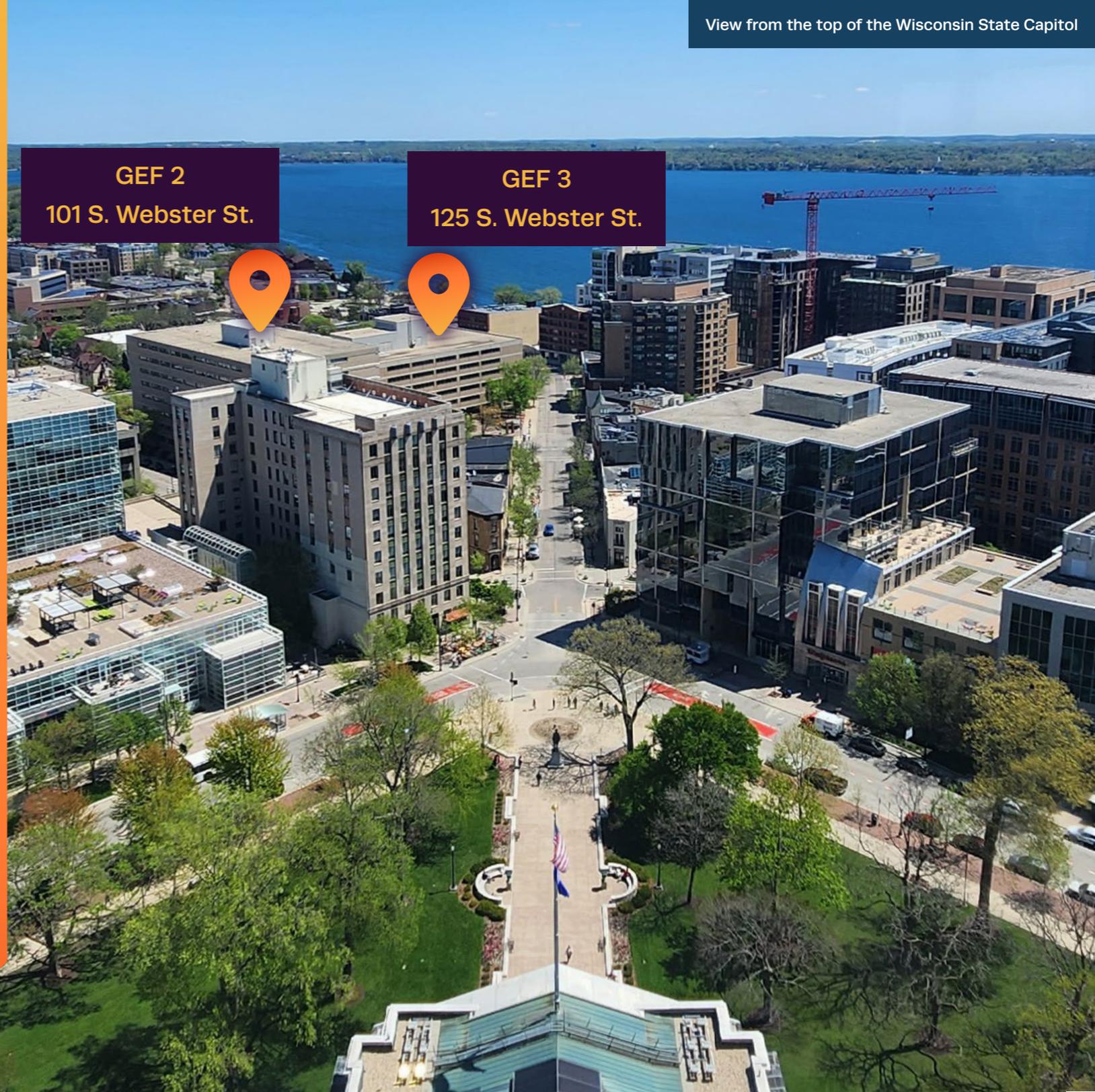
What develops here next won't simply occupy space.

It will define it.

*Build what's possible.*

## BLOCK 107

Explore the opportunity



## LEGAL NOTICES & DISCLOSURES

### FOR INFORMATIONAL PURPOSES ONLY

The information contained herein has been obtained from sources deemed reliable but has not been verified and no guarantee, warranty or representation, either express or implied, is made with respect to such information. Terms of sale and availability are subject to change or withdrawal without notice.

### STATE OF WISCONSIN BROKER DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS

Wisconsin law requires all real estate licensees to give the following information about brokerage services to prospective customers. Prior to negotiating on your behalf the brokerage firm, or an agent associated with the firm, must provide you the following disclosure statement.

### DISCLOSURE TO CUSTOMERS

You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an agent of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the customer, the following duties: – The duty to provide brokerage services to you fairly and honestly. – The duty to exercise reasonable skill and care in providing brokerage services to you. – The duty to provide you with accurate information about market conditions within a reasonable time if you request it, unless disclosure of the information is prohibited by law. – The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the information is prohibited by law (see “Definition of Material Adverse Facts” below). – The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your confidential information or the confidential information of other parties (see “Confidentiality Notice To Customers” below). – The duty to safeguard trust funds and other property held by the Firm or its Agents. – The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the advantages and disadvantages of the proposals. Please review this information carefully. An agent of the Firm can answer your questions about brokerage services, but if you need legal advice, tax advice, or a professional property inspection, contact an attorney, tax advisor, or property inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain-language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

### CONFIDENTIALITY NOTICE TO CUSTOMERS

The Firm and its Agents will keep confidential any information given to the Firm or its Agents in confidence, or any information obtained by the Firm or its Agents that a reasonable person would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the Firm is no longer providing brokerage services to you. The following information is required to be disclosed by law: 1. Material Adverse Facts, as defined in Wis. Stat. §452.01 (5g) (see “definition of material adverse facts” below). 2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection report on the property or real estate that is the subject of the transaction. To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may list that information below or provide that information to the Firm or its Agents by other means. At a later time, you may also provide the Firm or its Agents with other information you consider to be confidential.

## DEFINITION OF MATERIAL ADVERSE FACTS

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.

### SEX OFFENDER REGISTRY NOTICE

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

### Appendix: Supporting Information

Data & Source Citations (Data sources verified as of Q3 2025)

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