

SEVEN  20
LIVE ICONIC



RETAIL FOR LEASE

720 E Washington Ave
Madison, Wisconsin

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GENERAL INFORMATION

White Box Commercial Property Group is pleased to present available retail space within a game changing project in Downtown Madison. Seven20 is a new housing development rising half a mile east of the Capitol. Located at the corner of Blount Street and East Washington Avenue with full movement access, the project boasts roughly 180ft of premier retail frontage with exposure to over 43,000 VPD. Surrounded by the city's best dining, shopping, entertainment, and nightlife, this project delivers exceptional design and world-class amenities in a truly unmatched location.

- ▶ Frontage on East Washington Ave
- ▶ Perfect location — highest vehicular traffic and density
- ▶ Close to prominent destination retail and the Capitol Square
- ▶ Outdoor seating available
- ▶ Huge numbers of new high rise housing currently under construction nearby
- ▶ Ideal location for destination apparel, specialty retail, entertainment, and restaurant businesses
- ▶ Full glass storefronts

Seven20 is a 14-story project with a total building size of approximately 400,000 square feet, built to LEED Silver standards. Upmarket residential amenities include a swimming pool, sky lounge, outdoor grilling area, a 24/7 fitness center, sauna and cold plunge, golf simulator, game room, movie theatre, business center, dog park, pet washing station, and onsite staff with concierge. There are over 244 apartments and 325 beds.



OVERVIEW

Available SF:	1,300 - 8,200 SF
Lease Rate:	Contact Broker
Date Available:	Spring 2027
Parking:	Available

TRAFFIC COUNTS

East Washington Ave:	±43,600 VPD
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RENDERINGS



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ELEVATIONS



RETAIL

EAST WASHINGTON AVE ±43,600 VPD

SPEED
LIMIT
25

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WHITE BOX
COMMERCIAL PROPERTY
GROUP

AREA AMENITIES



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This map is for general reference only. Verify details independently. Boundaries, landmarks, traffic data and property status may change.

LOCATION OVERVIEW

Madison is one of the Midwest's most resilient and dynamic urban markets, anchored by the University of Wisconsin-Madison, the State Capitol, and a rapidly growing downtown population. Positioned on an isthmus between Lakes Mendota and Monona, the city blends Big Ten energy, a highly educated workforce, and a nationally recognized quality of life. UW Madison enrolls more than 51,000 students and consistently ranks among the top public universities in the country, driving sustained demand for retail, dining, and entertainment in the urban core.

Madison is a regional hub, centrally located between Chicago (2.5 hours), Milwaukee (75 min), and the Twin Cities (4 hours), providing direct access to major Midwest population centers, talent pools, and supply chains. The local economy is exceptionally stable and diversified, driven by tourism and major employers such as the State, the University, UW Health, Epic Systems, Exact Sciences, American Family Insurance, and SSM Health, among others. These institutions anchor a large daytime population of professionals, researchers, healthcare workers, state employees, and students, supporting consistent traffic and consumer spending throughout the week.

East Washington Avenue has emerged as one of Madison's most transformative corridors. Once a traditional commercial strip, 'East Wash' is rapidly evolving into a high-density, mixed-use promenade defined by upmarket residential development, walkability, and retail. Serving as a primary gateway into downtown Madison, this major corridor represents the city's most visible and heavily invested urban artery.



DISTANCE FROM SUBJECT	1 MILE	3 MILE	5 MILE
Total Employees:	39,834	138,849	218,792
Total Population:	24,897	115,731	211,652
5-Year Projected Population Change (2025-2030):	6.9%	5.8%	4.8%
Median Age:	29.4	27.5	31.7
Average Household Income:	\$96,609	\$90,014	\$97,776
Median Home Value:	\$562,885	\$428,223	\$396,952

Source: 2025 ESRI



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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 broker must provide you the following disclosure statement:

BROKER DISCLOSURE TO CUSTOMERS

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 who is the agent of another party in the transaction. The broker, or a salesperson acting on behalf of the broker, may provide brokerage services to you. Whenever the broker is providing brokerage services to you, the broker owes 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.
- The duty to protect your confidentiality. Unless the law requires it, the broker will not disclose your confidential information or the confidential information of other parties.
- The duty to safeguard trust funds and other property the broker holds.
- 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. A broker or salesperson can answer your questions about brokerage services, but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home 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 a broker's duties to a customer under section 452.133 (1) of the Wisconsin statutes.

CONFIDENTIALITY NOTICE TO CUSTOMERS

BROKER WILL KEEP CONFIDENTIAL ANY INFORMATION GIVEN TO BROKER IN CONFIDENCE, OR ANY INFORMATION OBTAINED BY BROKER THAT HE OR SHE KNOWS A REASONABLE PERSON WOULD WANT TO BE KEPT CONFIDENTIAL, UNLESS THE INFORMATION MUST BE DISCLOSED BY LAW OR YOU AUTHORIZE THE BROKER TO DISCLOSE PARTICULAR INFORMATION. A BROKER SHALL CONTINUE TO KEEP THE INFORMATION CONFIDENTIAL AFTER BROKER 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 SECTION 452.01 (5g) OF THE WISCONSIN STATUTES
2. ANY FACTS KNOWN BY THE BROKER 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 BROKER IS AWARE OF WHAT SPECIFIC INFORMATION YOU CONSIDER CONFIDENTIAL, YOU MAY LIST THAT INFORMATION BELOW. AT A LATER TIME, YOU MAY ALSO PROVIDE THE BROKER WITH OTHER INFORMATION YOU CONSIDER TO BE CONFIDENTIAL.

CONFIDENTIAL INFORMATION: _____

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

CONSENT TO TELEPHONE SOLICITATION

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

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://offender.doc.state.wi.us/public/> or by phone at 608-240-5830.

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.

DISCLAIMER

The information contained within the memorandum is confidential and proprietary. White Box Commercial Property Group LLC ("White Box CPG") does not make any representation or warranty whatsoever to the accuracy of any of the information provided. The information provided was provided by what White Box CPG deems as a reliable resource. You are advised to independently verify the accuracy and completeness of all summaries and information contained herein, to consult with independent legal and financial advisors, and carefully investigate the economics of this transaction and Property's suitability for your needs. ANY RELIANCE ON THE CONTENT OF THIS MEMORANDUM IS SOLELY AT YOUR OWN RISK.