

NEW CONSTRUCTION ON MAIN CORRIDOR IN FITCHBURG  
2917 Fish Hatchery Road, Fitchburg, WI 53713

- Brand-New Class A Retail Space
- High Visibility on Fish Hatchery Road
- Flexible 1,500–3,102 SF Layout Options
- Strong Traffic Counts & Growing Trade Area



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## Property Summary

Building SF:	5,900
Lease Rate:	\$24-\$26
Lot Size:	0.92 Acres
Price:	\$78,000
Year Built:	2026
Zoning:	B-G General business

## Area Highlight

Located along one of Fitchburg's busiest commercial corridors, this property benefits from strong daily traffic counts, excellent visibility, and rapid surrounding residential growth. Just minutes from Madison and surrounded by established neighborhoods, national retailers, restaurants, and expanding commercial development, the area offers strong demographics and a steady customer base ideal for retail, wellness, medical, showroom, and service-oriented businesses.

## Building Highlights

New Construction Class A Retail Building  
Modern Storefront Design with Large Windows  
30 On-Site Parking Spaces  
Excellent Signage & Street Exposure  
Flexible Open Floor Plans  
Located on a High-Traffic Corner Corridor  
Strong Visibility from Fish Hatchery Road  
Built for Retail, Medical, Wellness & Service Users  
Abundant Natural Light Throughout  
Easy Customer Access Near Madison



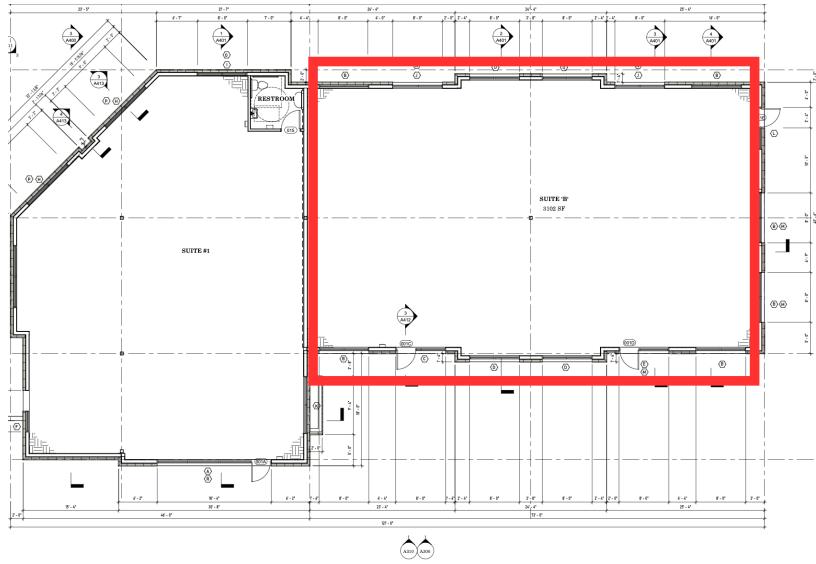
## Description

Prime opportunity to lease 3,102 SF of brand-new retail space in a high-visibility location on Fish Hatchery Road in rapidly growing Fitchburg. Positioned along a heavily trafficked corridor with excellent exposure, this modern new construction space offers outstanding potential for retail, boutique fitness, medical, wellness, café, office showroom, or service-based businesses. The space features contemporary architecture, large storefront windows, abundant natural light, and flexible open floor plans that can be customized to suit tenant needs. Excellent signage opportunities and convenient customer parking make this an ideal location for businesses seeking strong daily visibility and accessibility. Surrounded by dense residential growth, established neighborhoods, national retailers, and expanding commercial development, this location provides strong demographics and steady traffic counts just minutes from Madison.

# PROPERTY PHOTOS

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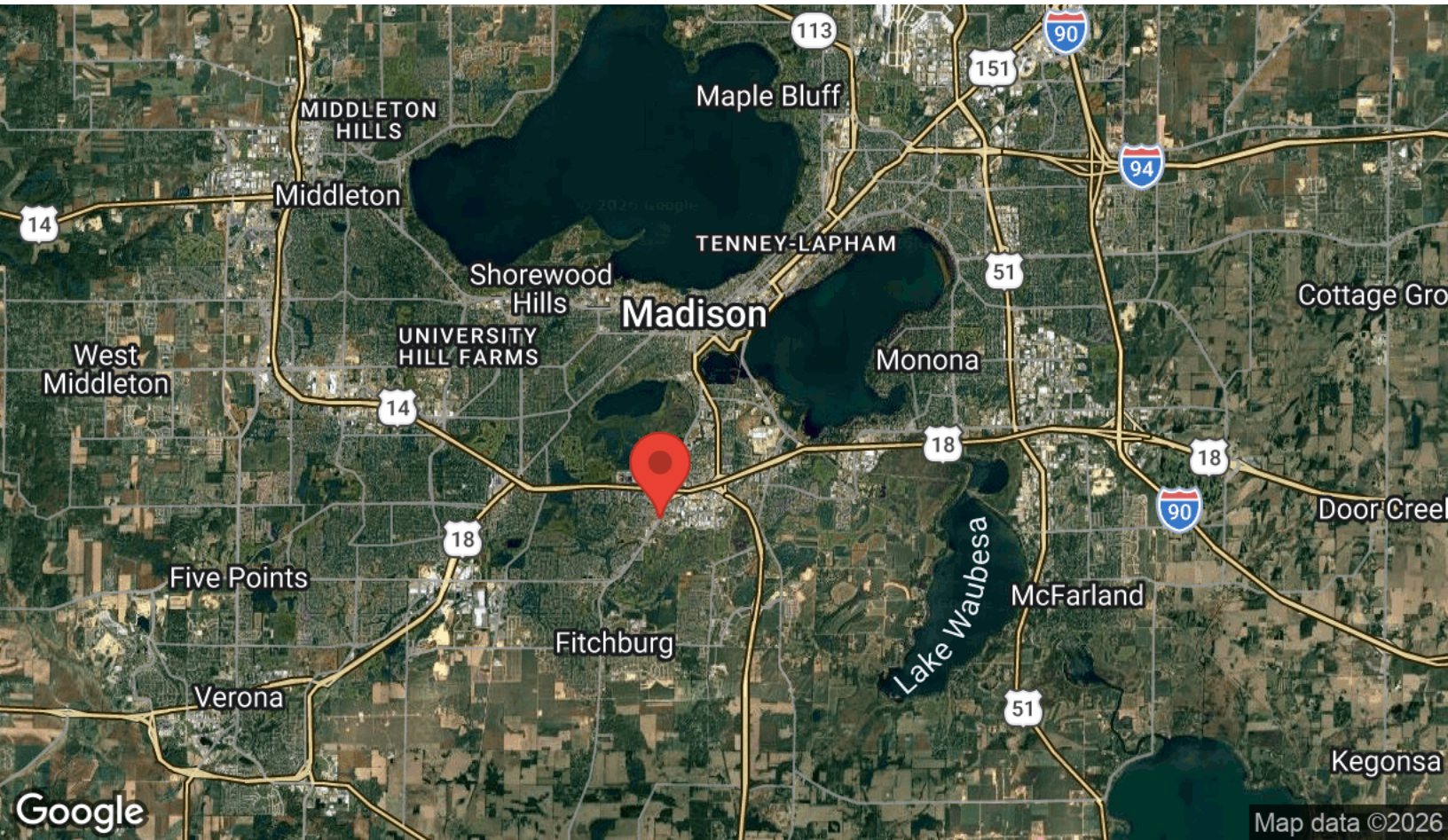
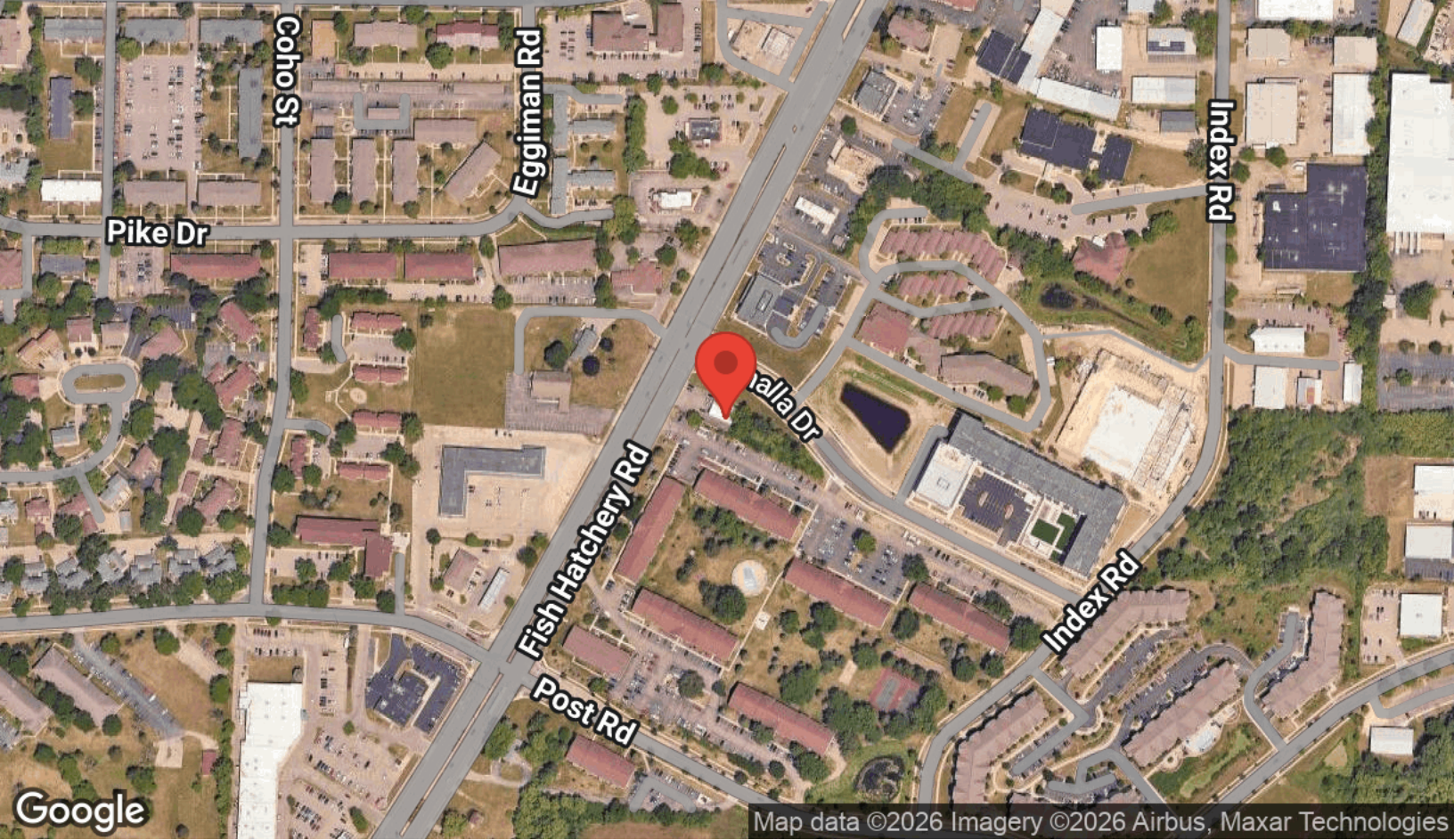
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# LOCATION MAPS

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# BUSINESS MAP

NEW CONSTRUCTION ON MAIN CORRIDOR IN FITCHBURG


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 Rocky Rococo Pan Style Pizza


 Dunkin'


 Kwik Trip


 Orangetheory Fitness


 Zimbrick Honda


 B Bonfyre American Grille


 Starbucks Coffee Company


 Einstein Bros. Bagels


 Leopold Elementary School


 McDonald's


 2 Fitchburg Family Pharmacy


 UW Credit Union

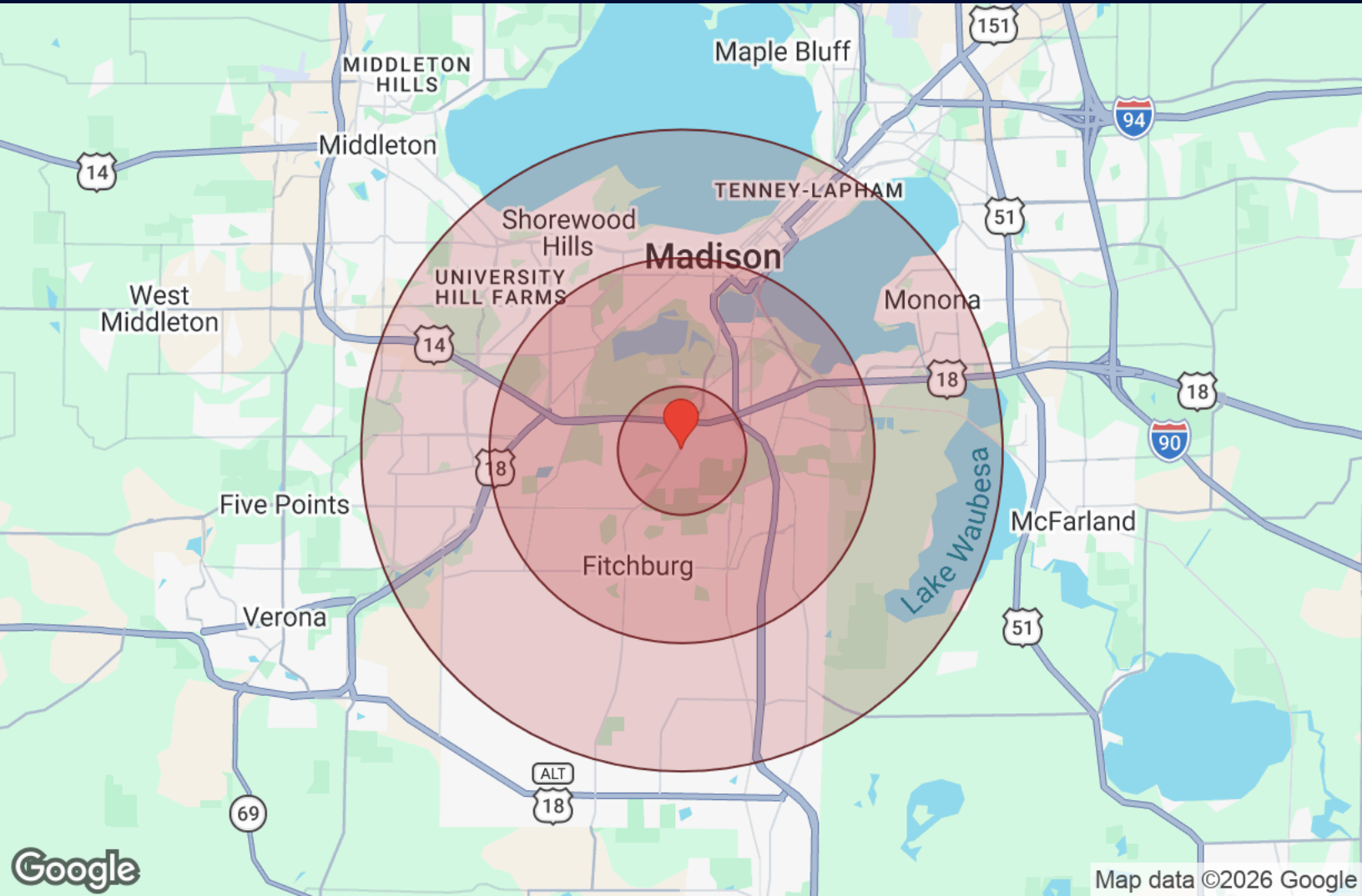
 The Thirsty Goat

 Associated Bank

 T Teriyaki Sushi Express

 GHC-SCW Hatchery Hill Clinic Pharmacy

 Great Dane Pub & Brewing Co. - Fitchburg



Distance: ● 1 Mile ● 3 Miles ● 5 Miles

	1 Mile	3 Miles	5 Miles		1 Mile	3 Miles	5 Miles
<b>Population</b>				<b>Income</b>			
Male	5,566	41,423	103,962	Median	\$65,846	\$83,081	\$76,910
Female	5,462	38,568	88,985	Under \$15k	273	3,389	10,191
Total Population	11,028	79,991	192,947	\$15k - \$25k	582	2,303	5,382
				\$25k - \$35k	397	2,173	5,997
<b>Housing</b>				\$35k - \$50k	830	3,868	8,898
Total Units	5,520	38,754	94,403	\$50k - \$75k	724	4,744	11,991
Occupied	5,076	35,629	86,382	\$75k - \$100k	616	4,140	9,572
Owner Occupied	1,085	14,574	32,227	\$100k - \$150k	896	5,860	14,365
Renter Occupied	3,991	21,055	54,155	\$150k - \$200k	372	3,367	7,862
Vacant	443	3,125	8,022	Over \$200k	387	5,786	12,125
<b>Age</b>							
Ages 0 - 14	2,094	11,855	25,147				
Ages 15 - 24	1,960	19,318	53,736				
Ages 25 - 54	5,016	31,863	75,229				
Ages 55 - 64	905	6,955	15,171				
Ages 65+	1,055	9,999	23,664				



The calculations and data presented are deemed to be accurate, but not guaranteed. They are intended for the purpose of illustrative projections and analysis. The information provided is not intended to replace or serve as substitute for any legal, accounting, investment, real estate, tax or other professional advice, consultation or service. Users should consult with a professional in the respective legal, accounting, tax or other professional.

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EACH PARTY SHALL CONDUCT ITS OWN INDEPENDENT INVESTIGATION AND DUE DILIGENCE.

Any party contemplating or under contract or in escrow for a transaction is urged to verify all information and to conduct their own inspections and investigations including through appropriate third-party independent professionals selected by such party. All financial data should be verified by the party including by obtaining and reading applicable documents and reports and consulting appropriate independent professionals. RE/MAX Preferred makes no warranties and/or representations regarding the veracity, completeness, or relevance of any financial data or assumptions. RE/MAX Preferred does not serve as a financial advisor to any party regarding any proposed transaction.

All data and assumptions regarding financial performance, including that used for financial modeling purposes, may differ from actual data or performance. Any estimates of market rents and/or projected rents that may be provided to a party do not necessarily mean that rents can be established at or increased to that level. Parties must evaluate any applicable contractual and governmental limitations as well as market conditions, vacancy factors and other issues in order to determine rents from or for the property. Legal questions should be discussed by the party with an attorney. Tax questions should be discussed by the party with a certified public accountant or tax attorney. Title questions should be discussed by the party with a title officer or attorney. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed by the party with appropriate engineers, architects, contractors, other consultants, and governmental agencies.

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# 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 Broker must provide you the following disclosure statement:

### **BROKER DISCLOSURE TO CUSTOMERS**

You are the 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 the 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 prove 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 broker will not disclose your 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(l) 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 by law, or 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 (see "definition of material adverse facts" below).
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 below. At a later time, you may also provide the broker with other information that you consider to be confidential.

### **CONFIDENTIAL INFORMATION:**

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

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(Insert information you authorize to broker to disclose such as financial qualification information)

### **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 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.