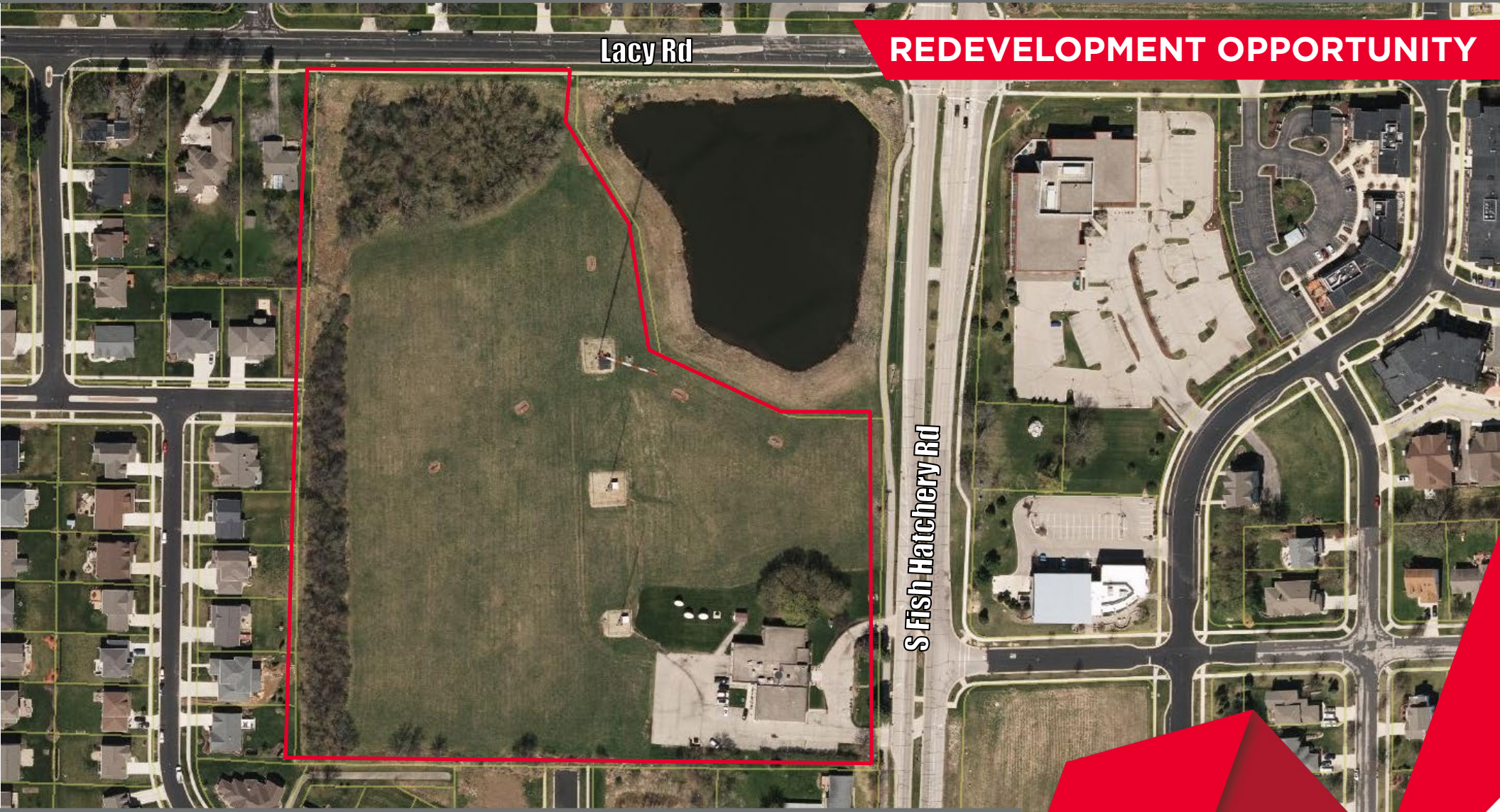


FOR SALE



BOERKE

2651 S FISH HATCHERY RD, FITCHBURG, WI



REDEVELOPMENT OPPORTUNITY

David Ferron
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Office: 414 203 3015
Mobile: 414 333 5555
dferron@boerke.com

Robert O. Fulford II
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rfulford@boerke.com

25 W. Main Street
5th Floor
Madison, WI 53703
T: 414 347 1000
F: 414 347 1606
www.boerke.com

SITE OVERVIEW

Development opportunity of a lifetime! This is an unprecedented 13.94 acre parcel available at the main intersection in Fitchburg, WI. Minutes from I-94 and Hwys 14/18 and the Madison Beltline. Densely populated with very significant recent commercial, medical, retail and multi-family developments very nearby. Great demographics and growing every year.

SITE INFORMATION

PROPERTY SF:	10,630 SF
YEAR BUILT:	1975 (Addition in 1997)
LOT SIZE:	13.94 AC
ZONING:	RD; Rural Development

ECONOMICS

TAX KEY:	225/0609 161 8100 2
TAXES:	\$39,973.21
SALE PRICE:	CONTACT BROKER

FEATURES

- Redevelopment opportunity
- Located in a well-established area with residential and commercial uses, including the Fitchburg Technology Campus to the southeast
- Minutes from downtown Madison & Verona (Home of Epic)
- Primary intersection for Fitchburg
- Access to I-94 and Hwy's 14 & 18
- Delightful small town feel in a great community
- Large lot size
- Retention in place


SITE

SITE IMAGES



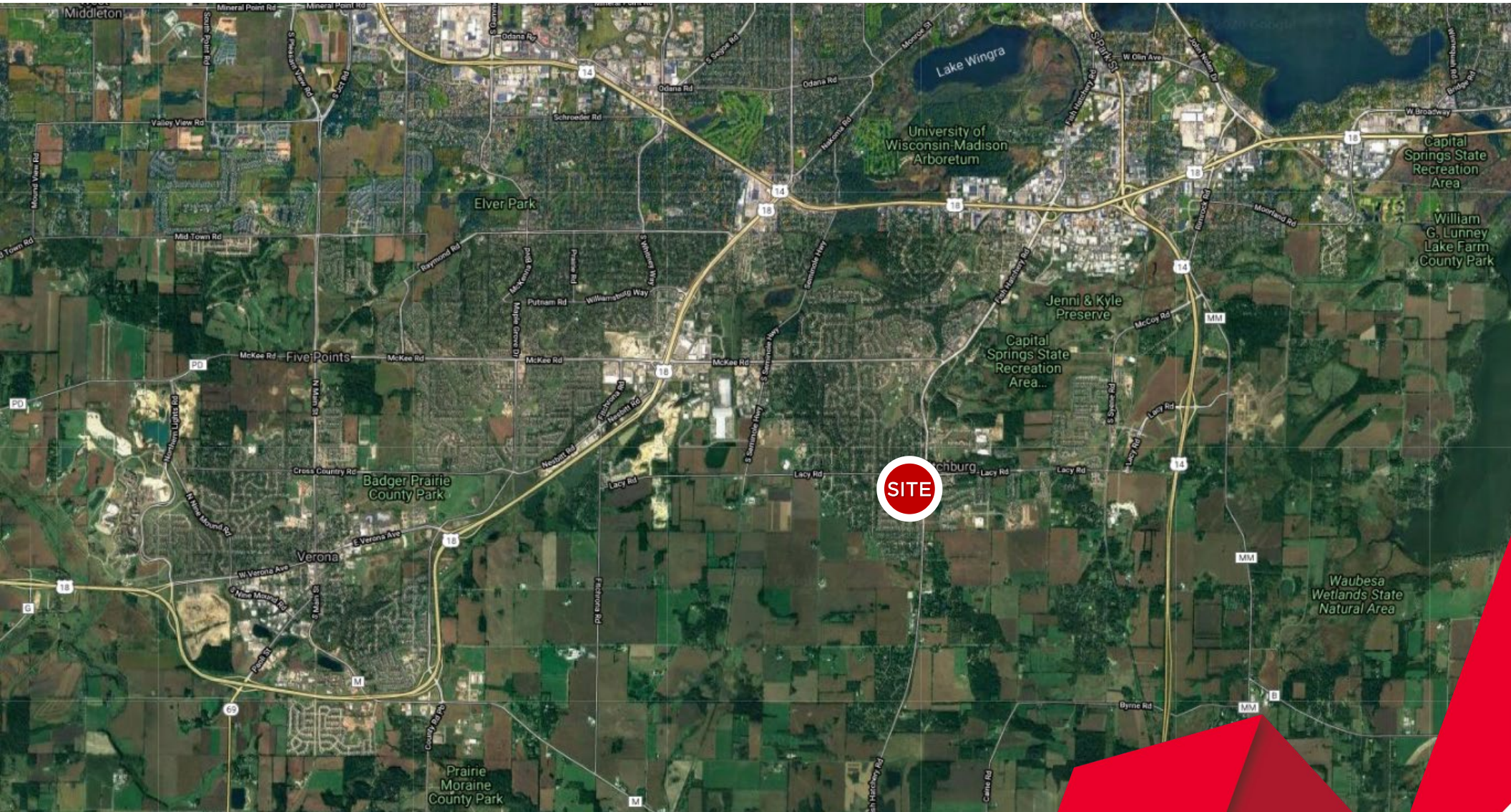
10,630 SF
13.94 AC

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**SITE
AERIAL**


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SITE LOCAL USER MAP

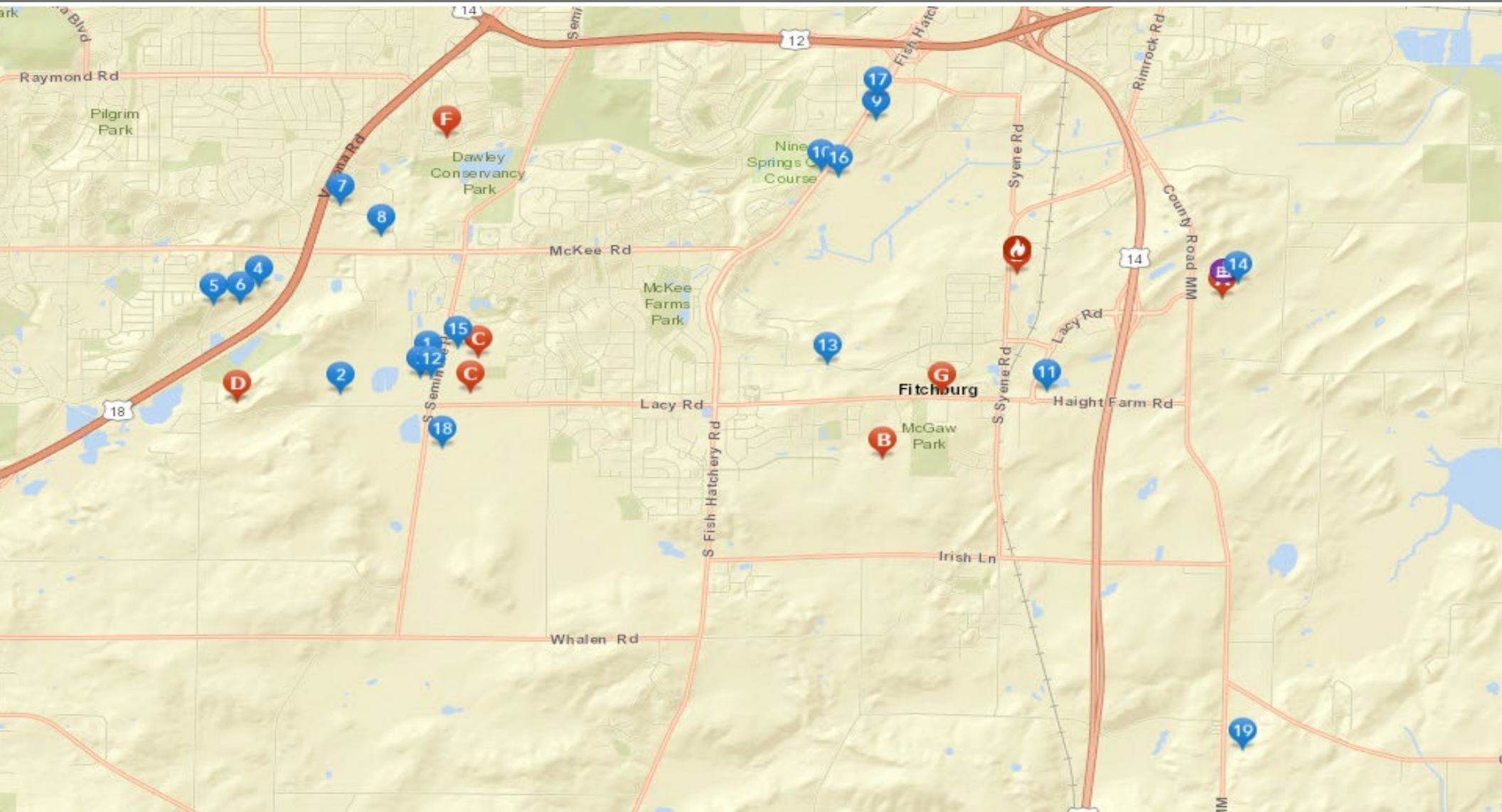


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2019/2020 FITCHBURG MAP OF **DEVELOPMENT PROJECTS**



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2019/2020 FITCHBURG LIST OF DEVELOPMENT PROJECTS

COMMERCIAL DEVELOPMENTS

1	Sub-Zero Design Center (Under Construction) 322,834 sq. ft. two-story office and manufacturing
2	Promega Component Manufacturing Center (Under Construction) 158,276 sq. ft. two-story office and manufacturing
3	Race Day Events Headquarters (Open) 12,988 sq. ft.
4	Goldfish Swim School and Dwellings Interior Design & Home Furnishings (Open) 15,750 sq. ft.
5	Cameron Resort Style Senior Apartments (Construction started May 2020) 130 units
6	Limestone Ridge Apartments (Re-approval Summer/Fall of 2020 construction) 116 units of workforce housing
7	Discovery Vertical Storage (Construction started June 2020) 3 stories, climate controlled, security accessed
8	Certco Fleet Services Facility (Open) 21,000 sq. ft. warehouse and storage
9	UW Credit Union (Open) 2 stories, 13,050 sq. ft. office, with 7,000 +/- basement finish
10	The Highline Senior Housing (Open) 4 stories, 160 units
11	Phoenix Imaging (Open) 10,000 sq. ft. Imaging Facility
11	Phoenix Headquarters, Office & Manufacturing (Construction started October 2019) 47,000 sq. ft., future expansion to 100,000 sq. ft.
12	Hop Haus Brew Pub, Restaurant, Production Facility (Under construction) 10,800 sq. ft.
13	Promega Research and Development Facility (Under construction, Occupancy Fall of 2020) 270,000 sq. ft.
14	Mariposa Learning Center Multicultural Day Care (Construction started October 2019) 10,570 sq. ft.
15	Blackhawk Church (Open) Approximately 42,300 sq. ft.
16	3101 Fish Hatchery Road Mixed Use (Under Construction, Occupancy June 2021) 157 Market Apartments, 10,000 square feet commercial
17	Park Bank Branch & Starbucks 2802 Fish Hatchery Road
18	O'Brien Solar Fields 20 MW Solar Field (Approved)
19	Town & Country Market C-Store 2050 CTH MM (Approved) Gas & C-Store redevelopment

SUBDIVISIONS IN DEVELOPMENT

	Terravessa subdivision (Infrastructure and utilities being installed, lots available Fall 2019) 248 acres, with over 100 acres designated open commercial, office and retail space.
A	Approx. 1,200 residential units Oregon School District (Under Construction opening Fall of 2020) K-6 Elementary School
B	Fahey Fields subdivision - Phase 3 80 acres, 180+ single family units Oregon School District (Infrastructure and utilities for Phase 3 under construction)
C	Stoner Prairie subdivision 97.8 acres, 160 single family units Verona Area School District (Infrastructure and utilities installed, lots available)
C	Crescent Crossing 65 Single family lots. 52 Twin Family Lots Verona School District (Infrastructure installation Summer 2020)
D	Quarry Vista subdivision 72.4 acres, 136 single family lots, 30 two family lots, 152 apartments Verona Area School District
E	Uptown Crossing subdivision Includes single family lots, townhomes, and apartments Oregon School District
F	Renaissance in the Park subdivision 36 single family home sites – Habitat for Humanity Verona Area School District
G	Lacy Woods Condominiums 30 units, single story duplexes Madison Metropolitan School District
INSTITUTIONAL DEVELOPMENTS	
	New Oregon Elementary School (Opening Fall of 2020) Two-story, K-6 elementary school serving approx. 600 students First net-zero energy school in Wisconsin
	Fitchburg East Fire Station (Open) 26,832 sq. ft. one-story building with four vehicle bays

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LOCAL RESEARCH & DATA



BLUE COLLAR
21,022 /
30.2%



WHITE COLLAR
48,681 /
69.8%

POPULATION

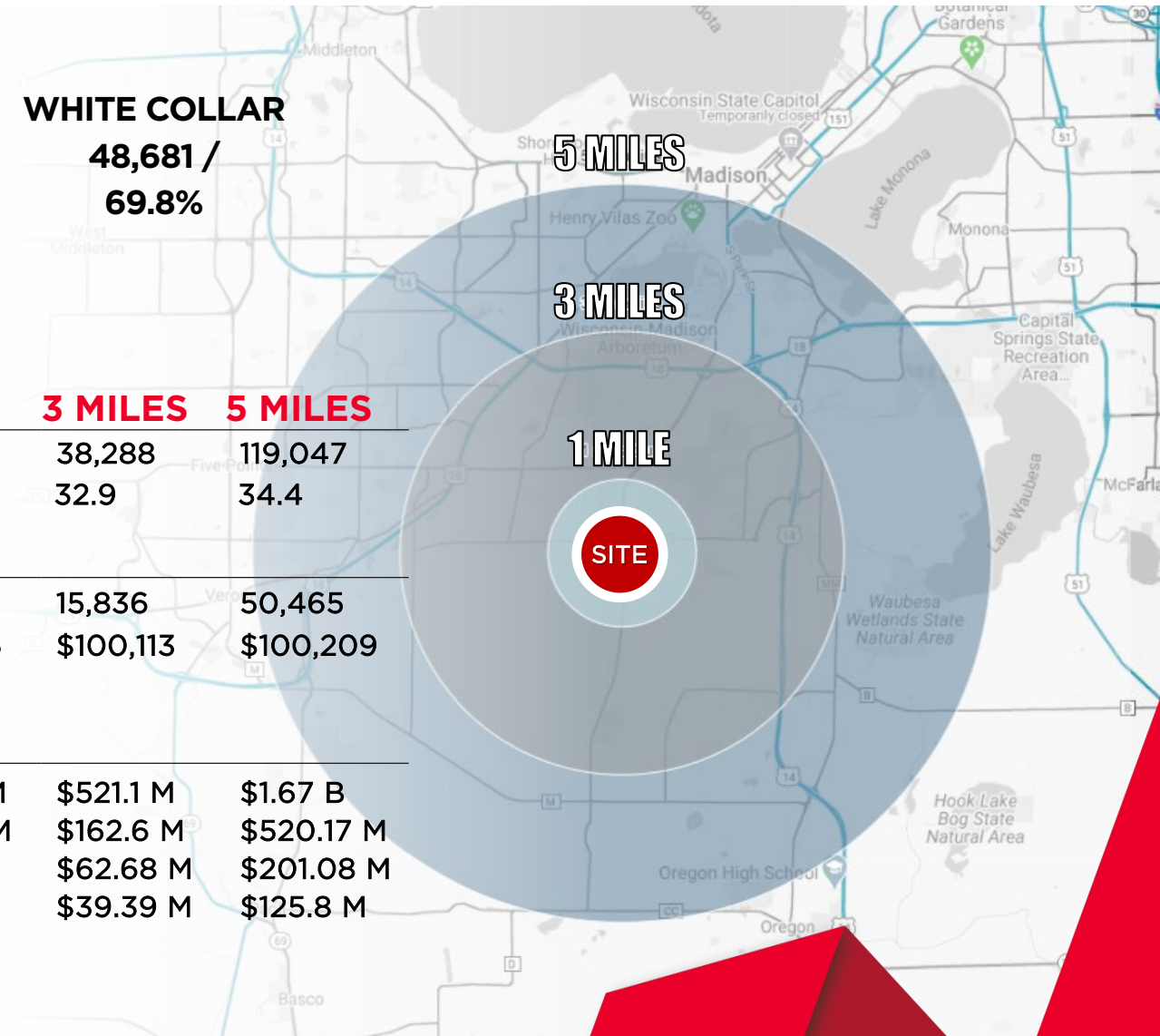
	1 MILES	3 MILES	5 MILES
ESTIMATED POPULATION (2020)	5,842	38,288	119,047
MEDIAN AGE	38.9	32.9	34.4

HOUSEHOLDS

	1 MILES	3 MILES	5 MILES
ESTIMATED HOUSEHOLDS (2020)	2,472	15,836	50,465
ESTIMATED AVERAGE HH INCOME	\$126,625	\$100,113	\$100,209

TOTAL ANNUAL CONSUMER EXPENDITURE

	1 MILES	3 MILES	5 MILES
TOTAL RETAIL EXPENDITURE	\$97.37 M	\$521.1 M	\$1.67 B
FOOD & BEVERAGE EXPENDITURE	\$30.02 M	\$162.6 M	\$520.17 M
ENTERTAINMENT EXPENDITURE	\$12 M	\$62.68 M	\$201.08 M
APPAREL EXPENDITURE	\$7.42 M	\$39.39 M	\$125.8 M



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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 customer

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 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 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 (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 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.

No representation is made as to the legal validity of any provision or the adequacy of any provision on any specific transaction.

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:

NON-CONFIDENTIAL INFORMATION:

(The following information may be disclosed by Broker): *Insert information you authorize the 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.