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# Retail For Lease

The Aviary at Middleton Market  
7630-7650 LISA LANE, MIDDLETON, WI 53562



# Property Information

- ⌚ **Join the Action:** The Aviary at Middleton Market is part of a new **\$100 million, 8.48-acre** development that includes **263 luxury apartments** and the Middleton Market Food Hall.
- ⌚ **Generous Leasing Incentive:** As part of our first generation of tenants, the Aviary offers a **buildout incentive of up to \$115/SF** (based on tenant credit – see leasing scenarios).
- ⌚ **Tons of Traffic:** Anchored by **Middleton Market Food Hall** — with a bar, arcade, and diverse dining options — The Aviary **draws a steady stream of visitors**, ensuring strong exposure for retailers.
- ⌚ **Easy Come, Easy Go:** The Aviary offers **86 car parking spots** dedicated to the retail suites. (3.43 spots/1,000 retail SF)
- ⌚ **Strong Customer Base:** Middleton residents spend **2.54x more** than Downtown Madison residents and **1.47x more** than East Side residents on retail purchases.

Suite Available	<b>7634:</b> 1,400 SF; <b>7638:</b> 1,900 SF; <b>7642:</b> 1,947 SF; <b>7646:</b> 1,655 SF; (combinable up to <b>6,902 SF</b> )
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## LEASING SUMMARY

Rental Rate	\$27/SF/YR + \$6/SF/YR NNN = <b>\$33/SF/YR</b>
Example Monthly Rent	1,400 SF Suite @ \$33/SF/YR = <b>\$3,850/month</b>
Lease Length	10 Years
Base Rent Increases	3.0% Annually
Leasing Incentives	Construction/tenant improvement allowance of up to \$100/SF ( <b>\$140,000 for 1,400 SF</b> ); No Free Rent
Credit Quality	Lease's guarantor must be reputable and established. A Moody's or S&P rating is not required, but the landlord will assess creditworthiness.

Interested in other leasing scenarios? Please review the full flyer or contact the listing brokerage.





See the Property  
Video Here:



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Book a Tour  
or Discussion:



# Nearby Tenants



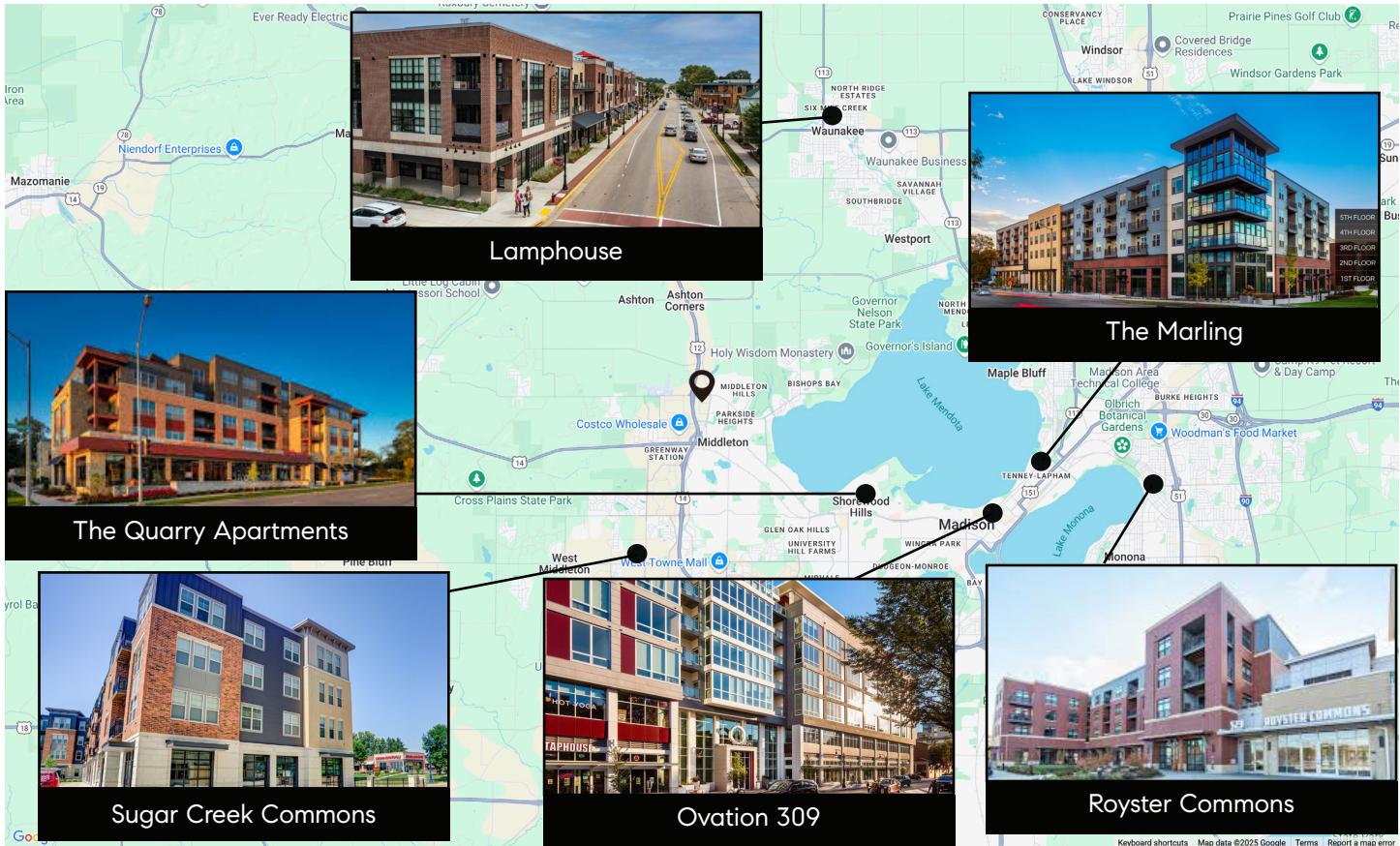
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## Book a Tour or Discussion:



# Comparable Retail Suites



# Sorted by Rent

	Year Built	Last Rent Listing	Traffic Counts (Vehicles Per Day)	Moody's Commercial Location Score
The Quarry Apartments	2021	\$27 Base + \$13.53 NNN = <b>\$40.53/SF</b>	<b>47,200</b> (University Ave)	820
Royster Commons	2019	\$27 Base + \$7 NNN = <b>\$34/SF</b>	<b>4,400</b> (Cottage Ct)	759
The Marling	2018	\$24.25 Base + \$9.70 OpEx = <b>\$33.95</b>	<b>33,600</b> (Hwy 100)	834
Ovation 309	2015	\$25 Base + \$8.57 OpEx = <b>\$33.57/SF</b>	Too low to determine (State Capital area)	860
The Aviary	2021	\$27 Base + \$6 OpEx = <b>\$33/SF</b>	<b>14,600</b> (Hwy M)	850
Lamphouse	2019	\$24 Base + \$6.75 NNN = <b>\$30.75/SF</b>	<b>14,800</b> (Hwy 19)	796
Sugar Creek Commons	2022	\$22 Base + \$6.50 Op/Ex = <b>\$28.50/SF</b>	9,600 (W Verona Ave) 1,300 (Legion St)	829



# Consumer Types

Consumer Segmentation - 53562 Zip Code

<b>Lifestyle:</b> What are the residents of this area like?	<b>Middleground:</b> Lifestyles of thirtysomethings
<b>Urbanization:</b> Where do people like this usually live?	<b>Metro Cities:</b> Affordable city life, including smaller metros, satellite cities

## Top Tapestry Segments

	Emerald City	In Style	Professional Pride	Young and Restless	Urban Chic
<b>% of 53562</b>	26.4%	25.8%	19.3%	12.7%	5.8%
<b>% of Dane County</b>	10.3%	8.3%	1.1%	5.0%	2.7%
<b>Lifestyle Group</b>	Middle Ground	GenXurban	Affluent Estates	Midtown Singles	Upscale Avenues
<b>Urbanization Group</b>	Metro Cities	Metro Cities	Suburban Periphery	Metro Cities	Suburban Periphery
<b>Residence Type</b>	Single Family; Multi-Units	Single Family	Single Family	Multi-Unit Rentals	Single Family
<b>Household Type</b>	Singles	Married Couples w/No Kids	Married Couples	Singles	Married Couples
<b>Average Household Size</b>	2.05	2.32	3.01	2.03	2.42
<b>Median Age</b>	38.6	43.0	40.0	30.8	43.9
<b>Diversity Index</b>	57.6	50.9	56.2	81.5	59.0
<b>Median Household Income</b>	\$79,600	\$87,800	\$163,900	\$53,500	\$134,000
<b>Median Net Worth</b>	\$112,200	\$243,800	\$930,800	\$15,200	\$535,900
<b>Median Home Value</b>	\$399,800	\$348,500	\$536,400	\$262,200	\$818,400
<b>Homeownership</b>	52.6	70.7	90.8	16.5	69.3
<b>Employment</b>	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Services or Professional	Professional or Mgmt/Bus/Financial
<b>Education</b>	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree
<b>Preferred Activities</b>	Place importance on learning new things, buy natural, green, and environmentally friendly products.	Support arts, concerts, theaters, museums. Prefer organic foods, grow their own vegetables.	Own latest tablets, smartphones, and laptops. Upgrade picture-perfect homes.	Like to read magazines about news, fashion, and music. Go dancing; play basketball and pool; buy organic food.	Maintain a 'green' lifestyle. Travel extensively domestically and internationally.
<b>Financial</b>	Contribute to NPR, PBS	Variety of investments often managed by a financial planner	Hold 401(k) and IRA plans/securities	Careful shoppers are aware of prices, little brand loyalty	Financially shrewd with healthy portfolios
<b>Media</b>	Read books, magazines, and use the web for news	Connected and knowledgeable via smartphones	Avid readers; epicurean, sports, home service magazines	Most of their information comes from the Internet and TV	Use PCs extensively for staying current
<b>Vehicle</b>	Take public transportation	Partial to late model SUVs and compact SUVs	Own 3 or more vehicles	Take public transportation	Choose luxury imports



# Consumer Types

## Definitions

**Emerald City:** Young, mobile professionals, primarily **renters in urban areas** with **median incomes** from **wages, investments, and self-employment**. They are **tech-savvy, fitness-focused, and food enthusiasts**, favoring **local and organic ingredients**. They enjoy **music, art, and frequent travel**. 1.4% of households in the United States.

**In Style:** Affluent professionals and singles leading an **urbane lifestyle** with a **passion for arts, travel, and reading**. They are **highly connected, financially stable, and home-focused**, often **planning for retirement**. 2.2% of households in the United States.

**Professional Pride:** Wealthy, career-driven families in **upscale suburban homes, balancing long work hours and family life**. They are **financially savvy, with high net worths and luxury home upgrades**, including **gyms and in-home theaters**. 1.6% of households in the United States.

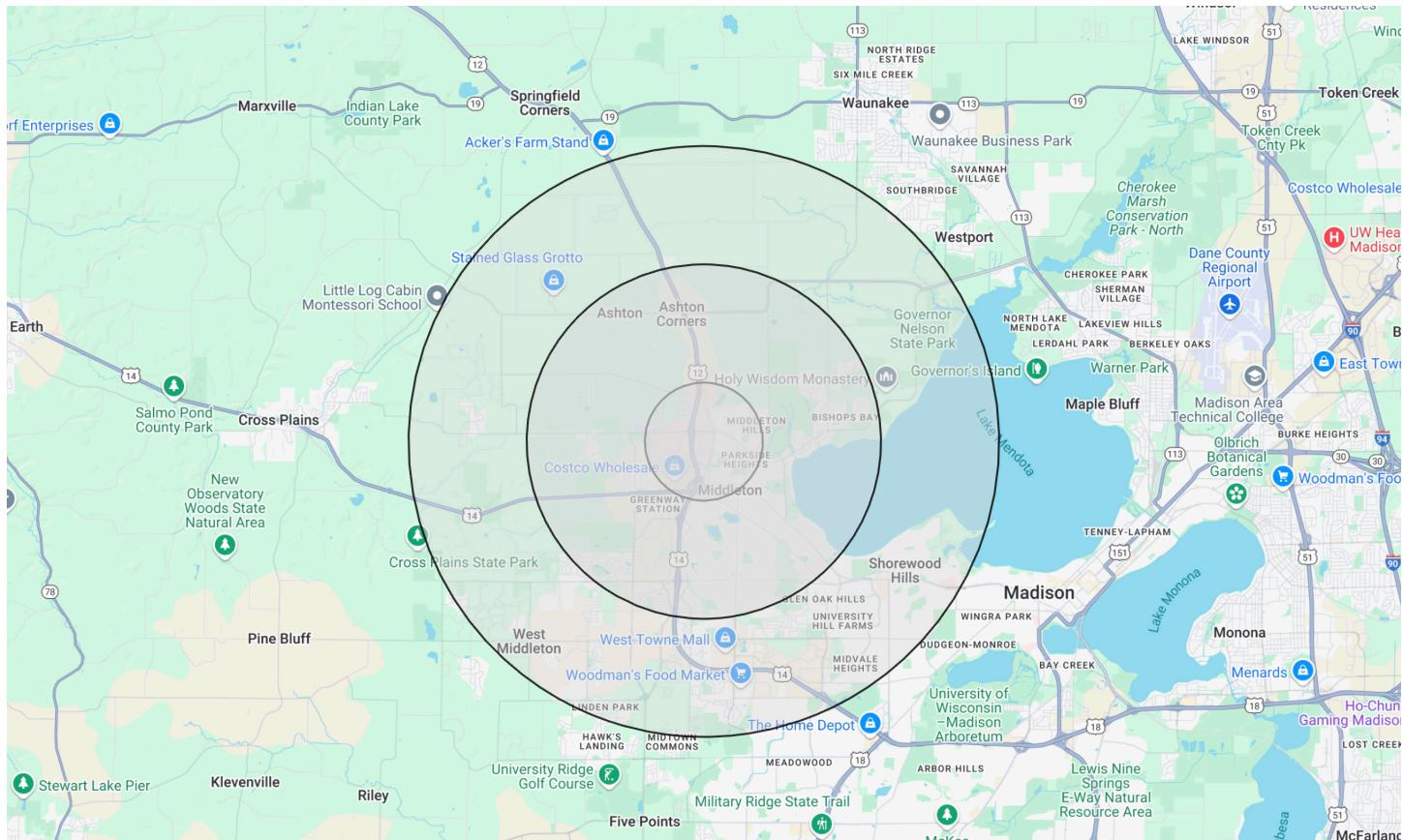
**Young and Restless:** Young, educated professionals in fast-paced careers, often **renting and relocating**. They are **highly mobile, tech-dependent, and socially active, living in urban, densely populated areas**, mainly in the **South, West, and Midwest**. 1.8% of households in the United States.

**Urban Chic:** Sophisticated professionals, both **families and singles**, living a **cultured and exclusive lifestyle**. They are **financially stable, well-educated, and environmentally conscious**, with a **passion for reading, movies, and the arts**. 1.3% of households in the United States.

**Desire more information?** Please contact the listing brokerage.



# District Data



	Average Household Income	Median Age	Total Population	Daytime Population
1-Mile	\$147,048	41.5	6,880	6,019
3-Miles	\$142,874	41.5	51,299	60,442
5-Miles	\$133,370	38.8	116,485	147,362



# Leasing Scenarios

	Standard	10 Year Investment Grade	7 Year Standard	7 Year Investment Grade
Rental Rate	\$27 Base + \$6 NNN = <b>\$33/SF/YR</b>	\$27 Base + \$6 NNN = <b>\$33/SF/YR</b>	\$32 Base + \$6 NNN = <b>\$38/SF/YR</b>	\$32 Base + \$6 NNN = <b>\$38/SF/YR</b>
Lease Length	10 Years	10 Years	7 Years	7 Years
Base Rent Increases	3.0% Annually	3.0% Annually	3.50% Annually	3.50% Annually
Leasing Incentives	Construction/ tenant improvement allowance of up to \$100/SF ( <b>\$140,000 for 1,400 SF</b> ); No Free Rent	Construction/ tenant improvement allowance of up to \$115/SF ( <b>\$161,000 for 1,400 SF</b> ); No Free Rent	Construction/ tenant improvement allowance of up to \$100/SF ( <b>\$140,000 for 1,400 SF</b> ); No Free Rent	Construction/ tenant improvement allowance of up to \$110/SF ( <b>\$154,000 for 1,400 SF</b> ); No Free Rent
Credit Quality	Lease's guarantor must be reputable and established. A Moody's or S&P rating is not required, but the <u>landlord will assess credit-worthiness.</u>	Lease's guarantor must have an investment - grade credit rating of <b>Baa3+</b> (Moody's) or <b>BBB-</b> (S&P).	Lease's guarantor must be reputable and established. A Moody's or S&P rating is not required, but the <u>landlord will assess credit-worthiness.</u>	Lease's guarantor must have an investment - grade credit rating of <b>Baa3+</b> (Moody's) or <b>BBB-</b> (S&P).



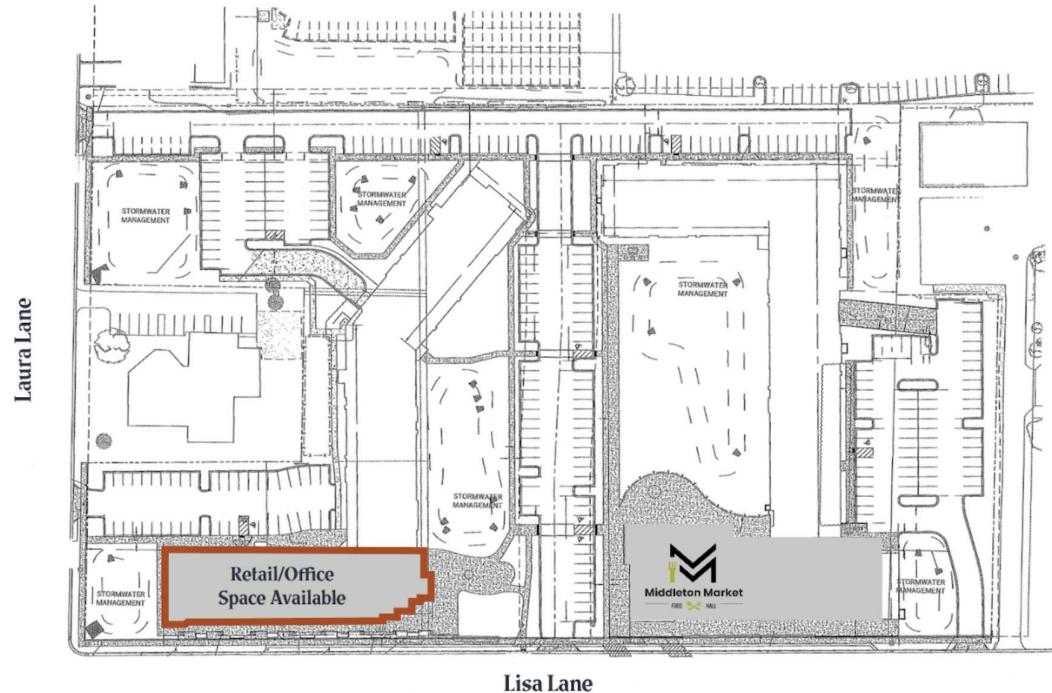
# Suites Available

## Suite 7634-7646 - 6,902 SF combined



# Suite Available

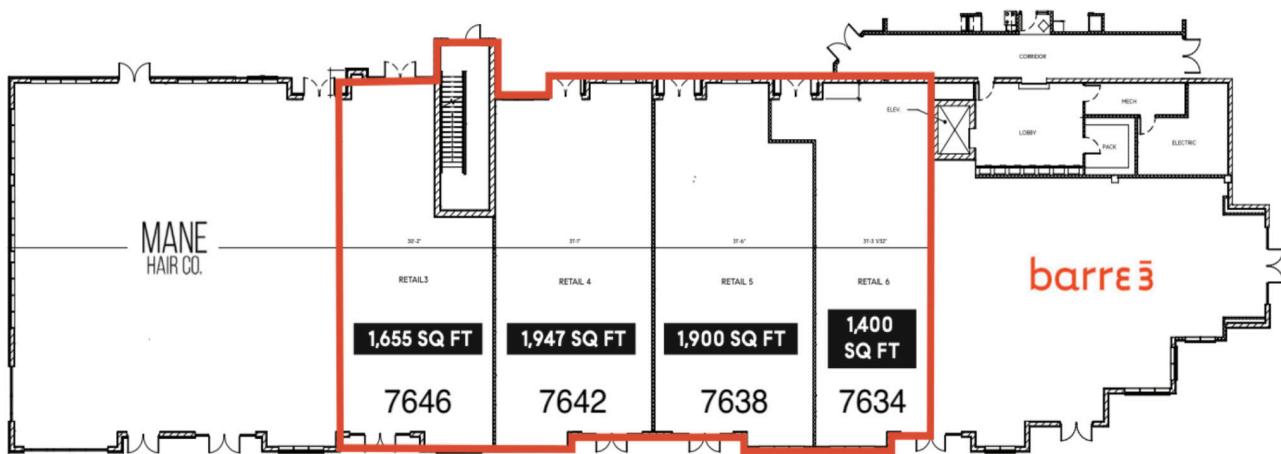
## Site Plan



View the  
Virtual Tour  
Below:



## Floor Plan



# Mark Kvetkovskiy

Senior Associate, Retail Real Estate

Office: 414.946.6022

Email: [mark.k@kvrea.com](mailto:mark.k@kvrea.com)



## DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS

1 Prior to negotiating on your behalf the brokerage firm, or an agent associated with the firm, must provide you the 2 following disclosure statement:

3 **DISCLOSURE TO CUSTOMERS** You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an agent 4 of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A 5 broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is 6 providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the 7 customer, the following duties:

8 (a) The duty to provide brokerage services to you fairly and honestly.

9 (b) The duty to exercise reasonable skill and care in providing brokerage services to you.

10 (c) The duty to provide you with accurate information about market conditions within a reasonable time if you request 11 it, unless disclosure of the information is prohibited by law.

12 (d) The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the 13 information is prohibited by law (see lines 42-51).

14 (e) The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your 15 confidential information or the confidential information of other parties (see lines 23-41).

16 (f) The duty to safeguard trust funds and other property held by the Firm or its Agents.

17 (g) The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the 18 advantages and disadvantages of the proposals.

19 Please review this information carefully. An Agent of the Firm can answer your questions about brokerage services, 20 but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home 21 inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a 22 plain-language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

23 **CONFIDENTIALITY NOTICE TO CUSTOMERS** The Firm and its Agents will keep confidential any information given to the 24 Firm or its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person 25 would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to 26 disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the 27 Firm is no longer providing brokerage services to you.

28 The following information is required to be disclosed by law:

29 1. Material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see lines 42-51).

30 2. Any facts known by the Firm or its Agents 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 Firm and its Agents are aware of what specific information you consider confidential, you may 33 list that information below (see lines 35-41) or provide that information to the Firm or its Agents by other means. At a 34 later time, you may also provide the Firm or its Agents with other information you consider to be confidential.

35 **CONFIDENTIAL INFORMATION:** \_\_\_\_\_

36 \_\_\_\_\_

37 \_\_\_\_\_

38 **NON-CONFIDENTIAL INFORMATION** (the following information may be disclosed by the Firm and its Agents): \_\_\_\_\_

39 \_\_\_\_\_

40 \_\_\_\_\_

41 \_\_\_\_\_ (Insert information you authorize to be disclosed, such as financial qualification information.)

42 **DEFINITION OF MATERIAL ADVERSE FACTS**

43 A "Material Adverse Fact" is defined in Wis. Stat. § 452.01(5g) as an Adverse Fact that a party indicates is of such 44 significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable 45 party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction 46 or affects or would affect the party's decision about the terms of such a contract or agreement.

47 An "Adverse Fact" is defined in Wis. Stat. § 452.01(1e) as a condition or occurrence that a competent licensee 48 generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural 49 integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information 50 that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a 51 contract or agreement made concerning the transaction.

52 **NOTICE ABOUT SEX OFFENDER REGISTRY** You may obtain information about the sex offender registry and persons 53 registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at 54 <http://www.doc.wi.gov> or by telephone 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.