

**Retail | For Sale or Lease**

3773 E. Washington Ave, Madison, WI 53704

**CBRE**

# High Visibility Retail or Redevelopment Site Opportunity

3773 E. Washington Ave, Madison, WI 53704 | 7,480 SF

**Contact Us**

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## Property Details

High image site at the hard corner of E Washington Ave and Mendota Street on Madison's east side. The property offers full lighted access and situated along the heavily trafficked East Washington Ave commercial corridor boasting 54,800 VPD and main east/west connecting Downtown Madison to Interstate 90. The property offers superior visibility, strong neighboring population density, and surrounding national retailers to include:



Asking Price	\$1,550,000
Lease Rate	Negotiable
Year Built	1970
Building Size	7,480 SF
Parcel Size	0.99 Acres
Zoning	C-2
Overlay District	Transient Oriented Development (TOD)



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# Low Flight Aerial





## High Visibility Retail or Redevelopment Site Opportunity

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## For Sale or Lease

# High Flight Aerial





**High Image Redevelopment Site**  
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# Madison Market

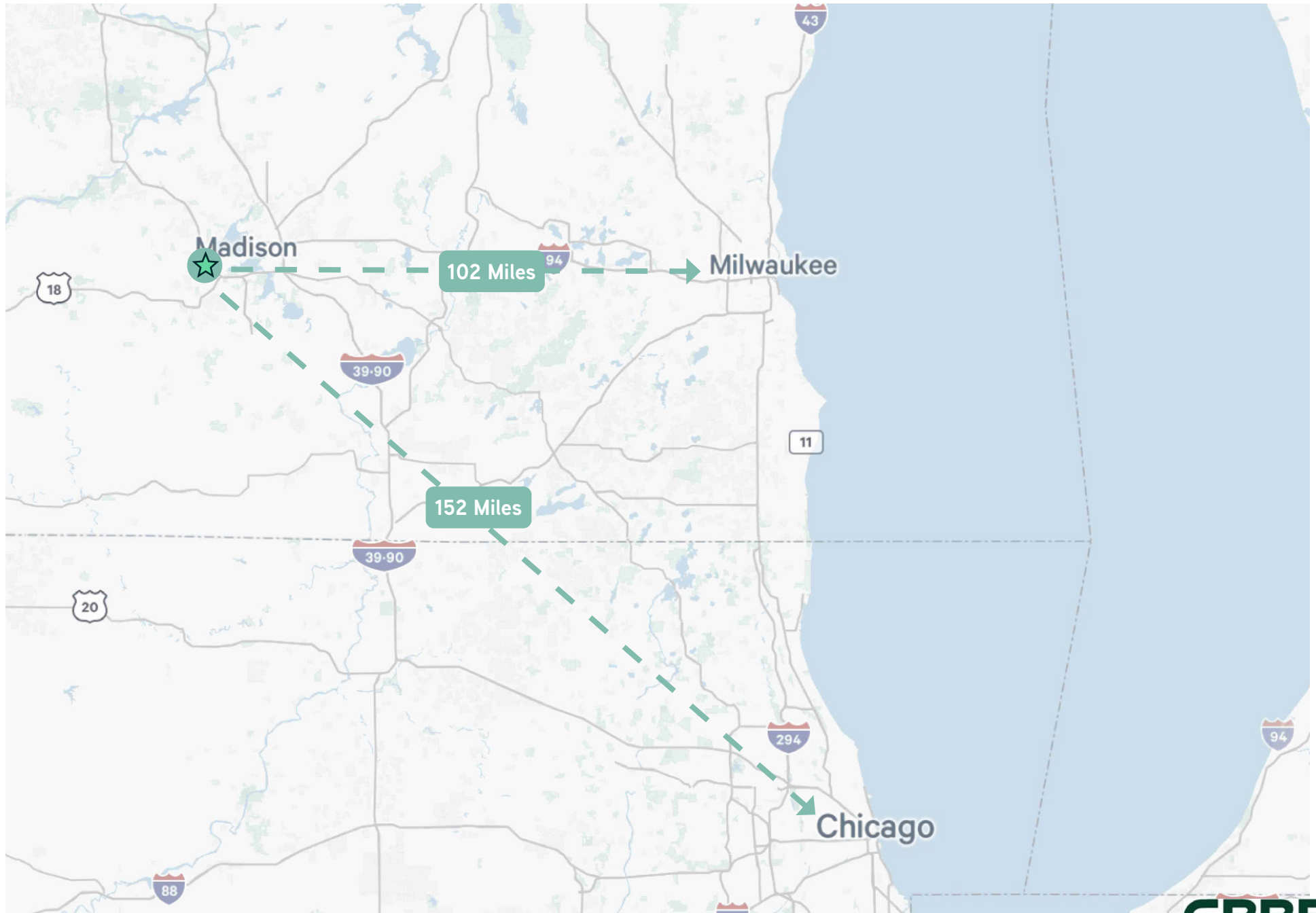
Madison is the county seat of Dane county, Wisconsin's state capital, and second largest city in the state with a MSA population of 694,345. As the center of the Madison Metropolitan Statistical Area, it supports a vibrant and growing economy that is experiencing notable job growth in a wide variety of industries including biotech and life sciences, software, manufacturing, and other industries. Madison is home to the University of Wisconsin, Wisconsin's largest university, which is a major driver of economic activity for the region.

The city has seen steady population growth through numerous new single-family and multi-family housing developments. It is frequently ranked among the best places to live and work in the U.S. due to its dynamic downtown, filled with trendy restaurants, coffee shops, and microbreweries, and complimented by a backdrop of natural beauty. A record of 4,500 new apartment homes were delivered in 2023 within Madison's MSA with demand continuing to outpace supply. Single Family home prices within Madison's MSA have grown 7.7% year-over-year while the median home price in Dane County was \$445,000 in Q3 2024.

Demand in the Madison's Retail Market remains positive due to strong economic indicators, including above-average median household incomes, low unemployment rates and soaring population growth. Vacancy rates are compressed to historic lows increasing market rents. Retail under construction in Q3 2024 was the lowest figure in recent years due to financing rates and construction costs. Furthermore, in January 2023, Madison implemented a Transient Overlay District (TOD) on various commercial corridors as the city pushes for high density multi-story development. The TOD has restricted traditional free-standing single tenant drive thru buildings and will certainly increase future demand for this product type.

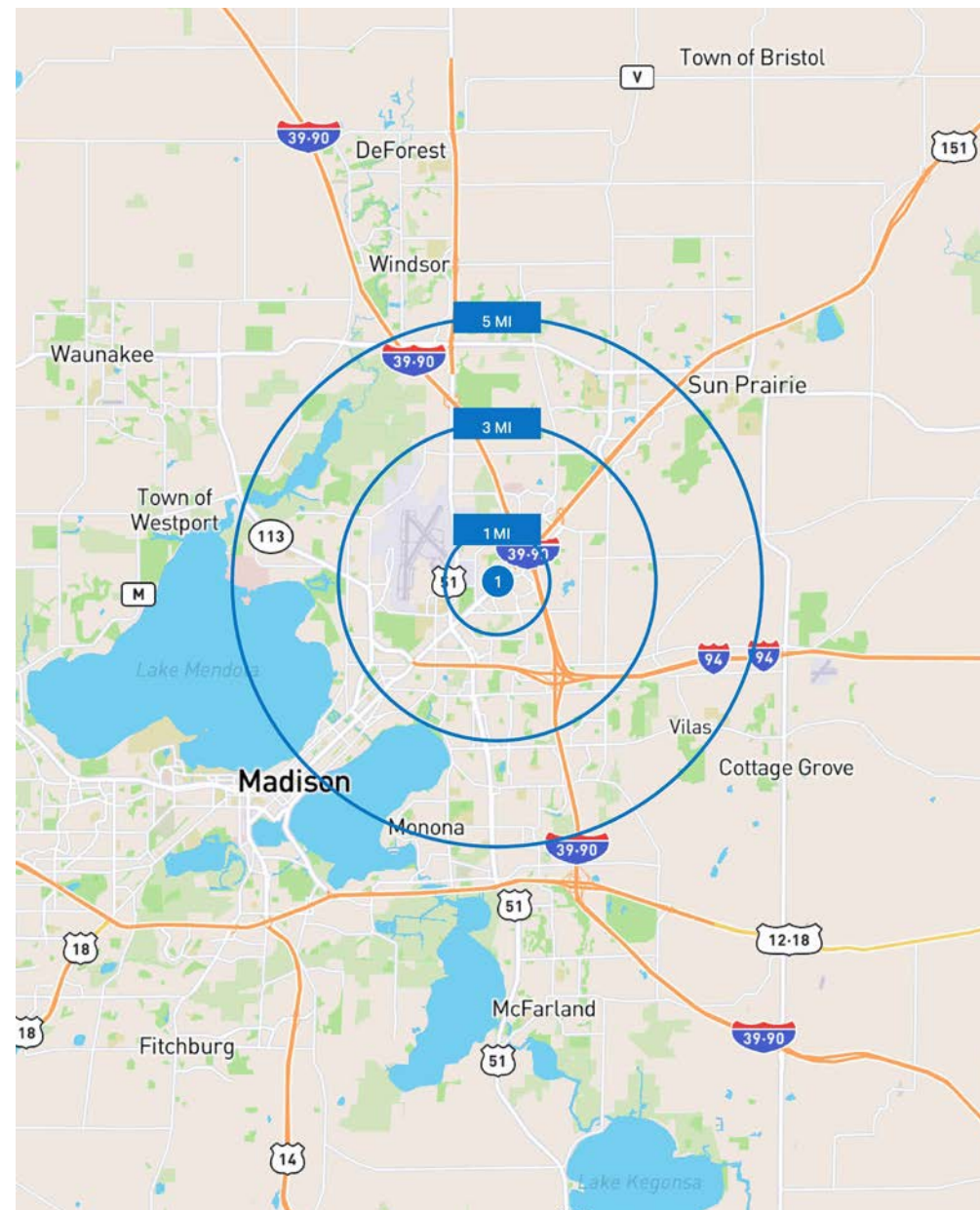


- ◇ MSA Population of 694,345 and continues to grow
- ◇ Frequently ranked among the best places to live and work in the U.S.
- ◇ Above-average median household incomes
- ◇ Home of Wisconsin's largest university





DEMOGRAPHIC COMPREHENSIVE	1 MILE	3 MILES	5 MILES
<b>POPULATION</b>			
2024 Population	6,967	49,625	126,662
2029 Population - Projection	7,266	51,589	132,636
2024-2029 Annual Population	0.37%	1.40%	1.19%
<b>GENERATIONS</b>			
Generation Alpha	8.9%	8.6%	8.1%
Generation Z	21.1%	20.3%	19.4%
Millennials	33.4%	31.5%	32.0%
Generation X	18.3%	18.8%	18.6%
Baby Boomers	15.7%	17.0%	18.0%
Greatest Generations	2.5%	3.9%	3.9%
<b>HOUSEHOLD INCOME</b>			
Average Household Income	\$81,122	\$89,667	\$107,868
Median Household Income	\$64,286	\$68,684	\$79,913
<b>HOUSING VALUE</b>			
Median Home Price	\$323,691	\$299,104	\$349,870
Average Home Price	\$358,702	\$333,578	\$414,546
<b>TRAFFIC COUNTS</b>			
E. Washington Ave	54,800 VPD		
N. Stoughton Rd	27,500 VPD		





# 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 & 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: \_\_\_\_\_

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

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

### 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.

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

### 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. <http://offender.doc.state.wi.us/public/> or by phone at (608) 240-5830.*

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