

Development Opportunity

5430 Commercial Ave
Madison WI 53704



Presented By:

Mike Herl, SIOR
608-212-4623

Mike.herl@madisoncommercialre.com

Kurt Malueg
608-898-0691

Kurt.Malueg@madisoncommercialre.com

Table of Contents



Property Summary	1
Property Description	2
Proposed CSM	3
Concept Plans - Example	4
Aerial Maps	9
Northeast Area Plans	10

EXCLUSIVE AGENT

Madison Commercial Real Estate LLC (“Owner’s Agent”) is the exclusive agent for the Owner of 5430 Commercial Ave, Madison, Wisconsin (“Property”). Please contact us if you have any questions.

DESIGNATED AGENT

The designated agent for the Owner are:

Mike Herl, SIOR
608-212-4623

Mike.herl@madisoncommercialre.com

Kurt Malueg
608-898-0691

Kurt.Malueg@madisoncommercialre.com

DISCLAIMER

This document has been prepared by Madison Commercial Real Estate LLC for advertising and general information only. Madison Commercial Real Estate LLC makes no guarantees, representations or warranties of any kind, expressed or implied, regarding the information including, but not limited to, warranties of content, accuracy and reliability. Any interested party should undertake their own inquiries as to the accuracy of the information. Madison Commercial Real Estate LLC excludes unequivocally all inferred or implied terms, conditions and warranties arising out of this document and excludes all liability for loss and damages arising therefrom. This publication is the copyrighted property of Madison Commercial Real Estate LLC and/or its licensor(s). ©2024. All rights reserved.

Property Summary

5430 Commercial Ave, Madison WI 53704



Property Summary

Sale Price	\$897,000
Lot Size	.986 acres
Parcel #	0810-344-1807-1
Shape	L Shaped
Topography	Level
Zoning	SR-VI
Proposed Zoning	NMX
Sewer	Municipal
Gas & Electric	MG&E
Co-Broke Commission	2%

Property Description

5430 Commercial Ave, Madison WI 53704



Offering Information:

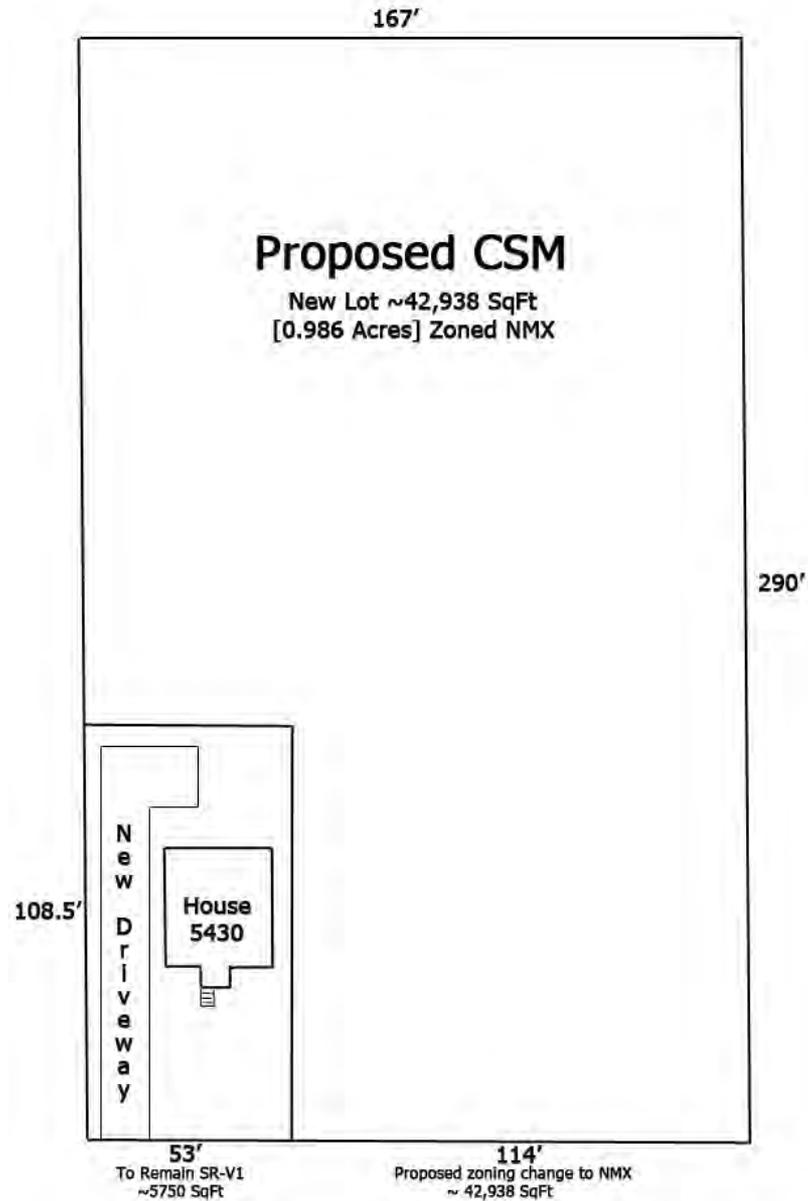
- Future land use under the Northeast Area Plan to be Neighborhood Mixed Use (NMU)
- NMX zoning allows for up to 70 units per acre
- Proposed design concept features a 3-story building, 69 residential units, 1 street-facing retail space and 80 on-site parking stalls
- Existing paved access from Commercial Ave
- Level lot with excellent drainage
- Easy access to the Eastside of Madison, Sun Prairie, and the new Amazon Distribution Center (4.5 miles), Cottage Grove
- Farmhouse not part of sale
- Seller reserves the right to remove all interior and exterior from the barn structure prior to closing
- Shared well agreement with The Eagle Crest Bar
- Income from the Well located on this property could potentially allow it to be purchased as a replacement property in a 1031 exchange

Presented By: Mike Herl, SIOR
608-212-4623
Mike.herl@madisoncommercialre.com

Kurt Malueg
608-898-0691
Kurt.Malueg@madisoncommercialre.com

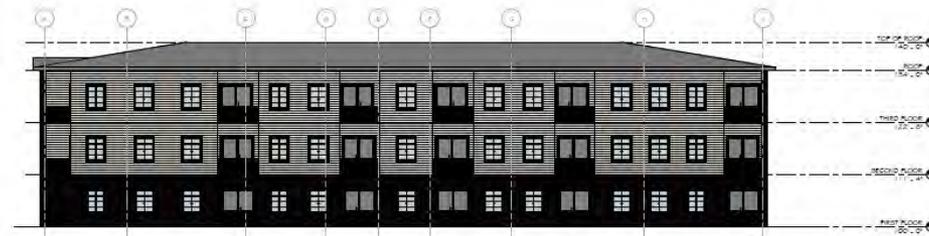
Proposed CSM

5430 Commercial Ave, Madison WI 53704

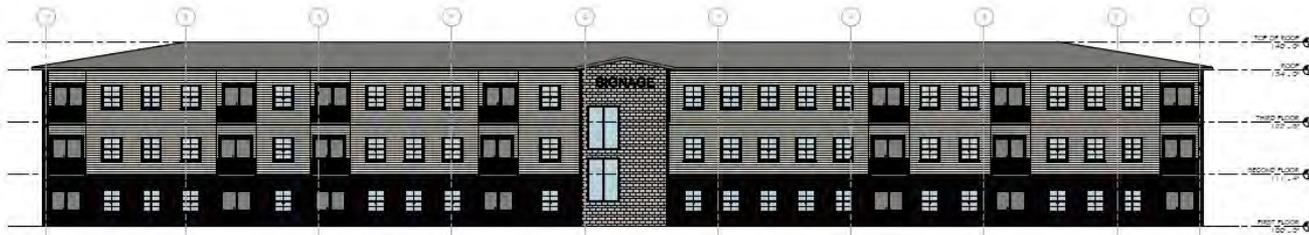


Concept Plan – Example Only

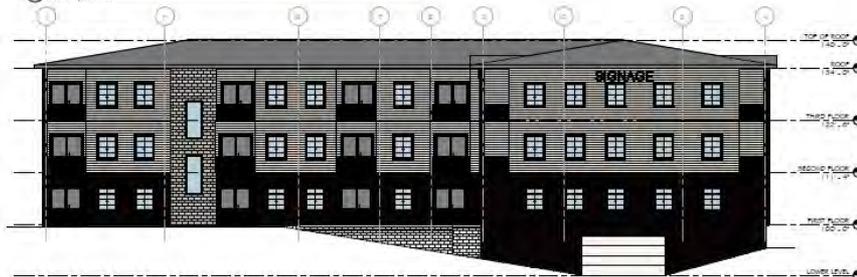
5430 Commercial Ave, Madison WI 53704



1 NORTH EXTERIOR ELEVATION
SCALE: 1/8" = 1'-0"



2 EAST EXTERIOR ELEVATION
SCALE: 1/8" = 1'-0"



3 SOUTH EXTERIOR ELEVATION
SCALE: 1/8" = 1'-0"



4 WEST EXTERIOR ELEVATION
SCALE: 1/8" = 1'-0"

Concept Plan – Example Only

5430 Commercial Ave, Madison WI 53704



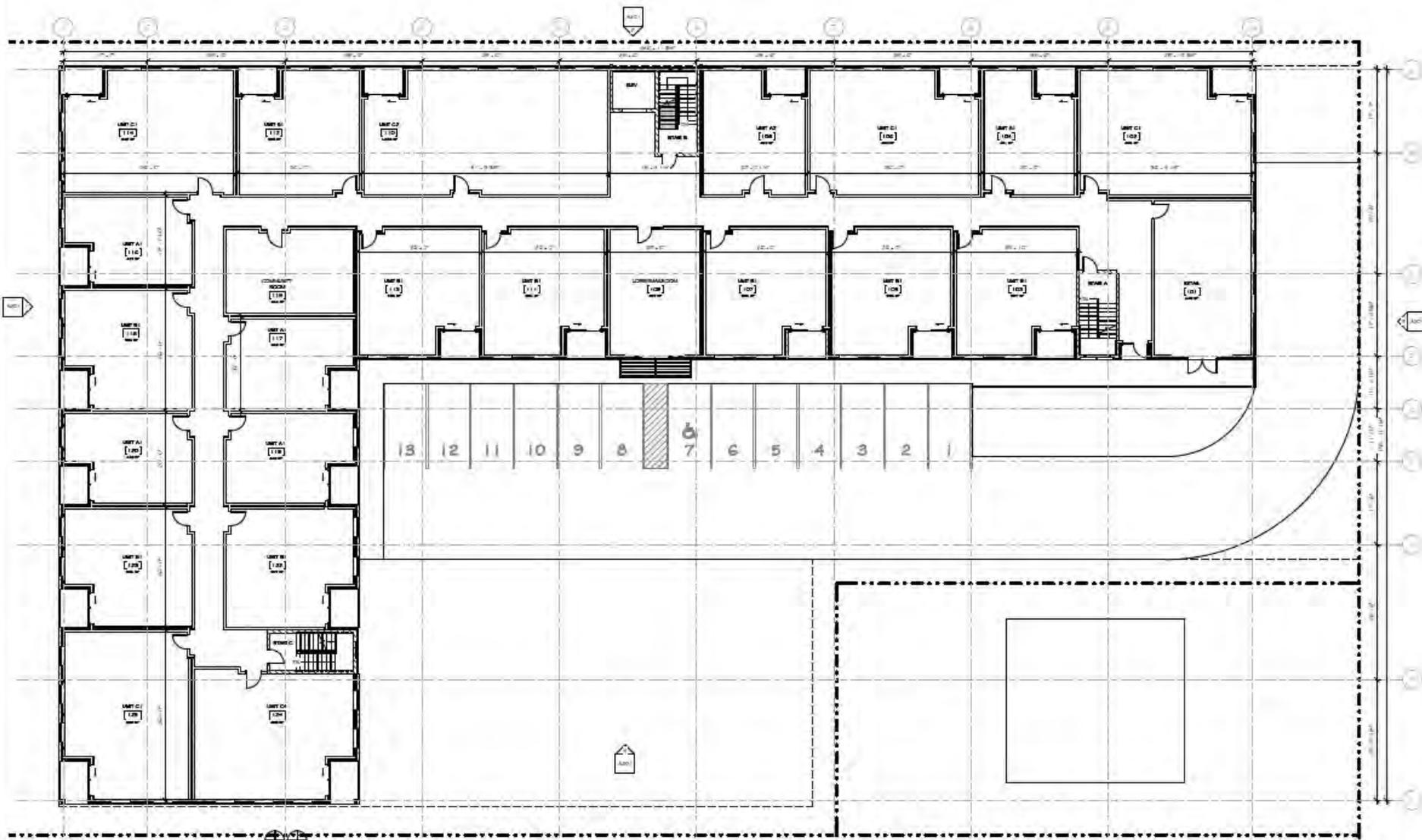
1 LOOKING NE 3D VIEW
SCALE



2 LOOKING SW 3D VIEW
SCALE

Concept Plan – Example Only

5430 Commercial Ave, Madison WI 53704

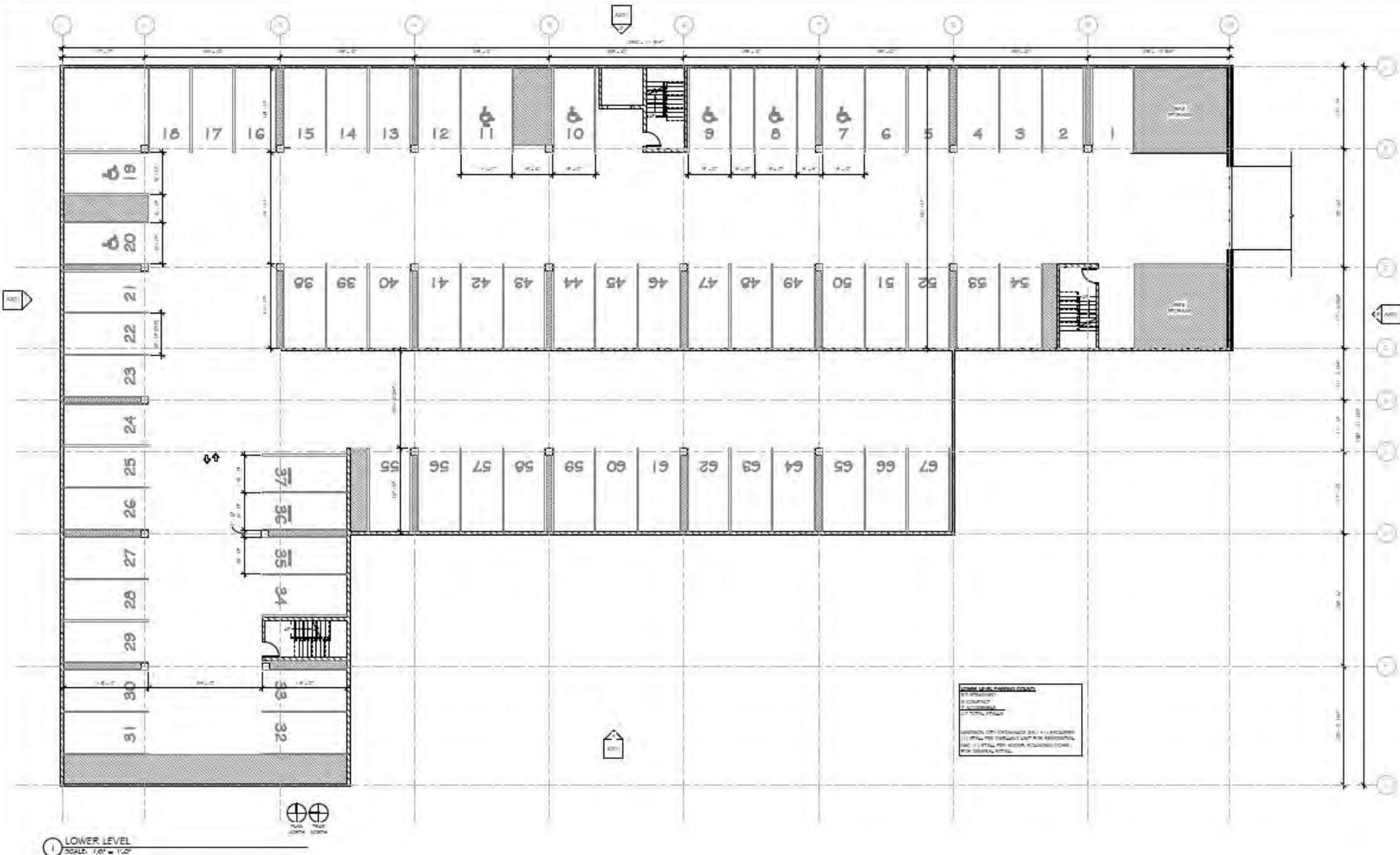


1 FIRST FLOOR
SCALE: 1/8" = 1'-0"



Concept Plan – Example Only

5430 Commercial Ave, Madison WI 53704



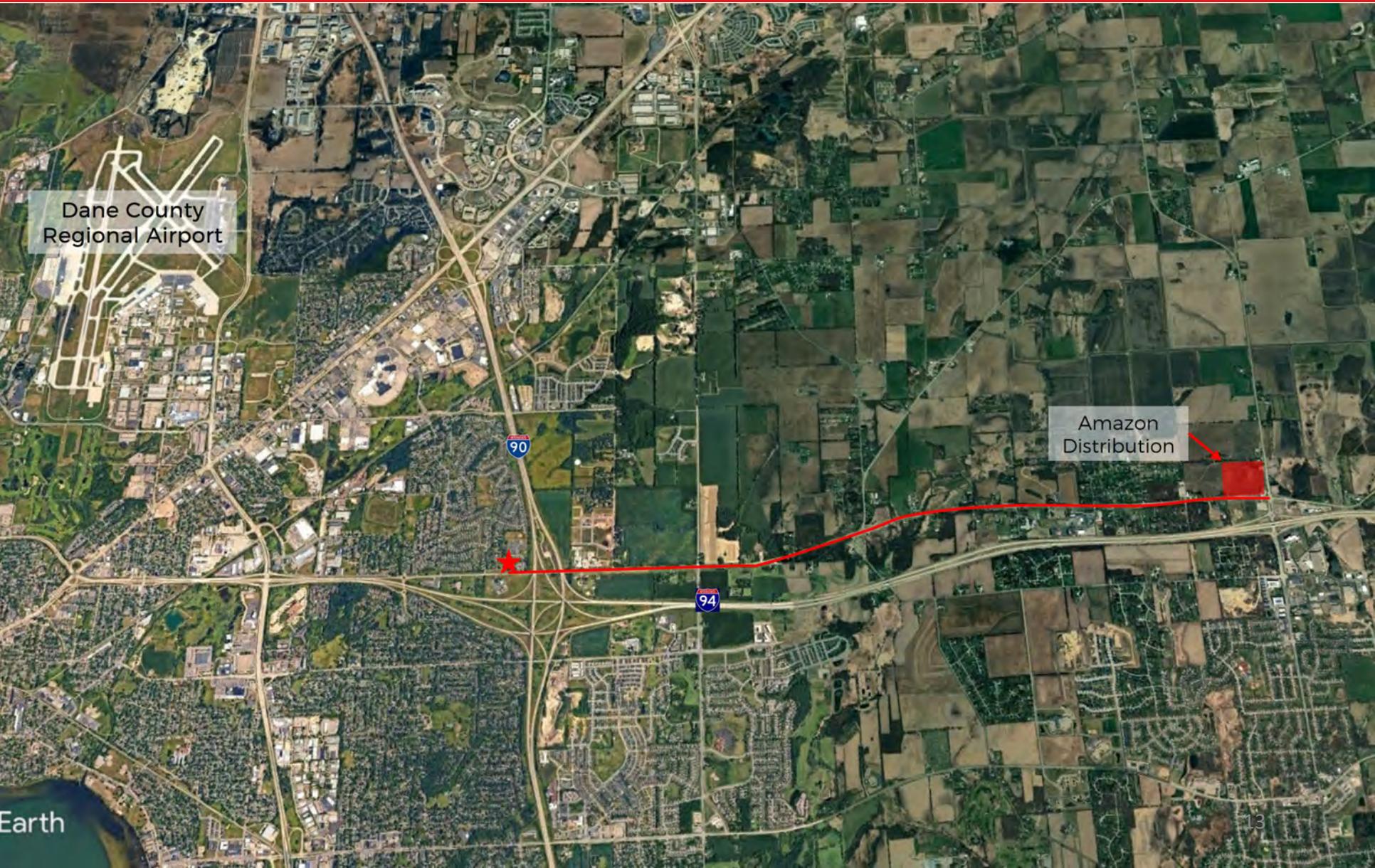
Aerial Map

5430 Commercial Ave, Madison WI 53704



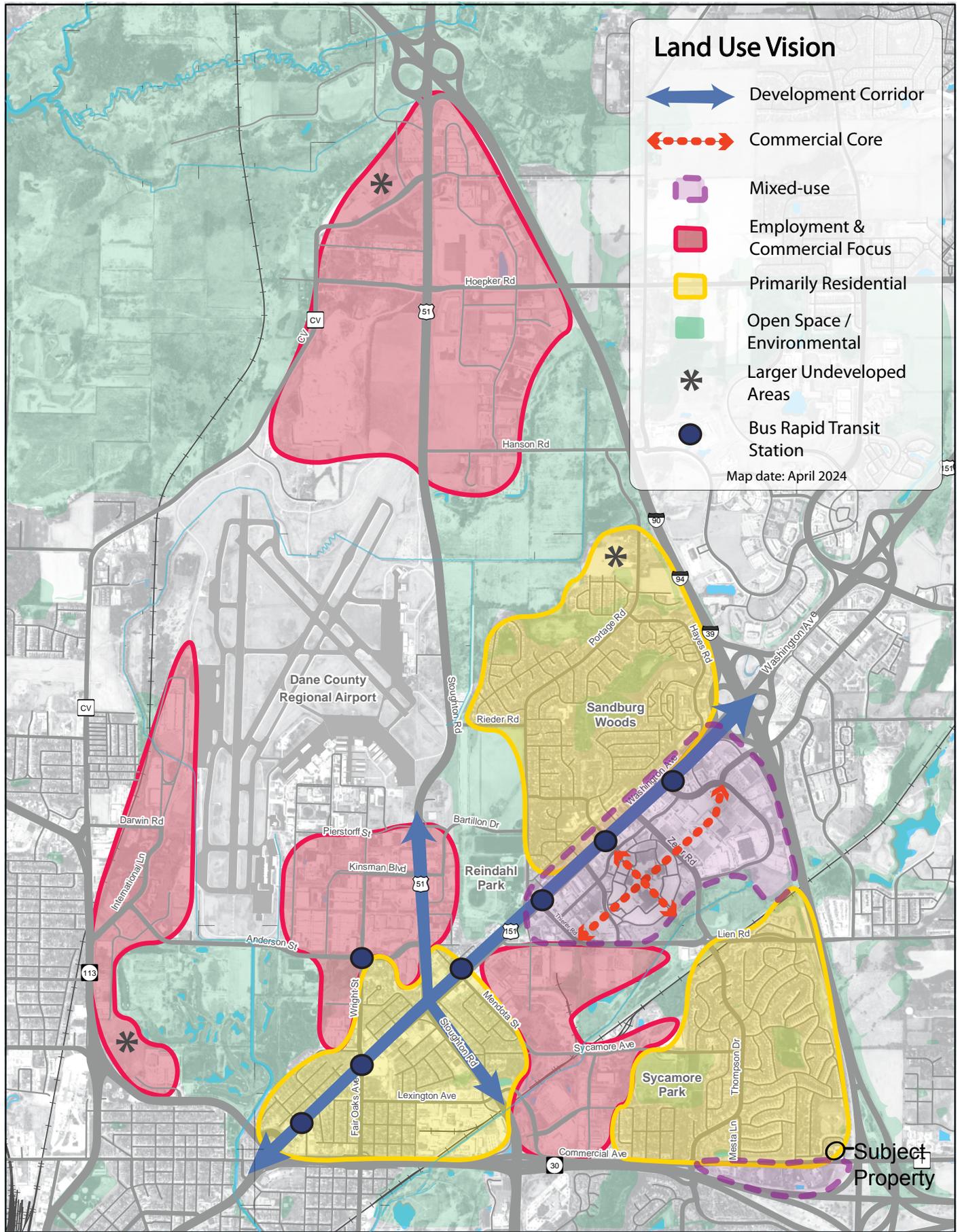
Aerial Map – Panned Out

5430 Commercial Ave, Madison WI 53704



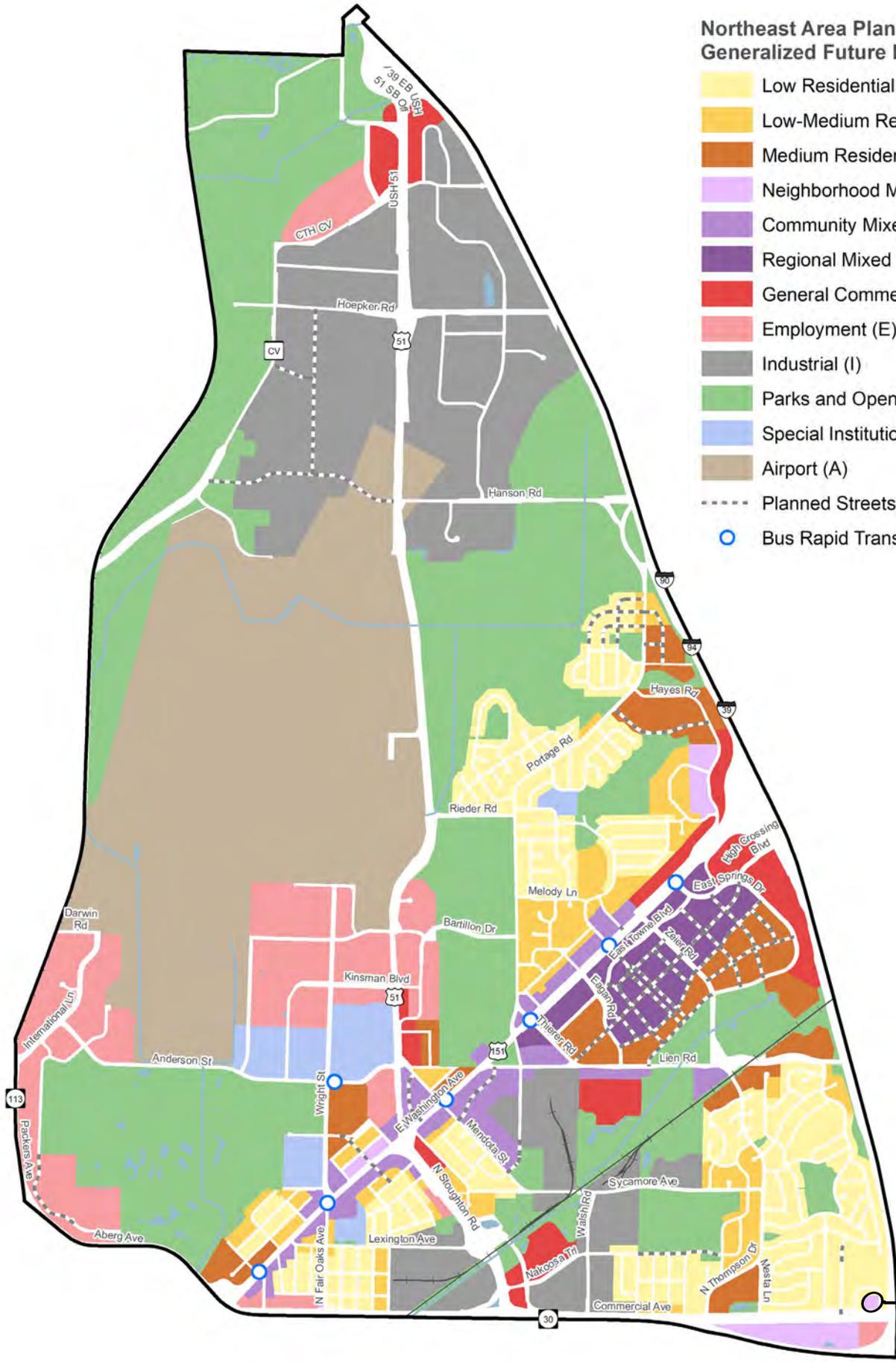
Dane County
Regional Airport

Amazon
Distribution



**Northeast Area Plan
Generalized Future Land Use Map**

- Low Residential (LM)*
- Low-Medium Residential (LMR)*
- Medium Residential (MR)
- Neighborhood Mixed Use (NMU)
- Community Mixed Use (CMU)
- Regional Mixed Use (RMU)
- General Commercial (GC)
- Employment (E)
- Industrial (I)
- Parks and Open Space (P)
- Special Institutional (SI)
- Airport (A)
- Planned Streets
- Bus Rapid Transit (BRT) Station



○ Subject Property (NMU)

Recommended Future Land Use and Growth Areas

The Generalized Future Land Use (GFLU) Map establishes a framework for how the Northeast Area can grow and evolve over time. The map identifies broad categories of development such as residential, commercial, or industrial uses, as well as recommended building size. The future land use categories guide future growth and establish the basis for how the City reviews development proposals. The land use recommendations in this Plan embody several of the Comprehensive Plan's citywide strategies, including:

- Concentrating the highest intensity development on major transit corridors and at activity centers
- Facilitating compact growth to reduce development of farmland
- Increasing the amount of available housing
- Supporting the development of a wider mix of housing types, sizes, and costs.

While the GFLU Map establishes a future vision, there isn't a defined timeline for change. Many factors impact development, making it hard to predict where and when it might occur. The overall economy, market demand, available properties and financing, and developer priorities all influence the timing and location of development proposals.

Land use categories

Images below illustrate types of development commonly found in each category. More information on each of the land use categories can be found in the [Comprehensive Plan](#).

*In select conditions, Low Residential may allow development up to 30 dwelling units/acre (DU/ac) and three stories. In select conditions, Low-Medium Residential may allow development up to 70 DU/ac and four stories.



Low Residential (LR) *



✗ Neighborhood Mixed-Use (NMU)
Subject Property Proposed Use



General Commercial (GC)



Low-Medium Residential (LMR) *



Community Mixed-Use (CMU)



Employment (E)



Medium Residential (MR)



Regional Mixed-Use (RMU)

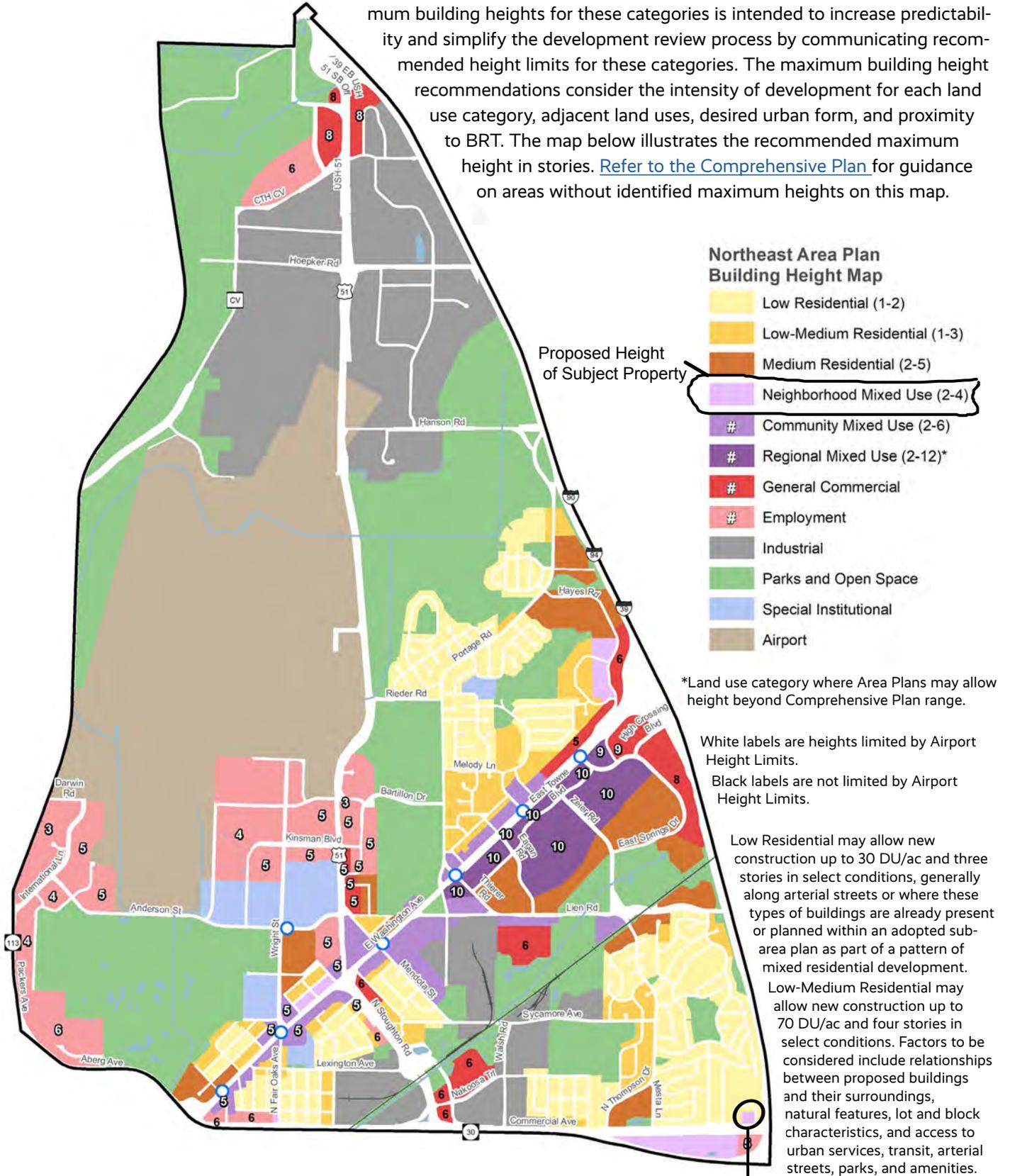


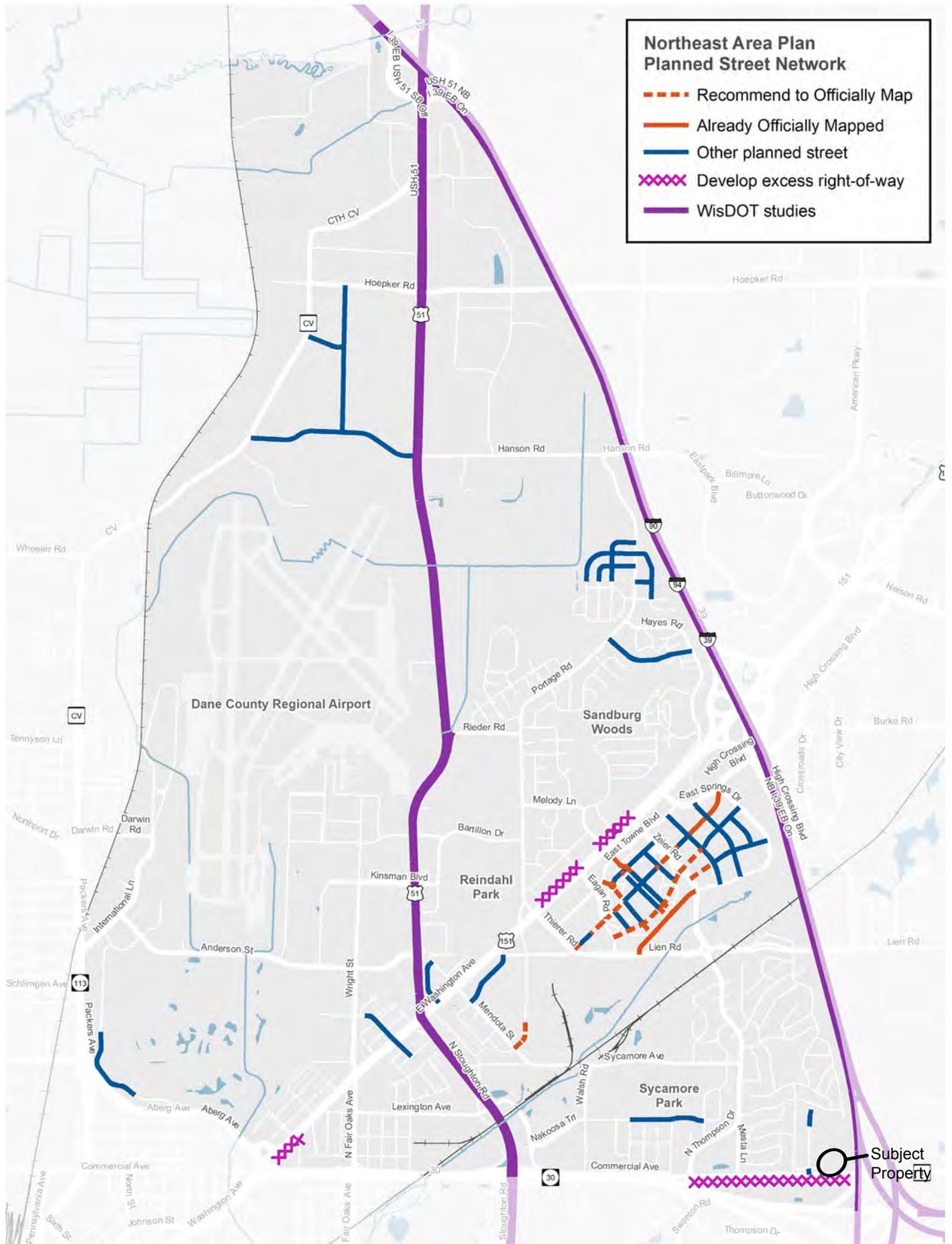
Industrial (I)

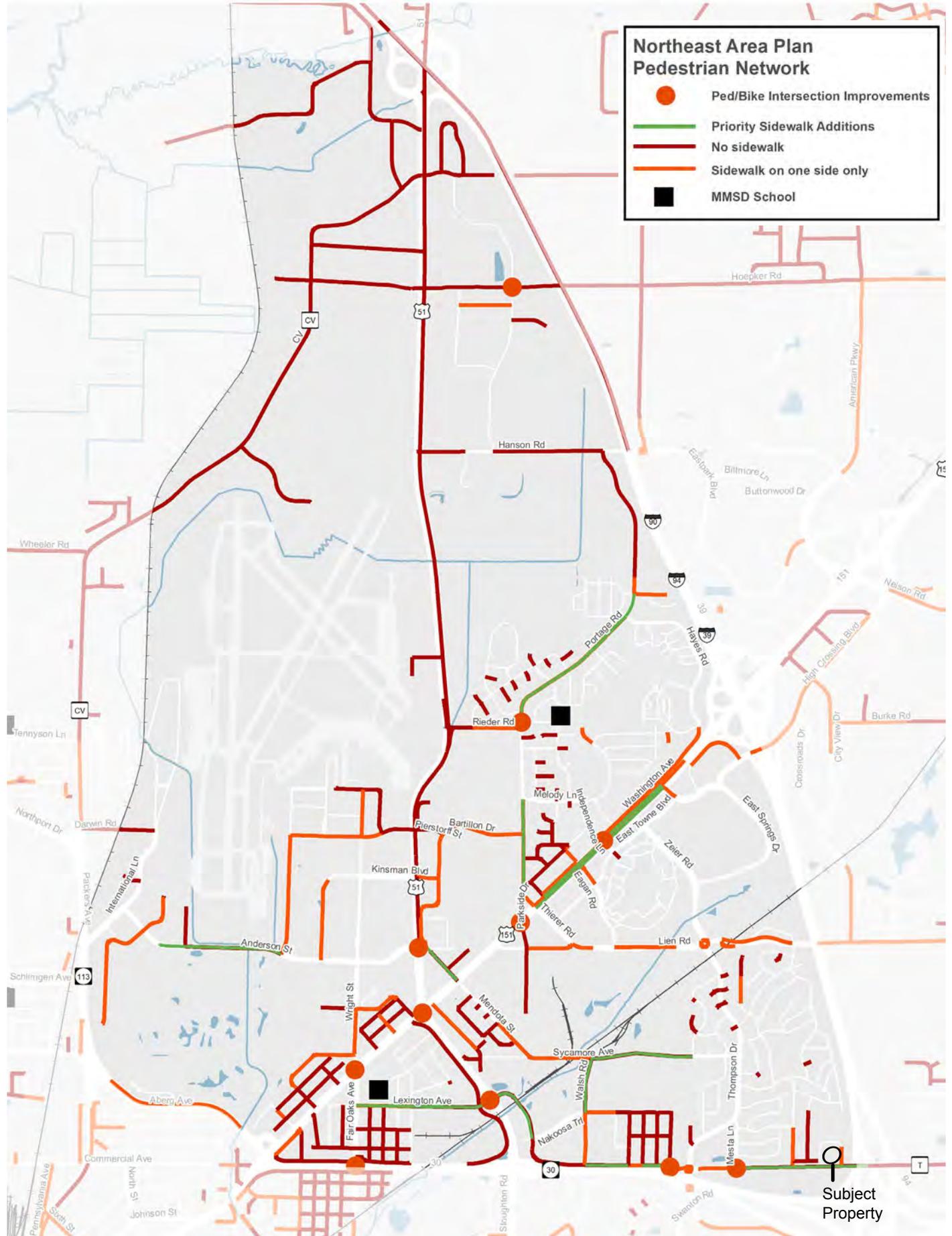
Implementation and Development Regulation

Maximum Building Heights

The Comprehensive Plan provides height guidance for most land uses. A select few land use categories don't have recommended height ranges or allow Area Plans to recommend heights that may differ from those ranges. Mapping maximum building heights for these categories is intended to increase predictability and simplify the development review process by communicating recommended height limits for these categories. The maximum building height recommendations consider the intensity of development for each land use category, adjacent land uses, desired urban form, and proximity to BRT. The map below illustrates the recommended maximum height in stories. [Refer to the Comprehensive Plan](#) for guidance on areas without identified maximum heights on this map.



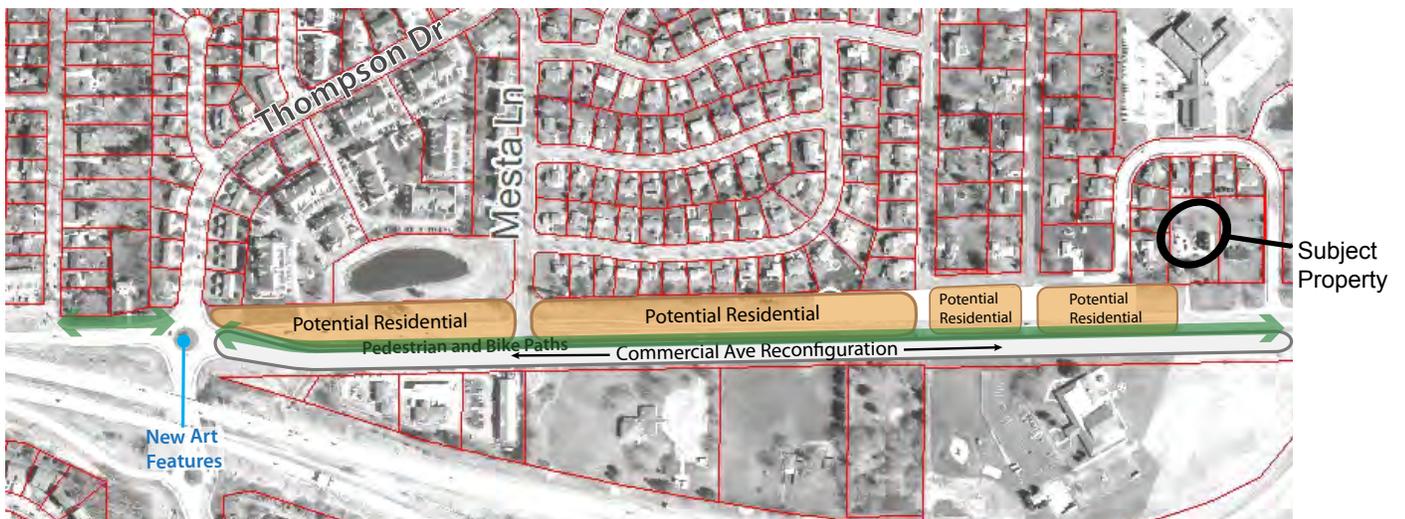




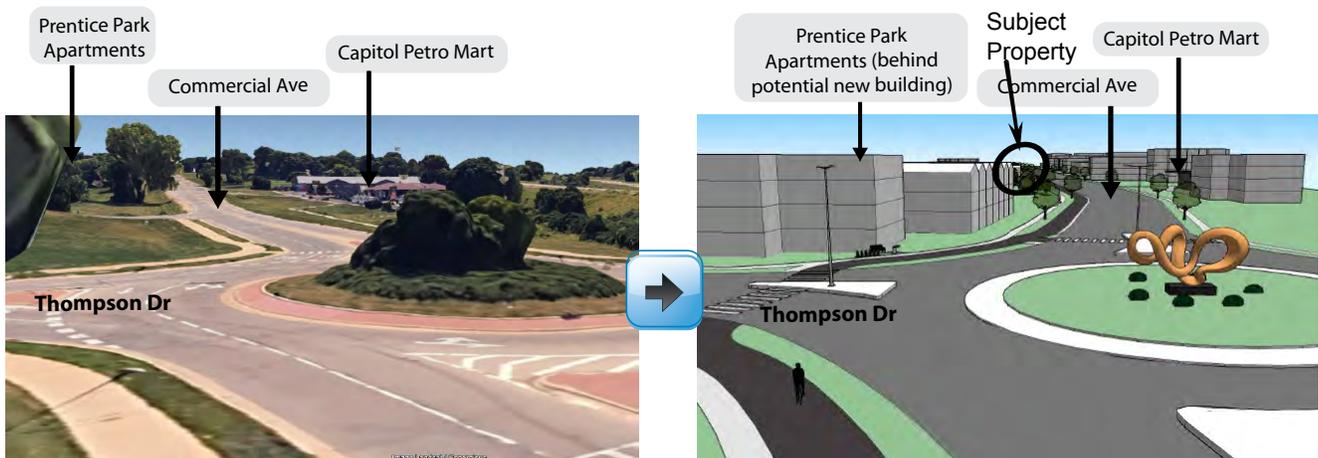
Commercial Avenue Proposed Design Guidelines

- Maximize the use of existing right-of-way to provide bike/pedestrian amenities for adjacent commercial and residential sites.
- Buildings should have storefronts and entrances that are welcoming to pedestrians, such as attractive landscape, inviting signage, well-maintained facades, or outdoor seating areas along Commercial Avenue.
- Implement universal design principles to make the street accessible to people of all abilities, such as detectable warning pads and acoustic pedestrian crossing signals.
- Build pedestrian crossings at Mesta Lane and Eagle Crest Drive for better connectivity to the Ridgewood Neighborhood.
- Consider integrating public art and installations along Commercial Avenue to add cultural and visual interest.
- Implement effective street lighting to enhance visibility and safety, especially during evening hours.

Potential Commercial Avenue Reconfiguration



Note: Redevelopment of right-of-way could also occur to the south or both sides of Commercial Avenue.

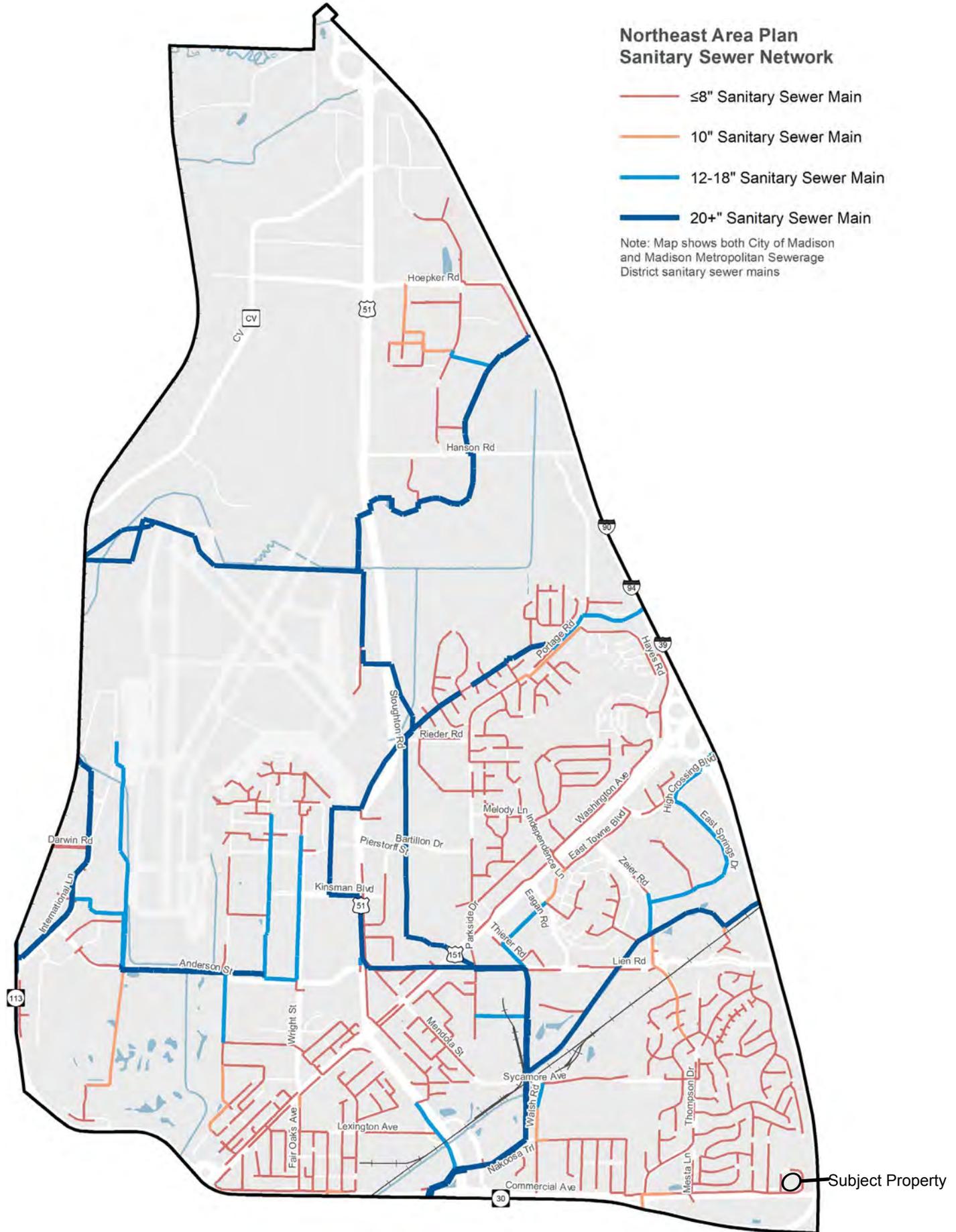


Note: These suggested changes within private land will only occur if property owners decide to redevelop.

**Northeast Area Plan
Sanitary Sewer Network**

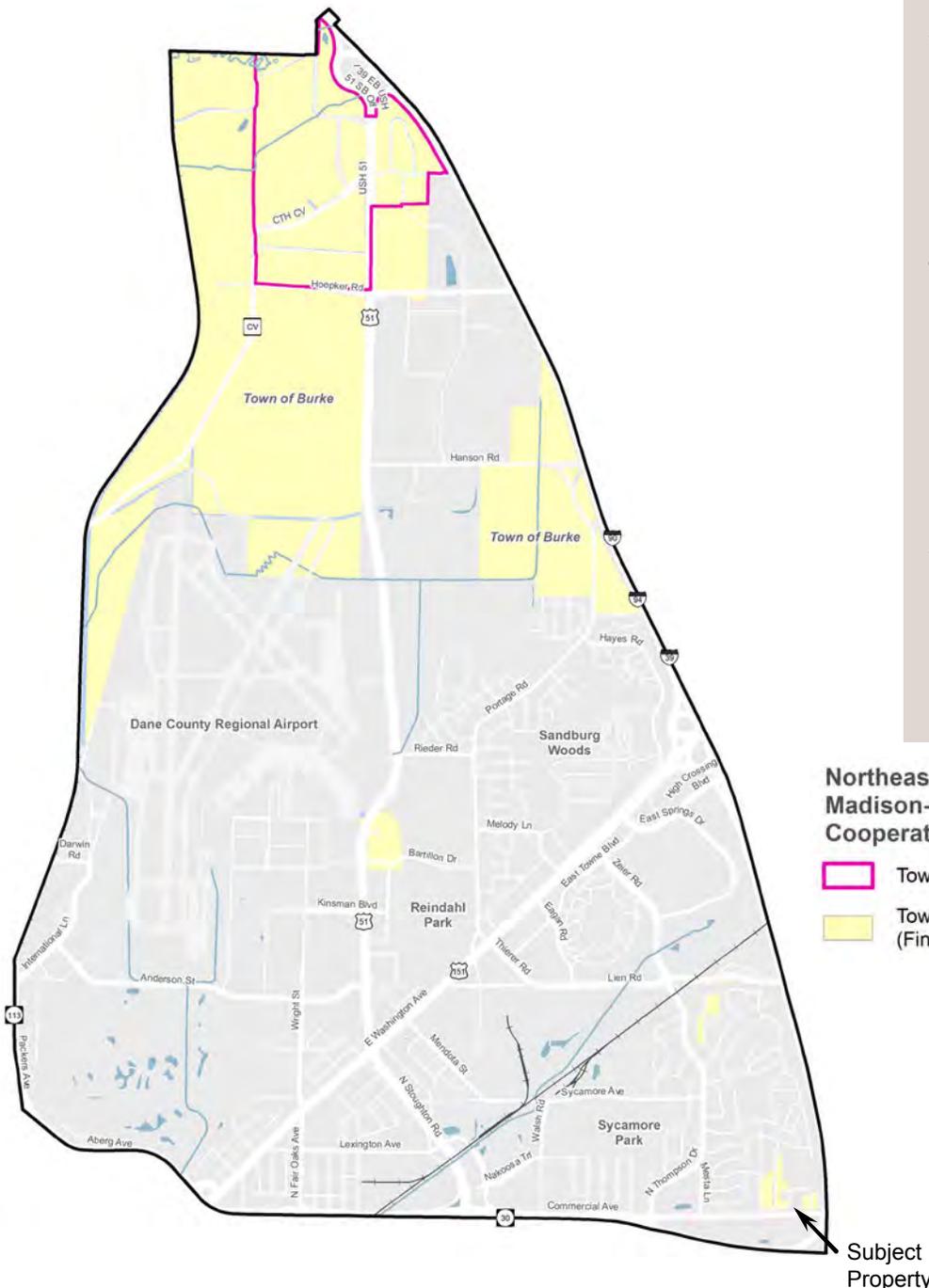
- ≤8" Sanitary Sewer Main
- 10" Sanitary Sewer Main
- 12-18" Sanitary Sewer Main
- 20+ " Sanitary Sewer Main

Note: Map shows both City of Madison and Madison Metropolitan Sewerage District sanitary sewer mains



Town of Burke, Village of DeForest, City of Sun Prairie, City of Madison Cooperative Plan

- Town of Burke dissolves 2036, properties attach to DeForest, Sun Prairie, and Madison. [See Intergovernmental Boundary Agreements Map](#) for lands attaching to Madison.
- Town properties can attach to Madison if requested by the property owner and approved by the City.
- Specific Town properties are protected from early attachment until 2036 to maintain tax base for the Town unless approved by the Town. See Intergovernmental Agreement Map.
- Madison will provide the full range of City services to Town properties attaching to the City except for properties located near Highway 51 and Interstate 39/90/94. DeForest may provide water and sanitary sewer to these properties per the agreement.
- There is a restriction on the number of housing units that can be built each year within the portion of the DeForest Area School District that is attaching to Madison.



Northeast Area Plan Madison-Burke-Sun Prairie-DeForest Cooperative Plan

- Town of Burke Protected Areas
- Town of Burke Parcels Attaching to Madison (Final Attachment 2036)