

MADISON YARDS AT HILL FARMS

UNIVERSITY AVENUE / MADISON WI



MADISON YARDS
HILL FARMS



MID-AMERICA®
Real Estate-Wisconsin, LLC

MADISON YARDS AT HILL FARMS

Introducing Madison Yards at Hill Farms, a 21 acre mixed-use development within the well established University Hill Farms neighborhood. This “live, work, and play” community will offer a variety of amenities and will become a destination for all to enjoy.



Retail Availability

- Retail and Restaurant spaces range from **1,000 - 10,000 SF** with outdoor patio seating
- Additional **5,000 SF BUILD-TO-SUIT** Restaurant Opportunity on The Plaza
- Anchor Tenant: 

Project Overview

Upscale Limited Service Hotel

600,000 SF State of Wisconsin Office Building

400,000 SF Medical/Office Space

450+ High-End, Luxury Apartments

High Performing Retail Corridor



\$4.5 MILLION

TOTAL
VISITS
2023

 Placer.ai



\$1.1 BILLION

RETAIL GOODS
SPENDING
3-MILE RADIUS

 esri



\$152,916,087

FOOD AWAY
FROM HOME
3-MILE RADIUS

 esri

Adjacent to Hilldale Mall, #1 visited shopping center within a 30-mile radius.

Hilldale Mall is Anchored by:



 macy's

Traffic draws include:



lululemon

ANTHROPOLOGIE



#1 ranked in WI
by visits



1.6 million visits
per year

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MADISON YARDS
HILL FARMS



metro
market



FUTURE RESIDENTIAL W/
1ST FLOOR RETAIL (10K)

FUTURE RESTAURANT
SPACE

PLAZA

FUTURE RESTAURANT
SPACE

FUTURE 148
ROOM HOTEL

FUTURE OFFICE TOWER

1600 PARKING STALLS

80 TOWN HOMES

VENTURE
APARTMENTS
115 UNITS

SEGOE
TERRACE
151 UNITS

WESTON PLACE
CONDOS
121 UNITS

ROYAL ARMS
APARTMENTS
160 UNITS

THE HAMPTONS
AT HILLDALE
59 UNITS

NORMANDY
APARTMENTS
303 UNITS

PARK TOWER

HILLDALE
TOWER
139 UNITS

SOVEREIGN
TOWER
59 UNITS

MADISON YARDS AT HILL FARMS



MADISON YARDS
HILL FARMS



4,000 to 5,000
Employees at
Madison Yards



Limited Service
Hotel with up to 148
Rooms, Fitness,
Meeting Space and
Restaurant



Full Service
Fitness and
Wellness
Center



5 to 8
Restaurants

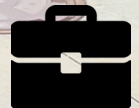


450 New, High-End
Residential Units

1,600 Apartments
and Condos
Immediately
Adjacent



Up to 200,000 SF
Including 50,000 SF
Grocer, Restaurants
and Other Destination
Services



Up to 1,058,000 SF
of Office and Medi-
cal Office Space

608,000 SF Already
Occupied

MADISON YARDS AT HILL FARMS

AREA TRAFFIC GENERATORS

HILDALE

MADISON

Hilldale Mall (adjacent to Madison Yards)
4.5 million visitors per year#1 visited shopping center
within a 30 mile radius



UW Health University Hospital (1.25 miles)
505 beds
Top 25 hospital in US



The University of Wisconsin – Madison (1.5 miles)
49,800 Students
Top 10 public university in US



University Business Park (1.5 miles)
120 businesses
5,000+ employees



Epic Systems (7.5 Miles)
Leading healthcare software company
12,000 employees at Verona campus



MADISON YARDS
HILL FARMS

ATTRACTIVE DEMOGRAPHIC PROFILE

within 3 miles

POPULATION



95,859

DAYTIME
POPULATION



141,172

HOUSING UNITS



41,546

AVERAGE HH
INCOME



\$108,645

MEDIAN HOME
VALUE



\$409,140

MEDIAN AGE



28.5

MADISON YARDS AT HILL FARMS

SEC OF UNIVERSITY AVE & N. SEGOE RD / MADISON, WI

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BROKER DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS



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

DISCLOSURE TO CUSTOMERS

You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an agent of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe 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.
- The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your confidential information or the confidential information of other parties.
- The duty to safeguard trust funds and other property held by the Firm or its Agents.
- 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. An Agent of the Firm 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 the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

CONFIDENTIALITY NOTICE TO CUSTOMERS

The Firm and its Agents will keep confidential any information given to the Firm or its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the Firm 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 Wis. Stat. § 452.01(5g) (see "Definition of Material Adverse Facts").
2. Any facts known by the Firm or its Agents 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 Firm and its Agents are aware of what specific information you consider confidential, you may list that information below. At a later time, you may also provide the Firm or its Agents with other Information you consider to be confidential.

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

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

CONFIDENTIAL 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 and 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.

NOTICE ABOUT SEX OFFENDER REGISTRY

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://www.doc.wi.gov> or by telephone at 608-240-5830.