

2355
McCoy Road

S U N P R A I R I E , W I

CBRE

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If after reviewing this Memorandum, you have no further interest in purchasing the Property, kindly return it to CBRE, Inc.

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McCoy Road

one

EXECUTIVE
SUMMARY



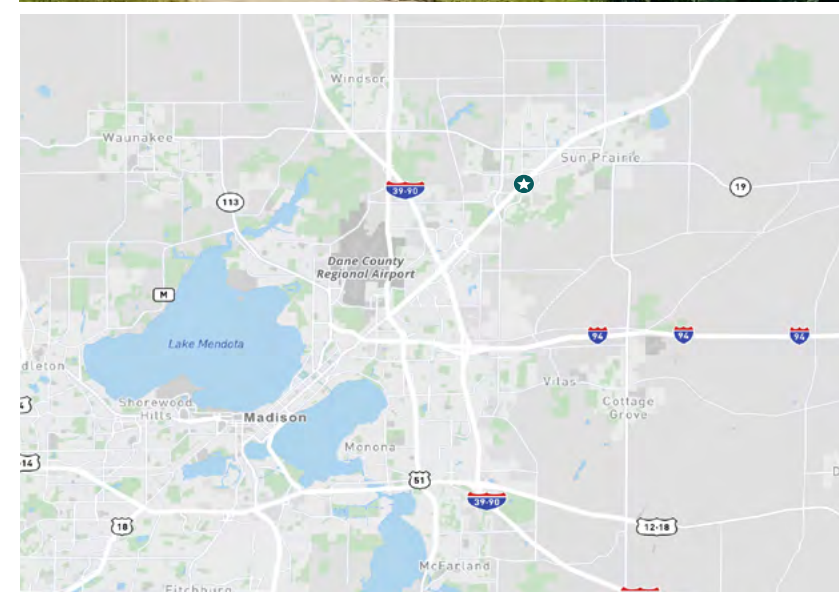
The Offering

CBRE is pleased to present, as sole advisor to the owner of record, a 41.29-acre parcel of land situated along McCoy Road and US Hwy 151 on the west side of Sun Prairie, Wisconsin. The parcel benefits from a High-Intensity Residential Overlay district as designated by the City of Sun Prairie's Comprehensive Plan (2019-2039).

Property Information

ADDRESS	2355 McCoy Road Sun Prairie, WI 53590	2025 ASSESSMENT	\$400,900 \$3,600 \$404,500
PARCEL NUMBERS	282/0810-124-8501-2 282/0810-123-8321-2	2025 TAXES	\$8,042 \$72.94 \$8,115
ZONING	High-Intensity Residential Overlay District, Parks & Open Space, Employment	PARCEL SIZE	36.48 AC (1,589,036 SF) 4.10 AC (209,653 SF) 41.29 AC*

*Per City Assessor's Office



LOW FLIGHT AERIAL



Sun Prairie, Wisconsin

Sun Prairie is the second largest city in Dane County with a population of approximately 38,400. The compound annual population growth rate between 2020-2025 was 1.26%, eclipsing Dane County's population growth by 32 bps during the same period. The average household income is \$119,013, 36 is the median age, and 52.9% have at least a bachelor's degree. Easily accessible from Madison, US Highway 151 has four interchanges to Sun Prairie. Interstates 90/94/39 are also accessible just outside of Sun Prairie. The Dane County Regional Airport, serviced by many commercial airlines and two private companies, is located on the eastern side of Madison, making it a 10-minute drive from the city.

Dane County, Wisconsin

Dane County is located in Southcentral Wisconsin and conveniently located between Milwaukee, Minneapolis, and Chicago. With a population of approximately 590,000, Dane is the second most populous county in the state. Madison is the county seat for Dane County and is the State Capitol. Regularly topping "Best Of" lists, the Metro Madison market makes headlines for educational attainment, Best Places to Retire, #1 College Town in the Country, 100 Best Places to Live, Best City to Raise a Family, and Fittest Cities in the U.S. Madison, WI enjoys a national reputation as a resilient economy due to strong job, income, and population growth.



SUN PRAIRIE STATISTICS

POPULATION



38,402

AVERAGE HOUSEHOLD INCOME



\$119,013

AVERAGE HOME VALUE



\$418,861

BACHELOR'S/GRAD/ PROF DEGREE



52.9%

RENTER OCCUPIED HOUSING



37.6%







2355

McCoy Road

two

ZONING
OVERVIEW

ZONING OVERVIEW

The Subject site contains multiple zonings including Employment, Parks & Open Space, and Neighborhood Residential with a High-Intensity Residential Overlay. Within the 2019-2039 City of Sun Prairie Comprehensive Plan, it states the City of Sun Prairie will consider proposals for high-intensity residential within the Employment zoning area without a plan amendment. In the past several years since the City of Sun Prairie Comprehensive Plan was adopted, the need for housing emerged as a topic of paramount importance.

In meetings with the City of Sun Prairie to discuss the enclosed test fit and potential redevelopment, steps were implemented to set forth the most agreeable infill plan possible. For example, traffic connections for life/safety vehicles at the northern end of the site and preservation of the large oak tree along O’Keefe Avenue were taken into account. Overall, the sentiment was extremely favorable toward adding more housing to the Sun Prairie market.

Housing is a top-of-mind topic in Sun Prairie, especially with the Comprehensive Plan adopted in 2019. The parcel benefits from High-Intensity Residential Overlay District Zoning.



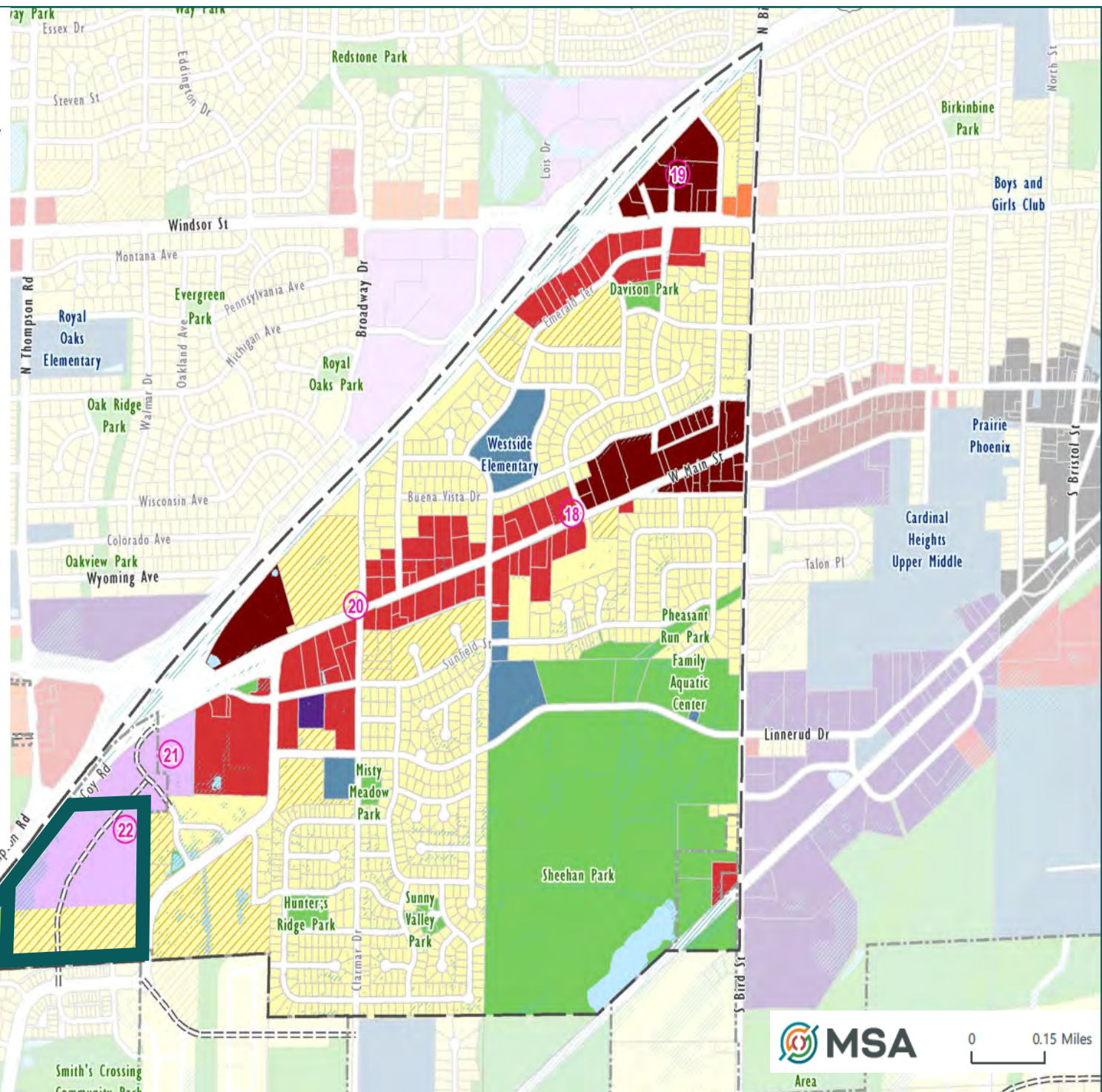


HIGH-INTENSITY RESIDENTIAL (HIR) OVERLAY

HIR overlay identifies properties or areas in the Neighborhood Residential (NR) future land use areas that are suitable for high-intensity residential development. The objective is to provide a mix of housing types to provide for balanced neighborhoods, while mitigating negative impacts to existing or planned low-intensity residential areas. In general, high-intensity residential development is identified close to major streets, mixed-use areas, or commercial/ employment areas to provide convenient, walkable access to transit, shopping, restaurants, and other amenities.

- Properties identified in the HIR overlay can provide both rental and owner-occupied housing, and ideally provide options for people of all ages who wish to live within a neighborhood
- High-intensity residential development in the NR areas are expected to range 20-40 units per net acre (excluding streets, parks, outlots, etc.)
- Intensive residential development will require special attention to the design where the use adjoins less intense residential development per the recommended

-  Planning Area
-  Sun Prairie
-  Natural Resource Protection Overlay
- Future Land Use (2019)**
-  Neighborhood Residential
-  General Commercial
-  Neighborhood Mixed Use
-  Community Mixed Use
-  Downtown Mixed Use
-  Employment
-  Industrial
-  Institutional & Utilities
-  Parks & Open Space
-  Rural Lands
-  Urban Reserve
-  Water/Stormwater Facilities
-  High-Intensity Residential Overlay
-  Future Arterial/Collector





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McCoy Road

three

AREA
OVERVIEW

MADISON MULTIFAMILY MARKET

1.1%

12 MO. ASKING
RENT GROWTH

7.8%

VACANCY
RATE

\$1,670

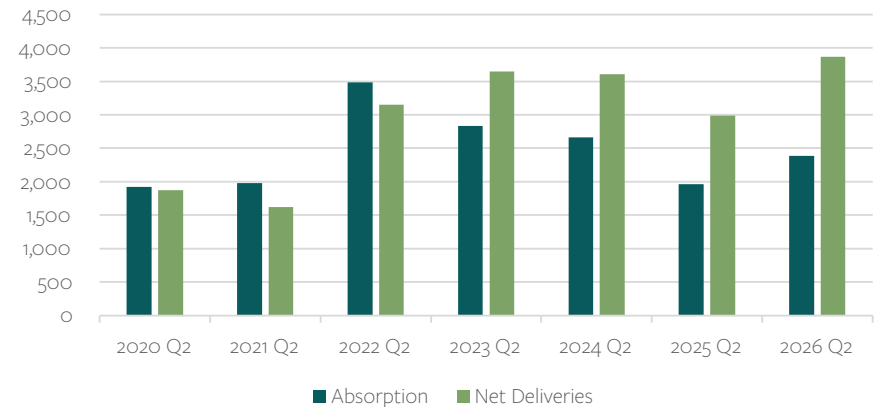
AVERAGE ASKING
RENT

2,388

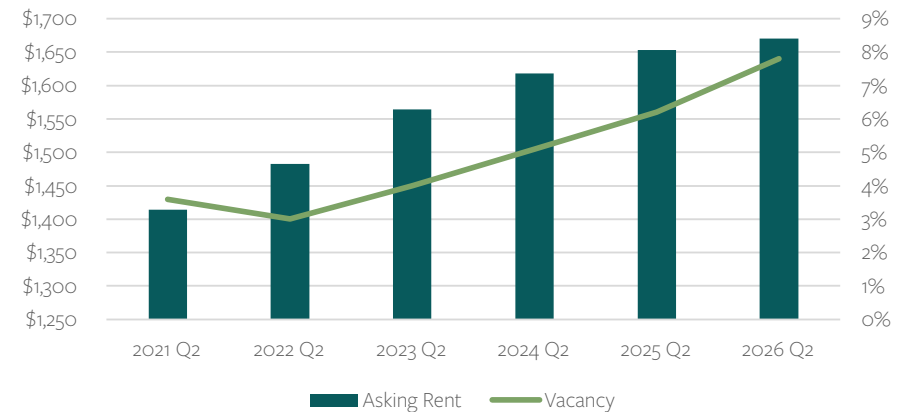
12-MONTH
ABSORPTION

- Madison's multifamily housing market is experiencing some near-term vacancy softness largely due to several downtown high-rise deliveries - the concentration within the downtown submarket skews the overall market data as the suburbs continue to thrive.
- 2026 Q2 asking rent is \$1,670 with a 12-month growth of 1.1%
- Housing demand in Madison remains high due to its economy, quality of life, and "Town and Gown" setting
- Current construction starts are at 3,924, a robust delivery year for the market, which typically averages ~2,500 new units annually
- The Dane County House Price Index median house price was \$516,250 in May 2026

Madison Absorption & Net Deliveries



Madison Asking Rent & Vacancy Rate



NOTE:

ALL SITE INFORMATION CONTAINED IN THIS CONCEPTUAL SITE PLAN – INCLUDING PROPERTY BOUNDARIES, WETLANDS, FLOOD PLANES, EASEMENTS, ETC.– HAVE BEEN ACQUIRED THROUGH PUBLICLY AVAILABLE INFORMATION. JLA ARCHITECTS DOES NOT GUARANTEE THE ACCURACY OR COMPLETENESS OF THIS INFORMATION. AS THE PROJECT PROGRESSES, OWNER SHALL OBTAIN A CURRENT, COMPLETE, AND ACCURATE SITE SURVEY.

CONCEPTUAL PLANS

CBRE worked with JLA Architects on conceptual plans for the site. The plan integrates into the existing neighborhood by phasing lower-density townhomes closer to the single-family homes along the southern portion of the site and transitioning to higher-density multi-unit buildings. This plan was reviewed by the City of Sun Prairie and their recommendations were integrated into this test fit. Overall, they are supportive of multifamily density in this site.



UNIT MIX

FLOORS		GROSS AREA FINISHED	GROSS AREA TOTAL	NET AREA (SF)	EFFICIENCY	TOTAL UNITS	COVERED PARKING	SURFACE PARKING	TOTAL PARKING	PARKING RATIO
										PER UNIT
Floors	A1	99,000	99,000	84,150	85.0%	105	75	83	158	1.50
	A2	99,000	99,000	84,150	85.0%	105	75	83	158	1.50
	A3	99,000	99,000	84,150	85.0%	105	75	83	158	1.50
	A4	99,000	99,000	84,150	85.0%	105	75	83	158	1.50
	B1	77,000	77,000	66,990	87.0%	84	55	71	126	1.51
	C1	113,000	113,000	96,050	85.0%	120	109	71	180	1.50
	C1	113,000	113,000	96,050	85.0%	120	109	71	180	1.50
	D1	109,000	109,000	92,650	85.0%	116	93	81	174	1.50
	SF1	14,270	14,270	10,060	70.5%	8	12	12	24	3.00
	SF2	14,270	14,270	10,060	70.5%	8	12	12	24	3.00
	SF3	14,270	14,270	10,060	70.5%	8	12	12	24	3.00
	SF4	14,270	14,270	10,060	70.5%	8	12	12	24	3.00
	SF5	14,270	14,270	10,060	70.5%	8	12	12	24	3.00
	SF6	14,270	14,270	10,060	70.5%	8	12	12	24	3.00
	T1	23,000	23,000	19,000	82.6%	10	20	20	40	4.00
	T2	23,000	23,000	19,000	82.6%	10	20	20	40	4.00
	T3	11,500	11,500	9,500	82.6%	5	10	10	20	4.00
	T4	11,500	11,500	9,500	82.6%	5	10	10	20	4.00
	T5	20,700	23,000	19,000	91.8%	10	20	20	40	4.00
	T6	23,000	20,700	17,100	74.3%	9	18	18	18	2.00
TOTALS		1,006,320	1,006,320	841,800	83.7%	956	836	796	1,614	1.69

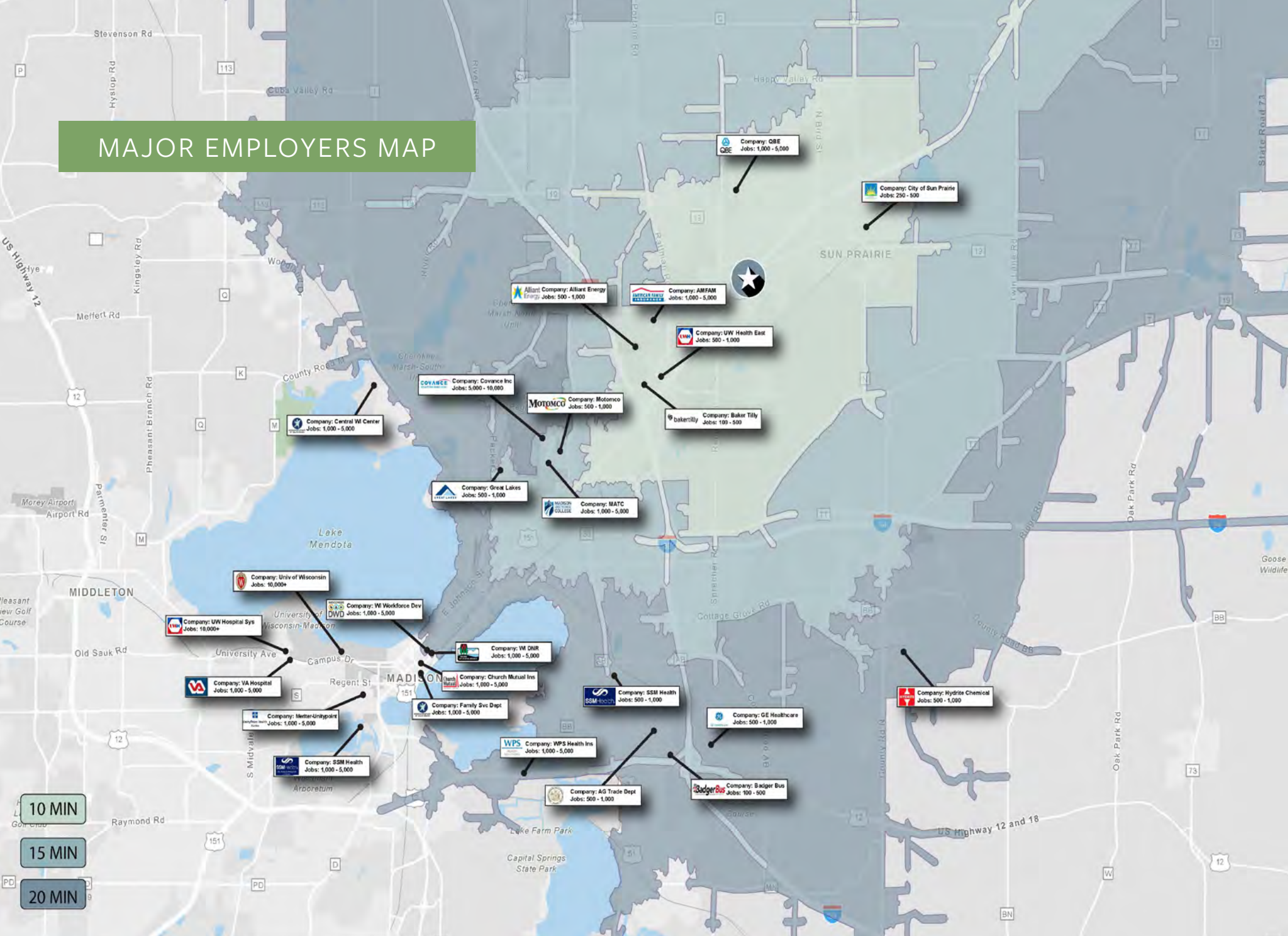
1,052 Average G.S.F. per unit
880 Average N.S.F. per unit

%	TYPE	ASF
19	Studio	585
59	1 Bedroom	725
19	2 Bedroom	1175
3	3 Bedroom	1300
100	Average Unit Size	801

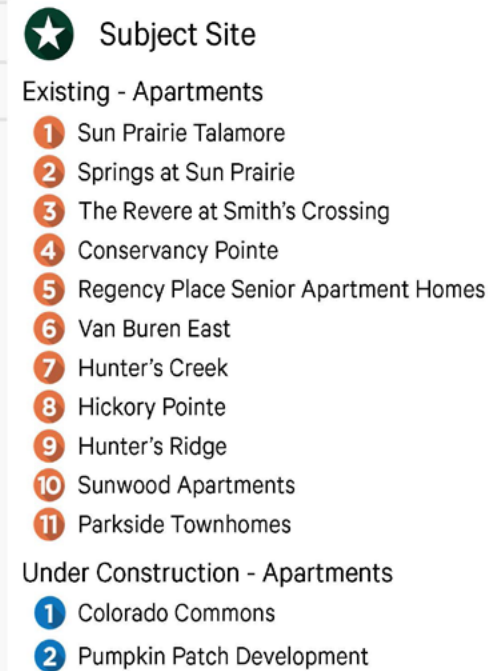
Estimated Bedrooms

182 Studio
564 1 Bedroom
363 2 Bedroom
86 3 Bedroom
1,195 Bedrooms

MAJOR EMPLOYERS MAP



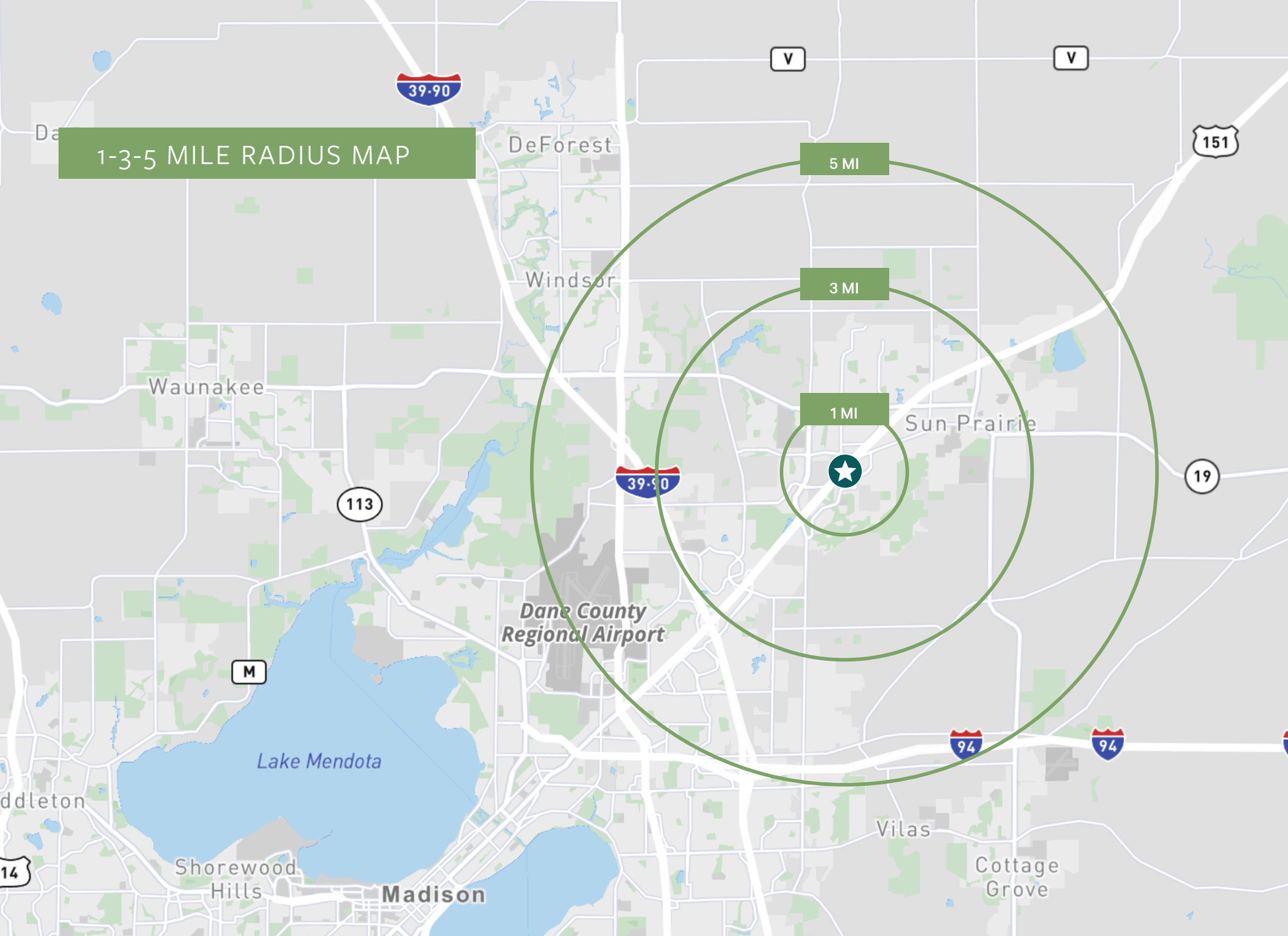
NEARBY AMENITIES



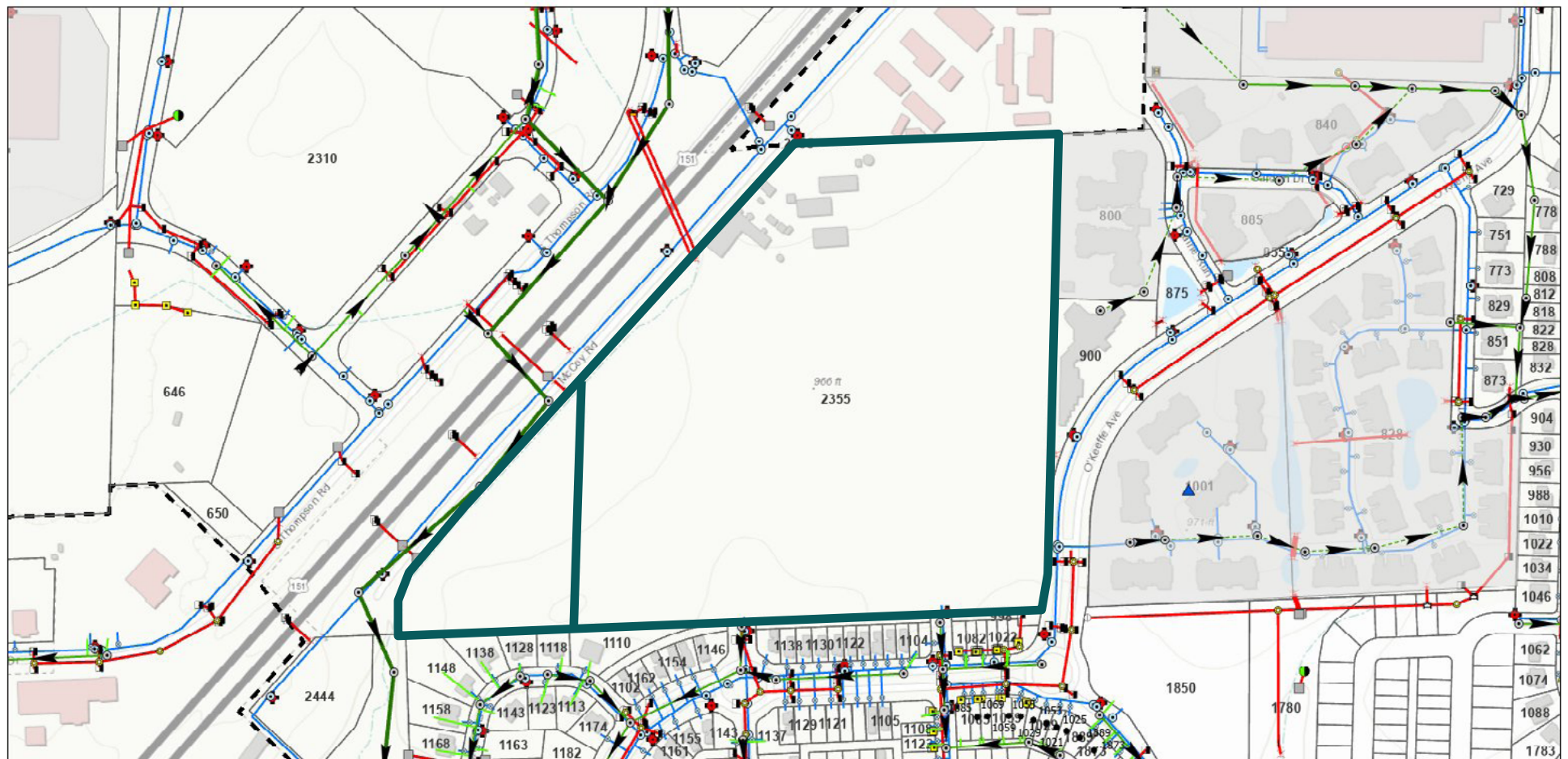
DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
POPULATION			
2025 Population - Current Year Estimate	9,856	43,546	67,747
2030 Population - Five Year Projection	10,977	46,194	72,246
2020 Population - Census	8,583	40,738	63,101
2010 Population - Census	5,659	32,311	51,777
2020-2025 Annual Population Growth Rate	2.67%	1.28%	1.36%
2025-2030 Annual Population Growth Rate	2.18%	1.19%	1.29%
HOUSEHOLDS			
2025 Households - Current Year Estimate	4,389	18,371	28,147
2030 HOUSEHOLDS - FIVE YEAR PROJECTION	4,939	19,759	30,397
2020 Households - Census	3,740	16,744	25,672
2010 Households - Census	2,462	13,068	20,740
2020-2025 Compound Annual Household Growth Rate	3.09%	1.78%	1.77%
2025-2030 Annual Household Growth Rate	2.39%	1.47%	1.55%
2025 Average Household Size	2.23	2.34	2.38
HOUSEHOLD INCOME			
2025 Average Household Income	\$112,561	\$118,934	\$119,977
2030 Average Household Income	\$132,326	\$136,125	\$137,081
2025 MEDIAN HOUSEHOLD INCOME	\$79,137	\$90,792	\$92,562
2030 MEDIAN HOUSEHOLD INCOME	\$94,544	\$105,428	\$107,434
2025 Per Capita Income	\$50,825	\$50,041	\$49,822
2030 Per Capita Income	\$60,281	\$58,056	\$57,642
HOUSING UNITS			
2025 Housing Units	4,692	19,491	29,674
2025 Vacant Housing Units	303	1,120	1,527
2025 Occupied Housing Units	4,389	18,371	28,147
2025 Owner Occupied Housing Units	1,946	10,346	16,538
2025 Renter Occupied Housing Units	2,443	8,025	11,609
EDUCATION			
2025 Population 25 and Over	6,835	29,542	46,411
HS and Associates Degrees	2,680	13,231	21,747
Bachelor's Degree or Higher	4,045	15,366	23,268
PLACE OF WORK			
2025 BUSINESSES	318	1,420	2,674
2025 EMPLOYEES	3,396	21,658	40,563

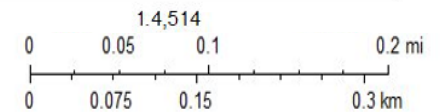
1-3-5 MILE RADIUS MAP



UTILITIES MAP



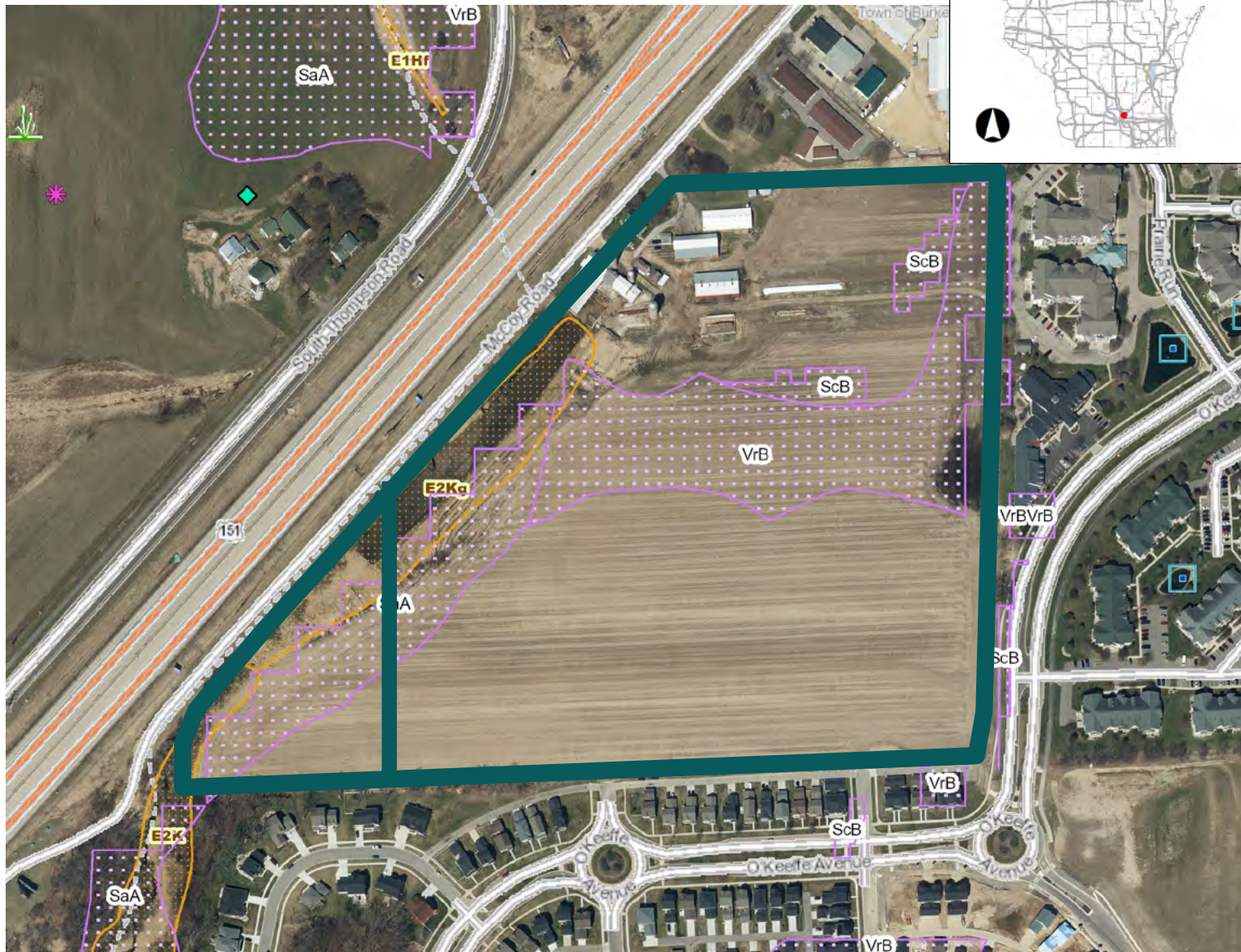
ssSepticWell	FORCE MAIN	Weirs	Manholes	Fittings	Wye	Open Channels	Laterals	Corporate Limits
▲ WELL	— MAIN	— Gabion	● Manhole	— Bend	■ Discharge Point	— Private	□ Ponds	
▶ Flow Direction	--- PRIVATE MAIN	■ Weir	■ Inlets	— Cap	■ Aerator	— Our Agency	● Curb Stop Valve	
● Pre-Parcel Street Number	Sanitary Sewer Mains	● Pond Outlets	■ Curb	— Collar	— Apron	— Other	● System Valve	
■ Sanitary Lift Stations	— 12 o'clock Lateral	Network Structure	■ Curb Cut	— Cross	□ End	Gravity Mains	● Hydrants	
○ Sanitary Man Hole	— Lateral	■ Aerator	■ Saddle Curb	— Lateral End	■ Endwall	— Private	— Water Mains	
Direction Arrows	□ Sanitary Laterals	■ Riser	■ Saddle Manhole	— Reducer	Clean Out	— Our Agency		
— INTERCEPTOR		● Lift Station		— Tee	■ Cleanout	— Unassigned	Parcels	
							□ Parcels	



Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community



WETLAND MAP



Legend

- Wetland Indicators
- Wetland Class Areas
- Wetland Class Points
 - Dammed pond
 - Excavated pond
 - Filled/draind wetland
 - Wetland too small to delineate
 - Filled excavated pond
- Filled Points
- Wetland Class Areas
- Filled Areas
- Wetland Class Areas
- Wetland Class Points
 - Dammed pond
 - Excavated pond
 - Filled/draind wetland
 - Wetland too small to delineate
 - Filled excavated pond
- Filled Points
- Wetland Class Areas
- Filled Areas
- Wetland Identifications and Confirmations
- NRCS Wetspots
- Municipality
- State Boundaries
- County Boundaries
- Major Roads
 - Interstate Highway
 - State Highway
 - US Highway
- County and Local Roads
 - County HWY
 - Local Road
- Railroads

Notes

0.1 0 0.06 0.1 Miles

NAD_1983_HARN_Wisconsin_TM

1: 3,960

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