



Fitchburg Development Opportunity

**2747 S. Seminole Highway
Fitchburg, WI 53711**

Lacy Rd

**Key Commercial Real Estate LLC
608-729-1800 | www.keycomre.com**

McKee Rd

S Seminole Hwy

Sub Zero Pkwy

Seminole Hwy

Lacy Rd





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Overview of Opportunity

First time on the market! Rare opportunity to purchase an 11.84 acre land parcel at the prominent corner of Lacy Road and S. Seminole Highway in Fitchburg. With adjacency to rapidly developing residential and global companies including Subzero and Promega, this site has been identified by Fitchburg as “an iconic parcel that can provide a visual welcoming to the neighborhood”. The property is located within a TID and with future commercial zoning, this site is an ideal location for a corporate headquarters or a mixed-use destination.

- **Sale Price:** \$4,126,000 (\$8.00/sf)
- **Parcel Size:** 11.84 acres (515,750 sf)
- **Current Zoning:** RR, Rural Residential
- **Future Zoning:** Business/Commercial
B-P (Business Professional) or B-G (General Business)
- **Utilities:** Electrical, phone and cable existing onsite. Water, sewer and sanitary across neighboring roads/ within bike path.
- **City Incentives:** Located in TID District #9

Aerial Map



Campus/Capitol Square
15 mins

Highlands of Seminole

Seminole Forest

Stoner Prairie
135 home sites

Elementary & Middle
Schools (Verona)

Blackhawk Church

Crescent Crossing
117 home sites

O'Brien Solar Fields

Verona Rd/Hwy 151—41,600 AADT

McKee Rd 23,600 AADT

S Seminole Hwy

Sub Zero
Headquarters

Brewery

Site

Promega

Future South Stoner Prairie
Neighborhood
276 acres

Future Edgewood Athletic Fields

Lacy Rd

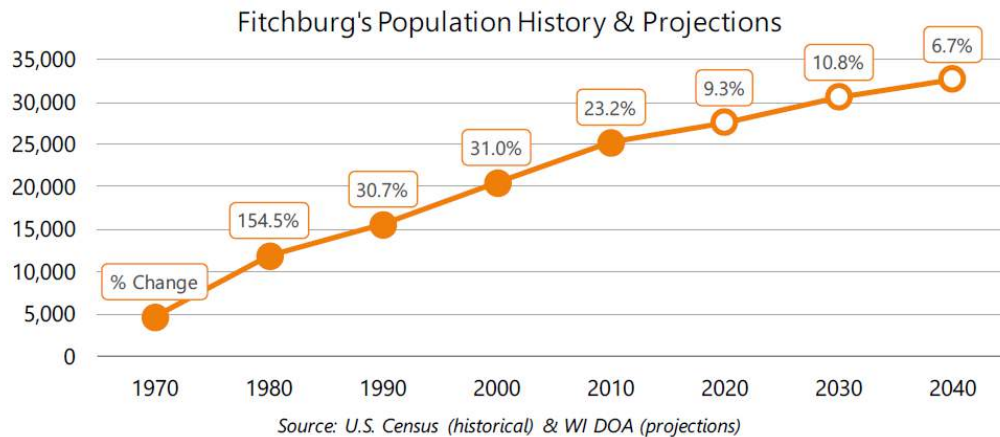
Lacy Rd



Market Overview & Demographics

The City of Fitchburg is a suburban community adjacent to Madison, Wisconsin. It is the third largest community in Dane County in population behind Madison and Sun Prairie and encompasses just under 36 square miles of land area. The northern third of its land is designated as the urban service area where sewer and water service is available and development is allowed. The southern two-thirds is predominantly farm land and at this time is preserved for agriculture and green space except for small pockets of residential and commercial areas that developed when Fitchburg was still a township prior to incorporation in 1983.

The City of Fitchburg has seen substantial growth due to its proximity to the capital city. It has excellent transportation routes including U.S. Highway 18/151 (Verona Road), Fish Hatchery Road, and U.S. Highway 14, each of which provide direct access to the Beltline Highway, the primary thoroughfare connecting Madison’s east and west sides. An analysis of the area’s population indicates past, present, and probable future effects of these demographic changes as they relate to the city and surrounding area. The graph below displays the City of Fitchburg population history as recorded each decade by the U.S. Census, and projections by the Wisconsin Department of Administration.



Population

1 mi: 2,592
 3 mi: 58,338
 5 mi: 147,837



Medium Home Value

1 mi: \$440,196
 3 mi: \$347,064
 5 mi: \$371,484



Median Household Income

1 mi: \$157,573
 3 mi: \$87,429
 5 mi: \$83,054



Bachelor/Grad/Professional Degree

1 mi: 76%
 3 mi: 58%
 5 mi: 62%

Recent Area Investments



Sub-Zero Group, Inc. is a privately-held American company that manufactures and sells luxury kitchen appliances. It sells refrigerators and wine preservation products under the Sub-Zero brand. The company also manufactures kitchen appliances under the Wolf brand and dishwashers under the Cove brand name. Subzero's 100+ acre Fitchburg campus includes the recent addition of a new 350,000-square-foot research and development facility. The campus employees 2,000.



Located three miles from Promega's 1,000,000 sf main campus, Chappelle Manufacturing Center (CMC) produces small molecule components used in many of Promega's products. Using nearly half of the building to support the mechanical process systems, this advanced facility design is focused on safety in its manufacturing capabilities of large, small, and kilo scale synthetic organic chemistry. The 17 acre site is improved with 160,000 sf of manufacturing space with room for future expansion. Promega has 1,600 employees globally, with 1,000 located in Fitchburg.



B BLACKHAWK CHURCH

The newly constructed Blackhawk Church Fitchburg is the very first concrete tilt-up church in Wisconsin. The 10 acre site is improved with a 41,800 building which features a 600-person auditorium, gathering space, and children's ministry. The design features repurposed limestone from the historic barn that once sat on the site.



Edgewood College has purchased 40 acres at the corner of Lacy Road and Seminole Highway for a future athletic facility. The preliminary master plan includes an indoor athletic facility, baseball and softball fields; a soccer stadium and 8-line track; tennis courts; and high jump, pole vault, long jump, shot put, and discus areas for track and field. The current plan also includes 386 parking spots and five bus parking stalls.

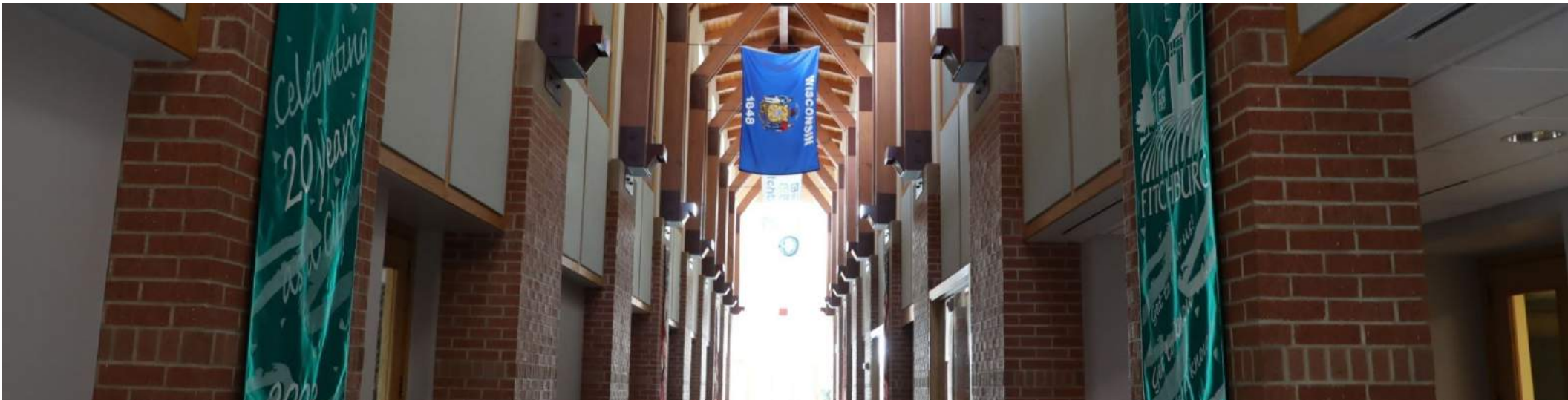
TID District 9 – <https://www.fitchburgwi.gov/929/Tax-Increment-Districts>

North Stoner Prairie Neighborhood Plan - <https://www.fitchburgwi.gov/DocumentCenter/View/13810>

Future Land Use Map - <https://www.fitchburgwi.gov/DocumentCenter/View/13809>

Traffic Study for Seminole & Lacy Intersection – <https://keycomre.com/wp-content/uploads/2023/09/20.05.11-Traffic-Forecast-Report.pdf>

Lacy Road Reconstruction Plat Map– <https://keycomre.com/wp-content/uploads/2023/09/2-Colored-Plat.pdf>



WISCONSIN REALTORS® ASSOCIATION
4801 Forest Run Road, Madison, WI 53704

Key Commercial Real Estate LLC
Effective July 1, 2016

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.
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