



# TERRACE POINT – COMMERCIAL MARKETING PLANS



**Inventure Capital Real Estate Asset Management, LLC**

A Subsidiary of Inventure Capital, LLC

2820 Walton Commons Ln, Ste 125, Madison, WI 53718 • 608.468.6605



# Terrace Point Mixed-Use Redevelopment – 3101 Fish Hatchery Road

Project Overview	3
Architectural Renderings	10
Project Photos	20
Commercial Space Details	28



3101 Fish Hatchery Road  
June 2021



## PROJECT OVERVIEW

3101 Fish Hatchery Road All  
Juice Plant, 2019



# Terrace Point Mixed Use Redevelopment

- Residential
  - 157 Units
  - Studios – 3 BRs
  - 4 floors over ground floor commercial, covered parking, green roof
  - Attractive rents; 15-20% lower than downtown, high quality amenities
- Amenities for urban professionals, young families and empty nesters
  - Green roof over covered parking
    - Grilling stations
    - Fire pit
    - Terrace patios
    - Playground / outdoor games surface
  - Professional quality fitness center
  - Indoor bike storage with bike maintenance & repair station
  - Garage lockers for bike and other sports equipment; kayak storage
  - Large community / club room
    - Walk out to green roof
    - Separate kitchen and events room
    - Large screen TVs
    - Pool, ping pong, foosball, darts
    - Fireplace seating
  - Gated outdoor dog run



## Terrace Point Mixed Use Redevelopment

- Commercial & Retail
  - Two separate 5,000 sf ground floor commercial spaces available, bookending Fish Hatchery
  - High traffic major gateway corridor from Downtown to the South
  - Ideal for retail, hospitality, services or office
- Attractive amenities for an established neighborhood
  - Vibrant demographics - Millennials, young families and empty nesters
  - Proximity to bike paths, schools, and mass transportation arteries
  - Walking distance to Fish Hatchery dining, shopping & services
  - Nine Springs Golf Course, McKee Farms Park, McGaw Park, Capital Springs State Recreation Area, and other recreation nearby
  - Capital City Bike Trail, bus transport
  - Minutes to the Beltline, Downtown or Verona
- Traffic Score: 35,250
- Population (3m radius): 64,305
- Median Income (3m radius): \$61,486
- Anchor Project for a major, multi-year redevelopment area





Lake Mendota

State Capitol Building

Madison

Madison

2.7 Miles

171 S Fair Oaks Ave  
Garver Point

Lake Monona

Lake Monona

3.8 Miles

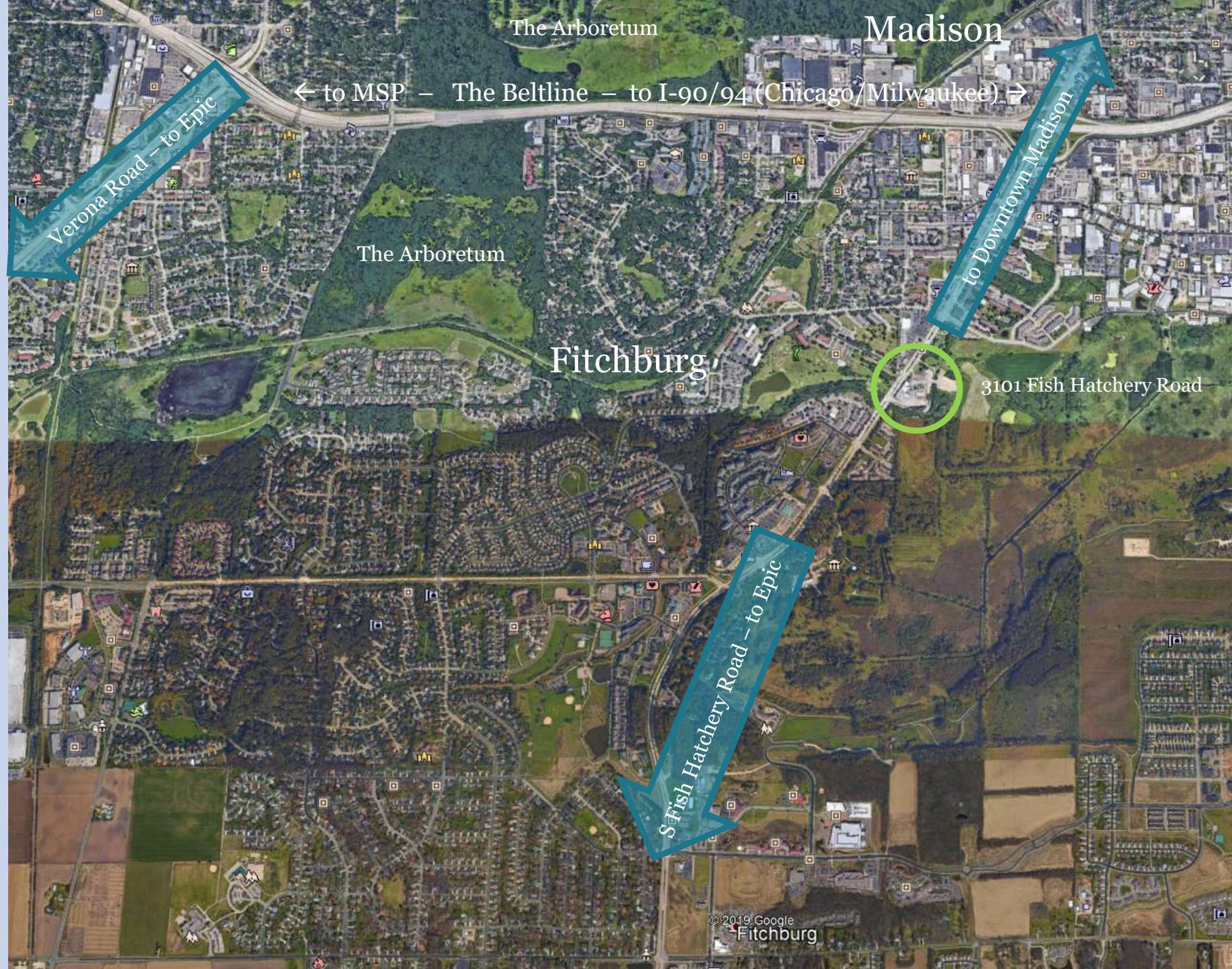
Fitchburg

3101 Fish Hatchery Road

Wisconsin

© 2019 Google





The Arboretum

Madison

← to MSP – The Beltline – to I-90/94 (Chicago/Milwaukee) →

Verona Road – to Epic

The Arboretum

Fitchburg

to Downtown Madison

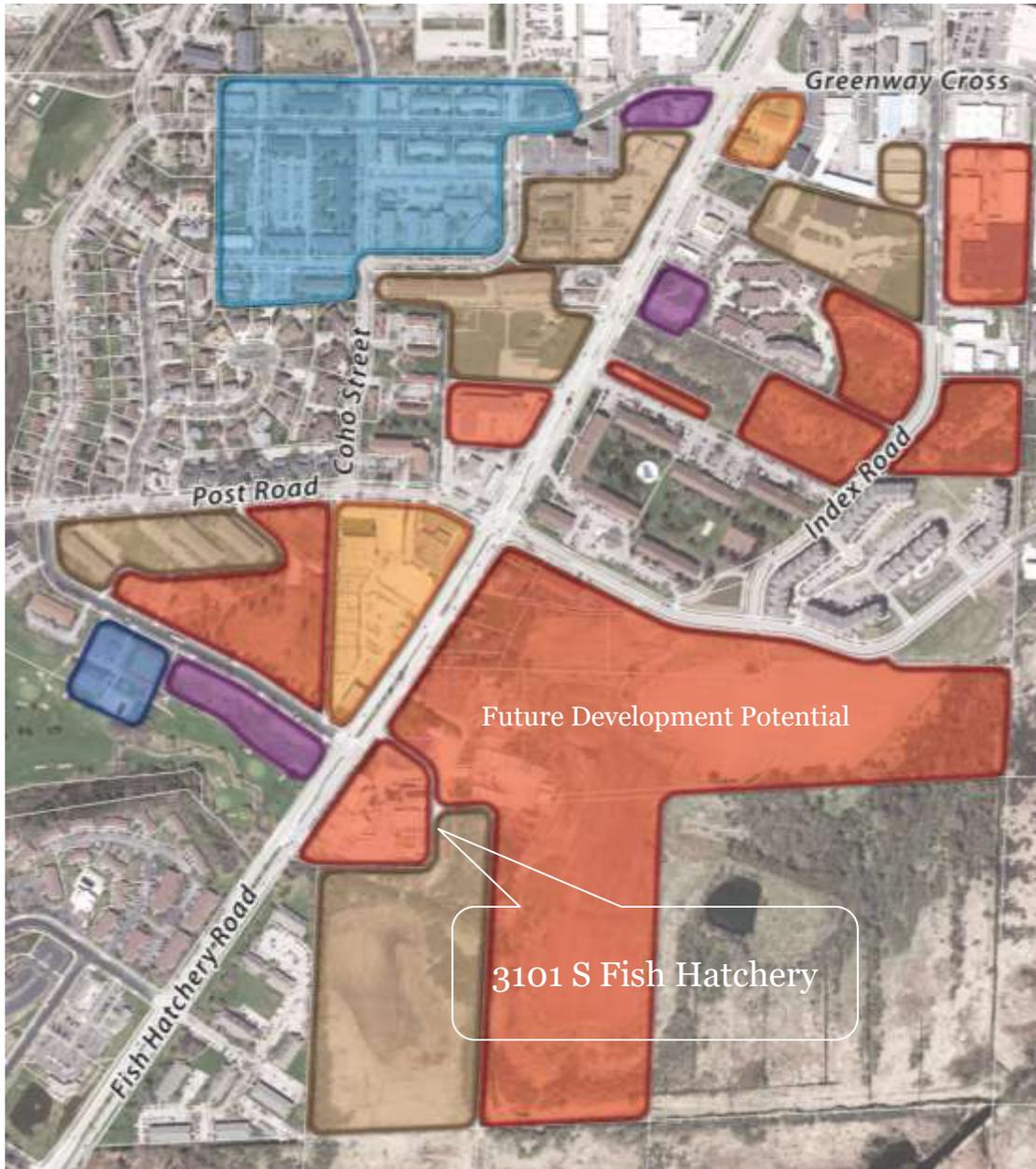
3101 Fish Hatchery Road

S Fish Hatchery Road – to Epic

© 2019 Google  
Fitchburg



# Future Redevelopment, Fitchburg Comprehensive Plan<sup>1</sup>



- Multi-year, multi-phase plan to redevelop and revitalize the oldest major southern artery from Fitchburg, rebuilding the gateway corridor into Madison.
- Urbanization of the region's major corridors – East Wash, University Avenue, Park Street, Monona Drive – continues.
- Complete reconstruction of Fish Hatchery road - 2020-2022.

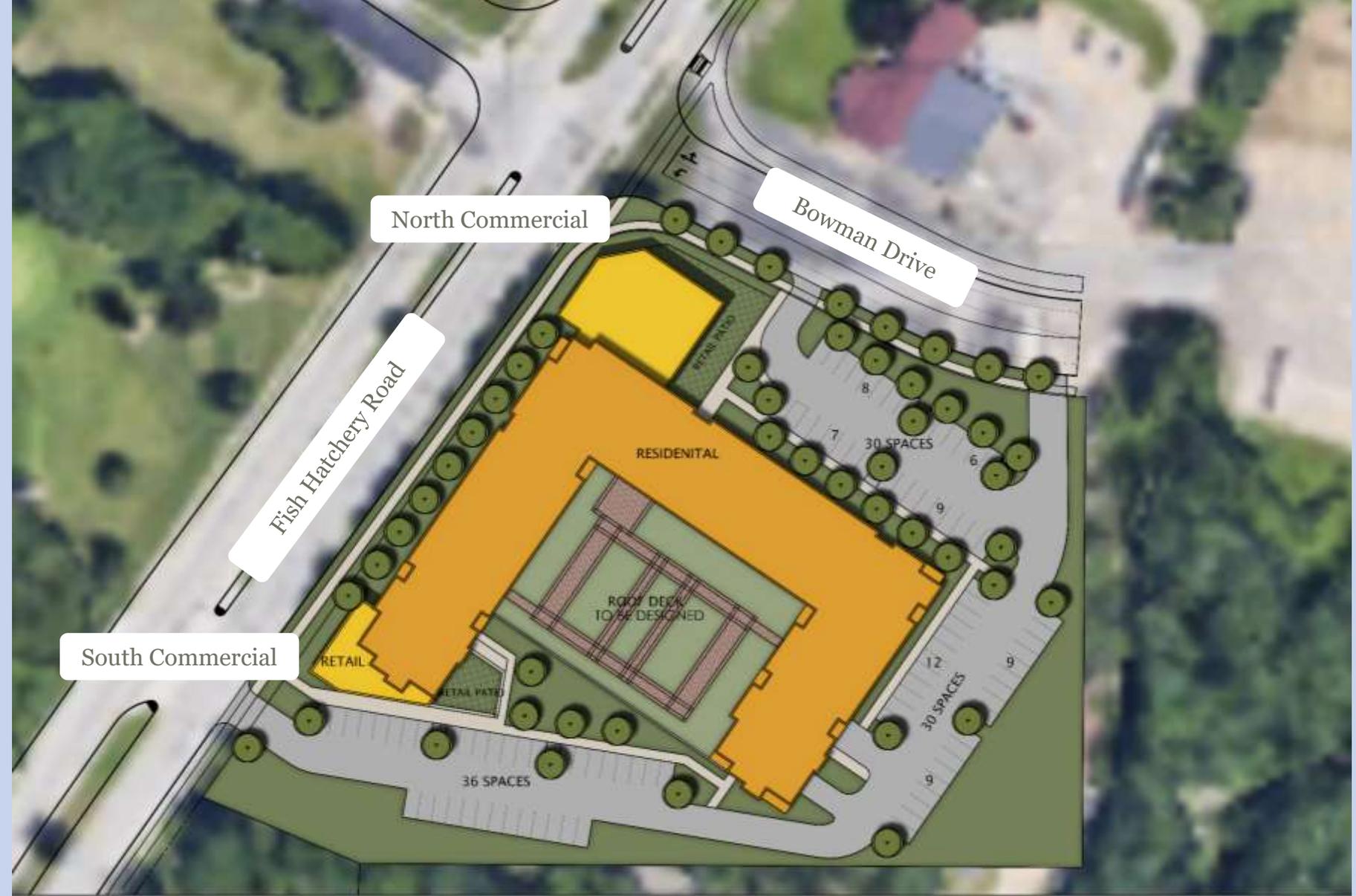
-  Redevelopment in Progress  
*sites currently under redevelopment*
-  Level 1 Redevelopment  
*vacant/for sale sites available for immediate redevelopment*
-  Level 2 Redevelopment  
*active use sites with owners experienced in redevelopment*
-  Level 3 Redevelopment  
*sites with active uses and require assembly from multiple owners*
-  Neighborhood Stabilization & Reinvestment

<sup>1</sup>“City of Fitchburg - Fish Hatchery Road Development Plan 2019”



3101 Fish Hatchery





# Architectural Perspectives



North Commercial

South Commercial

INTERSECTION OF TRACEWAY DR. & FISH HATCHERY RD.



# Architectural Perspectives



North Commercial

South Commercial



# Architectural Perspectives



# Architectural Perspectives



# Architectural Perspectives



North Commercial



# Architectural Perspectives



North Commercial



# Architectural Perspectives



# Architectural Perspectives



# Architectural Perspectives



South Commercial



# Northwest Perspective, from Fish Hatchery



North Commercial

South Commercial



# Northwest Perspective, from Fish Hatchery



North Commercial

South Commercial



# West Perspective, from Fish Hatchery

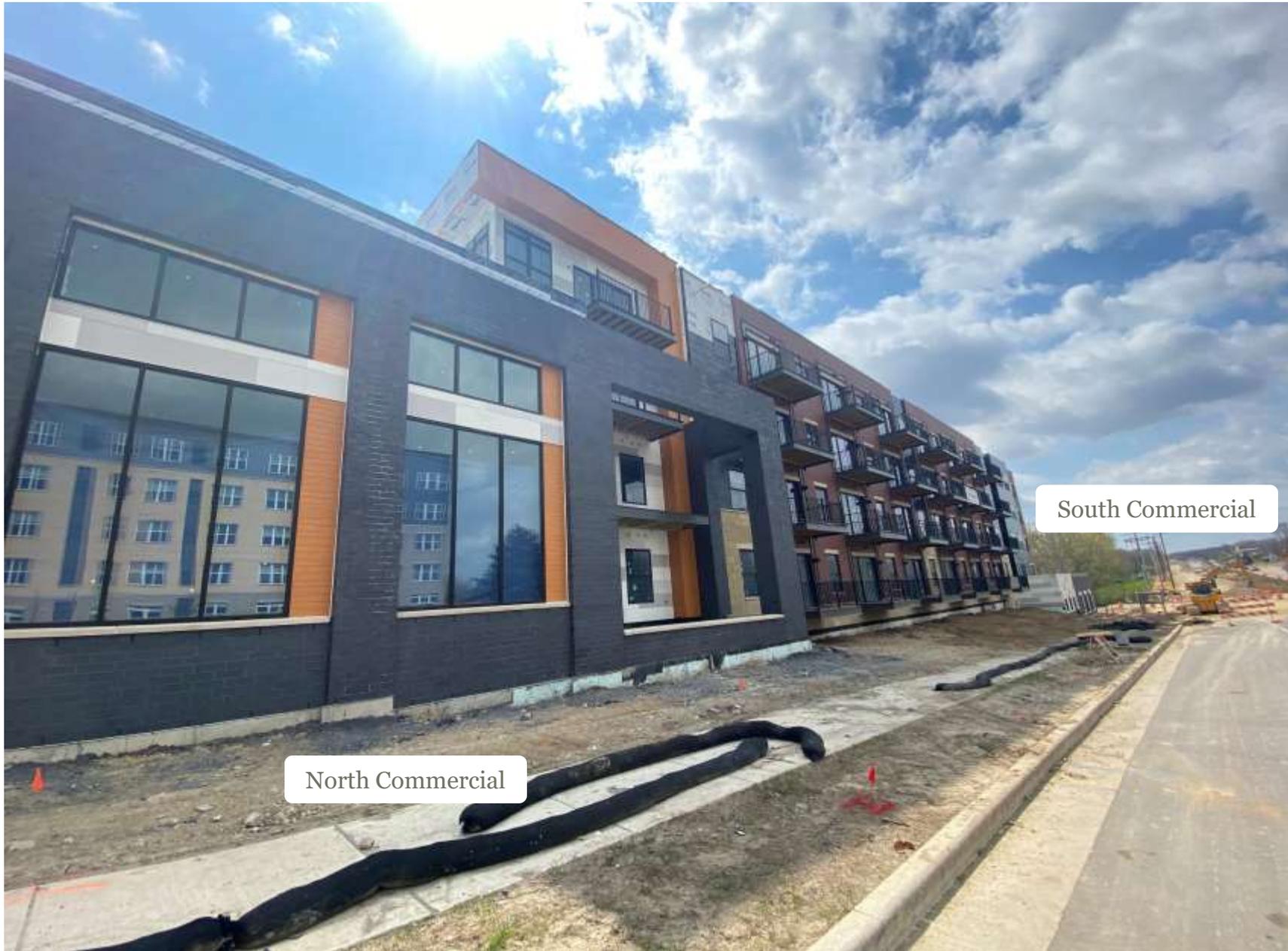


North Commercial

South Commercial



# North Commercial Close-up, from West Sidewalk

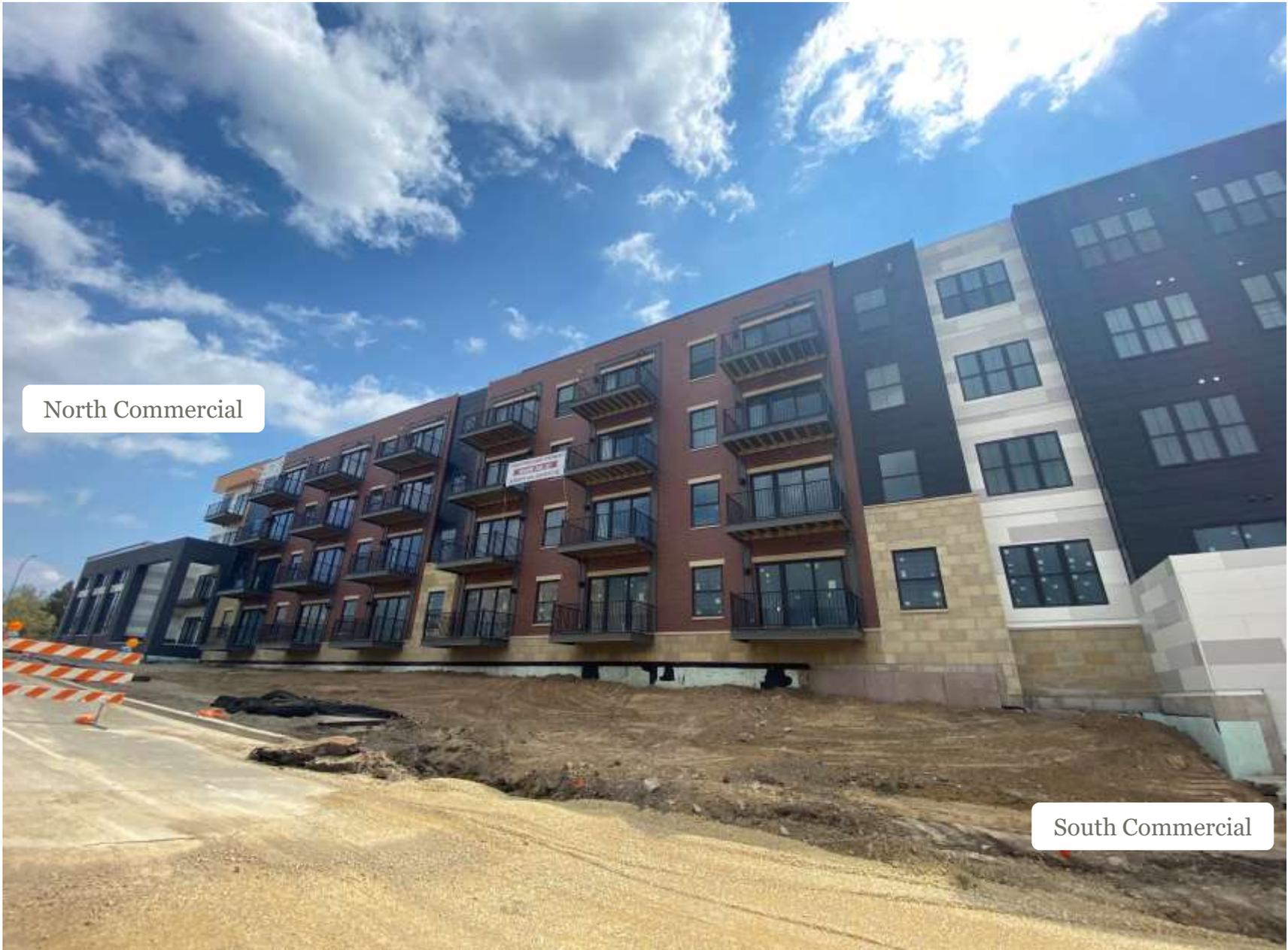


South Commercial

North Commercial



# West Wing & North Commercial, from SW

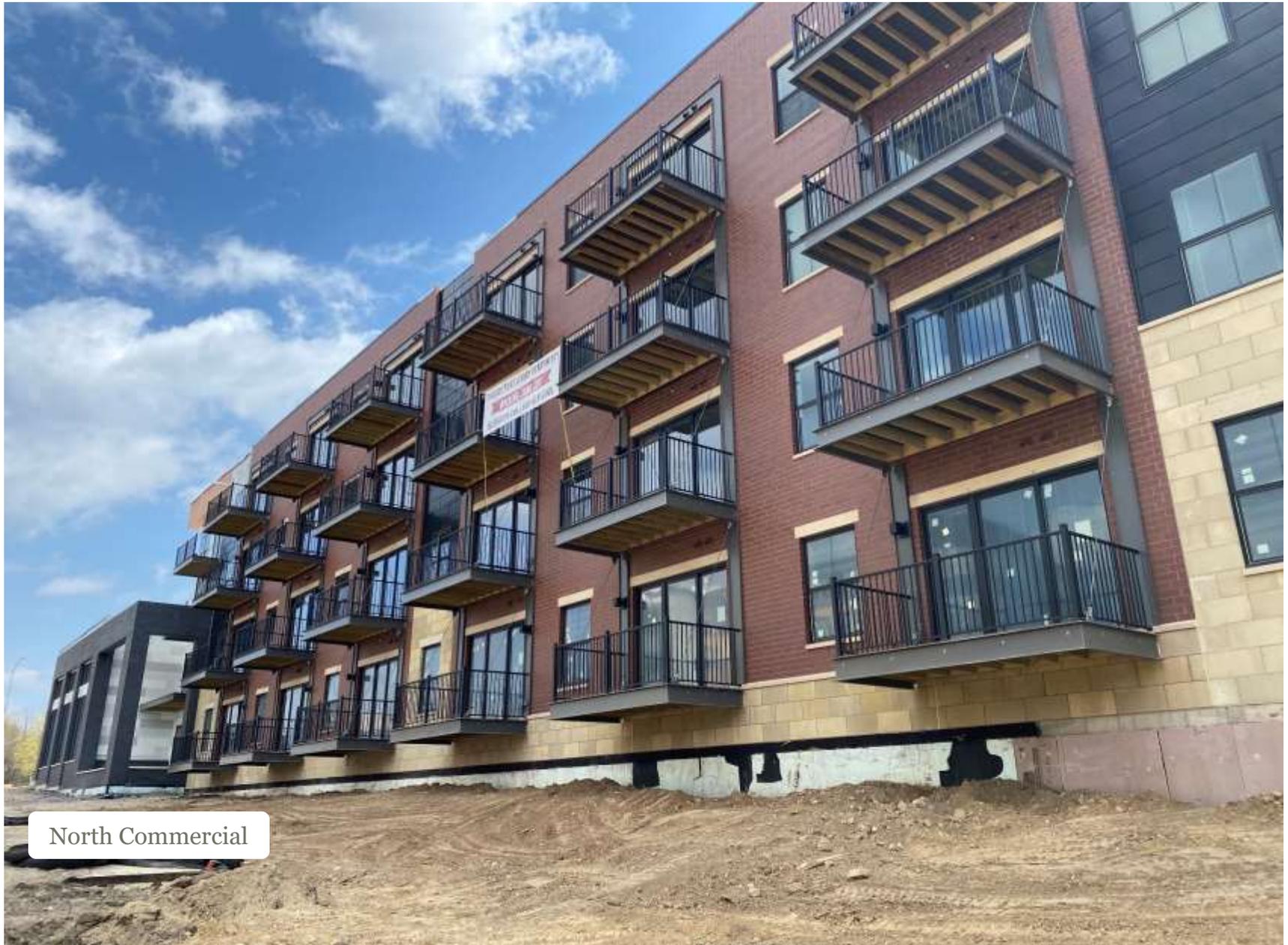


North Commercial

South Commercial



# West Wing & North Commercial, Close-up from SW



North Commercial



# Northeast Corner, North Commercial, from NE



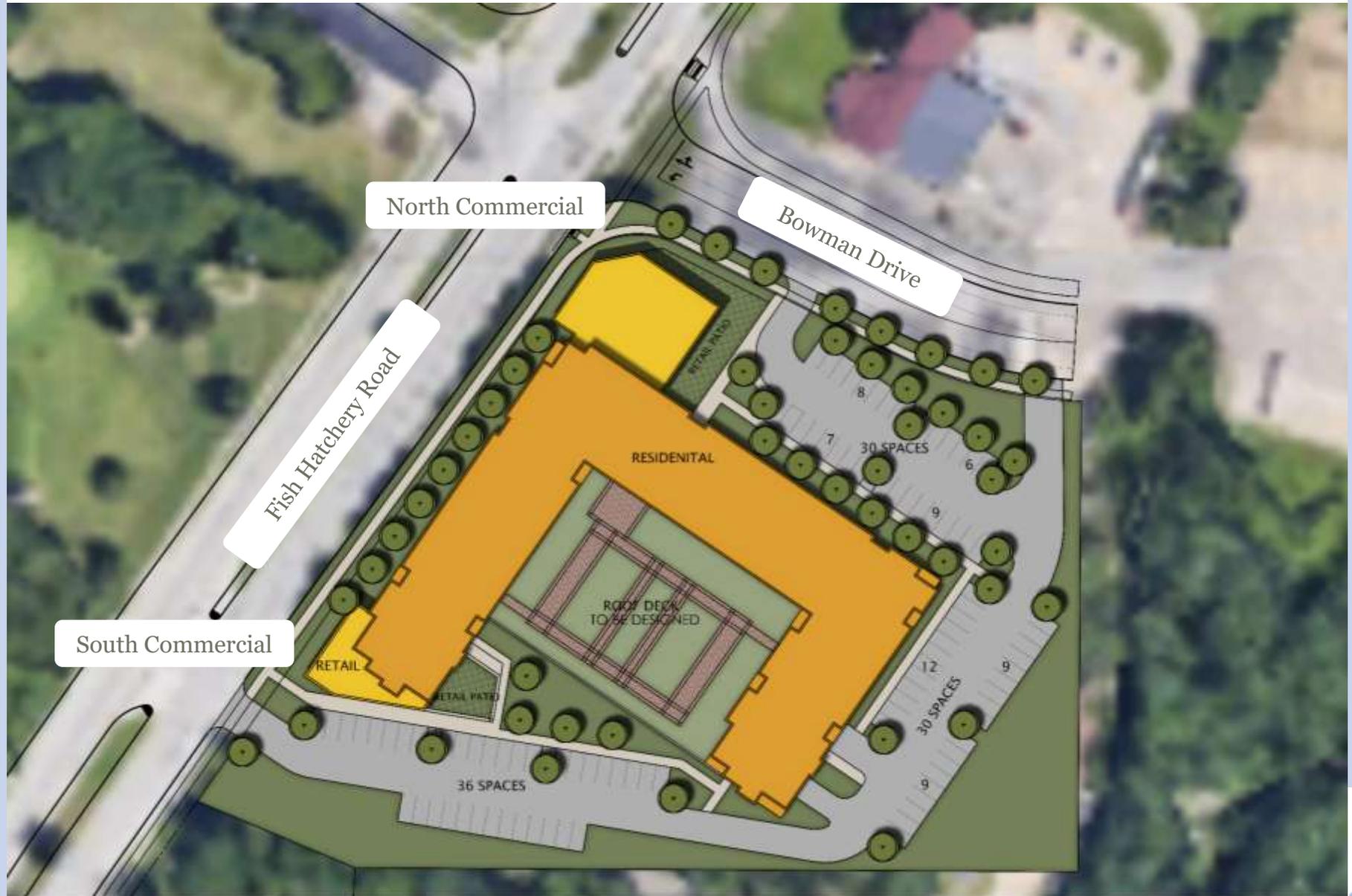
North Commercial



# Residential Entrance Lobby & North Wing

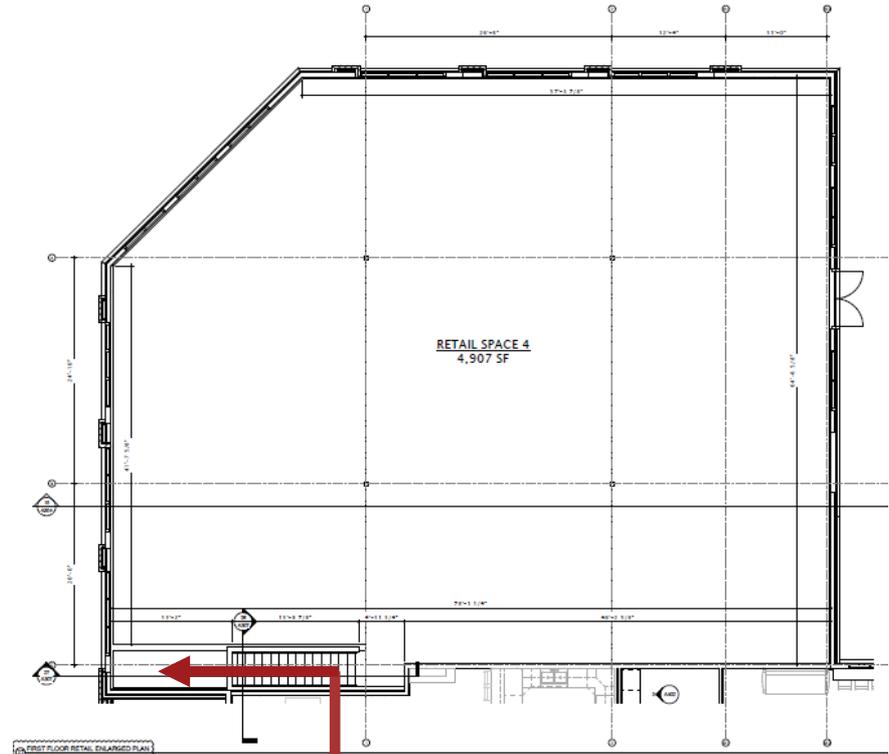


# Site Plan: Retail & Commercial, Exterior Parking



# North Commercial Space Overview

- High visibility location at the corner of Fish Hatchery and Bowman Drive
- New signaled intersection
- 4,907 sf
- 20+ foot ceilings
- Stairwell connected to 845 sf of retail storage in the parking garage below
- Flexible configuration/space sizing
- Excellent location for...
  - Restaurant / brew pub
  - Coffee shop / wine bar
  - Other hospitality

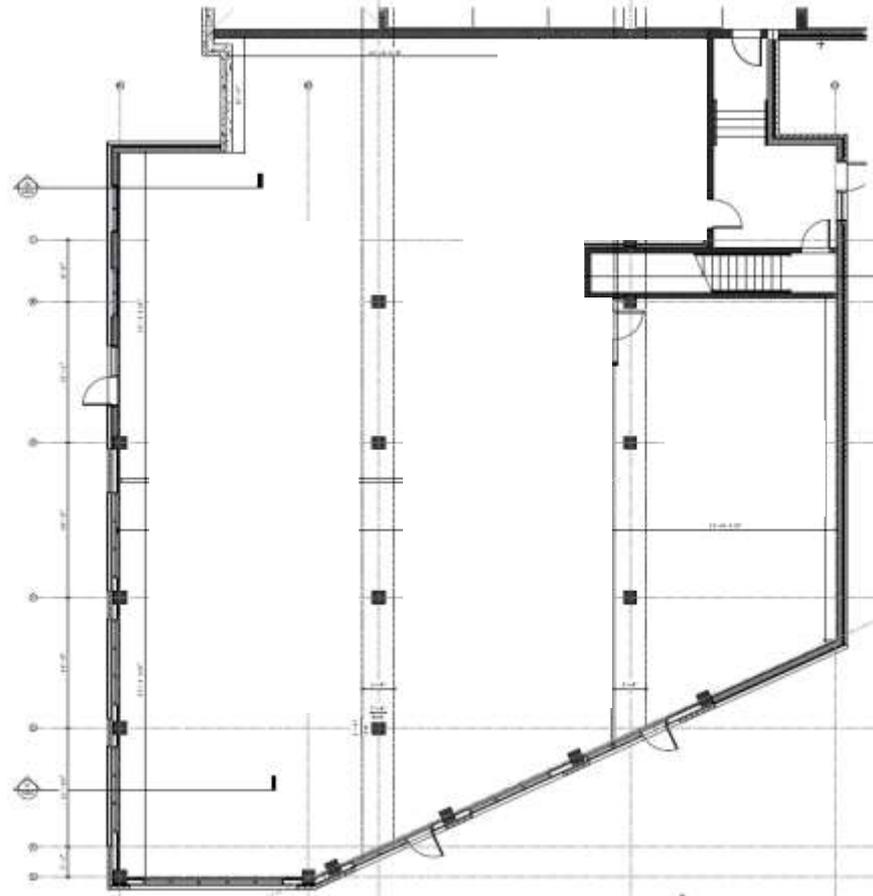


Garage Storage

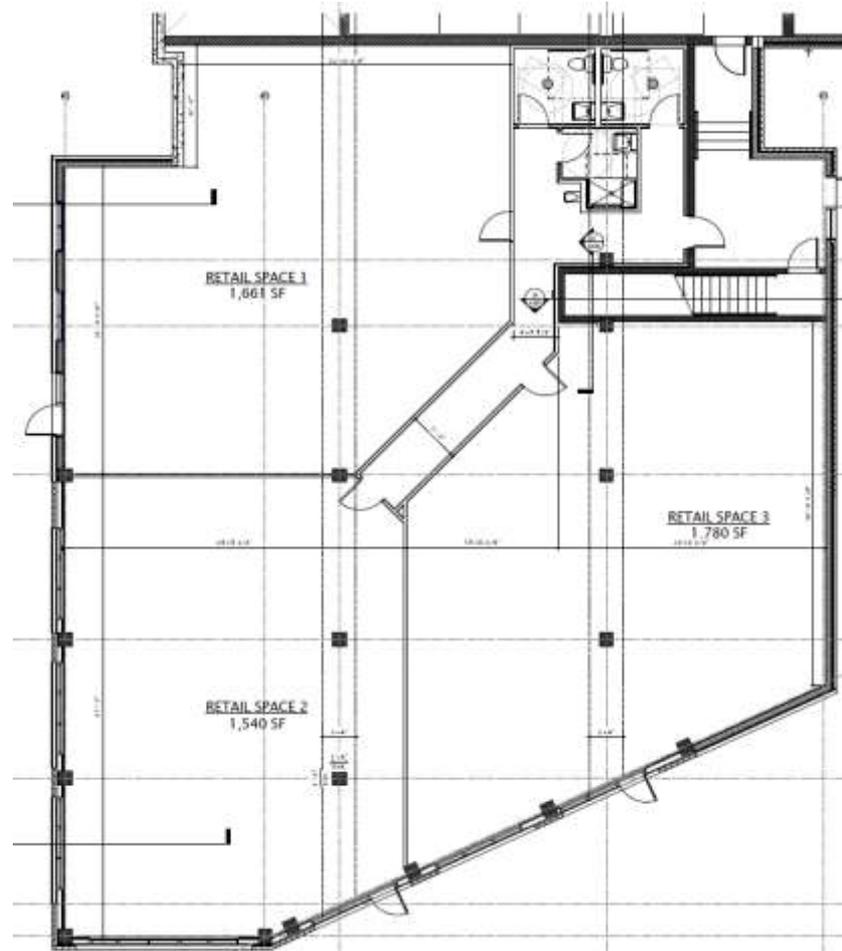
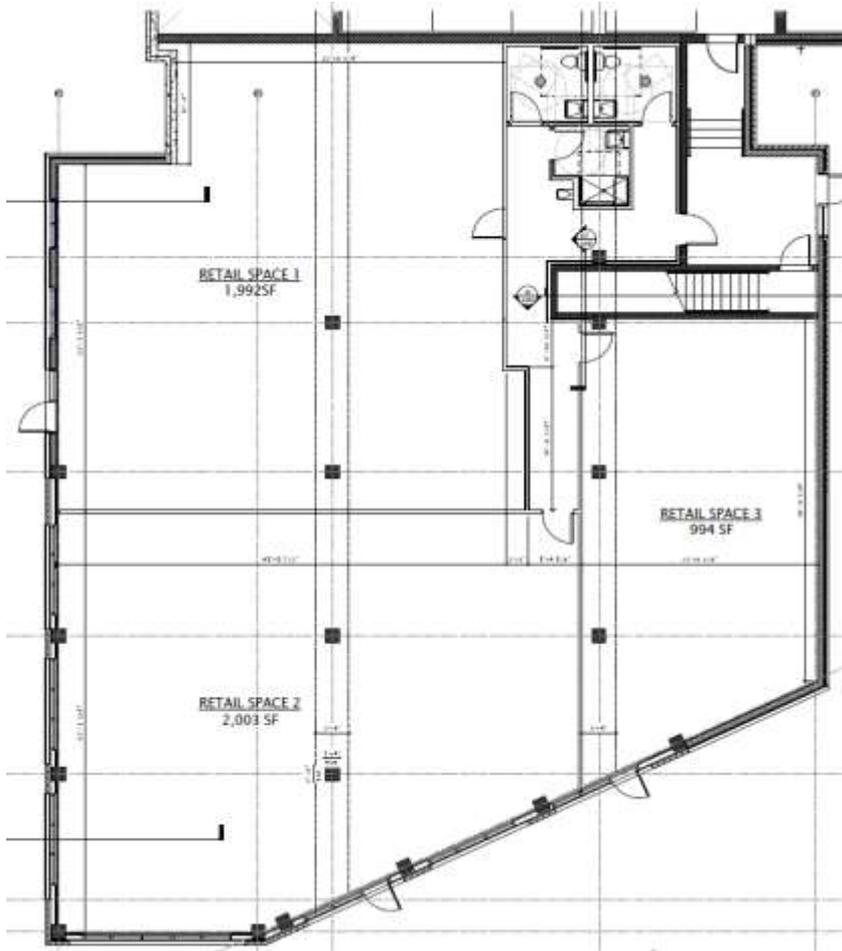


# South Commercial Space Overview

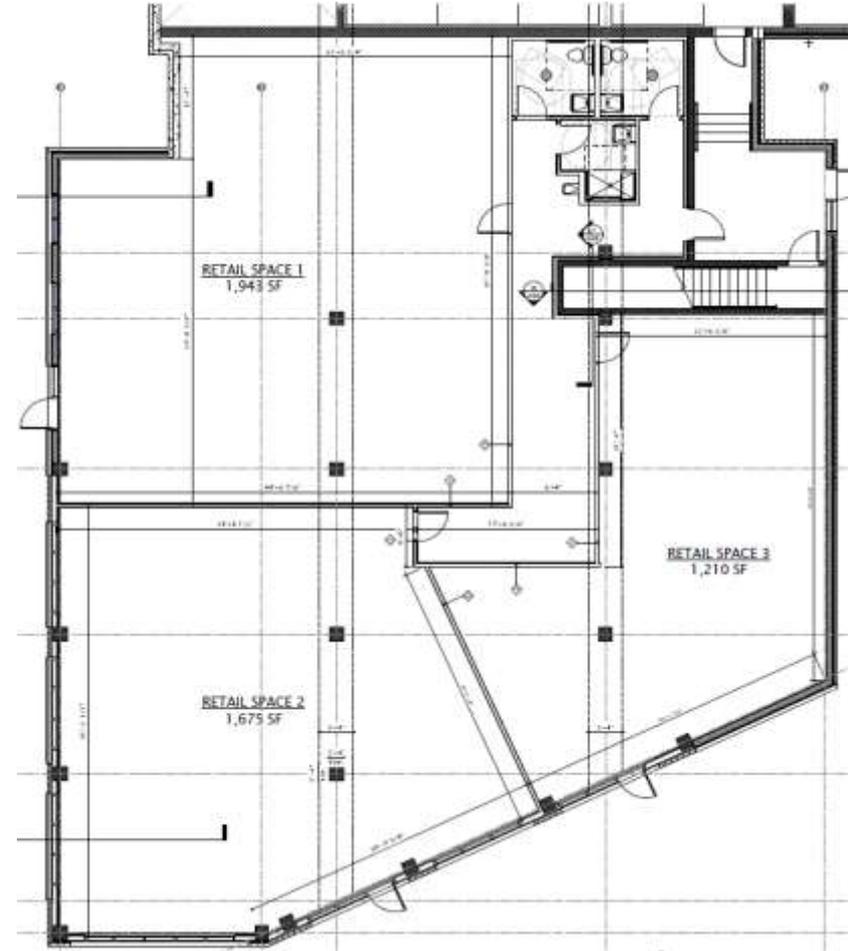
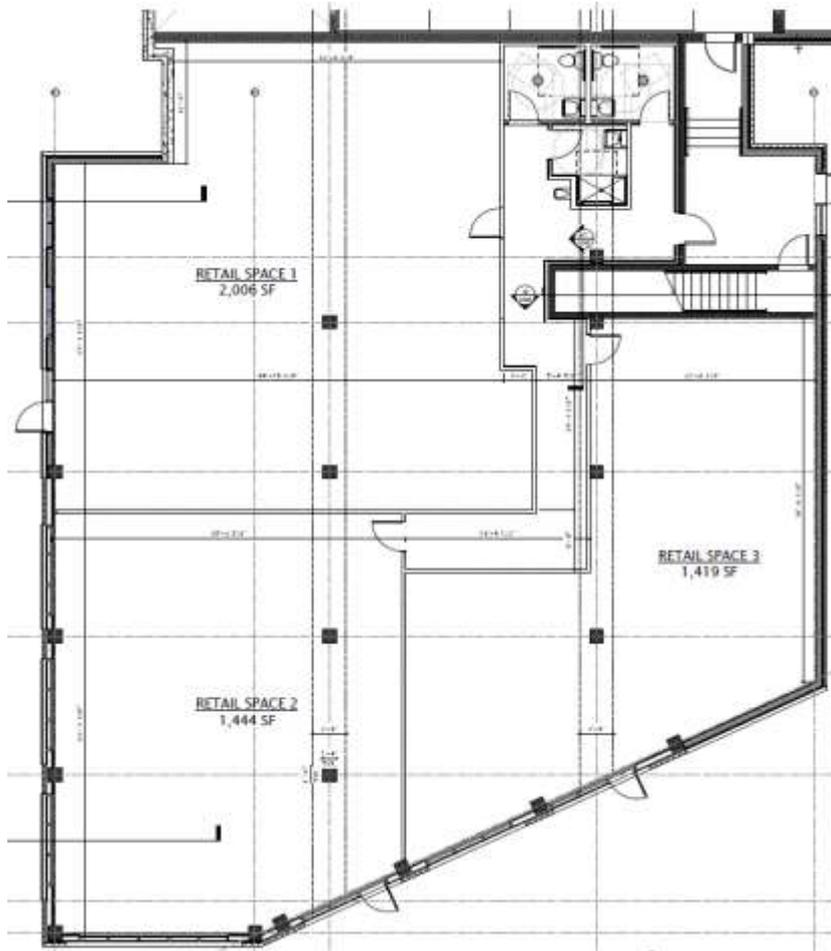
- SW corner location with convenient access and parking
- 5,500 gross sf, with roughed in flexible space for shared restrooms, shower and club room if multiple tenants exist
- Flexible configuration in various shapes & sizing
- Ideal for...
  - Office / co-working
  - Professional
  - Other retail & services



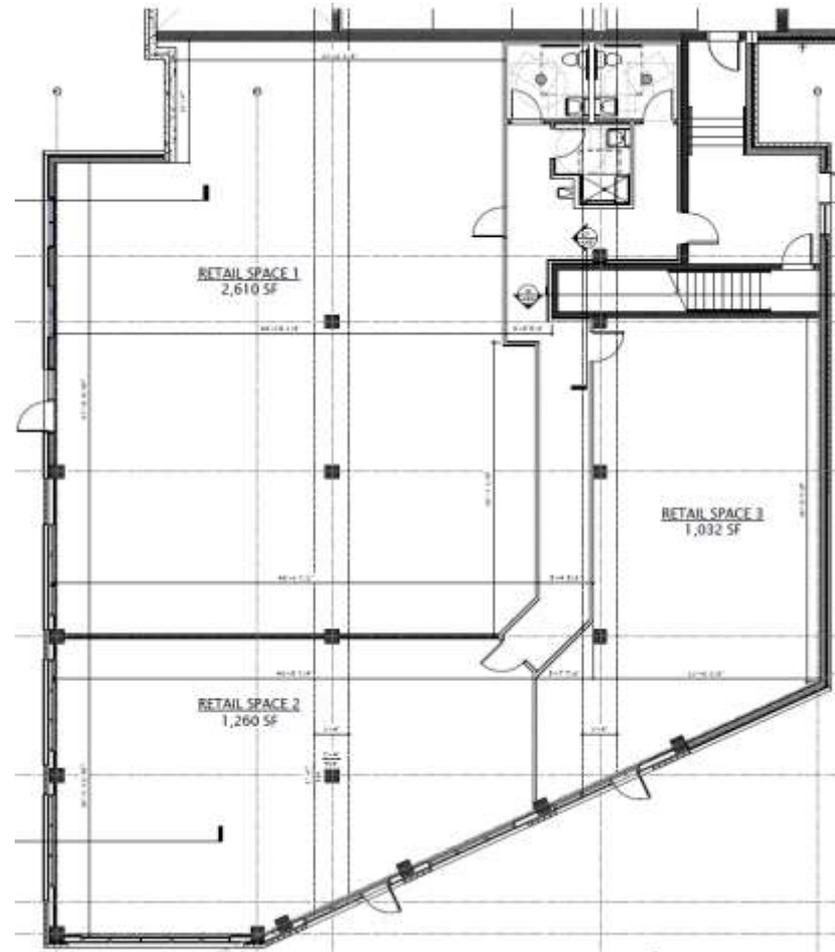
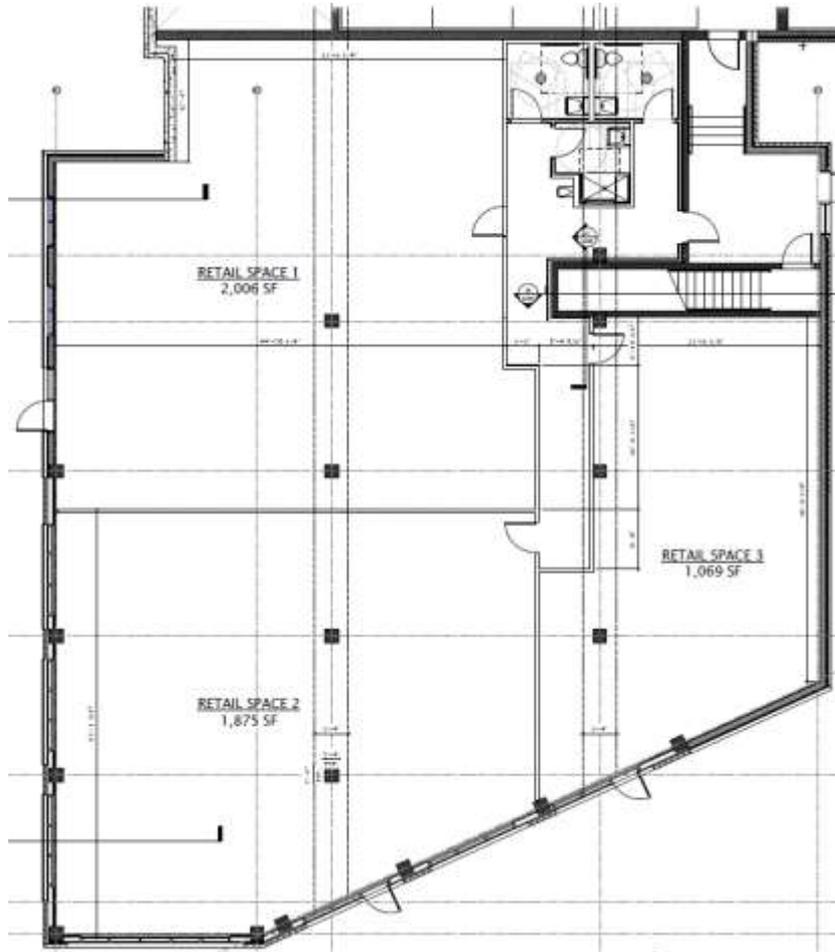
# South Commercial Example Configurations



# South Commercial Example Configurations



# South Commercial Example Configurations



# Attractive New Build Commercial Lease Terms

- \$20.00 - \$25.00/SF
- 3-5y lease terms, with renewal options
- 3.0% annual increases
- Modified Gross (MG)
  - Taxes, property insurance, and common area maintenance (CAM) expenses included
  - Tenant responsible for separately metered utilities, janitorial, telecoms, trash removal expenses, etc
- “Grey Box” delivery specs
- Build out TI allowances available

