



DEVELOPMENT LAND

6174 Hwy 14, Arena, WI

PRIME HIGHWAY DEVELOPMENT OPPORTUNITY

This 7.67 acre of land presents a rare opportunity to acquire a large, contiguous highway parcel with exceptional visibility for future development. Positioned to capitalize on location, the property offers scale, ease in access, flexibility and highway signage that are increasingly difficult to find. Ideal for owner-users or branded operators with long-horizon investment strategies.

This offering is being marketed primarily for land value and redevelopment potential, existing improvements of home, bar and out buildings are considered incidental to the opportunity. This is not a low-cost land opportunity.

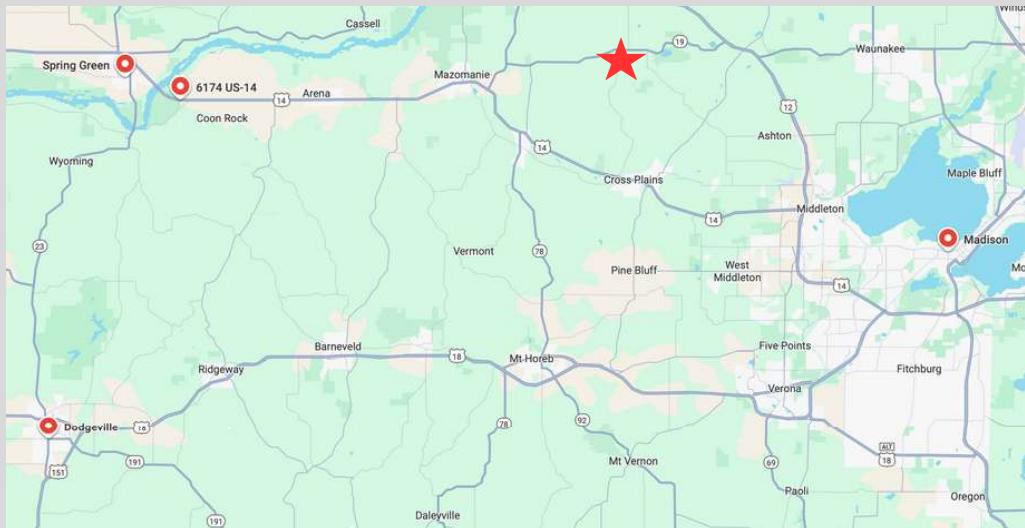
Highlights

- Regional connector corridor (Madison ↔ Dodgeville ↔ Spring Green)
- Excellent Highway 14 frontage and visibility
- AADT: 7,200. Corner parcel
- Well, septic and utilities at lot
- Divide parcel for additional opportunities.
- Traders Campground and Tiki Bar located 2 miles away; also for sale in a separate listing.

PURCHASE PRICE:

\$2,000,000

LOCATION MAP



PROPERTY DETAILS

Address: 6174 Highway 13, Arena, WI

Acreage: Approximately 7.67 acres

Zoning & Utilities: B-2 Business Highway, private well and septic, utilities at site.

Existing Structures Disclosure: Property includes the following existing structures: Traders Bar & Grill, residential home, 30x30x20 shed and an out building. These structures are being sold "as-is". Seller makes no warranties or representations regarding the condition, suitability, or functionality of the existing structures.

Permitted/Conditional Uses: The property is well-suited for a variety of permitted uses requiring outdoor display, signage, and long-term highway exposure including but not limited to;

- Auto Dealership or related uses
- C-Store
- Resort or hospitality concepts to regional tourism and recreation.
- Medical uses suitable for outpatient medical, specialty clinic, or veterinary hospital use.
- Franchise drive-thru users with drive-thru capability

NEARBY TOURISM & ATTRACTIONS

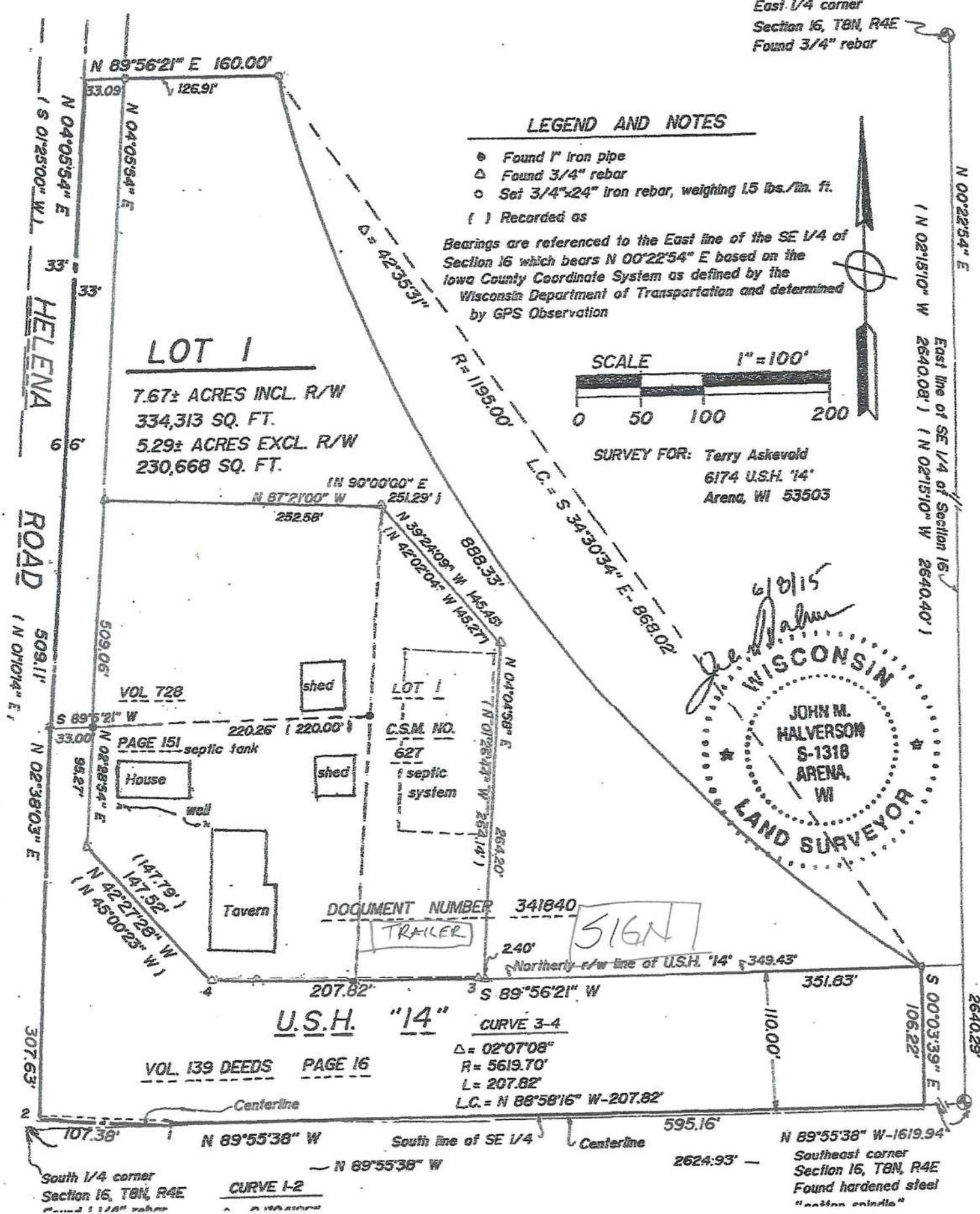
Arena is located 4 mi from Spring Green, WI, known as the gateway to the Driftless Area with breathtaking views. Its surrounding region offers a wealth of attractions that draw thousands of visitors year-round. These include cultural events, outdoor recreation and many County and State Parks. The Lower Wisconsin State Riverway (LWSR) is a 92-mile stretch of the Wisconsin River that runs from the dam at Prairie du Sac to the Mississippi River,

Nearby Specialty Tourism

- The American Players Theatre (APT) is a classical and modern theater, with indoor & outdoor theaters.
- Taliesin is the home of famed American architect Frank Lloyd Wright.
- The House on the Rock is a one-of-a-kind tourist attraction near Spring Green.
- The Springs Course and House on the Rock Resort, a Trent Jones Golf Course

Disclaimer: All data, including property specifics and financials, is provided from sources deemed reliable but is not guaranteed. Buyer is solely responsible for verifying all information and conducting a full and independent due diligence investigation to their satisfaction.

MAP NO. 627, RECORDED IN VOLUME 4 OF CERTIFIED SURVEY MAPS ON PAGE 70 AD
DOCUMENT NO. 233699, ALL LOCATED IN SECTION 16, TOWN 8 NORTH, RANGE 4 EAST,
TOWN OF ARENA, IOWA COUNTY, WISCONSIN.



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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Drafted by Attorney Debra Peterson Conrad