

For Sale | Investment Opportunity

CBRE

7-9 W Main Street
Madison, WI

Capital Square

Potential Redevelopment | Two-Story Restaurant Bar
located across from the Wisconsin State Capitol



PROPERTY OVERVIEW

7 W Main Street is a unique opportunity to acquire a two-story brick building directly across from the Wisconsin State Capitol. The 8,260 SF building is currently vacant ready to owner-occupy, purchase as an investment and lease out the space or redevelop into a multi-story office or residential tower.

The former bar restaurant enjoys unobstructed views of the Capitol building. There is only one other residential building located on the Capital Square.

| | |
|-------------------------|--------------------|
| FIRST FLOOR | 4,130 SF |
| SECOND FLOOR | 4,130 SF |
| ASKING PRICE | \$3,750,000 |
| BASEMENT | FULL |
| FRONTAGE | 40 FT |
| PARKING SPACES | 2 IN BACK |
| TAXES | \$4.23/SF |
| ROOF (REPLACED 2020) | RUBBER MEMBRANE |
| ZONING | DW NTN CORE |
| BUILT | 1914 |
| REMODELED | 2016 |



INTERIOR OVERVIEW

2 Bars
2 Dining Rooms

Nostalgic interior with custom bar, terrazzo flooring and exposed brickwork.

Bar/Restaurant space remodeled in 2016. Over 8,000+ SF on two levels, each floor has its own bar/lounge and dining areas.. A large kitchen with hood system is on the main floor as are two ADA bathrooms. Both floors have several ceiling speakers and are wired for DJ or AV presentations. With two entrances along Main St, it could be divided into two sides or upper/lower.



INTERIOR

CONSTRUCTION SERVICES

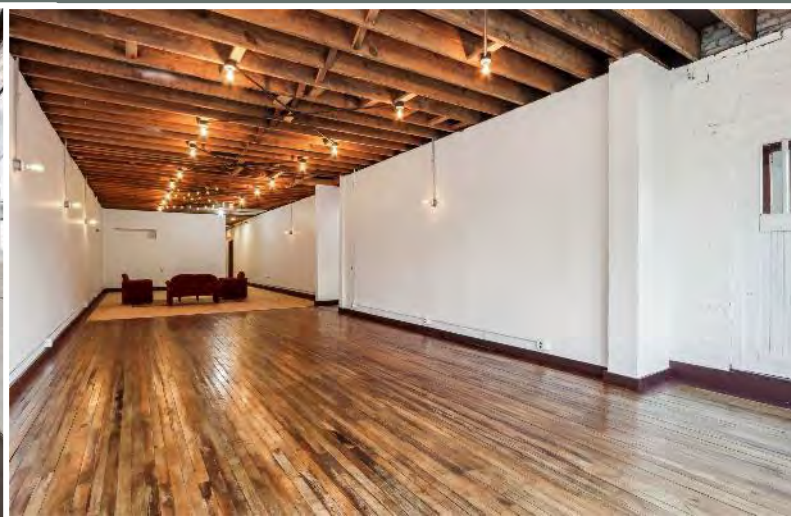
FIRST FLOOR 4,130 SF

- Large bar area
- Dining area
- Kitchen

SECOND FLOOR 4,130 SF

HVAC
Central Air Natural
Gas Furnace

- Bar and Lounge
- Dining Area
- Private Room for dining or meetings
- Employee area and two offices



FIRST FLOOR

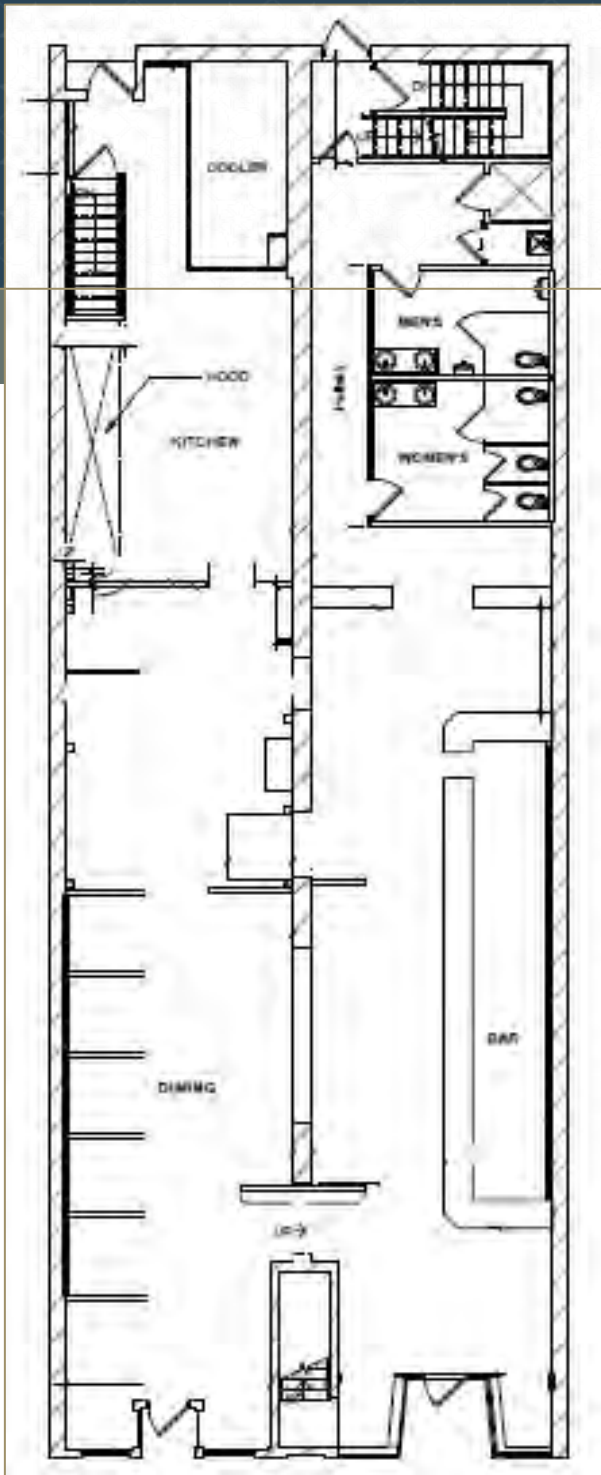


SECOND FLOOR

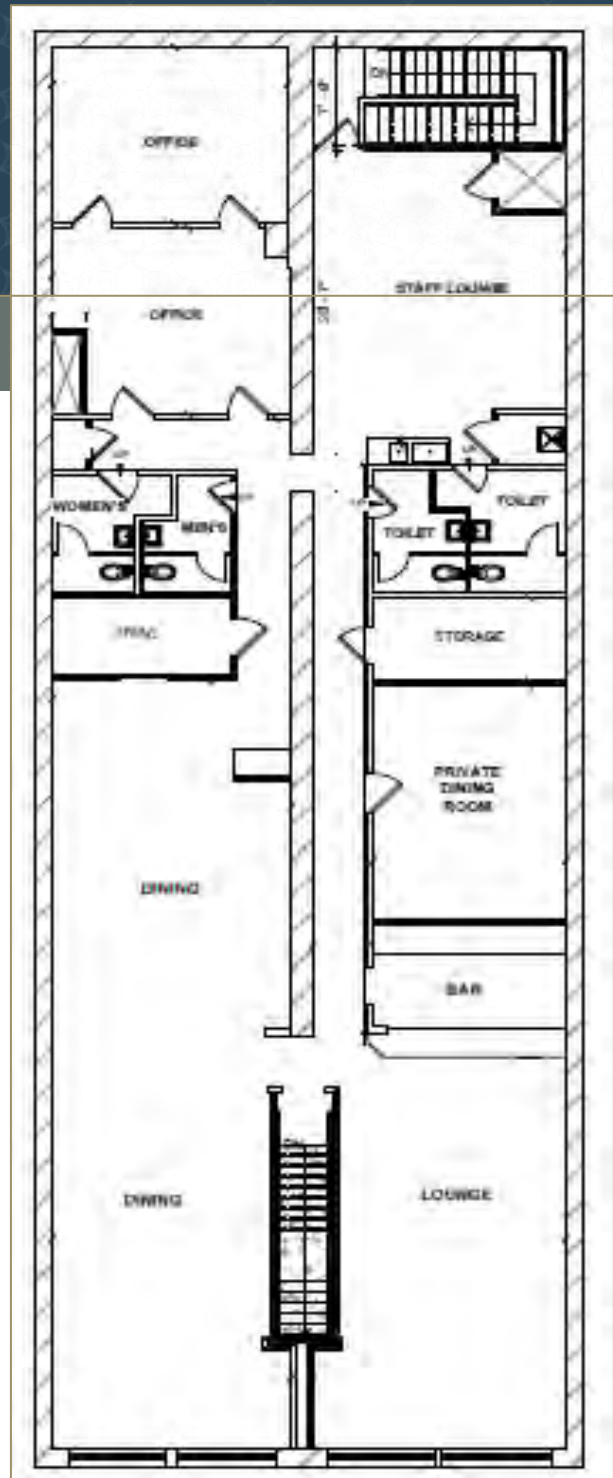


FLOOR PLANS

1st Floor



2nd Floor



This information has been obtained from sources believed reliable but has not been verified for accuracy or completeness. CBRE, Inc. makes no guarantee, representation or warranty and accepts no responsibility or liability as to the accuracy, completeness, or reliability of the information contained herein

LOCATION OVERVIEW

This location enjoys heavy daytime foot traffic from the thousands of employees who work on or near the Capital Square. Tap into the large number of downtown residents (most in their 30's), several major hotels, and the convention center. Plus, in the evening hours the sidewalks are busy with residents and visitors exploring the Capital area.

87%

AGE (2024)
15 TO 34 YEARS

15,761

POPULATION
INCREASE 2020-2024

2.7M

VISITORS TO
DOWNTOWN

48,557

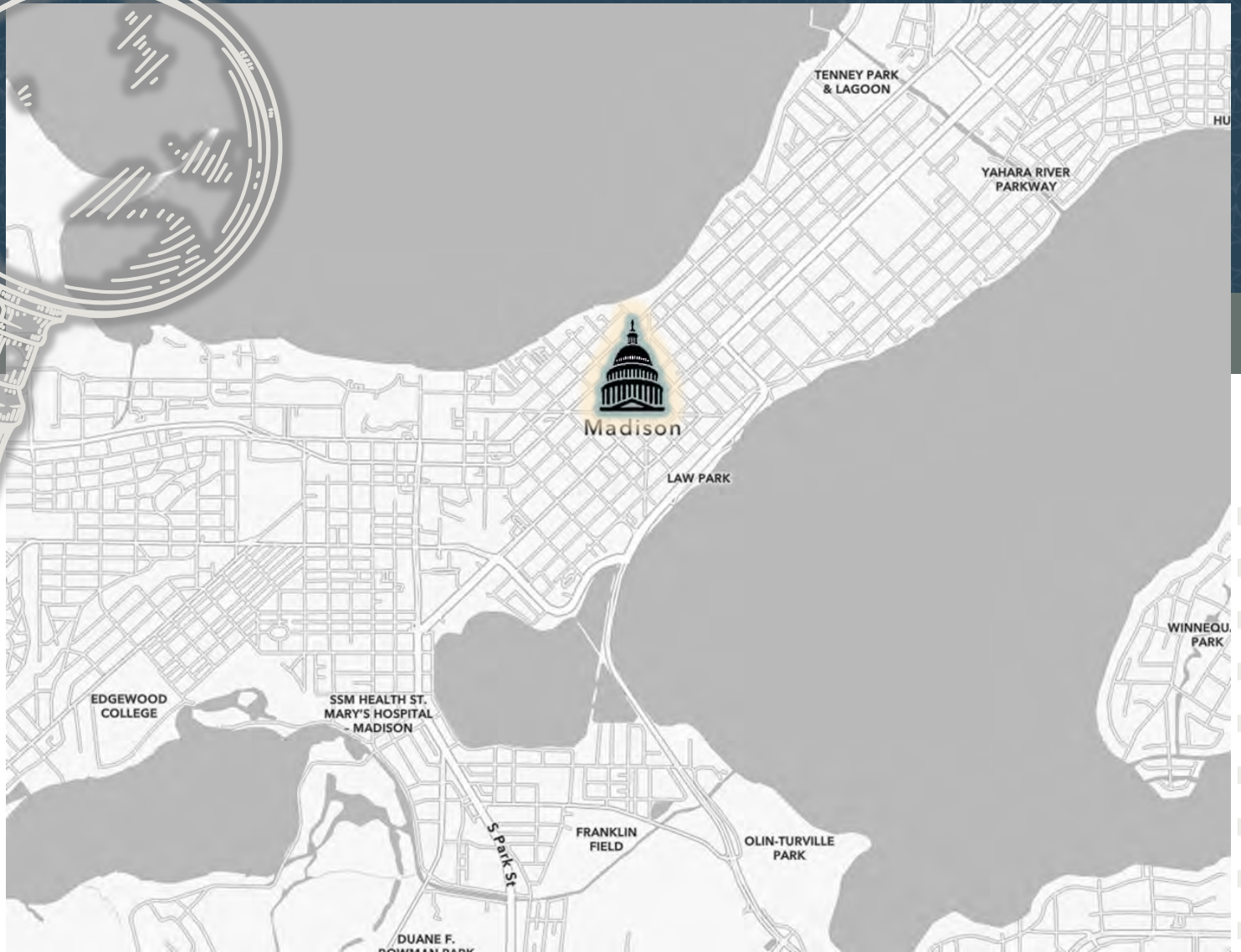
2024 UW
ENROLLMENT



LOCATION, LOCATION, LOCATION



LOCATION



51,203

Employees
Downtown



48,557

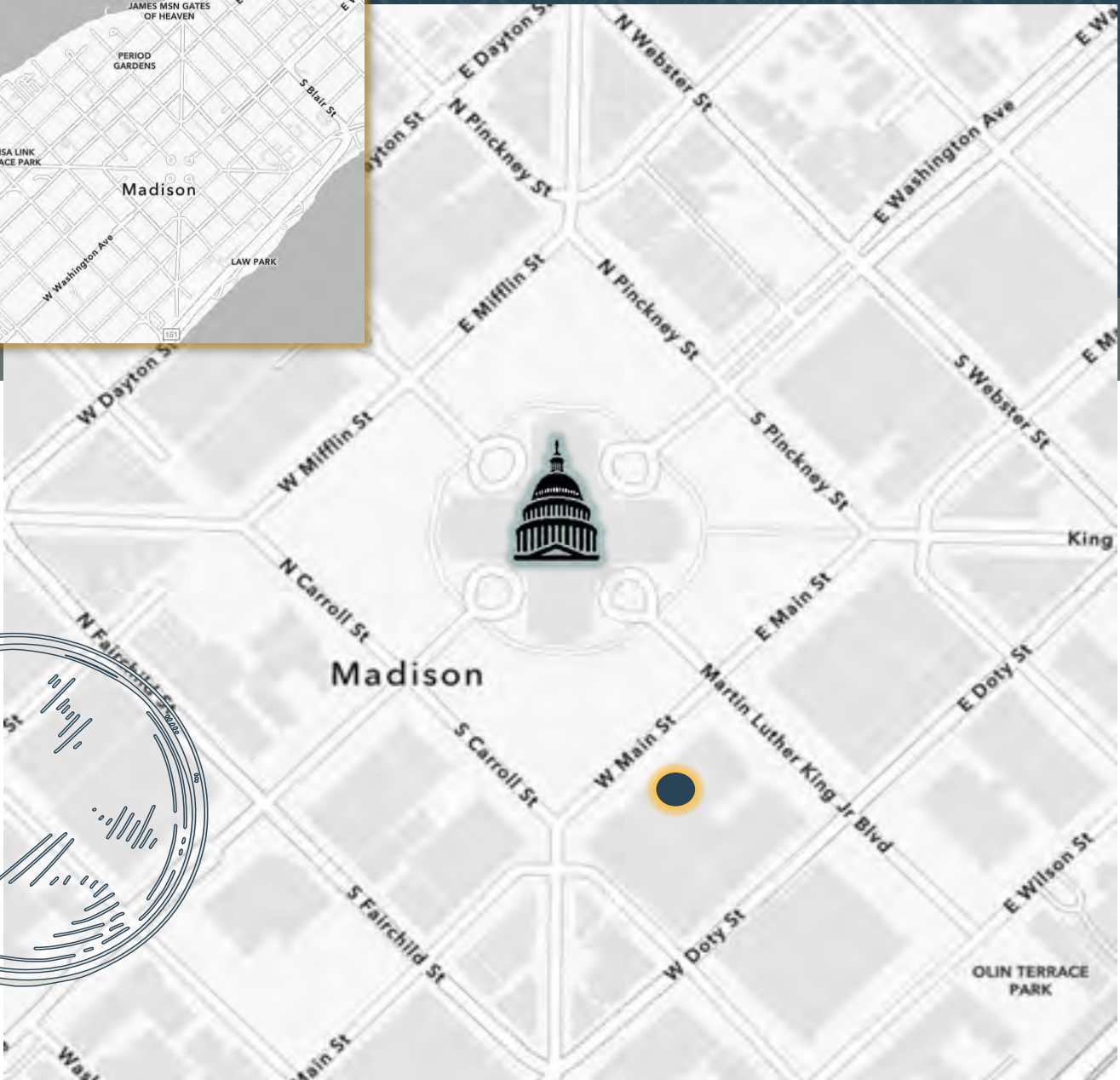
2024 UW
Enrollment



3,543

Hotel Rooms
Downtown

LOCATION



20 FEET
Walk to
Metro Bus Stop
Infront



1 MIN
Walk to
State Capital
Across the Street



13 MIN
Drive to
Dane County
Intl Airport



5 MIN
Walk to
Lake Monona

DEMOGRAPHICS

| | 1 MILE | 3 MILE |
|------------------|----------|----------|
| POPULATION | 41,051 | 114,075 |
| POP GROWTH | +4.61% | +3.54% |
| AVG AGE | 30 | 34 |
| HOUSEHOLDS | 19,114 | 51,374 |
| AVG HH INCOME | \$69,053 | \$87,597 |
| BACHELORS DEGREE | 72% | 67% |

One of the 5 best cities in the United States for biking.



Year-Round Activity & Events

- The Dane County Farmers' Market – every Saturday in the summer
- Concerts on the Square – 12,000+ people descend on the Capital lawn once a week during the summer to hear the symphony play.
- The Taste of Madison
- Ironman Triathlon

Connectivity - Walkable Location

Within walking distance to several major hotels and shops, the UW Campus, Kohl Center, Overture Center for the Arts, Monona Terrace Convention Center, Lakes Mendota and Monona. Expedia ranks Madison as the second most walkable city in the country.

A map of downtown Madison, Wisconsin, highlighting a walkable area around the State Capital. The map shows State Street and King Street, with a pedestrian icon on each. A yellow diamond-shaped area is outlined, centered on the State Capital building. Various businesses and hotels are marked with their logos: AUTOGRAPH COLLECTION HOTELS, CHASE, US bank, hotel INDIGO, moxy, Walgreens, Starbucks, EMBASSY SUITES by Hilton, Hilton, Convention Center, OLD NATIONAL BANK, and BW Best Western. A star icon marks 7 W Main.

55,000
pedestrians on State & King Streets each day, totaling more than 1.5 million people per month

HYATT PLACE

MADISON AREA

Visitor Spending by Category in Downtown Madison in 2023 (in millions)



Source: Destination Madison, Tourism Economics. Downtown Madison defined as 53703 zip code. *Lodging includes 2nd home spending. **Transportation includes both ground and air transportation.

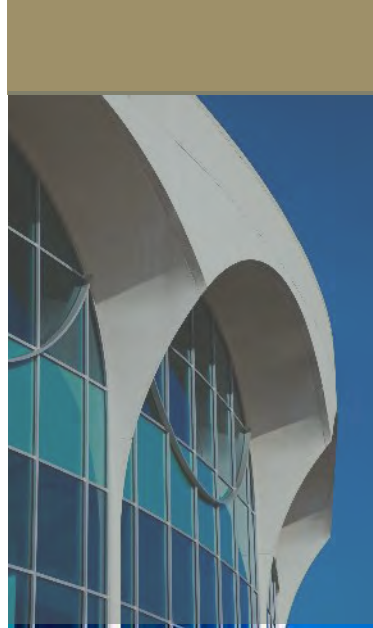
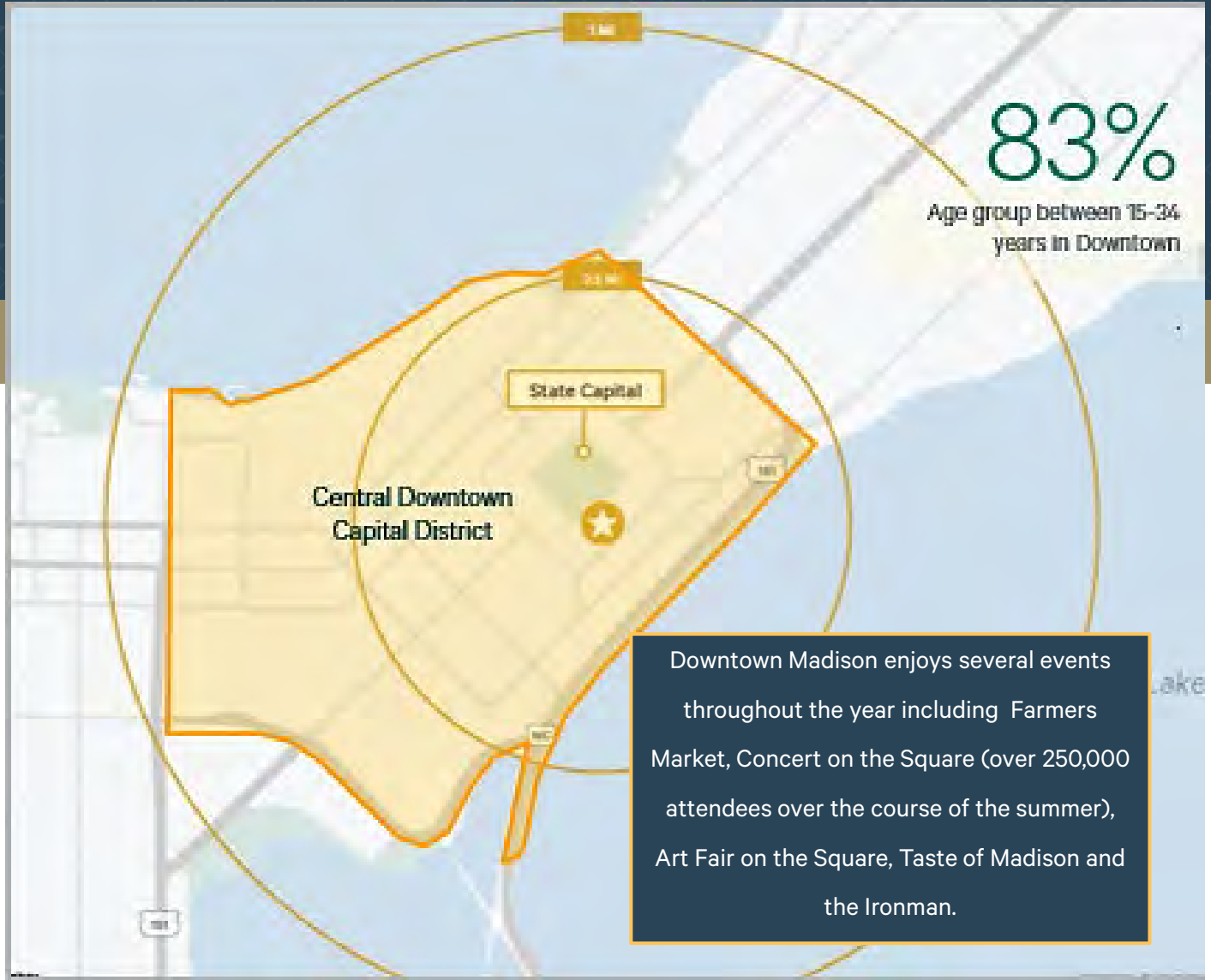
Madison, WI enjoys a national reputation as a resilient economy due to strong job, income, and population growth. More than 2,300 residential units have been approved for construction downtown in the past five years.

Madison is the state capital with a Metropolitan Area Population of approximately 654,230 residents in a four-county area

No matter the age, residents say the area is rich with culture, activities and a diverse food scene that's on par with much larger cities.



CAPITAL DISTRICT



DEVELOPMENT

The downtown Capital District continues to see strong investment and development activity, as multi-family and hotel rooms continue to be in high-demand.

Just under 4,100 units were forecasted to be completed in 2024. That's 1,000 more than what was absorbed last year.



SOURCE: MADISON.COM

529 University Ave
Approved Project
Market Rate Apartments



Theory
Lake & Francis Street
\$174M Public/Private
717 Beds & Public Ramp



Autograph Collection &
Residence Inn Hotels
350 Rooms



445 W Johnson St
254 Apartments



Embassy Suites Hotel
Recently Completed
260 Rooms/Sold for \$79.5M



MOXY Hotel
Recently Completed
156 Rooms

Madison leads the Nation for Multifamily demand.

Ranked #1 for demand among the nations 60 largest markets.

Over 3,100 units were absorbed over the past 12-months. Rapid population growth has been driving strong demand.

Bran Wolff

Vice President

+1608 513 9653

brian.wolff@cbre.com

MULTIFAMILY

Downtown Madison Apartment Units

In 2024, there were **11,992** apartment units in downtown Madison, an increase of **61.6%** from 2011.

Source: City of Madison Assessors Office (*2024 compiled by DMI). Central Downtown area only.

| SUBMARKET | RENT | PSF | YOY | OCC |
|---------------|----------|---------|------|-------|
| Downtown | \$ 2,179 | \$ 2.78 | 6.1% | 97.9% |
| West Madison | \$ 1,730 | \$ 2.01 | 2.5% | 95.5% |
| South Madison | \$ 1,555 | \$ 1.78 | 3.1% | 96.0% |
| East Madison | \$ 1,531 | \$ 1.65 | 2.6% | 96.6% |
| North Madison | \$ 1,199 | \$ 1.62 | 4.4% | 97.6% |
| DANE COUNTY | \$ 1,700 | \$ 1.97 | 3.5% | 96.3% |

11,992

NUMBER OF
APT UNITS
DOWNTOWN

Several large-scale projects are dominating downtown Madison's multifamily development in 2025, with a strong focus on increasing affordable housing and replacing aging public housing stock. While market-rate developments continue to open, affordability and community redevelopment are central themes, highlighted by massive student housing projects.

- Chapter Mifflin is a new six-story, 516-bed student housing community in Madison's vibrant Mifflin District. Located less than one mile from the University of Wisconsin-Madison
- Located on the site of the former city parking ramp, Theory Madison is a large-scale student housing development project a block from UW Campus. It's a public-private partnership that includes a 717-bed, 12-story building with modern amenities for students and a connected parking ramp for the public. Completion is in 2026.

Rental Vacancy Rates in Downtown Madison



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates. Figures are subject to a margin of error based on a 90 percent confidence interval. Downtown Madison defined as 53703 zip code.

**7 W. Main St
Madison, WI**

A photograph of the Wisconsin State Capitol building, a large white neoclassical structure with a prominent dome topped by a statue. The building is surrounded by trees and a street with traffic lights and cars. The image is overlaid with a dark blue gradient at the bottom.

Contact

Bran Wolff
Vice President

+1 608 513 9653

brian.wolff@cbre.com

CBRE

© 2025 CBRE, Inc. All rights reserved. This information has been obtained from sources believed reliable but has not been verified for accuracy or completeness. CBRE, Inc. makes no guarantee, representation or warranty and accepts no responsibility or liability as to the accuracy, completeness, or reliability of the information contained herein. You should conduct a careful, independent investigation of the property and verify all information. Any reliance on this information is solely at your own risk. CBRE and the CBRE logo are service marks of CBRE, Inc. All other marks displayed on this document are the property of their respective owners, and the use of such marks does not imply any affiliation with or endorsement of CBRE. Photos herein are the property of their respective owners. Use of these images without the express written consent of the owner is prohibited.

State of Wisconsin Broker Disclosure

To Non-Residential Customers

Wisconsin Law requires all real estate licensees to give the following information about brokerage services to prospective customers.

Prior to negotiating on your behalf the Broker must provide you the following disclosure statement:

Broker Disclosure to Customers

You are the customer of the broker. The broker is either an agent of another party in the transaction or a subagent of another broker who is the agent of another party in the transaction. The broker, or a salesperson acting on the behalf of the broker, may provide brokerage services to you. Whenever the broker is providing brokerage services to you, the broker owes you, the customer the following duties:

- The duty to prove 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 (see "Definition of Material Adverse Facts" below).
 - The duty to protect your confidentiality. Unless the law requires it, the broker will not disclose your confidential information of other parties.
 - The duty to safeguard trust funds and other property the broker holds.
 - The duty, when negotiating, to present contract proposals in an objective & unbiased manner and disclose the advantages and disadvantages of the proposals.
- Please review this information carefully. A broker or salesperson 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 a broker's duties to a customer under section 452.133(l) of the Wisconsin Statutes.

Confidentiality Notice to Customers

Broker will keep confidential any information given to broker in confidence, or any information obtained by broker that he or she knows a reasonable person would want to be kept confidential by law, or authorize the broker to disclose particular information. A broker shall continue to keep the information confidential after broker 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 section 452.01(5g) of the Wisconsin statutes (see "definition of material adverse facts" below).
2. Any facts known by the broker 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 broker is aware of what specific information below. At a later time, you may also provide the broker with other information that you consider to be confidential.

CONFIDENTIAL INFORMATION: _____

NON-CONFIDENTIAL INFORMATION (The following information may be disclosed by Broker): _____

(Insert information you authorize to broker to disclose such as financial qualification information)

Consent to Telephone Solicitation

I/We agree that the Broker and any affiliated settlement service providers (for example, a mortgage company or title company) may call our/my home or cell phone numbers regarding issues, goods and services related to the real estate transaction until I/ we withdraw this consent in writing.

List Home/Cell Numbers: _____

Sex Offender Registry

Notice: 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://offender.doc.state.wi.us/public/> or by phone at (608)240-5830.

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 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.

No representation is made as to the legal validity of any provision or the adequacy of any provision on any specific transaction.

