

Prime Retail Location – For Sale  
Ideal for Remodel or Redevelopment

4522 East Washington Ave  
Madison WI 53704





## Table of Contents

> Executive Summary	
Offering Summary	1
Property Overview	2
> Property Profile	
Area Map	4
Aerial	5
City of Madison Site Plan	6
Property Assessments & Taxes	7
Traffic Counts	8
Drive Times	9
Demographics	10
> Disclaimer	17

## Executive Summary

The Offering:	Advantage Osborne is offering for sale 4522 East Washington Ave, Madison, Wisconsin. The property is ideal for remodel or redevelopment.
Property:	4522 East Washington Avenue Madison, WI 53704
Building Size:	13,300 square feet (based on City Assessment)
Land Area*:	1.60 acres (69,782 sqft)
Asking Price:	\$4,200,000
Adjacent Parcel:	The adjacent parcel behind this one, at 4512 East Washington Ave, is also available for sale.

### Investment Highlights:

- Great opportunity for remodel or redevelopment
- Prominent location on East Washington Avenue across from East Towne Mall
- Adjacent to McDonald's
- Approximately two blocks from the Interstate 90/94 System
- Excellent building and signage visibility
- On-site, off-street parking
- Easy access to and from East Washington Avenue and the Interstate 90/94 System via lighted intersection
- 4522 East Washington Ave is also available for land lease

### All LOI's should include the following items:

- Description of the investor and its source of capital
- An outline of proposed schedule and due diligence
- Due diligence requirements and list of any contingencies

## Property Overview

Description:	4522 East Washington Ave is a local neighborhood strip center located along East Washington Avenue across from East Towne Mall and other major national retailers. The property is surrounded by a good mix of commercial and residential properties, including the adjacent McDonalds on the corner of Independence Lane & East Washington Frontage Road. Approximately 39,900 cars travel by the property each day making for a highly visible and attractive center. Ease of access to and from the property exists from East Washington Avenue and the Interstate 90/94 System via lighted intersection just east of the property. With all the recent new retail development along the East Washington Avenue Frontage Road, this site is alluring and will attract the interest of local and national prospects.
Location:	Located along East Washington Avenue just blocks from the Interstate System and directly across from East Towne Mall and adjacent to McDonalds. The property is located approximately four miles from the Dane County Regional Airport.
Bus Stops:	Route 6, 25 and 26
Building Size:	13,300 square feet
Land Area*:	1.60 acres (69,782 sqft)
Year Built:	1979

## Property Overview

Zoning: CC-T Commercial Corridor – Transitional District

Property Condition: As-is. Buyer responsible for any and all demolition costs

Parcel Number: 0810-281-0601-2

2019 Assessments\*:

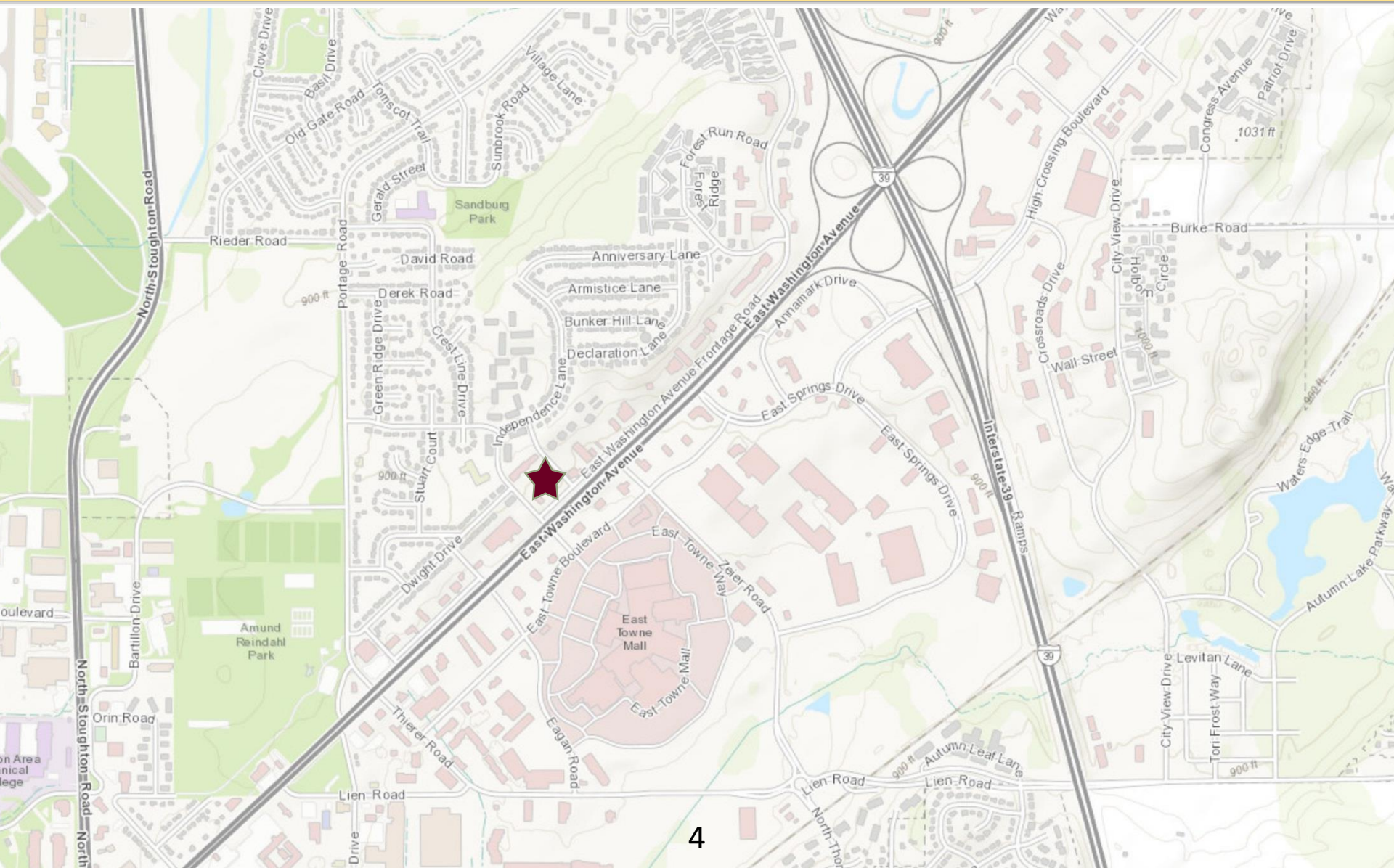
Land:	\$582,500
Improvements:	\$1,018,500
Total:	\$1,601,000

2018 Property Taxes\*: Net Property Taxes: \$34,265.04

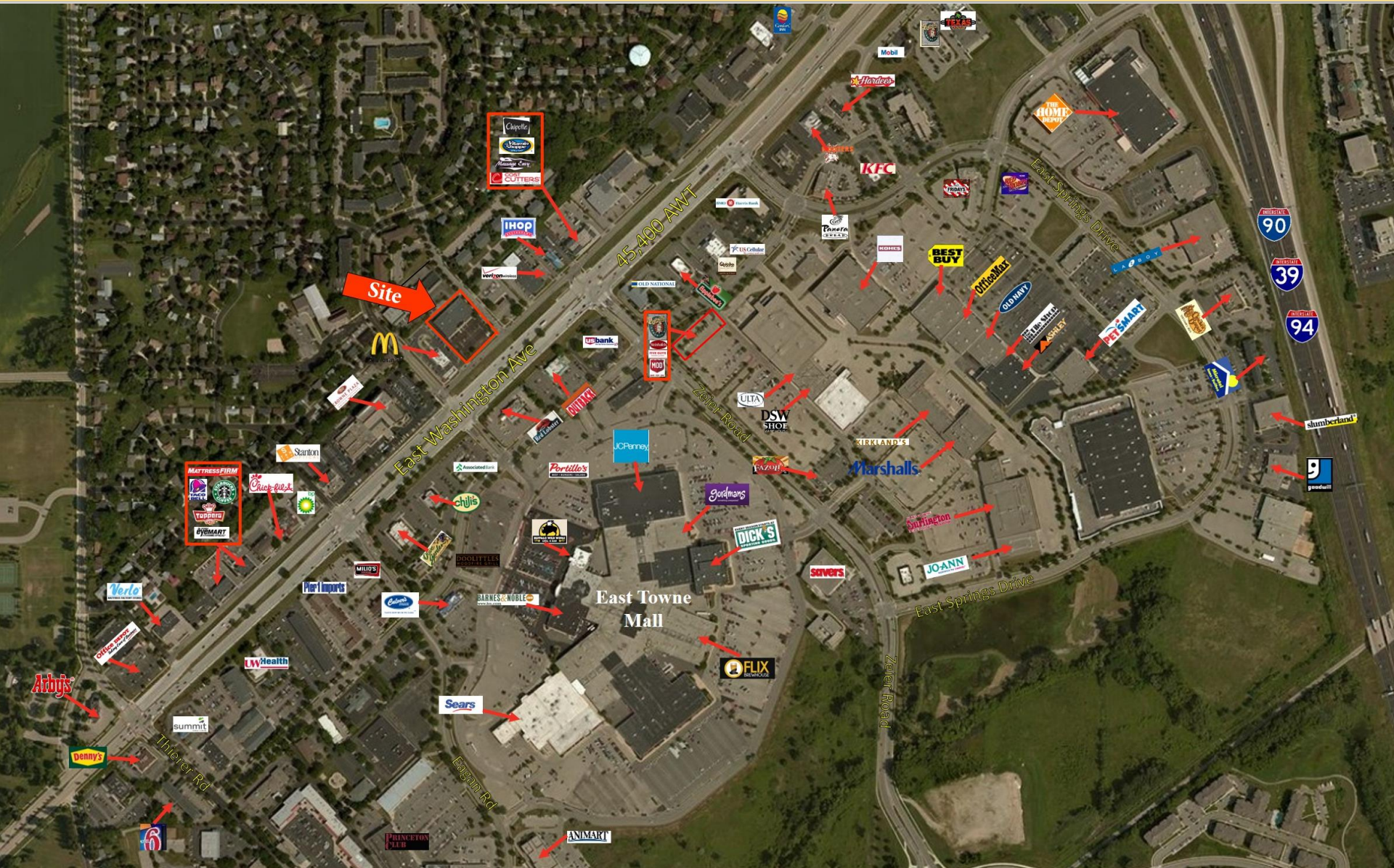
Market Condition: The East Washington Avenue corridor has seen a big surge in redevelopment along the Frontage Road over the past five years. Most of these developments have been small retail strip centers that offer smaller suite sizes to primarily national retailers and restaurants.

There is a high demand for redevelopment sites in this location that can accommodate a mixed-use development that offers high visibility and easy access, both of which are offered by this parcel.

Area Map



Aerial Map



City of Madison Site Plan



Additional Land to be acquired from back parcel (4512 E Washington Ave), which is under same ownership. This will occur before the sale. The Additional Land is not included in current assessment or taxes.



## Property Tax & Assessment Information\*

### Real Property Tax Information For 2019 Information current as of 5/23/19

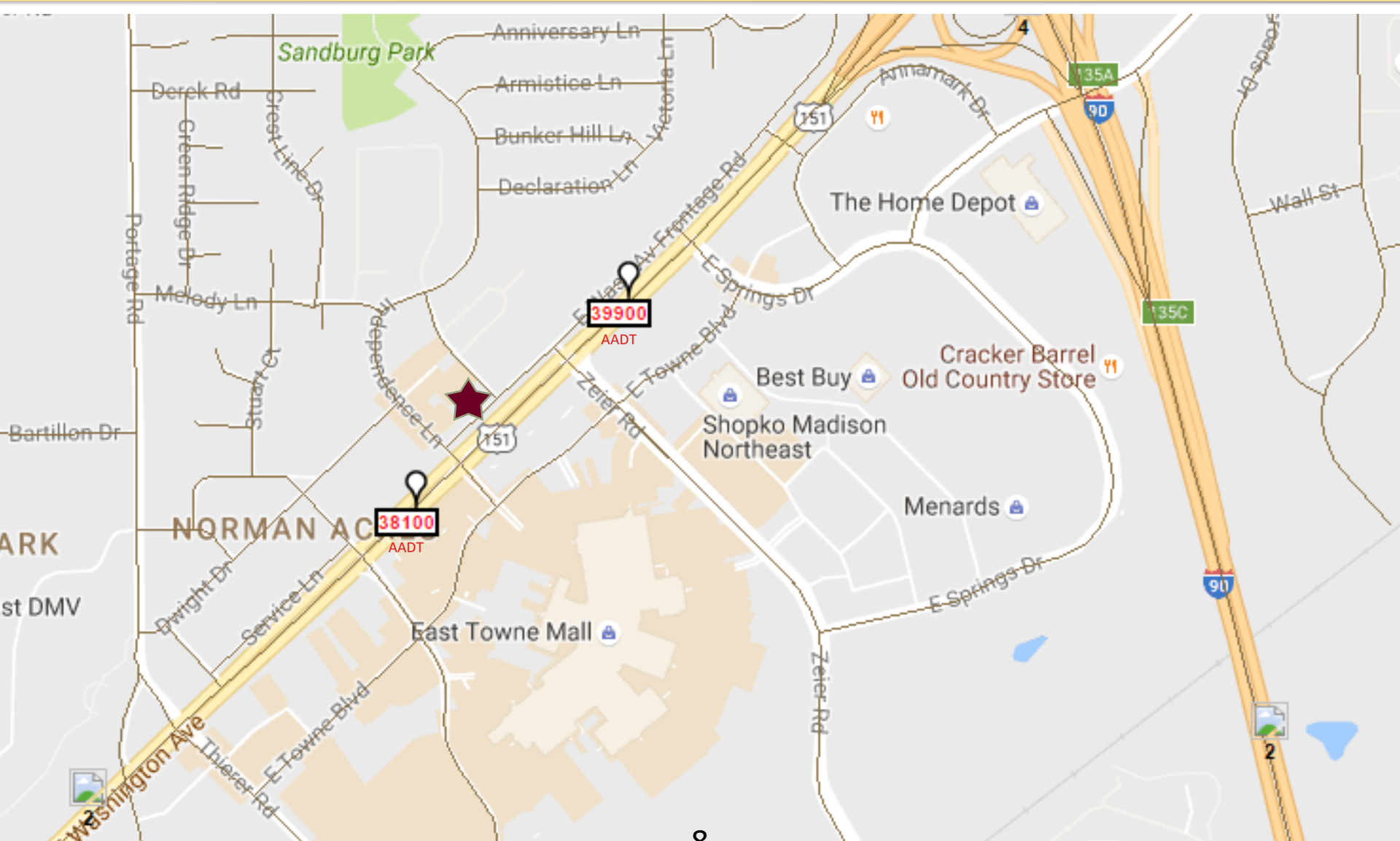
Category	Assessed Value	Average Assessment Ratio	<a href="#">Est. Fair Market Value</a>
Land	\$582,500	95.971951%	\$606,948
Improvements	\$942,500	95.971951%	\$982,058
<b>Total</b>	<b>\$1,525,000</b>	<b>95.971951%</b>	<b>\$1,589,000</b>
<b>Net Assessed Value Rate (mill rate)</b>			<b>0.0225197</b>
<b>School Levy Tax Credit</b>			<b>-\$3,038.51</b>

### Tax Information

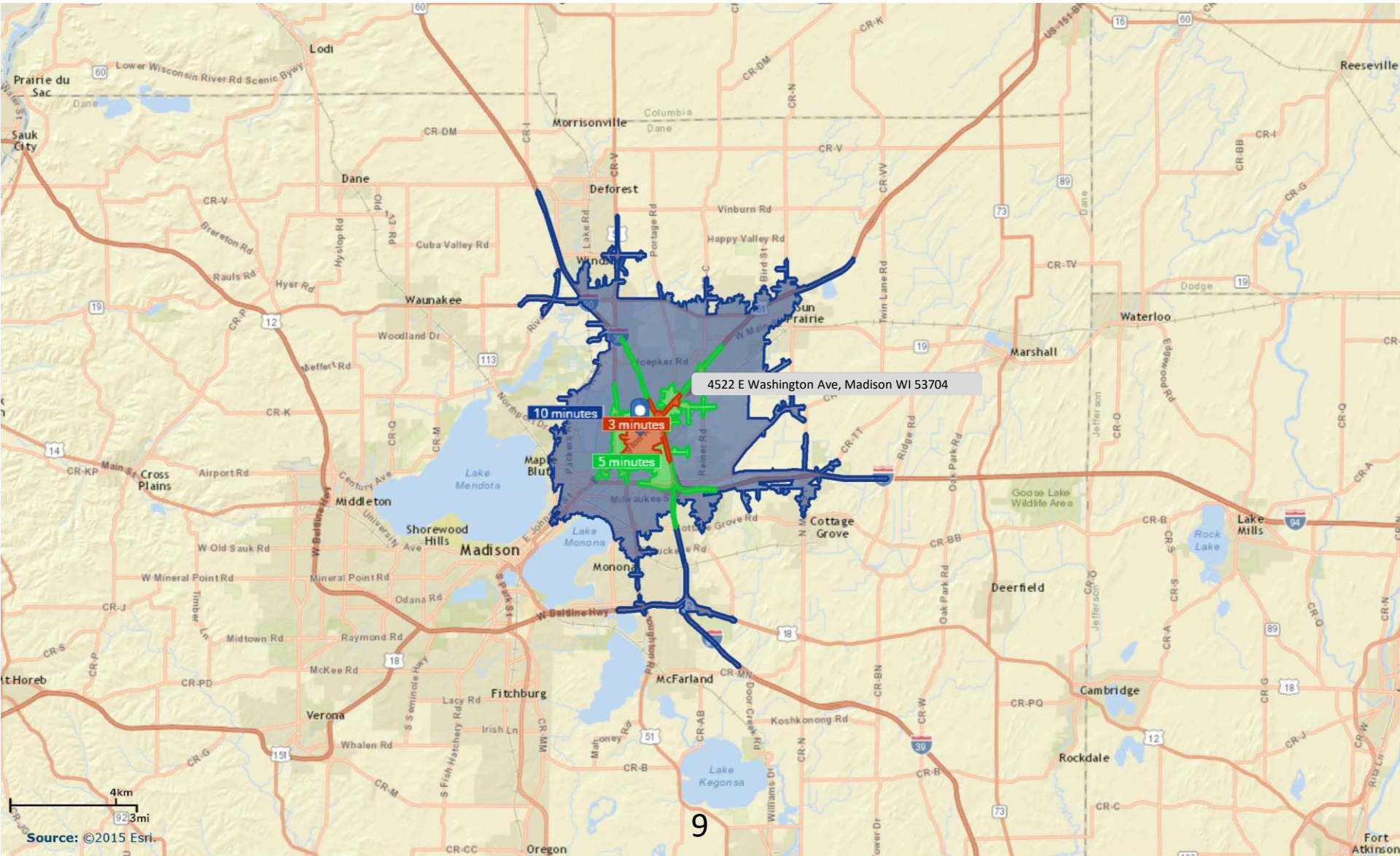
Taxing Jurisdiction	2018 Net Tax	2017 Net Tax	% Tax Change
WISCONSIN	\$0.00	\$0.00	0.0%
DANE COUNTY	\$4,439.41	\$4,707.93	-5.7%
CITY OF MADISON	\$13,829.74	\$14,244.74	-2.9%
MATC	\$1,451.62	\$1,482.21	-2.1%
MADISON SCHOOLS	\$14,621.76	\$15,142.54	-3.4%
<b>Total</b>	<b>\$34,342.53</b>	<b>\$35,577.42</b>	<b>-3.5%</b>
<a href="#">First Dollar Credit</a>	-\$77.49	-\$78.98	-1.9%
Lottery & Gaming Credit	0.00	0.00	0.0%
<b>Net Property Tax</b>	<b>\$34,265.04</b>	<b>\$35,498.44</b>	<b>-3.5%</b>

\* Assessments and taxes do not include additional land to be acquired from back parcel, which is under the same ownership. See page 6.

Traffic Counts



# Drive Times – 3, 5 & 10 Minutes





# Demographic and Income Profile

4522 E Washington Ave, Madison, Wisconsin, 53704 2  
 4522 E Washington Ave, Madison, Wisconsin, 53704  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 43.12887  
 Longitude: -89.30771

Summary	Census 2010	2018	2023
Population	6,075	6,670	7,130
Households	2,852	3,133	3,350
Families	1,529	1,655	1,760
Average Household Size	2.12	2.12	2.12
Owner Occupied Housing Units	1,296	1,384	1,532
Renter Occupied Housing Units	1,556	1,749	1,818
Median Age	31.8	33.6	33.7
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	1.34%	0.39%	0.83%
Households	1.35%	0.43%	0.79%
Families	1.24%	0.33%	0.71%
Owner HHs	2.05%	0.73%	1.16%
Median Household Income	1.91%	1.71%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	265	8.5%	237	7.1%
\$15,000 - \$24,999	214	6.8%	198	5.9%
\$25,000 - \$34,999	278	8.9%	270	8.1%
\$35,000 - \$49,999	449	14.3%	444	13.3%
\$50,000 - \$74,999	669	21.4%	696	20.8%
\$75,000 - \$99,999	573	18.3%	640	19.1%
\$100,000 - \$149,999	449	14.3%	552	16.5%
\$150,000 - \$199,999	141	4.5%	180	5.4%
\$200,000+	94	3.0%	132	3.9%
Median Household Income	\$60,864		\$66,887	
Average Household Income	\$74,173		\$83,393	
Per Capita Income	\$32,072		\$36,173	

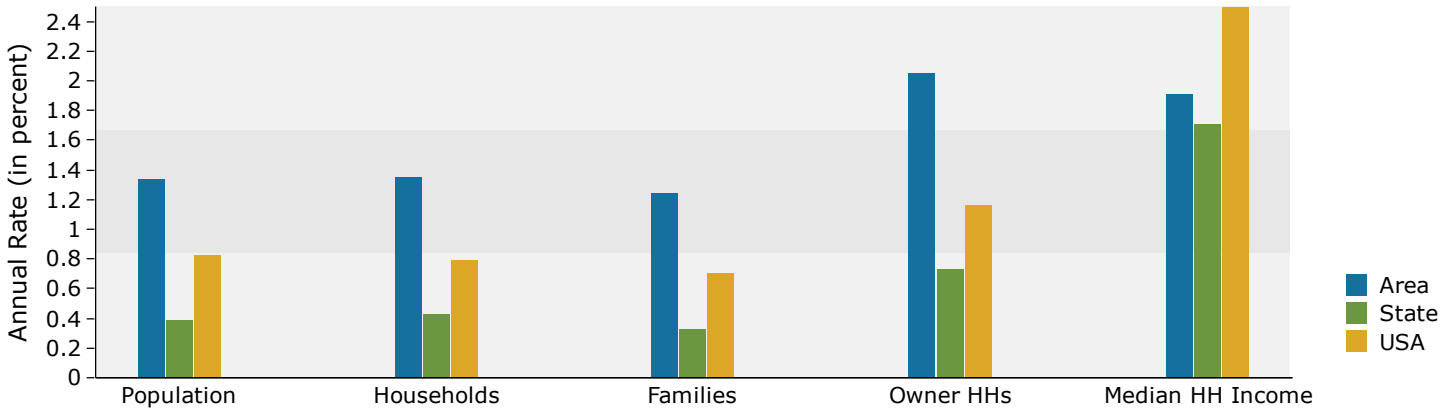
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	457	7.5%	449	6.7%	498	7.0%
5 - 9	352	5.8%	414	6.2%	418	5.9%
10 - 14	274	4.5%	368	5.5%	384	5.4%
15 - 19	322	5.3%	337	5.1%	386	5.4%
20 - 24	637	10.5%	536	8.0%	655	9.2%
25 - 34	1,389	22.9%	1,420	21.3%	1,400	19.6%
35 - 44	813	13.4%	1,061	15.9%	1,137	15.9%
45 - 54	803	13.2%	741	11.1%	777	10.9%
55 - 64	627	10.3%	678	10.2%	671	9.4%
65 - 74	255	4.2%	455	6.8%	520	7.3%
75 - 84	114	1.9%	161	2.4%	226	3.2%
85+	32	0.5%	49	0.7%	57	0.8%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,309	70.9%	4,448	66.7%	4,500	63.1%
Black Alone	620	10.2%	694	10.4%	761	10.7%
American Indian Alone	38	0.6%	43	0.6%	46	0.6%
Asian Alone	432	7.1%	635	9.5%	809	11.3%
Pacific Islander Alone	4	0.1%	4	0.1%	6	0.1%
Some Other Race Alone	426	7.0%	531	8.0%	636	8.9%
Two or More Races	246	4.0%	315	4.7%	372	5.2%
Hispanic Origin (Any Race)	807	13.3%	997	14.9%	1,188	16.7%

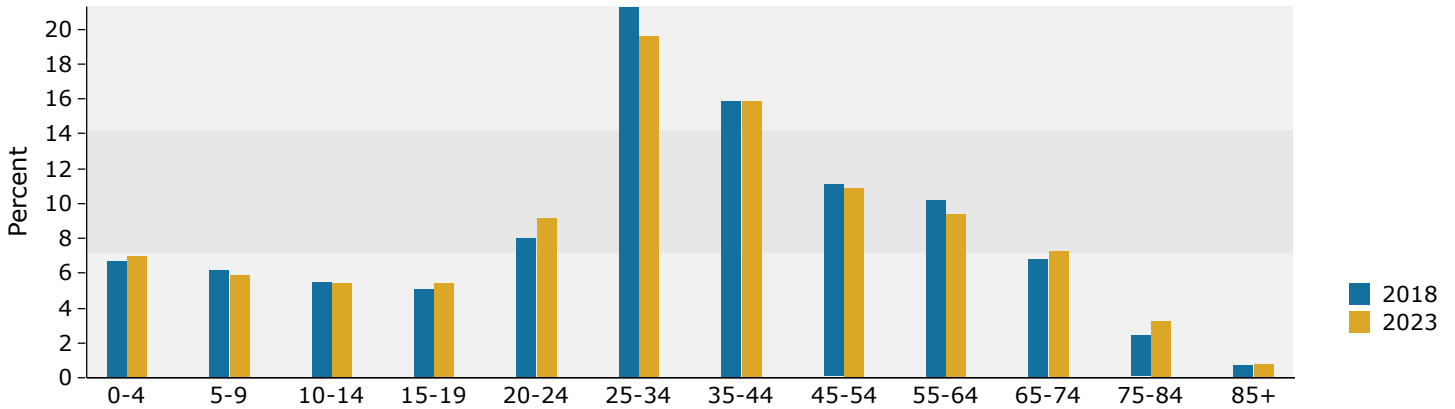
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

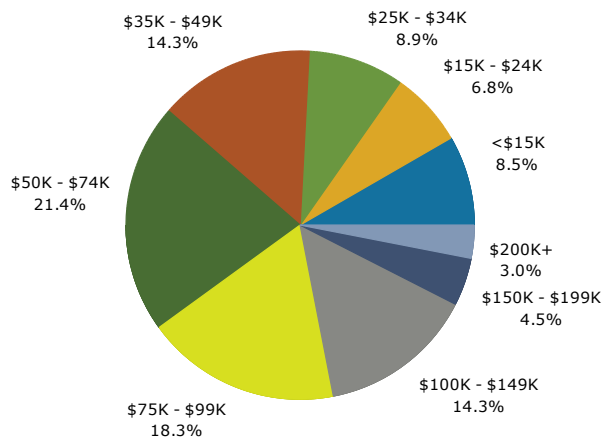
## Trends 2018-2023



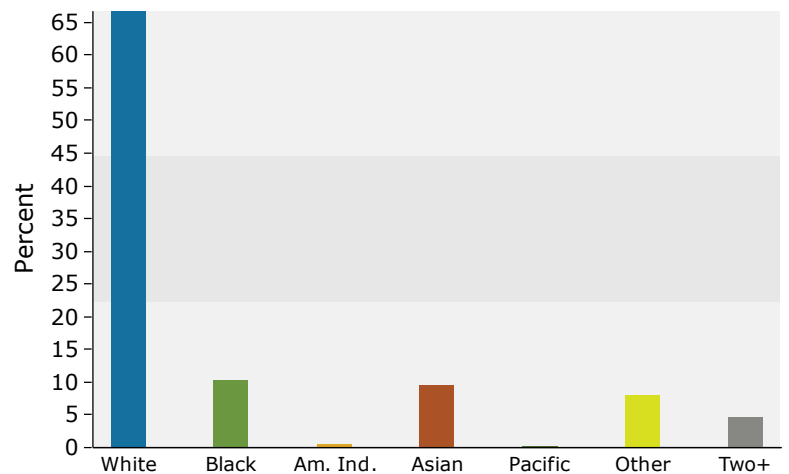
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 14.9%



# Demographic and Income Profile

4522 E Washington Ave, Madison, Wisconsin, 53704 2  
 4522 E Washington Ave, Madison, Wisconsin, 53704  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 43.12887  
 Longitude: -89.30771

Summary	Census 2010	2018	2023
Population	43,007	47,177	50,361
Households	19,233	21,313	22,854
Families	10,055	10,976	11,704
Average Household Size	2.21	2.19	2.18
Owner Occupied Housing Units	10,568	11,238	12,274
Renter Occupied Housing Units	8,665	10,075	10,580
Median Age	34.7	36.7	37.3
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	1.31%	0.39%	0.83%
Households	1.41%	0.43%	0.79%
Families	1.29%	0.33%	0.71%
Owner HHs	1.78%	0.73%	1.16%
Median Household Income	1.46%	1.71%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	1,999	9.4%	1,901	8.3%
\$15,000 - \$24,999	2,070	9.7%	1,983	8.7%
\$25,000 - \$34,999	2,029	9.5%	2,036	8.9%
\$35,000 - \$49,999	2,908	13.6%	2,945	12.9%
\$50,000 - \$74,999	4,468	21.0%	4,672	20.4%
\$75,000 - \$99,999	3,406	16.0%	3,793	16.6%
\$100,000 - \$149,999	3,121	14.6%	3,789	16.6%
\$150,000 - \$199,999	899	4.2%	1,150	5.0%
\$200,000+	412	1.9%	585	2.6%
Median Household Income	\$56,907		\$61,181	
Average Household Income	\$69,412		\$77,288	
Per Capita Income	\$31,448		\$35,131	

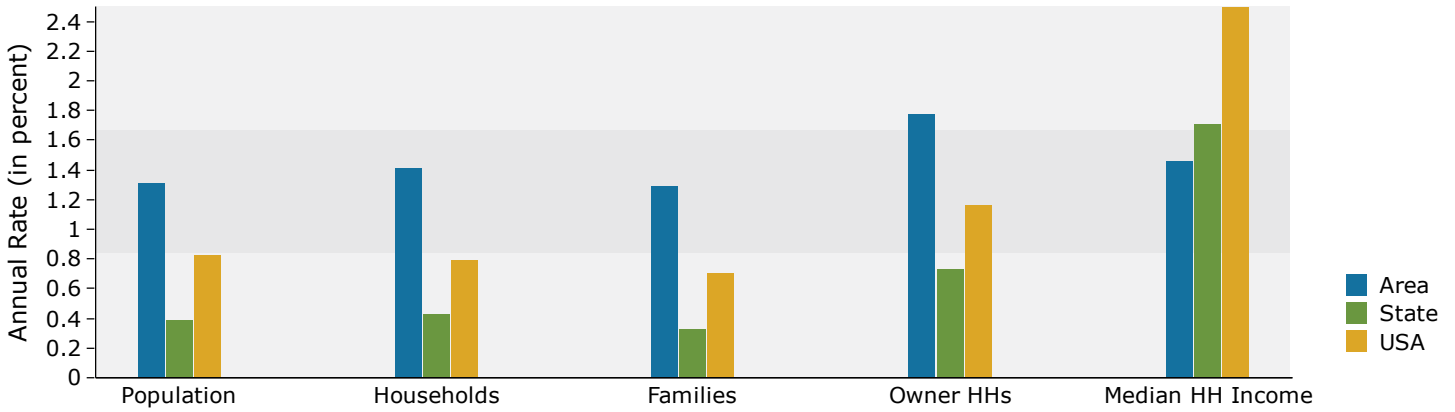
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,077	7.2%	3,004	6.4%	3,256	6.5%
5 - 9	2,451	5.7%	2,723	5.8%	2,779	5.5%
10 - 14	2,100	4.9%	2,557	5.4%	2,682	5.3%
15 - 19	2,231	5.2%	2,347	5.0%	2,571	5.1%
20 - 24	3,271	7.6%	3,047	6.5%	3,274	6.5%
25 - 34	8,635	20.1%	8,596	18.2%	8,796	17.5%
35 - 44	6,075	14.1%	7,115	15.1%	7,639	15.2%
45 - 54	6,072	14.1%	5,994	12.7%	6,233	12.4%
55 - 64	4,747	11.0%	5,701	12.1%	5,843	11.6%
65 - 74	2,119	4.9%	3,480	7.4%	4,191	8.3%
75 - 84	1,424	3.3%	1,670	3.5%	2,135	4.2%
85+	805	1.9%	945	2.0%	960	1.9%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	32,642	75.9%	34,273	72.6%	35,183	69.9%
Black Alone	4,509	10.5%	5,020	10.6%	5,494	10.9%
American Indian Alone	199	0.5%	223	0.5%	238	0.5%
Asian Alone	2,143	5.0%	3,269	6.9%	4,239	8.4%
Pacific Islander Alone	21	0.0%	24	0.1%	27	0.1%
Some Other Race Alone	1,905	4.4%	2,330	4.9%	2,762	5.5%
Two or More Races	1,587	3.7%	2,039	4.3%	2,418	4.8%
Hispanic Origin (Any Race)	3,988	9.3%	4,877	10.3%	5,783	11.5%

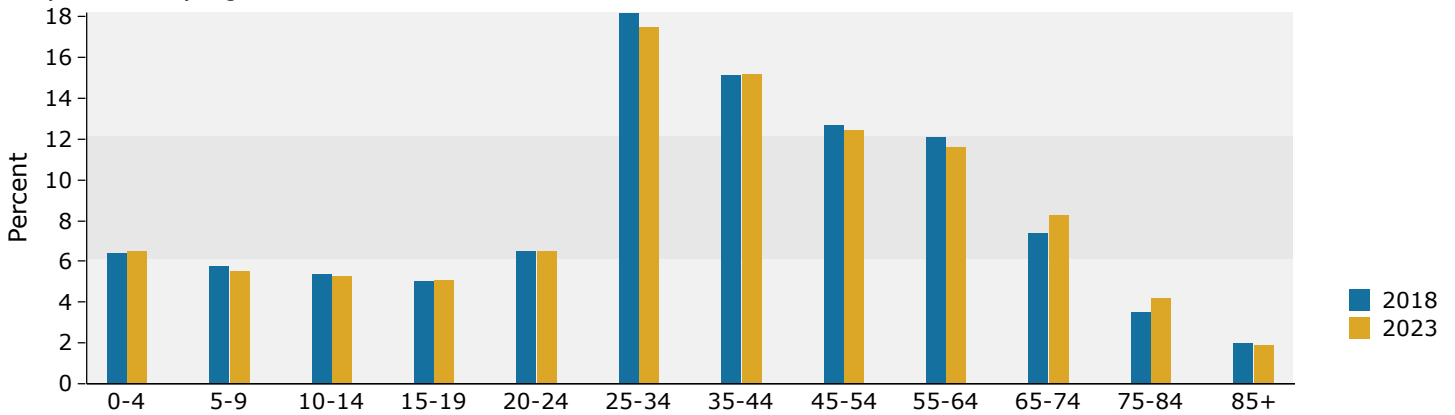
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

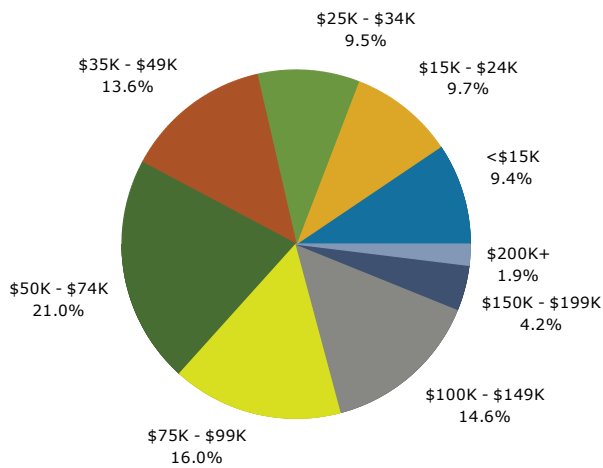
## Trends 2018-2023



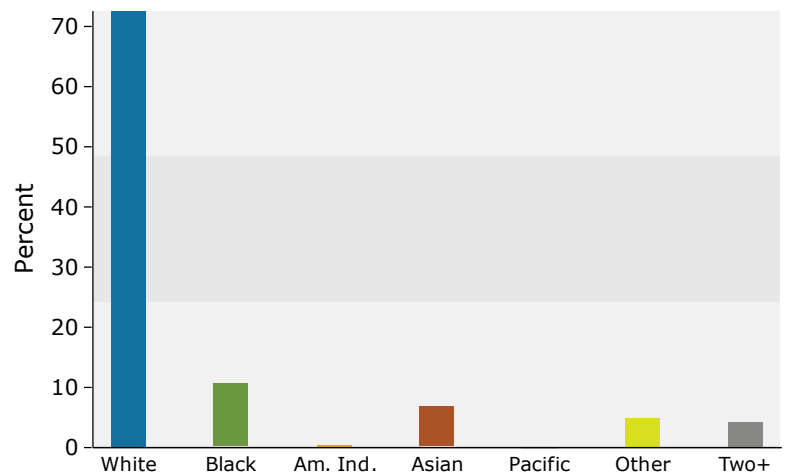
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 10.3%



# Demographic and Income Profile

4522 E Washington Ave, Madison, Wisconsin, 53704 2  
 4522 E Washington Ave, Madison, Wisconsin, 53704  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 43.12887  
 Longitude: -89.30771

Summary	Census 2010	2018	2023
Population	105,497	117,042	125,447
Households	47,075	52,650	56,619
Families	24,939	27,509	29,428
Average Household Size	2.21	2.20	2.19
Owner Occupied Housing Units	27,382	29,383	32,023
Renter Occupied Housing Units	19,693	23,267	24,596
Median Age	35.7	37.3	37.4
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	1.40%	0.39%	0.83%
Households	1.46%	0.43%	0.79%
Families	1.36%	0.33%	0.71%
Owner HHs	1.74%	0.73%	1.16%
Median Household Income	1.98%	1.71%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	4,205	8.0%	3,954	7.0%
\$15,000 - \$24,999	4,337	8.2%	4,120	7.3%
\$25,000 - \$34,999	4,838	9.2%	4,806	8.5%
\$35,000 - \$49,999	6,650	12.6%	6,652	11.7%
\$50,000 - \$74,999	10,205	19.4%	10,480	18.5%
\$75,000 - \$99,999	8,427	16.0%	9,271	16.4%
\$100,000 - \$149,999	8,661	16.5%	10,473	18.5%
\$150,000 - \$199,999	3,424	6.5%	4,329	7.6%
\$200,000+	1,904	3.6%	2,533	4.5%
Median Household Income	\$63,039		\$69,529	
Average Household Income	\$79,664		\$89,022	
Per Capita Income	\$36,050		\$40,389	

Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,998	6.6%	6,939	5.9%	7,554	6.0%
5 - 9	5,910	5.6%	6,481	5.5%	6,656	5.3%
10 - 14	5,224	5.0%	6,217	5.3%	6,532	5.2%
15 - 19	5,200	4.9%	5,687	4.9%	6,194	4.9%
20 - 24	7,610	7.2%	7,866	6.7%	8,460	6.7%
25 - 34	20,803	19.7%	21,039	18.0%	22,698	18.1%
35 - 44	14,746	14.0%	17,292	14.8%	18,601	14.8%
45 - 54	15,043	14.3%	14,637	12.5%	14,984	11.9%
55 - 64	12,826	12.2%	14,827	12.7%	14,554	11.6%
65 - 74	5,779	5.5%	9,647	8.2%	11,383	9.1%
75 - 84	3,644	3.5%	4,317	3.7%	5,636	4.5%
85+	1,714	1.6%	2,091	1.8%	2,194	1.7%

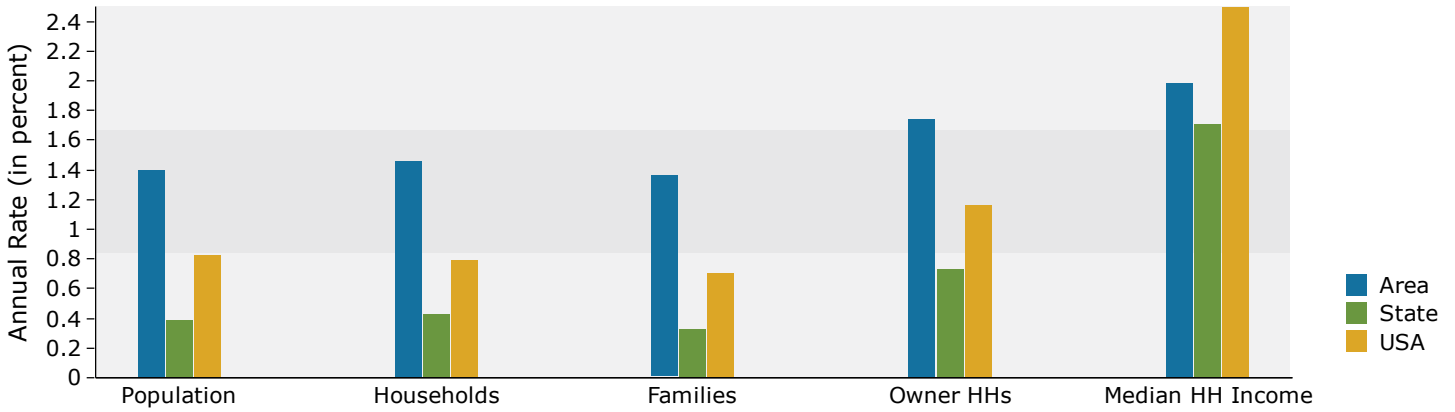
Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	86,234	81.7%	92,680	79.2%	96,464	76.9%
Black Alone	8,367	7.9%	9,467	8.1%	10,492	8.4%
American Indian Alone	477	0.5%	539	0.5%	583	0.5%
Asian Alone	3,998	3.8%	6,151	5.3%	8,052	6.4%
Pacific Islander Alone	45	0.0%	56	0.0%	62	0.0%
Some Other Race Alone	2,975	2.8%	3,670	3.1%	4,393	3.5%
Two or More Races	3,400	3.2%	4,478	3.8%	5,401	4.3%
Hispanic Origin (Any Race)	7,010	6.6%	8,717	7.4%	10,479	8.4%

**Data Note:** Income is expressed in current dollars.

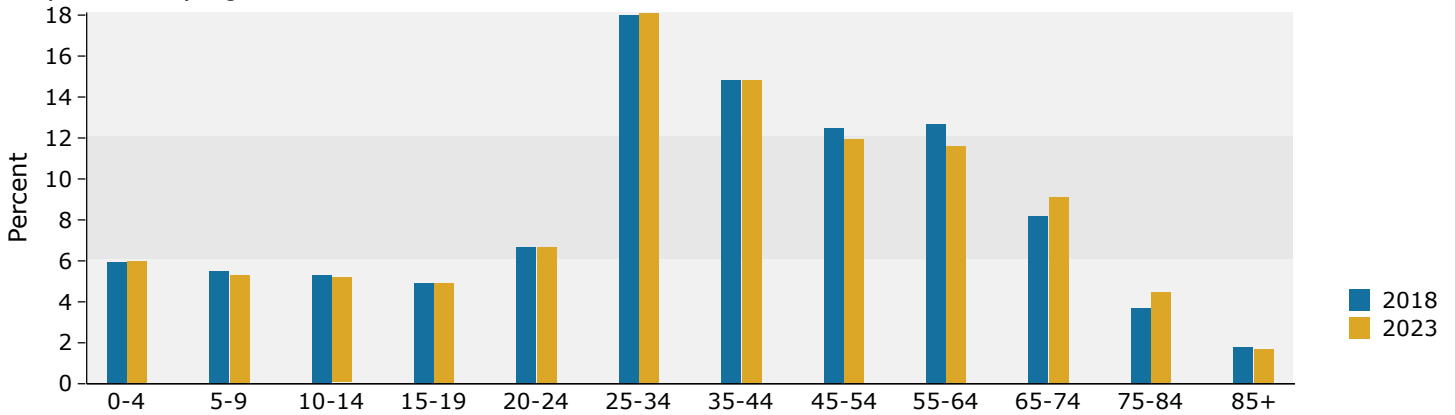
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



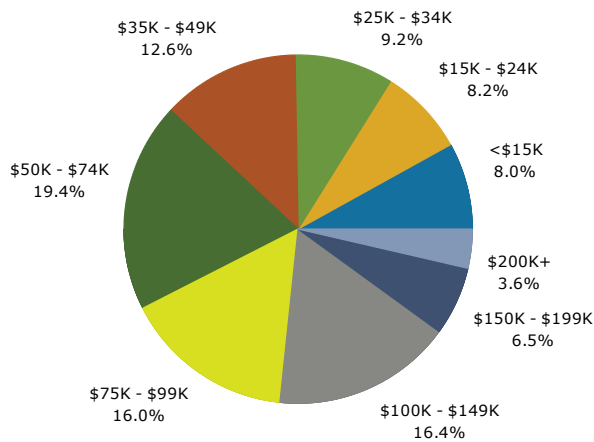
## Trends 2018-2023



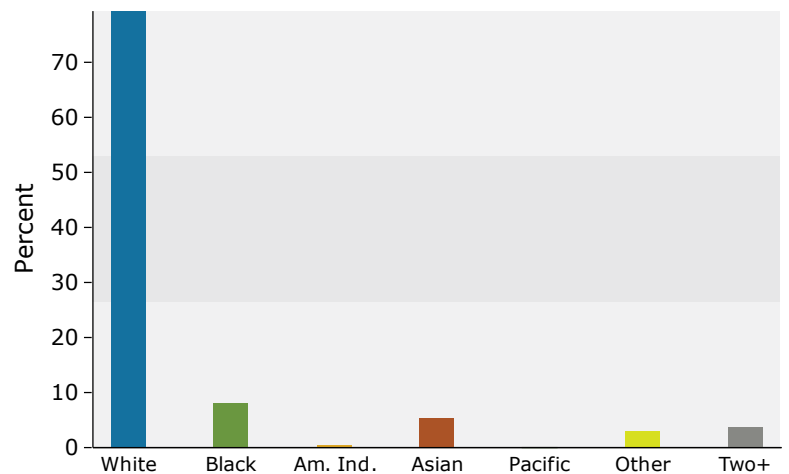
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 7.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

## Disclosure

### EXCLUSIVE AGENT

Advantage Osborne LLC (“Owner’s Agent”) is the exclusive agent for Owner of 4512 & 4522 East Washington Avenue Madison, Wisconsin. Please contact us if you have any questions.

### DESIGNATED AGENT

The designated agents for the Owner are:

T Michael Osborne, CCIM, SIOR President|Broker      [mikeo@advantageosborne.com](mailto:mikeo@advantageosborne.com)      608-270-0446 x22

### DISCLAIMER

This document has been prepared by Advantage Osborne LLC for advertising and general information only. Advantage Osborne makes no guarantees, representations or warranties of any kind, expressed or implied, regarding the information including, but not limited to, warranties of content, accuracy and reliability. Any interested party should undertake their own inquiries as to the accuracy of the information. Advantage Osborne excludes unequivocally all inferred or implied terms, conditions and warranties arising out of this document and excludes all liability for loss and damages arising therefrom. This publication is the copyrighted property of Advantage Osborne LLC and/or its licensor(s). ©2017, 2018, 2019. All rights reserved.