

VALUE ADD OPPORTUNITY

FORMER CHILI'S

4344 E TOWNE BLVD | MADISON, WI 53704

OFFERING MEMORANDUM



MATTHEWSTM
REAL ESTATE INVESTMENT SERVICES

EXCLUSIVELY LISTED BY



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E WASHINGTON AVE: ±45,000 VPD

INVESTMENT HIGHLIGHTS

- **Prime Location:** There are over 127,000 people in a 5-mile radius and there are 45,000+ cars per day that pass in front of the property. Formerly Chili's, this property presents an opportunity for an owner/user or redevelopment.
- **Re-development of East Towne Mall:** The 100+ acre development of the East Towne Mall will revitalize the immediate area adding new mixed-use commercial properties, hundreds of housing units, improving transportation and adding jobs.
- **University of Wisconsin-Madison:** Home to over 50,000 students, UWM is the largest college in Wisconsin. The Badgers sporting programs bring in fans from across the state, drawing more people towards the area.
- **Robust Housing Developments:** Madison has consistently grown year-over-year with multiple upcoming developments underway, with a heavy focus on future multi-family and mixed-use projects.
- **Dan County Regional Airport:** This property is just a few minutes from Dan County Regional Airport as well as Wisconsin Army National Guard Pearson Military Base.
- **Main Retail Corridor:** This site sits directly across East Towne Mall and neighbors countless national retailers such as Target, Aldi's, The Home Depot, McDonald's, Buffalo Wild Wings, Chipotle, Texas Roadhouse, Red Lobster, Olive Garden and Applebee's just to name a few.



\$2,400,000

List Price



±1.65 AC

Lot Size



1978

Year Built



±5,693 SF

GLA





DANE COUNTY REGIONAL AIRPORT

N STOUGHTON RD

E WASHINGTON AVE # 45,000 VPD
95,600 VPD



- Averages about 100 flights per day
- 2nd Busiest of Eight Commercial Airports in Wisconsin

14,600 VPD



EAST TOWNE MALL



East Towne Mall Re-development - The 100+ acre development of the East Towne Mall will revitalize the immediate area adding new mixed-use commercial properties, hundreds of housing units, improving transportation and adding jobs.

MADISON, WI

DEMOGRAPHIC HIGHLIGHTS
WITHIN TEN MILES OF THE
PRIMARY TRADE AREA



\$111,200

AVG HOUSEHOLD INCOME



\$2.0B

2024 CONSUMER SPEND



165,162

HOUSEHOLDS



380,929

POPULATION

DEMOGRAPHICS

POPULATION	3-MILE	5-MILE	10-MILE
2020 Population	50,851	122,340	354,589
2024 Population	53,935	127,956	380,929
2029 Population Projection	56,243	133,735	397,858





UNIVERSITY OF WISCONSIN, MADISON

The University of Wisconsin–Madison is a public research university in Madison, Wisconsin. UW–Madison is the official state university of Wisconsin, and the flagship campus of the University of Wisconsin System. It was the first public university established in Wisconsin and remains the oldest and largest public university in the state. The 936-acre main campus, located on the shores of Lake Mendota, includes four National Historic Landmarks. The University also owns and operates a historic 1,200-acre arboretum, 4 miles south of the main campus.

Its comprehensive academic program offers 136 undergraduate majors, along with 148 master's degree programs and 120 doctoral programs. A major contributor to Wisconsin's economy, the University is the largest employer in the state, with over 24,232 faculty and staff.

The UW is one of America's Public Ivy universities, which refers to top public universities in the United States capable of providing a collegiate experience comparable with the Ivy League. UW–Madison is also categorized as a Doctoral University with the Highest Research Activity in the Carnegie Classification of Institutions of Higher Education. It had research expenditures of more than \$1.1 billion, the third highest among universities in the country. The current CEOs of 14 Fortune 500 companies have attended UW–Madison, the most of any university in the United States.

The Wisconsin Badgers compete in 25 intercollegiate sports in the NCAA Division I Big Ten Conference and have won 28 national championships. Wisconsin students and alumni have won 50 Olympic medals (13 gold, 24 silver, and 13 bronze).



±936 AC
CAMPUS SIZE



NCAA D1
ATHLETICS



51,791+
STUDENTS ENROLLED



24,232+
TOTAL STAFF



\$30.8B
ECONOMIC CONTRIBUTION

MADISON, WISCONSIN



59%

BACHELORS DEGREE
OR HIGHER



380,929

POPULATION
WITHIN 10 MILES



\$111,200

MEDIAN HH INCOME
WITHIN 10 MILES



2.3%

UNEMPLOYMENT
RATE

Madison, Wisconsin, boasts a dynamic and resilient economy driven by higher education, technology, healthcare, and government stability. The University of Wisconsin–Madison plays a central role, **contributing \$30.8 billion annually** to the state's economy and fostering innovation through research and startup support. The city's thriving tech sector, anchored by companies like Epic Systems and Exact Sciences, benefits from a strong talent pipeline and collaborative incubators. Additionally, Madison's healthcare and biotech industries, led by UW Health and Promega, provide stable employment and drive medical advancements. Government and public sector jobs further reinforce economic resilience, ensuring continued economic activity even during downturns. Madison's entrepreneurial ecosystem, supported by organizations like the Wisconsin SBDC and local funding programs, fuels small business growth, enhancing economic diversity and stability.

To sustain long-term resilience, Madison prioritizes economic diversification, sustainability, and workforce development. Investments in renewable energy, green infrastructure, and smart city initiatives position Madison as a leader in sustainable growth. Workforce training programs in technology and healthcare help address labor shortages while fostering inclusion and equitable job opportunities. Despite its strengths, the city faces challenges such as rising housing costs and infrastructure demands, requiring continued innovation and strategic planning. **By leveraging its economic strengths and addressing key challenges, Madison remains a forward-thinking hub of opportunity**, ensuring sustained growth and prosperity for its businesses and residents alike.

DOWNTOWN MADISON

Set on an isthmus between two scenic lakes, Madison's Central Business District encompasses the heart of downtown Madison, where the famed State Street pedestrian mall links the Capitol Square, seat of Wisconsin state government, to the University of Wisconsin campus.

The central downtown is home to more than 1,500 businesses - from shops, boutiques, and restaurants to financial, law and communications firms - plus museums and cultural destinations.

Madison's best cultural and arts organizations are downtown. Visit Madison Children's Museum, Wisconsin Veterans Museum, Wisconsin Historical Museum, or Madison Museum of Contemporary Art. Ten resident arts groups perform regularly at the Overture Center for the Arts, there's music at The Orpheum or the Majestic, shows at The Bartell Theater or laughs at the Comedy Club.

Additionally, the city is known for its culinary talent and dynamic restaurant culture. Downtown Madison is home to many of the city's best known and most recognized restaurants like L'etoile, Heritage Tavern, and Harvest. With more than 100 restaurants, cafes and bars there is always something new to try.



Top 10 Places to Grow Up

US News & World Report



Top 100 Best Places to Live

CNN Money



10 Best Towns for Family

Family Circle



ECONOMIC DEVELOPMENT

For the past few decades, Madison has experienced steady economic advancement, making it less susceptible to recession. Established businesses and businesses looking to expand or grow have access to a variety of assistance programs offered by the city. Emerging industries are reshaping Madison's workforce, which has historically attracted many businesses due to the area's high level of education. Currently, the economy is evolving from a government-base to a consumer services and high-tech base, with emphasis in the health, biotech and advertising fields. Underpinning the boom is the development of high-tech companies, many fostered by the University of Wisconsin – Madison working with local businesses and entrepreneurs. Additionally, construction is at an all-time high as the city is investing in downtown housing developments fueled by the proximity of the university, one of the city's largest employers, and large private-sector employers offering steady work.

DISTANCE MAP



CONFIDENTIALITY & DISCLAIMER STATEMENT

This Offering Memorandum contains select information pertaining to the business and affairs of the property owner and its tenant for real property located at **4344 E Towne Blvd, Madison, WI 53704** (“Property”). The Offering Memorandum may not be all-inclusive or contain all of the information a prospective purchaser may desire. The information contained in this Offering Memorandum is confidential and furnished solely for the purpose of a review by a prospective purchaser of the Property. It is not to be used for any other purpose or made available to any other person without the written consent of Seller or Matthews Real Estate Investment Services™. The material and information in the Offering Memorandum is unverified. Matthews Real Estate Investment Services™ has not made any investigation, and makes no warranty or representation, with respect to square footage, income and expenses, the future financial performance of the property, future rent, and real estate value market conditions, the condition or financial prospects of any tenant, or the tenants’ plans or intentions to continue to occupy space at the property. All prospective purchasers should conduct their own thorough due diligence investigation of each of these areas with the assistance of their accounting, construction, and legal professionals, and seek expert opinions regarding volatile market conditions given the unpredictable changes resulting from the continuing COVID-19 pandemic. The information is based in part upon information supplied by the Owner and in part upon financial information obtained from sources the Owner deems reliable. Neither owner, nor their officers, employees, or real estate agents make any representation or warranty, express or implied, as to the accuracy or completeness of this Offering Memorandum, or any of its content, and no legal liability is assumed or shall be implied with respect thereto. Prospective purchasers should make their own projections and form their own conclusions without reliance upon the material contained herein.

By acknowledging your receipt of this Offering Memorandum for the Property, you agree:

1. The Offering Memorandum and its contents are confidential;
2. You will hold it and treat it in the strictest of confidence; and
3. You will not, directly or indirectly, disclose or permit anyone else to disclose this Offering Memorandum or its contents in any fashion or manner.

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Owner and Matthews Real Estate Investment Services™ expressly reserve the right, at their sole discretion, to reject any and all expressions of interest or offers to purchase the Property and to terminate discussions with any person or entity reviewing this Offering Memorandum or making an offer to purchase the Property unless and until a written agreement for the purchase and sale of the Property has been fully executed and delivered.

If you wish not to pursue negotiations leading to the acquisition of the Property or in the future you discontinue such negotiations, then you agree to purge all materials relating to this Property including this Offering Memorandum.

A prospective purchaser’s sole and exclusive rights with respect to this prospective transaction, the Property, or information provided herein or in connection with the sale of the Property shall be limited to those expressly provided in an executed Purchase Agreement and shall be subject to the terms thereof. In no event shall a prospective purchaser have any other claims against Owner or Matthews Real Estate Investment Services or any of their affiliates or any of their respective officers, directors, shareholders, owners, employees, or agents for any damages, liability, or causes of action relating to this solicitation process or the marketing or sale of the Property.

This Offering Memorandum shall not be deemed to represent the state of affairs of the Property or constitute an indication that there has been no change in the state of affairs of the Property since the date of this Offering Memorandum.

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