

▶ WEST TOWNE COLLECTION

Highway 12 @ Gammon Rd in Madison, Wisconsin 53719



CENTRALLY LOCATED IN A REGIONAL TRADE AREA

HOBBY LOBBY



Total Wine & MORE

Shadow Anchors

JCPenney



VON MAUR



	VEHICLES PER DAY
Hwy 12 east of S Gammon Rd	83,000
Hwy 12 west of S Gammon Rd	61,400
Mineral Rd east of S Gammon Rd	12,600
S Gammon Rd north of Hwy 12	12,200

	AVERAGE INCOME
1 Mile	\$111,124
3 Miles	\$131,109
5 Miles	\$137,082

	POPULATION
1 Mile	12,995
3 Miles	90,797
5 Miles	172,252



John Clinkscales

713-693-1409

jclinkscales@frpltd.com



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POPULATION OF OVER 170,000 RESIDENTS WITHIN A 5-MILE RADIUS



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TWO PAD SITES



Tenant List

Tenant	Address	SF/Acres
A Hobby Lobby	53 West Towne Mall	
B Dave & Buster's	414 West Towne Mall #C	
C Total Wine	400 West Towne Mall	
1 AVAILABLE	West Towne Mall	Pad Site
2 AVAILABLE	West Towne Mall	Pad Site

Available Lease Pending Executed



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FOR DETAILED DEMOGRAPHICS VISIT
frpltd.com/properties/west-towne-collection

Lat/Lon: 43.0557/-89.5055

West Towne Collection	1 mi radius	3 mi radius	5 mi radius
Madison, WI 53719			
Population			
2023 Estimated Population	12,995	90,797	172,252
2028 Projected Population	13,227	93,087	178,875
2020 Census Population	13,110	89,392	169,238
2010 Census Population	12,291	80,364	151,858
Projected Annual Growth 2023 to 2028	0.4%	0.5%	0.8%
Historical Annual Growth 2010 to 2023	0.4%	1.0%	1.0%
2023 Median Age	39.4	38.5	36.9
Households			
2023 Estimated Households	6,799	43,064	77,179
2028 Projected Households	6,911	43,966	79,723
2020 Census Households	6,743	41,915	75,098
2010 Census Households	6,368	36,955	66,042
Projected Annual Growth 2023 to 2028	0.3%	0.4%	0.7%
Historical Annual Growth 2010 to 2023	0.5%	1.3%	1.3%
Race and Ethnicity			
2023 Estimated White	65.6%	72.8%	73.6%
2023 Estimated Black or African American	9.2%	6.8%	6.2%
2023 Estimated Asian or Pacific Islander	13.7%	10.9%	10.6%
2023 Estimated American Indian or Native Alaskan	0.4%	0.3%	0.3%
2023 Estimated Other Races	11.1%	9.1%	9.2%
2023 Estimated Hispanic	11.6%	8.7%	8.6%
Income			
2023 Estimated Average Household Income	\$111,124	\$131,109	\$137,082
2023 Estimated Median Household Income	\$77,606	\$97,676	\$103,167
2023 Estimated Per Capita Income	\$58,784	\$62,333	\$61,613
Education (Age 25+)			
2023 Estimated Elementary (Grade Level 0 to 8)	3.2%	1.8%	1.6%
2023 Estimated Some High School (Grade Level 9 to 11)	2.3%	1.7%	1.7%
2023 Estimated High School Graduate	15.3%	12.0%	11.1%
2023 Estimated Some College	13.3%	13.2%	12.1%
2023 Estimated Associates Degree Only	5.9%	6.8%	7.1%
2023 Estimated Bachelors Degree Only	33.2%	35.2%	35.2%
2023 Estimated Graduate Degree	26.8%	29.3%	31.2%
Business			
2023 Estimated Total Businesses	1,140	3,881	6,481
2023 Estimated Total Employees	11,524	49,376	87,172
2023 Estimated Employee Population per Business	10.1	12.7	13.5
2023 Estimated Residential Population per Business	11.4	23.4	26.6



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INFORMATION ABOUT BROKERAGE SERVICES

TYPES OF REAL ESTATE LICENSE HOLDERS:

- **A BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- **A SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

AS AGENT FOR OWNER (SELLER/LANDLORD): The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent.

AS AGENT FOR BUYER/TENANT: The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent.

AS AGENT FOR BOTH - INTERMEDIARY: To act as an intermediary between the parties the broker must first obtain the written agreement of each party to the transaction. The written agreement must state who will pay the broker

and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
 - that the owner will accept a price less than the written asking price;
 - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
 - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

AS SUBAGENT: A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker's duties and responsibilities to you, and your obligations under the representation agreement
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

LICENSE HOLDER CONTACT INFORMATION: This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.



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Designated Broker Firm Name or	License No.	Email	Phone
Licensed Supervisor of Sales Agent / Associate	License No.	Email	Phone
Sales Agent / Associate's Name	License No.	Email	Phone

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