



**NEW DEVELOPMENT
NOW LEASING
PRIME LOCATION ON
STATE STREET,
MADISON, WI**



PROPERTY SUMMARY



SPACE & TERMS

- First floor: 5,321 Usable SF
- Second floor: 2,074+ Usable SF (Depending on tenant preference for a 2-story atrium space)
- Lower level: 14,000+ Usable SF
- \$45.00/SF net

LOCATION

- The 600 block of State Street. One block to the University of Wisconsin (42,000+ students) and six blocks from the state capital.
- State Street is the primary retail corridor in downtown Madison.

BUILDING INFORMATION

- The Towers on State is a retail and student housing property comprised of 126,243 SF. The property features an approximately 12,000 SF Urban Outfitters. This location for Urban Outfitters consistently is a high performing store within the chain and was one of the first 10 locations in the country.

AREA RETAILERS & BUSINESSES

- Development is located next to Urban Outfitters. The building is situated near the busy retail corridor of State Street.
- Other nearby businesses include: Walgreens, American Apparel, Gap, Chipotle, Einstein Bagels and Potbelly's.

PARKING

- 1,200 car municipal lot 1/2 block away

T THE TOWERS *On State*

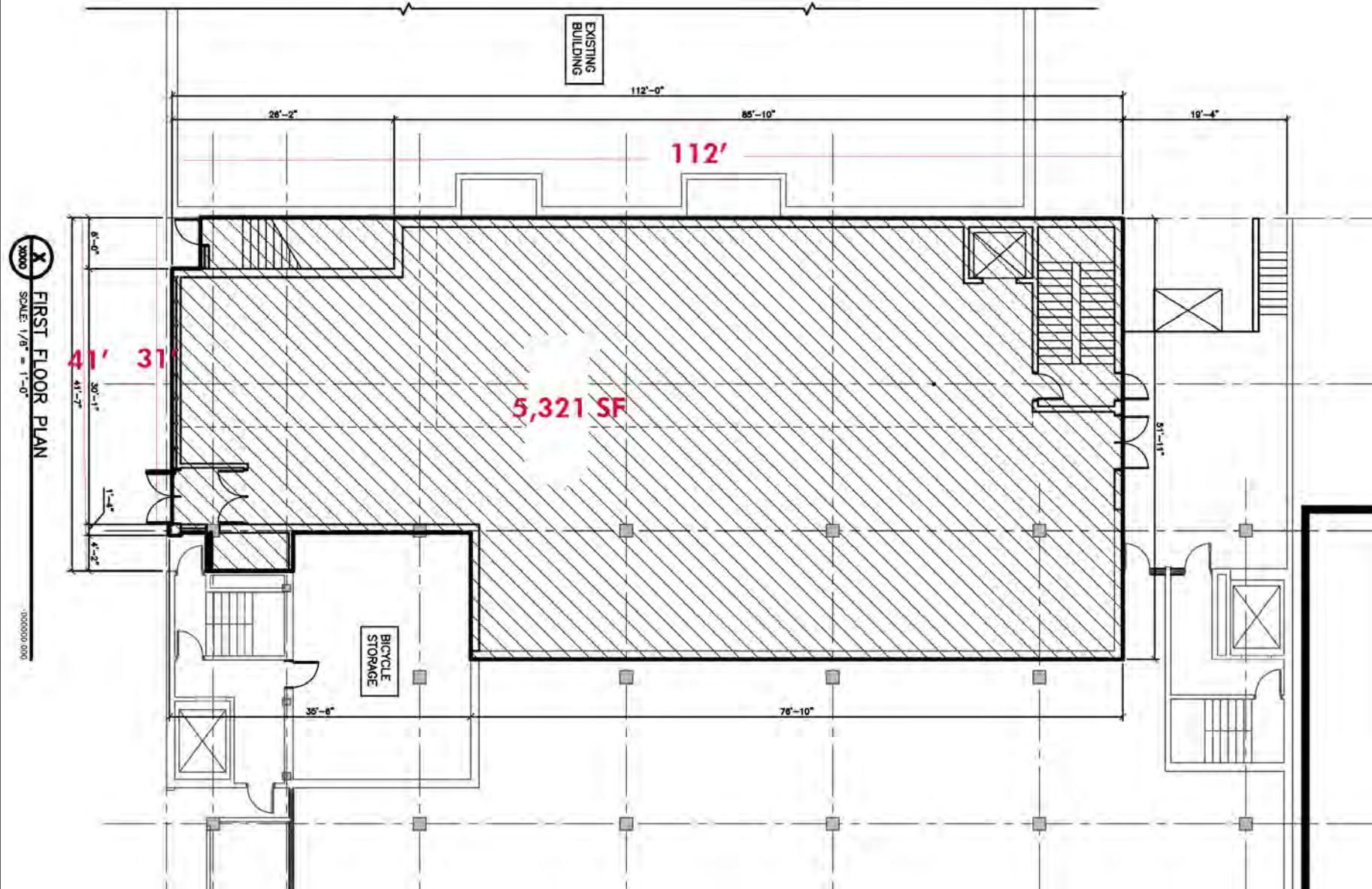
DEVELOPMENT SITE LOCATION

The Towers is strategically situated in the heart of Madison's State Street pedestrian mall, just a block off the University of Wisconsin's picturesque campus.

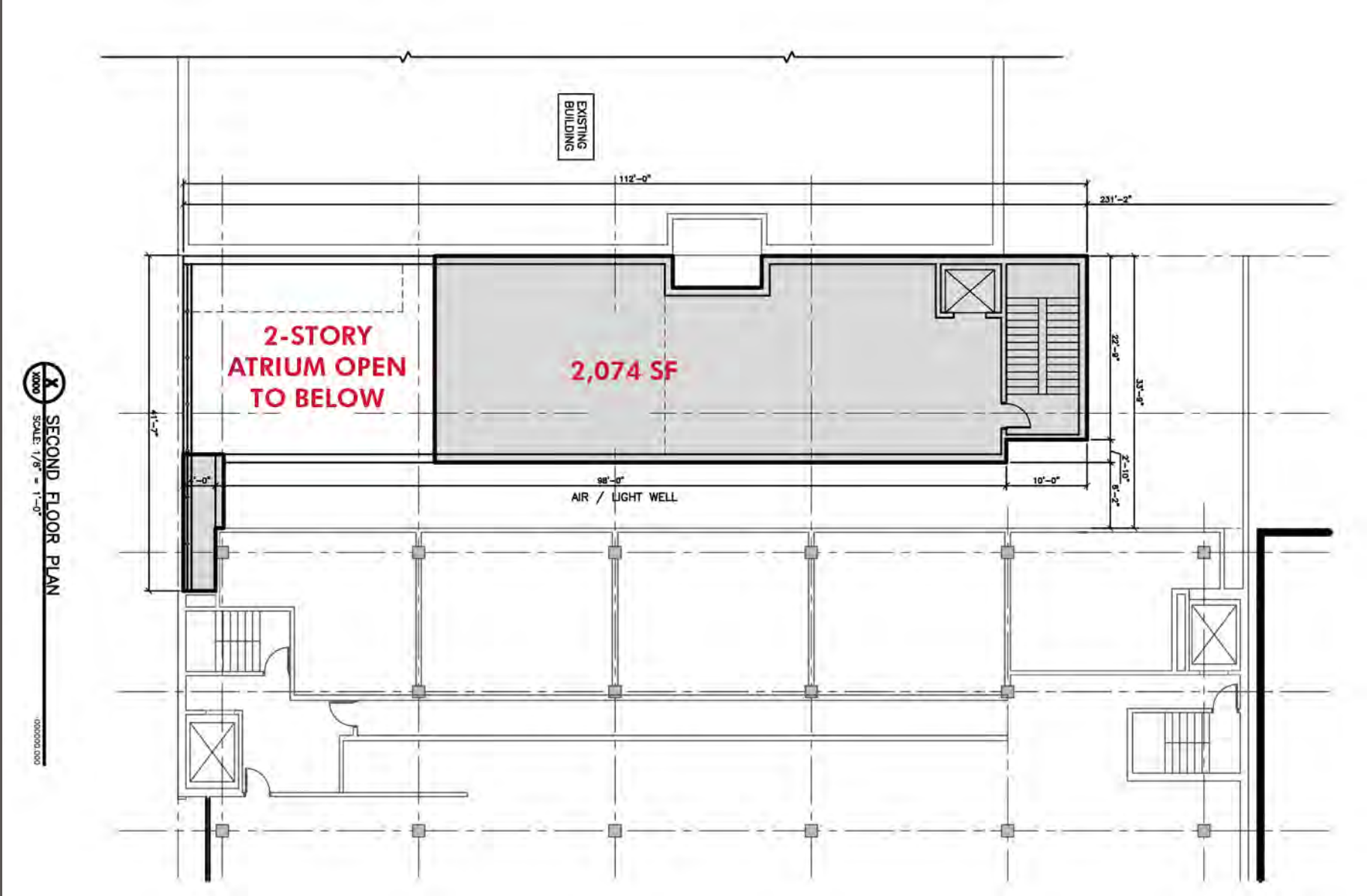
The shopping, restaurants, coffee shops, boutique stores and nightlife filling the neighborhood, is what makes this unique area of Madison vibrant.



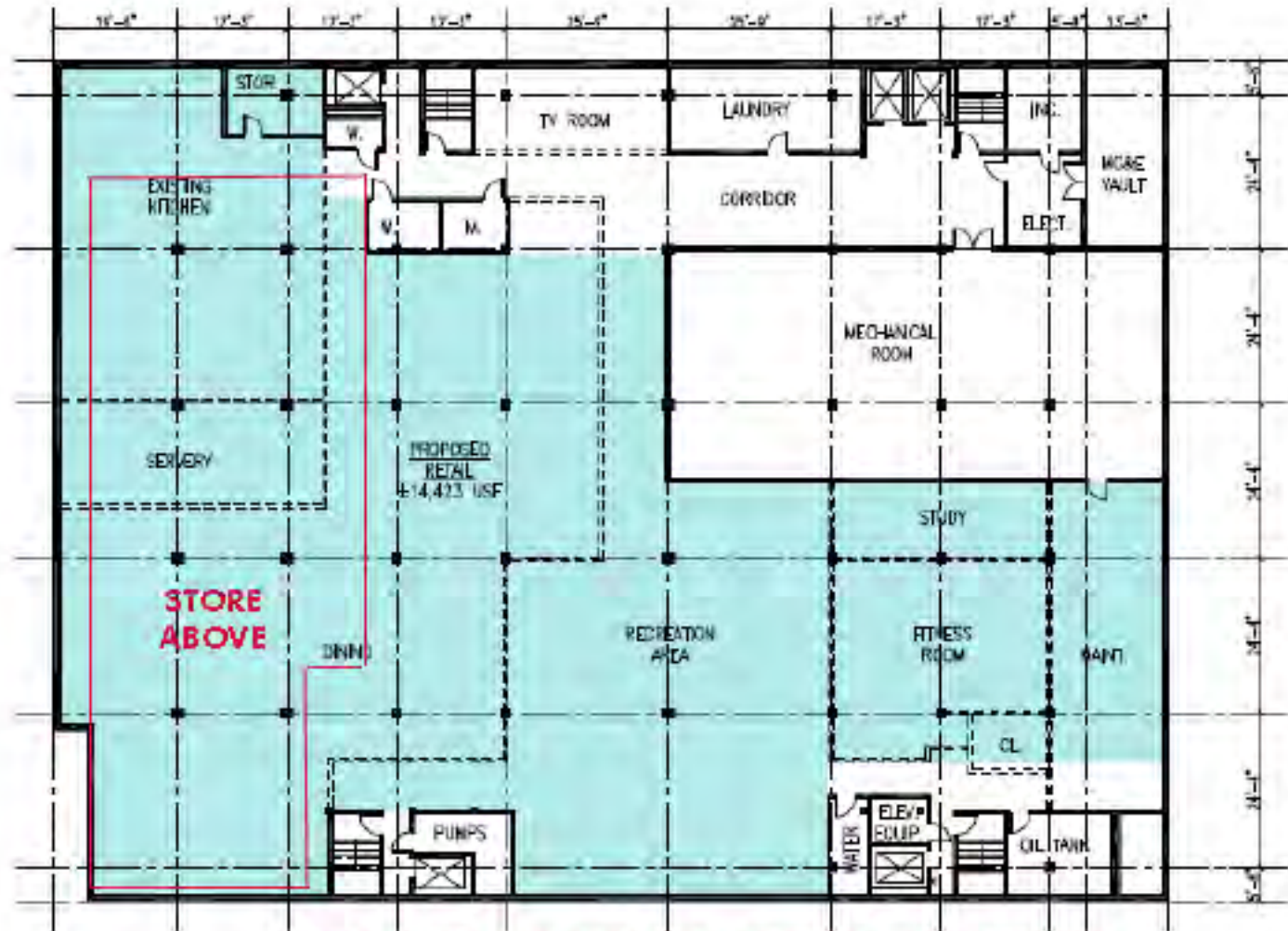
SITE PLAN: First Floor Level



SITE PLAN: Second Floor Level



SITE PLAN: Lower Level



LOWER LEVEL FLOOR PLAN

AREA IN BLUE IS AVAILABLE AND CAN BE ACCESSED THROUGH THE FIRST FLOOR VIA INTERNAL STAIRCASE

AERIAL VIEW



AERIAL VIEW



SITE CONCEPTS



SITE CONCEPTS



MADISON OVERVIEW

As Wisconsin's capital, Madison has always been a hub of activity with a vibrant culture, which is why it is ranked as one of the best places to live in America. A favorite Midwestern getaway and a popular place for many technology and biotech type industries, Madison is also home to the University of Wisconsin and several large healthcare, financial, and insurance companies. The city's population currently totals over 208,000; combined with the surrounding metropolitan area, the region's population exceeds 565,000 residents. The strength of the local market is attributed to the high level of activity by government, healthcare, and educational entities in the local economy and a dramatic increase in new construction activity.



Area Highlights

- Madison is located in the center of Dane County in south central Wisconsin, 77 miles west of Milwaukee and 145 miles northwest of Chicago.
- Continually ranks as one of the best places to live, work and play in the United States. Built on an isthmus between Lake Monona and Lake Mendota, Madison offers incredible natural beauty, stimulating cultural opportunities, and a plethora of restaurants, shops and attractions.
- Healthcare plays a large role in the community with five general hospitals, more than 20 major medical clinics and UW-Madison's medical, nursing and pharmacy schools.
- Madison boasts one of the lowest unemployment rates in the nation. Major employers in the region include the State of Wisconsin government offices, University of Wisconsin, several large insurance companies, biotech and research firms and several large manufacturers. This diverse employment base contributes to Madison's economic stability.
- Madison's current estimated population is approximately 208,000, making it the second largest city in Wisconsin, after Milwaukee, and the 81st largest in the United States. According to Forbes magazine, Madison ranks second in the nation of top places in overall education.
- Madison's residents are among the most educated in the country, claiming the third highest percentage of residents over 25 holding at least a Bachelors degree and ranking first in regard to the percentage of the population possessing PhDs.

MADISON OVERVIEW

MADISON RANKINGS	
RANKED BEST CITY FOR EDUCATED WORKERS	Huffington Post, 2011
NAMED CITY WITH BEST JOB MARKET	Portfolio.com, 2011
RANKED 7TH BEST CITY TO RELOCATE TO IN AMERICA	CNBC.com, 2010
#2 IN TOP 100 BEST PLACES TO RAISE A FAMILY	Children's Health, 2009
RANKED BEST CITY FOR AN ACTIVE RETIREMENT	Forbes Magazine, 2011
#1 CITY FOR YOUNG ADULTS	Kiplinger's Personal Finance, 2012
TOP TEN FOR GREATEST CYCLING CITIES	USA Today, 2011

TRAFFIC COUNTS	
W GORHAM ST & W JOHNSON ST AT STATE ST	30,050 VPD

"Madison's economy today is evolving from a government-based economy to a consumer services and high-techbase, particularly in the health, biotech and advertising sectors. The main downtown thoroughfare is State Street, a cultural focal point of the city, which links the University of Wisconsin campus with the State Capitol Square, and is lined with restaurants, espresso cafes and shops."

Madison Named 3rd Best City for Young Professionals.

-- Forbes, 2011

MADISON DEMOGRAPHICS & TRADE AREA



Source: Madison's Central Business Improvement District (BID)

Madison is a hub for entertainment, shopping, dining and events. Framed between two lakes, Monona and Mendota, the famous State Street pedestrian mall connects the State Capitol to the University of Wisconsin. This area is home to shops, restaurants, galleries and night spots, with local, regional and national brands.

Madison is compiled by workers, students, residents and visitors, which generates the traffic and spending potential. The city's downtown is home to various legal, financial, hi-tech, government and creative workers, which makes it a great opportunity for business locations.

ESTIMATED DEMOGRAPHICS	
POPULATION:	239,889
PROJECTED POPULATION GROWTH (2013-2018):	4.43%
MALES:	118,431
FEMALES:	121,468
MEDIAN AGE:	32.38
EMPLOYEES:	298,283
HOUSEHOLDS:	106,328
AVERAGE HOME PRICE:	\$243,588
AVG. HOUSEHOLD INCOME:	\$67,182
OWNER OCCUPIED HOUSEHOLDS:	52,411
RENTER OCCUPIED HOUSEHOLDS:	53,917
CONSUMER SPENDING:	\$5.05 billion
BUSINESSES (INCL. RETAIL, RESTAURANT, HOSPITALITY & SERVICE):	17,187



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