

Long-Operating Truck Dealership & Service Industrial Facility For Sale or For Lease

Five Buildings • Six Parcels • 98,317 Square Feet • 13.76 Acres



Marcus & Millichap
DOHERTY HOUSTON
INDUSTRIAL GROUP

Offering Memorandum
1415-1805 S Central Ave, Marshfield, WI 54449

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Pricing Detail





PROPERTY HIGHLIGHTS

- **Functional Industrial Outdoor Storage (IOS)**

98,317 square feet situated on 13.76 acres – roughly 16% coverage – the site offers ample improved yard space well-situated for industrial outdoor storage (IOS), equipment storage, or fleet staging.

- **Long-Standing Industrial Use**

The property has operated continuously as a trucking repair and dealership facility for over 30 years, underscoring its durability and suitability for heavy industrial and IOS-type users.

- **Owner-User or Investment Opportunity**

The current tenant will vacate by December 31, 2027 at the latest, offering flexibility for an owner-user to occupy or an investor to reposition and lease at market terms.

PROPERTY OVERVIEW

Marcus & Millichap is pleased to exclusively offer this five-building industrial property on six acres available for sale or for lease. The subject property is a 98,317-square-foot facility sitting on 13.76 acres, located on South Central Avenue in Marshfield, Wisconsin. This opportunity is attractive to an investor who understands the current demand and future value of Industrial Outdoor Storage (IOS) assets.

Marshfield, Wisconsin is a vibrant, economically diverse city located precisely in the geographic center of the state. Straddling the border of two counties, with the vast majority of its population in Wood County and a small northern section in Marathon County, Marshfield anchors a micropolitan statistical area of over 74,000 residents. It sits at the intersection of U.S. Highway 10, State Highway 13, and State Highway 97, providing a central crossroads that drives both its commercial strength and tourism appeal.

Marshfield features a highly resilient economy that leans heavily on specialized services and industrial infrastructure. According to the Chamber of Commerce's 2025 Economic Profile, Marshfield boasts three thriving industrial parks and 123 acres of shovel-ready commercial land. Marshfield is a massive logistics hub, despite being 40 miles from the nearest interstate. It serves as the corporate headquarters for Roehl Transport, one of the safest and largest trucking companies in the United States.

Marshfield also serves as a key center for innovation in healthcare and research, as well as advancements in agriculture, including crop, dairy, and livestock industries. The city is also a leader in alternative energy development and advanced manufacturing. Marshfield offers a high-tech environment with the added benefits of an affordable cost of living and doing business.



5 Buildings • 98,317 SF
6 Parcels • 13.76 Acres

FOR SALE OR FOR LEASE

List Price: \$5,400,000

Price/SF: \$54.92

Price/SF of Land: \$9.01

Lease Rate: \$5.50/SF NNN

OPEX: Contact Broker

CURRENT BASE RENT SCHEDULE

YEAR	ANNUAL RENT	MONTHLY RENT	RENT/ SF	RENT/SF OF LAND
1/1/2026 to 12/31/2027	\$489,600	\$40,800	\$4.98	\$0.82

*Tenant has option to terminate with 180-day notice

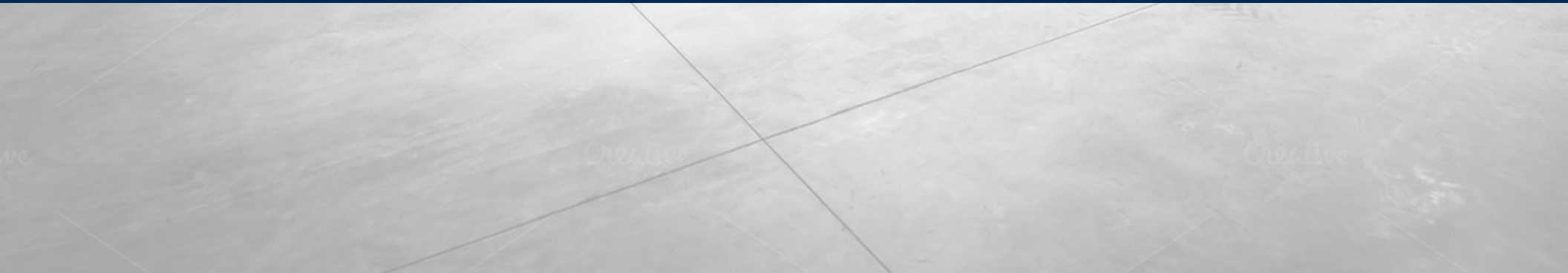
PROPERTY SUMMARY

	BUILDING A 1415 S CENTRAL AVE	BUILDING B 1505 S CENTRAL AVE	BUILDING C 1619 S CENTRAL AVE	BUILDING D 1621 S CENTRAL AVE	BUILDING E 1701 S CENTRAL AVE	PARKING LOT 1805 S CENTRAL AVE	PARKING LOT 1613 S MAPLE AVE
DESCRIPTION	Secondary Parts Storage Building	Main Offices, Parts & Truck Service Shop	Truck Service with Small Office Space	Truck & Trailer Service Shop	Customer Training Center	Satellite Parking Lot	Satellite Parking Lot
BUILDING SIZE	3,104 SF	45,246 SF	24,731 SF	17,926 SF	7,310 SF	N/A	N/A
LOT SIZE	0.35 Acres	2.71 Acres	6.59 Acres	1.99 Acres		1.34 Acres	0.78 Acres
YEAR BUILT	1956	1958, 1974, 1978	1978, 2001	1995	1958	N/A	N/A
PARCEL NO.	3303488	3303490	3303509	3303519		3303531A	3302657





Property Details





1415 S Central Avenue, Marshfield, WI 54449

Building A – Secondary Parts Storage Building

PROPERTY SUMMARY

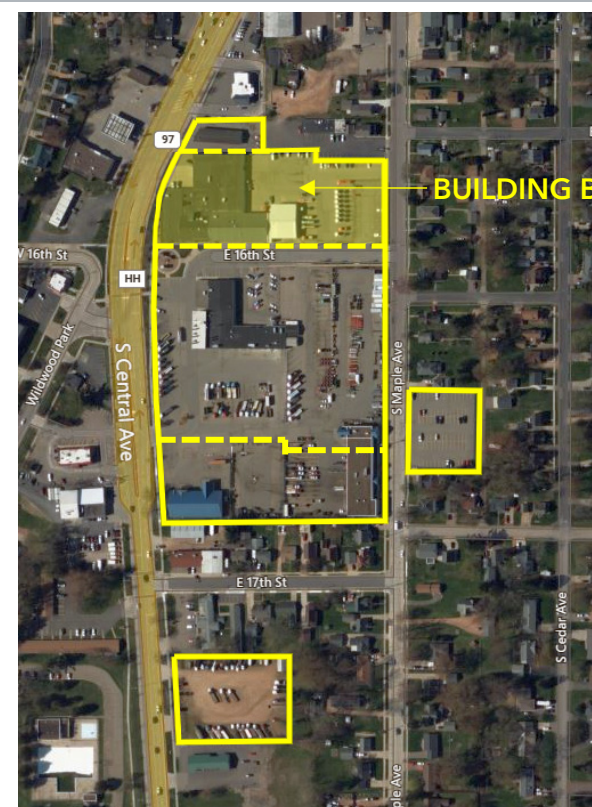
Building Size:	3,104 Square Feet
Lot Size:	0.35 Acres
Year Built:	1956
Construction:	Poured concrete foundation, masonry block walls, wood framing, and a built-up asphalt shingled roof
Clear Height:	10' (To Be Verified by User)
Doors:	Only Double Door Access
Power:	Single-Phase (To Be Verified by User)
Heat:	Gas-Fired Unit Heater
Zoning:	Commercial Mixed-Use
Parcel Id:	303488





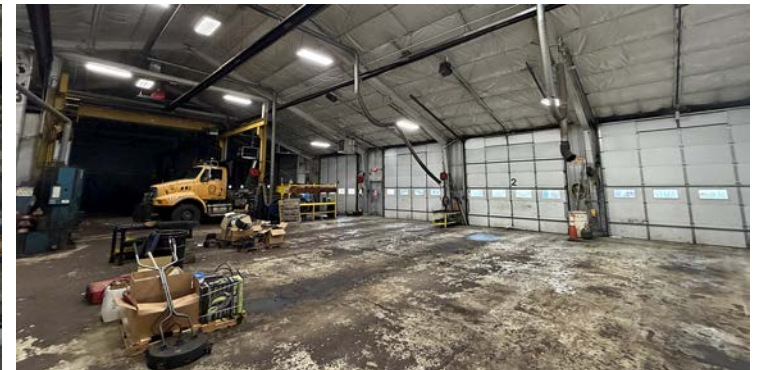
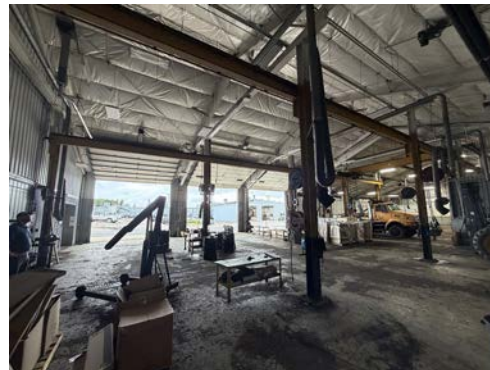
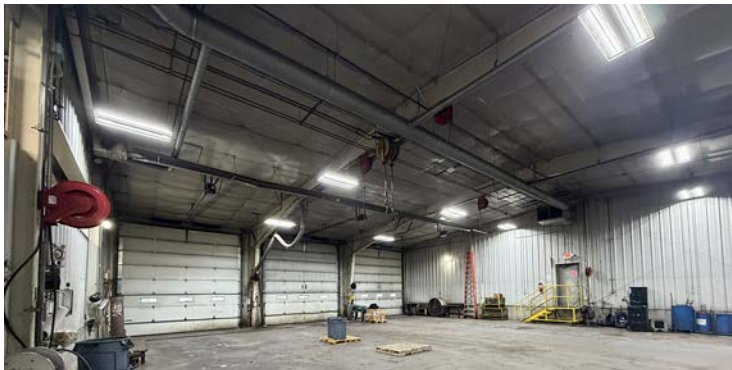
1505 S Central Avenue, Marshfield, WI 54449

Building B – Main Office, Parts, and Truck Service Shop



PROPERTY SUMMARY

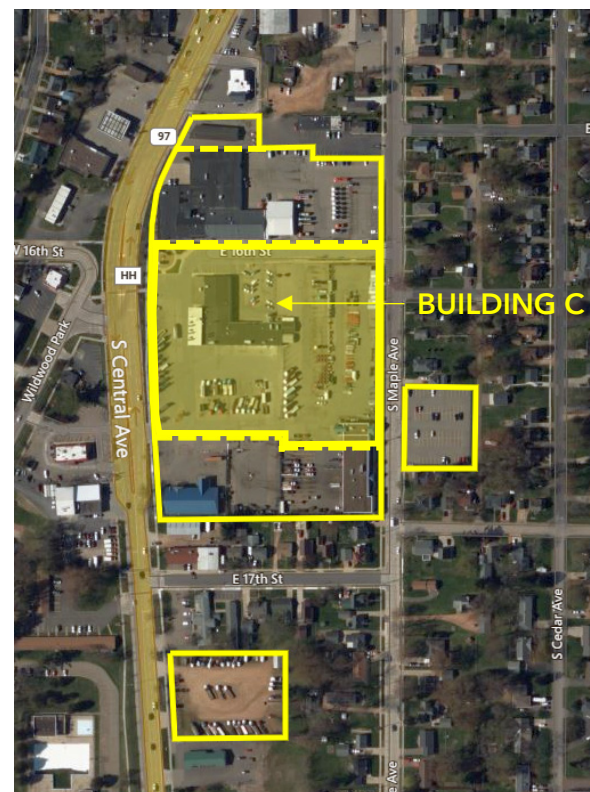
Building Size:	45,246 Square Feet, including ~10,000 Square Feet of Office Space
Lot Size:	2.71 Acres
Year Built:	1958, 1974, 1978, 2000
Construction:	Structural steel and pre-engineered steel framing, poured concrete foundation, part masonry block, EIFS, and insulated metal walls, and part EPDM rubber membrane over ribbed metal deck roof, and part pitched ribbed metal deck roof
Clear Height:	Truck Service Shop 13'7" at the eave and 24' at the center (To Be Verified by User)
Doors:	19 Overhead Doors
Cranes:	7.5-Ton Crane
Power:	3-Phase (To Be Verified by User)
Heat:	Waste Oil Heat, Gas Fired Furnaces, Radiant Heat
Airlines:	Airlines Throughout, Exhaust Collection Systems Throughout
Zoning:	Commercial Mixed-Use
Parcel Id:	3303490





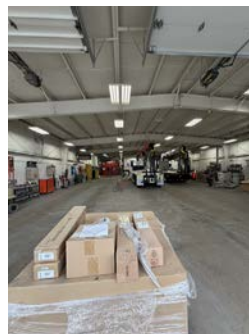
1619 S Central Avenue, Marshfield, WI 54449

Building C – Truck Service with Small Office Space



PROPERTY SUMMARY

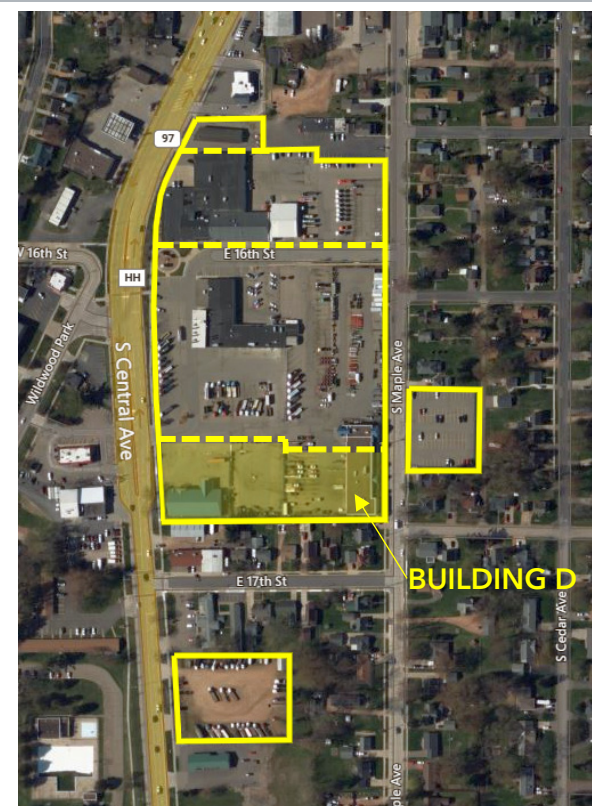
Building Size:	24,731 Square Feet, including ~1,000 Square Feet of Office Space
Lot Size:	6.59 Acres
Year Built:	1979 & 2001
Construction:	Predominantly pre-engineered steel framing, poured concrete foundation, and predominantly insulated metal walls, stone ballasted EPDM rubber membrane roof cover over ribbed metal deck, pitched metal deck roof, and EPDM rubber membrane roof over pitched metal roof
Clear Height:	Body Shop & Service Bays 13'6" - 16', Paint Booth 18' (To Be Verified by User)
Doors:	13 Drive-In Bays (3 are for paint booths, 1 is a steam bay and 1 is a blast bay)
Wash Bay:	Yes
Paint Booth:	Yes
Power:	3-Phase (To Be Verified by User)
Heat:	Roof mounted HVAC units
Airlines:	Airlines Throughout, Exhaust Collection Systems Throughout
Zoning:	Commercial Mixed-Use
Parcel Id:	3303509





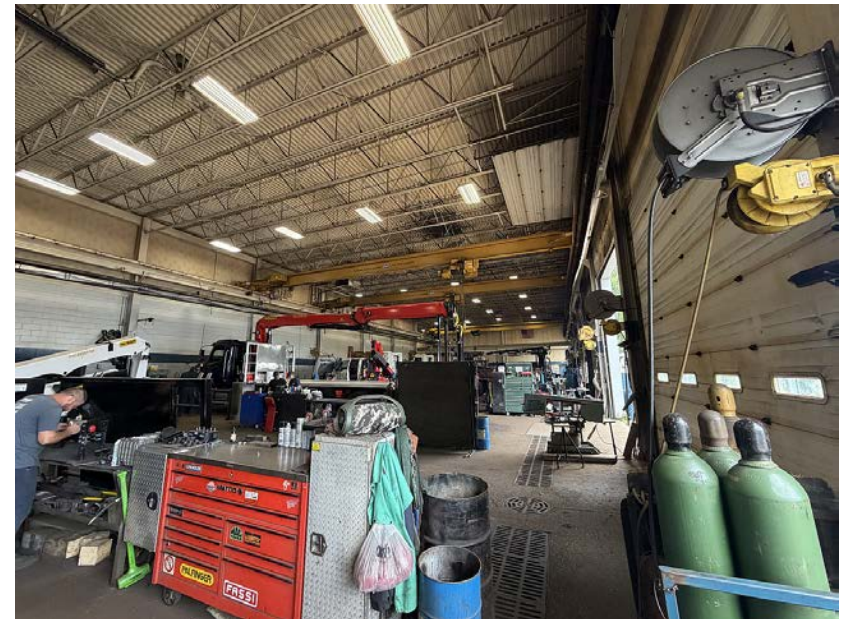
1621 S Central Avenue, Marshfield, WI 54449

Building D – Truck & Trailer Service Shop



PROPERTY SUMMARY

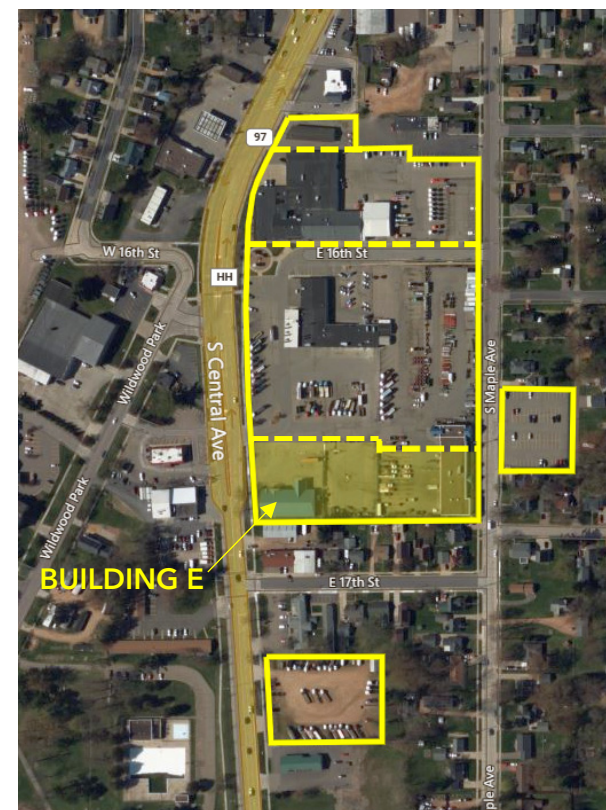
Building Size:	17,926 Square Feet, including 112 Square Feet of Open Porch
Lot Size:	1.99 Acres
Year Built:	1995
Construction:	Structural steel framing, masonry block walls, poured concrete foundation, and a stone ballasted EPDM rubber membrane roof cover over standing seam metal roof
Clear Height:	Service Area 25' with a clear height of 20' under hook (To Be Verified by User)
Doors:	10 Drive-In Bays
Cranes:	10-Ton Crane & Two, 7.5-Ton Cranes
Power:	110V/230V/480V, 3-Phase (To Be Verified by User)
Heat:	Roof mounted HVAC units
Airlines:	Airlines Throughout, Exhaust Collection Systems Throughout
Zoning:	Commercial Mixed-Use
Parcel Id:	3303519 & a small portion of 3303509





1621 S Central Avenue, Marshfield, WI 54449

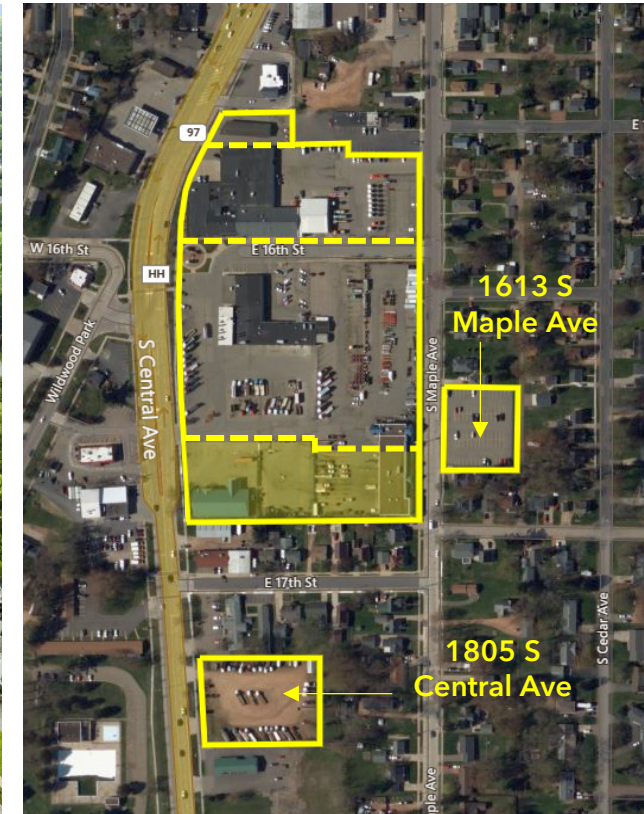
Building E – Customer Training Center



PROPERTY SUMMARY

Building Size:	7,310 Square Feet
Lot Size:	1.99 Acres
Year Built:	1958
Construction:	Poured concrete basement, metal and steel structural floors, pre-engineered steel framing, a mix of EIFS and masonry block walls, and a double pitched, insulated metal roof
Clear Height:	Service Area 25' with a clear height of 20' under hook (To Be Verified by User)
Power:	Single-Phase (To Be Verified by User)
Heat:	Boiler Heat & Air-Conditioning System
Zoning:	Commercial Mixed-Use
Parcel Id:	3303519





1805 S Central Avenue & 1613 S Maple Avenue, Marshfield, WI 54449

Satellite Parking Lots

For worker and customer parking there is approximately 140 parking spots between the parking lots. As for big truck parking spots, there is approximately 110 on the main grounds and facility, and then in the south parking lot down the road, you can park anywhere from 42 to 62, depending on how you stack them in there.

PROPERTY SUMMARY

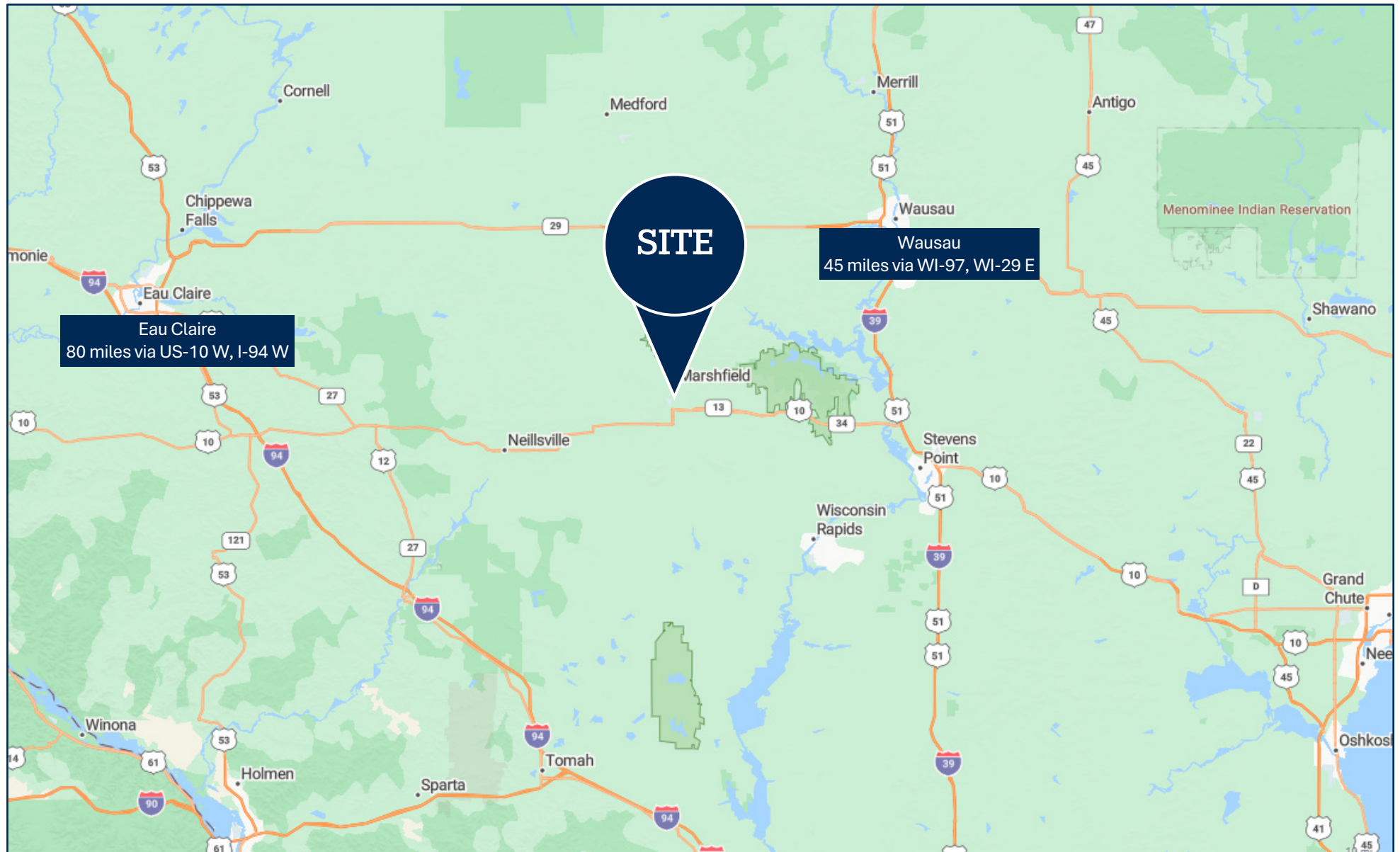
Address:	1805 S Central Avenue	1613 S Maple Avenue
Lot Size:	1.34 Acres	0.78 Acres
Parking Spaces:	Ample (To Be Verified by User)	85
Zoning:	Commercial Mixed-Use	Commercial Mixed Use
Parcel Id:	3303531A	3302657

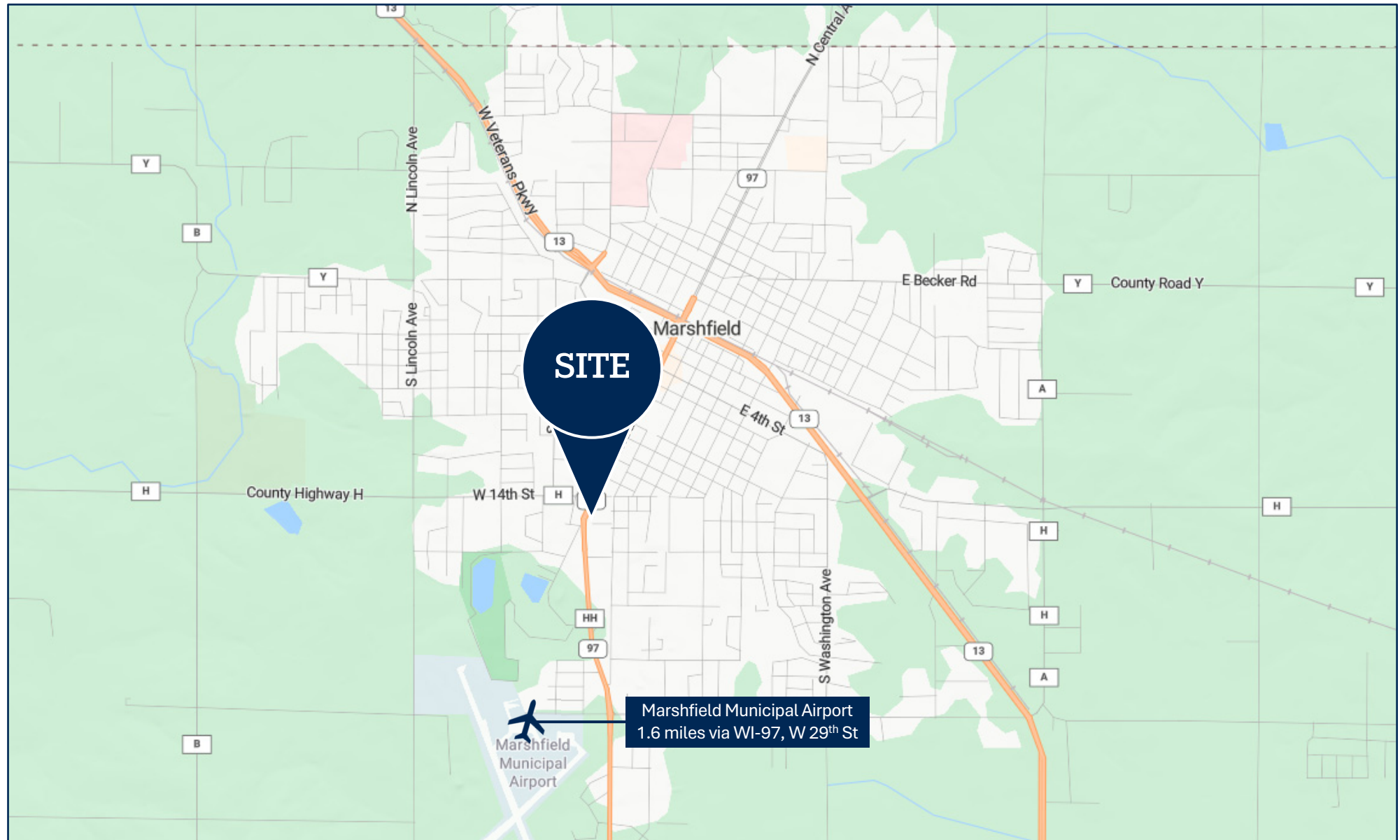




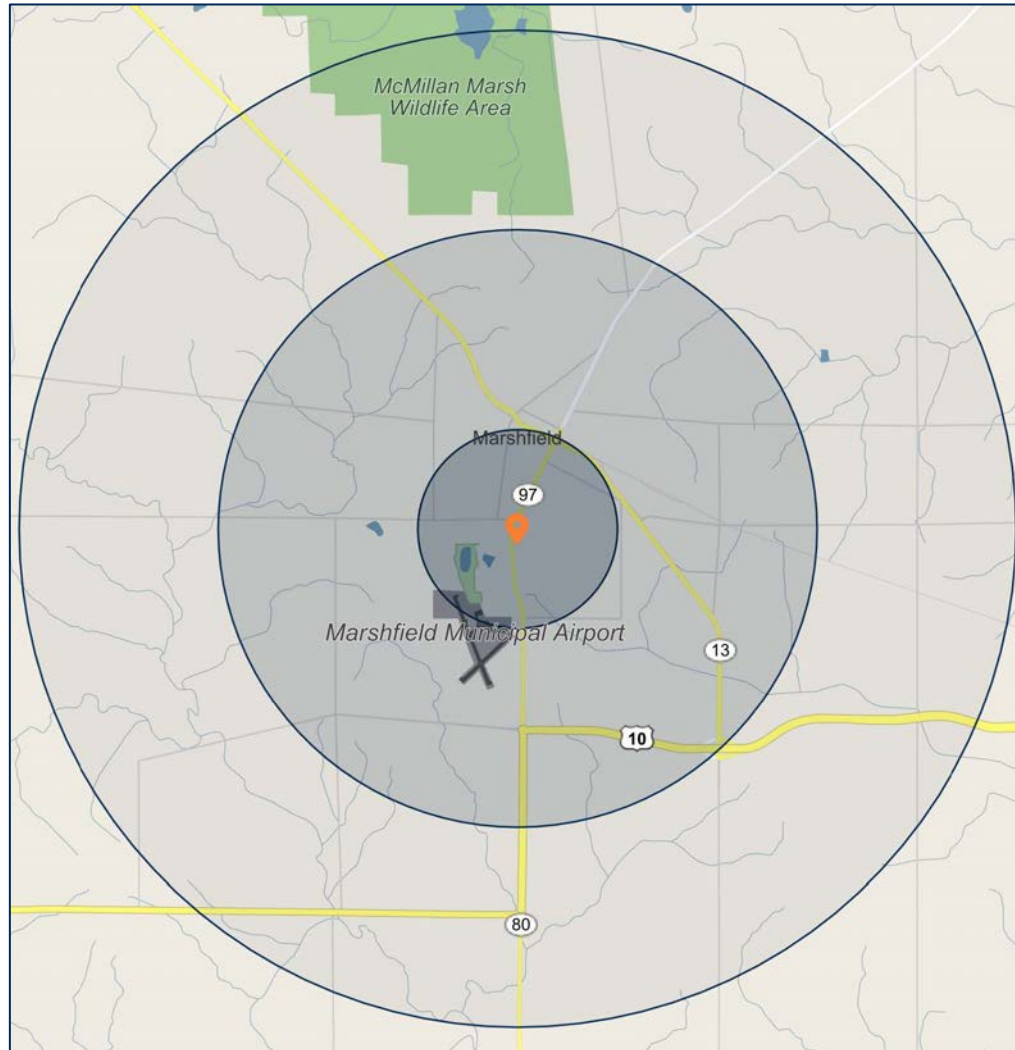
Location Overview











CREATED ON JULY 15, 2026

	1 Miles	3 Miles	5 Miles
POPULATION			
2030 Projection	7,366	20,270	24,005
2025 Estimate	7,374	20,222	23,961
2020 Census	7,321	20,050	23,778
2010 Census	7,488	20,215	23,927
2025 Daytime Population	12,902	33,172	35,878
INCOME			
Average	\$77,787	\$90,890	\$9,931
Median	\$63,121	\$73,544	\$76,358
Per Capita	\$36,181	\$40,812	\$41,396
HOUSEHOLDS			
2030 Projection	3,548	9,540	10,974
2025 Estimate	3,523	9,458	10,882
2020 Census	3,475	9,305	10,707
2010 Census	3,496	9,273	10,597
HOUSING			
2025 Median Home Value			\$206,142

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Activity ID #ZAH0160130

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