



Hartung Fields - 40.5
Developable Acres

Biotech & Industrial
Campus

Commercial Land for
Sale

2690 Blaney Road,
Fitchburg, WI 53711



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Property Summary

Price:	\$5.75-7.50 P/SF (Pending Lot Size)
Lot Size:	2.6 - 40.5 Acres
Access:	Lacy Road & US HWY 14
Cross Streets:	Lacy Rd & Haight Farm Rd
Permitted Uses:	Fitchburg's Specialized Industrial (I-S) Zoning
Frontage:	1500' Feet - Haight Farm Rd
Traffic Count:	23,900 VPD - US HWY 14
Utilities:	Present at Site - Harvester Pass and Blaney Rd
Zoning:	PDD-GIP, Requires SIP for each new project.

Property Overview

Position your business for success in a premier development with exceptional access, infrastructure, and workforce advantages. This high-visibility site along Highway 14 offers flexible building options ranging from 30,000 to 260,000 square feet and parcels from 10 to 41 acres. With 500 apartment units already committed and utilities readily accessible, this site is primed for immediate development.

Location Overview

Located just four minutes south of US Highway 12/18, the site offers outstanding visibility and ease of access from US Highway 14. Situated within the dynamic Madison region, the area benefits from a strong labor market, a thriving biotech cluster, and a supportive, business-friendly community. As a designated tech hub and home to the University of Wisconsin-Madison, this market offers unmatched opportunities for innovation and growth.

PROPERTY PHOTOS

Hartung Fields
2690 Blaney Road | Fitchburg, WI 53711



PROPERTY PHOTOS

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HARTUNG FIELDS

PART OF THE NE 1/4 OF THE NE 1/4, THE SE 1/4 OF THE NE 1/4, THE SW 1/4 OF THE NE 1/4, THE NW 1/4 OF THE NE 1/4, THE NE 1/4 OF THE NW 1/4, AND THE SE 1/4 OF THE NW 1/4 OF SECTION 14, T6N, R9E, CITY OF FITCHBURG, DANE COUNTY, WISCONSIN

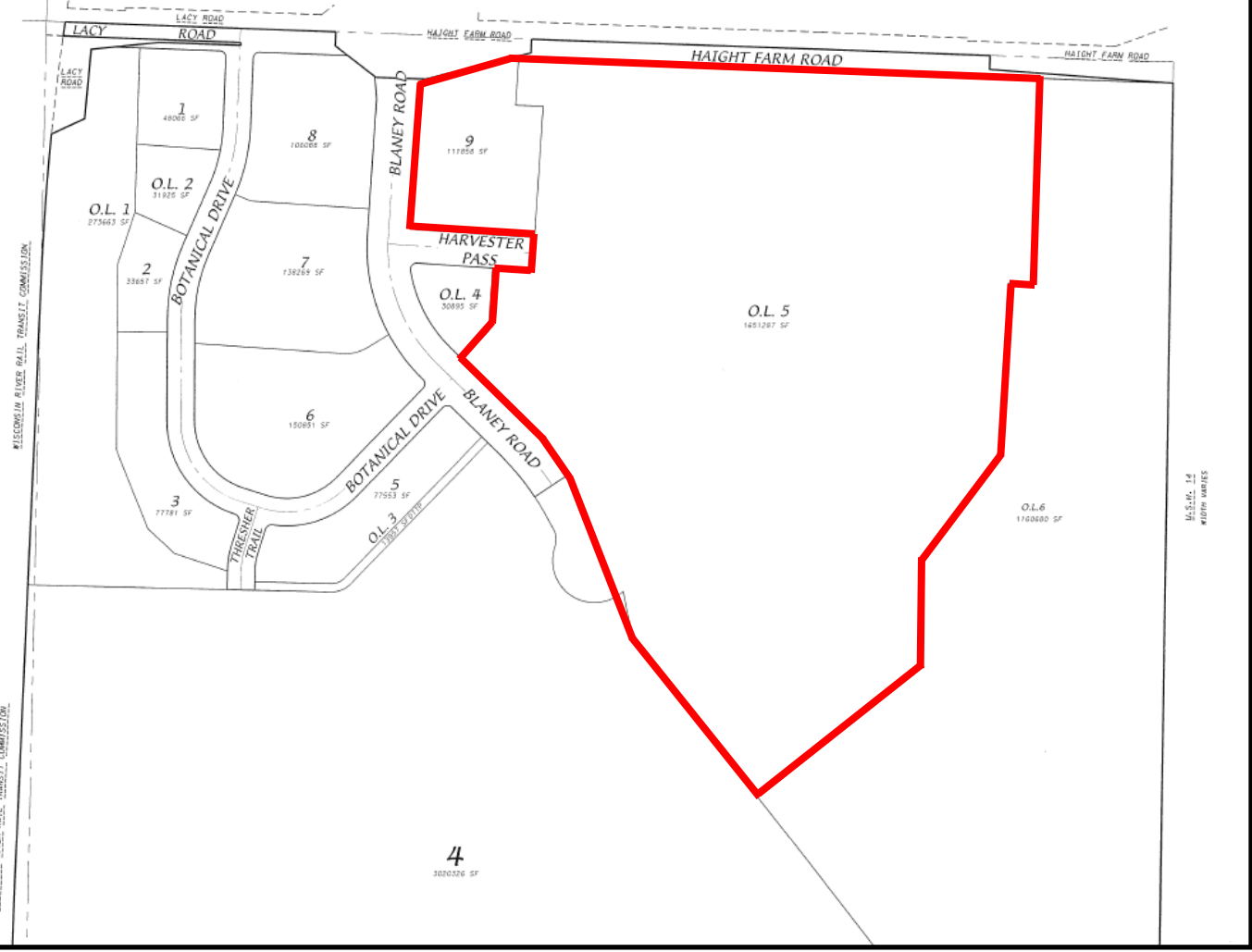
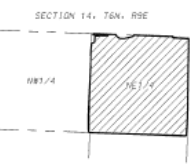
There are no objections to this plat with respect to s. 236.15, 236.16, 236.20 and 236.21 (1) and (2), Wis. Stats. as provided by s. 236.12, Wis. Stats.

Certified December 13, 2023

Renee M. Dowdy
Department of Administration

NOTES

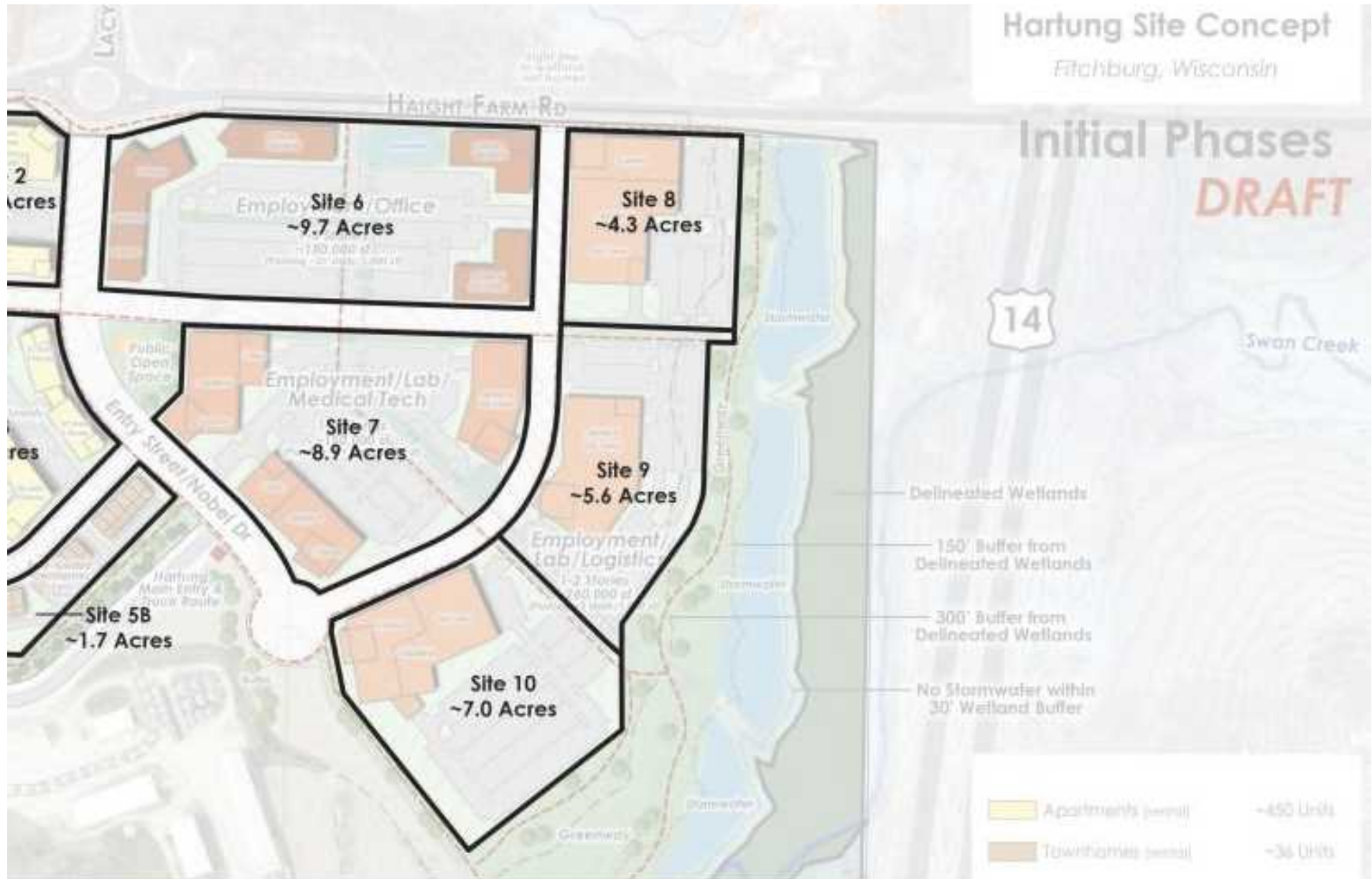
- All intersection right-of-way radii are 15', unless noted.
- Existing Zoning: Rural Development, Exclusive Agriculture
Proposed Zoning: PD-Planned Development
- Land Owner/Subdivider:**
Hartung Brothers, Inc. 708 Heartland Trail, Suite 2000, Madison, WI
Loyal Estates, Frieslandville & Assoc., 120 E. Lakeside Street, WI
Surveyor and Engineer: D'Onofrio Kottke & Assoc., 7530 Westward Way, Madison, WI
- Outlot Designations**
 - O.L. 1: Dedicated to the Public for Stormwater Management, Open Space, Pedestrian/Bike Path, and Park Purposes
 - O.L. 2: Dedicated to the Public for Park purposes
 - O.L. 3: Dedicated to the Public for Pedestrian/Bike Path, Storm Sewer, and Park purposes
 - O.L. 4: Dedicated to the Public for Park purposes
 - O.L. 5: Non-dedicated
 - O.L. 6: Dedicated to the Public for Stormwater Management, Open Space, Pedestrian/Bike Path, and Park purposes
- O.L. 1 and 6 are designated as Environmental Corridors as regulated by the City of Fitchburg.
- Environmental corridors as regulated by the City of Fitchburg will be delineated within Lot 4 as a requirement of any land division, rezoning or/and redevelopment of Lot 4.
- Except for light poles, no above ground pedestals, transformers or other switch equipment shall be allowed within street right-of-way or along the front yards of lots. Said above ground equipment shall be allowed at rear yards or where specifically called out on the plat. All electric and communication systems requiring above ground apparatuses within 25 feet of public right of way or outlots, shall submit a plan and obtain approval from the City Engineer prior to installation.



CONCEPT PLAN

Hartung Fields
2690 Blaney Road | Fitchburg, WI 53711







Hartung Fields

2690 Blaney Road, Fitchburg, WI 53711

Acres

40.50



Extreme Engineering

9901 Silicon Prairie Parkway, Verona, WI 53593

Sale Price

\$3,280,000

Lot Size

599,385

Price/SF

\$5.47

Sale Date

5/1/2017

SALE COMPARABLES

Hartung Fields
2690 Blaney Road | Fitchburg, WI 53711

2



Sale Price	\$2,650,000
Lot Size	326,700
Price/SF	\$8.11
Sale Date	8/1/2022

General Beverage

6157 Cottonwood Drive, Fitchburg, WI 53719

3



Sale Price	\$3,000,000
Lot Size	382,456
Price/SF	\$7.84
Sale Date	2/1/2024

Fristam Pumps

3139 Deming Way, Middleton, WI 53562

SALE COMPARABLES

Hartung Fields
2690 Blaney Road | Fitchburg, WI 53711

4



Sale Price	\$3,490,000
Lot Size	536,659
Price/SF	\$6.50
Sale Date	12/1/2021

Sigma Aldrich

1225 Kettle Moraine Trail, Verona, WI 53593

5



Sale Price	\$2,980,000
Lot Size	568,458
Price/SF	\$5.24
Sale Date	12/1/2021

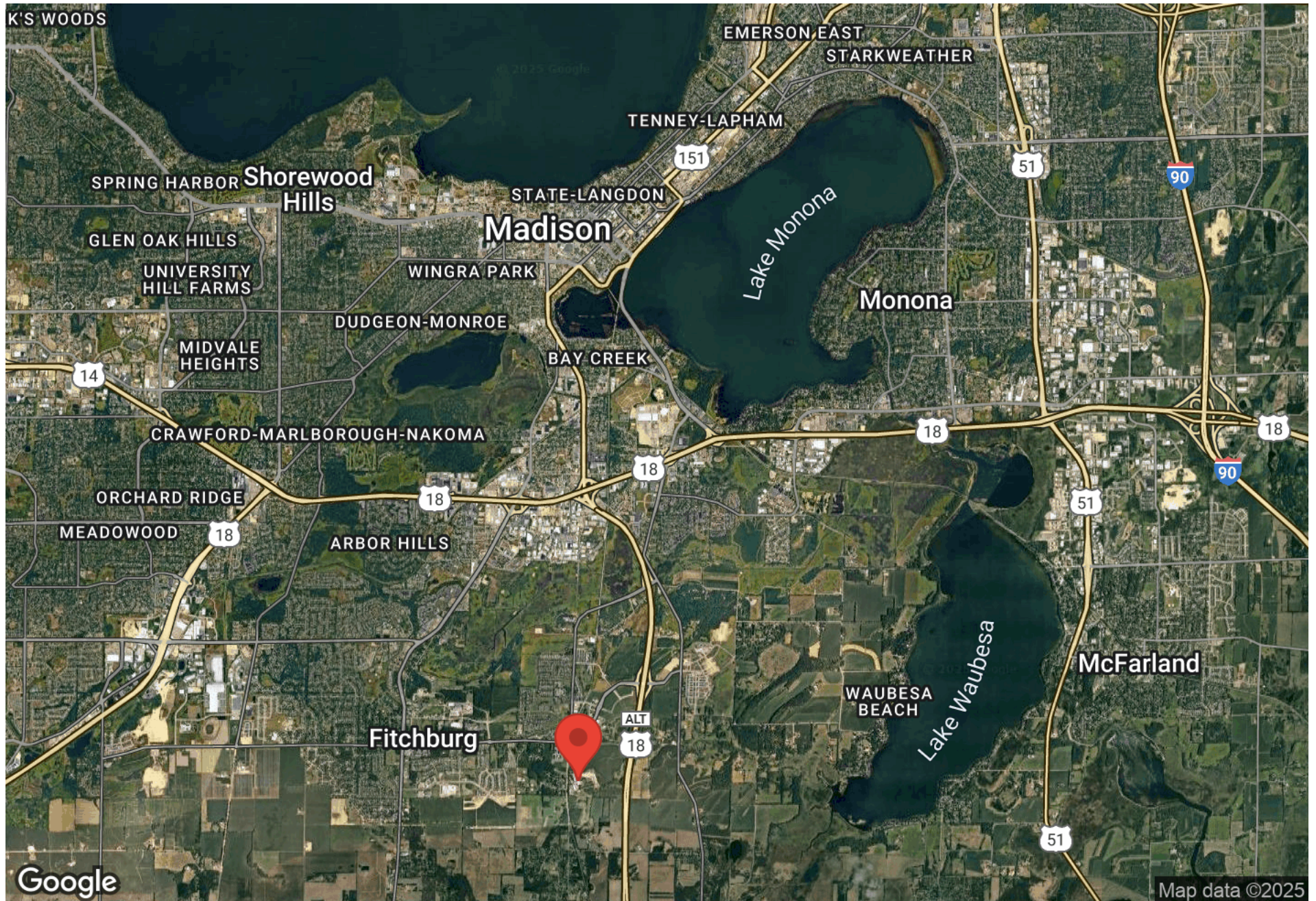
Arrowhead Pharma

1080 Arrowhead Way, Verona, WI 53593



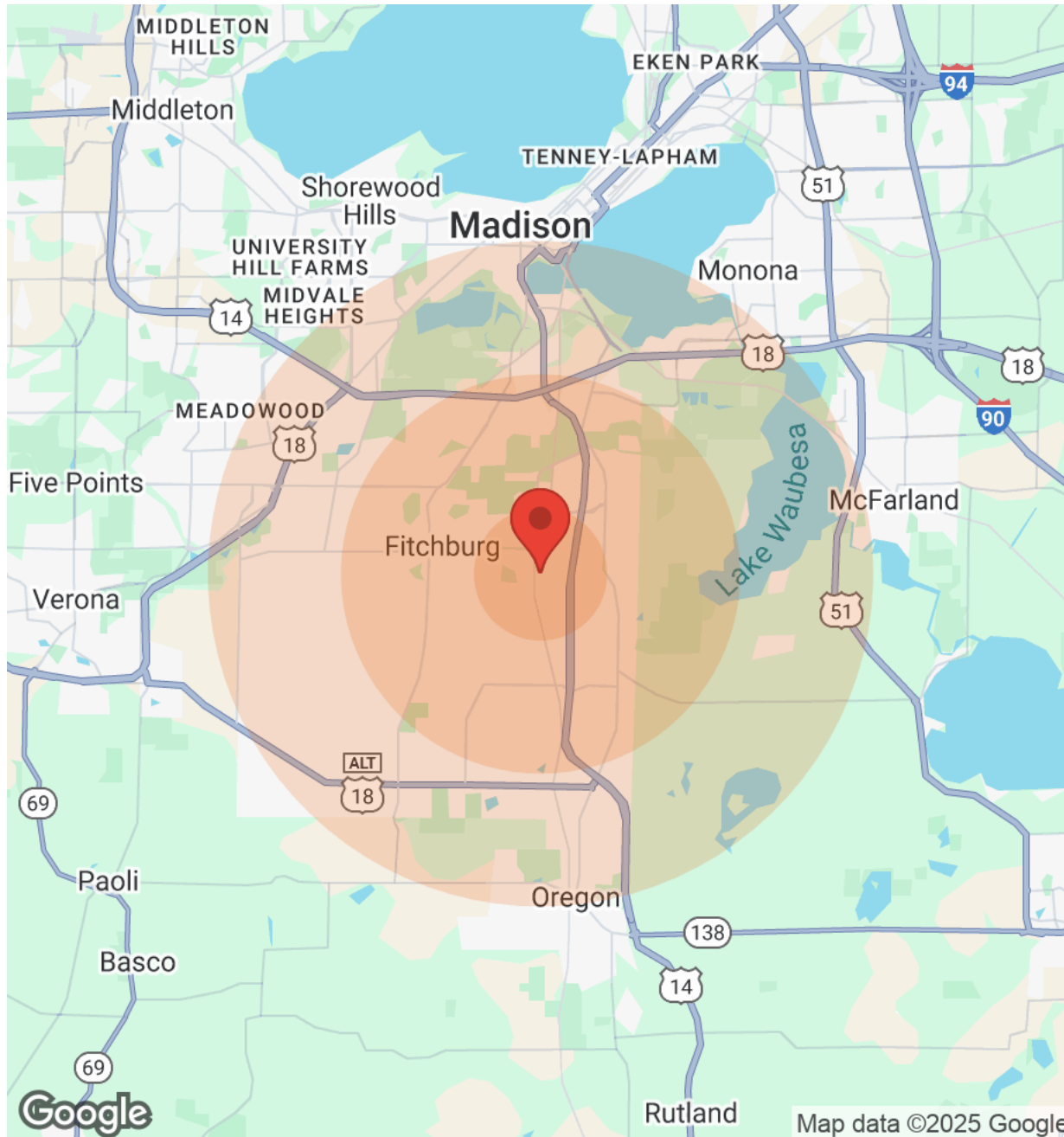
REGIONAL MAP

Hartung Fields
2690 Blaney Road | Fitchburg, WI 53711



DEMOGRAPHICS

Hartung Fields
2690 Blaney Road | Fitchburg, WI 53711



Population	1 Mile	3 Miles	5 Miles
Male	953	14,731	40,179
Female	804	14,823	40,848
Total Population	1,757	29,554	81,027

Age	1 Mile	3 Miles	5 Miles
Ages 0-14	250	5,779	15,246
Ages 15-24	222	3,796	9,877
Ages 25-54	630	12,508	35,263
Ages 55-64	310	3,559	9,685
Ages 65+	345	3,912	10,956

Race	1 Mile	3 Miles	5 Miles
White	1,654	21,784	61,685
Black	55	3,116	7,732
Am In/AK Nat	N/A	43	112
Hawaiian	N/A	N/A	2
Hispanic	28	5,238	12,362
Multi-Racial	38	7,196	16,718

Income	1 Mile	3 Miles	5 Miles
Median	\$89,495	\$69,847	\$59,914
< \$15,000	N/A	942	3,575
\$15,000-\$24,999	26	1,148	3,776
\$25,000-\$34,999	30	1,213	3,343
\$35,000-\$49,999	73	1,562	4,494
\$50,000-\$74,999	172	2,437	6,771
\$75,000-\$99,999	187	1,401	4,440
\$100,000-\$149,999	163	1,753	4,254
\$150,000-\$199,999	45	608	1,384
> \$200,000	49	858	1,564

Housing	1 Mile	3 Miles	5 Miles
Total Units	890	13,144	36,004
Occupied	790	12,200	33,723
Owner Occupied	657	6,828	17,686
Renter Occupied	133	5,372	16,037
Vacant	100	944	2,281

State of Wisconsin - Disclose to Non-Residential Customers

Prior to negotiating on your behalf the brokerage firm, or an agent associated with the firm, must provide you the following disclosure statement:

DISCLOSURE TO CUSTOMERS

You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an agent of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the customer, the following duties:

- (a) The duty to provide brokerage services to you fairly and honestly.
 - (b) The duty to exercise reasonable skill and care in providing brokerage services to you.
 - (c) The duty to provide you with accurate information about market conditions within a reasonable time if you request it, unless disclosure of the information is prohibited by law.
 - (d) The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the information is prohibited by law. (See Definition of Material Adverse Facts below).
 - (e) The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your confidential information or the confidential information of other parties.
 - (f) The duty to safeguard trust funds and proposals in an objective and unbiased manner and disclose the advantages and disadvantages of the proposals. other property held by the Firm or its Agents.
 - (g) The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the advantages and disadvantages of the proposals.
- Please review this information carefully. An Agent of the Firm can answer your questions about brokerage services, but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain-language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

CONFIDENTIALITY NOTICE TO CUSTOMERS

The Firm and its Agents will keep confidential any information given to the Firm or its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the Firm is no longer providing brokerage services to you. • The following information is required to be disclosed by law: 1. Material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see "Definition of Material Adverse Facts" below). 2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection report on the property or real estate that is the subject of the transaction. To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may list that information below. At a later time, you may also provide the Firm or its Agents with other information you consider to be confidential.

CONFIDENTIAL INFORMATION: _____

NON- CONFIDENTIAL INFORMATION (the following information may be disclosed by the Firm and its Agents): _____

(Insert information you authorize to be disclosed, such as financial qualification information.)

DEFINITION OF MATERIAL ADVERSE FACTS

A "Material Adverse Fact" is defined in Wis. Stat. § 452.01(5g) as an Adverse Fact that a party indicates is of such significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction or affects or would affect the party's decision about the terms of such a contract or agreement. An "Adverse Fact" is defined in Wis. Stat. § 452.01(1e) as a condition or occurrence that a competent licensee generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a contract or agreement made concerning the transaction.

NOTICE ABOUT SEX OFFENDER REGISTRY You may obtain information about the sex offender registry and persons registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at <http://www.doc.wi.gov> or by telephone at 608-240-5830.