

TIMELESS STRENGTH. ENDLESS POTENTIAL.

WHERE HISTORY AND POSSIBILITY MEET

1 West Wilson — A landmark investment opportunity in Wisconsin's capital city.

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BUILT TO ENDURE. READY TO EVOLVE.

For nearly a century, 1 West Wilson has represented Wisconsin's civic and architectural strength. Built between 1930 and 1959 and listed on the National Register of Historic Places, this 422,087-square-foot Art Deco landmark offers exceptional visibility, scale, and redevelopment potential.

Located steps from the State Capitol with panoramic views of Lake Monona, the property occupies a premier site in Madison's civic and commercial core, a short walk from the Monona Terrace Community and Convention Center. Surrounded by a thriving economy, strong population growth, and world-class research institutions, 1 West Wilson stands as one of the Midwest's most promising downtown redevelopment opportunities.

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CRAFTED FOR PERMANENCE. DESIGNED WITH PURPOSE.

IMAGINED BY STATE ARCHITECT
ARTHUR PEABODY IN 1929.

Originally conceived as a civic annex to the Capitol, 1 West Wilson embodies the forward-looking design principles of its era. While the building was intended to complement the monumentality of the Capitol, Peabody eschewed the Beaux-Arts style of the Capitol in favor of a more modern and streamlined form evocative of the Art Deco style. Peabody balanced classical symmetry with modern Art Deco geometry, creating a structure that remains both stately and efficient. Its limestone façade and signature vertical lines continue to define the southern edge of the Capitol skyline.

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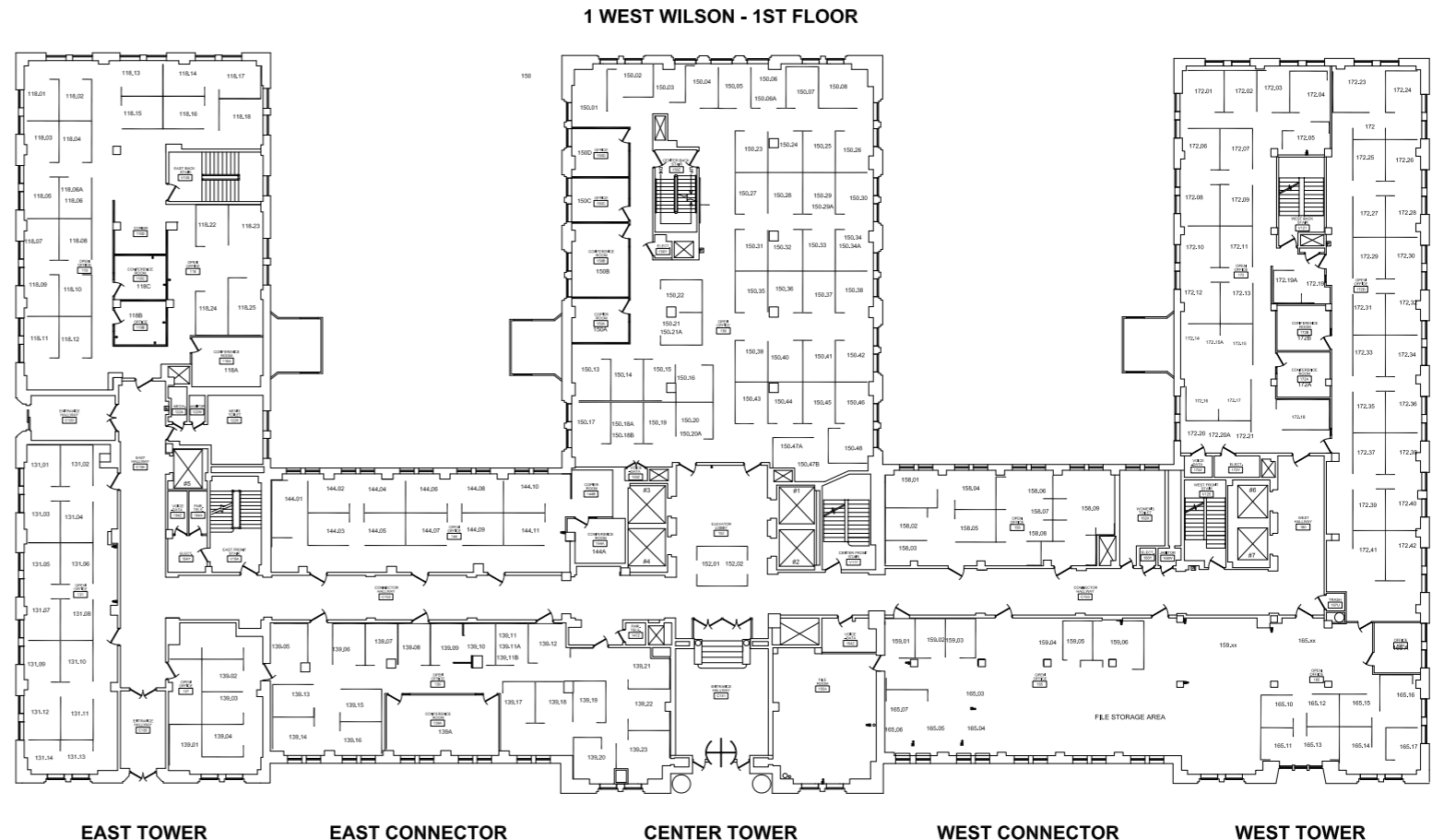
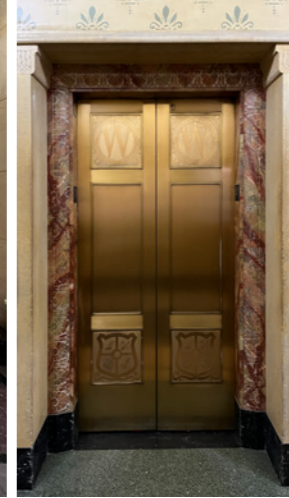
Photo: Wisconsin Historical Society

A STRONG FOUNDATION FOR THE FUTURE

- Building Area: 422,087 SF
- Land Area: 2.41 acres
- Floors: 7–11 stories + 4 lower levels
- Zoning: Downtown Core (DC) District
- Views: Capitol and Lake Monona
- Years Built: 1930, 1939, 1959

The property's scale and structure provide flexibility for adaptive reuse — from mixed-use redevelopment and hospitality to institutional or corporate occupancy. Its durable construction, central location, and Art Deco character make it an ideal platform for a visionary investment.

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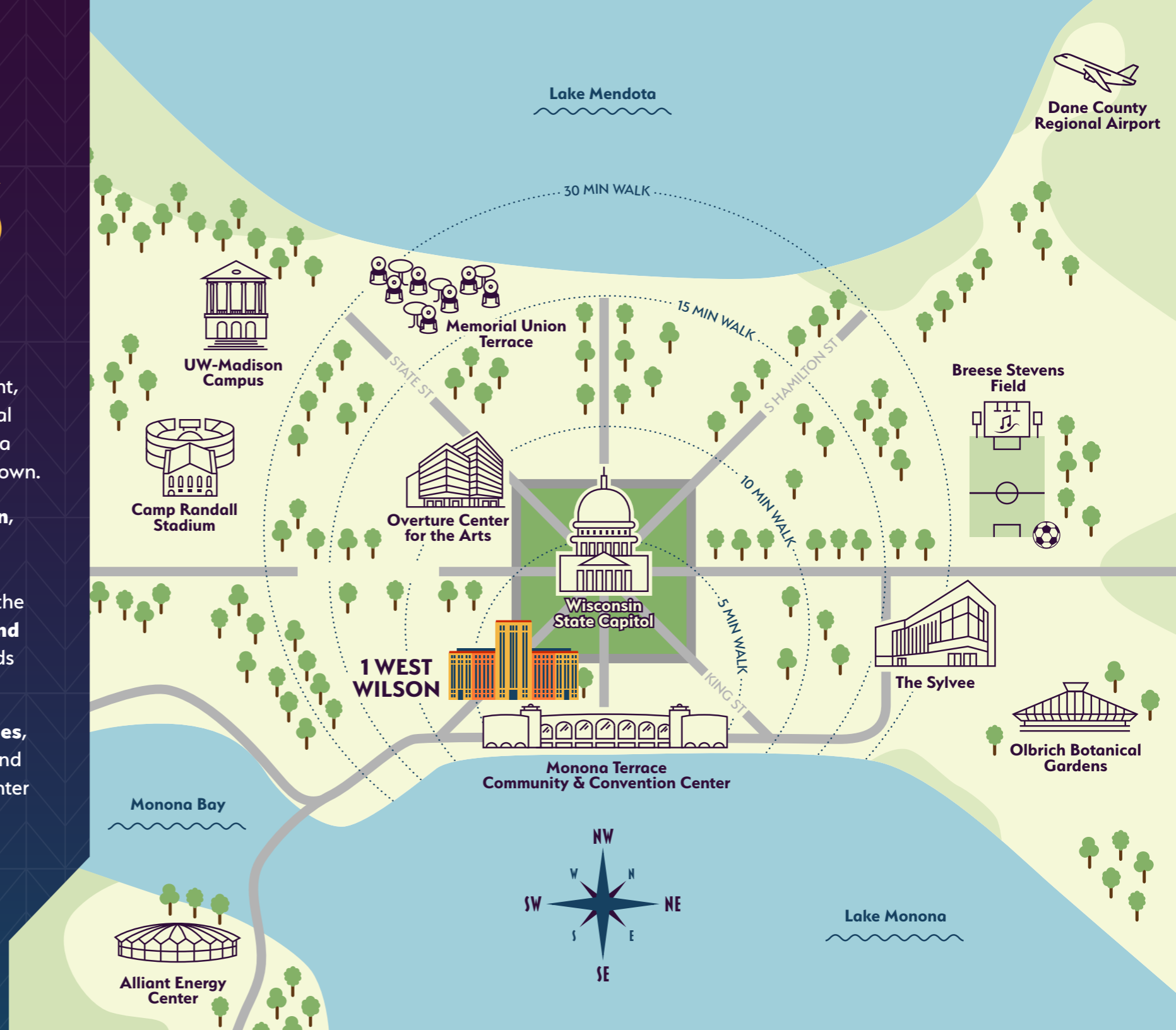
AT THE HEART OF MADISON'S MOMENTUM

Madison stands at the intersection of government, education, and innovation. As Wisconsin's capital and fastest-growing city, it offers the stability of a government hub and the energy of a university town.

Home to the **University of Wisconsin–Madison**, a world-class research institution, the city draws top talent, entrepreneurs, and investment from around the world. Its downtown — anchored by the **State Capitol**, **Monona Terrace Community and Convention Center**, and **Lake Monona** — blends civic stature with cultural vibrancy.

Recognized among **America's most livable cities**, Madison combines walkability, natural beauty, and economic strength. **1 West Wilson** sits at the center of this landscape, offering unmatched access, connectivity, and prominence within one of the Midwest's strongest development markets.

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IMAGINE WHAT'S POSSIBLE

A NEW ERA OF INNOVATION, COMMERCE, AND CONNECTION.

1 West Wilson presents a rare opportunity to reimagine a landmark asset for the next century of Madison's growth. Potential redevelopment concepts include:

- A **mixed-use** destination blending work, residential, and community space.
- A **boutique hotel** and event venue overlooking Lake Monona.
- An **innovation hub** connecting public and private enterprise.
- A **civic centerpiece** celebrating Wisconsin's creativity and culture.



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INVESTMENT OPPORTUNITY

AN ADDRESS OF DISTINCTION

- Listed on the National Register of Historic Places (1982)
- Eligible for Preservation and Energy Tax Credits
- Structurally sound and redevelopment-ready
- Prime Capitol adjacency and waterfront access
- Flexible Downtown Core (DC) zoning
- Supported by the City's Passenger Rail Station Study identifying Madison's core as the future hub of regional rail service

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WISCONSIN BY THE NUMBERS

A STATEWIDE FOUNDATION OF STRENGTH AND OPPORTUNITY

- **GDP:** Approximately \$453 billion¹ — a diversified economy anchored in manufacturing, agriculture, and innovation.
- **Population:** 5.99 million residents² with steady growth and immigration to urban centers.
- **Exports:** \$27.5 billion in goods³ — led by industrial machinery, medical devices, and food products.
- **Workforce:** 3.07 million employed⁴ — a record-setting labor force recognized for skill and productivity.
- **Higher Education:** 80+ colleges and universities, including the University of Wisconsin System, a top-tier national research network.
- **Infrastructure:** Centrally located between Chicago, Minneapolis, and Milwaukee, with robust highway, rail, and port connectivity.

Wisconsin's balanced economy, stable governance, and innovation ecosystem create an ideal environment for investment — and 1 West Wilson stands at the center of that promise.

¹ U.S. Bureau of Economic Analysis, GDP by State 2024.

² Wisconsin Department of Administration, Final Estimates Summary 2024.

³ Wisconsin Economic Development Corporation, Wisconsin Export Data 2024.

⁴ Wisconsin Department of Workforce Development, Annual Report 2024.

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WHY MADISON WORKS

A CAPITAL CITY BUILT ON INNOVATION AND LIVABILITY

- **Population:** -707,600 metro residents — fastest-growing in Wisconsin.
- **Regional GDP:** \$66.1 billion² — diversified in tech, health care, and manufacturing.
- **Talent Pipeline:** 52,097 students enrolled at UW–Madison (Fall 2024).³
- **Research Leadership:** UW–Madison ranks 6th nationally with >\$1.7 billion in R&D spending.⁴
- **Quality of Life:** Ranked #14 “Best Places to Live in the U.S.”;⁵ 98% of residents live within a 10-minute walk of a park.⁶
- **Mobility:** Walk Score 92; Platinum Bicycle Friendly Community designation.⁷

Madison’s concentration of research, talent, and civic leadership positions it as one of the Midwest’s strongest long-term investment markets.

¹ Federal Reserve Economic Data (2024)

² U.S. Bureau of Economic Analysis (2023). GDP for Madison MSA [NGMP31540].

³ University of Wisconsin–Madison (2024). Facts and Figures.

⁴ National Science Foundation (2025). Higher Education R&D Expenditures.

⁵ U.S. News & World Report (2024). Best Places to Live Rankings.

⁶ Trust for Public Land (2024). ParkScore Index: Madison, WI.

⁷ City of Madison (2024). Platinum Bicycle Friendly Community Renewal.

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Photo: Monona Terrace

ENDURING LEGACY. EMERGING OPPORTUNITY.

1 West Wilson stands as a timeless expression of Wisconsin's strength and vision. From its historic foundation to its modern potential, it offers investors a rare opportunity to shape Madison's skyline for generations to come.

View full details and find contact information on our website, BuildWhatsPossible.wi.gov

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THE NEXT CHAPTER IN WISCONSIN'S CIVIC PORTFOLIO

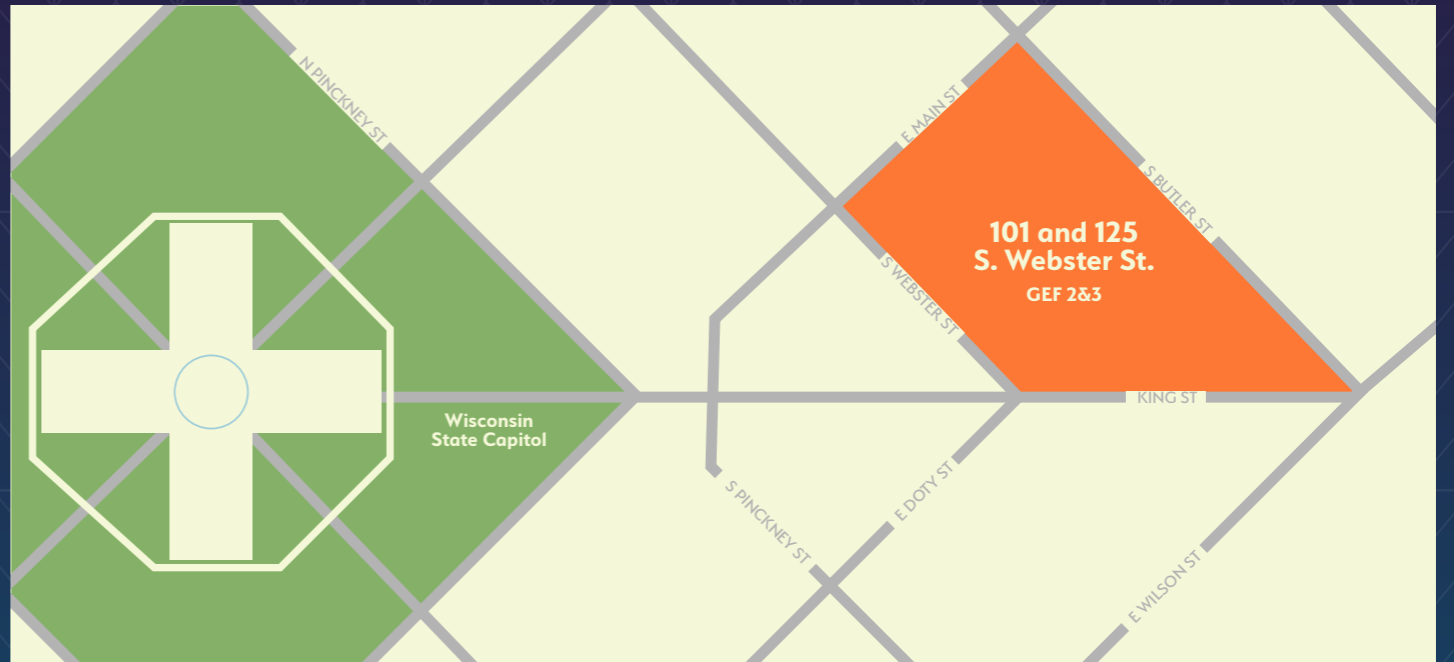
**DISTINCTIVE PROPERTIES.
EXCEPTIONAL POTENTIAL.**

101 and 125 S. Webster Street - GEF 2&3

Located within Madison's downtown core, this prime, large single parcel offers civic prominence, adaptable design, and flexible floor plans suited for mixed-use redevelopment, institutional use, or public-private innovation. Strategically positioned in one of the state's most dynamic urban districts—with strong infrastructure, proximity to major employers, and direct access to transit—this property represents a rare, high-value opportunity.

Projected availability: Spring 2026

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Legal Notices & Disclosures

FOR INFORMATIONAL PURPOSES ONLY

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Wisconsin law requires all real estate licensees to give the following information about brokerage services to prospective 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: – The duty to provide brokerage services to you fairly and honestly. – The duty to exercise reasonable skill and care in providing brokerage services to you. – 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. – 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). – 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 (see “Confidentiality Notice To Customers” below). – The duty to safeguard trust funds and other property held by the Firm or its Agents. – 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 property inspection, contact an attorney, tax advisor, or property 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 or 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 or provide that information to the Firm or its Agents by other means. At a later time, you may also provide the Firm or its Agents with other information you consider to be confidential.

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.

SEX OFFENDER REGISTRY NOTICE

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 phone at 608-240-5830. No representation is made as to the legal validity of any provision or the adequacy of any provision in any specific transaction.

Appendix: Supporting Information

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