



GREENWAY • STATION •

MIDDLETON, WI

RETAILERS RANKED

HomeGoods®

#1 MOST VISITED HOMEGOODS
location in Wisconsin
TOP 3% OF HOMEGOODS
nationwide (#19 of 678)
ONLY HOMEGOODS
location within 30 miles
397.5K VISITS over the past
12 months · **+4% YoY**



ONLY GUITAR CENTER
location within 50 miles
50.1K VISITS over the past
12 months · **+9% YoY**

chico's

#2 MOST VISITED CHICO'S
location in Wisconsin
32.5K VISITS over the past
12 months · **+4% YoY**

ANN TAYLOR
LOFT

ONLY LOFT
location in Wisconsin
31.6K VISITS over
the past 12 months

J.CREW
FACTORY

ONLY J.CREW FACTORY
location within 50 miles
22.3K VISITS over
the past 12 months

GOLF
GALAXY

ONLY GOLF GALAXY location
within 50 miles
68.9K VISITS over the past
12 months · **+15% YoY**

LANDS'
END

ONLY LANDS' END
location within 50 miles
45K VISITS over the past
12 months · **+9% YoY**

J.Jill

#1 MOST VISITED J.JILL
location in the nation
ONLY J.JILL
location in Wisconsin
87.9K VISITS over the past
12 months · **+4% YoY**

ANN
TAYLOR

ONLY ANN TAYLOR FACTORY
within 30 miles
35.6K VISITS over
the past 12 months

COST PLUS
WORLD MARKET
Unique, authentic and always affordable.

#1 MOST VISITED WORLD
MARKET location in Wisconsin
TOP 10% NATIONWIDE
#23 of 230 locations
ONLY WORLD MARKET
location within 50 miles
210K VISITS · **+11% YoY**

Michael's

#3 MOST VISITED MICHAEL'S
location in Wisconsin
#1 MOST VISITED MICHAEL'S
location within 50 miles
314K VISITS over
the past 12 months
+19% VISITS YoY

NORTH AERIAL



MIDDLETON
MUNICIPAL AIRPORT

H Holiday Inn
COUNTRY
INN & SUITES
BY RADISSON
COURTYARD
BY MARRIOTT

SMOOTHIE
KING
MONK'S
Bar & Grill
RUTH'S
CHRIS
STEAK HOUSE
IHOP

FISKARS®

MW
MARKET WEST
apartments
239 LUXURY
APARTMENTS

THE FOUNDRY
APARTMENTS
82 LUXURY APARTMENTS

UNIVERSITY AVE 25,100 VPD

DOWNTOWN
MIDDLETON
5 MINS

DEMING WAY 5,600 VPD

GREENWAY BLVD 12,500 VPD

Fairfield
BY MARRIOTT

the waverly
244 LUXURY APARTMENTS

SOUTH AERIAL

WEST TOWNE MALL



DOWNTOWN
MADISON
20 MIN

WAUNAKEE
15 MINS

HWY 12 60,500 VPD

PRAIRIE TOWNE CENTER



THE WEST EDGE
170 LUXURY APARTMENTS



the waverly
244 LUXURY APARTMENTS

Fairfield
BY MARRIOTT

GREENWAY/BLVD 12,500 VPD

DEMING WAY 5,600 VPD

THE FOUNDRY
APARTMENTS
82 LUXURY APARTMENTS

DOWNTOWN
MIDDLETON
5 MINS


MARKET WEST
apartments
239 LUXURY APARTMENTS

GREENWAY
STATION

LEASING

PLAN

292,725
SF NET RENTABLE

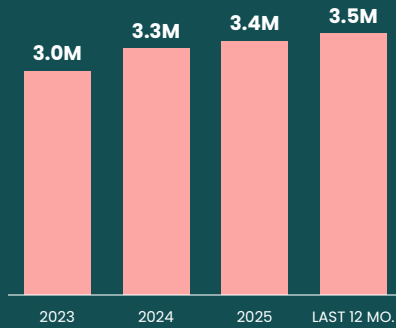
37
TENANTS

97%
LEASED

SPACE	AVAILABLE SQ. FT.
M102	6,033
M104	2,200
TOTAL	8,233



Annual Visits



+14% vs. three years ago

PLACER.AI | VISITS | SEP 1, 2025 – AUG 31, 2026

VISITOR DATA

3.5M

ANNUAL
VISITS

703K

UNIQUE
VISITORS

5

VISITS PER
VISITOR

45

MIN. AVERAGE
DWEELL TIME

PLACER.AI | VISITS | SEP 1, 2025 – AUG 31, 2026



3.5 Million Visits a Year — **Up 14%** in Three Years
703,000 unique visitors, averaging 5 visits each

PLACER.AI | VISITS | 12 MONTHS ENDING AUG 31, 2026 | GROWTH VS. SAME PERIOD THREE YEARS PRIOR

THE HEART OF THE WEST SIDE

CONVENIENT COMMUTE

20 MIN: DOWNTOWN MADISON, WISCONSIN

20 MIN: UNIVERSITY OF WISCONSIN-MADISON

25 MIN: DANE COUNTY REGIONAL AIRPORT



Anchoring the Middleton retail corridor,
**GREENWAY STATION IS A DESTINATION
FOR THE WEST MADISON COMMUNITY.**

Home to the region's only Cooper's Hawk Winery alongside Golf Galaxy Performance Center, DSW, Marshalls, and HomeGoods, Greenway Station's curated mix of retail, dining, and specialty experiences — **292,725 square feet, 97% leased** — sits where Madison's most vibrant communities converge.

BUSINESS POWERHOUSE

Madison Metro's economy is powered by **INDUSTRY-LEADING EMPLOYERS** in healthcare, technology, education, biotech, finance, and more. Creating a concentrated base of **HIGH-EARNING PROFESSIONALS** who live, shop, and invest in the communities they call home.

**FASTEST GROWING METRO
IN THE STATE**

WORKFORCE POPULATION

- 14,606 Businesses
- 288,091 Employees

EDUCATION

- 13,733 Graduates
- 4,553 Graduate level

Placer.ai, University of Wisconsin-Madison



TRADE AREA DEMOGRAPHICS

Greenway Station attracts a **LOYAL, AFFLUENT AUDIENCE** spanning Middleton, Madison, and surrounding communities. About **75%** of visits originate within **15 miles** of the center.

TRUE TRADE AREA

70% of visits · Placer.ai

Population 391,108

Households 170,340

VISITOR HOUSEHOLDS

Placer.ai

Largest income bracket \$150K+

Two most affluent segments 40%

Power Elite 22% · Booming With Confidence 18%

15-MILE RADIUS

U.S. Census

Population 495,876

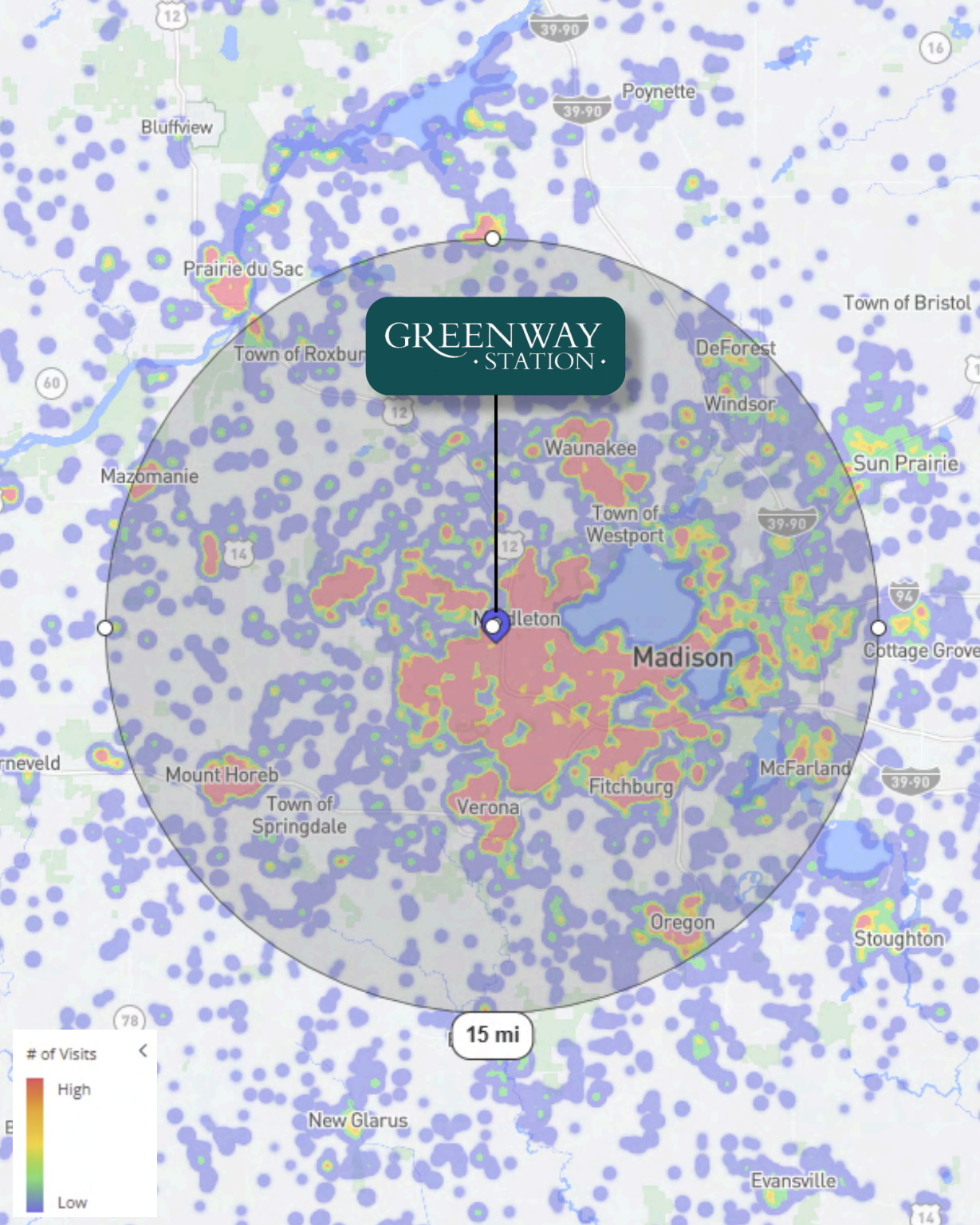
up 5.2% since 2020

Households 217,671

Average household income \$119,377

Median age 36

Placer.ai (Aug. 2026), U.S. Census



FASHION & STYLE

ANN TAYLOR FACTORY • CARTER'S • CHICO'S • DSW • J.CREW
FACTORY • J.JILL • JOS A. BANK* • LANDS' END • LOFT • MARSHALLS

SPECIALTY

FIVE BELOW • GOLF GALAXY • GUITAR CENTER • MICHAEL'S •
THE GOOD FEET STORE • VERIZON • WOOF GANG • AAA

**Jos. A. Bank opening Winter 2026*

BEAUTY & WELLNESS

BATH & BODY WORKS • GLIMPSE LASH • HAPPY NAILS AND SPA •
IDEAL IMAGE • SOLA SALON STUDIOS • STRETCH LAB

HOME FURNISHINGS & ACCESSORIES

WORLD MARKET • ETHAN ALLEN •
HOMEGOODS • MARSHALLS



SHOP AT GREENWAY

DINE AT GREENWAY

From casual bites to elevated dining,
Greenway Station offers a destination of
curated flavors designed for every day.



FOOD & BEVERAGE

ANCHO & AGAVE • BIAGGI'S RISTORANTE ITALIANO • CAFÉ ZUPAS • CANDY CLOUD •
COLD STONE CREAMERY • COOPER'S HAWK • FUJI SUSHI & HIBACHI • JERSEY MIKE'S •
JOHNNY'S ITALIAN STEAKHOUSE • NOODLES & COMPANY • TOUS LES JOURS

ANCHOR TENANTS

World Market: **#1** in Wisconsin, **Top 10%** Nationwide, **+11%** YoY

HomeGoods: **#1** in Wisconsin, **Top 3%** Nationwide

Michaels: **314,000** Visits a Year, **+19%** YoY

Marshalls Draws **350,000+** Visits Annually

Golf Galaxy: **Only Location Within 50 Miles**, **+15%** YoY

Placer.ai — visits and YoY: 12 months ending Aug. 31, 2026; nationwide ranks as of Aug. 2026



A woman with short dark hair, wearing large gold-rimmed sunglasses and a white ribbed sweater, is looking upwards and to the left. She has a brown leather strap over her shoulder and a wide brown leather belt with a large gold buckle. The background is a clear blue sky.

GREENWAY
· STATION ·

LEASING CONTACTS

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GALWAY
COMPANIES