

DARK BURGER KING

300 N 6th St | Wausau, WI 54403

Retail
Investment Opportunity

Offering Memorandum



MATTHEWS™

Exclusively Listed By



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Investment Highlights

Property Highlights

- **Primary Downtown Wausau Location** - Strategically located in the heart of downtown Wausau, the property benefits from strong visibility, established traffic patterns, and proximity to major employers, government offices, and entertainment destinations.
- **Value-Add Repositioning Opportunity** - The former Burger King offers investors the ability to re-tenant, redevelop, or reposition the asset to capitalize on the area's ongoing growth and changing demographics.
- **Adjacent to Transformational Foundry on 3rd Development** - The property is positioned near the Foundry on 3rd, a landmark mixed-use redevelopment that has introduced over 150 luxury apartment units and new commercial space, significantly increasing residential density and activity in downtown Wausau.
- **Growing Downtown Residential Population** - Recent and planned multifamily developments are bringing hundreds of new residents to the downtown core, creating a larger consumer base for retail, restaurant, and service-oriented tenants.
- **Attractive Basis with Near-Term Upside** - Offered dark, the property provides investors the opportunity to achieve an attractive going-in yield of over 10% while evaluating future leasing, redevelopment, or repositioning options.
- **Signalized Hard Corner Location** - Situated at a highly visible signalized intersection, the property benefits from strong traffic exposure, multiple points of access, and excellent visibility for future retail, restaurant, or service users.



Property Overview

300 N 6th St Wausau, WI 54403

\$1,350,000

List Price

10.85%

Cap Rate

\$324

Price Per SF

Property Details

Lot Size	±0.58 AC
GLA	±4,163 SF
Year Built	1987
Cap Rate	10.85%
List Price	\$1,350,000
Price Per SF	\$324/SF
Current Annual Rent	\$146,434
Lease Expiration	10/31/2027
Drive-Thru	Yes





51

Wausau West High School
±1,470 Students

Newman Catholic Middle School & High School
±250 Students

incrediblebank

CVS pharmacy

Atrium Lofts
±29 Units

ASPIRUS HEALTH
Aspirus Wausau Hospital
±325 Beds | ±1,800 Employees

Pick n Save

the Y

festival foods

HyVee

CIRCLE K
 Starbucks
 Valvoline

KFC

CoVantage CREDIT UNION

N 6th St

John Muir Middle School
±1,000 Students

Subject Property

Foundry on 3rd
Brand New Build
±153 Units

Stewart Ave ±21,750 VPD

Downtown Wausau

Panera BREAD
 TOPPERS

Walgreens

UW-STEVENS POINT POINTERS
UW-Stevens Point at Wausau
±47 Employees | ±575 Employees

Children's Imaginarium
A MUSEUM FOR KIDS

Wisconsin Valley Fair
Second-largest fair in Wisconsin
±140,000 Annual Visitors

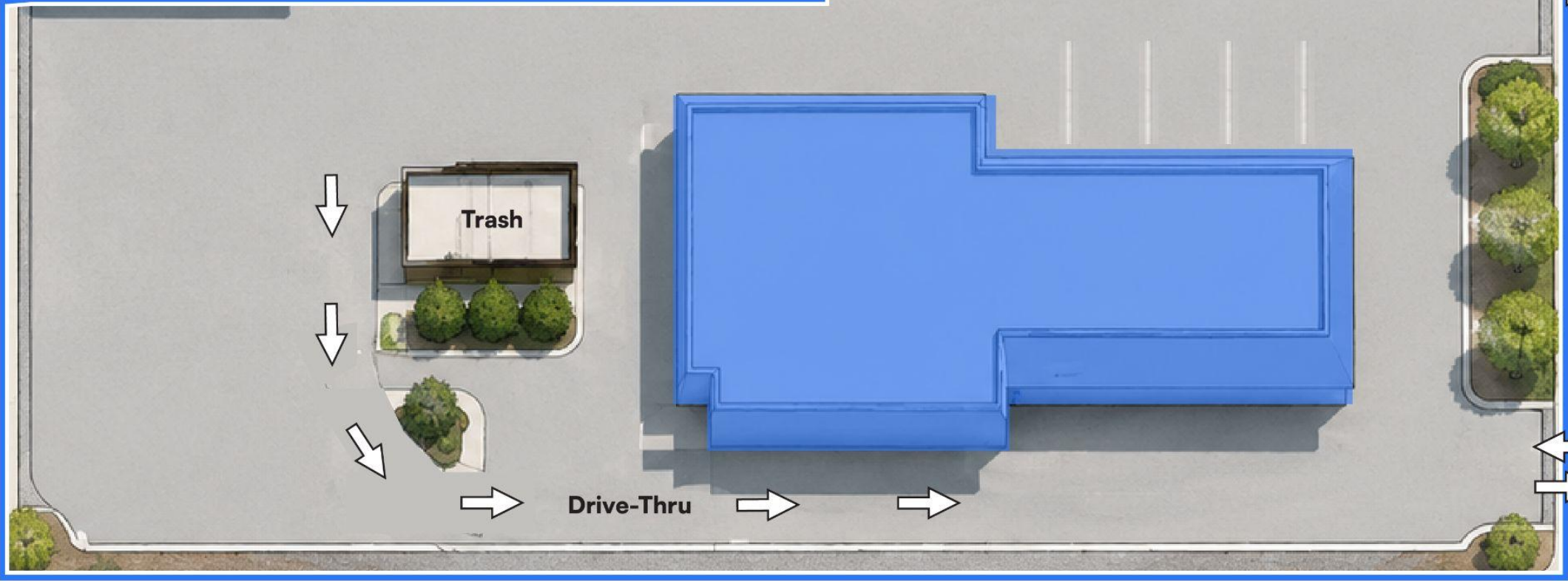
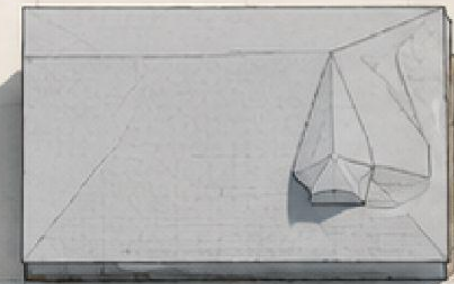
UNITED STATES POSTAL SERVICE

Canadian National Railway (CN) Wausau Subdivision
Freight rail corridor running north—south through Wausau

Big Bull Falls Blues Fest
±7,000 Annual visitors



N 6th St



Drive-Thru



WAUSAU, WI

Local Market Overview

Wausau, Wisconsin serves as the economic and cultural center of north-central Wisconsin, providing regional access to healthcare, retail, education, and professional services. Located along the Wisconsin River in Marathon County, the city functions as a commercial hub for a broad area extending beyond its immediate population base. Its central location within the state supports regional connectivity and business activity.

The market benefits from a stable economic foundation supported by a diverse mix of industries and employers. Continued investment in healthcare facilities, commercial development, and downtown improvements has helped reinforce Wausau's role as a regional destination for both residents and businesses. The area's balanced growth and established infrastructure contribute to long-term market stability.

Wausau offers a high quality of life through a combination of urban amenities, outdoor recreation, and community resources. Residents benefit from convenient access to healthcare, education, retail services, and cultural attractions, while relatively short commute times and a strong sense of community continue to support residential appeal.



Property Demographics

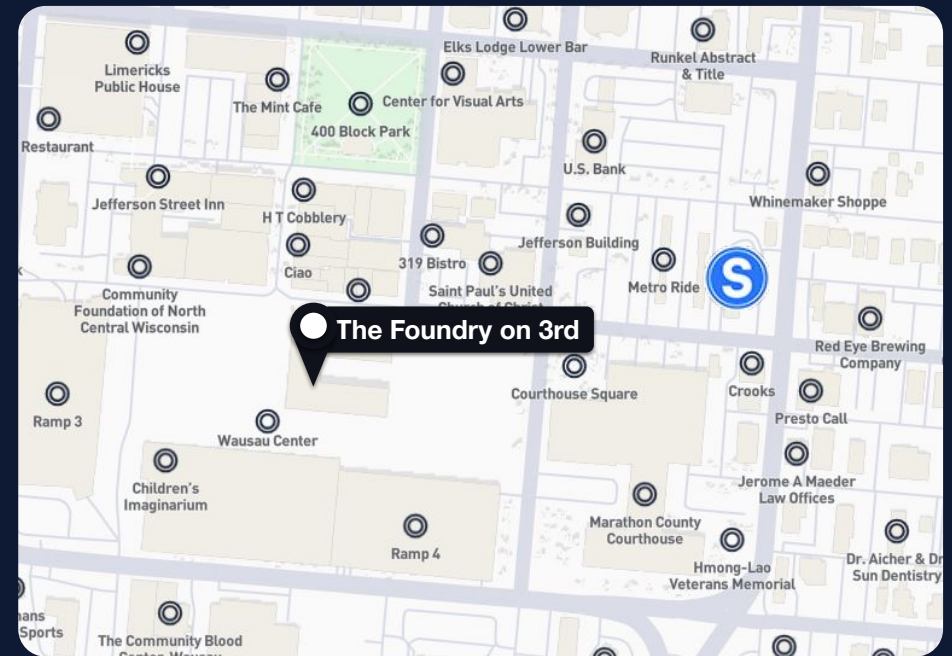
Population	1-Mile	3-Mile	5-Mile
Five-Year Projection	11,514	39,519	63,618
Current Year Estimate	11,717	40,287	64,733
2020 Census	11,820	40,439	64,459
Growth Current Year-Five-Year	-1.73%	-1.91%	-1.72%
Growth 2020-Current Year	-0.87%	-0.37%	0.42%
Households	1-Mile	3-Mile	5-Mile
Five-Year Projection	5,225	17,503	28,050
Current Year Estimate	5,319	17,833	28,494
2020 Census	5,139	17,382	27,629
Growth Current Year-Five-Year	-1.77%	-1.85%	-1.56%
Growth 2020-Current Year	3.50%	2.59%	3.13%
Income	1-Mile	3-Mile	5-Mile
Average Household Income	\$76,961	\$88,057	\$95,111

DOWNTOWN WAUSAU ON THE RISE

The Foundry on 3rd is a five-story mixed-use redevelopment replacing the former Wausau Center Mall site. The project is designed to introduce new housing, retail, and pedestrian activity that strengthens downtown as a destination for residents, businesses, and visitors.

By adding luxury apartments, new commercial space, and modern community amenities, the development is expected to increase the downtown residential population, support local businesses with consistent foot traffic, and attract additional private investment. As one of Wausau's most significant redevelopment projects, Foundry on 3rd reflects the city's long-term vision of creating a more vibrant, walkable, and economically active downtown.

- **Creates a new downtown residential base** with more than 150 luxury apartments, increasing daily foot traffic for surrounding businesses.
- **Expands retail and dining opportunities** through new ground-floor commercial space designed for restaurants, shops, and neighborhood services.
- **Targets young professionals and empty nesters** seeking an urban, walkable lifestyle with modern amenities.
- **Strengthens the downtown experience** by encouraging live-work-play activity and supporting existing local businesses.
- **Serves as a catalyst for continued investment** by transforming a former mall site into a vibrant mixed-use destination and encouraging future redevelopment throughout downtown.



Project Highlights

153–154 luxury apartments introducing a significant new residential population to downtown.

Approximately 17,500 SF of ground-floor retail and commercial space designed for restaurants, boutiques, service businesses, and neighborhood amenities.

Direct skywalk connection to an adjacent parking structure, improving accessibility and convenience.

Modern amenities including coworking spaces, a fitness center, outdoor gathering areas, EV charging, and community spaces that appeal to today's renters.

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3. You will not, directly or indirectly, disclose or permit anyone else to disclose this Offering Memorandum or its contents in any fashion or manner.

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