

DARK BURGER KING

300 N 6th St | Wausau, WI 54403

**Retail
Investment Opportunity**
Offering Memorandum



MATTHEWS™

Exclusively Listed By



Marc Filia

Associate

(949) 346 9522

marc.filia@matthews.com

License No. 02252167 (CA)



Blake Wagenseller

Associate Vice President

(949) 209-8963

blake.wagenseller@matthews.com

License No. 02146707 (CA)

Broker of Record

Matthew Fitzgerald

Broker Lic. No.: 51983-90 (WI)

Firm Lic. No.: 938105-91 (WI)

MATTHEWS™



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

9.39%

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	\$126,714
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



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



John Muir Middle School
±1,000 Students

Stewart Ave ±21,750 VPD



Atrium Lofts
±29 Units



Subject Property



Foundry on 3rd
Brand New Build
±153 Units

Downtown Wausau



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

**UW-STEVENS POINT
POINTERS**

UW-Stevens Point at Wausau
±47 Employees | ±575 Employees



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

Big Bull Falls Blues Fest
±7,000 Annual visitors

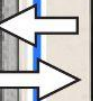
N 6th St



N 6th St

Trash

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

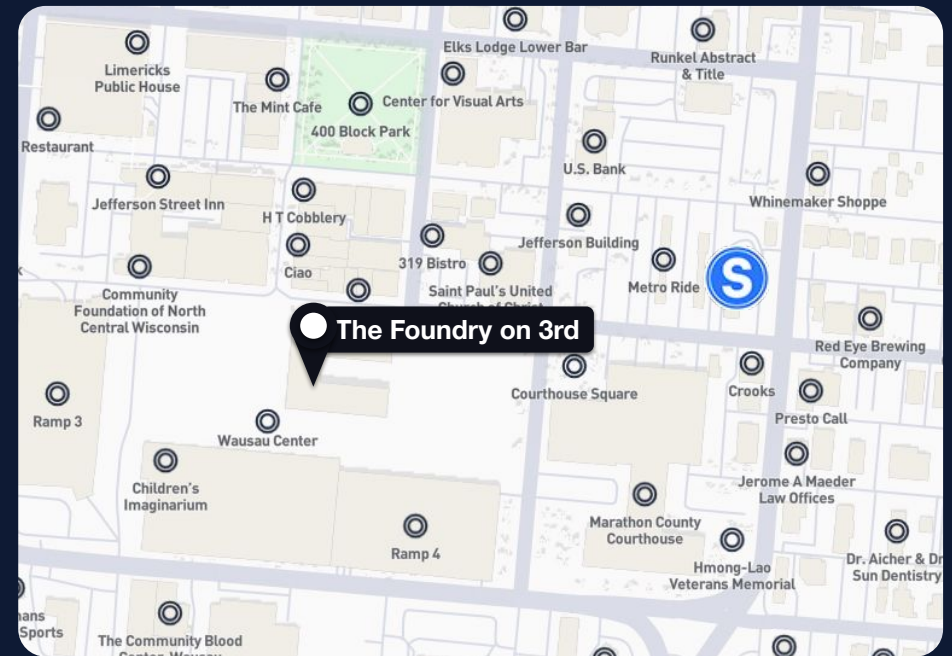
Population	1-Mile	3-Mile	5-Mile
Current Year Estimate	11,717	40,287	64,733
Households	1-Mile	3-Mile	5-Mile
Current Year Estimate	5,319	17,833	28,494
Income	1-Mile	3-Mile	5-Mile
Average Household Income	\$76,961	\$88,057	\$95,111

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.

MATTHEWS™

Exclusively Listed By



Blake Wagenseller

Associate Vice President

(949) 209-8963

Blake.Wagenseller@matthews.com

License No. 02146707 (CA)



Marc Filia

Associate

(949) 346 9522

marc.filia@matthews.com

License No. 02252167 (CA)

Broker of Record Matthew Fitzgerald Broker Lic. No.: 51983-90 (WI) Firm Lic. No.: 938105-91 (WI)

This Offering Memorandum contains select information pertaining to the business and affairs of the property owner and its tenant for real property located at 300 N 6TH ST, WAUSAU, WI, 54403 ("Property"). The Offering Memorandum may not be all-inclusive or contain all of the information a prospective purchaser may desire. The information contained in this Offering Memorandum is confidential and furnished solely for the purpose of a review by a prospective purchaser of the Property. It is not to be used for any other purpose or made available to any other person without the written consent of Seller or Matthews™. The material and information in the Offering Memorandum is unverified. Matthews™. has not made any investigation, and makes no warranty or representation, with respect to square footage, income and expenses, the future financial performance of the property, future rent, and real estate value market conditions, the condition or financial prospects of any tenant, or the tenants' plans or intentions to continue to occupy space at the property. All prospective purchasers should conduct their own thorough due diligence investigation of each of these areas with the assistance of their accounting, construction, and legal professionals, and seek expert opinions regarding volatile market conditions given the unpredictable changes resulting from the continuing COVID-19 pandemic. The information is based in part upon information supplied by the Owner and in part upon financial information obtained from sources the Owner deems reliable. Neither owner, nor their officers, employees, or real estate agents make any representation or warranty, express or implied, as to the accuracy or completeness of this Offering Memorandum, or any of its content, and no legal liability is assumed or shall be implied with respect thereto. Prospective purchasers should make their own projections and form their own conclusions without reliance upon the material contained herein.

By acknowledging your receipt of this Offering Memorandum for the Property, you agree:

1. The Offering Memorandum and its contents are confidential;
2. You will hold it and treat it in the strictest of confidence; and
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.

Matthews™. is not affiliated with, sponsored by, or endorsed by any commercial tenant or lessee in the Offering Memorandum. The presence of any entity's name or logo, including any commercial tenant's name or logo, is informational only and does not indicate or suggest any affiliation and/or endorsement of Matthews™., the property, or the seller by such entity.

Owner and Matthews™. expressly reserve the right, at their sole discretion, to reject any and all expressions of interest or offers to purchase the Property and to terminate discussions with any person or entity reviewing this Offering Memorandum or making an offer to purchase the Property unless and until a written agreement for the purchase and sale of the Property has been fully executed and delivered.

If you wish not to pursue negotiations leading to the acquisition of the Property or in the future you discontinue such negotiations, then you agree to purge all materials relating to this Property including this Offering Memorandum.

A prospective purchaser's sole and exclusive rights with respect to this prospective transaction, the Property, or information provided herein or in connection with the sale of the Property shall be limited to those expressly provided in an executed Purchase Agreement and shall be subject to the terms thereof. In no event shall a prospective purchaser have any other claims against Owner or Matthews™. or any of their affiliates or any of their respective officers, directors, shareholders, owners, employees, or agents for any damages, liability, or causes of action relating to this solicitation process or the marketing or sale of the Property.

This Offering Memorandum shall not be deemed to represent the state of affairs of the Property or constitute an indication that there has been no change in the state of affairs of the Property since the date of this Offering Memorandum.

Net Lease Disclaimer – There are many different types of leases, including gross, net, single net ("N"), double net ("NN"), and triple net ("NNN") leases. The distinctions between different types of leases or within the same type of leases, such as "Bondable NNN," "Absolute NNN," "True NNN," or other NNN leases, are not always clear. Labels given to different leases may mean different things to different people and are not defined legal terms. Buyers cannot rely on the labels or marketing descriptions given to any lease when making their purchasing decisions. Buyers must closely review all lease terms and are advised to seek legal counsel to determine the landlord and tenant's respective rights and duties under the lease to ensure the lease, regardless of how labeled or described, meets the buyers' particular needs.