

Commercial Land for Sale

Stoughton Gateway
SW Corner US Highway 51 &
County Highway B
Stoughton WI



Presented By:

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Table of Contents



Property Summary	1
Property Overview	2
Overall Site Plan	3
Site Plan Overlay	4
Location Overview	5
Final Plat Map	6
Zoning Map	7
Drone Photos	8
Location Map	11

EXCLUSIVE AGENT

Madison Commercial Real Estate LLC ("Owner's Agent") is the exclusive agent for the Owner of excess land surrounding Stoughton Gateway, Stoughton, Wisconsin ("Property"). Please contact us if you have any questions.

DESIGNATED AGENT

The designated agents for the Owner are:

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Property Summary

US Hwy 51 & County Hwy B, Stoughton WI



Property Summary

Sale Price \$6.00 - \$10.00/sf

Lot Sizes	Lot 2	1.82 acres
	Lot 2	1 acre – 10.01 acres
	Lot 2	1 acre – 11.61 acres
	Lot 3	4.39 acres
	Lot 4	3.58 acres

Access Via US Hwy 51 & County Rd B

Utilities To Lot Line

Zoning Planned Business

Traffic Counts 6,074 AADT
US Hwy 51 & Cty Rd B (2026)

Seller will also consider a BTS option

Virtual Tours:

https://youtu.be/4LMB1ES_w1c?si=zuUxcbP0exNpg921

<https://youtu.be/CvjYv4chAl0?si=zrZX-GMSMAa4slAx>

<https://youtu.be/ibxWjbKKoZc?si=h9hwmQEYIAFdXE6S>

Demographics	1 Mile	3 Mile	5 Mile
Population (2025)	3,754	17,030	20,264
No. Households	1,583	7,018	8,362
Avg HH Income	\$98,337	\$107,310	\$110,549
Median Age	43.7	44	44.7

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Property Description

US Hwy 51 & County Hwy B, Stoughton WI



Property Overview:

- Stoughton Gateway is located on the southwest quadrant of US Highway 51 & County Highway B on the northwest side of Stoughton. The 60-acre development is home to the newly constructed Stoughton Trailers Headquarters who employs approximately 200 employees at this location.
- This new development offers multiple opportunities for restaurants, retail and hotel.
- The proposed 30+ acres of commercial land along US Highway 51, offers outstanding visibility and access. There will be three access points to the property located at Highway 51 & Greenbriar Dr, Highway B & Greenbriar Drive, and a proposed roundabout at Country Club Road and Highway B.
- A new lift station to be constructed Fall 2026.
- At the center of the development is a 30+ acre park area that will include a large pond with opportunities to fish and kayak, multiple walking & biking trails throughout to enjoy natural habitat and wildlife, and a future outdoor aquatic center.

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Overall Site Plan

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Property Description

US Hwy 51 & County Hwy B, Stoughton WI

Location Overview:

- The City of Stoughton is the birthplace of the “coffee break” and the world-famous Stoughton High School Norwegian Dancers.
- Located approximately 15 miles south of Madison along US Highway 51 and Highway 138 with easy access to the Interstate System to the east.
- Stoughton offers an exceptional combination of community character, convenient access, charm and connection of a close-knit community.
- The “Freedom to Roam” through the Cities history, entertainment, shopping dining and adventure, including the largest Syttende Mai celebration in the United States. The City of Stoughton has a little of something for all residents and visitors to the community.
- Stoughton is home to numerous large corporations – Stoughton Trailers, Nelson Global Products, Cummins Filtration, Emmi Roth Cheese, and B and G Foods (Ortega and Cream of Wheat).



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Plat Map - Final

US Hwy 51 & County Hwy B, Stoughton WI



MADISON
COMMERCIAL REAL ESTATE
LLC

STOUGHTON TRAILERS GATEWAY EAST

LOTS 2 AND 3 OF CSM 16445, LOCATED IN THE NW 1/4, NE 1/4, SW 1/4, AND SE 1/4 OF THE SW 1/4, AND THE SW 1/4 AND NW 1/4 OF THE SE 1/4 OF SECTION 31, TOWN 6 NORTH, RANGE 11 EAST, CITY OF STOUGHTON, DANE COUNTY, WISCONSIN.

NOTES:

- 1) EACH LOT OWNER SHALL BE OBLIGATED TO PAY IMPACT FEES TO THE CITY OF STOUGHTON AT THE TIME A BUILDING PERMIT IS ISSUED FOR THEIR LOT.
- 2) THE FINAL GRADE ESTABLISHED BY THE SUBDIVIDER ON THE UTILITY EASEMENTS SHOWN SHALL NOT BE ALTERED BY MORE THAN SIX (6) INCHES BY THE SUBDIVIDER, HIS AGENT, OR BY SUBSEQUENT OWNERS OF THE LOTS ON WHICH SUCH UTILITY EASEMENTS ARE LOCATED, EXCEPT WITH WRITTEN CONSENT OF THE UTILITIES INVOLVED.
- 3) NO DIRECT VEHICULAR ACCESS - THESE ACCESS RESTRICTIONS ARE CREATED AND IMPOSED BY THE CITY OF STOUGHTON AND CAN ONLY BE MODIFIED BY ACTION OF THE CITY OF STOUGHTON COMMON COUNCIL.
 - A. ENTIRE NORTH SIDE OF OUTLOT 1 ALONG CTH "B"
 - B. ENTIRE NORTH SIDE OF LOT 50 FROM GREENBRIAR DR EAST 100 FEET
 - C. ENTIRE EAST SIDE OF OUTLOT 1 AND WEST SIDE OF LOT 50 FROM THE NORTH RIGHT-OF-WAY OF TRAILERS WAY TO THE SOUTH RIGHT-OF-WAY OF CTH "B"
 - D. ENTIRE SOUTH SIDE OF OUTLOT 1 AND NORTH SIDE OF LOT 51 FROM THE WEST RIGHT-OF-WAY OF GREENBRIAR DR WEST 100 FEET
 - E. ENTIRE EAST SIDE OF LOT 51 AND WEST SIDE OF LOT 50 FROM THE SOUTH RIGHT-OF-WAY OF TRAILERS WAY SOUTH 100 FEET
 - F. ENTIRE SOUTH SIDE OF LOT 3 ALONG GREENBRIAR DR
 - G. EAST SIDE OF LOT 3 FROM THE NORTH RIGHT-OF-WAY OF GREENBRIAR DRIVE NORTH 100 FEET
 - H. ENTIRE WEST SIDE OF LOT 4 ALONG WYOMING ST
 - I. NORTH SIDE OF LOT 4 FROM THE EAST RIGHT-OF-WAY OF WYOMING ST EAST 100 FEET FROM THE SOUTHERLY EXTENSION OF THE WEST RIGHT-OF-WAY OF TRAILERS WAY WEST 100 FEET, AND FROM THE SOUTHERLY EXTENSION OF THE EAST RIGHT-OF-WAY OF TRAILERS WAY EAST 100 FEET
 - J. NORTH SIDE OF LOTS 11, 10, 20, 24, AND 40 ALONG GREENBRIAR DR
 - K. EAST SIDE OF LOT 10 AND THE WEST SIDE OF LOT 20 ALONG KINGS LYNN RD FROM GREENBRIAR DR SOUTH 50 FEET
 - L. ENTIRE EAST SIDE OF LOT 24 AND WEST SIDE OF LOT 40 ALONG KRIEDEMAN DR FROM GREENBRIAR DR SOUTH 50 FEET
 - M. ENTIRE LOT 2 ALONG CARROUGE WAY, THE NORTHEASTERSLY 25 FEET AS MEASURED ALONG THE CURVE.
- 4) OUTLOT 4 IS DEDICATED FOR PUBLIC UTILITIES AND FOR TRAIL.
- 5) SEE SHEET 6 OF 7 FOR EASEMENT DETAILS FOR LOTS 5-16.

WISDOT HIGHWAY ACCESS NOTE: ALL LOTS AND BLOCKS ARE HEREBY RESTRICTED SO THAT NO OWNER, POSSESSOR, USER, LICENSEE OR OTHER PERSON MAY HAVE ANY RIGHT OF DIRECT VEHICULAR ACCESS FROM OR TO ANY HIGHWAY LYING WITHIN THE RIGHT-OF-WAY OF U.S. 51. IT IS EXPRESSLY INTENDED THAT THIS RESTRICTION CONSTITUTE A RESTRICTION FOR THE BENEFIT OF THE PUBLIC AS PROVIDED IN S. 236.203, STATS. AND SHALL BE ENFORCEABLE BY THE DEPARTMENT OF ITS AGENTS. ANY ACCESS SHALL BE ALLOWED ONLY BY SPECIAL EXCEPTION. ANY ACCESS ALLOWED BY SPECIAL EXCEPTION SHALL BE CONFIRMED AND GRANTED ONLY THROUGH THE DRIVEWAY PERMITTING PROCESS AND ALL PERMITS ARE REVOCABLE.

HIGHWAY SETBACK RESTRICTION NOTE: NO IMPROVEMENTS OR STRUCTURES ARE ALLOWED BETWEEN THE RIGHT-OF-WAY AND THE HIGHWAY SETBACK LINE. IMPROVEMENTS AND STRUCTURES INCLUDE, BUT ARE NOT LIMITED TO, SIGNS, PARKING AREAS, DRIVEWAYS, WELLS, SEPTIC SYSTEMS, DRAINAGE FACILITIES, BUILDINGS AND RETAINING WALLS. IT IS EXPRESSLY INTENDED THAT THIS RESTRICTION BE FOR THE BENEFIT OF THE PUBLIC AS PROVIDED IN SECTION 236.230, WISCONSIN STATUTES, AND SHALL BE ENFORCEABLE BY THE WISCONSIN DEPARTMENT OF TRANSPORTATION OR ITS AGENTS. CONTACT WISDOT FOR MORE INFORMATION. THE PHONE NUMBER MAY BE OBTAINED BY CONTACTING THE COUNTY HIGHWAY DEPARTMENT.

VICINITY MAP



PLAT LOCATION



RUTLAND-DUNN
TOWN LINE ROAD



ENGINEERING | ARCHITECTURE | SURVEYING
PLANNING | PLANNING | ENVIRONMENTAL
1700 Parkview Dr., Madison, WI 53704
(608) 242-7779 www.msa-wi.com



0 200 400

MEASUREMENTS FOR THIS SURVEY ARE BASED ON THE ANCHORING COORDINATE REFERENCE SYSTEM (NAD83) BASED ON THE NORTH LINE OF THE SOUTHWEST QUARTER OF SECTION 31 BEING N47°34'27\"

CURVE	LENGTH	RADIUS	DELTA	CH. BEAR.	CH. DIST.
C13	216.67	205.89	97°42'17"	S48°46'27\"	281.59
C14	211.67	205.89	97°30'24\"	S7°30'24\"	218.82
C17	186.17	205.89	87°17'22\"	S7°17'22\"	186.81
C20	6.29	426.00	167°32'40\"	S23°55'27\"	87.70
C23	12.70	15.00	168°42'17\"	S17°54'27\"	38.66
C26	81.69	383.80	168°11'31\"	S47°11'31\"	81.66
C28	180.77	226.60	167°00'34\"	S69°00'22\"	179.70
C29	38.41	140.00	171°23'57\"	N01°10'14\"	38.30

CURVE	LENGTH	RADIUS	DELTA	CH. BEAR.	CH. DIST.
C28	282.21	455.87	107°00'07\"	N67°34'37\"	288.12
C29	286.21	384.18	107°14'00\"	N67°34'37\"	291.98
C33	23.86	15.00	169°00'07\"	S69°00'22\"	23.21
C40	184.86	287.86	163°39'10\"	S17°55'27\"	187.37
C47	286.10	333.80	163°11'21\"	N17°30'17\"	283.87
C50	25.80	19.88	169°00'07\"	N01°10'14\"	25.21

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 October 26, 2025

Don L. Hupel
Department of Administration



Zoning Map

US Hwy 51 & County Hwy B, Stoughton WI



	<u>Permitted</u>	<u>Conditional</u>
Commercial Uses		
Office	X	
Personal or Professional Service	X	
Indoor Sales or Service	X	
Outdoor Display		X
Indoor Maintenance Service	X	
In-Vehicle Sales or Service		X
Indoor Commercial Entertainment		X
Outdoor Commercial Entertainment		X
Commercial Animal Boarding		X
Commercial Indoor Lodging		X
Bed and Breakfast Establishments		X
Group Day Care Center (9+ children)		X
Vehicle Repair and Maintenance		X
Artisan Studios	X	
Artisan Production Studios		X

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Drone Photos

US Hwy 51 & County Hwy B, Stoughton WI



Approximately
11.61 Acres

Approximately
10 Acres

County Rd B

US HWY 51

View looking south towards
the City of Stoughton

View looking north towards
Lake Kegonsa



Approximately
10 Acres

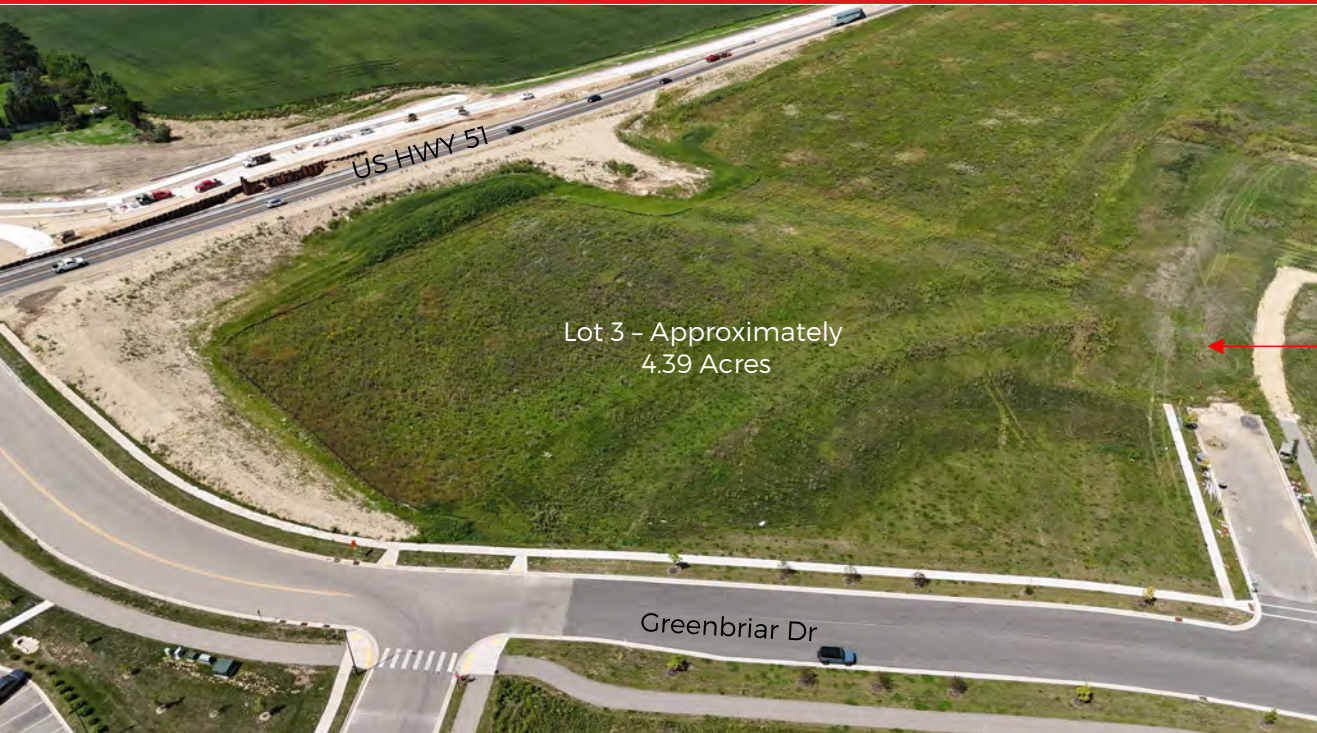
County Rd B

Approximately
11.61 Acres

US HWY 51

Drone Photos

US Hwy 51 & County Hwy B, Stoughton WI



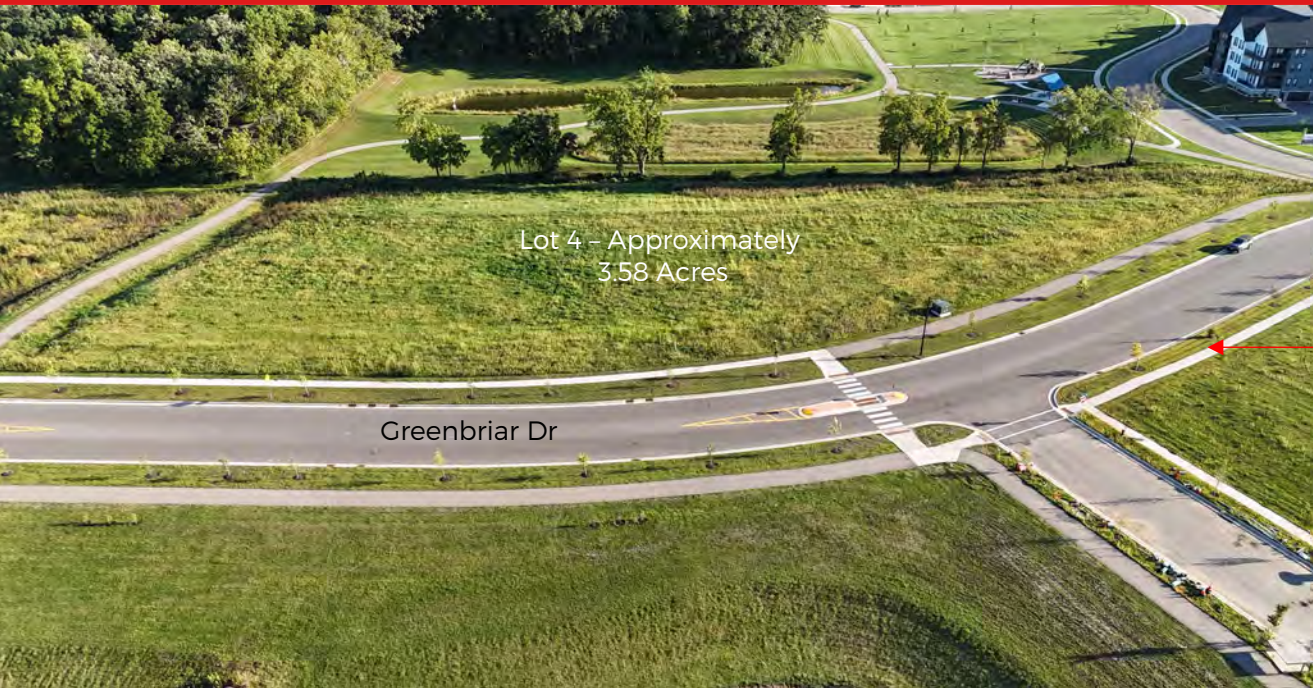
View looking northwest
from Greenbriar Dr

View looking southwest
towards the City of
Stoughton



Drone Photos

US Hwy 51 & County Hwy B, Stoughton WI



Lot 4 - Approximately
3.58 Acres

Greenbriar Dr

View looking south from
Greenbriar Dr

View looking southeast
towards the City of
Stoughton



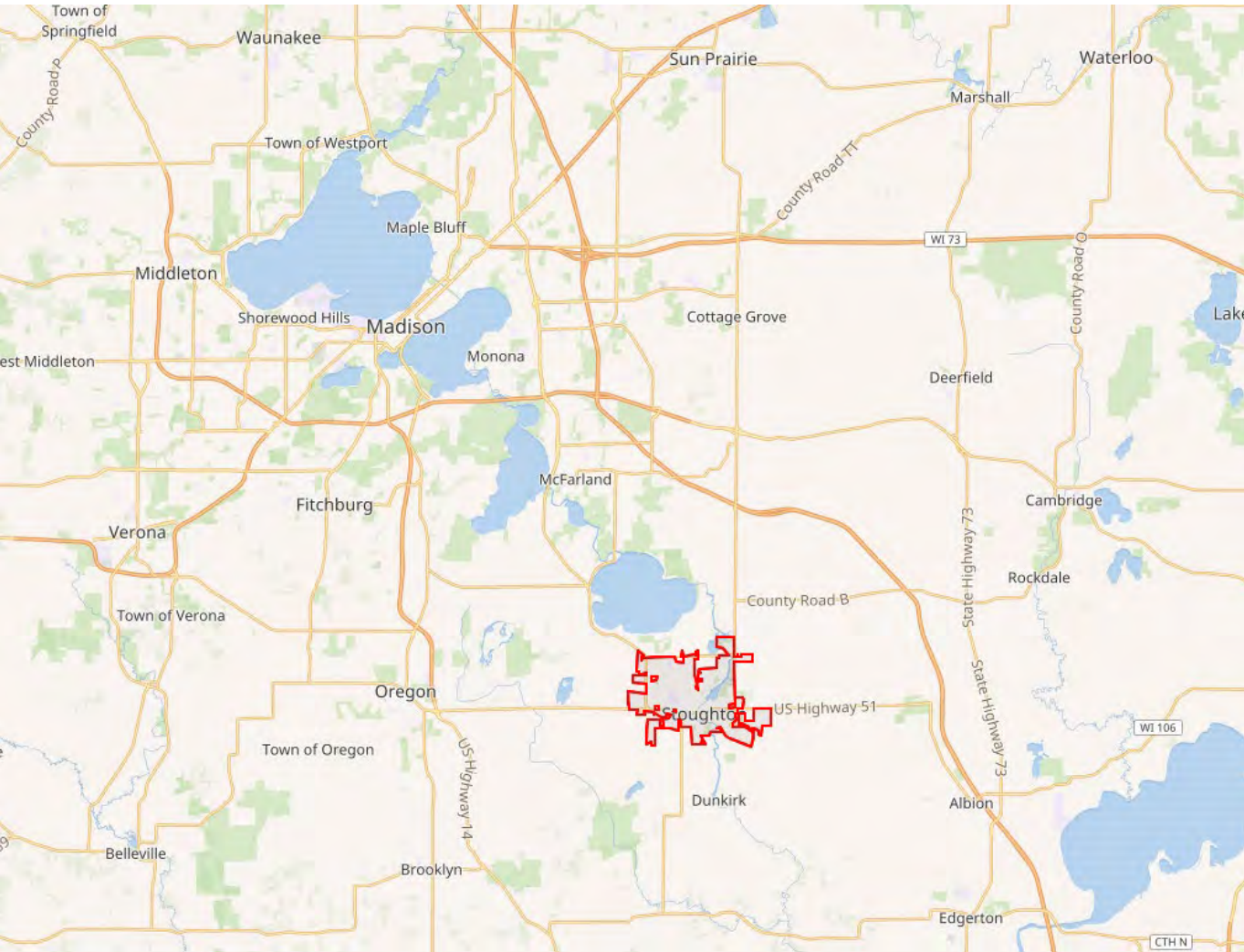
Lot 4 - Approximately
3.58 Acres

Greenbriar Dr

US Hwy 51

Location Map

US Hwy 51 & County Hwy B, Stoughton WI



<u>Location</u>	<u>Distance</u>
Interstate System	8 miles
Madison	16 miles
Janesville	24 miles
Milwaukee	81 miles
Chicago	131 miles

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