

321 West Prairie View Road

Chippewa Falls, Wisconsin

PROPERTY INFORMATION

BUILDING AREA

35,120 SF

SITE

5.30 acres (230,868 SF)

YEAR BUILT

1966 · expanded and remodeled
1994

LEVELS

Single story + mezzanine

SPACE AVAILABLE

Entire building · 35,120 SF
Divisible · by arrangement

SALE PRICE

\$3,950,000

LEASE RATE

Entire building · \$10.00/SF NNN
Partial spaces · Request quote

AMENITIES

Paint booth · Sandblasting booth
Overhead doors · Wash bay
Pylon sign · Air conditioning
41 surface spaces
454' highway frontage

FLOOR PLANS

Available space & 3D tour: page 5
Location map: page 6

All information deemed reliable but not guaranteed. Areas and dimensions are approximate. Verify independently.

Customer disclosure included on page 7.

KESSELMAN REAL ESTATE

321 West Prairie View Road

Former Automotive Dealership · Showroom, Service & Body Shop on 5.30 Acres



FOR SALE OR LEASE

A former automotive dealership facility on the Highway 124 commercial corridor of Chippewa Falls: a 35,120 SF steel building with a glass-front showroom, sales offices, parts room, drive-through service department and body shop with paint booth, plus a car-wash addition, on a 5.30-acre paved site with 454 feet of frontage on West Prairie View Road.

John S. Kesselman

Kesselman Real Estate

Office 262-241-0777 | Cell 414-350-0776

Property Overview

321 West Prairie View Road | Chippewa Falls, Wisconsin

The Building

A 35,120 SF steel-frame automotive dealership facility, built in 1966 and expanded and remodeled in 1994 to plans by SEH Architecture. The layout is a dealership's: a glass-front showroom facing Prairie View Road, sales offices and customer lounge, a parts room, a drive-through service department with covered service reception, a body shop with paint booth and sandblasting booth, wash bay and tool room, and a car-wash addition on the south side. Single story with a 5,690 SF mezzanine; air-conditioned throughout.

The Location

The corner of West Prairie View Road and 47th Avenue on the State Highway 124 (Woodward Avenue) corridor, the main route between downtown Chippewa Falls and Highway 29. Traffic counts are 15,867 vehicles per day on Prairie View Road and 15,718 on Highway 124. The site has 454 feet of frontage on Prairie View Road with three curb cuts, 323 feet on 47th Avenue, a pylon sign and 41 marked spaces within a large paved lot. Zoning is C-4 Highway Commercial.

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Arrange a tour

John S. Kesselman
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10936 N. Port Washington Rd. #104
Mequon, WI 53092

The offer

For sale · \$3,950,000
Entire property, 35,120 SF on 5.30 acres; paint booth and sandblasting booth included

For lease · \$10.00/SF NNN, entire building
Partial space: request quote
Five-year minimum term

Source notes: Building area, year built, site area, parking, frontage, traffic counts and demographics are from the CoStar property record. Building layout is from the SEH Architecture floor plan (sheet A2.1r) and the Matterport scan. Section areas on page 5 are net floor areas from the Matterport scan. Zoning per City of Chippewa Falls Code §17.31.

All information is deemed reliable but not guaranteed. Dimensions and areas are approximate and should be independently verified. Plans are reproduced for reference and are not to scale. Contact the broker to confirm current availability and terms.

The Property | Exterior & Aerial Views

321 West Prairie View Road | Chippewa Falls, Wisconsin



The building and 5.30-acre site at West Prairie View Road and 47th Avenue



From the southwest: showroom and service wings on Prairie View Road



The showroom front and service drive



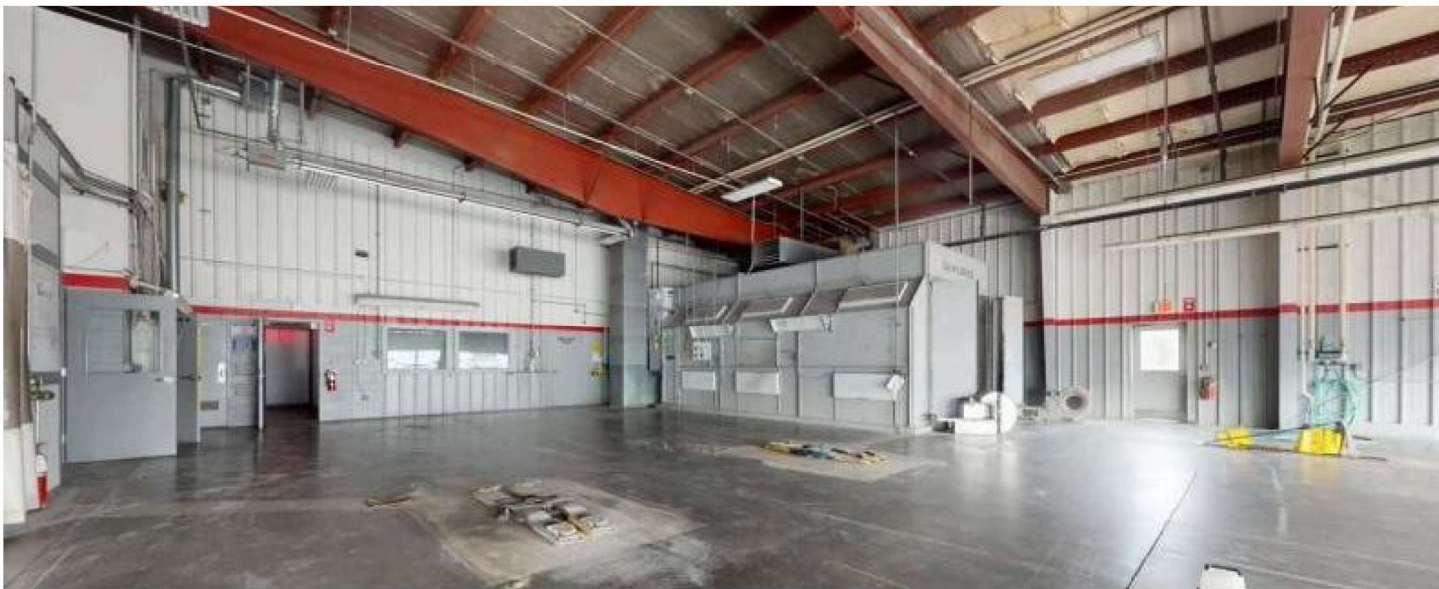
Body shop and rear service doors from the northeast

Exterior and aerial photography of 321 West Prairie View Road.

Aerial image: Google. Photographs show the property and its surroundings and were taken during the prior occupancy; signage shown is not part of the offering. They do not establish current availability or the condition of any specific space. All information deemed reliable but not guaranteed. Contact the broker to confirm available space and terms.

The Property | Interior Views

321 West Prairie View Road | Chippewa Falls, Wisconsin



The body shop, with the paint booth at center and an overhead door beyond



The showroom: tile floor and full-height glass to Prairie View Road



Service reception with write-up offices and overhead doors



Service department: open high-bay space with floor drains



Prep area and paint booth in the body shop

Interior photography of 321 West Prairie View Road, taken during the prior occupancy. The paint booth and sandblasting booth are included in the sale; the tenant's personal property and car-wash equipment are not. Contact the broker to arrange a tour.

Available Space

321 West Prairie View Road | Chippewa Falls, Wisconsin

The entire building is available for sale or lease; partial space by arrangement.

Main Floor

Existing layout shown. Divisible along existing walls.

AVAILABLE FOR LEASE

Service & body shop · 196' 7" × 75' 4"	13,049 SF
Showroom	5,687 SF
Covered service reception	4,667 SF
Sales offices	1,175 SF

28,962 SF main floor gross · 5,690 SF mezzanine · 35,120 SF building

Entire building · \$10.00 / SF NNN

Partial space · Request quote

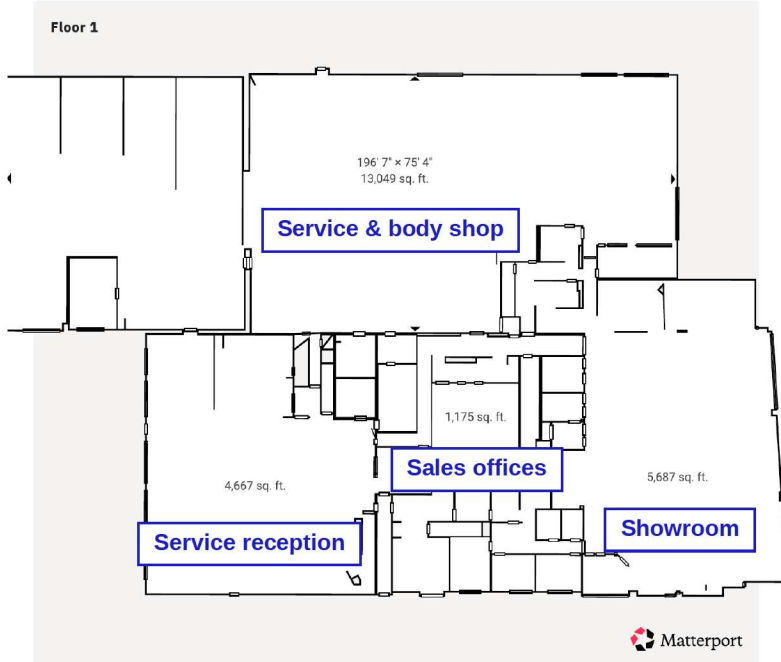
Five-year minimum term

FOR SALE

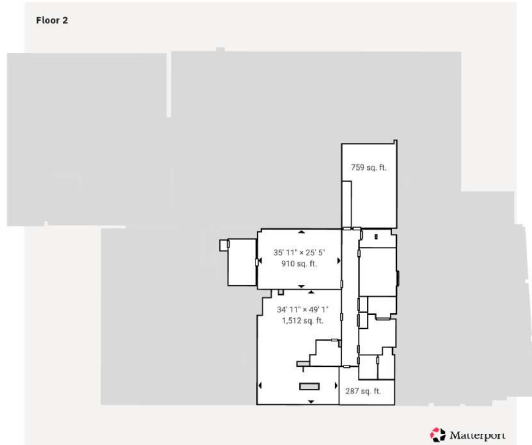
Entire property · building and 5.30-acre site **35,120 SF**

\$3,950,000

\$112.47 per building SF · paint booth and sandblasting booth included



Main floor, from the Matterport scan of the building. Areas shown are net floor areas of each section.



Mezzanine (Floor 2): 5,253 SF net, 5,690 SF gross, over the center of the building.

The Interior | 3D Walkthrough

Scan to walk the building, or click the link.

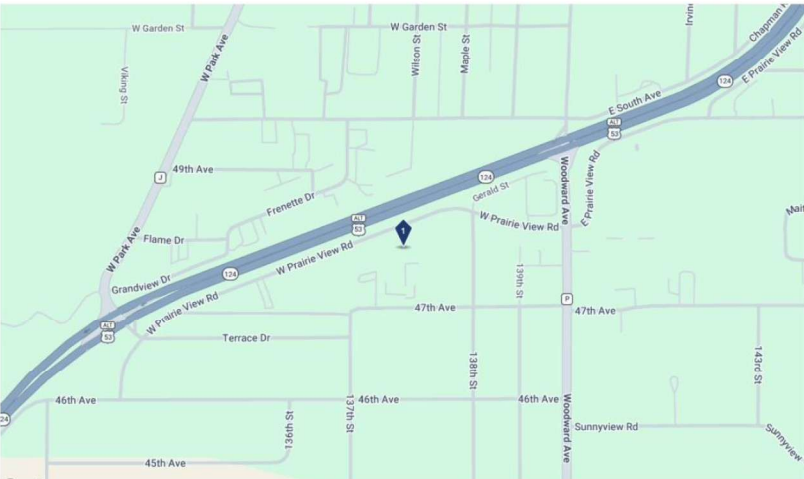


<https://my.matterport.com/show/?m=wHwGcmrokdb>

Plans are from the Matterport scan of the building (model PDC-26-0014-A); labels are added for orientation and do not establish current availability. Areas are approximate and should be independently verified. The tour shows the space as scanned. Contact the broker to arrange an in-person tour.

The Location | Demographics & Zoning

321 West Prairie View Road | Chippewa Falls, Wisconsin



The property (marker) at West Prairie View Road and 17th Avenue, on the Highway 124 corridor

Traffic counts

Street	Cross street	Per day
W Prairie View Rd	Woodward Ave	15,867
State Hwy 124 / Woodward Ave	Prairie View Rd	15,718
N Prairie View Rd	Woodward Ave	8,314
County Hwy P / 47th Ave	Woodward Ave	5,132
Co Hwy P / 40th Ave	Woodward Ave	4,155

Access

- 454' frontage on W Prairie View Rd, 3 curb cuts
- 323' frontage on 47th Ave, 1 curb cut
- Pylon sign on Prairie View Road
- State Hwy 124 links the corridor to Hwy 29 and Hwy 53
- Eau Claire/Menomonie submarket

Demographics

	1 mile	3 miles	5 miles	10 miles	10-min drive
Population	5,987	21,037	29,330	111,346	32,439
Households	2,545	8,898	12,193	45,791	13,428
Median household income	\$50,682	\$56,645	\$59,503	\$62,779	\$78,515
Average household income	\$57,386	\$68,168	\$73,857	\$79,638	\$93,543
Employment	1,722	11,776	18,282	66,394	17,042
Median home value	\$160,125	\$178,035	\$189,393	\$218,204	\$254,088

Zoning - C-4 Highway Commercial

The district is for businesses along principal highway routes that depend on highway traffic. Permitted uses include sales and service establishments for automobiles, including body shops and used-car lots; business, professional and banking offices; restaurants; commercial entertainment facilities; drive-in establishments; motels; outdoor sales areas such as garden centers; lumber and building-supply yards; and churches. The property carries the City's highway overlay zoning.

Uses the property suits

A former dealership and body shop, the property is set up for automotive, marine, powersports or RV sales and service; a collision repair and body shop, with the paint booth and sandblasting booth in place; fleet, truck or equipment service; showroom retail with the former body shop as warehouse; a fitness or recreation user in the showroom wing; or a church or assembly use with parking on site.

Map: CoStar/Google, reproduced for orientation; not a survey. Traffic counts and demographics are from the CoStar property record (counts 2023–2025) and are approximate. Zoning summary is from City of Chippewa Falls Code §17.31 and is not a substitute for the ordinance; confirm any intended use with the City.

DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS

1 Prior to negotiating on your behalf the brokerage firm, or an agent associated with the firm, must provide you the
2 following disclosure statement:

3 **DISCLOSURE TO CUSTOMERS** You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an agent
4 of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A
5 broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is
6 providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the
7 customer, the following duties:

8 (a) The duty to provide brokerage services to you fairly and honestly.

9 (b) The duty to exercise reasonable skill and care in providing brokerage services to you.

10 (c) The duty to provide you with accurate information about market conditions within a reasonable time if you request
11 it, unless disclosure of the information is prohibited by law.

12 (d) The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the
13 information is prohibited by law (see lines 42-51).

14 (e) The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your
15 confidential information or the confidential information of other parties (see lines 23-41).

16 (f) The duty to safeguard trust funds and other property held by the Firm or its Agents.

17 (g) The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the
18 advantages and disadvantages of the proposals.

19 Please review this information carefully. An Agent of the Firm can answer your questions about brokerage services,
20 but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home
21 inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a
22 plain-language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

23 **CONFIDENTIALITY NOTICE TO CUSTOMERS** The Firm and its Agents will keep confidential any information given to the
24 Firm or its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person
25 would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to
26 disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the
27 Firm is no longer providing brokerage services to you.

28 The following information is required to be disclosed by law:

29 1. Material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see lines 42-51).

30 2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection
31 report on the property or real estate that is the subject of the transaction.

32 To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may
33 list that information below (see lines 35-41) or provide that information to the Firm or its Agents by other means. At a
34 later time, you may also provide the Firm or its Agents with other information you consider to be confidential.

35 **CONFIDENTIAL INFORMATION:** _____

36 _____

37 _____

38 **NON-CONFIDENTIAL INFORMATION** (the following information may be disclosed by the Firm and its Agents): _____

39 _____

40 _____

41 _____ (Insert information you authorize to be disclosed, such as financial qualification information.)

42 **DEFINITION OF MATERIAL ADVERSE FACTS**

43 A "Material Adverse Fact" is defined in Wis. Stat. § 452.01(5g) as an Adverse Fact that a party indicates is of such
44 significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable
45 party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction
46 or affects or would affect the party's decision about the terms of such a contract or agreement.

47 An "Adverse Fact" is defined in Wis. Stat. § 452.01(1e) as a condition or occurrence that a competent licensee
48 generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural
49 integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information
50 that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a
51 contract or agreement made concerning the transaction.

52 **NOTICE ABOUT SEX OFFENDER REGISTRY** You may obtain information about the sex offender registry and persons
53 registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at
54 <http://www.doc.wi.gov> or by telephone 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.
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