

River Point Retail District

River View/River Walk
Exclusive Riverfront Retail for Lease

La Crosse, Wisconsin

Expected Delivery: Grey Shell - July 2025



CBRE

Property Overview

CBRE is pleased to present a rare opportunity to own commercial space is La Crosse's vibrant, new development, River Point District. This specific asset offers flexible commercial space for purchase from 737 to 12,518 SF. Above the commercial space will be 51 residential units and an outdoor community rooftop area.

Boasting flexible bay sizes, unmatched river views, and easy accessibility, this asset is a great fit for office and retailers alike. Additionally, there is mezzanine space and an outdoor patio perfect for a restaurant user.





Location

This unique and transcendent project is located in the heart of La Crosse, Wisconsin. La Crosse is a city of 52,185, residents in a county 120,433. The parcel which this project rests on is one of two mixed-use parcels in all of River Point District with direct river frontage. This district frontage is where three rivers converge: the Mississippi River, the Black River, and the La Crosse River. This location simply cannot be duplicated.

The district will see a variety of developments, including multi-family apartments, commercial, and mixed-use buildings. Additionally, a set of townhomes is also planned to rest on this district. This entire project has been labeled as a “game changer” for the City of La Crosse, as it offers the feel of a larger city and increases the density providing strong walkability and community connectivity.



History

The project by War Eagle, LLC is located on a unique mixed-use parcel in the River Point District, one of two sites with direct river frontage where the Mississippi, Black, and La Crosse rivers meet. The name “War Eagle” pays tribute to the historical War Eagle steamboat, famous for transporting the first Minnesota volunteer regiment during the Civil War. In 1870 this steamboat caught fire and ultimately sunk right off the riverbank where it still lies today. In 1980 the Wisconsin Historical Society officially listed the War Eagle wreckage area as an archaeological site. The project plans to incorporate artistic elements that celebrate this history. The site offers panoramic views of the Coulee Region, river, and bridge, making it an attractive investment. It is also well-suited for outdoor enthusiasts, with future city-owned boat slips, a bike trail, and a large city green space.



Revitalization

For the past 20 years, the City of La Crosse officials have been committed to the revitalization and investment in downtown La Crosse. Many of the older buildings have been restored and updated, in addition to the many businesses have built new construction properties downtown, including retail, hotels, restaurants, and business offices. Most recently, in 2022, the La Crosse Center completed a 2-year, \$42 Million expansion and renovation project. Invested in continued growth, city officials recently gave approval to develop the River Point District site after 10 years of planning and studies related to how the nearby floodplain, waterfront, marshland, and how sustainability would be affected.

Retail Specifications

For Lease

Lease Rate	\$25/vanilla shell. TI's negotiable by tenant/term/credit	Ceiling Height	Approx. 22' (two levels high)
Building Levels	6	Construction	New
Available SF (Commercial)	737 – 12,518 SF	Built	2024/2025
Parcel Size	Approx. 2.5 Acres	Parking	122 Parking Stalls (35 Covered; 87 Surface)
Mezzanine	Riverfront	Zoning	Commercial/Mixed-Use

Vanilla Shell includes unfinished floors, unfinished and unpainted walls, HVAC unit but no ductwork, power to space but no distribution, internet/cable to space but no distribution, sprinkler system but no distribution, water gas and sewer connection to the space.

Delivering in Vanilla Shell condition gives the buyer/occupier the freedom and flexibility to fully customize the space for their specific and intended use.

Public Amenities



**Park & Beer
Garden**



River Front



**Water
Recreation**



Plaza & Market



**Park &
Greenway**

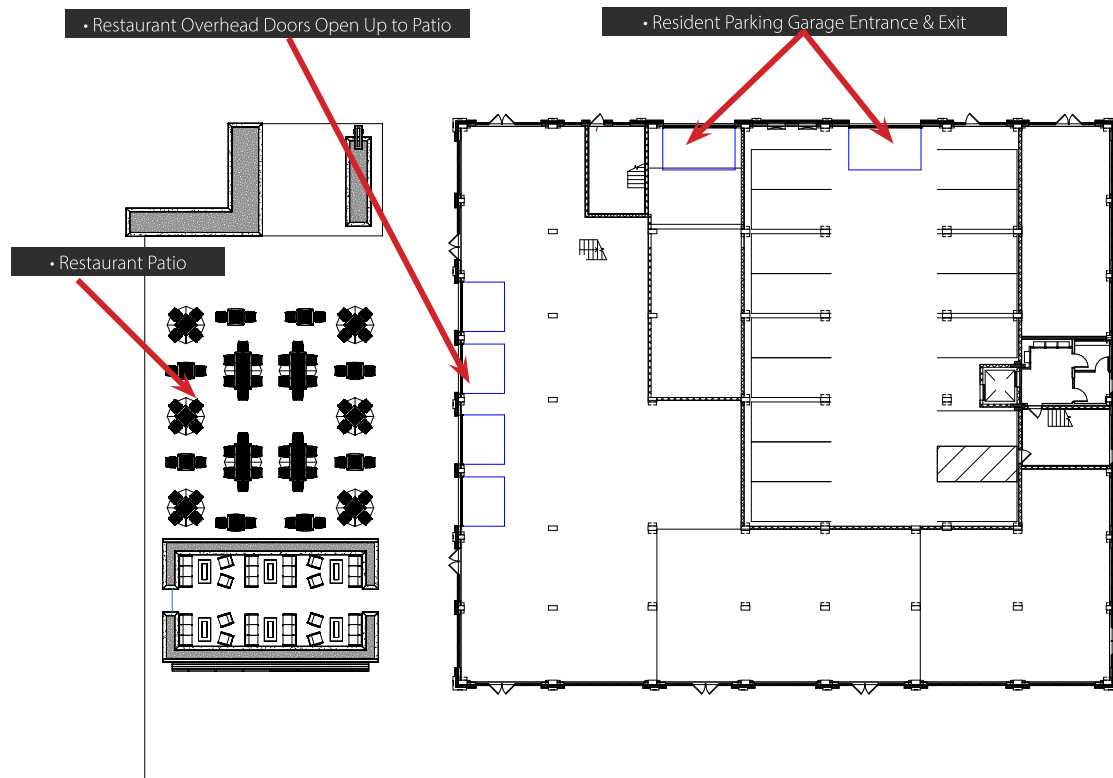


**Connected
Recreation Trails**

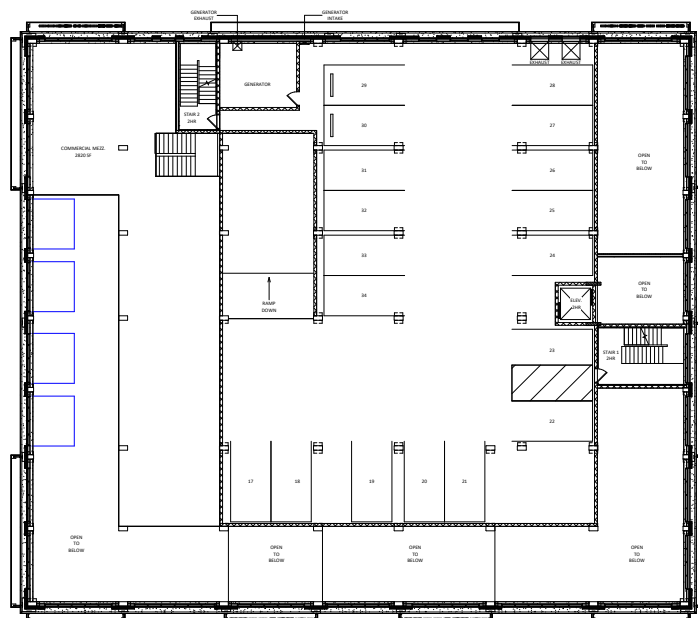
Floor Plan

FLOOR PLAN
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LEVEL 1



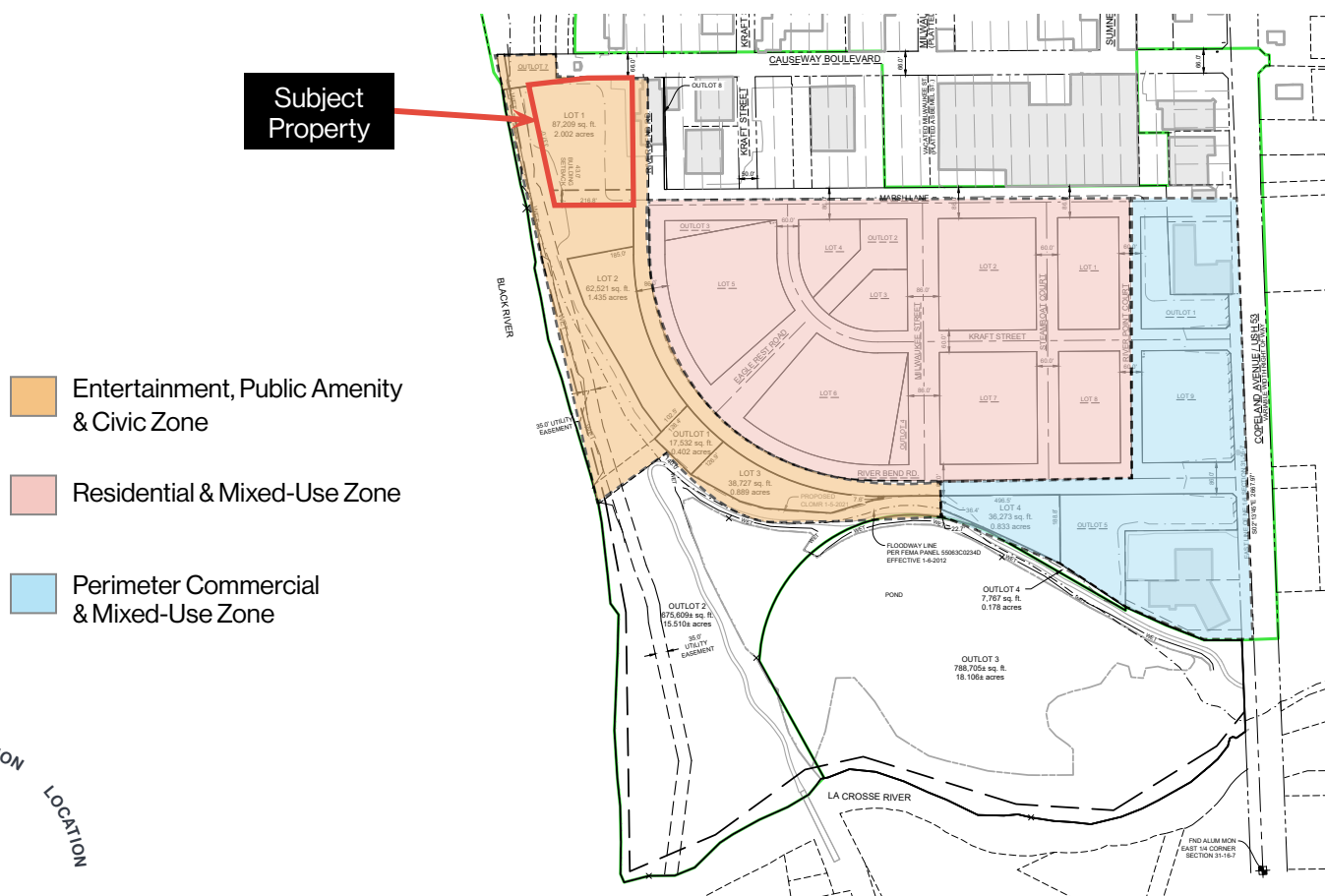
LEVEL 1 MEZZANINE



Site Plan

SITE PLAN
SITE PLAN
SITE PLAN

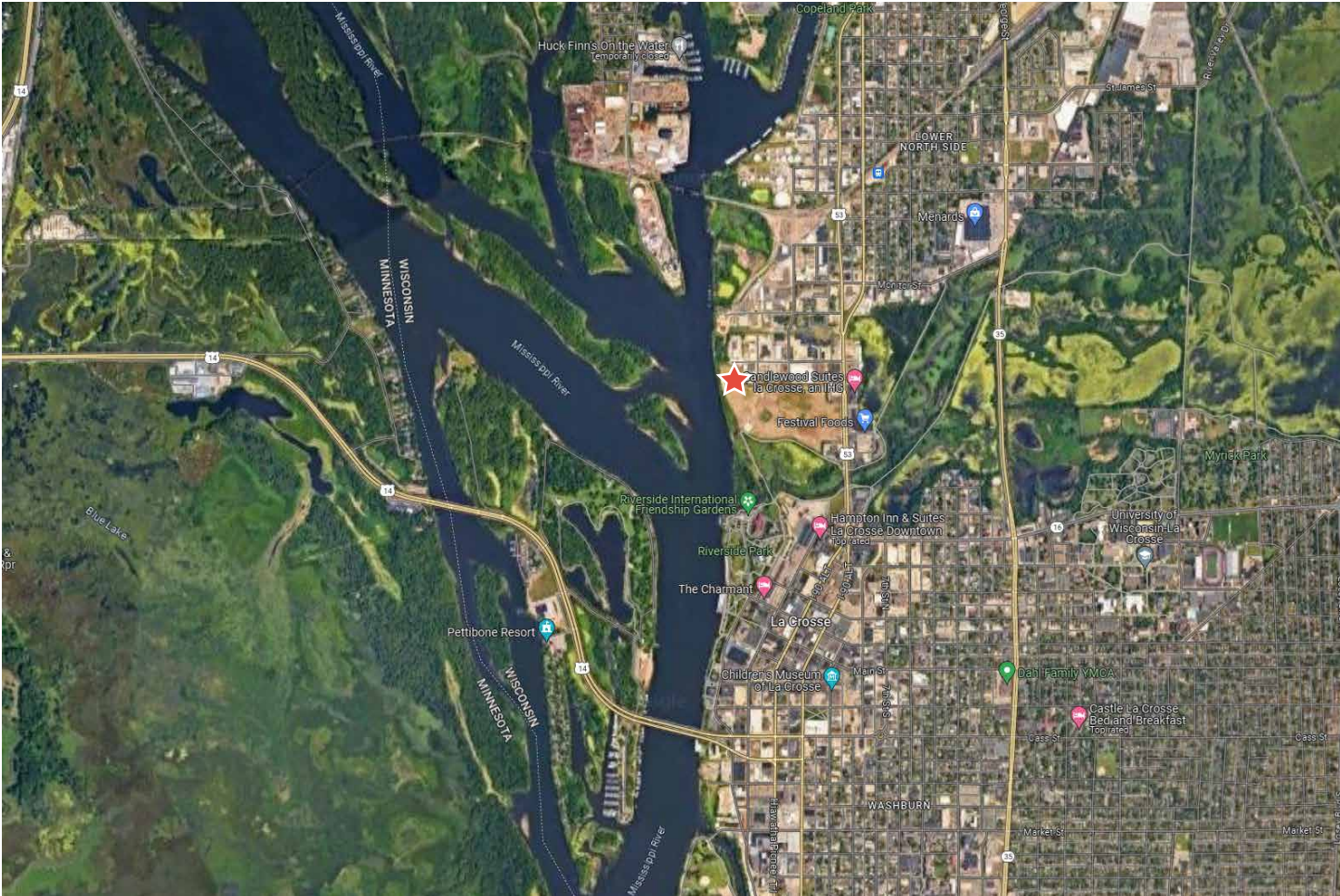
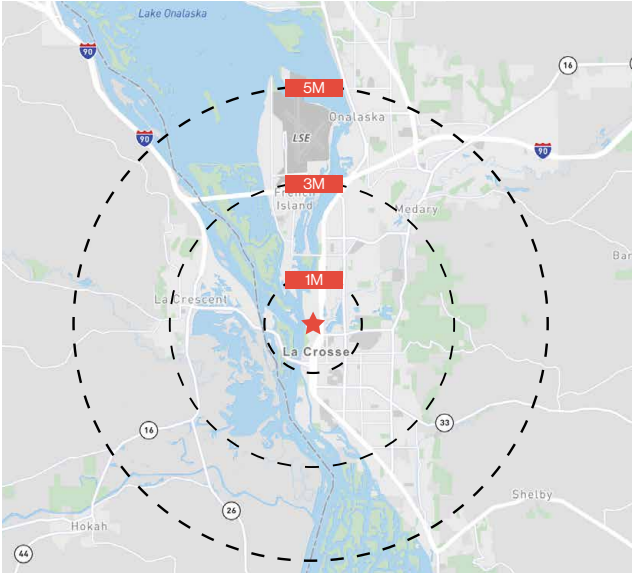


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Area Demographics



	3 MILES	5 MILES	10 MILES
POPULATION	10,147	48,636	74,749
MEDIAN HH INCOME	\$46,551	\$52,341	\$60,182
AVERAGE HH INCOME	\$45,295	\$69,705	\$76,607
MEDIAN AGE	23.3	31.0	35.4





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CONTACTS

Ryan Jensen

Senior Vice President

+1 515 280 2067

ryan.jensen@cbre.com

Licensed in the State of Iowa

Bill Favre

Agent - @properties

+1 608 781 2116

bfavre@atpropertieslacrosse.com

Licensed in the State of Wisconsin

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