

# SALE

## RADISSON CENTER

300 2nd St S La Crosse, WI 54601



Sale Price

**\$2,100,000**

### OFFERING SUMMARY

Building Size:	28,700 SF
Lot Size:	29,055 SF
Number of Units:	2
Price / SF:	\$73.17
Year Built:	1974
Renovated:	2023
Zoning:	Community Business
Market:	Tertiary
Traffic Count:	10,300

### PROPERTY HIGHLIGHTS

- Situated in the heart of the city's vibrant commercial core.
- 28,700 +/- SF 1 story mixed use building
- 17,000 +/- SF Warehouse space with 3 drive in to dock high doors, currently leased
- 11,525 +/- Event space with Kitchen
- Immediate proximity to the La Crosse Center for conferences, events, and regional gatherings.
- Highly walkable setting with exceptional access to downtown amenities.
- Ideal setting for professional office, boutique retail, and client-facing uses.

**Cathy Fox**  
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RIVER VALLEY

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### PROPERTY DESCRIPTION

Radisson Center presents a rare downtown La Crosse redevelopment opportunity with exceptional flexibility and strong repositioning potential. Located in the heart of the city's active downtown core, the property is surrounded by restaurants, entertainment, riverfront amenities, and civic activity, making it an ideal fit for buyers seeking a highly walkable, amenity-rich location.

The building totals 28,700 +/- SF, the layout includes 17,125 +/- SF of warehouse space with dock doors, 11,525 +/- SF as event space with kitchen. This unique combination creates multiple pathways for value creation, whether through mixed-use redevelopment, event space, or owner-user occupancy.

The warehouse component provides functional advantages for storage, service access, light logistics, or production, while the event areas add flexibility for a wide range of users. More importantly, the property's downtown location positions it to benefit from ongoing reinvestment, pedestrian traffic, and the continued evolution of La Crosse's riverfront-oriented urban core.

For an investor or developer seeking a rare adaptive-reuse opportunity, Radisson Center stands out as a versatile downtown asset with strong upside and multiple exit strategies.

### LOCATION DESCRIPTION

Located in vibrant downtown La Crosse, 300 2nd St S offers excellent access to the city's core business district, nearby restaurants and services, and the Mississippi River waterfront just minutes away

### SITE DESCRIPTION

The Radisson Center is ideally located in the center of downtown La Crosse, surrounded by the city's strongest mix of dining, entertainment, shopping, and riverfront amenities. The property is next to the La Crosse Center, with convenient access to parking ramps, and is just one block from the Mississippi River and the Riverside Park riverfront area.

#### Nearby amenities

The surrounding downtown area includes a broad range of restaurants, taverns, pubs, coffee shops, specialty retail, and service businesses, creating a highly walkable urban setting with steady foot traffic. Downtown La Crosse is also known for live music, arts venues, events, and hospitality, which adds to the area's activity throughout the day and evening.



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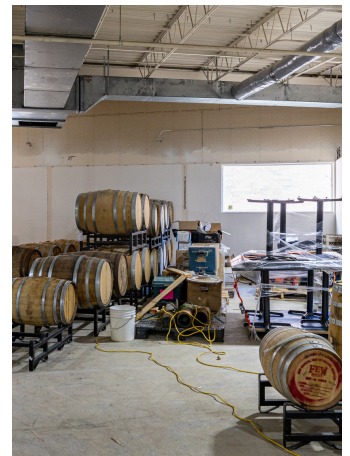
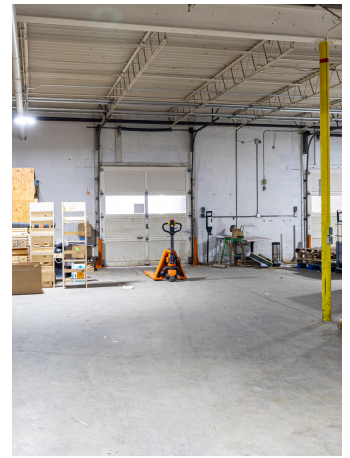


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