



RIVERSIDE CENTER



OFFERING BROCHURE

THREE BUILDING
OFFICE CAMPUS
LACROSSE, WISCONSIN

CBRE

EXECUTIVE SUMMARY

Exceptional Investment or Redevelopment Opportunity

CBRE is pleased to present the opportunity to acquire one or all three office buildings known as Riverside Center. Located in the heart of downtown La Crosse the offering provides a mix of investment opportunities – from a fully-occupied single-tenant net lease to a potential conversion to multi-family or hotel.

The three-building campus features a combined total of approximately 266,000 square feet of professional office space, a coffee roaster cafe, an upscale restaurant and bar along with a separate banquet and meeting space.

Riverside Center's amenities and institutional quality of the building has attracted and retains long-term tenants, ensuring a steady cash flow and value appreciation.

We invite you to explore further Riverside Center.



Downtown
LaCrosse on
the Riverfront



Scheduled
Rents of over
\$3,000,000



Three 6-Story
Office Buildings



PROPERTY OVERVIEW

MODERN WORKSPACE:

Riverside Center offers Class A office space in three buildings with flexible floor plans and state-of-the-art systems, all while providing panoramic views of the Mississippi River.

PREMIUM AMENITIES

Tenants and visitors enjoy an amenity rich environment featuring a large fitness center with locker rooms, four levels of covered parking, a coffee roaster cafe, an upscale restaurant and bar along with a separate banquet and meeting space.

UNIQUE REPOSITIONING OPPORTUNITY

Ownership can further increase value through continued lease-up or pivot and convert one of the buildings to residential apartments or a hotel use.

ADDRESSES	328 Front Street S. 332 Front Street S. 102 Jay Street
RENTABLE SF	270,000 SF +/-
YEAR BUILT	2007/2008/2010
STORIES	6 stories each
PARKING	362 Stalls (covered)
PRICE: RC I	\$14,000,000
PRICE: RC II	\$8,000,000
PRICE: RC III	\$14,000,000

TO VIEW THE RENT ROLL AND
FINANCIALS CLICK TO REGISTER

[CLICK HERE](#) 

Located in the heart of historic downtown, the Riverside Center is a premier office and lifestyle complex located near hotels, convention center, restaurants and other conveniences..



PORTFOLIO SNAPSHOT

RIVERSIDE I



Building Riverside I

Address 328 Front Street S
La Crosse WI

Story/Size Six Floors
87,541 sq ft per leases
99,093 sq ft per city

Occupancy 100%

NOI: \$1,498,457

Price: \$14,000,000

Key Tenants Optum/United Healthcare
Waterfront Restaurant

Optum/United Healthcare is the sole office tenant. Single Tenant Net Lease (STNL). The Waterfront Restaurant & Tavern occupies 10,775 SF

RIVERSIDE II



Building Riverside II

Address 332 Front Street S,
La Crosse WI

Story/Size Six Floors
86,227 sq ft per city
106,655 sq ft per city

Occupancy 63%

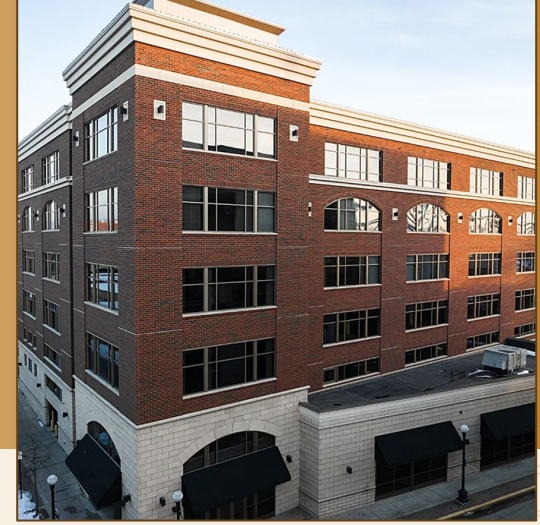
NOI \$671,273

Price \$8,000,000

Key Tenants SAP, Army Corp of Engineers
Dairyland Power, Optum Data Center, Oh Oh Coffee

Riverside II is a multi-tenant building and has the large fitness center. This amenity could be leased to a gym operator for additional NOI.

RIVERSIDE III



Building Riverside III

Address 102 Jay Street
LaCrosse WI

Story/Size Office: 91,500 sq ft per city
Parking: 88,755 sq ft per city

Occupancy 100% Leased*

NOI \$1,380,938

Price \$14,000,000

Key Tenants Optum Veterans Clinic,
Master lease with UHG

Four levels of parking and three floors of office space – master leased by UHG until summer of 2028.

NOTE: RS3 IS MASTER LEASED TO UNITED HEALTHCARE/OPTUM, BUT PHYSICALLY VACANT. LEASE RUNS UNTIL 6/30/2028. UHG IS OPEN TO A LEASE BUYOUT.

PROPERTY HIGHLIGHTS

A PREMIER COLLECTION OF OFFICE BUILDINGS AT AN ATTRACTIVE BASIS

Each building features a 2-story lobby, marble columns and high-end finishes. The buildings combine contemporary design with classic elements, creating an inviting atmosphere. Riverside Center presents investors with the opportunity to acquire a Class A asset at a deep discount to replacement cost.



CENTRAL BUSINESS DISTRICT

With views of the Mississippi River



COVERED PARKING

OVER 300 Covered Parking Stalls



LARGE DAYTIME POPULATION

Several thousand workers downtown



RIVERSIDE FITNESS

Large 8,500 sqft healthclub;

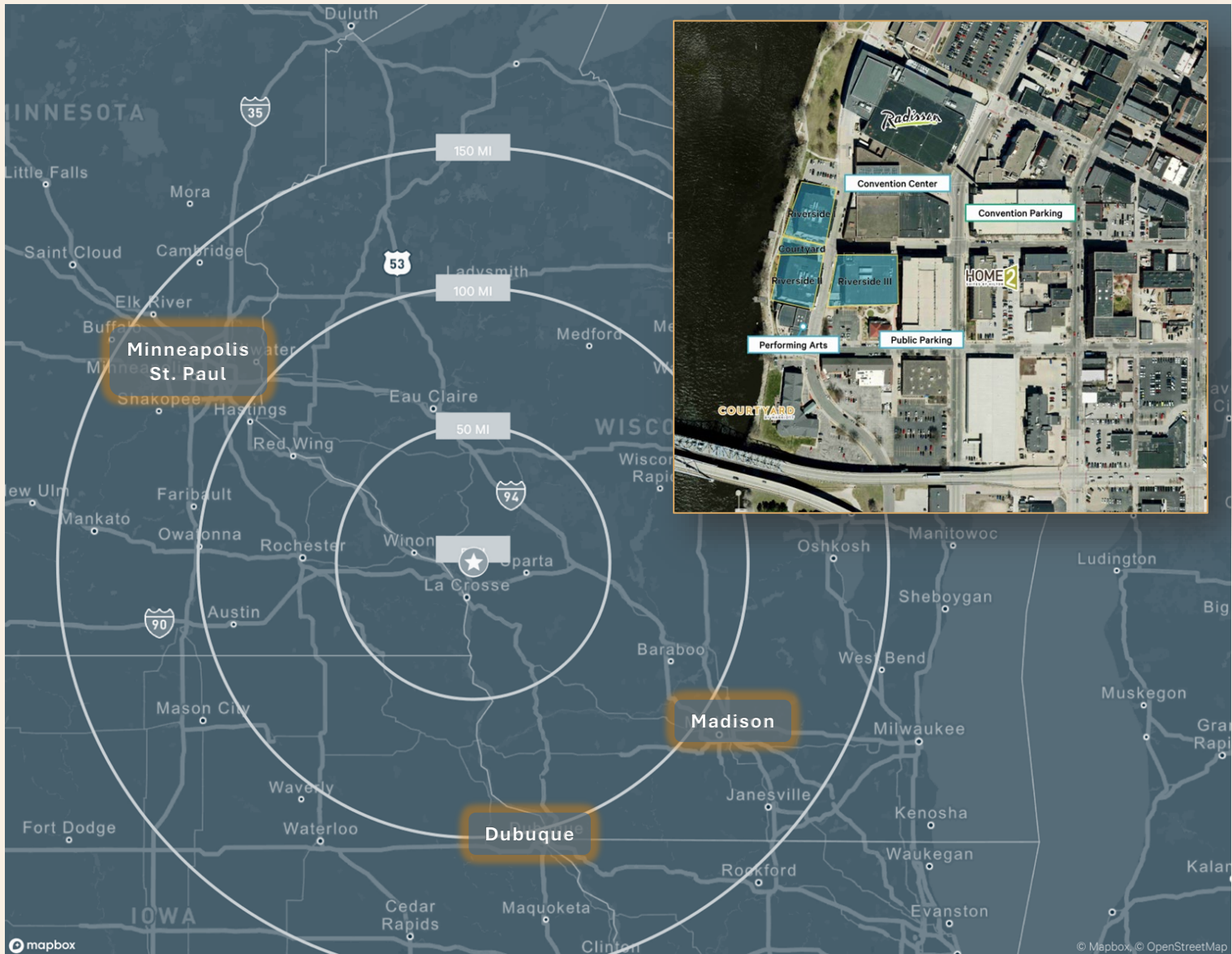


RIVERSIDE PARK WALKING AND BIKING

Sidewalk along the river



LOCATION MAP | LA CROSSE, WISCONSIN



LA CROSSE QUEEN CRUISES

UNIVERSITY of WISCONSIN
LA CROSSE



- Hotel
- Entertainment
- Office
- Parking
- Residential
- Municipal



Riverside
CENTER

HISTORIC
DOWNTOWN
LACROSSE

Off-Campus
Housing
Area

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The Riverside Center doesn't just occupy space in La Crosse; it elevates the entire downtown experience, serving as a sophisticated anchor for professionals who value both historical charm and a modern luxury office setting.

We look forward to helping you accomplish your goals.

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CBRE

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