

GENEVA SQUARE

FOR LEASE

Retail Space & Outlot Opportunity



GENEVA LAKE

HWY 12 21,900 VPD



+/- 1.5 ACRE
OUTLOT
AVAILABLE



100 E GENEVA SQUARE
LAKE GENEVA, WI 53147

HWY 120 9,400 VPD

CBRE



PROPERTY OVERVIEW



Geneva Square is located south of Hwy 12 along Hwy 120 in Lake Geneva, Wisconsin. Anchored by Piggly Wiggly, Geneva Square is comprised of 4 multi-tenant buildings on approximately 24 acres. One 1.5 Acre outlot is available for development.

Major tenants include Piggly Wiggly, Anytime Fitness, Aurora Healthcare, Dollar Tree, Domino's, Summer Moon Coffee, and Jersey Mike's Subs. The blended mix of healthcare, personal services, retail, food, and fitness tenants truly makes Geneva Square a one stop destination for the community.



RETAIL SPACE

– Outlot Building:

- Suite 84: 1,224 SF
 - Lease Rate: \$30-\$32 PSF NNN
 - NNN Expense: \$3.50 PSF

– Inline Space:

- Suite 158: 1,446 SF
 - Lease Rate: \$20 PSF NNN
 - NNN Expense: \$4.50 PSF



OUTLOT | LAND

– Available Outlots:

- Outlot 3: +/- 1.5 Acres

– Sale Price: Contact Broker

– Ground Lease Rate: Contact Broker

– Parcel ID: ZA110000003

– Zoning: PD - Planned Development

SITE PLAN

GENEVA SQUARE

■ AVAILABLE
■ LEASED



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SUITE	BUILDING A
100-112	Stinebrink's Piggly Wiggly
114	Edward Jones - Financial Advisor
116-118	Anytime Fitness
120-128	Dollar Tree
130-142	Paper Dolls Home Furnishings
144-146	Aurora Health Center

SUITE	BUILDING B
80	Summer Moon Coffee
84	AVAILABLE - 1,224 SF
88	Jersey Mike's Subs

SUITE	BUILDING C
90	Claw's Hot Dogs
92-94	Cute Nails & Spa
96	Domino's Pizza
98	Dragon City Chinese Restaurant

SUITE	BUILDING D
150-152	Lake Geneva Pie Co.
154	Advanced Eye Care
156	Spectrum
158	AVAILABLE - 1,446 SF
162	Cosmo Prof
164	Cost Cutters
166	Hart Hearing
168	Starck Real Estate

LAND - E
AVAILABLE +/- 1.5 ACRE OUTLOT



TRAFFIC OVERVIEW



1.1M

Visits



+18.2%

Visits YOY



191.3K

Visitors



+13.3%

Visits YO2Y



5.57

Visit Frequency



+16.5%

Visits YO3Y



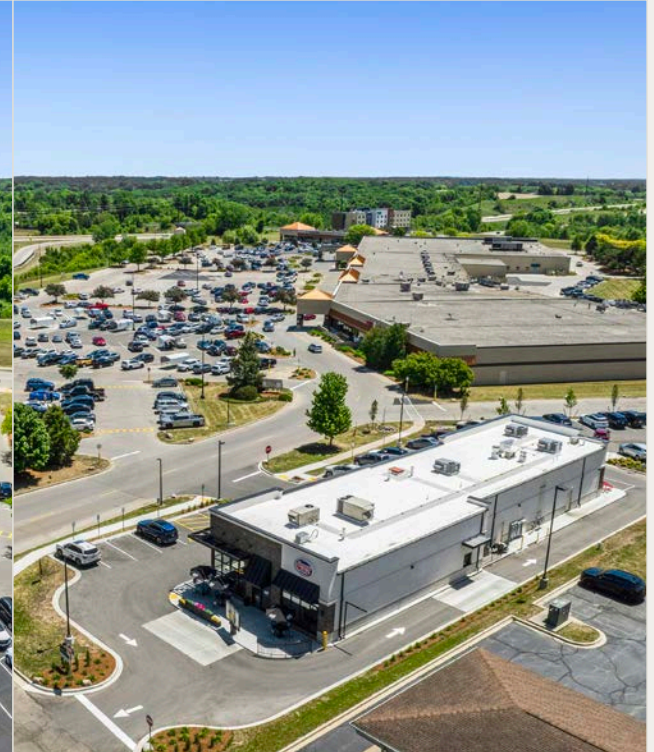
32 min

Average Dwell Time



JUN 1, 2025 - MAY 31, 2026

DATA PROVIDED BY PLACER LABS INC.



AERIAL, DEMOGRAPHICS & TRAFFIC COUNTS

GENEVA SQUARE



DEMOGRAPHICS	3 MILES	5 MILES	7 MILES
Population	11,994	19,480	31,604
Avg HH Income	\$105,683	\$115,983	\$119,582
Daytime Population	14,296	20,167	32,496

TRAFFIC COUNTS	VPD
Hwy 12	21,900
Hwy 120	9,400

RETAIL SPACE & OUTLOT OPPORTUNITY

GENEVA SQUARE

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CBRE

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State of Wisconsin Broker Disclosure To Non-Residential Customers

Wisconsin Law requires all real estate licensees to give the following information about brokerage services to prospective customers.

Prior to negotiating on your behalf the Broker must provide you the following disclosure statement:

Broker Disclosure to Customers

You are the customer of the broker. The broker is either an agent of another party in the transaction or a subagent of another broker who is the agent of another party in the transaction. The broker, or a salesperson acting on the behalf of the broker, may provide brokerage services to you. Whenever the broker is providing brokerage services to you, the broker owes you, the customer the following duties:

- The duty to prove brokerage services to you fairly and honestly.
- The duty to exercise reasonable skill and care in providing brokerage services to you.
- The duty to provide you with accurate information about market conditions within a reasonable time if you request it, unless disclosure of the information is prohibited by law.
- The duty to disclose to you in writing certain material adverse facts about a property, unless disclosure of the information is prohibited by law (see “Definition of Material Adverse Facts” below).
- The duty to protect your confidentiality. Unless the law requires it, the broker will not disclose your confidential information of other parties.
- The duty to safeguard trust funds and other property the broker holds.
- The duty, when negotiating, to present contract proposals in an objective & unbiased manner and disclose the advantages and disadvantages of the proposals.

Please review this information carefully. A broker or salesperson can answer your questions about brokerage services, but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home inspector. This disclosure is required by section 452.135 of the Wisconsin Statutes and is for information only. It is a plain language summary of a broker’s duties to a customer under section 452.133(l) of the Wisconsin Statutes.

Confidentiality Notice to Customers

Broker will keep confidential any information given to broker in confidence, or any information obtained by broker that he or she knows a reasonable person would want to be kept confidential by law, or authorize the broker to disclose particular information. A broker shall continue to keep the information confidential after broker is no longer providing brokerage services to you.

The following information is required to be disclosed by law.

1. Material adverse facts, as defined in section 452.01(5g) of the Wisconsin statutes (see “definition of material adverse facts” below).
2. Any facts known by the broker that contradict any information included in a written inspection report on the property or real estate that is the subject of the transaction. To ensure that the broker is aware of what specific information below. At a later time, you may also provide the broker with other information that you consider to be confidential.

CONFIDENTIAL INFORMATION: _____

NON-CONFIDENTIAL INFORMATION (The following information may be disclosed by Broker): _____

(Insert information you authorize to broker to disclose such as financial qualification information)

Consent to Telephone Solicitation

I/We agree that the Broker and any affiliated settlement service providers (for example, a mortgage company or title company) may call our/my home or cell phone numbers regarding issues, goods and services related to the real estate transaction until I/ we withdraw this consent in writing. List Home/Cell Numbers: _____

Sex Offender Registry

Notice: You may obtain information about the sex offender registry and persons registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at <http://offender.doc.state.wi.us/public/> or by phone at (608)240-5830.<http://offender.doc.state.wi.us/public/> or by phone at (608) 240-5830.

Definition of Material Adverse Facts

A “material adverse fact” is defined in Wis. Stat. 452.01 (5g) as an adverse fact that a party indicates is of such significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable party that it affects or would affect the party’s decision to enter into a contract or agreement concerning a transaction or affects or would affect the party’s decision about the terms of such a contract or agreement. An “adverse fact” is defined in Wis. Stat. 452.01 (1e) as a condition or occurrence that a competent licensee generally recognizes will significantly adversely affect the value of the property, significantly reduce the structural integrity of improvements to real estate, or present a significant health risk to occupants of the property, or information that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a contract or agreement made concerning the transaction.

No representation is made as to the legal validity of any provision or the adequacy of any provision on any specific transaction.