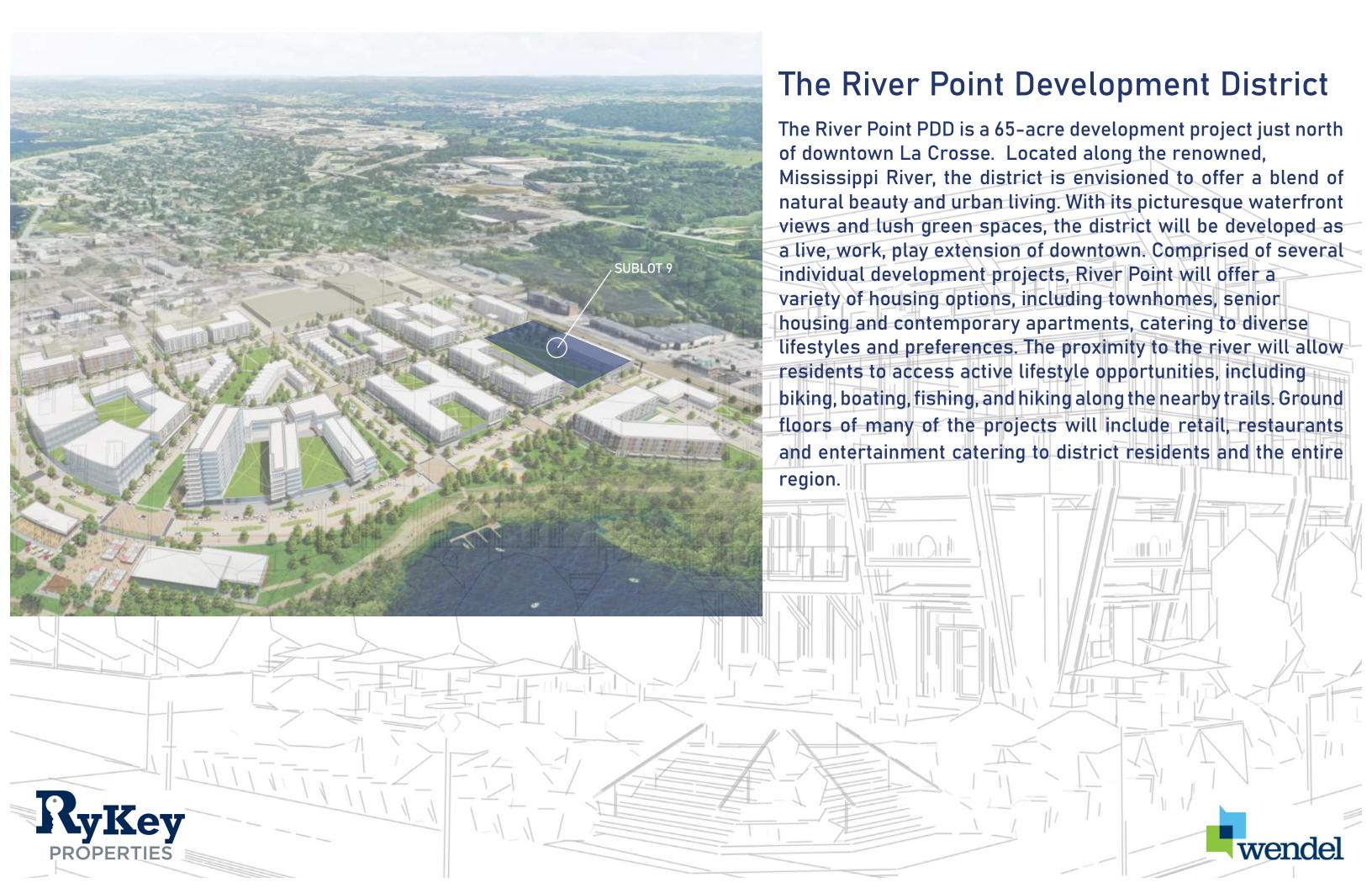
GATEWAY COMMONS

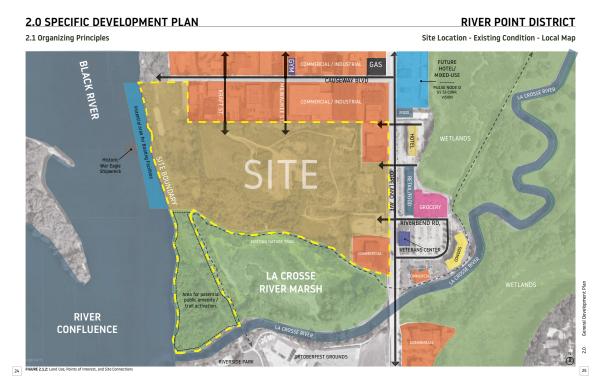


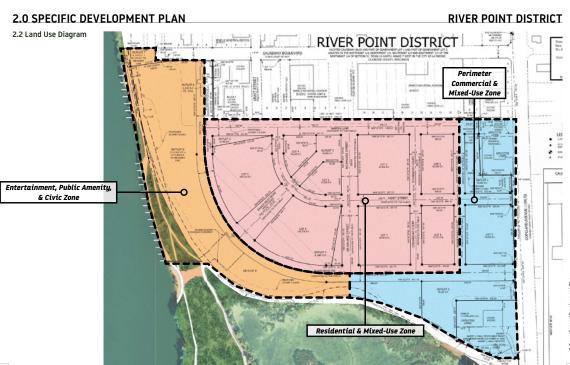






RIVER POINT DISTRICT MASTER PLAN





2.0 SPECIFIC DEVELOPMENT PLAN

RIVER POINT DISTRICT

The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building us based on the conceptual masterplan illustrated in this PDO document. The below table in no way limits the use or size of individual buildings within the masterplan.

Lot or Outlot	Approximate Square Footage	Approximate Acreage	Description
ZONE A1 - Per	imeter Commercia	I & Mixed-Us	
			Zone A1 allows for commercial/retail opportunities. Mixed use building
OUTLOT 1	39,081	0.90	with ground floor commercial/retail activation with residential floors above is favorable. Building height in Zone A1 shall be a minimum of 2 .
			stories.
ZONE A2 - Per	imeter Commercia	I & Mixed-Us	se Zone
			Zone A2 allows for commercial/retail opportunities. Mixed use building
LOT 9	76654	1.76	with ground floor commercial/retail activation with residential floors above is favorable. Building height in Zone A2 shall be a minimum of 2.
			stories.
ZONE B1 - Res	idential & Mixed U	lse Zone	
LOT 1	51,698	1.19	
ZONE B2 - Res	idential & Mixed U	lse Zone	
LOT 8	51,714	1.19	
ZONE C - Resi	dential & Mixed Us	e Zone	
LOT 2	82405	1.89	
ZONE D - Resi	dential & Mixed Us	e Zone	
LOT 7	82414	1.89	
ZONE E - Resi	dential & Mixed Us	e Zone	
OUTLOT 2	28486	0.65	
LOT 3	27035	0.62	
LOT 4	26220	0.60	1
ZONE F - Resid	lential & Mixed Us	e Zone	
LOT 6	106376	2.44	
OUTLOT 4	8465	0.19	1
ZONE G - Resi	dential & Mixed Us	e Zone	
LOT 5	105133	2.41	
DUTLOT 3	8465	0.19	1
ZONE H - Ente	rtainment, Public	Amenity, & C	ivic Zone
OUTLOT 6	1714343	39.36	Entertainment, Public Amenity, & Civic, Mixed Use opportunities, Multi
OUTLOT 7	14110	0.32	family residential above retail.
ZONE J - Perin	neter Commercial	& Mixed-Use	Zone
	1		Zone J allows for commercial/retail opportunities. Mixed use buildings
DUTLOT 5	75430	1.73	with ground floor commercial/retail activation with residential floors
	, 3430	4./3	above is favorable. Building height in Zone J shall be a minimum of 2
		_	stories.
			T.
TOTAL	o not include public road	57.35	1



4.0 BUILDING DESIGN GUIDELINES

4.1 General Guidelines for Building Design & Construction

Design guidelines, including dimensional constraints for different building typologies are shown in Table 4.7.1.The following guidelines offer a general explanation of building types indicative to promoting a walkable and sustainable urban development.

Buildings should identify with a cohesive and complimentary architectural character. A timeless design language that elevates the pedestrian, resident, and visitor experience is essential.

4.2 Building Facade

implementation or conesive architectural composition for individual buildings within the River Point District development ensures that buildings harmonize with each other, create a uniform neighborhood design language, and provide understandable architecture without

Visually interesting building facades appeal to the general public and can enhance the experience in adjacent open community spaces with the likely potential to increase nearby property values throughout the development. A timeless design aesthetic should be demonstrated for all building typologies.

The base of a building facade anchors

visually break down the scale of the facade into smaller, constituent parts interface between the pedestrian a the building. The base elements of proposed buildings should be highly articulated, scaled to relate to the pedestrian experience, utilize high quality materials, and be transparent through the use of glazing wherever possible.

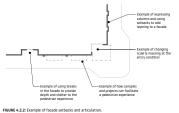
Rhythm refers to a repetitive pattern or recurrence of building elements along the facade. These patterns are often linked. These patterns are often linked to structural bays or reflect programmatic elements with end conditions given special treatment. Rhythmic elements can

provide the backbone for architectural expression or identity: the repetition providing a unifying feature for the facade. These elements also helps

Buildings are experienced from a variety of distances and thus the compositional building elements (entries, windows, structural bays, ord elements, etc) should use sizes and shapes that are distinguishable from both near and far. Overall building height and massing should if with the scale and character of the development as a whole.

In keeping with its goal of facilitating a walkable, urban development, a pedestrian scale experience is of particular importance to the River

RIVER POINT DISTRICT



Point District. Special care should be taken to the scale, massing and height of street level building elements to emphasize pedestrian comfort.

This development is intended to have a dense, urban character and thus building towards the maximum height allowed per building type is encouraged. Though more height and density may result in higher parking requirements, taller buildings may not build large, open parking fields that result in disconnected, suburban building patterns, Buildings should abide by building height minimums.

richness and a pleasant, human scale. of rhythm and scale to avoid excess changes in form or disharmonious street facades. changes in plane.

Bulliling facades with layering and depth are important for creating the visual scales and pedestrian experiences intended at the River Point District. Techniques for avoiding 'fath' facades include the following: the setting back of windows behind the plane of the main facade; the use of window sills, awnings, canopies; the extension of rose evers; the expression of columns through arcades or chances called the plane of the plane

high quality and finish-grade materials used consistently on all facades. Other materials such as precast concrete, decorative concrete block or decorative decorative concrete block or decorative facade panels may be appropriate if properly detailed and integrated with the architecture. Metal and finished wood may be used as accents, but should not be the primary material for any facade.











Located on the Southernmost entrance along Copeland Avenue, the development will have gateway entrances with a unique identity.



Gateway Commons @ River Point

Gateway Commons is a vibrant, mixed-use community where professionals seeking active, healthy lifestyles come to live work and play. It is located at the critical entryway to the vast River Point area and has been purposefully designed to serve as a welcoming introduction and brand opportunity for the entire development district.

The project is shaped by four core principles





Social & Community Vitality

Public and private gathering as a community is at the heart of the vision for Gateway Commons. Fitting of its position as the entryway property into the River Point Development, the project is designed with the public in mind; welcoming people from all walks of life to its grand public spaces in order to come together, connect and celebrate what is great about living in La Crosse. The outdoor spaces are iconic components of the development, featuring more than 15,000 square feet of exterior amenities, including a raised patio and restaurant terrace, as well as a monumental central courtyard for residents. These spaces will be programmed with amenities and uses to keep the project active and vibrant throughout the year.

Economic Opportunity

Gateway Commons is intentionally designed to enhance the value of the entire River Point district. Our team understands that for each project to be successful, the entire district must be prosperous. At the primary entrance to the district, at the corner of Copeland Avenue, the building is intentionally pulled back to offer viewsheds into the development, gateway signage and first floor retail that will pull visitors further into the site, encouraging them to explore additional properties and find reasons to come back.

Environmental Access & Stewardship

This project is being developed to attract those who are stewards of the outdoors. We understand the immense value that the natural amenities of the district have to the quality of life in the City of La Crosse. The project will feature purposeful amenities such as bicycle share, kayak share and sporting equipment for residents to use to explore the rivers and trails that link River Point to the rest of the city. This will be a destination for those who want the best combination of urban living and the great outdoors.

Cultural Enhancement

The culture of a place is rooted in the built environment and the people who inhabit it. As an entirely new district in the City of La Crosse, we have a tremendous opportunity to build upon the existing culture of the city and grow a new culture unique to this specific location. Gateway Commons will serve as the entryway and brand-setting project for the entire district, leveraging artistic signage, uniquely designed exterior spaces and integration of natural landscapes. The project will give visitors a first impression that the River Point District is a truly special place that is vibrant, active and celebrates the outdoors as an outstanding part of life in the City of La Crosse.

PRECEDENTS







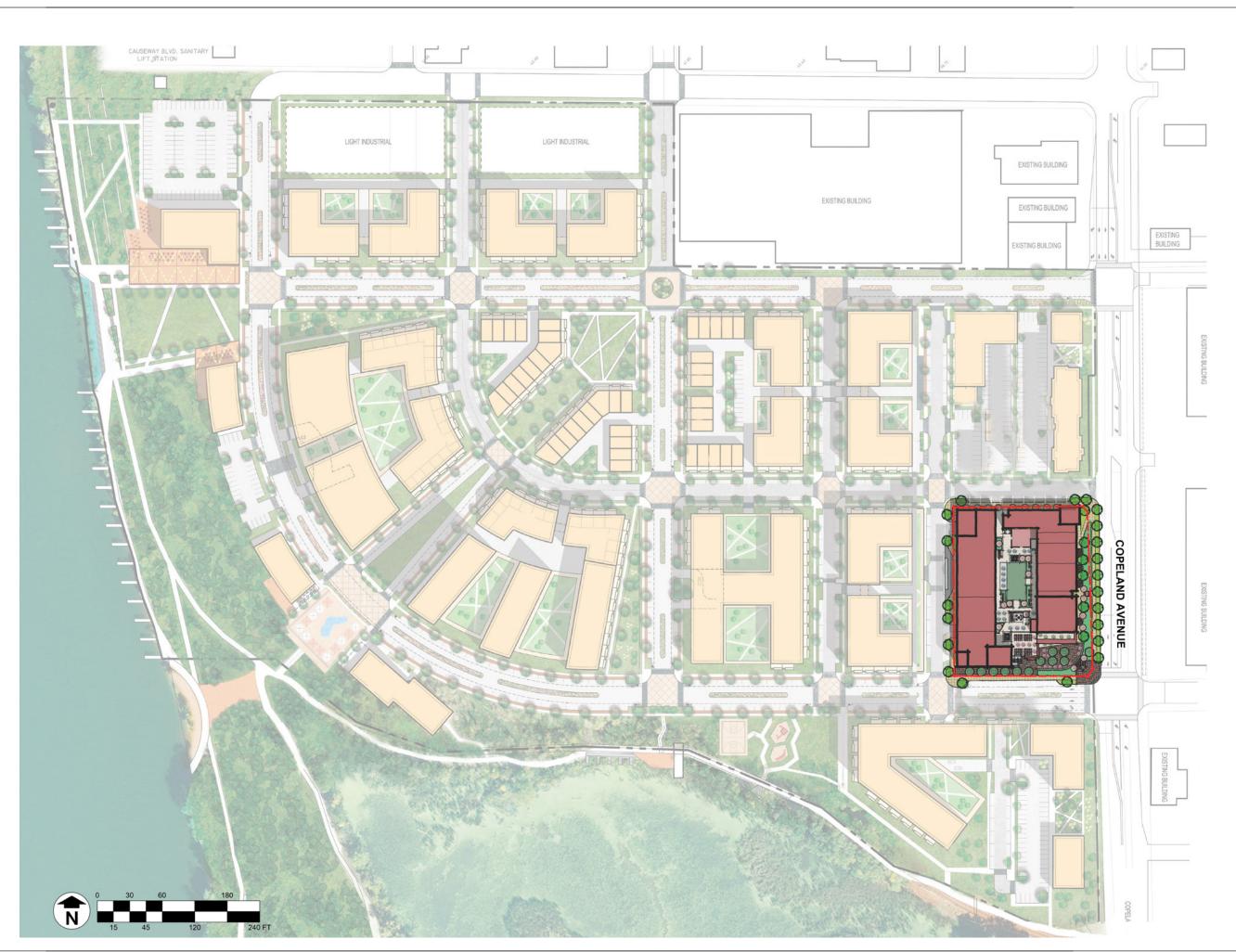














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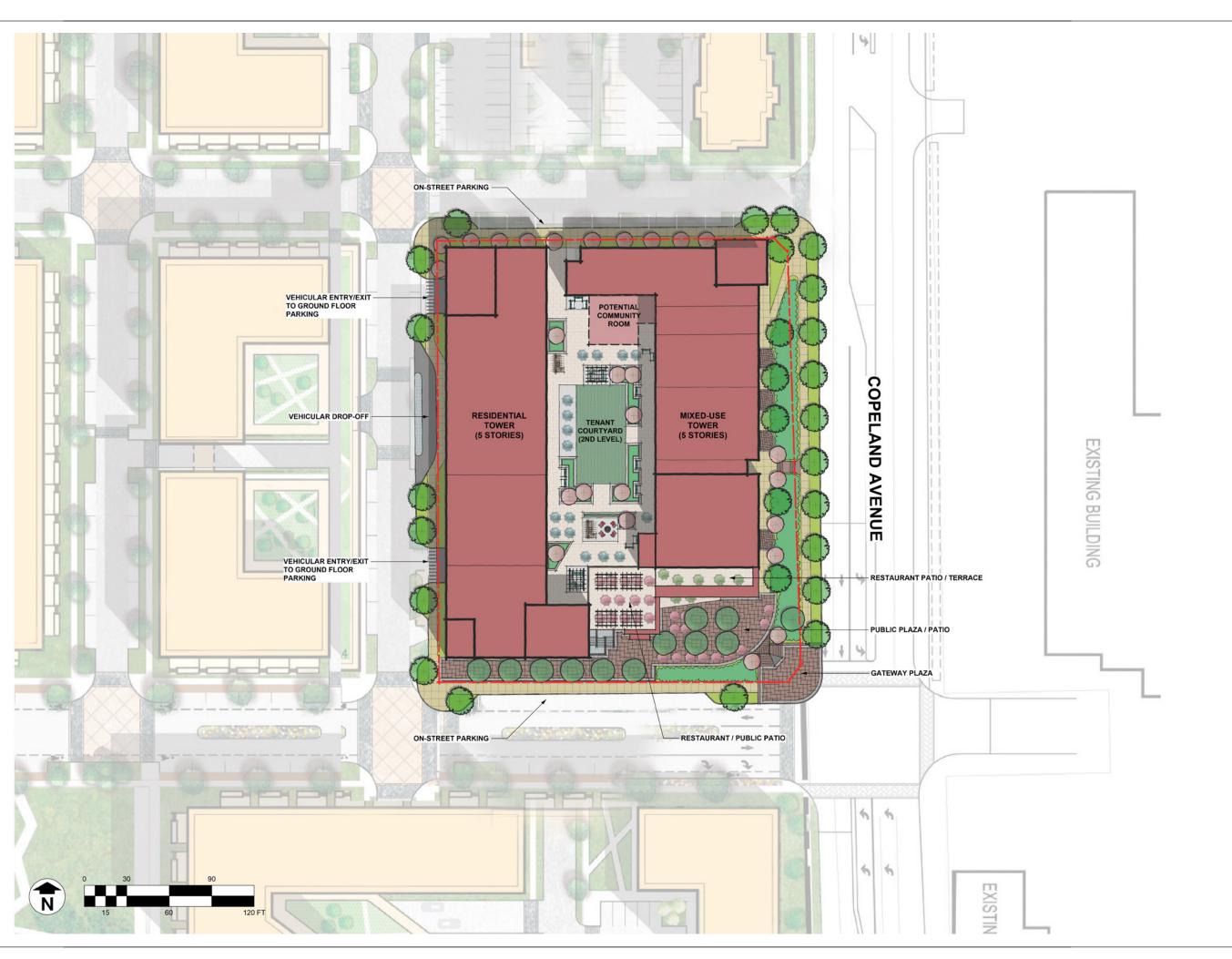
OVERALL DEVELOPMENT PLAN

GENERAL STALE BAR 22

GENERAL STALE BAR 22

BOAL BAR SHOWN STALE BAR 22

BOAL BAR SHOWN STALE BAR SHOWN SHOW



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SITE PLAN

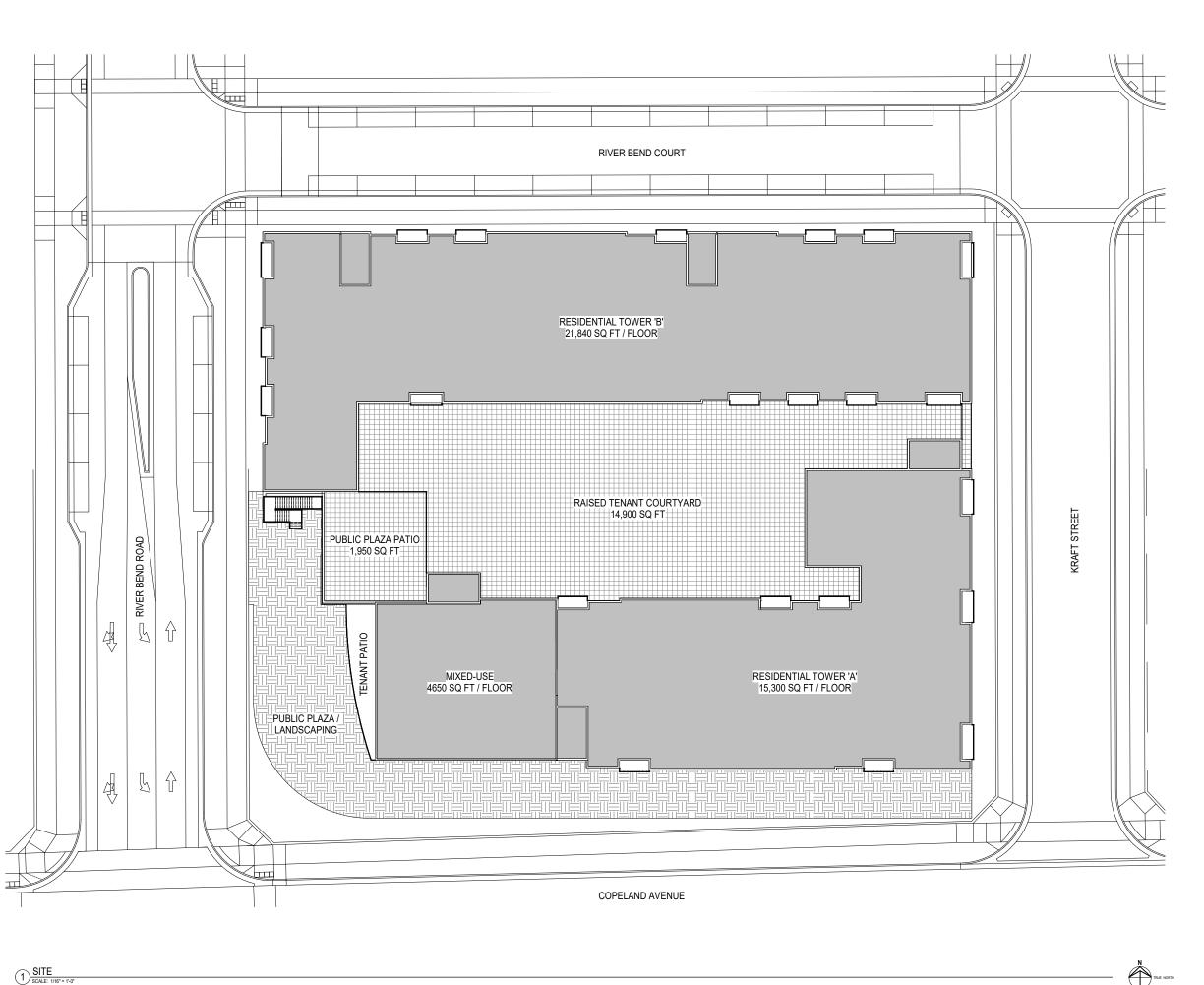
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SITE PLAN

S-3



1) FIRST LEVEL FLOOR PLAN
SCALE: 3/32"= 1'-0"



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Drive feature more than 10,000 square feet of commercial, retail and restaurant space across two floors. Additionally, the retail will be able to utilize more than 3,000 square feet of outdoor terrace space for café seating,

Commercial - 8,640sf Parking - 50,504sf Total - 59,144sf

134 Indoor Parking Stalls 15 Street Parking Stalls

Anticipated businesses include a flagship bar/restaurant, workshare space and coffee shop.



GROUND LEVEL PLAN





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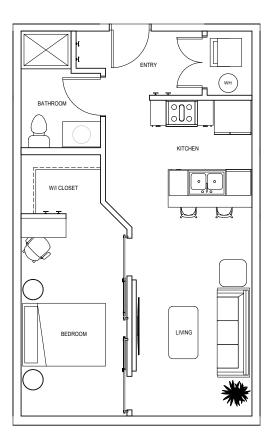
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UNIT C = 1095 SF (20 TOTAL) UNIT D = 1245 SF (8 TOTAL) *NOT INCLUDING BALCONIES

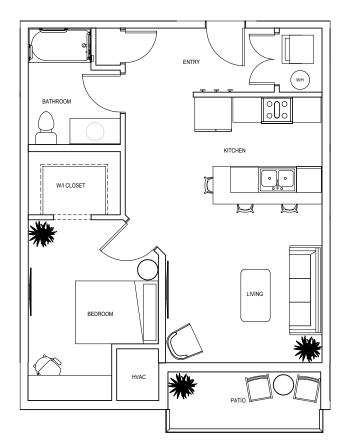


TYPICAL UPPER LEVEL PLAN

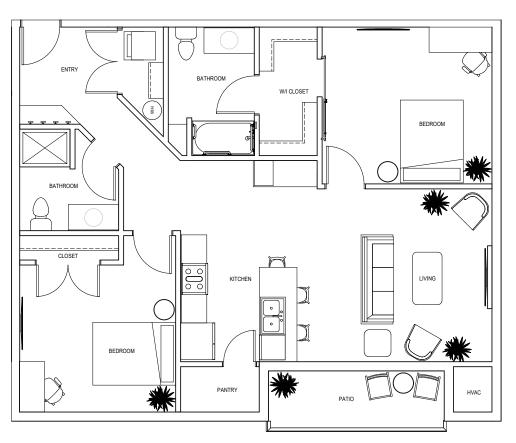
GENERIC SCALE BAR



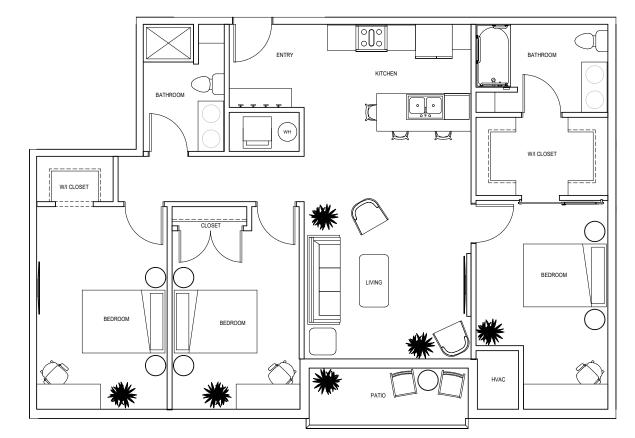




UNIT B - 1 BEDROOM SCALE: 3/8" = 1-0"



3 UNIT C - 2 BEDROOM SCALE: 38" = 1"-0"



4 UNIT D - 3 BEDROOM SCALE: 3/8" = 1'-0"

Residential Units

The project includes approximately 150 residential units across the upper four floors of the development. A mix of one, two and three bedroom units will be available, including efficiency one-bedroom units, providing a more affordable price point to a high quality living product. Most units will include outdoor patios and all will have access to the building's amenities.



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TYPICAL UNIT PLANS

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2 SOUTH ELEVATION SCALE: N.T.S.

Unique Design Elements

The project features a number of unique design elements to connect to the unique brand of River Point, extol the community driven values of the project and manage the challenges that the site presents.

Addressing Changing Infrastructure on Copeland Ave

The building's most visible frontage on Copeland Avenue is a unique challenge. There is presently an approximately 8-foot difference in elevation between Copeland Ave. and our Site. In the future, perhaps a decade or more, it is expected that Copeland Ave. will be raised to a similar grade to the site to bring it above the flood plane. This has created a unique challenge of creating a design that appropriately addresses Copeland Ave. while also enabling adaptation for when the infrastructure eventually changes.

We incorporated 3 unique design solutions to address this challenge:



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EAST ELEVATION RENDERING



#2 - Naturally Landscaped Pathway on Copeland

Since we can not create an urban sidewalk fronting Copeland, we will utilize the grade change to integrate natural stone elements around a pathway fronting the development. The elements will identify the project and the district with the unique outdoor recreation that will be a fundemental brand for the River Point district. In the future, as the roadway is raised, a more traditional urban sidewalk can be installed.





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RETAIL LEVEL

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#3 - Adaptable First Floor Space

As designed, 60 percent of the Copeland Ave. frontage is screened parking that holds the possibility of transition to retail space when the street is raised and creates a more accessible building at this location. The screening is designed to mimic first floor retail frontage and can be replaced in the future with more traditional storefront fenestration. This will enable the building to feature a successful design today with flexibility for adaptation as conditions change.





PHASE 2 RETAIL AND PARKING SCREENING
SCALE: N.T.S.



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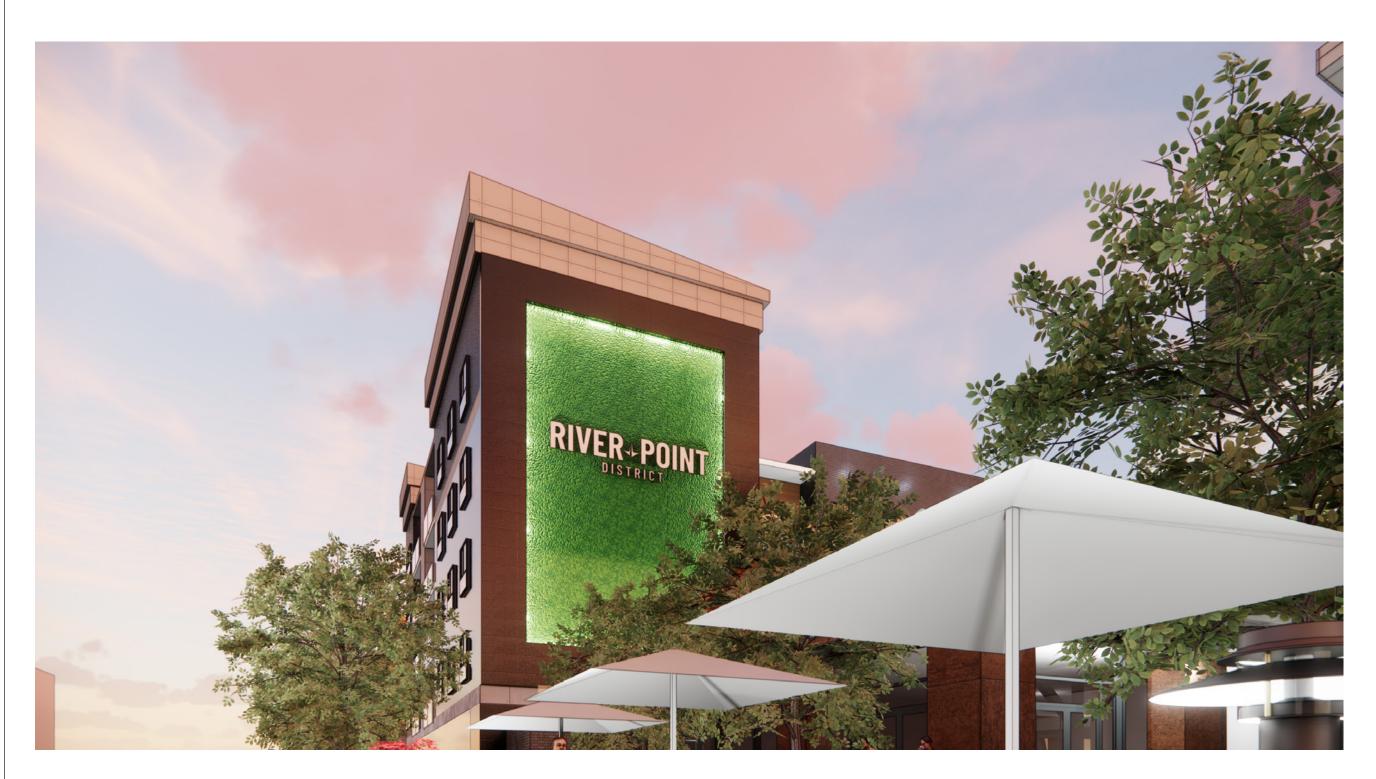
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PARKING/RETAIL LEVEL PHASING



District Signage

Given the 'Gateway' location, the project intends to incorporate branding opportunities for the entire River Point District into its signage. Leveraging an artistic, interpretive living wall, the brand of the project and the brand of the district will connect directly to the outdoor, natural setting of River Point and the Mississippi River.



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DISTRICT SIGNAGE



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EAST ELEVATION RENDERING



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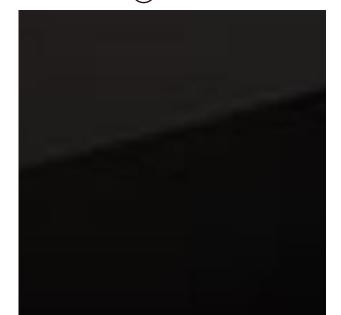
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RETAIL LEVEL



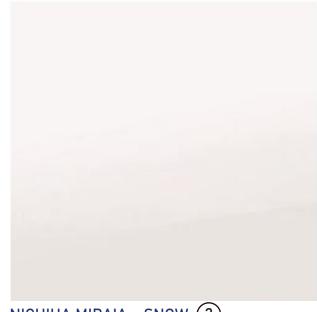
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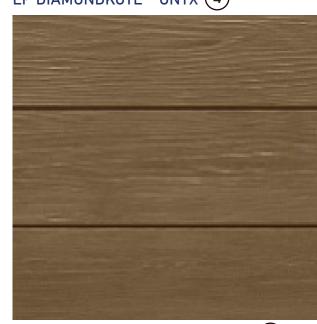
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