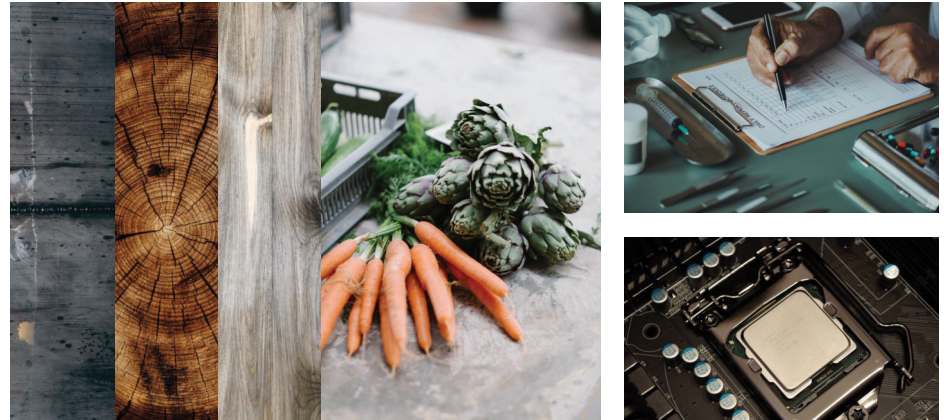


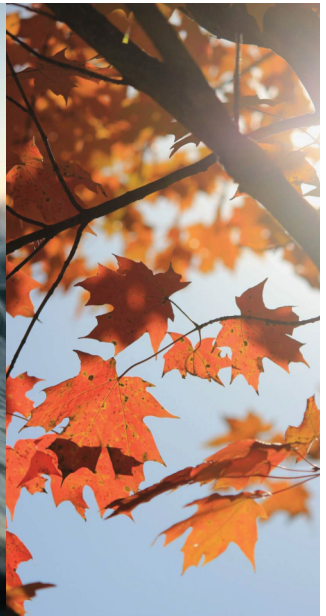
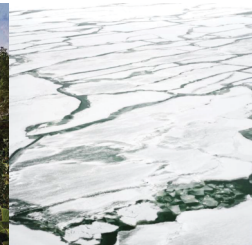
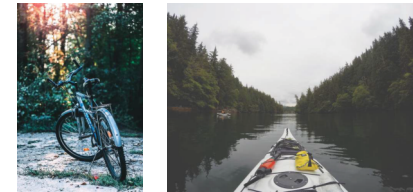
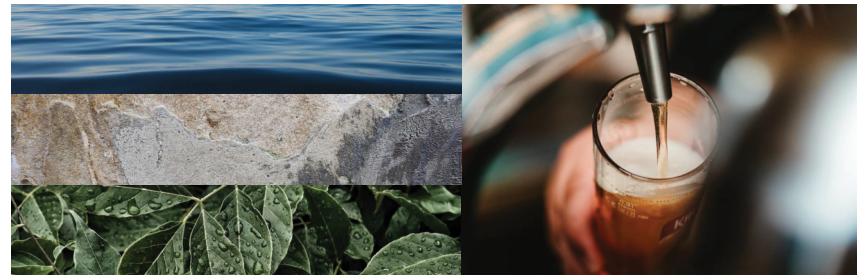
La Crosse Center Furniture Design



Industry
Agriculture
Technology

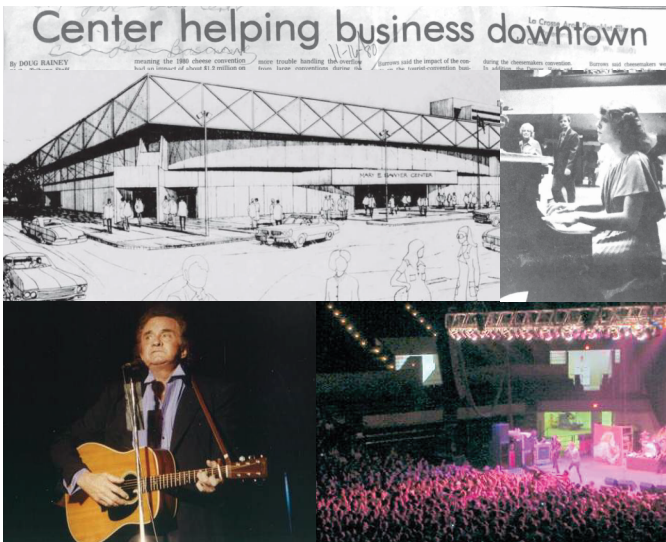


*Driftless Region
Three Rivers
Recreation*



Architecture + Engineering + Environmental + Planning

EVOLVE | EXPLORE | ENRICH



OUR VIEW: La Crosse Center expansion

What's next for Center?



Center's contract is signed

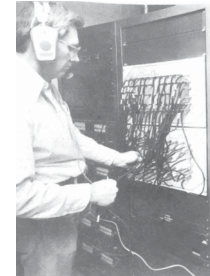
Photo courtesy of MOEN PHOTO SERVICE
319 MAIN STREET



Center on target for entertainment



Entertainment
Education
Community



Place for people

THIS MORNING'S street dance celebration at the ground-breaking for the long-awaited Harborview redevelopment project was a portent of what might be.

The economic merits of the convention center/auditorium complex, hotel and new G. Heileman Brewing Co. offices have long been discussed. As the completion of this important project winds into its construction phase, it is essential to regard Harborview as a place for people. A place to congregate and a place to hold and sponsor community activities.

Voters of La Crosse, who had the foresight to invest up to \$9.75 million in their downtown, deserve a center which will link the existing downtown commercial district with the beautiful Riverside Park area. Amid the new buildings, parking lots and parking garage, the pedestrian can't be forgotten.

And today's musical celebration was a fitting way to invite the community to witness the beginning of construction for La Crosse Center. Their center.

Much of the attractiveness of Harborview has been in its potential to spur upgrading of the surrounding area. That has already started to happen, as numerous downtown buildings have been restored, refurbished and just back to use.

changes in shopping patterns for city and area residents alike. Downtown will remain the center of many community activities, but its emphasis as the major regional shopping facility for the La Crosse area will likely change.

Enter La Crosse Center, as a drawing card for convention and visitor business, and entertainment and community events.

But the buildings alone aren't going to make the difference for downtown. There have been too many examples in other cities of ambitious redevelopment projects failing to have their intended effect. Eau Claire is often cited as an example.

Although downtown Eau Claire is having some modest successes at redevelopment of a few buildings, its auditorium and hotel complex failed to stem the loss of taxable downtown property — a decline of about 25 percent of downtown's valuation over a five-year period.

The key to preventing that kind of loss in La Crosse is keeping people downtown, and keeping the new convention center and auditorium open to local sports, music and other events, as well as the planned convention and visitor activity.

That's where sensible programming and activity planning comes in.

WR: ADRIAN TITUS' around-

Working together, getting things done.



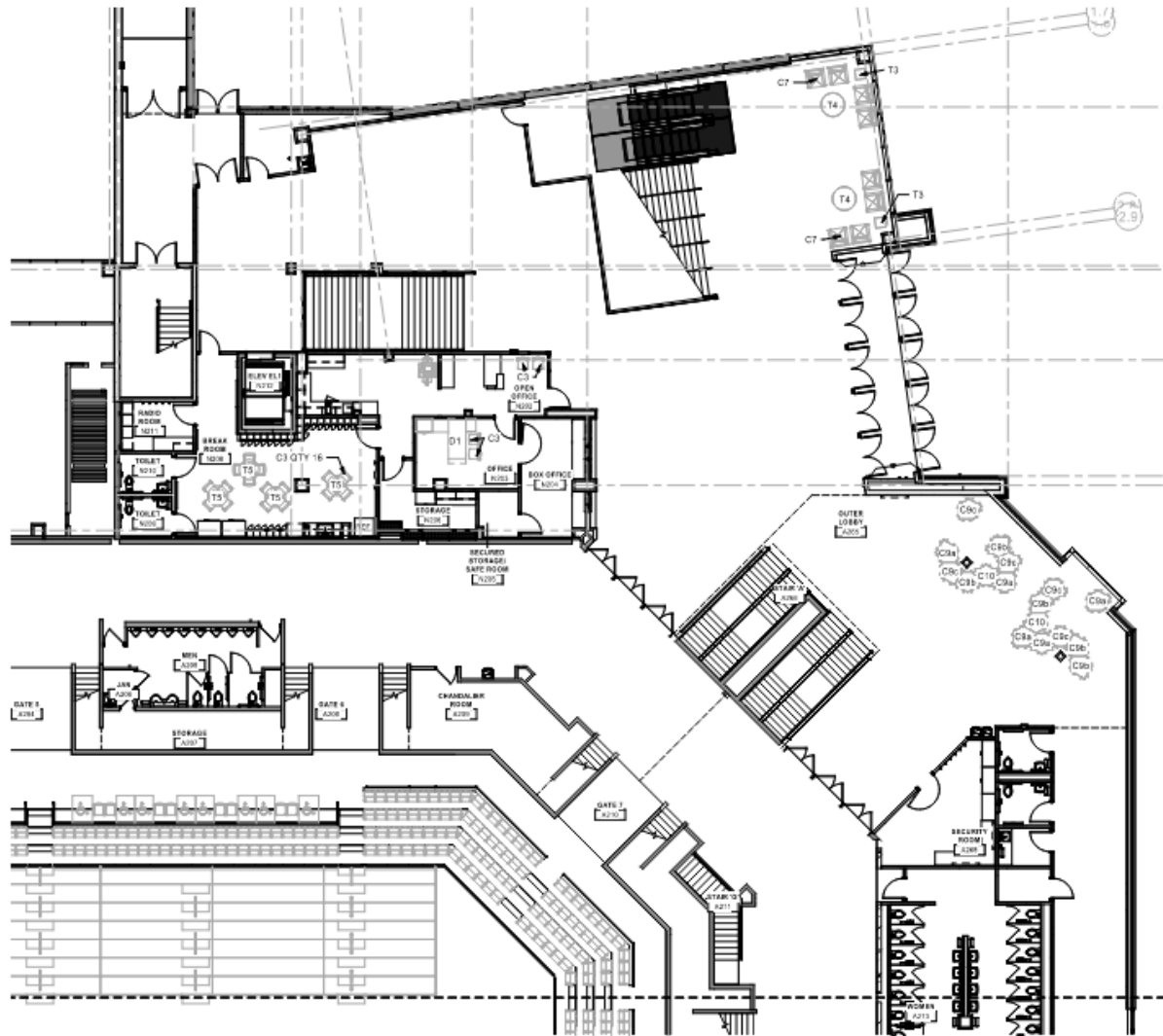
La Crosse Center Harborview Plaza



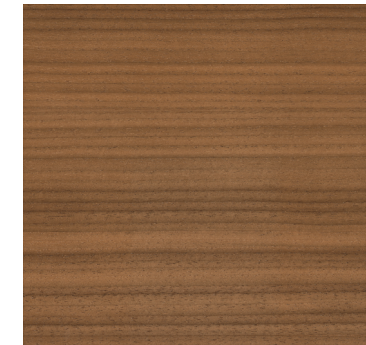
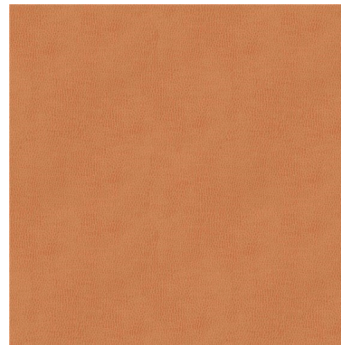
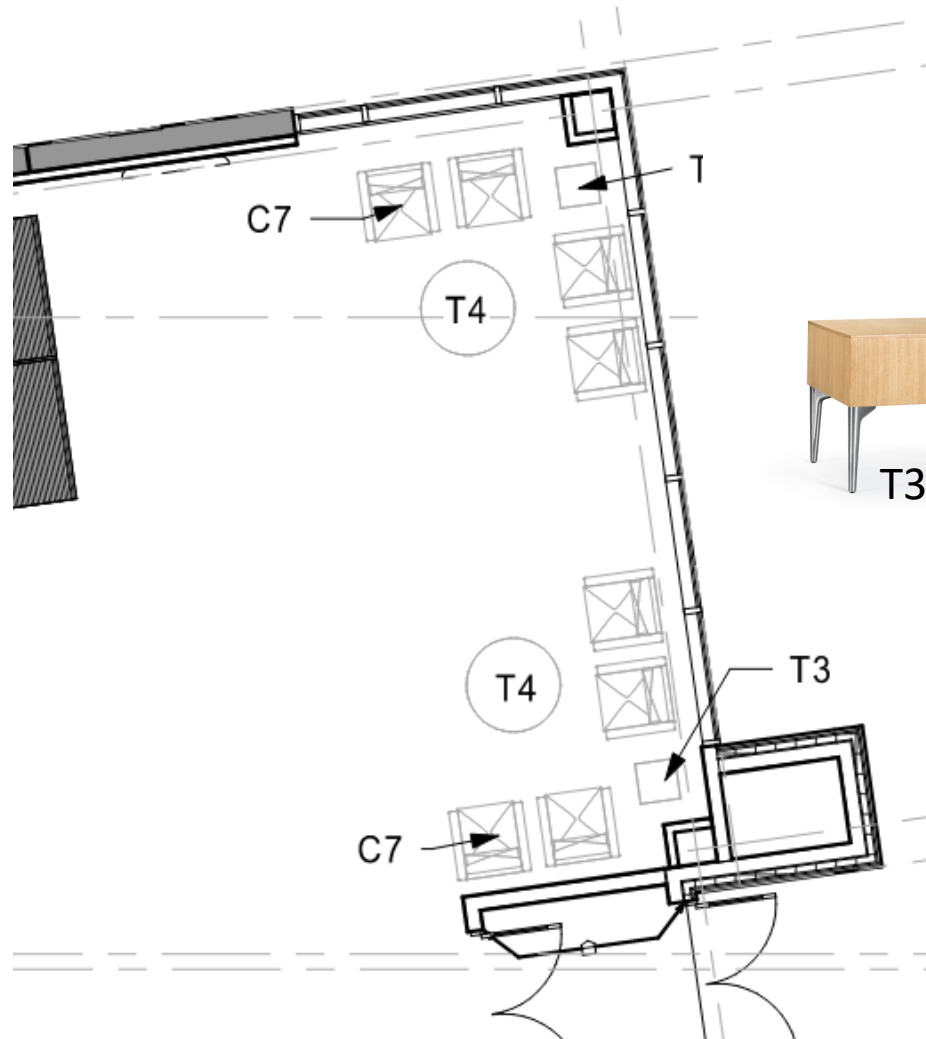
Architecture + Engineering + Environmental + Planning

EVOLVE | EXPLORE | ENRICH

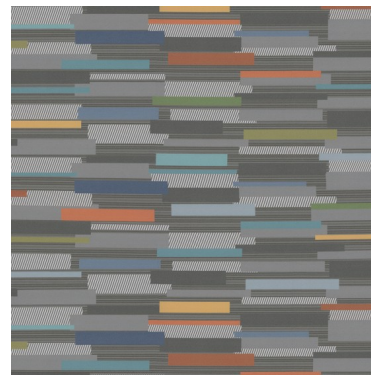
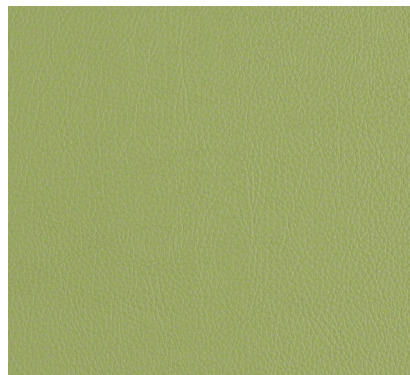
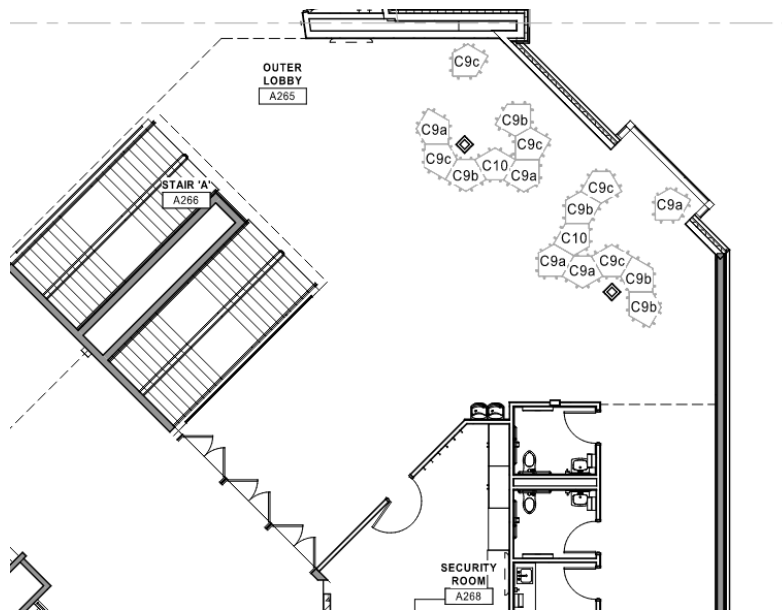
CONCOURSE LEVEL – AREA B



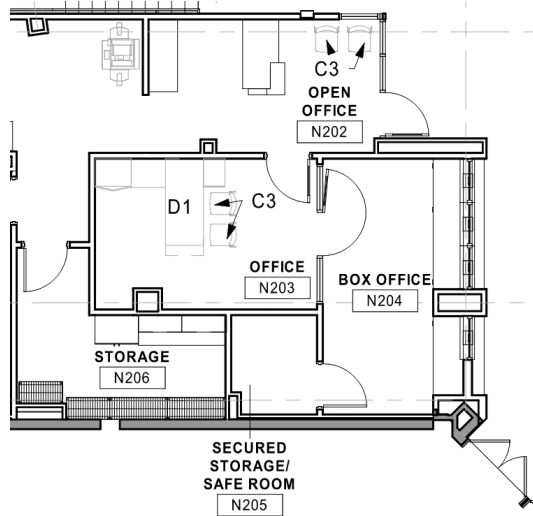
CONCOURSE LEVEL - LOBBY



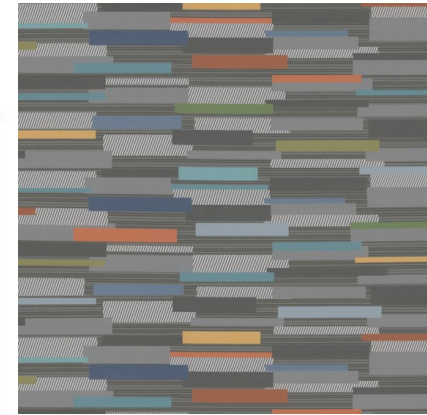
CONCOURSE LEVEL - OUTER LOBBY



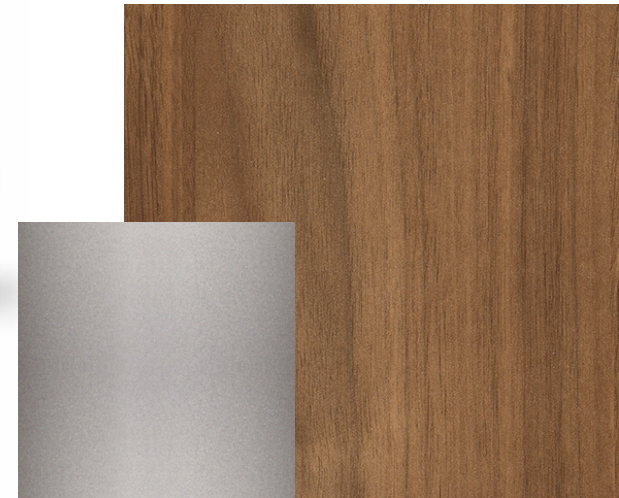
CONCOURSE LEVEL - OPEN OFFICE AND OFFICE



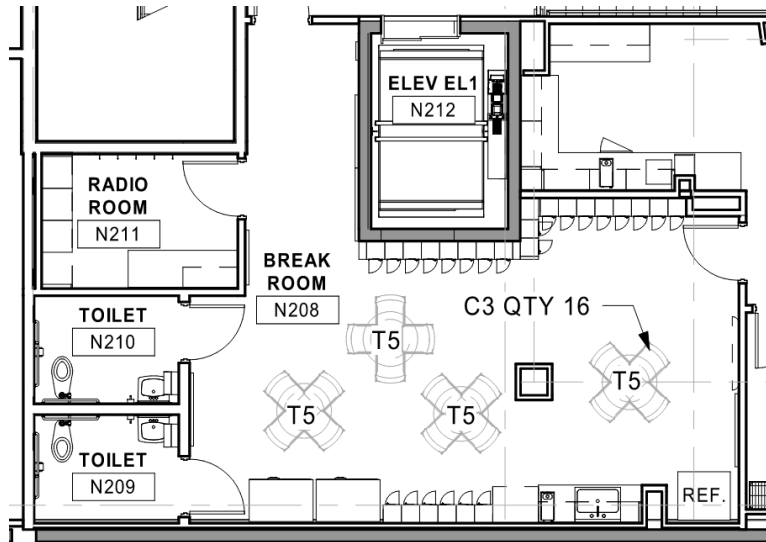
C3



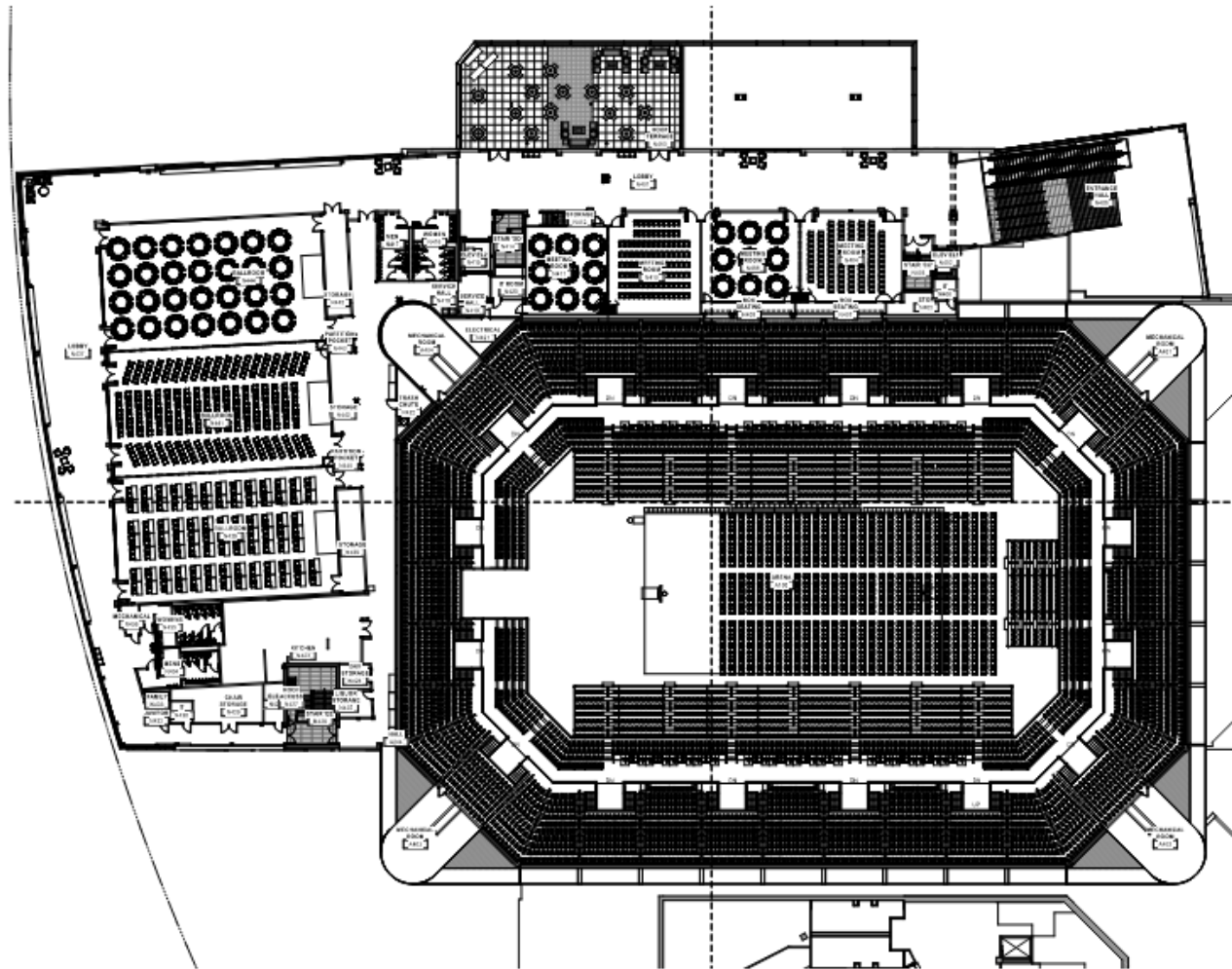
D1



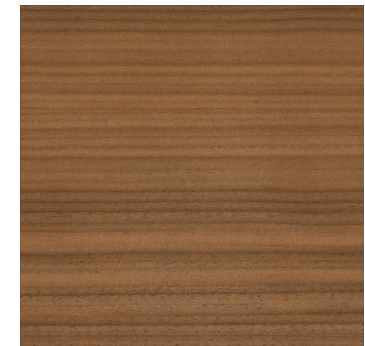
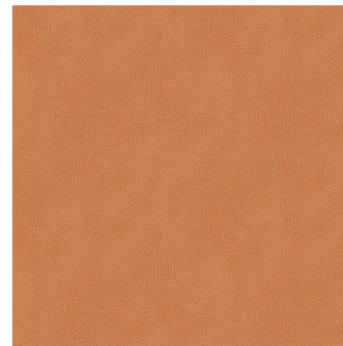
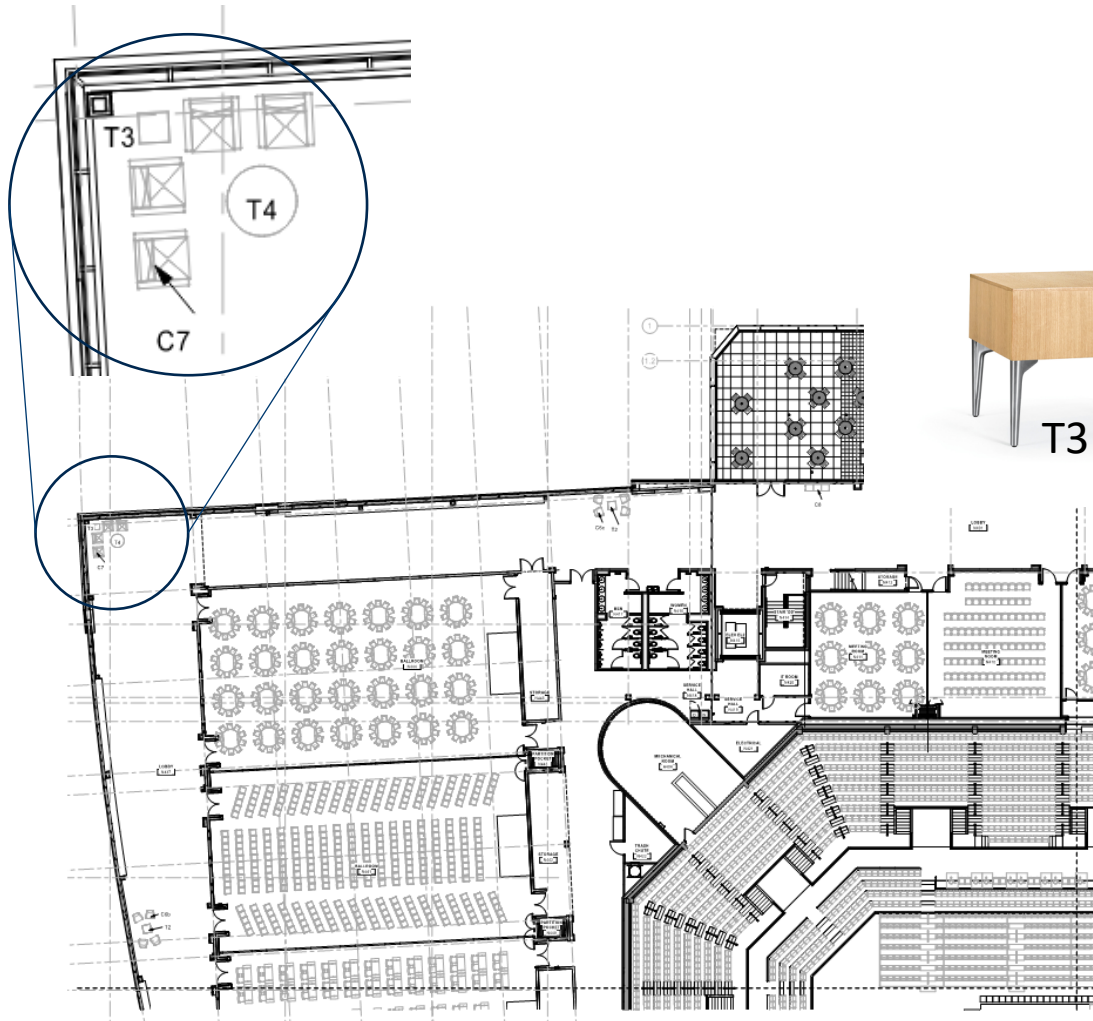
CONCOURSE LEVEL – BREAK ROOM



OVERALL FURNITURE PLAN- BALLROOM LEVEL



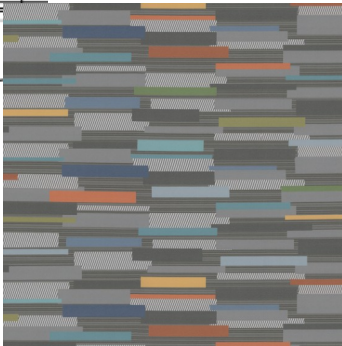
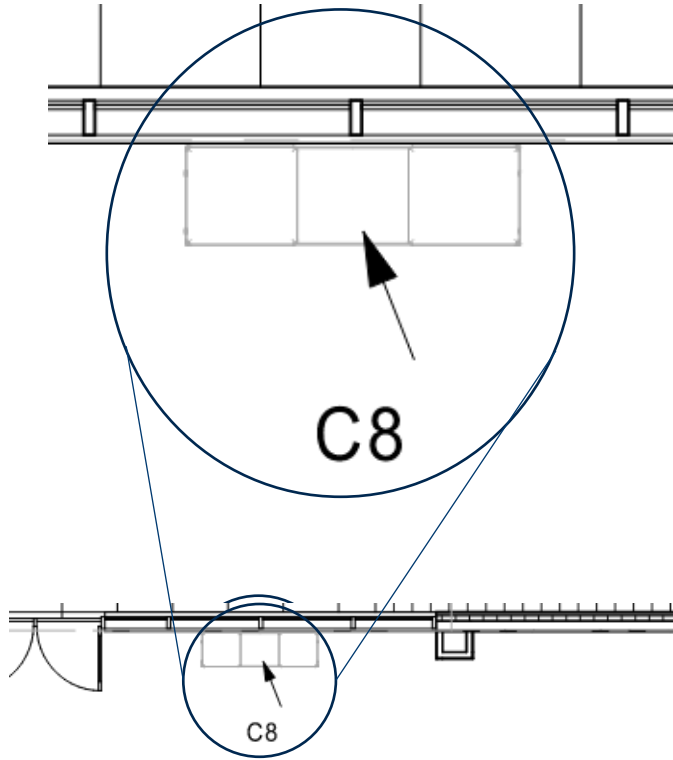
BALLROOM LEVEL – AREA A



BALLROOM LEVEL – AREA A

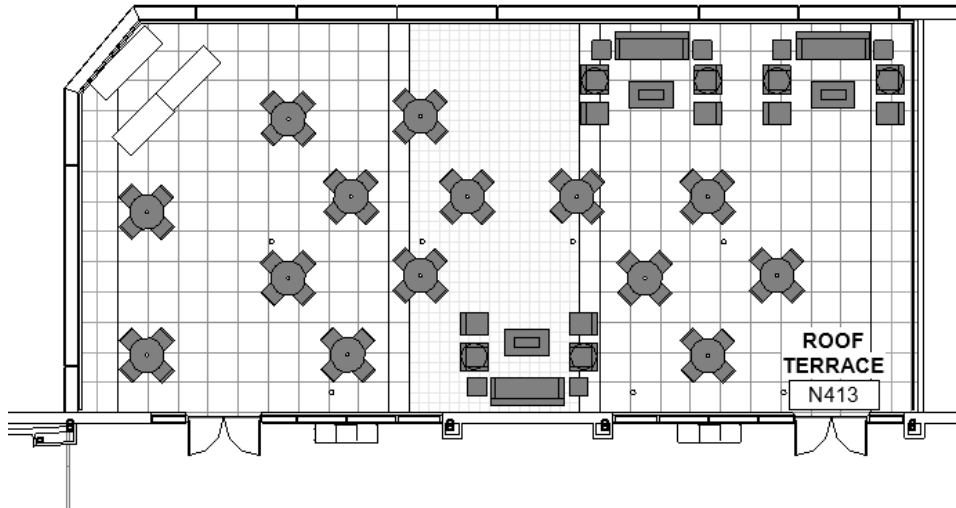
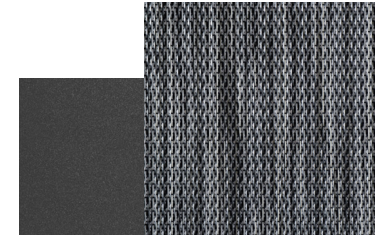


BALLROOM LEVEL – AREA A

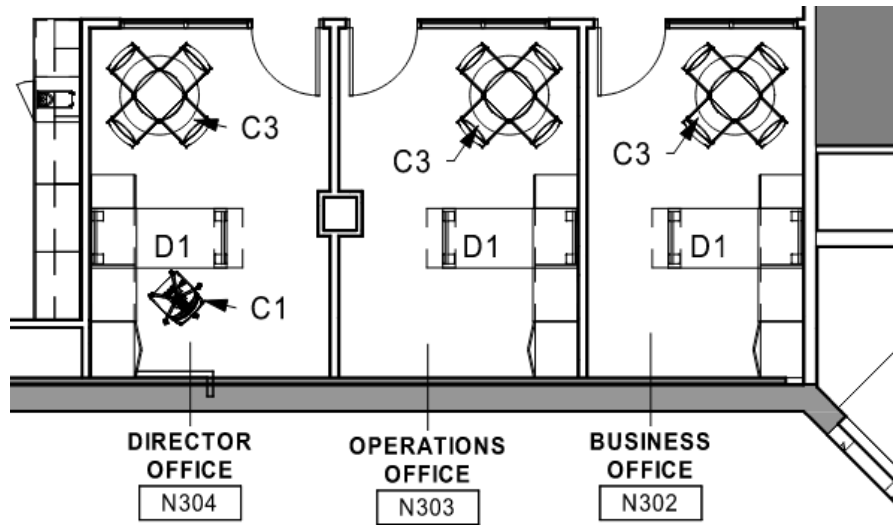


LOBBY
N401

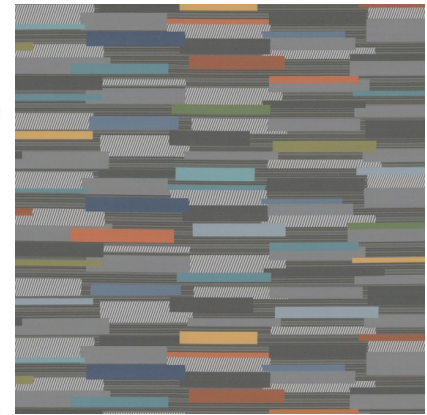
BALLROOM LEVEL – ROOF TERRACE



OFFICE LEVEL - OFFICES



C3



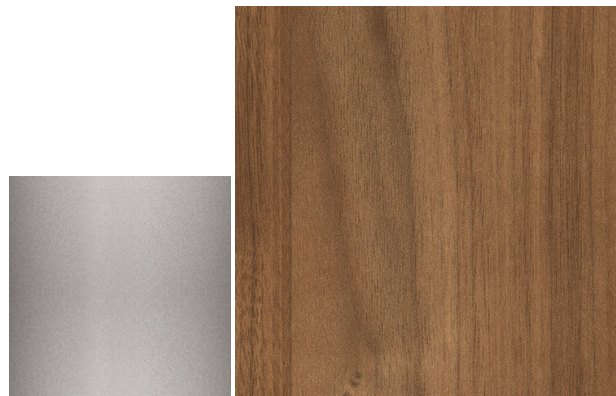
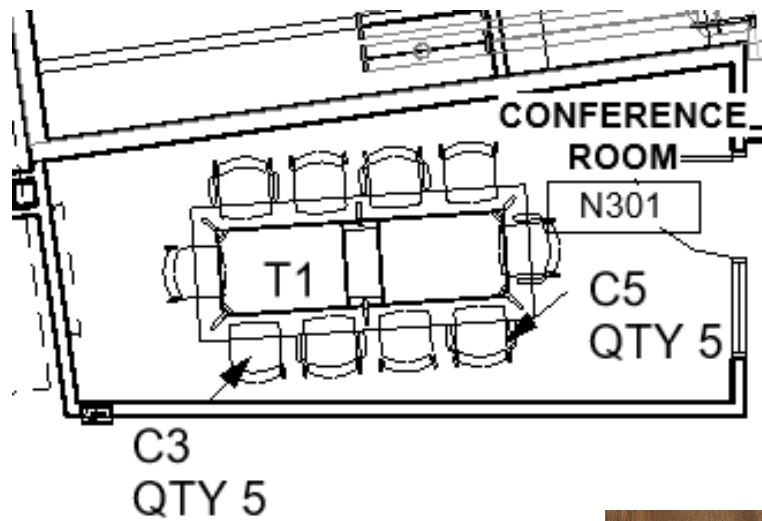
C1



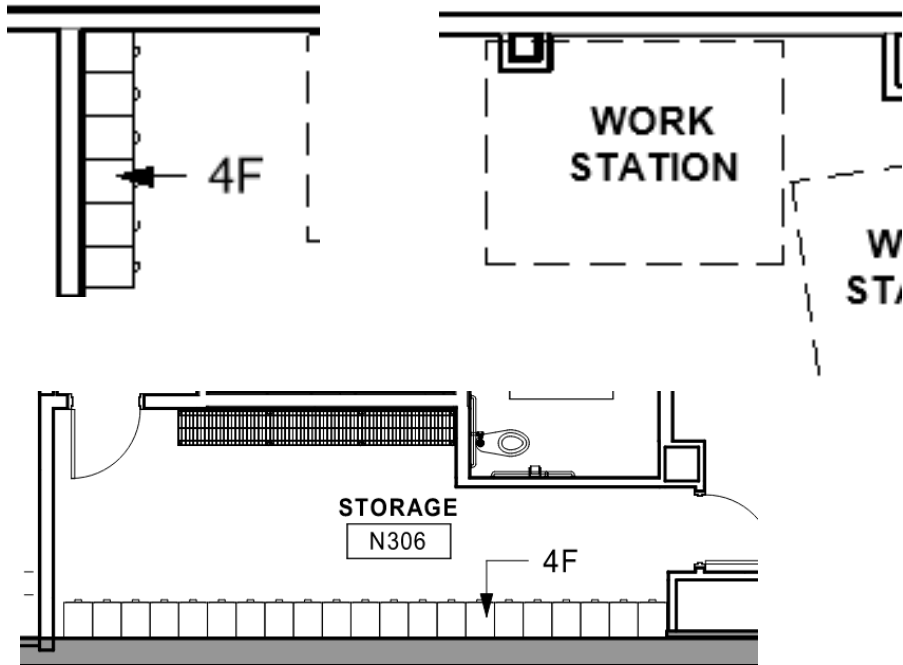
D1



OFFICE LEVEL - CONFERENCE



OFFICE LEVEL – OPEN OFFICE & STORAGE



TO MATCH EXISTING FURNITURE



4F

BANQUET ROOM - FURNITURE

