



La Crosse Mixed-Use

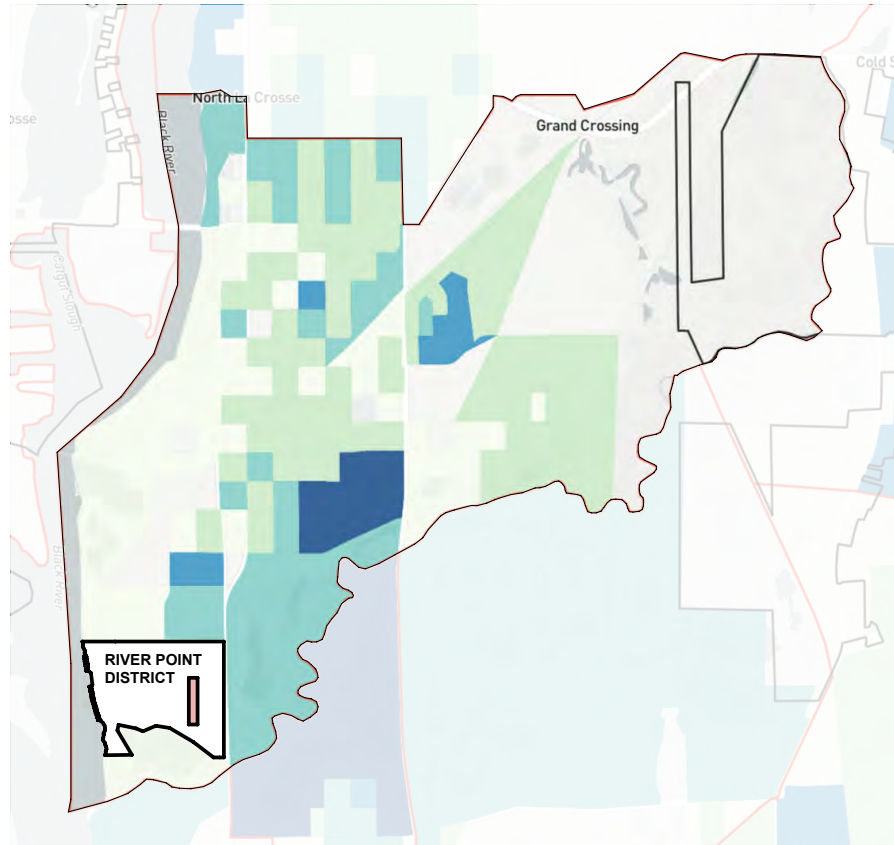
RDA PRESENTATION // RIVER POINT DISTRICT

TABLE OF CONTENTS

<i>Socioeconomic Data</i>	01
<i>Walkability Diagrams</i>	02
<i>Landmark Diagram</i>	03
<i>Master Plan Information</i>	04
<i>Project Drivers and Concept</i>	05
<i>Precedent Imagery</i>	06
<i>Phase 1 - Node</i>	07
<i>Phase 1 - Streetscape</i>	08
<i>Phase 1 - Gateway</i>	09
<i>Phase 2 - Node</i>	10
<i>Site Plan</i>	11
<i>Massing Diagram</i>	12
<i>Pro Forma + Plan Diagrams : Phase 1</i>	13
<i>Pro Forma + Plan Diagrams : Phase 2</i>	14
<i>Pro Forma + Plan Diagrams : Phase 3</i>	15
<i>Typical Studio</i>	16
<i>Typical 1 Bedroom</i>	17
<i>Typical 2 Bedroom</i>	18
<i>Sustainability Strategies</i>	19

LA CROSSE MIXED-USE

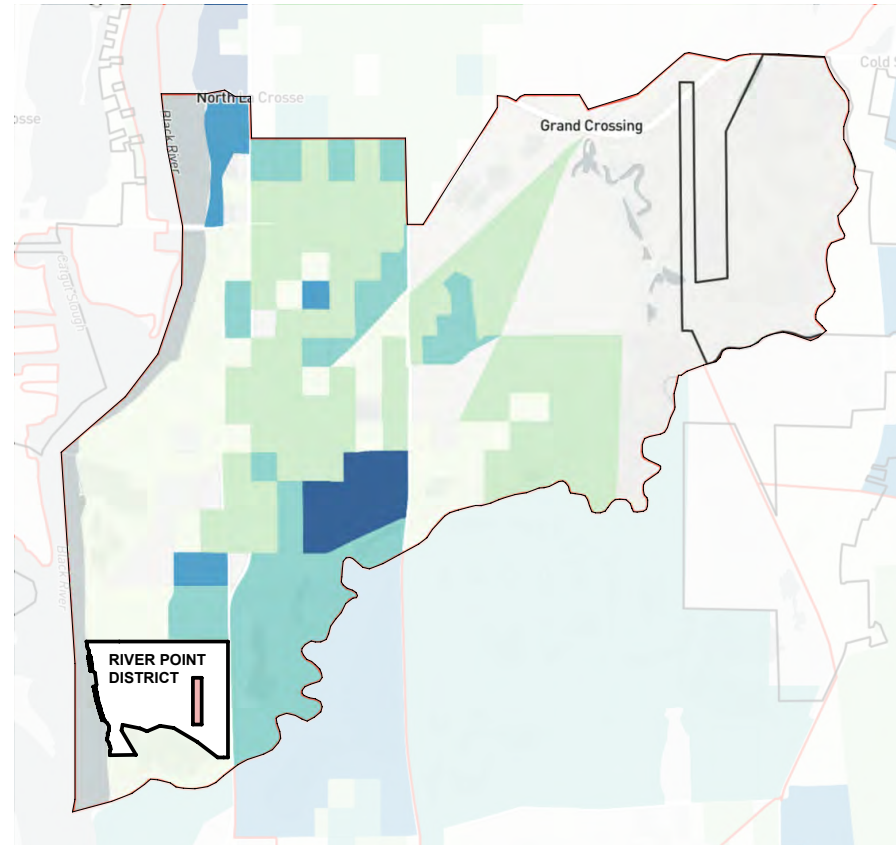
SOCIOECONOMIC DATA



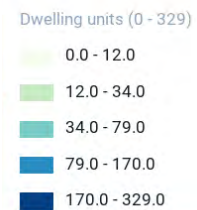
POPULATION



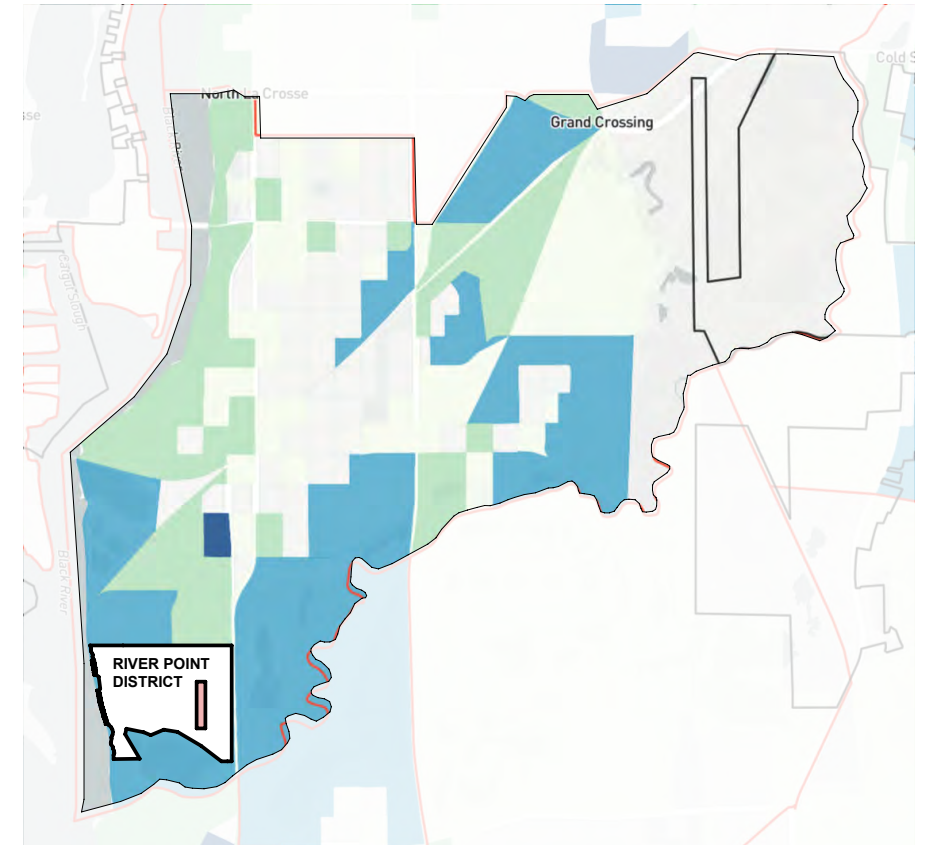
The location of the population indicates that currently there is not high density in the surrounding area. The introduction of the master plan development will change this metric.



DWELLING UNITS



The dwelling units of the surrounding area illustrate that where people work and where people live are two separate areas.



EMPLOYMENT AREAS

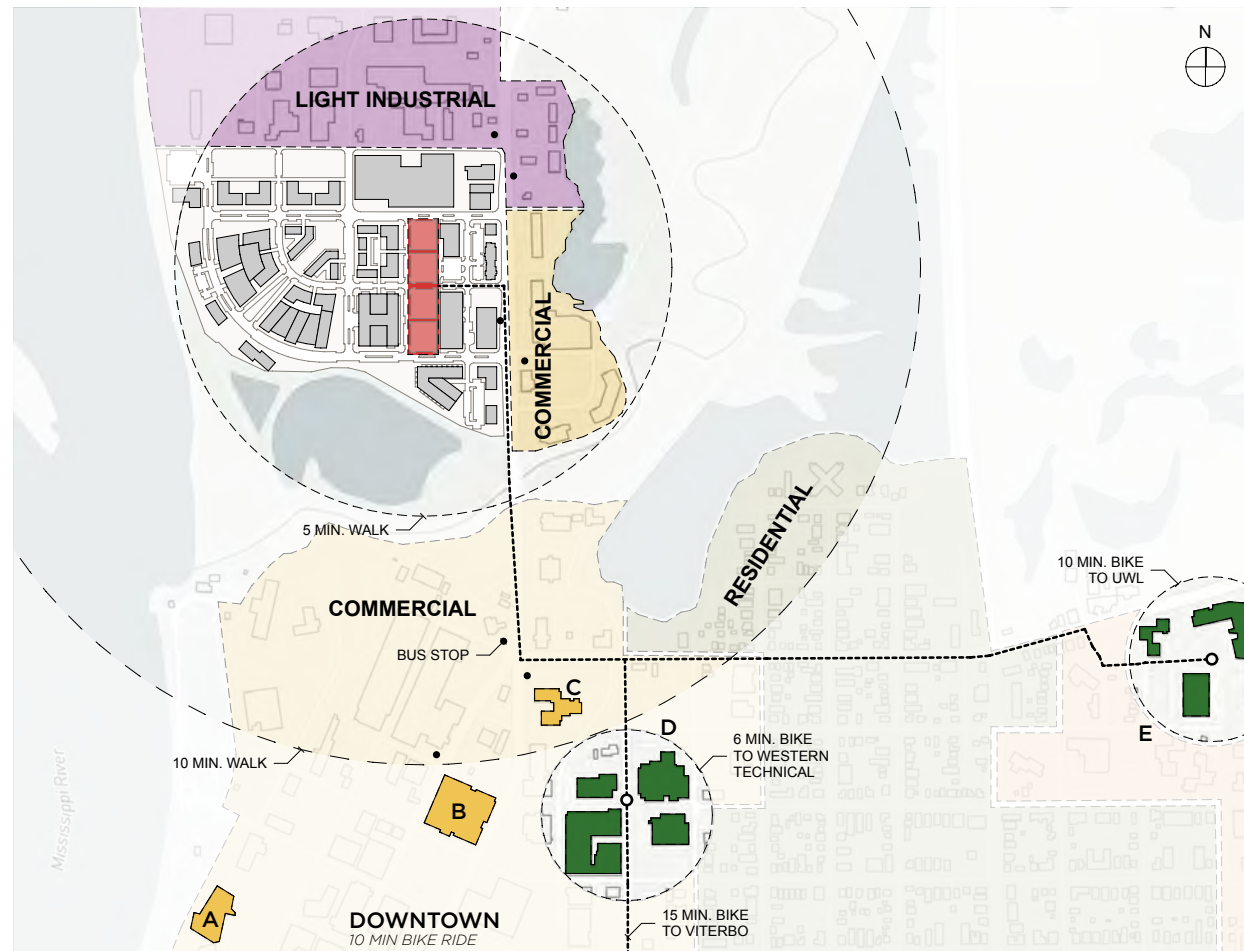


The employment areas of the areas are focused around the major employers, like the Mayo Clinic. The employment areas around the site are currently primarily light industrial.

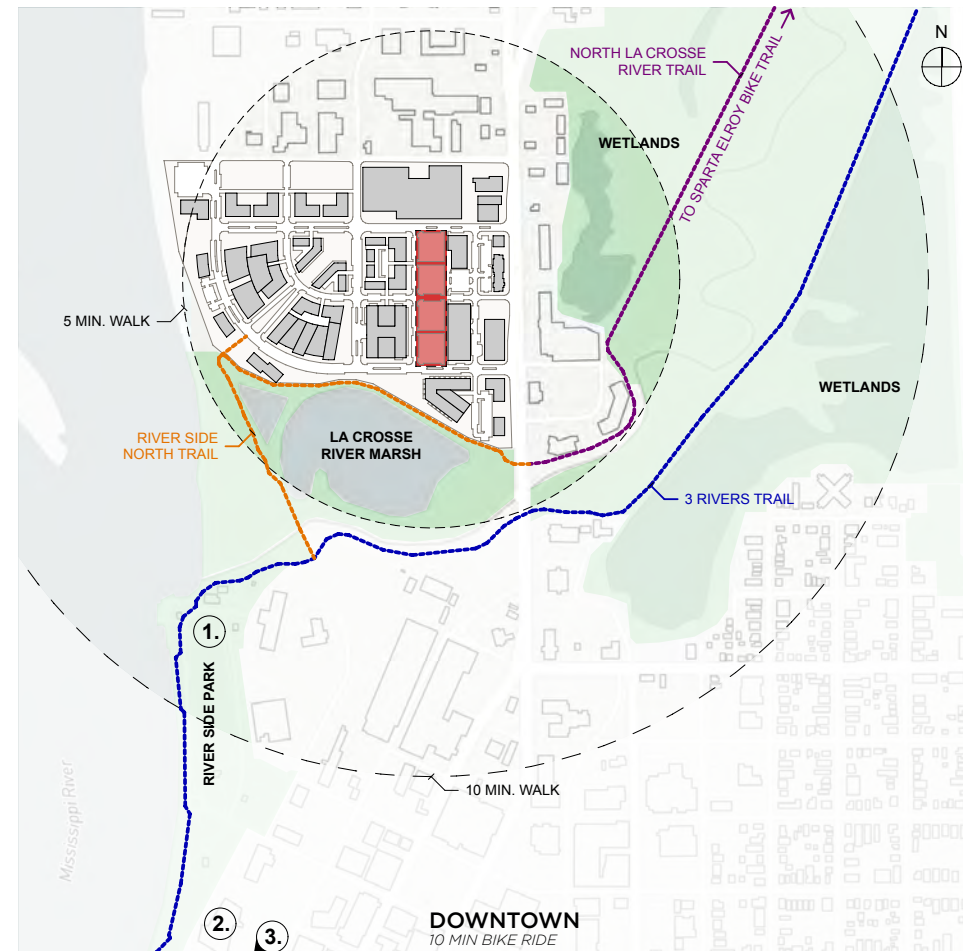
LA CROSSE MIXED-USE

WALKABILITY

CONTEXT MAP



WALKABILITY



DRIVING DISTANCE TO MAJOR EMPLOYERS

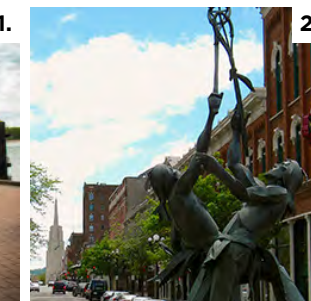
Gunderson Health System	10 MIN.
Mayo Clinic	15 MIN.
Trane Supply Center	10 MIN.
Kwik Trip Distribution Center	10 MIN.

LANDMARKS

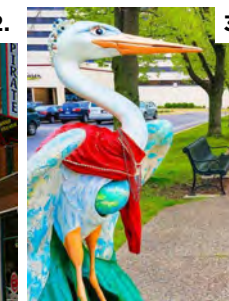
- La Crosse Center
- La Crosse Court House
- La Crosse City Hall
- Western Technical College
- University of Wisconsin - La Crosse



"A Simpler Time"

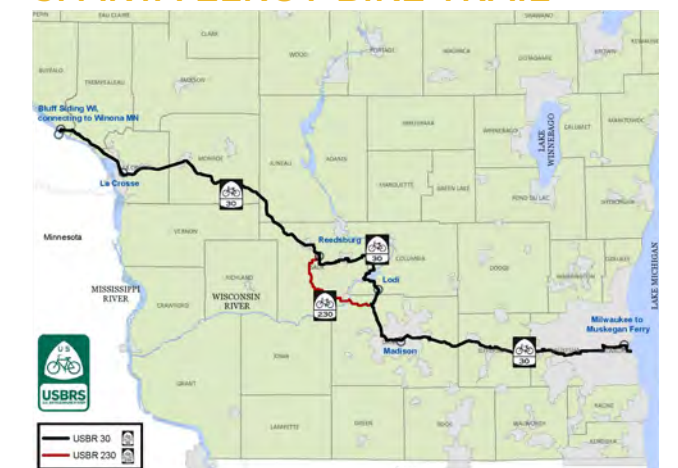


"The La Crosse Players"



"Herons of La Crosse"

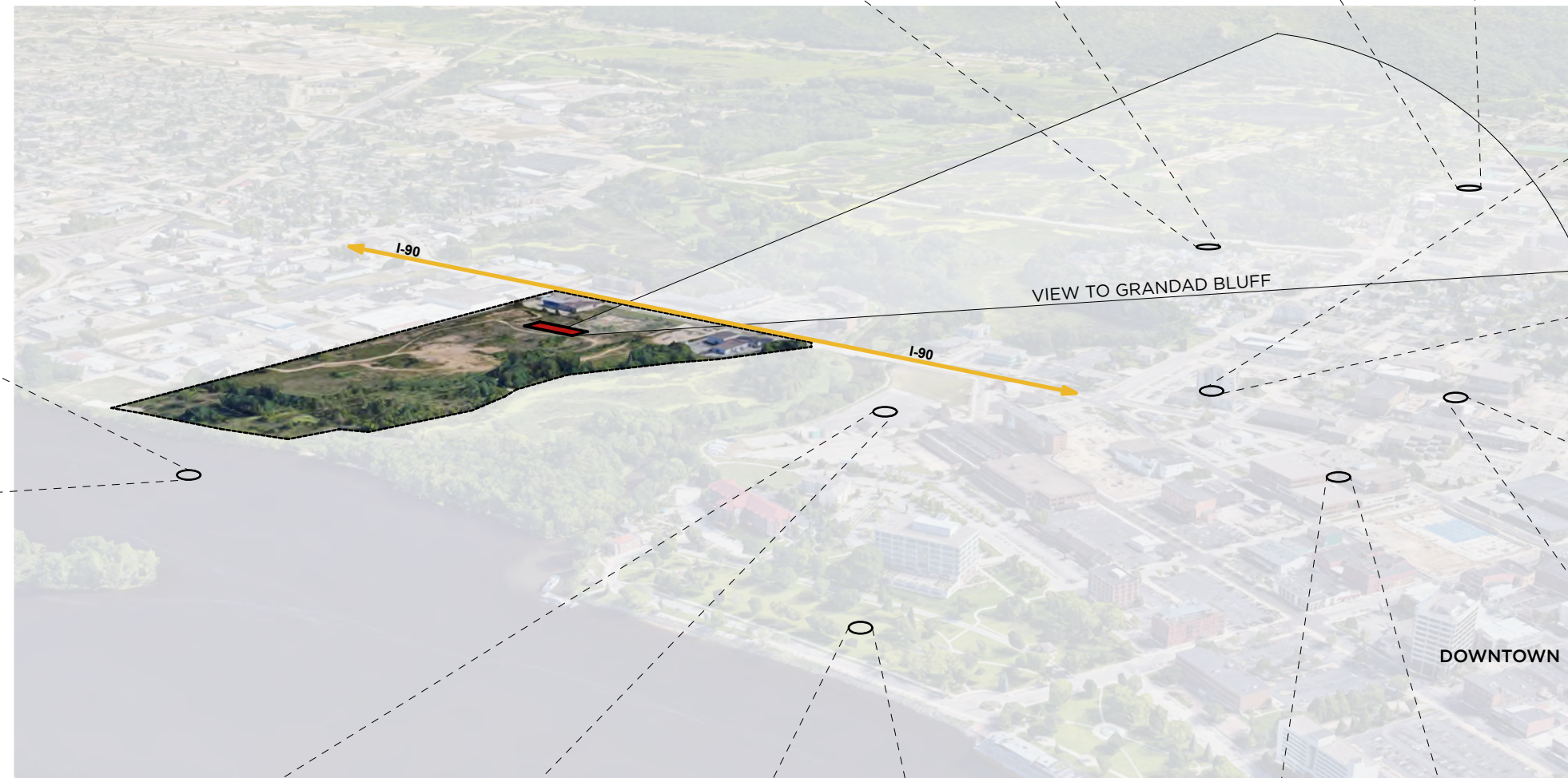
SPARTA ELROY BIKE TRAIL



LA CROSSE MIXED-USE

LANDMARKS

POINTS OF INTREST



SKATE PARK



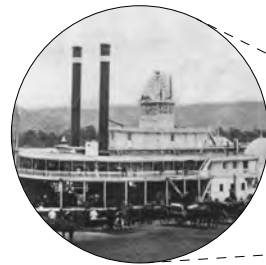
UNIVERSITY OF WISCONSIN - LA CROSSE



GRANDAD BLUFF



LA CROSSE CITY HALL



HISTORIC WAR EAGLE SHIPWRECK

VIEW TO GRANDAD BLUFF

DOWNTOWN



WESTERN TECHNICAL COLLEGE



OKTOBERFEST GROUNDS



RIVERSIDE PARK



LA CROSSE COURTHOUSE

LA CROSSE MIXED-USE

RIVER POINT DISTRICT MASTER PLAN INFO.

2.0 GENERAL DEVELOPMENT PLAN

2.1 Organizing Principles

Riverside North is designed to highlight and incorporate the majestic elements of its natural setting. Green connections address public activity nodes and give a clear framework to the development's organizing principles.



GREEN SPACE

The green spaces of the master plan help to guide the pedestrian towards the main public plaza.

The site interacts with the green space along the South Western edge and maintains views of the green space along the Southern and Western facades.

The project will interact with the views and pedestrian streetscape that is informed by the master plan green spaces.

3.0 INFRASTRUCTURE DESIGN

3.1.3 Residential Street Edges

Residential street edges are required to meet the following guidelines to encourage walkability and community within the development:

- Reinforcement of the urban street edge in the form of landscaping or decorative boundary elements shall be implemented to enhance the pedestrian experience and emphasize a community territory.
- Moderately shallow front setbacks or building recesses are strongly recommended to break up building facades and provide additional landscaped elements.
- Ground floor residential uses, such as walk-up dwelling units shall be raised above the street level to increase sense of privacy but still provide the perception of an active street facade.
- Variations in architectural design & materials at the street edge are required to create visual diversity within the urban fabric.
- Pedestrian courtyards and small gardens shall be utilized to enhance the aesthetic appeal along the street and minimize large gaps in the street edge.
- Avoid ground floor continuous solid facade or exposed parking wherever possible.



RIVERSIDE NORTH

3.1.4 Commercial & Mixed-Use Street Edges

Commercial and Mixed-use building street edges should consider the following guidelines to further encourage walkability within the development:

- At least one pedestrian entrance shall be provided along the street facade of each separate business or entrance of a building abutting the public right-of-way. On corner buildings, corner entrances are encouraged, however if not achievable the entrance shall be placed on the primary street.
- All commercial uses, regardless of size should be oriented towards the primary street.
- Avoid ground floor continuous solid facade or exposed parking wherever possible.

MIXED USE STREET EDGES

The ground plane and how a building interacts with it is vitally important to a successful building.

The master plan document articulates several great examples of street edges that the site can utilize.



3.0 INFRASTRUCTURE DESIGN

3.1.5 Pedestrian & Bicycle Network Links

The overall master plan for Riverside North is designed to maximize and encourage pedestrian travel through the development, reducing the need for automobile use. Strong pedestrian connections and circulation patterns are critical to the success of the development.

- Infrastructure must be planned with the pedestrian level experience as the priority. Pedestrian routes should be direct, simple, and unambiguous. Streets shall have sidewalks on both sides with integrated landscaped terraces.
- Multi-purpose, public trails will be constructed along the western side of the development from the Northern limits of the site to the Southern limits and potentially beyond. Connecting into existing public trails, new trails will connect and lead from the public amenity spaces to the river. As shown in Figure 3.1.5.2, it is planned to have numerous pedestrian access points into the Riverside North site.

Pedestrian & Parking Frontages

Pedestrian frontage along parking lots should be designed with landscaping, decorative fences, garden walls, lighting, and/or buildings to reinforce the street edges and provide visual screening. Parking areas should incorporate clear pedestrian pathways that connect to the rest of the site. As future parking requirements evolve over time, these parking areas should be designed to adapt into more pedestrian friendly, walkable streets.

- Trees and landscaping should be located along the edges of walkways, most importantly at large open areas. Walkways should be buffered from driving lanes and parking with landscaping. Walkways are encouraged to have decorative pavement and should have pedestrian scale lighting.
- Proposed development sites with different peak user times should use a shared parking model to reduce the amount of parking required for each separate use.



WALKABILITY

Bike specific lanes are intended along the Western facade.

By combining this with a lively streetscape, walk-up units for each building becomes a desirable way of interacting with the ground plane.

3.0 INFRASTRUCTURE DESIGN

3.1.1 Street Design

Regulations shall remain in effect unless otherwise modified by the Plan Commission as a part of the approval of detailed site and building plans with recommendations by the City Engineering Staff.

The projects street sections are designed to include typical urban elements including sidewalks or paved trails, a green or paved terrace, parallel parking, required ROW infrastructure, and automobile/bicycle travel lanes. These elements support travel by foot, bicycle, and motor vehicle.

Where Internal Streets Meet the New Boulevard

Where internal streets meet the new boulevard, curb extensions should be introduced and intersections shall be raised to reduce crossing distances and create parallel parking zones. Allowways and parking courts will be used to minimize driveway curb cuts along streetscapes and enhance walkability with an emphasis on pedestrian safety.

At Street Intersections, Corner Radii

At street intersections, corner radii will be sized to support traffic calming measures. Secondary street intersections are to be designed with a corner radius of 15'-0", and primary intersections are to be designed with a corner radius of 22'-0".

The road types planned for Riverside North are illustrated in Figure 3.1.1.1 and 3.1.1.2.



RIVERSIDE NORTH

3.1.2 Active Street Types

The road types planned for Riverside North are illustrated in Figure 3.1.1.1 and 3.1.1.2.

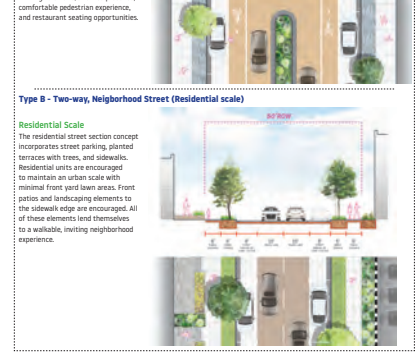
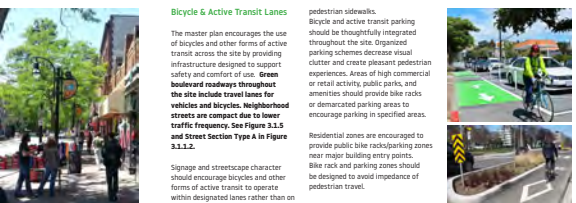


Table 3.1.1.5 - PEDESTRIAN LEVEL OF SERVICE

Category	Definition
Walkability	Minimize the pedestrian travel time from pedestrian level of service to destination. Minimize the pedestrian travel time from destination to destination.
Street Definition	Clear definition of street types and their associated uses.
Visual Diversity with Architectural Harmony	Change in material, color, height, and scale.
Visual Depth - Street/Block Linkage	Project pedestrian active paths and elements that link street levels, neighborhoods.
Maintenance	Project pedestrian active paths and elements that link street levels, neighborhoods.
Quality	Direct, modern, aesthetically pleasing, original, vibrant.



LA CROSSE MIXED-USE

DRIVERS + CONCEPT

DRIVER 1 // Urban Living Future

La Crosse is a unique living environment largely comprised of historic downtown buildings and older homes. The opportunity of the site is to integrate the present natural context immediately connected to downtown with housing and mixed-uses in a new and modern vision for urban living continuing the draw of people to the city. The peaceful nature of this site today is a beautiful context to live in and enjoy.

DRIVER 2 // First Vertical

As the first project vertical in the Riverpoint District, the challenge is to set the bar high for the character of a complex and vibrant neighborhood within a single building and site design. Healthy, active lifestyles will be reinforced in the built environment an activated public realm (including street scape entries and “third spaces”), facilitation of outdoor recreation and individual living spaces immediately connected to the environment.

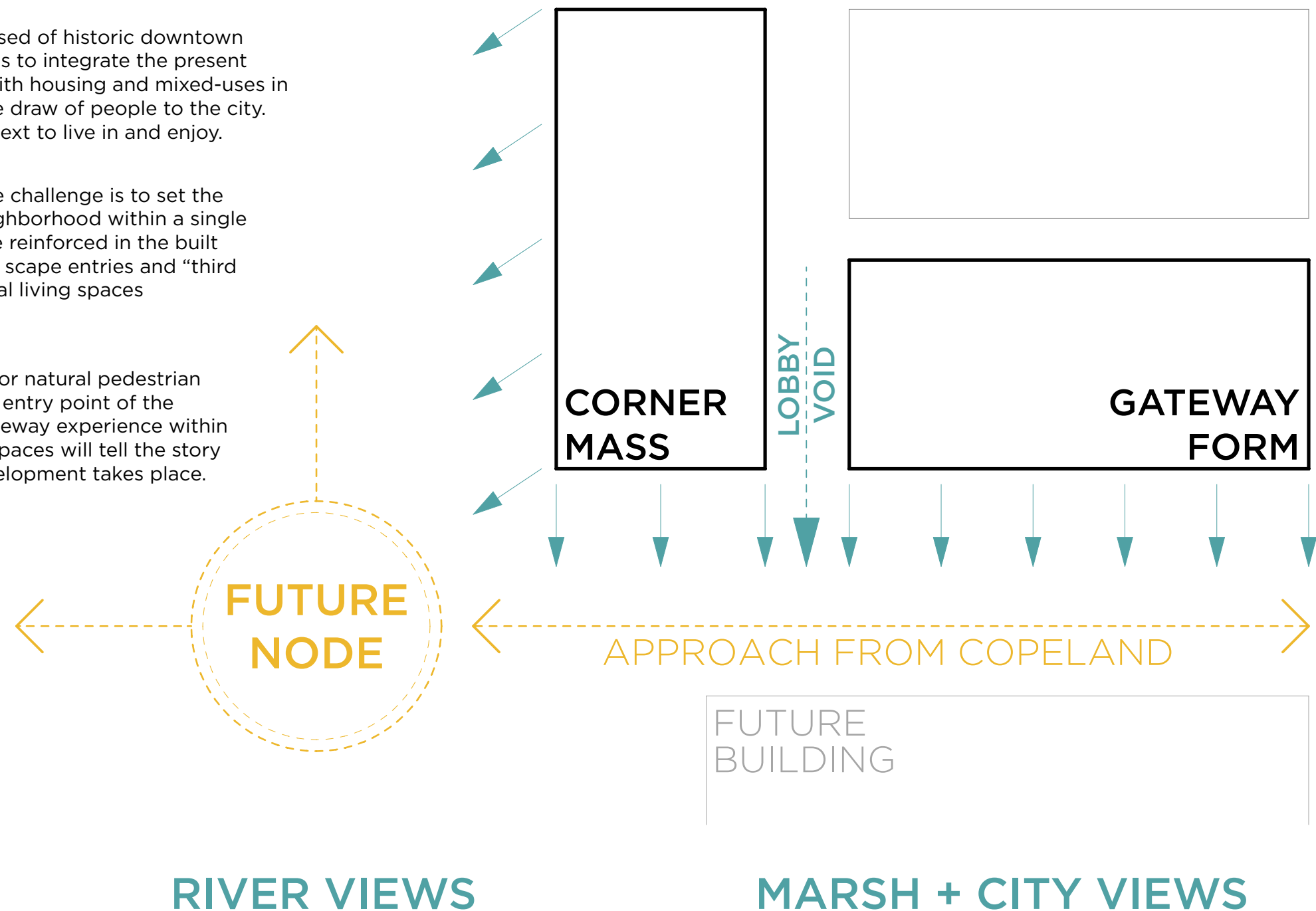
DRIVER 3 // Gateway + Node

Future activation of nodes within the district is critical for natural pedestrian way finding and creating internal urban scale. From the entry point of the district, the phase 1 building will also create the first gateway experience within the street approach. Progressing through these urban spaces will tell the story of district as it will continue to unfold as continued development takes place.

LA CROSSE MIXED USE

MERGE URBAN DEVELOPMENT

CONCEPT DIAGRAM
NOT TO SCALE



LA CROSSE MIXED-USE

PRECEDENT



1



2



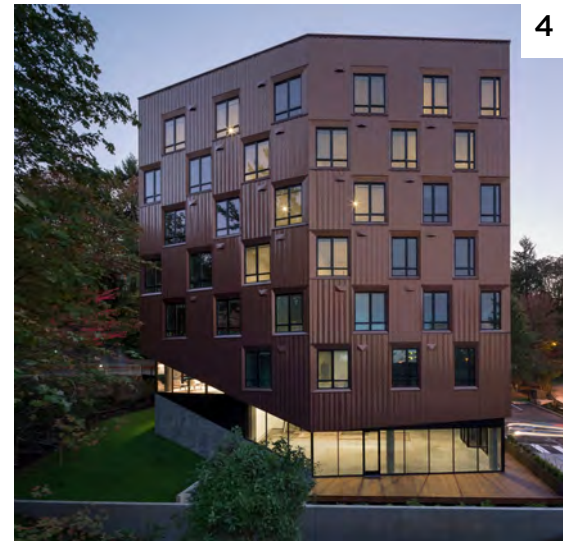
3



5



6



4



7



8

LEGEND

- 1. RISD North Hall, Providence
- 2. Grandad Bluff, La Crosse
- 3. La Crosse Civic Center, La Crosse
- 4. Treehouse Apartments, Oregon
- 5. Flora Apartments, Stockholm
- 6. Riverside Park, La Crosse
- 7. Treehouse Apartments, Oregon
- 8. Pearl Street, La Crosse

LA CROSSE MIXED-USE

PHASE 1 - NODE



LA CROSSE MIXED-USE

PHASE 1 - STREETSCAPE



LA CROSSE MIXED-USE

PHASE 1 - GATEWAY



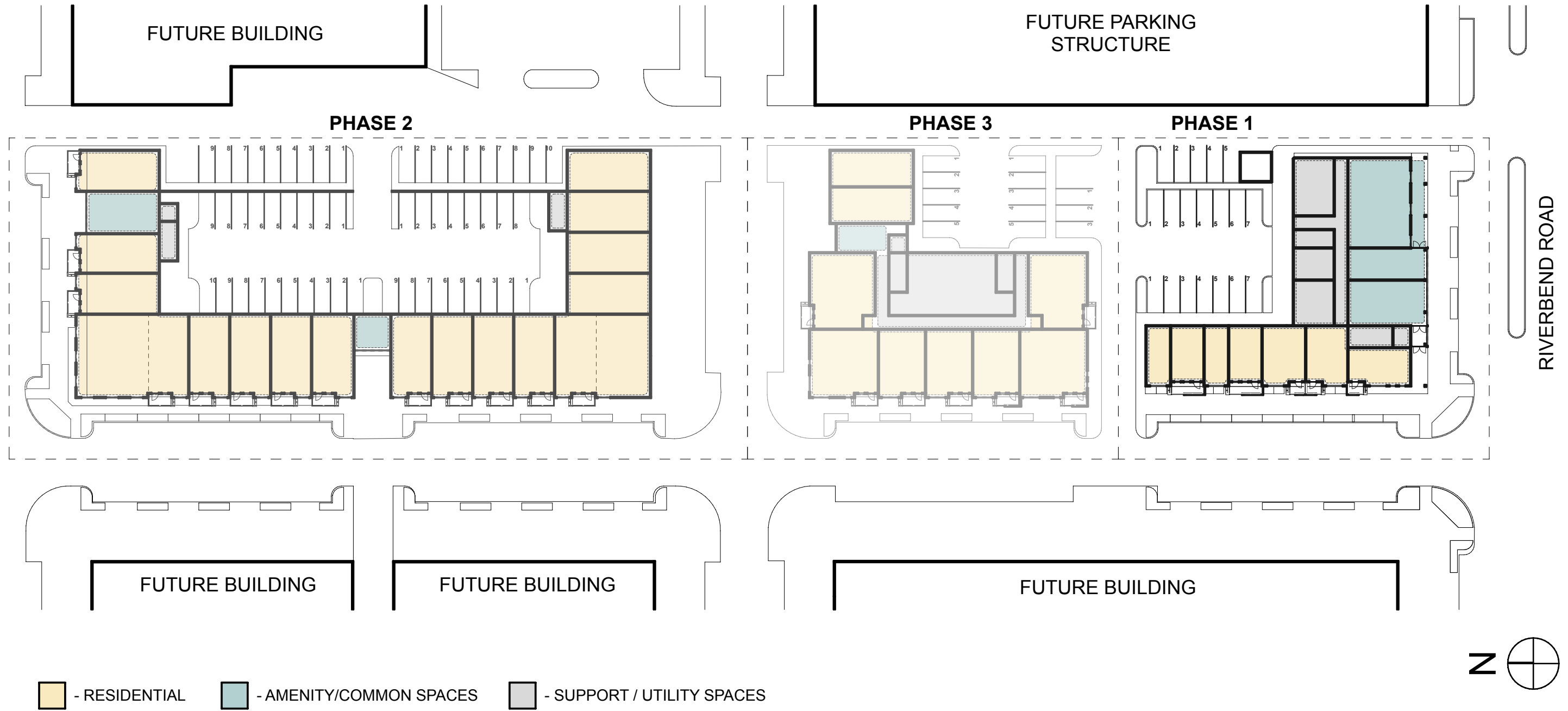
LA CROSSE MIXED-USE

PHASE 2 - NODE



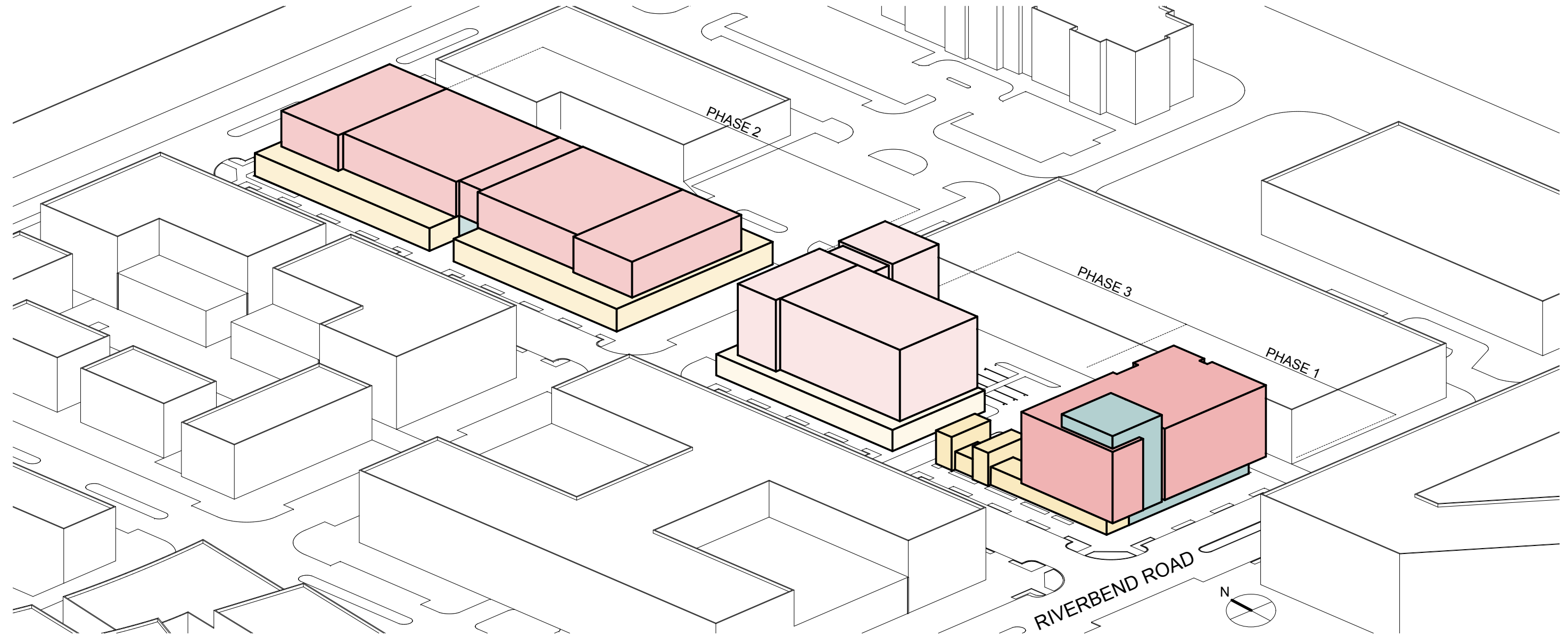
LA CROSSE MIXED-USE

SITE PLAN



LA CROSSE MIXED-USE

MASSING DIAGRAM



- RESIDENTIAL
- AMENITY/COMMON SPACES
- SUPPORT / UTILITY SPACES

PHASE 1
 DWELLING UNITS:
 11 UNITS PER FLOOR @ 2 - 5 = 44 UNITS
 5 WALK-UP UNITS
 TOTAL UNITS = 49 UNITS

PHASE 2
 DWELLING UNITS:
 39 UNITS PER FLOOR @ 2 - 3 = 78 UNITS
 19 WALK-UP UNITS
 TOTAL UNITS = 97 UNITS

PHASE 3
 DWELLING UNITS:
 11 UNITS PER FLOOR @ 2 - 5 = 44 UNITS
 9 WALK-UP UNITS
 TOTAL UNITS = 53 UNITS

PROJECT TOTAL : 199 UNITS

LA CROSSE MIXED-USE

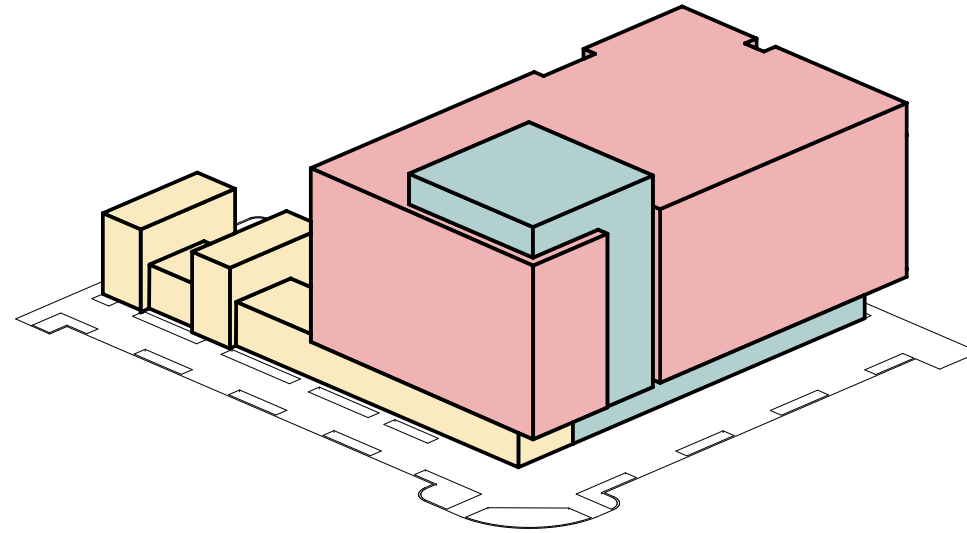
PRO FORMA + PLAN DIAGRAMS : PHASE 1

PHASE 1

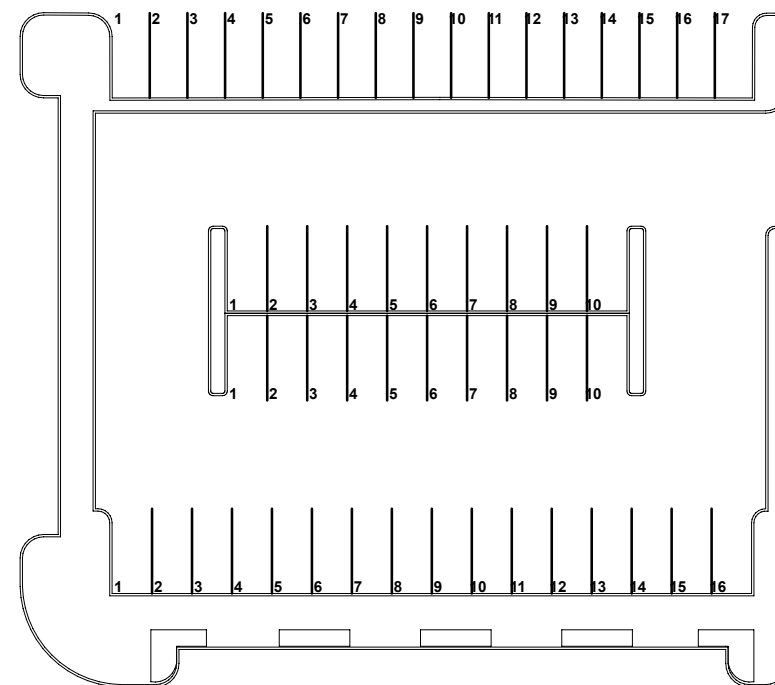
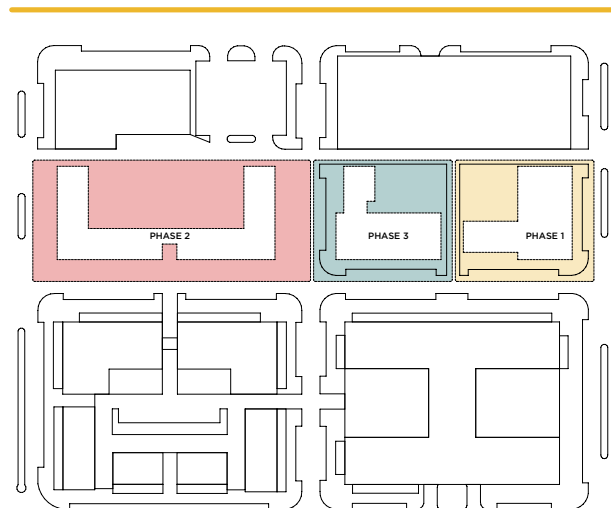
BUILDING INFORMATION:
 STORIES: 5 STORIES + ROOF DECK
 PARKING: 72 SPACES ON SITE

SQUARE FOOTAGE:
 LEVELS 1 = 11,200 SF
 LEVELS 2 - 5 = 8,400 SF
 TOTAL GROSS = 44,800 SF

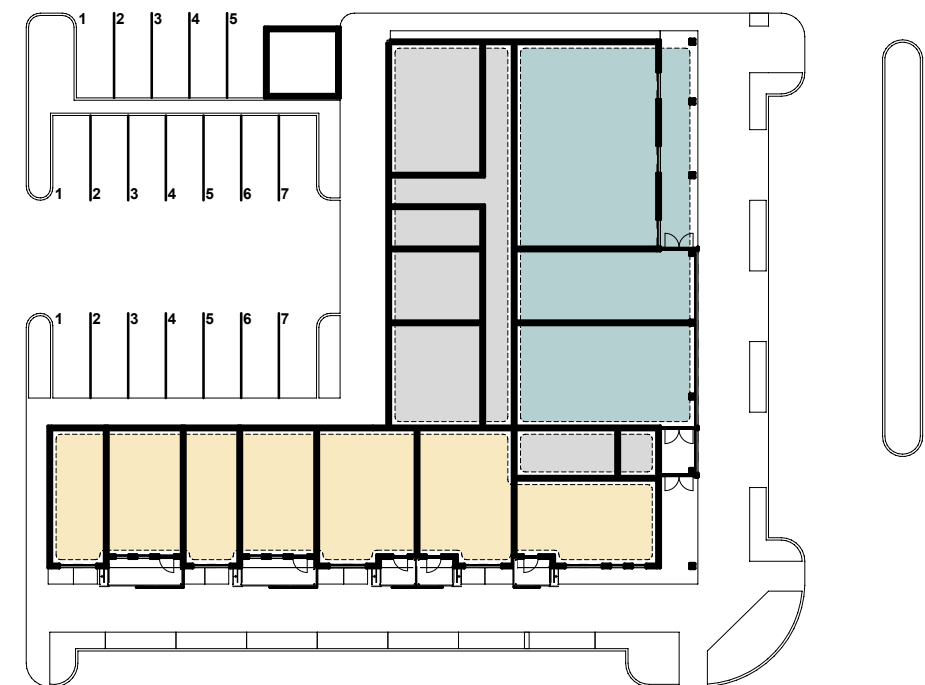
DWELLING UNITS:
 11 UNITS PER FLOOR @ 2 - 5 = 44 UNITS
 5 WALK-UP UNITS
 TOTAL UNITS = 49 UNITS



PHASE 1 : AXONOMETRIC



PHASE 1 : FIRST FLOOR PLAN



- RESIDENTIAL
 - AMENITY/COMMON SPACES
 - SUPPORT / UTILITY SPACES

LA CROSSE MIXED-USE

PRO FORMA + PLAN DIAGRAMS : PHASE 2

PHASE 2

BUILDING INFORMATION:

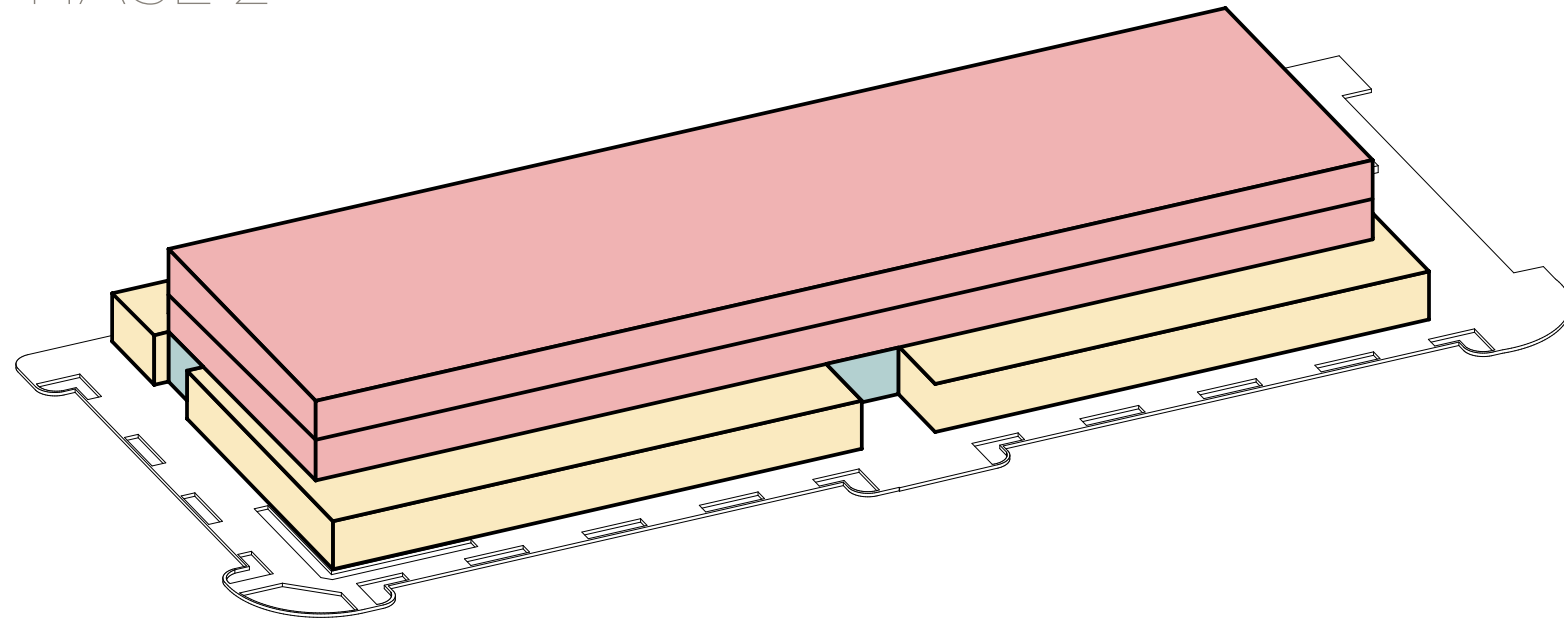
STORIES: 3 STORIES
 PARKING: 55 SPACES ON SITE

SQUARE FOOTAGE:

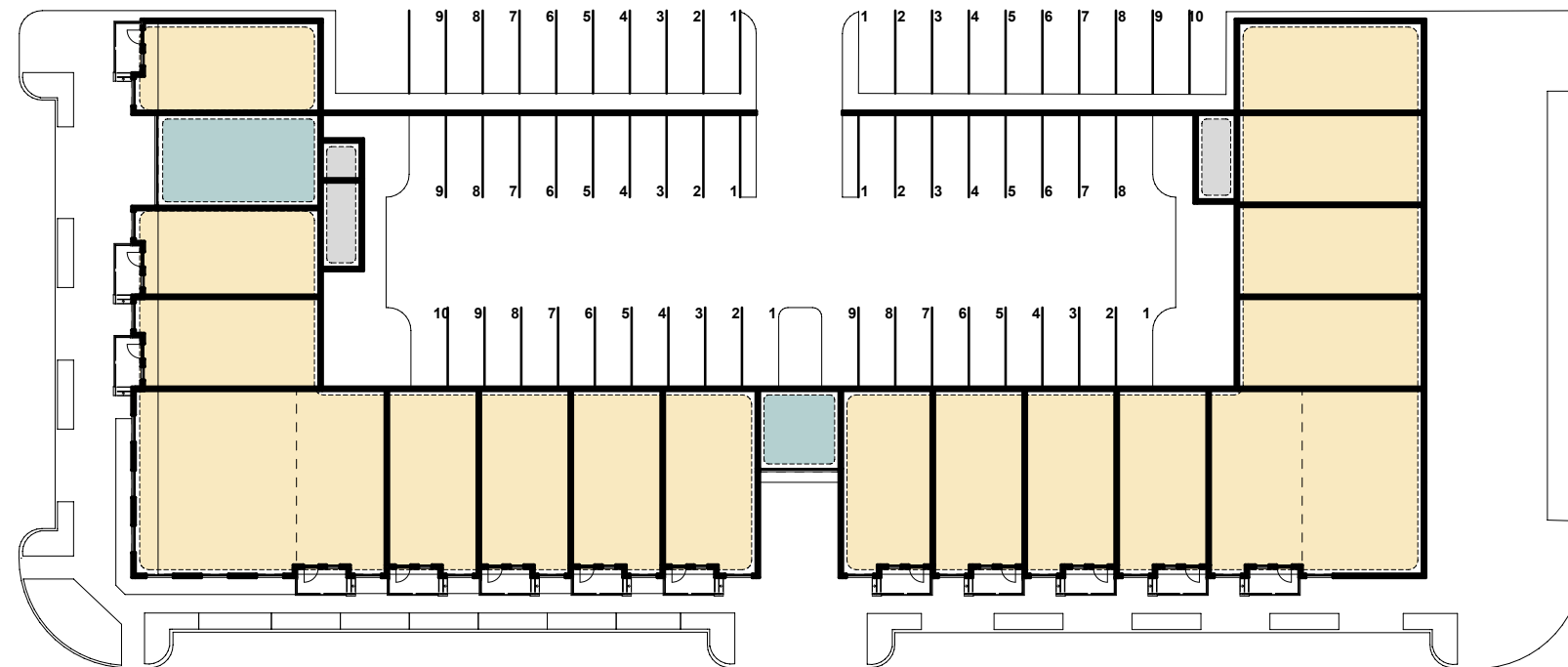
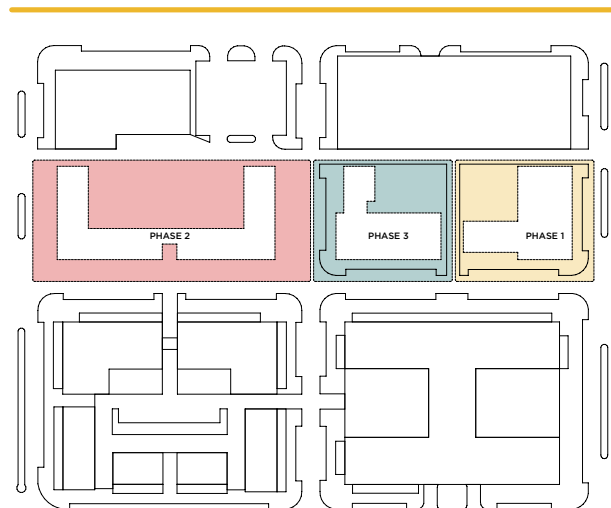
LEVELS 1 - 5 = 29,225 SF
 TOTAL GROSS = 146,125 SF

DWELLING UNITS:

39 UNITS PER FLOOR @ 2 - 3 = 78 UNITS
 19 WALK-UP UNITS
 TOTAL UNITS = 97 UNITS



PHASE 2 : AXONOMETRIC



PHASE 2 : FIRST FLOOR PLAN

- RESIDENTIAL
 - AMENITY/COMMON SPACES
 - SUPPORT / UTILITY SPACES

LA CROSSE MIXED-USE

PRO FORMA + PLAN DIAGRAMS : PHASE 3

PHASE 3

BUILDING INFORMATION:

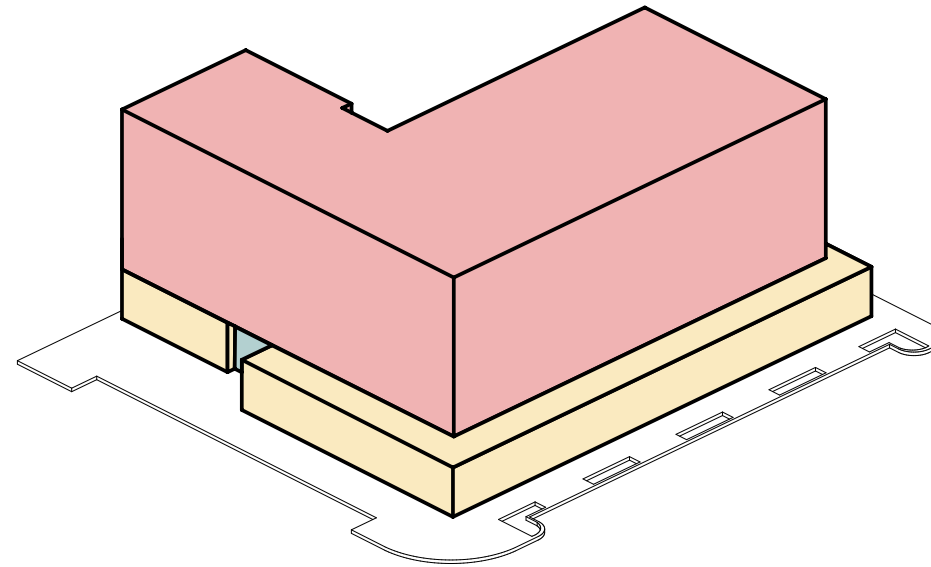
STORIES: 5 STORIES
 PARKING: 13 SPACES ON SITE

SQUARE FOOTAGE:

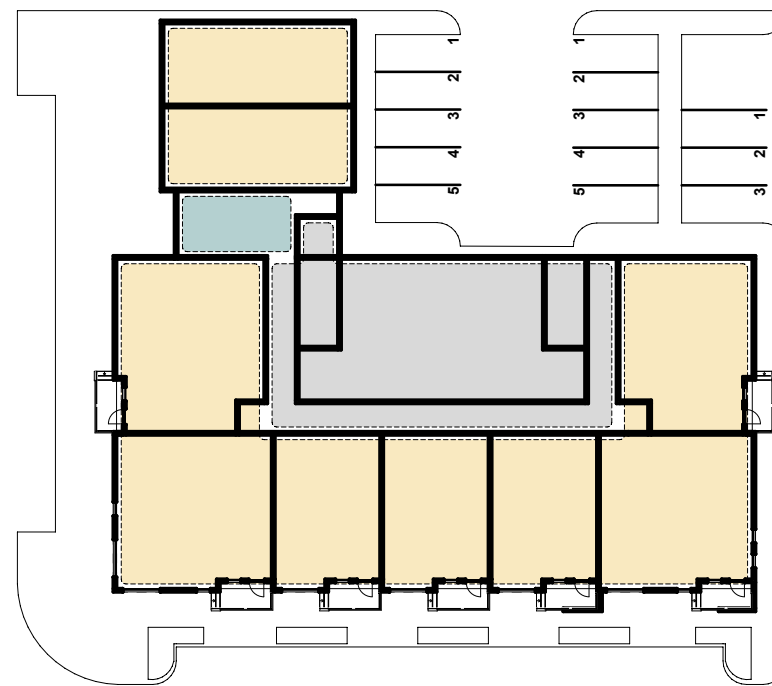
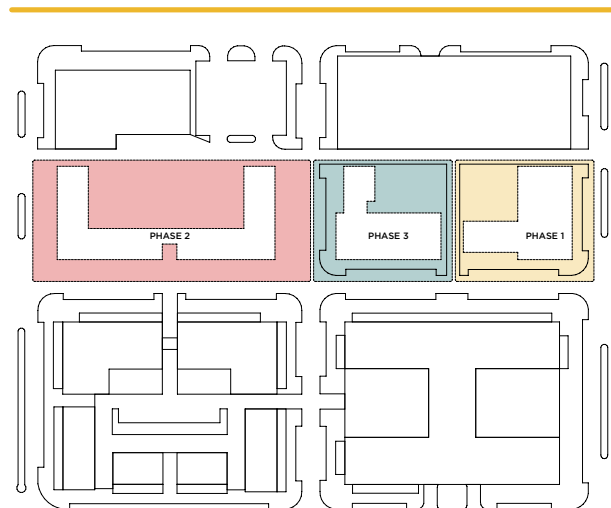
LEVELS 1 = 10,350 SF
 LEVELS 2 - 5 = 8,500 SF
 TOTAL GROSS = 44,350 SF

DWELLING UNITS:

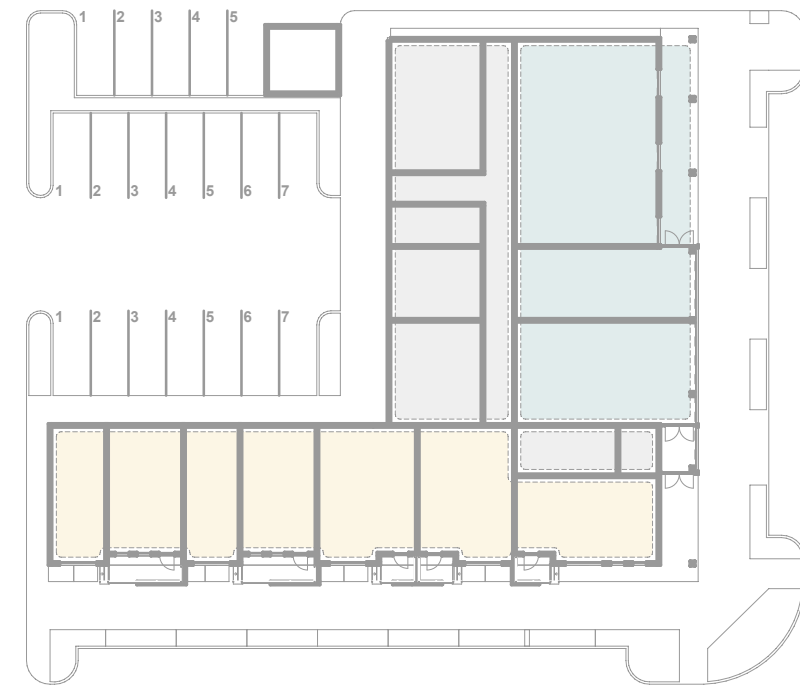
11 UNITS PER FLOOR @ 2 - 5 = 44 UNITS
 9 WALK-UP UNITS
 TOTAL UNITS = 53 UNITS



PHASE 3 : AXONOMETRIC



PHASE 3 : FIRST FLOOR PLAN

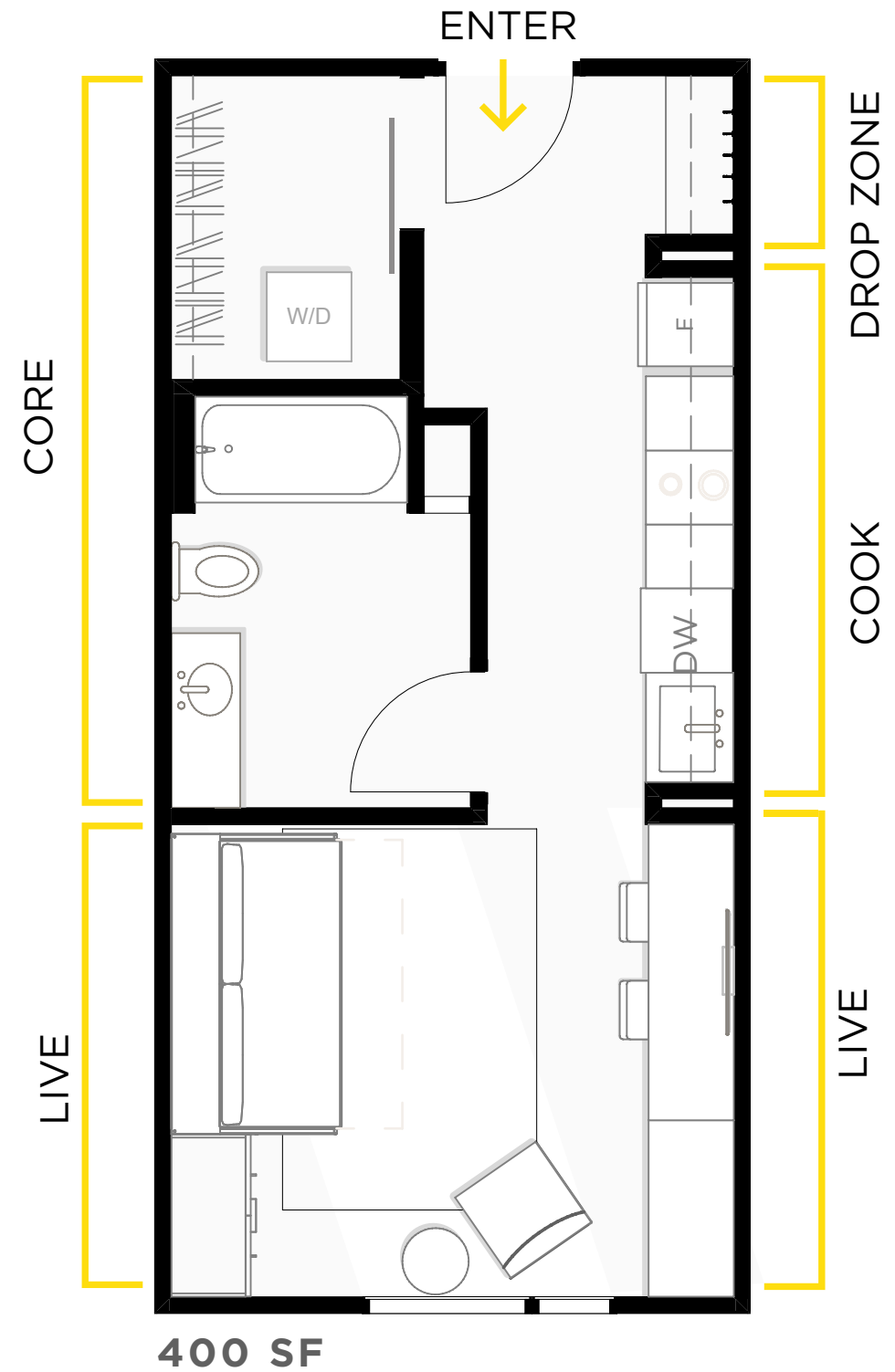


PHASE 1 : FIRST FLOOR PLAN

■ - RESIDENTIAL ■ - AMENITY/Common SPACES ■ - SUPPORT / UTILITY SPACES

TYPICAL STUDIO

LIVING WELL IN 400 SQ FT



FEATURES

- Efficient kitchen with ample work surface
- Living room and dining area
- Built-in Murphy bed & sofa with additional storage
- Built-in media center & desk work surface
- Condensing all-in-one washer/dryer
- Closet/Linen Storage



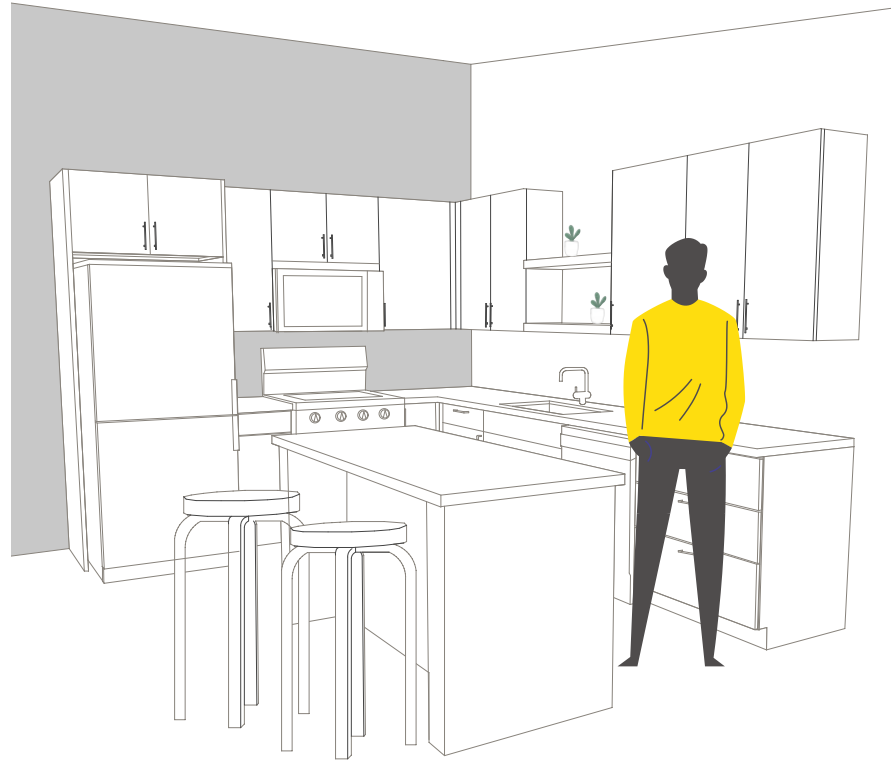
BUILT-IN MURPHY BED TRANSITIONS SEAMLESSLY FROM DAY TO NIGHT, OFFERING ADDITIONAL FLEXIBILITY.



EFFICIENT, COMFORTABLE AND COMPACT KITCHEN SPACE WITH AMPLE WORK SURFACES AND STORAGE.

TYPICAL 1 BEDROOM

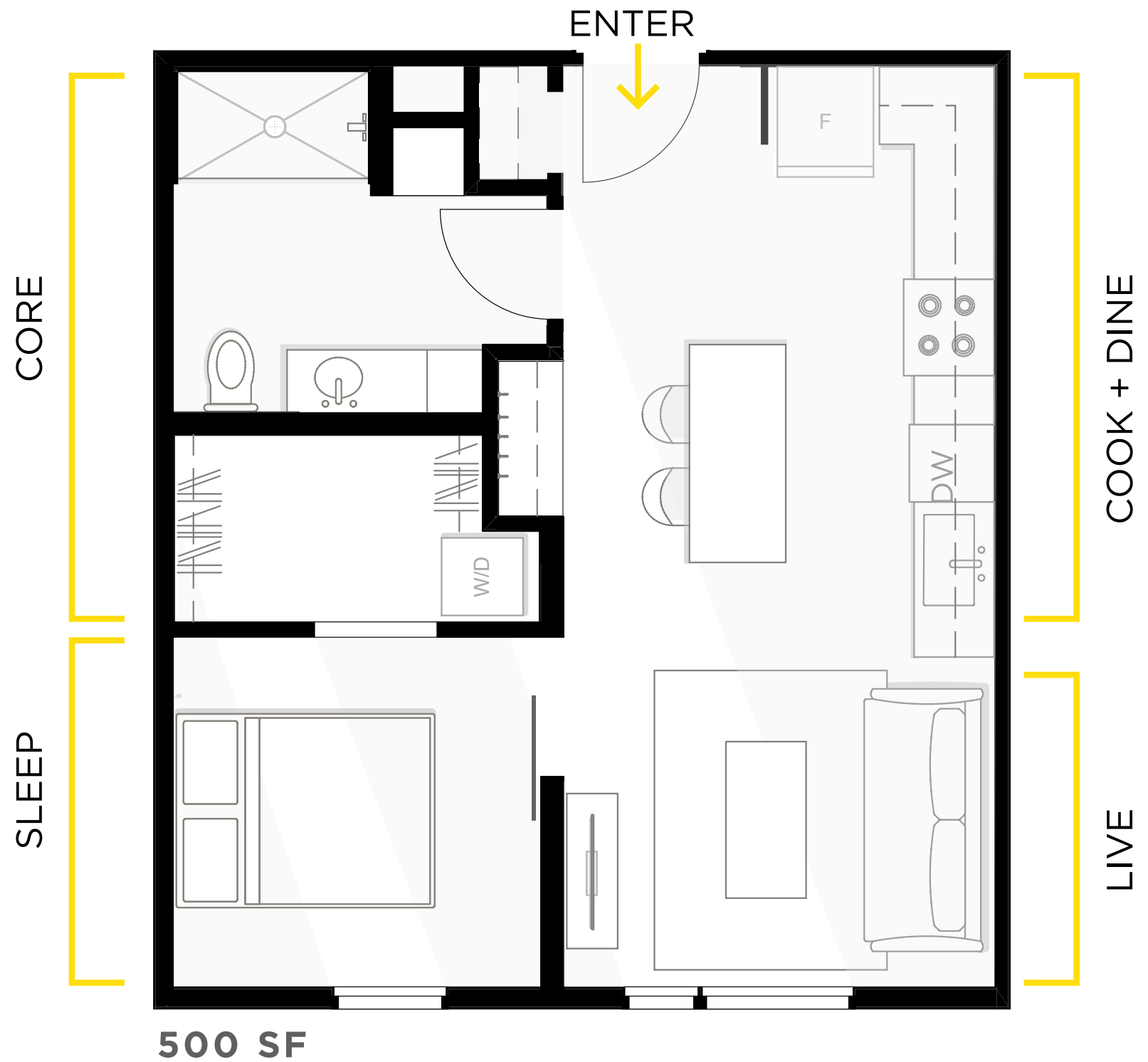
LIVING WELL IN 500 SQ FT



SPACIOUS, OPEN KITCHEN AND CLEVER STORAGE SOLUTIONS.

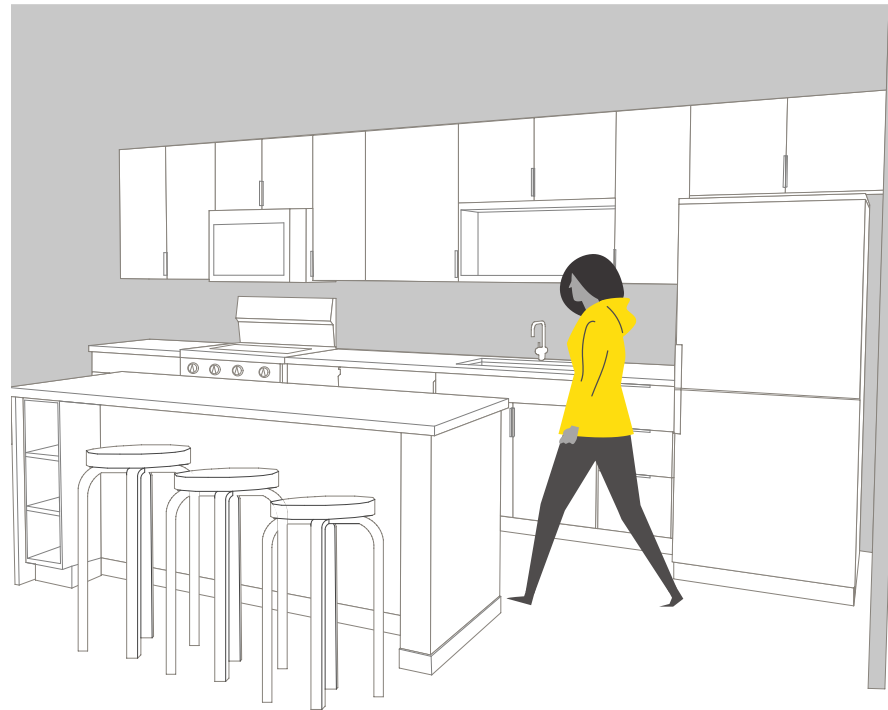
FEATURES

- Large eat-in kitchen
- Efficient living room
- Walk-in closet with condensing all-in-one washer/dryer
- Built-in coat storage and bench
- Large bathroom with ample linen storage



TYPICAL 2 BEDROOM

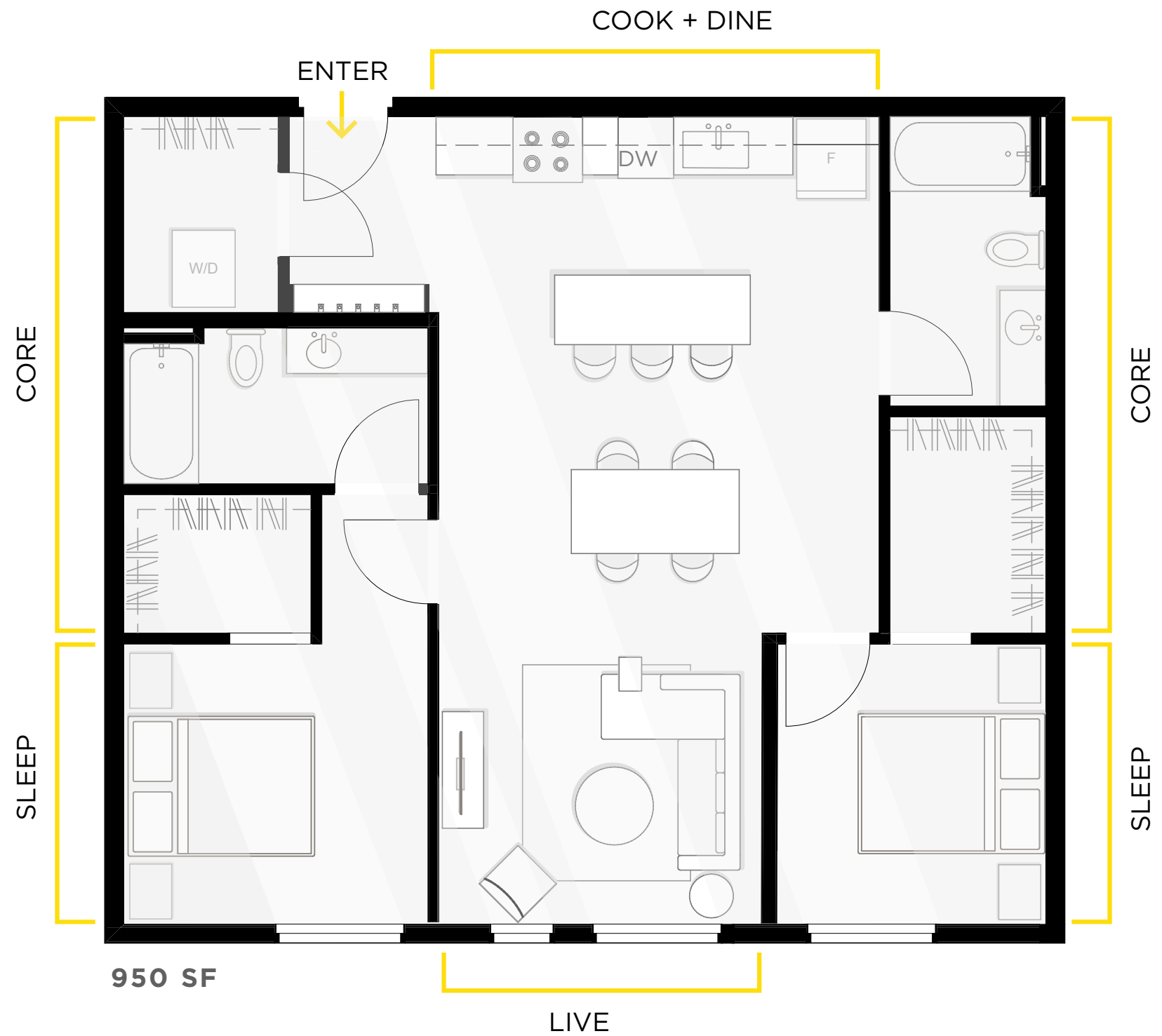
LIVING WELL IN 950 SQ FT



OPEN LAYOUT WITH AMPLE STORAGE AND PRIVACY BETWEEN PRIMARY AND GUEST SPACES.

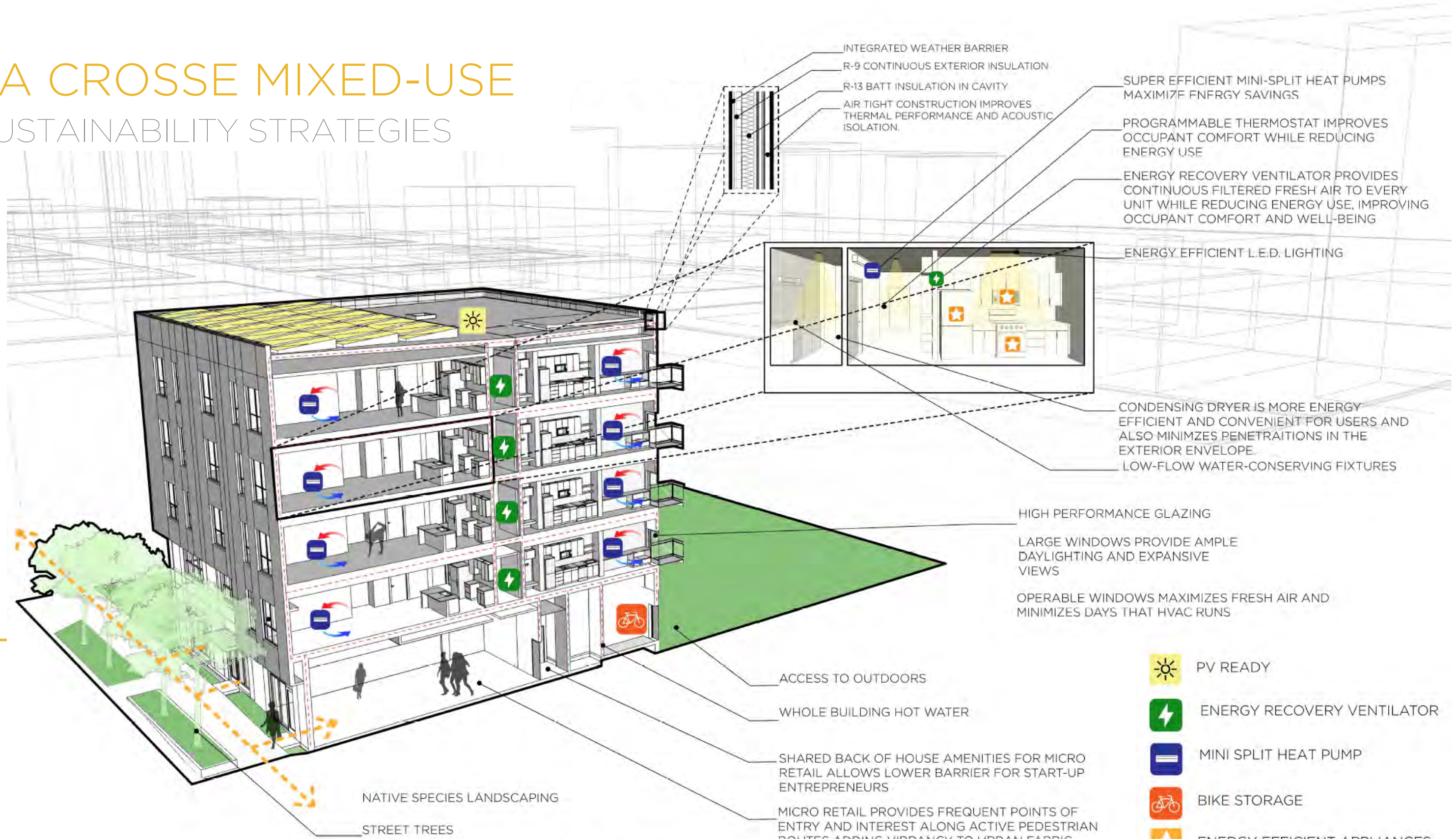
FEATURES

- Eat-in, entertainer's kitchen
- Living room and dining area
- Guest bedroom includes a walk-in closet with ample storage
- Primary suite with en suite bathroom and walk-in closet
- Stacked washer/dryer in mudroom



LA CROSSE MIXED-USE

SUSTAINABILITY STRATEGIES



HIGH DENSITY URBAN INFILL DEVELOPMENT WITH CONVENIENT ACCESS TO PUBLIC TRANSPORTATION AND PARKING CONTRIBUTES TO A WALKABLE VIBRANT NEIGHBORHOOD.