

FEBRUARY 6, 2026

Tim Acklin
Planning Administrator
City of La Crosse, WI
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La Crosse, WI 54601
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RE: SPECIFIC DEVELOPMENT PLAN SUBMITTAL - PROJECT DESCRIPTION
COPPER ROCKS REDEVELOPMENT - 2415 STATE ROAD, LA CROSSE, WI 54601

Tim,

Thank you for reviewing the following project information for the Copper Rocks Redevelopment located at 2415 State Road in La Crosse. The following materials are being submitted in support of this initial project review:

- Sketch Plan
- Parking Summary
- Geotechnical Report
- Landscaping Plan
- 360 Sustainability Plan

PROJECT DESCRIPTION

The former Kmart site at 2415 State Road in La Crosse is proposed to be redeveloped as a vibrant, community focused mixed-use development named 'Copper Rocks'. The proposed project will consist of three townhome buildings and three mixed-use buildings, as well as parking and outdoor community gathering space to create a vibrant and useful revitalization of the site. The developer will be seeking a rezoning from the current classification to Planned Development District (PDD) zoning allowing for mixed-use. This proposed zoning aligns with the City of La Crosse Comprehensive Plan, as the development will be focused on residents and sustainability.

As a key component of the requested rezoning action, a Specific Development Plan and various support materials are being provided. Specific Development Plan criteria are also outlined below along with a description of how the proposed plan will meet these standards.

SPECIFIC DEVELOPMENT PLAN CRITERIA

Requirements:

1. Total area to be included in the Planned Development District, area of open space in acres and percent, proposed uses of land keyed to the comparable existing zoning districts, residential density computations (gross and net), proposed number of dwelling units, the approximate location of different types or densities of dwelling units, population analysis, availability of or requirements for municipal services and utilities and any other similar data pertinent to a comprehensive evaluation of the proposed development

The 6.3-acre subject property is currently comprised of a large parking lot and a vacant Kmart building. The property is zoned C-1 Local Business. The rezoning request to Planned Development District is being made to best match the nature of the redevelopment. PDD zoning will allow the site to

be redeveloped to meet fundamental components of the 2040 City of La Crosse Comprehensive Plan: Forward La Crosse, as well as the City Vision 2020 Master Plan. Both plans build upon key ideas such as the encouragement of mixed-use developments, increases in density, and redevelopment, all key parts of this project.

Five buildings are proposed to be constructed on the site, each containing residential units. The total number of residential dwelling units will be approximately two hundred and forty (240). As a key focus of the project is on current and future residents, the 240 residential units will be market-rate, workforce housing. This is defined as housing that is affordable for people who earn incomes from 70%-110% of the Area Median Income (AMI). In La Crosse County the AMI in 2022 was \$72,019. For our analysis we used 30% of income allocated for housing. As a reference, Fannie Mae uses 45% debt-to-income ratio in their underwriting financing. This will allow for the development to house residents with a diversity of incomes and backgrounds and seeks to meet the goals of the 2040 City of La Crosse Comprehensive Plan: Forward La Crosse. Specifically, A Place to Call Home section and opportunities and strategies 1, 2 and 3. (Table 1)

Area	AMI	100% AMI Housing	80% AMI Housing	60% AMI Housing
State of Wisconsin	\$82,560	\$2,064	\$ 1,651	\$1,238
La Crosse County	\$72,019	\$1,800	\$1,440	\$1,080

Table 1

According to data gathered by the American Association of Retired People, 33% of all households are single people living alone. Additionally, couples without children account for another 25%. Copper Rocks will have a diverse unit mix of studio through three bedrooms to meet housing demands for a wide variety of incomes and demographics with a focus on workforce affordable housing.

Of the five new buildings, three will offer mixed-use opportunities. These four or five-story mixed-use buildings will be constructed and placed in the center and southwest corner of the site, tight to the traffic corridor of Losey Boulevard and State Road (State Highway 33). The buildings have been intentionally massed a considerable distance from the existing single-family residences to soften the transition between the neighbors.

Each of these three buildings will have underground or at-grade parking beneath the residential floors, and the first floor will also accommodate commercial space for lease and/or community space for use by the residents living in this development. The amount of commercial and community space to be included is estimated to be approximately 20,600 square feet.

Floors 2 - 5 of each mixed-use building will consist of residential apartments. The other two buildings on site will be strictly residential townhome buildings constructed along the northern end of the site along Farnam Street, orienting in an East-West fashion. These townhomes will be similar in design to the Canterbury townhomes at Campbell Road and Vine Street, developed by Three Sixty in 2017.

Existing municipal utilities currently serve the existing site and structure. It is anticipated that a new water, storm sewer, and sanitary service will be installed in Farnam Street to serve the development. New watermain, sanitary sewer, and storm sewer will be installed within the proposed project site as private infrastructure to serve the proposed buildings.

The project will incorporate a high degree of sustainable practices as guided by Three Sixty's commitment to sustainability, which is outlined in their attached Sustainability Plan.

2. A general summary of the estimated value of structures and site improvement costs, including landscaping and special features.

The overall project cost is currently estimated at approximately \$63,000,000.

3. A general outline of the organizational structure of a property owner's or management's association, which may be proposed to be established for the purpose of providing any necessary private services including proposed restrictive covenants.

The subject property is currently owned by MKB Copper Rocks, LLC. Three Sixty Real Estate Solutions, LLC will be developing the site, and once completed, the development will be managed by Three Sixty Real Estate Solutions, LLC. Once completed, the development will be owned by four separate single purpose entities (SPE) by asset or parcels. The SPEs are as follows: Copper Rocks 1, LLC; Copper Rocks 2, LLC; Copper Rocks 3, LLC; Copper Rocks 4, LLC

4. Any proposed departures and requested waivers from the standards of development as set forth in other City zoning regulations, land division ordinance, sign ordinance and other applicable regulations.

[Section 113-9](#)

As part of the redevelopment, the existing site will be subdivided into four separate parcels. MKB Copper Rocks, LLC and Three Sixty are requesting that the requirement for a subdivision plat per section 113-9 of the City of La Crosse Municipal Code of Ordinances be waived allowing for the use of a Certified Survey Map (CSM) to divide the existing lot as part of the PDD process.

The State Statutes require that no more than four lots of less than 1.5 acres can be created by CSM within 5 years. In 2020 a CSM was recorded splitting the parent parcel of the Kmart site into three parcels, two of which were under 1.5 acres in size. In order to meet the limit in the State Statues, only 2 of the proposed parcels will be under 1.5 acres.

[Section 115-512](#)

(b) Angled parking on Farnam Street and along Losey Boulevard does not meet building setback

(d) less than 15' landscaped buffer provided

(o) No curb, parking blocks, or bollards between parking lot and sidewalks

[Section 115-515](#)

(a)(2) Under required shrub count for site regarding item F.3c "At least one tree and 10 shrubs per 600 sq. ft. of landscaped area", the tree requirement has been exceeded, 129 in total. The shrub count is 714 due to impracticality of the placement of what would be 1,141 shrubs on the site based on the calculation from the total landscape area.

[Section 115-517](#)

Stormwater management requirements to follow Section 105-61

[Section 115-521](#)

(b) Front doors of buildings do not face public streets

[Section 115-555](#)

Stormwater management requirements to follow Section 105-61

- 5. The expected date of commencement of physical development as set forth in the proposal and also an outline of any development staging which is planned.**

The target date for demolition of the existing building and site is June 2026. It is anticipated that construction will occur in two or three phases with completion in the fall of 2028. Phase One will see the west mixed-use building constructed and Phase Two will see the townhomes and East mixed use building completed. Phase three will see the south building completed. The phasing could change depending on several factors such as lease absorption, commercial tenant interest, construction costs and financing.

- 6. A sketch plan depicting the proposed lot layout, street configuration, utilities, and open space.**

Please see the attached sketch plan.

- 7. A legal description of the boundaries of lands included in the proposed Planned Development District.**

Lot 1 of Certified Survey Map Number 67, Volume 19, Document Number 1761262 located in the Northwest Quarter of the Northeast Quarter of Section 9, Township 15 North, Range 7 West, City of La Crosse, La Crosse County, Wisconsin.

- 8. A description of the relationship between the lands included in the proposed Planned Development District and surrounding properties.**

The two townhome buildings constructed along the northern end of the parcel will have front doors and porches opening to Farnam Street. On the other side of the townhomes, roof-top patios will face the development with southern exposure. The townhomes are similar in use to the land across the

street to the north and west sides of the development, which is residential and zoned R1 - Single Family. These buildings will be architecturally attractive and will blend and scale into the single-family neighborhood to the north. On Farnam Street we are asking the city to consider traffic calming measures - such as pedestrian bump-outs and on-street, angled parking along the south side of the street - in an effort to keep the street safe and friendly to pedestrians and residential use.

The three mixed-use buildings located in the southwest and southern sections of the parcel will be community oriented. A combined total of 20,600 square feet of commercial and community space will be offered on the ground level, which can be utilized by residents living in the townhomes and floors 2-5 of the mixed-use buildings, as well as by other community members / business patrons. In addition to the building space, there will be outdoor spaces focused on community and recreational use, including areas for seating and dining, a play area, outdoor fire pits, benches, and seating for viewing small performances. These outdoor uses will be concentrated in the southwestern section of the parcel, in between the three mixed use buildings. These community features and facilities will offer the surrounding neighborhood with valuable amenities that they can enjoy. Our goal is to create a place that is so well loved that it takes care of itself.

To the south and west of the development, land is zoned C1 Local Business and C2 Commercial, with a variety of businesses such as the restaurants: Las Margaritas, Domino's Pizza, Subway, and JavaVino; as well as other services such as: Sports Clips, Allstate Insurance, and Festival Foods. These businesses will support the residents by providing a variety of goods and services all within walking distance from their homes. In turn, the development will bring in more consumers to support nearby businesses.

9. The location of institutional, recreational and open space areas, common areas and areas reserved or dedicated for public uses, including schools, parks, and drainageways.

As mentioned in the latter section, the development will provide valuable recreational and open common areas, dedicated for the use of residents and the public. These will be concentrated in the southwestern section of the parcel, in the center of the three mixed-use buildings.

In the very southwestern section of the land, there will be a grass covered gathering space, a small performing area, seats to view the performance, and outdoor patio seating for the brewery planned within the southernmost building. Between the southernmost building housing the brewery and the central building, there will be more patio space, outdoor fire pits, as well as a walking path and a variety of trees to green the area. To the north of the central building will be a small play area for children, space for resting (allowing for the placement of hammocks and benches), complemented by additional green space. Additionally, there are plans for a fenced dog "run" for residents with dogs to use, located along the eastern property line next to the dumpster carrel.

10. Characteristics of soils related to contemplated specific uses.

Please see the attached geotech report completed by Braun Intertec in April 2022.

11. Existing topography on site with contours at no greater than two-foot intervals City Datum where available.

Please see the attached sketch plan.

12. General landscaping treatment.

Please see the attached landscaping plan detailing the planting list. This is currently being updated to reflect the new site configuration, but the planting list will be the same.

Please contact me at 608.790.5589 or via email at jeremy@threesixty.bz with any questions or if there is any additional information we can provide in support of this project.

Sincerely,

Jeremy Novak