MAY 8, 2026

Tim Acklin
Planning Administrator
City of La Crosse, WI
400 La Crosse St.
La Crosse, WI 54601
acklint@cityoflacrosse.org

RE: GENERAL DEVELOPMENT PLAN SUBMITTAL
9 COPELAND AVE, LA CROSSE, WI 54603

Tim,

Thank you for reviewing the following project information for 9 Copeland Ave in La Crosse. The following materials are being submitted in support of this initial project review:

- Site Plan, including:
  - Site Summary
  - Topo Survey Information
  - Utility Plan
- Preliminary Architectural Plans & Elevations
- Landscape Plan
- Geotech Report for the River Point District Pavements & Utilities

PROJECT DESCRIPTION

This rezoning request is specifically regarding the parcel at 9 Copeland Ave in La Crosse. This parcel will be part of a larger phased development incorporating the two neighboring RDA parcels in River Point District that the developer has options on. The developer is seeking a rezoning of the 9 Copeland Ave parcel from the current classification to Planned Development District (PDD) zoning, allowing for mixed-use in alignment with the two neighboring RDA parcels already zoned PDD.

The proposed project as a whole incorporating all three parcels is proposed to be redeveloped as a premier mixed-use development featuring one commercial building, one mixed-use building, and one apartment building along with parking and outdoor gathering space. This project offers a unique opportunity in a growing and vibrant corridor and will be a strong addition to the fabric of River Point District.

As a key component of the requested zoning action, a General Development Plan and various support materials are being provided. General Development Plan criteria are

also outline below along with a description of how the proposed plan will meet those standards.

GENERAL DEVELOPMENT PLAN CRITERIA

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 0.98-acre subject property is currently comprised of a vacant industrial building previously occupied by Gustave A. Larson Company. The property is currently zoned M2 – Heavy Industrial. The rezoning request to PDD is being made to best match the nature of the redevelopment and alignment with the neighboring RDA parcels in River Point District that are already zoned PDD. 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.

As the two neighboring RDA parcels total 2.58 acres, the development in total will be 3.56 acres including all three parcels. Three buildings are proposed to be constructed on the combined site with a total of approximately 87 housing units and 9,060 SF commercial.

As a key focus of the project is on current and future residents, the 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)

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

The project will incorporate a high degree of sustainable practices as guided by Three Sixty's commitment to sustainability.

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%. This project will have a unit mix of studio through two bedrooms to meet housing demands for a wide variety of incomes and demographics with a focus on workforce affordable housing.

The retail and mixed-use building will be situated along Copeland Ave and River Bend Rd respectively with an outdoor patio/plaza space between both buildings to help activate these main traffic corridors. The apartment building will be set back along the west end of the site in a more natural setting along the trail. These buildings were intentionally placed to transition from a more active/commercial corner to a more residential setting as you progress into River Point District. The surface parking helps to service the parking needs along with provide a further buffer for the apartment building. The apartment building is will have at-grade structured parking as well.

Existing municipal utilities currently serve the existing site and structure. It is anticipated that the new buildings will be served by existing water, storm sewer, and sanitary service stubs. 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.

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

The overall project cost for all three parcels is currently estimated at approximately $24,000,000.

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 current owned by 7 Copeland, LLC. The two neighboring parcels that will be part of the overall phased development are currently owned by the RDA, and Three Sixty Real Estate Solutions, LLC has an option on both of these parcels. Three Sixty Real Estate Solutions, LLC will be developing all three parcels, and once completed, the development will be managed by Three Sixty Real Estate Solutions, LLC. Once completed, the development will be owned by two or three separate single purpose entities (SPEs) per separate parcels created through a CSM. The SPEs are to be formed.

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.

Proposed parking stalls for the west building are closer to the street than the building setback line or the building on the same parcel. (Division 3 115-512(b))

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 is Q3 2026. It is anticipated that construction of all three parcels will occur in two or three phases with completion in Q3 2029. Phase I will see the retail building along Copeland Ave constructed. Phase II will see the mixed-use building along River Bend Rd constructed. Phase III will see the apartment building toward the west end of the site completed. Phase II and III may be combined. 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 plan site plan.

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

Below is the legal description for 9 Copeland Ave specifically:

Part of Government Lot 2, Section 31, Township 16 North, Range 7 West, City of La Crosse, La Crosse County, Wisconsin, described as follows: Commencing at the Northeast corner of Section 31; thence South along the East line thereof, 1332.97 feet to the Northeast corner of said Government Lot 2; thence forth 88 degrees 11 minutes 44 seconds West along the North line of said Lot, 33.01 feet to the West line of Copeland Avenue; thence South along said West line 398.19 feet to the point of beginning of this description: Thence continue South along said West line, 137.07 feet; thence North 88 degrees 11 minutes 44 seconds West, 314.75 feet; thence North 01

degrees 48 minutes 16 seconds East 137.00 feet; thence South 88 degrees 11 minutes 44 seconds East 310.44 feet to the point of beginning.

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

The commercial building along Copeland Ave will feature storefront facing the road with the main entrances to tenant spaces from the parking lot on the interior of the site. This commercial building will match the commercial uses on the east side of Copeland Ave as well, creating a transition into the project. Directly to the south of this commercial building is another industrial/commercial building that is currently vacant. The drive and parking lot on 9 Copeland Ave create a buffer between 9 Copeland Ave and the site to the south.

The mixed-use building along River Bend Rd will feature a mix of commercial space and studio housing units on the first floor along with studio units above on the second floor. This building continues the blend from a more active/commercial corridor along Copeland Ave into the site by adding in some studio units. The parcel directly to the north is currently vacant, but is anticipated to be another mixed-use development which will be a good fit.

As we travel to the west of the site, the approximately 66-unit apartment building and green space with the dog run and walking path are programmed in. This fits well with the new multifamily projects directly north of this future building. No neighbors are directly to the west or south of this building as the site transitions into green space with the marsh and public trail. The apartment building and open space in the development is situated to the far west of the site to build upon this already existing green space and natural views of the marsh to the south.

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.

The development will provide recreational and open common areas, dedicated to the use of the residents and the public. At the corner of Copeland Ave and River Bend Rd between the commercial building and mixed-use building, there will be an open patio/plaza space as an outdoor gathering space for tenants and residents to enjoy. We also plan to include hammock posts in the open space near the apartment building for outdoor relaxation. On the far west side, there will a prairie area with a mowed walking path along with an outdoor dog run area for residents with dogs. As shown on the landscaping plan, additional greenery through lawn space, trees, and plants will be provided throughout.

10. Characteristics of soils related to contemplated specific uses.

Please see the attached geotechnical information available at this time. We have received a proposal for further geotechnical work applicable to the site that is estimated to be completed and available in June 2026.

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

Please see the attached site plan.

12. General landscaping treatment.

Please see the attached landscape plan. This will be updated to reflect the slightly new site configuration.

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