BRIDGEVIEW PLAZA REDEVELOPMENT

GENERAL DEVELOPMENT PLAN

0425City of La Crosse, Deputy City Clerk- Sondra Craig
CC: Andrea Trane, Julie Emslie, Tim Acklin
400 La Crosse Street
La Crosse, WI 54601

On behalf of our development team at Eagle Bay Properties, thank you for the opportunity to submit this General Development Plan and for the collaborative partnership we have built with City staff throughout the planning process. We sincerely appreciate the time, feedback, and thoughtful guidance provided by the Planning Department and look forward to continuing to work together toward a shared vision for the north side of La Crosse.

Our proposal will transform the outdated Bridgeview Plaza Mall site into a vibrant, mixed-use destination that serves as a true gateway to the city. The site is currently zoned C-2 Commercial and is currently all commercial space. Our Development Plan expands the land use to include mixed-use and residential multi-family. Within the city comprehensive plan, the site is located in the C-3 Corridor area (Highway Route 53). Both "High Intensity Mixed-Use" and "High Density Residential", which is what we are proposing for the site, is listed as "desirable" for this C-3 Corridor area.

The redevelopment includes demolition of a significant portion of the existing structure, construction of two five-story buildings, and the strategic repurposing of existing commercial space into smaller, flexible suites better suited to modern retailers and service providers. This project introduces much-needed housing density while preserving opportunities for local businesses to grow and thrive.

1. Total area: The redevelopment of parcel 17-10263-70 totals 12.5 acres. Currently, approximately half of the site is surface parking while the other half is commercial leasable space and paved areas for traffic. Current C-2 zoning exists on the parcels adjoining to the north and south. Directly to the east is city owned parkland known as Badger Hickey Park. The park serves as a great buffer between the single-family homes further to the east and our proposed development. Directly to the west is Rose Street/Hwy 53.

   a. Proposed number of dwelling units: 201 multi-family units
   b. Our team is currently working with the city utilities department to update the entire site utilities during our redevelopment. See attached for utility plan.
2. Summary of estimated value and costs of improvements: In terms of development value, we estimate the stabilized project to be valued at approximately $66,175,000. Hard construction costs are projected to be approximately $52,622,000 while the cities assessment team projected the project will create a new tax increment of approximately $33,351,183.
3. Eagle Bay Properties, LLC is the owner and developer of the property. Eagle Bay Properties, LLC is owned locally by 6 individuals each having equal ownership percentages. There is no intention to restrict any portions of the property with restrictive covenants.
4. At this time, we are not aware of any proposed requested waivers from the standard city regulations.
5. Intended commencement date: Fall 2026
   a. We intend on starting with the eastern 101-unit building. Thereafter we intend on building the western 100unit mixed-use building with a projected final completion in late 2029.
6. See attached sketch plan with proposed lot layout, street configuration, utilities and open space.
7. See attached deed and legal description.
8. Current C-2 zoning exists on the parcels adjoining to this parcel to the north and south. Directly to the east is city owned parkland known as Badger Hickey Park. The park serves as a great buffer between the single-family homes further to the east and our proposed development. Directly to the west is Rose Street/Hwy 53.

9. The lot directly to the east of our development is Badger Hickey Park. There is also the Eagle Watch area across Hwy 53 to the Northwest. Our development will increase the open green space on the site by transforming asphalt surface parking into a plaza area between the two proposed buildings. This will be privately owned green space with a publicly owned utility easement through it. We understand the plaza area will likely be used by people walking from commercial business to commercial business or from the city park area to the commercial businesses.
    a. Closest schools to the site are the Coulee Montessori and Northside Elementary being just under 1 mile south of our site. Logan High School is approximately 1.2miles to the south.
10. Characteristics of Soils: Eagle Bay, LLC hired Chosen Valley Testing(CVT), Inc to conduct soil borings and to create a Geo-Technical report with our proposal considered. CVT's recorded water in all of the borings at around 7 to 10 feet. Below (a) is a quote from the Geo-Technical report CVT provided and (b) is a quote from Ground Improvement Engineering's analysis of the Geo-tech report.
    a. "Based on the boring data, the soils in the building area appear to dominantly consist of at least 6 to 11½' of fill materials followed by slightly organic to organic clayey or sandy materials over silty sands with underlying clean sand. The surface materials of pavements, fill materials, and organics are not suitable for support and should be completely removed from the building area, along with any soft soils, deeper root zones, debris, existing structures and foundations, or otherwise deleterious materials which may be discovered during construction. These materials should be replaced with clean engineered fill as needed. With implementation of our recommendations and the assumed foundation loads, we are of the opinion that foundations may be designed to exert pressures of up to 4,000 pounds per square foot (psf). Total post-construction settlements are then expected to be on the order of 1 inch or less and differential settlement between similarly loaded footings is expected to be on the order of ½ inch or less. Due to the depth of the corrections, shallow water table, and depending on the proximity of the excavation to adjoining properties and utilities, sheeting or shoring and dewatering may be required to complete the corrections. In that event, geopiers/rammed aggregate piers may be an economical alternative to typical soil corrections. This method of soil improvement consists of inserting columns of compacted stone or aggregate down through poor soils, bearing both on firmer materials at depth while also improving materials surrounding the columns to the extent that they also contribute to support. We note that old foundations or slabs may still be present, or other large and hard materials could impede installation of deep foundation installations, which would have to be considered during planning." -CVT
    b. "We would propose to use the *Geopier* Impact® displacement method to support building foundations and floor slabs (if required). During installation, a displacement mandrel is pushed to full depth, displacing the existing soils and the mandrel is extracted. Then a lift of aggregate is placed in the cavity, and the mandrel is used to compact the loose material." – Ground Improvement Eng.
11. See Attached Paragon and Associates Topography within the "Existing Conditions" attached.

12. See attached preliminary concept for the landscaping within the site plan and renderings.

Additional Material:

5 stories / 60’ approx.

Total = 201 dwelling units

Building 1

Studio – 0

1 bed -46

1 bed + Den -8

2 bed – 42

3 bed – 5

Total =101

Building 2

Studio – 8

1 bed -42

1 bed + Den -4

2 bed – 38

3 bed – 8

Total =100

16.08 units per acre (201 units / 12.5acres)

Sincerely,

Jake Buswell

Eagle Bay Properties, LLC