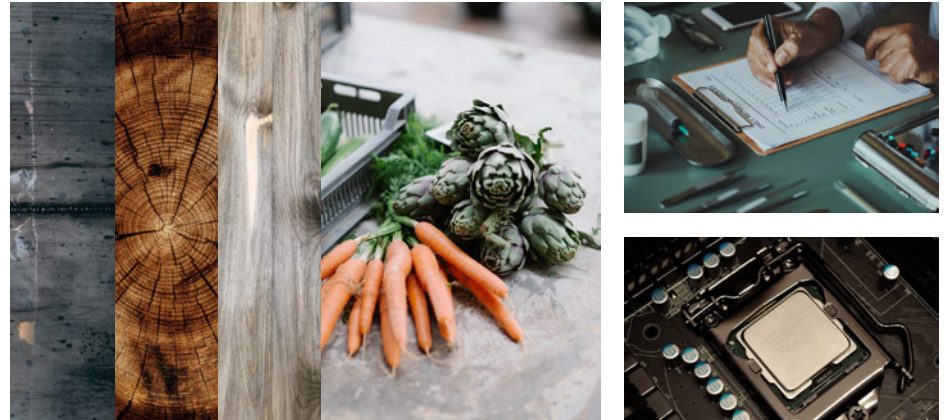


La Crosse Center Interior Design



Industry
Agriculture
Technology

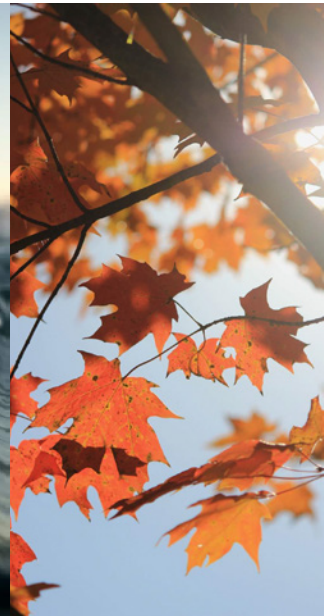
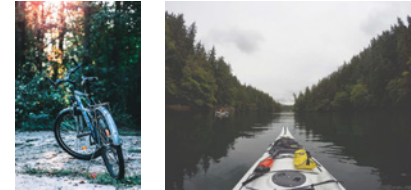


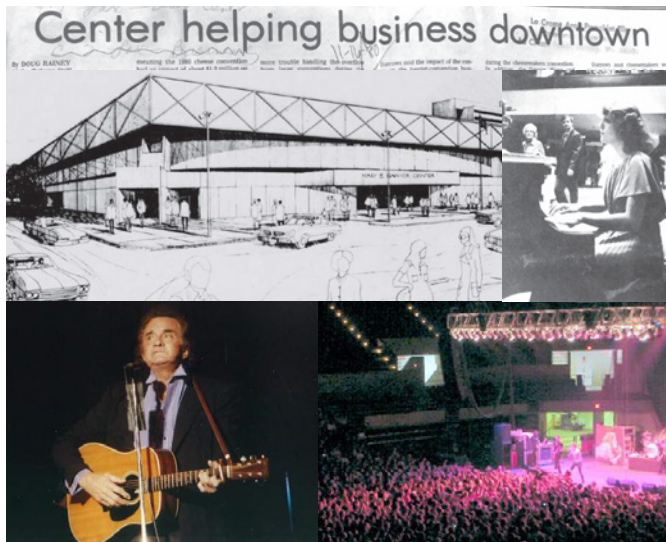
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*Driftless Region
Three Rivers
Recreation*





OUR VIEW: La Crosse Center expansion

What's next for Center?



Center's contract is signed

Photo courtesy of MOEN PHOTO SERVICE
313 Main Street



Center on target
for entertainment

op.com



Entertainment
Education
Community



Bringing the
Stars
to
La Crosse



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.

Vision 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 put back to use.

change 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.

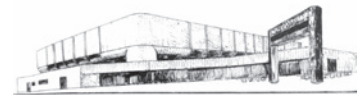
Although downtown Eau Claire is having some modest successes at redevelopment of a few buildings, its auditorium and hotel complex failed to stem the loss of taxable downtown property — a decline of about 35 percent of downtown's valuation over a five-year period.

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.

WFO ADDED ARTIST's attention.

Working together,
getting things
done.



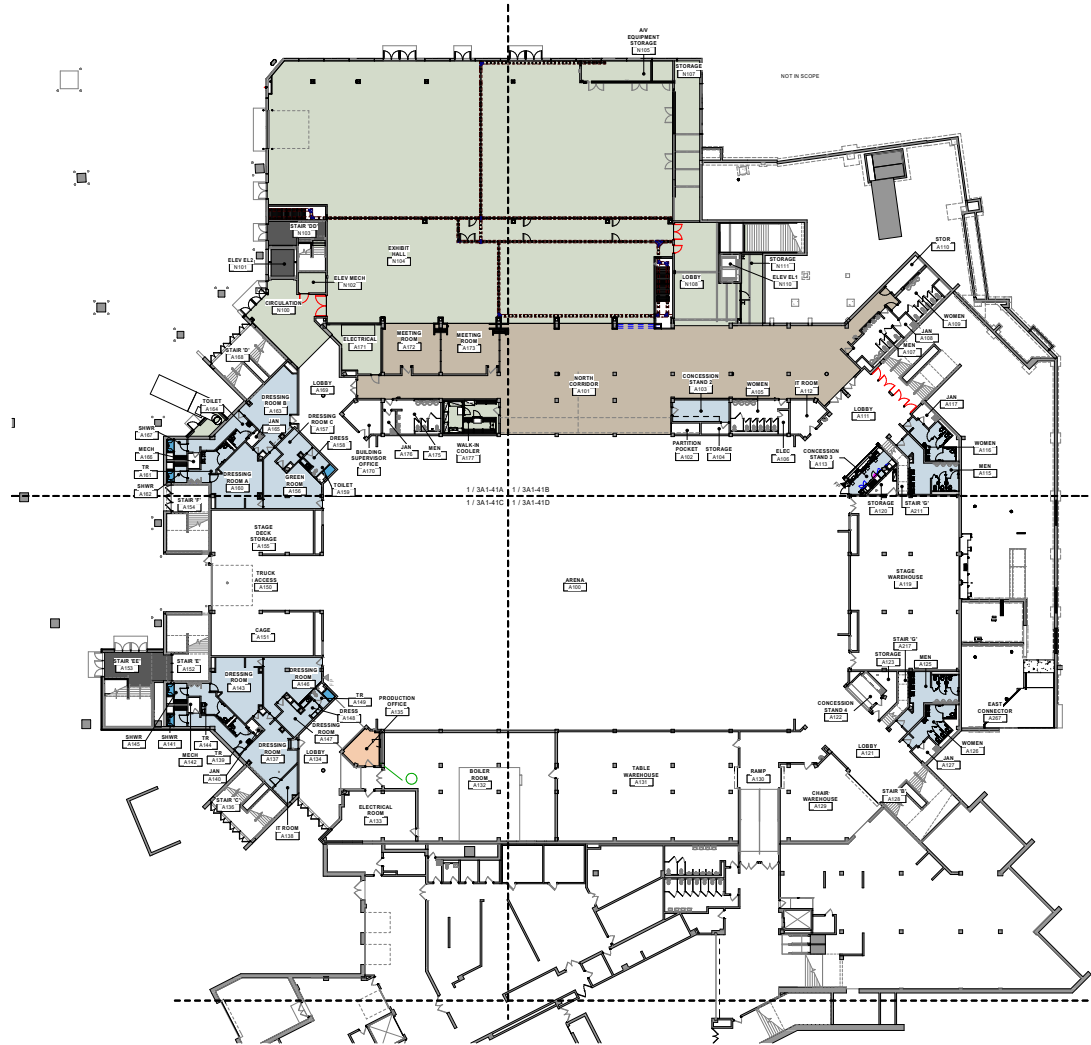
La Crosse Center
Harborview Plaza



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OVERALL FINISH PLAN - ARENA LEVEL



Color Coded Floor Finish Plan - Arena Level

REFERENCE SCALE
1" = 10'-0"

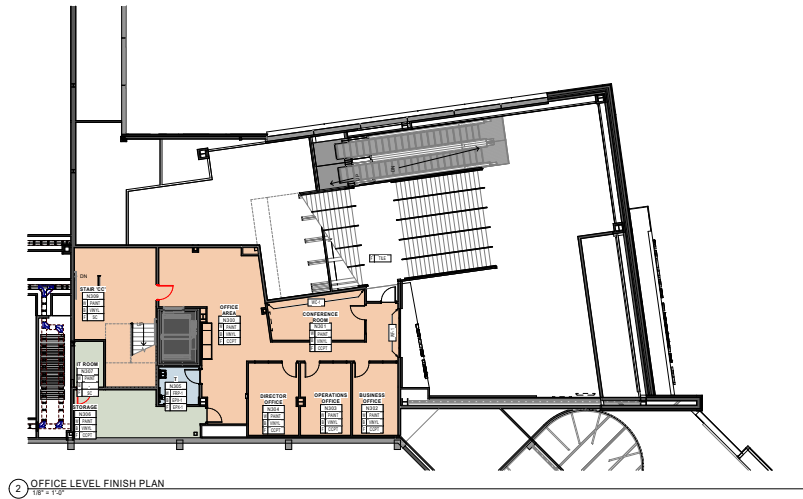
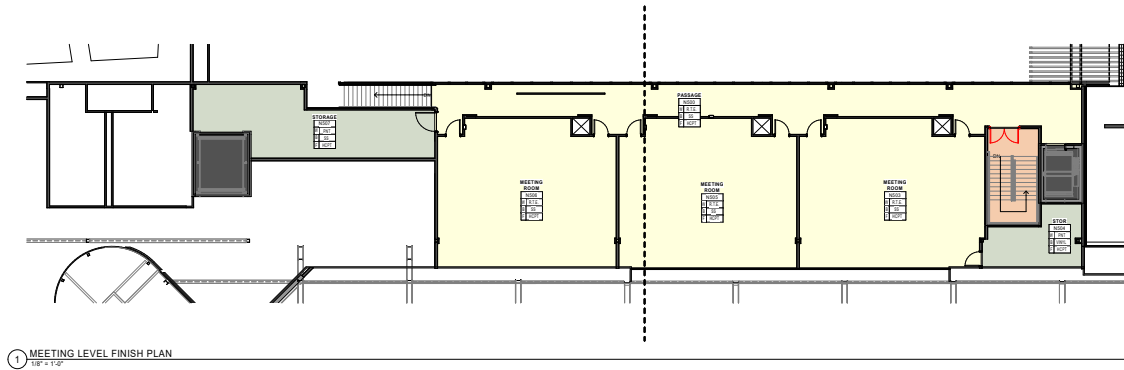
R2



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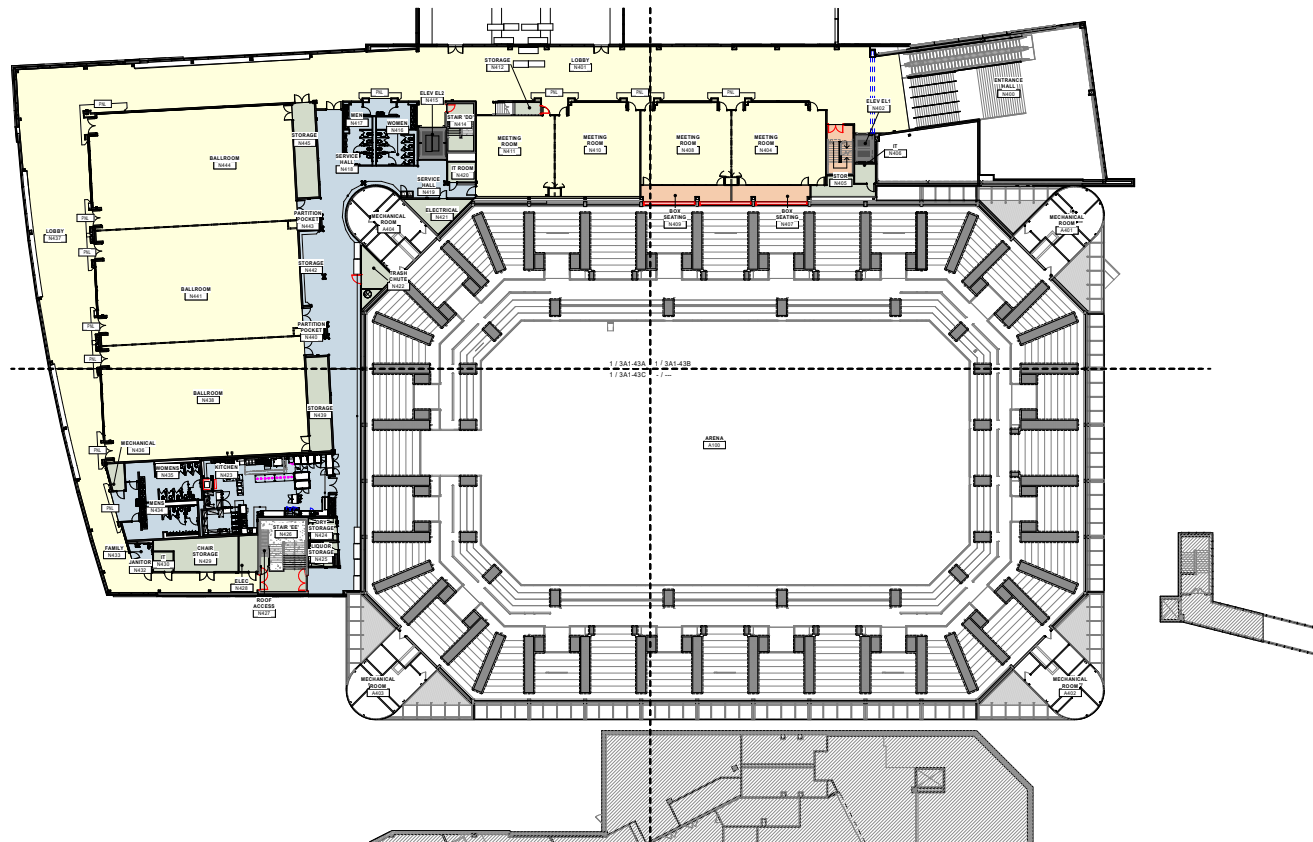
OVERALL FINISH PLAN - MEZZANINE & MEETING ROOM LEVEL



Color Coded Floor Finish Plan - Mezzanine/Office Levels



OVERALL FINISH PLAN - BALLROOM LEVEL



Color Coded Floor Finish Plan - Ballroom Level



OVERALL FINISHES

DOORS: Painted metal, to match adjacent windows

WINDOW SILLS: Solid surface product

TOILET PARTITIONS: Solid plastic, Stainless courtesy shelves

CORNER GUARDS: Aluminum Retainer



Selections to be neutral in tone, or to match existing where appropriate.

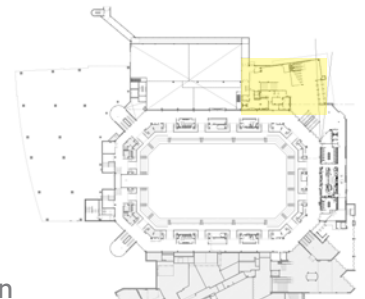
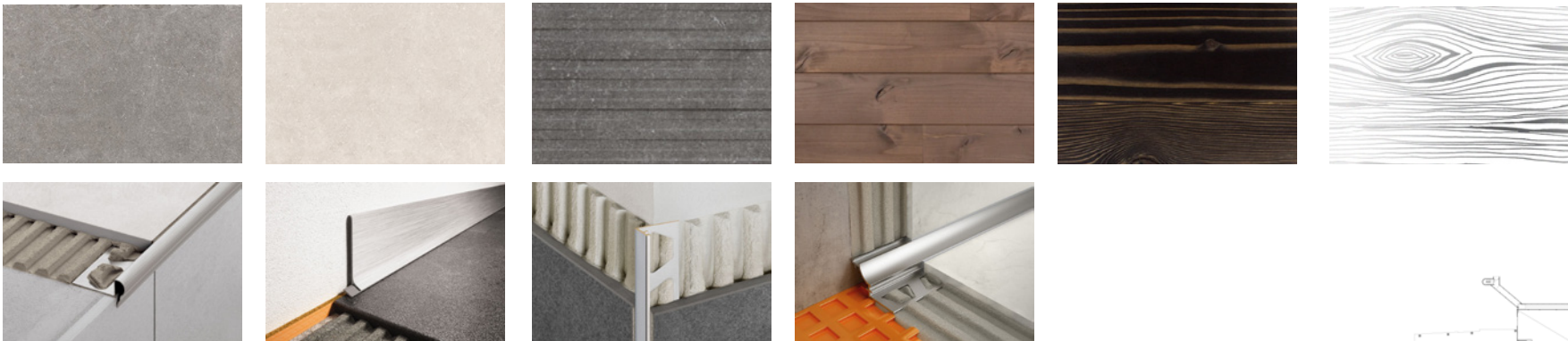
ENTRANCE HALL



Natural colors, patterns and textures found throughout the Drifless Region serve as inspiration for material recommendation.

CEILING: Open exposed, painted black
WALLS: Decorative wood plank, painted
WALL BASE: 3'H porcelain tile with associated trim
FLOOR: Porcelain tile
SPECIALTY: Window film, Signage lettering, accent paint locations

FINISH MATERIALS:



DING



concrete

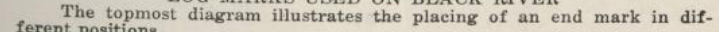


EXHIBIT HALL



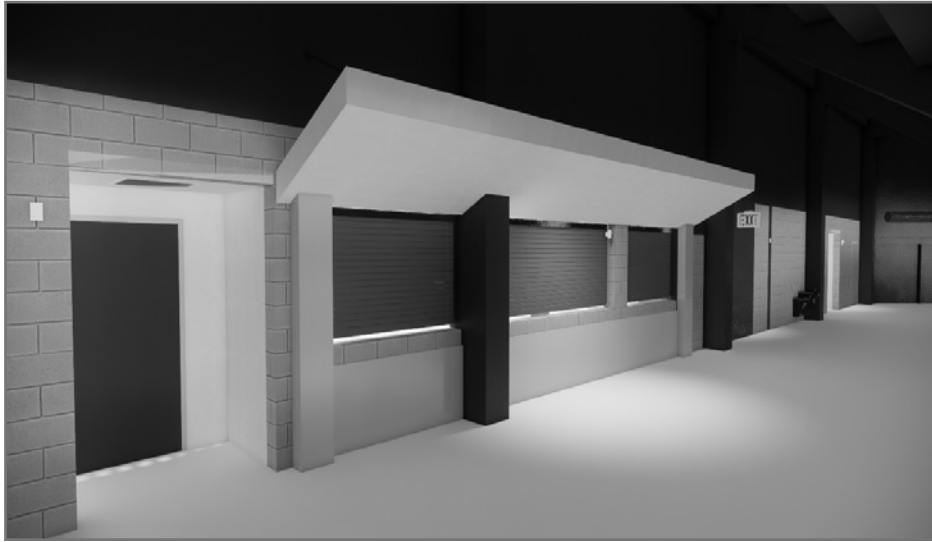
Neutral, subtle colors are selected to accomodate the diverse range of event types hosted in the exhibit hall.

CEILING: Open exposed painted black, surface mounted sound panels
WALLS: painted
WALL BASE: 6"H traditional vinyl cove
FLOOR: Sealed Concrete
SPECIALTY: Operable walls

FINISH MATERIALS:



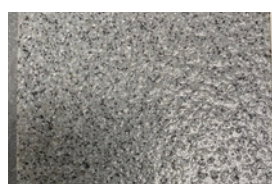
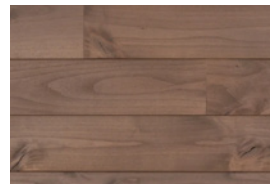
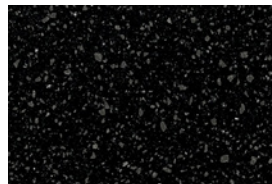
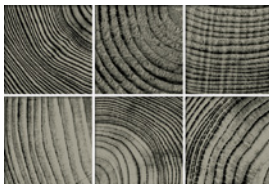
CONCESSIONS



Material selections extend into the arena concourse, employed as a wayfinding tool to highlight concession areas.

CEILING: Painted soffit with tongue and groove wood plank ceiling on underside
WALLS: Accent tile and associated trim
WALL BASE: Stainless steel
FLOOR: Varies
SPECIALTY: Solid surface countertop

FINISH MATERIALS:



EAST CONNECTION CORRIDOR



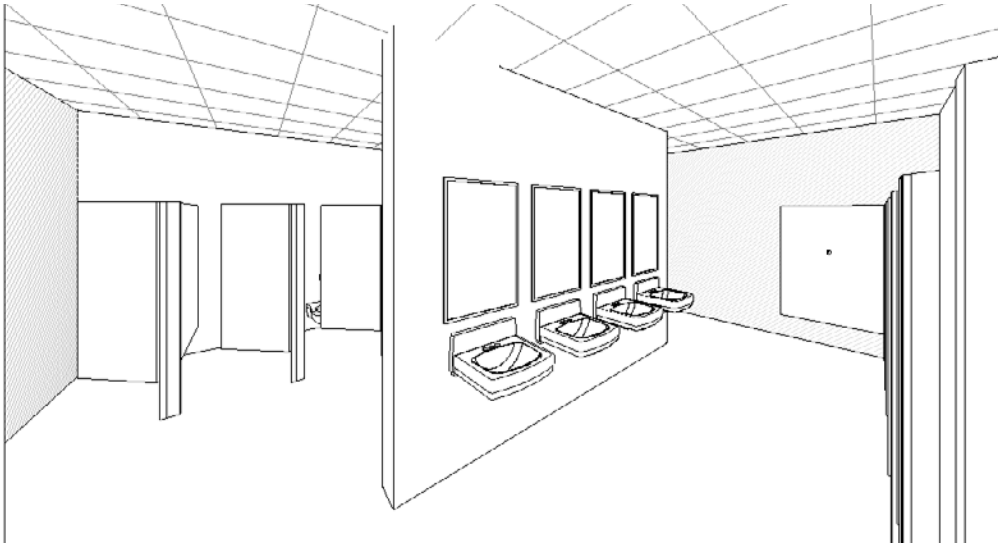
This area emphasizes connection. As the primary transition from existing to new, materials are subtle yet durable to protect surfaces.

CEILING: Open exposed painted black, white ACT ceiling clouds
WALLS: 3'H porcelain tile and associated trim on drywall walls, painted above
WALL BASE: stainless steel wall base on non-drywall walls
FLOOR: Porcelain tile

FINISH MATERIALS:



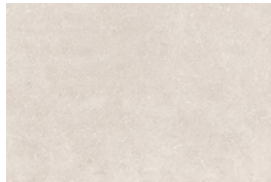
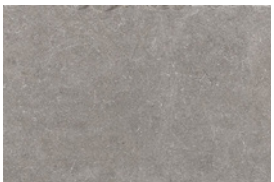
NEW RESTROOMS



Restroom materials are an expression of durability through tone and texture.

CEILING: ACT
WALLS: Porcelain Tile
WALL BASE: Epoxy flash cove
FLOOR: Epoxy
SPECIALTY: Accent Tile

FINISH MATERIALS:



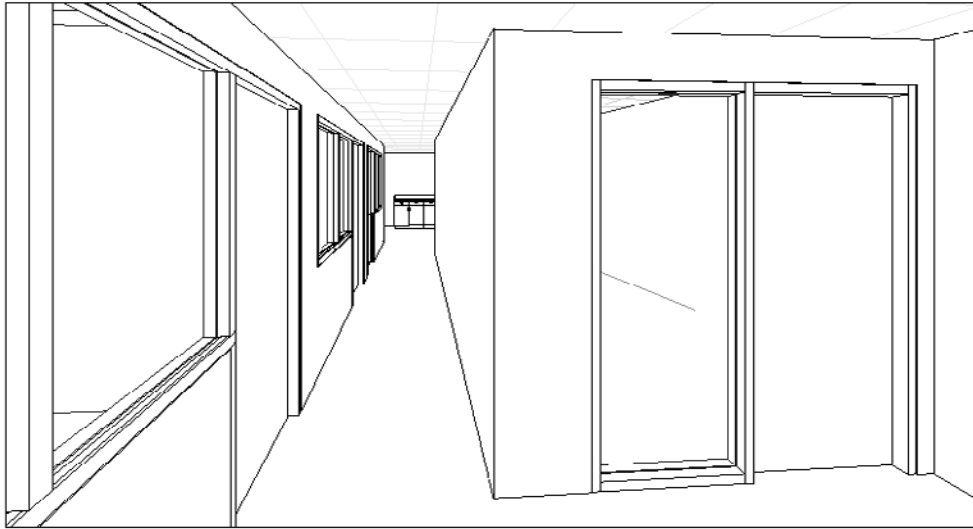
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Key Plans

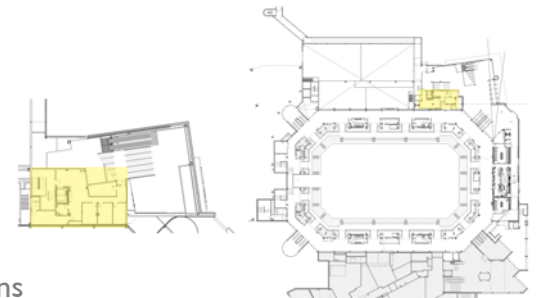
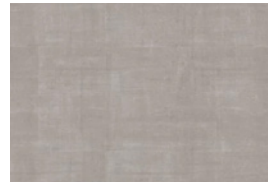
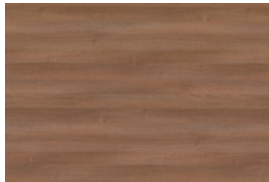


OFFICE MEZZANINE



CEILING: ACT
WALLS: Painted
WALL BASE: 6" traditional cove vinyl base
FLOOR: Carpet tile
SPECIALTY: Accent paint, window shades, casework

FINISH MATERIALS:





Dynamic carpet tile flooring is inspired by the ever-evolving nature of The River



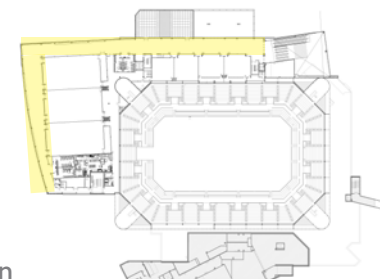
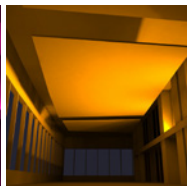
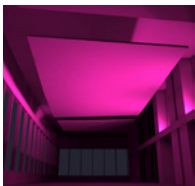
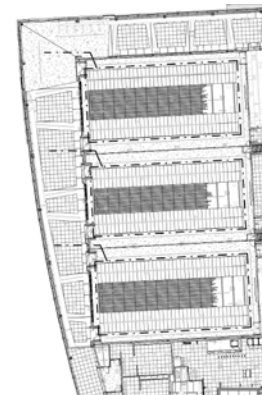
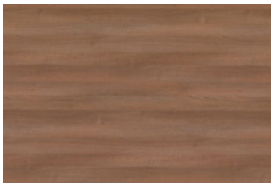
PRE-FUNCTION



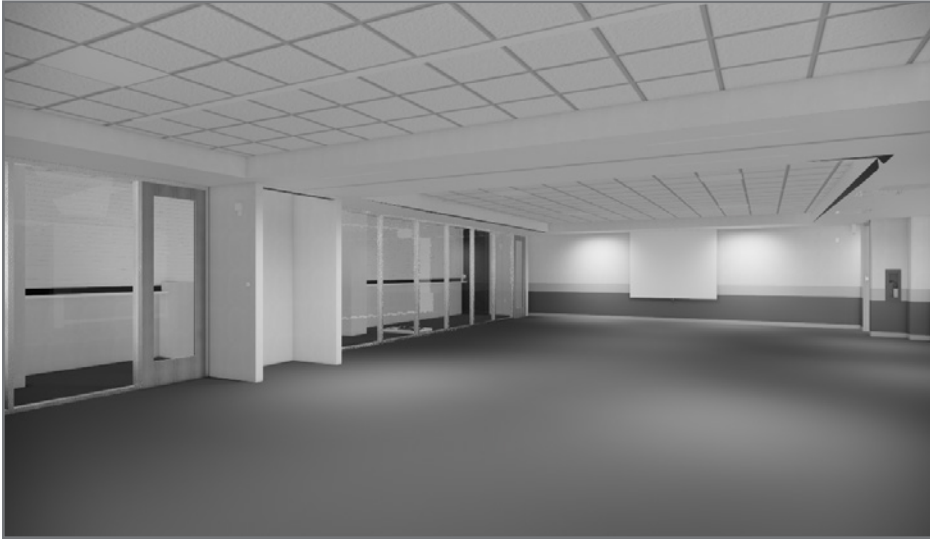
CEILING: Open exposed painted black, white ACT ceiling clouds
WALLS: Painted
WALL BASE: Millwork vinyl base
FLOOR: Carpet tile
SPECIALTY: Fiber reinforced laminate entrance accents with aluminum reveals, custom digital wallcovering

*The pre-function space is designed to capture surrounding views.
Dynamic lighting illuminates the La Crosse Center as a beacon of activity.*

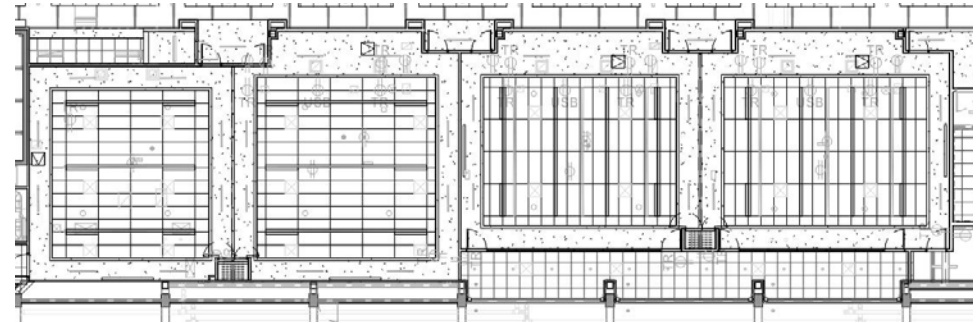
FINISH MATERIALS:



MEETING ROOMS



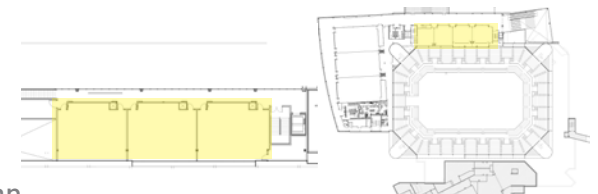
CEILING: Painted drywall soffit, linear ACT
WALLS: Type III wallcovering wall protection, vinyl chair rail, paint
WALL BASE: Millwork vinyl base
FLOOR: Carpet tile
SPECIALTY: Window shades to suites



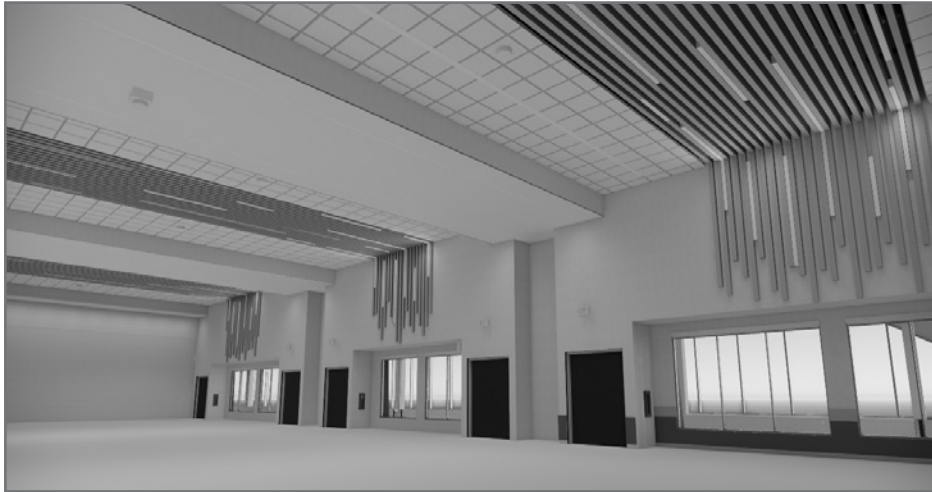
FINISH MATERIALS:



Meeting rooms are equipped to meet versatile and flexible needs, including operable walls and arena suite boxes.



BALLROOMS



Linear ceiling feature inspired by log driving along The Mississippi, an homage to the evolving story of La Crosse.



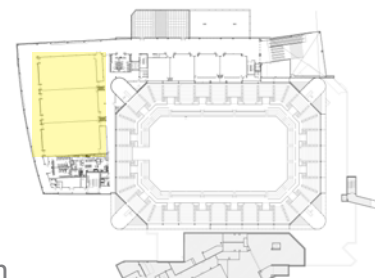
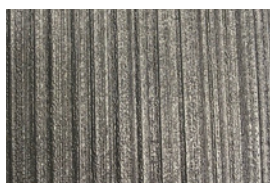
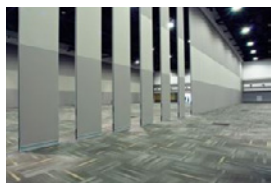
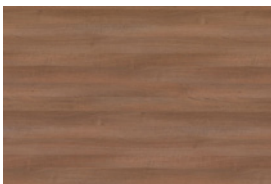
CEILING: Linear ACT, painted drywall soffit, linear acoustic wood plank

WALLS: Type III wallcovering wall protection, chair rail, vinyl wallcovering, acoustical wall tiles, linear wood plank

WALL BASE: Millwork vinyl base

FLOOR: Carpet Tile

SPECIALTY: Window shades, laminate and acoustic fabric operable partitions



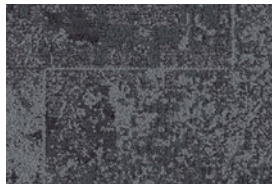
BACK OF HOUSE

RADISSON CORRIDOR _____ FLOOR, WALL BASE, WALL, CEILING, SPECIALTY

ARENA LEVEL NORTH CORRIDOR _____ FLOOR, WALL BASE, WALL, CEILING, SPECIALTY

SERVICE CORRIDOR _____ FLOOR, WALL BASE, WALL, CEILING, SPECIALTY

KITCHEN _____ FLOOR, WALL BASE, WALL, CEILING, SPECIALTY



Thank you!

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