



ISSUED FOR:
GDP SUBMITTAL 2026-06-05

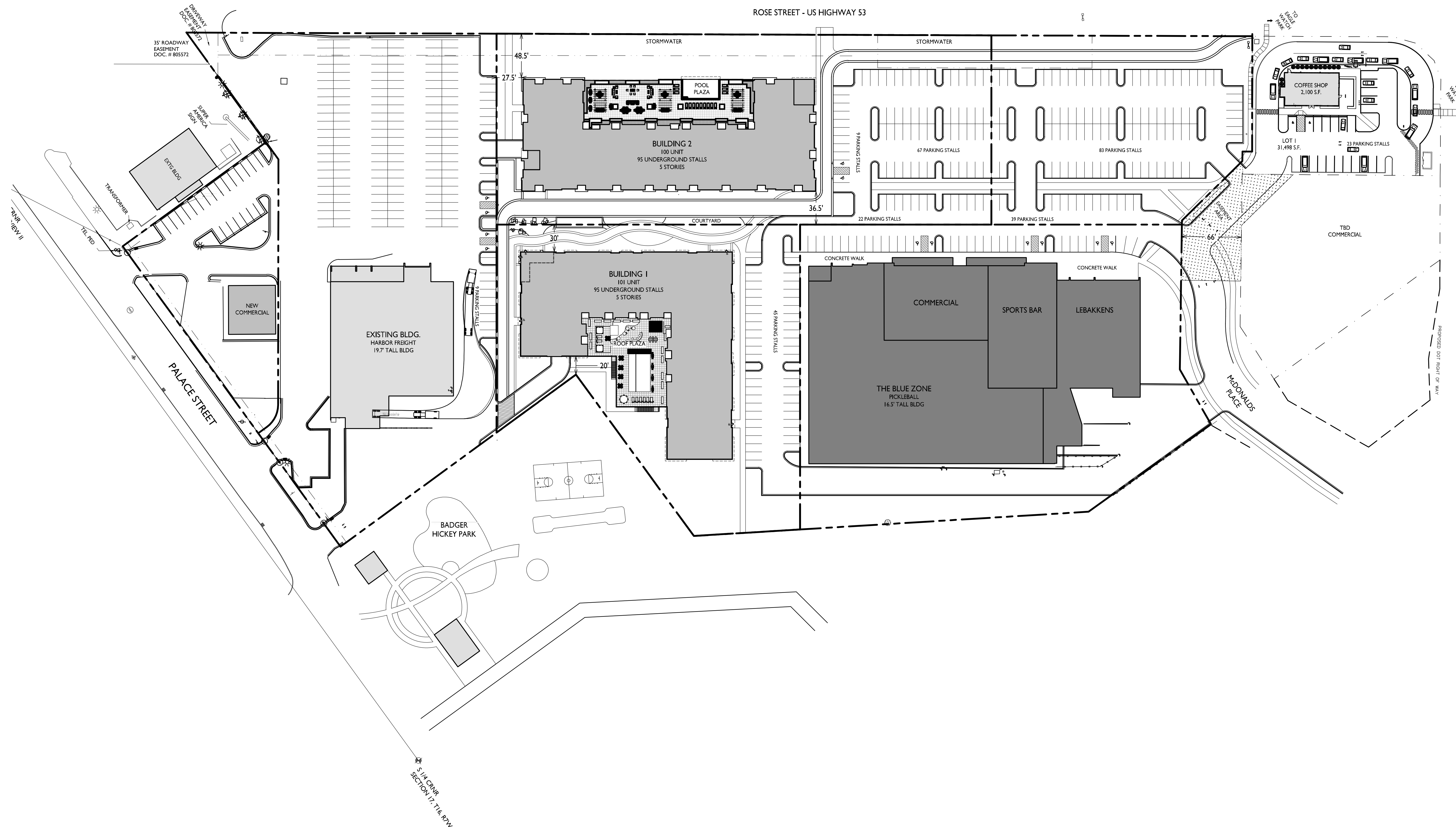
PROJECT TITLE
**BRIDGEVIEW
PLAZA
REDEVELOPMENT**

ROSE ST & GEORGE ST.
LA CROSSE, WI

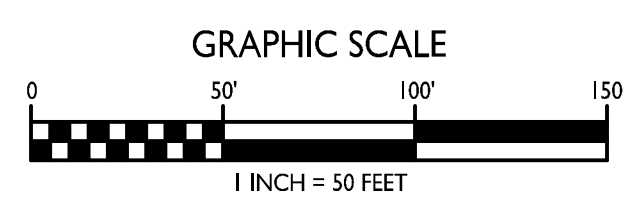
SHEET TITLE
**OVERALL
ARCHITECTURAL
SITE PLAN**

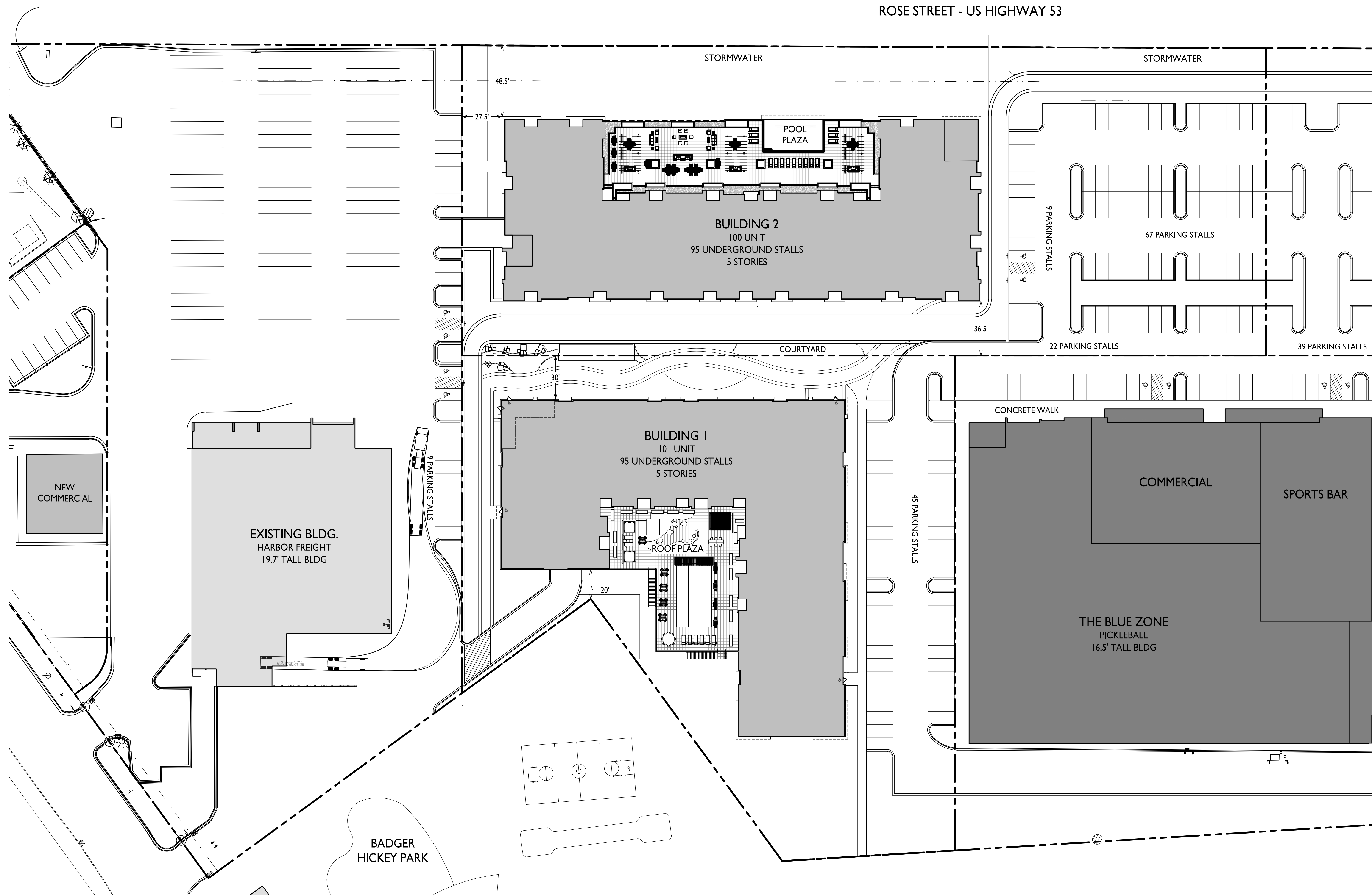
SHEET NUMBER
CA101

PROJECT NUMBER
1903
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**OVERALL
ARCHITECTURAL SITE PLAN**





ROSE STREET - US HIGHWAY 53

STORMWATER

STORMWATER

COURTYARD

CONCRETE WALK

COMMERCIAL

SPORTS BAR

THE BLUE ZONE
PICKLEBALL
16.5' TALL BLDG

BUILDING I
101 UNIT
95 UNDERGROUND STALLS
5 STORIES

ROOF PLAZA

BUILDING 2
100 UNIT
95 UNDERGROUND STALLS
5 STORIES

POOL PLAZA

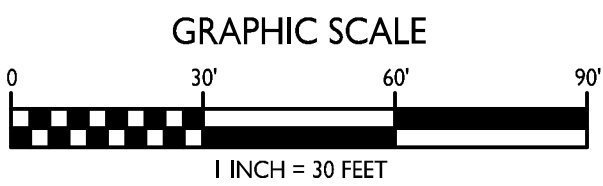
EXISTING BLDG.
HARBOR FREIGHT
19.7' TALL BLDG

NEW
COMMERCIAL

BADGER
HICKEY PARK

PARTIAL
ARCHITECTURAL SITE PLAN

1
CA101
1" = 30'





BLACK RIVER

US HWY 53/ROSE ST.

STARBUCKS

TBD
COMMERCIAL

NEW
COMMERCIAL

EXISTING BUILDING
HARBOR FREIGHT

PROPOSED BUILDING 2
100 UNITS - 5 STORY
95 UNDERGROUND STALLS

PROPOSED BUILDING 1
101 UNITS - 5 STORY
95 UNDERGROUND STALLS

THE BLUE ZONE
PICKLEBALL

COMMERCIAL

SPORTS
BAR

LEBAKKENS

EXISTING BUILDING

HICKEY
PARK

MCDONALDS

MCDONALDS PLACE

GEORGE ST.

PALACE ST.



SITE PLAN RENDERING

BRIDGEVIEW PLAZA REDEVELOPMENT
2500 ROSE STREET, LA CROSSE, WI

GDP SUBMITTAL | 2026-06-05 | 1903





Concept Image



Concept Image

Bridgeview Plaza Redevelopment
2500 Rose Street, LaCrosse, WI

CLIENT REVIEW | 2026-06-02 | 1903





Concept Image



Concept Image