



**401 North 3rd Street &  
215 Pine Street**  
*City of La Crosse*

**July 7, 2023**



**T. Wall Enterprises<sup>LLC</sup>**  
Creating Places Where People Interact



***The Chalmers Residences, LLC***  
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City of La Crosse  
400 La Crosse Street  
La Crosse, WI 54601



RE: Rezoning and Conditional Use

To Whom it May Concern:

The Chalmers Residences, LLC is pleased to propose the following development to the City of La Crosse. T. Wall Enterprises is seeking approval for the rezoning of 401 North 3rd Street from Light Industrial District (M-1) to Community Business District (C-3) and approval of a Conditional Use Permit.

## INTRODUCTION

This proposal will outline our redevelopment concept to provide a high-quality, creative, community based, development. This development will prove to be a catalyst for further redevelopment of surrounding neighborhoods and the greater La Crosse area. This proposal offers a unique lively community that will incorporate a new urban design and vision for the area.

Overall, T. Wall Enterprises is proposing a 4-story multifamily development that will take advantage of the vacant lot on 215 Pine Street and the former and now obsolete La Crosse Tribune building. The proposal includes 1 level of underground parking, approximately 283 units, and +/- 6,000 sq ft of commercial space for a coffee shop, bakery, deli/grocery store, etc.

Through our experience as one of Wisconsin's leading multi-family developers, we understand the importance of developing communities that are visually appealing and desirable for an increased *life experience*. Our apartments will become the resident's homes. Because of this, we believe in developing communities in an environmentally sustainable and sensitive manner, as well as making additional investments to ensure long-term quality. We invest in top quality HVAC systems, in-unit laundry, wider hallways, taller ceilings, fully insulated walls, glass top stoves, ice makers, faucet sprayers and numerous other value-add details that aren't found in typical apartment units. We are committed to quality.



T. Wall Enterprises has taken pride in developing underutilized sites that integrate and involve the surrounding communities. Our communities offer connectivity to the street with well-articulated facades and landscaping, which offer a pleasant “pedestrian and community experience”.

T. Wall Enterprises is one of the most experienced developers in Wisconsin. With this comes ample knowledge of the development process as well as resident’s tastes when it comes to architectural styles, fixtures, finishes, etc.

## REZONING

T. Wall Enterprises is seeking approval for rezoning 401 North 3rd Street from Light Industrial District (M-1) to Community Business District (C-3). As shown in the City of La Crosse’s Preliminary Comprehensive Plan’s Future Land Use map, high density residential is the desired use for 401 North 3rd Street.

This development will require a CSM to combine 215 Pine Street and 401 North 3<sup>rd</sup> Street parcels. To combine the two lots, 401 North 3<sup>rd</sup> Street parcel will need to be rezoned to C-3 to match 215 Pine Street’s existing zoning. Then we will be able to assemble the lots while subsequently supporting the City of La Crosse’s vision for the area.

We will come back with a Certified Survey Map (CSM) to combine parcels on a later date.

## CONDITIONAL USE

In accordance with the C-3 Zoning code in La Crosse, residential units above the 1st story are permitted. Recognizing the importance of being dog-friendly, we aim to provide dog owners with convenient access to a few first-floor walk-out units. To accommodate this, we will be submitting for a conditional use permit to allow for approximately 5-15 1st story walkout apartment units along North 3rd Street and potentially along Pine St.

Additionally, we intend to incorporate retail components within the first floor of the building, along 2nd Street.

## DEVELOPMENT PLANS



The former La Crosse Tribune building, spanning over 44,000 sq ft, is a blighted and underutilized site.

Per the City's Preliminary Comprehensive Plan, there is a strong emphasis on infill development, especially for vacant or underutilized lands and buildings. Our development proposal aligns perfectly with this objective. We intend to revitalize the underutilized building and integrate the adjacent site at 215 Pine Street into the project.

The original La Crosse Tribune building will be demolished and redeveloped to create approximately 283 multi-family units with one level of underground parking, +/- 6,000 sq ft of commercial space, and a variety of resident amenities.

The Chalmers will serve as a hub for the community, providing gathering and retail spaces. By attracting residents and generating disposable income, this project will infuse the downtown north area with a vibrant and lively atmosphere.

The commercial space within The Chalmers will house establishments that cater to both the residents of the development and the broader downtown community. This may include a coffee shop, a small deli/grocery store, a bakery, and more. In alignment with the City's Comprehensive Plan, our goal is to create a compact and well-designed mixed-use center that encompasses shopping, employment, housing, recreation, and community gathering opportunities.

Conveniently located within walking distance of Riverside Park, The Chalmers' residents will have convenient access to the picturesque riverwalk and the various events the park holds, such as live musical performances, Riverfest, and the Rotary Christmas Lights Parade Party. Residents can easily immerse themselves in the vibrant downtown area of La Crosse, as The Chalmers is located within walking distance.

The intent is for this development to allow residents access to amenities, resources, and community spaces that cater to all different age groups.

### Units

The apartment buildings will have studio through 3-bedroom units. Standard T. Wall Enterprises units feature: high-quality finishes and fixtures including granite countertop kitchen islands, stainless steel appliances, large windows, wider hallways, 1-foot taller ceilings, faucet sprayers, ice makers, glass stovetops, smart thermostats, and in-unit washer



and dryers. The quality finishes and materials make our apartments the resident’s home. It’s a lifestyle choice by our customers.

**Building**

T. Wall Enterprises develops as a long-term owner and manager of properties. By doing this, all construction is completed by using durable, sustainable materials and quality labor. We go the extra mile to construct buildings that last as opposed to developers that cut corners and costs to make a profit on flipping the building upon completion.

The City’s Preliminary Comprehensive Plan encourages fostering greater neighborhood diversity through strategic infill development. Our development will demolishing the old Tribune building and redeveloping both underutilized sites into a mixed-use development.

**General Development Plan Data**

BUILDING TYPE	COMMERCIAL AREA	TOTAL UNITS	TOTAL BEDROOMS	COVERED PARKING	PINE ST RAMP PARKING	TOTAL PARKING	PARKING RATIO	
							PER UNIT	PER BR
A	-	71	85	49	36	85	1.20	1.00
B	-	71	85	48	37	85	1.20	1.00
C	2,295	141	170	96	77	173	1.23	1.02
<b>TOTALS</b>	<b>2,295</b>	<b>283</b>	<b>340</b>	<b>193</b>	<b>150</b>	<b>343</b>	<b>1.21</b>	<b>1.01</b>

*NOTE: ALL VALUES ARE ESTIMATES AT THIS TIME*

**Building Design**

The design of The Chalmers building will be influenced by a current T. Wall Enterprises development: The Olmsted, located in The Garden District in Middleton, WI. The Olmsted renderings below showcase the design direction we will pursue. Our aim is to create a building that seamlessly blends with La Crosse’s aesthetic, resembling an old warehouse that was retrofitted into an apartment building using masterful masonry and high-quality stone materials with lap siding and faux wood siding accents. The primary goal of the building’s design is to foster a strong sense of community. Drawing inspiration from successful past T. Wall Enterprises developments, we aim to create a space that will make you feel truly immersed in our vibrant community.





*The Olmsted Residences renderings (part of the master planned Bruce Company Redevelopment/The Garden District in Middleton, WI)*



## **Parking**

On each of T. Wall Enterprises developments, we typically strive for a parking ratio of 1:1.2 or greater (1.2 parking stalls for every unit). This is the ratio we will target as the buildings are designed and constructed.

The Chalmers is planning one story of underground-parking accommodating approximately 190 stalls. However, to achieve our desired 1:1.2 parking ratio, we came up with a creative concept that provides our residents the parking they need while creating additional revenue for the City. We intend to construct a skywalk over Pine Street that would connect The Chalmers to the Pine Street Parking Ramp, where we plan to lease approximately 150-160 stalls from the City. The Pine Street parking garage has more than enough capacity and availability to accommodate our stall request.

The Chalmers Residences, LLC will submit a Revocable Occupancy Permit application in the months to follow.

## **Amenities**

As part of making this community a resident's home, T. Wall Enterprises wishes to have an amenity rich community, including the following:

Bike storage, club room, pool, whirlpool, grilling stations, fire pits, cabana and lounge seating, fitness center, yoga studio, community office space, dog wash stations, personal storage, electric vehicle charging stations, and bike maintenance stations.

## **Construction Timeline**

We intend to start construction in the fall of 2024, which would lead to an opening date in 2026. T. Wall Enterprises always aims to start construction during the Fall to open in time for the start of leasing season the following spring. This allows our in house management team enough time to lease up each individual phase before opening the next phase.

Due to the development being approximately 283 units, we intent to phase construction. Phase 1 being built first, fall of 2024, followed by Phase 2 and Phase 3, each 1 or 2 years apart. By phasing construction, we avoid an oversaturation of units being brought to market all at once.



### Green/Sustainable Building Features

- Electric vehicle charging stations
  - 10% of parking stalls will have electric vehicle charging stations while 100% of out covered parking stalls will be wired to accommodate electric vehicle charging stations in the future
- Recycling and Reuse plan for demolition of existing Tribune building
- Regionally sourced materials where possible
- Bike and scooter charging stations
- Energy efficient appliances
- High efficiency glass
- LED lighting

### TAX INCREMENTAL FINANCING

Currently, the TID 17 boundary encompasses only the 215 Pine St parcel. However, the City of La Crosse is actively working on modifying the TID 17 boundary to include the 401 N 3rd street parcel.

Once the modification is complete and the 3rd street parcel becomes eligible for TIF we will proceed with a TIF request.

### CLOSING

We understand the importance for continued positive, creative, and high-quality development in the City of La Crosse.

We feel our proposal aligns with the goals set forth in the City's Comprehensive Plan. We are confident that our team's vision will contribute immensely to La Crosse's objectives by introducing a vibrant mixed-use planned community that actively involves both the residents of our development and the Village. Our project will bring life to the 401 North 3rd Street land and its surrounding area, while also forging strong connections between our residents and the rest of La Crosse.

T. Wall Enterprises seeks to add to the high-quality development that this community is experiencing now and desires for the future. **We want to ensure that La Crosse continues to flourish as an exceptional place to live, work, and shop.**





Thank you for your consideration.

Sincerely,

The Chalmers Residences, LLC

By: \_\_\_\_\_  
Jake Bunz, Development Manager

Enclosures:

*Site Plan*

*Property survey/existing conditions*

*Example design images*

*T. Wall Enterprises Track Record*