

# The Lofts

AT RIVER POINT

THE LOFTS  
AT  
RIVER POINT

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# TABLE OF CONTENTS

1. RIVER POINT DISTRICT MASTER PLAN
2. THE LOFTS AT RIVER POINT OVERVIEW
3. CONCEPT PRECEDENTS
4. SITE PLANS/DISTRICT PLANS
5. FLOOR PLANS & RESIDENTIAL UNITS
6. BUILDING ELEVATIONS
7. EXTERIOR RENDERINGS
8. MATERIAL PALETTES



# The River Point Development District

River Point is a 65-acre development project just north of downtown La Crosse. Located along the renowned Mississippi River, the district is envisioned to offer a blend of natural beauty and urban living. With its picturesque waterfront views and lush green spaces, the district will be developed as a live, work, play extension of downtown. Comprised of several individual development projects, River Point will offer a variety of housing options, including townhomes, senior housing and contemporary apartments, catering to diverse lifestyles and preferences. The proximity to the river provides will allow residents to access active lifestyle opportunities, including biking, boating, fishing, and hiking along the nearby trails. Ground floors of many of the projects will include retail, restaurants and entertainment catering to district residents and the entire region.





# RIVER POINT DISTRICT MASTER PLAN

## 2.0 SPECIFIC DEVELOPMENT PLAN

### 2.1 Organizing Principles



FIGURE 2.1.2: Land Use, Points of Interest, and Site Connections

## RIVER POINT DISTRICT

### Site Location - Existing Condition - Local Map

## 2.0 SPECIFIC DEVELOPMENT PLAN

### 2.3 Development Summary

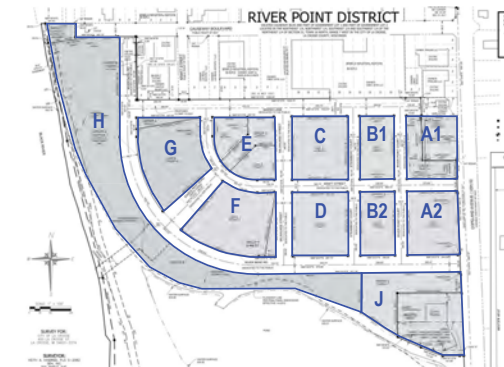
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan.

TABLE 2.3.1: Development Summary

Lot or Outlot	Approximate Square Footage	Approximate Acreage	Description
<b>ZONE A1 - Perimeter Commercial &amp; Mixed-Use Zone</b>			
OUTLOT 1	39,081	0.90	Zone A1 allows for commercial/retail opportunities. Mixed use buildings with ground floor commercial/retail activation with residential floors above is favorable. <b>Building height in Zone A1 shall be a minimum of 2 stories.</b>
<b>ZONE A2 - Perimeter Commercial &amp; Mixed-Use Zone</b>			
LOT 9	76,654	1.76	Zone A2 allows for commercial/retail opportunities. Mixed use buildings with ground floor commercial/retail activation with residential floors above is favorable. <b>Building height in Zone A2 shall be a minimum of 2 stories.</b>
<b>ZONE B1 - Residential &amp; Mixed-Use Zone</b>			
LOT 1	51,088	1.19	
<b>ZONE B2 - Residential &amp; Mixed-Use Zone</b>			
LOT 8	75,774	1.74	
<b>ZONE C - Residential &amp; Mixed-Use Zone</b>			
LOT 2	82,405	1.89	
<b>ZONE D - Residential &amp; Mixed-Use Zone</b>			
LOT 7	82,414	1.89	
<b>ZONE E - Residential &amp; Mixed-Use Zone</b>			
OUTLOT 2	28,486	0.65	
LOT 3	27,035	0.62	
LOT 4	262,200	6.00	
<b>ZONE F - Residential &amp; Mixed-Use Zone</b>			
LOT 6	106,576	2.44	
OUTLOT 4	86,605	1.97	
<b>ZONE G - Residential &amp; Mixed-Use Zone</b>			
LOT 5	103,133	2.41	
OUTLOT 3	86,605	1.97	
<b>ZONE H - Entertainment, Public Amenity, &amp; Civic Zone</b>			
OUTLOT 6	174,943	3.99	Entertainment, Public Amenity, & Civic. Mixed Use opportunities. Multi-family residential above retail.
OUTLOT 7	543,100	12.48	
<b>ZONE J - Perimeter Commercial &amp; Mixed-Use Zone</b>			
OUTLOT 5	75,430	1.73	Zone J allows for commercial/retail opportunities. Mixed use buildings with ground floor commercial/retail activation with residential floors above is favorable. <b>Building height in Zone J shall be a minimum of 2 stories.</b>
<b>TOTAL</b>		<b>57.35</b>	

\*Acreages shown do not include public roadways or public green space.

FIGURE 2.3.2: Site plan with labeled zones corresponding to the development summary.



2.0 General Development Plan

## 2.0 SPECIFIC DEVELOPMENT PLAN

### 2.2 Land Use Diagram

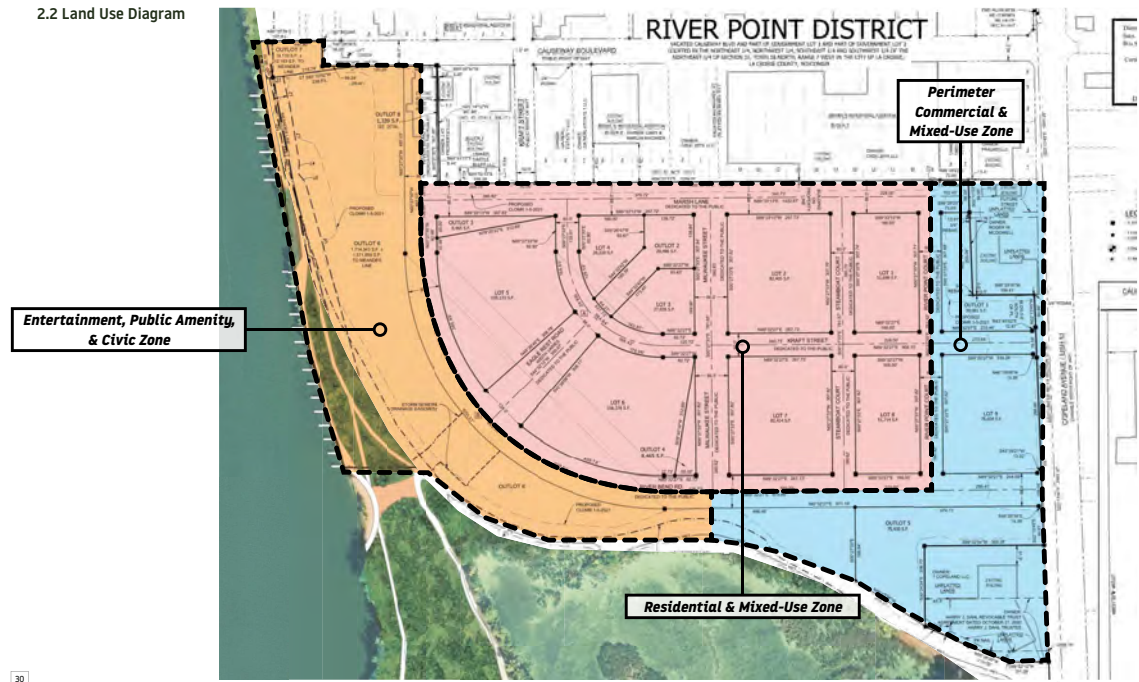


FIGURE 2.2.1: Land Use Diagram

## RIVER POINT DISTRICT

## 4.0 BUILDING DESIGN GUIDELINES

### 4.1 General Guidelines for Building Design & Construction

Design guidelines, including dimensional constraints for different building typologies are shown in Table 4.7.1. The following guidelines offer a general explanation of building types indicative to promoting a walkable and sustainable urban development.

- Buildings should identify with a cohesive and complimentary architectural character. A timeless design language that elevates the pedestrian, resident, and visitor experience is essential.

### 4.2 Building Facade

Implementation of cohesive architectural composition for individual buildings within the River Point District development ensures that buildings harmonize with each other, create a uniform neighborhood design language, and provide understandable architecture without limiting individual building expression and style.

Visually interesting building facades appeal to the general public and can enhance the experience in adjacent open community spaces with the likely potential to increase nearby property values throughout the development. A timeless design aesthetic should be demonstrated for all building typologies.

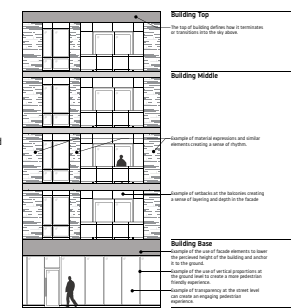


FIGURE 4.2.1: Example of successful building material composition.

### Building Facade Composition

#### Building Base

The base of a building facade anchors it to the ground and is the closest interface between the pedestrian and the building. The base elements of proposed buildings should be highly articulated, scaled to relate to the pedestrian experience, utilize high quality materials, and be transparent through the use of glazing wherever possible.

#### Rhythm

Rhythm refers to a repetitive pattern or recurrence of building elements along the facade. These patterns are often linked to structural bays or reflect programmatic elements with end conditions given special treatment. Rhythmic elements can

provide the backbone for architectural expression or identity; the repetition providing a unifying feature for the facade. These elements also help visually break down the scale of the facade into smaller, constituent parts.

#### Scale

Buildings are experienced from a variety of distances and thus the compositional building elements (entries, windows, structural bays, roof elements, etc) should use sizes and shapes that are distinguishable from both near and far. Overall building height and massing should fit with the scale and character of the development as a whole.

In keeping with its goal of facilitating a walkable, urban development, a pedestrian scale experience is of particular importance to the River

## RIVER POINT DISTRICT

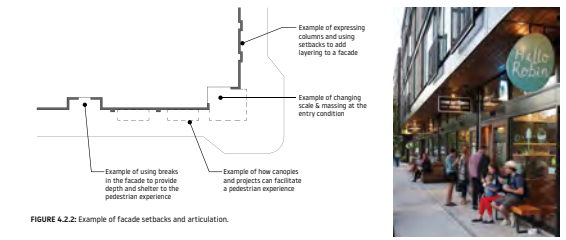


FIGURE 4.2.2: Example of facade setbacks and articulation.

Point District. Special care should be taken to the scale, massing and height of street level building elements to emphasize pedestrian comfort.

### Height

The height of buildings within the River Point District should follow the guidelines set forth in the Building Type Regulations (Table 4.7.1).

This development is intended to have a dense, urban character and thus building towards the maximum height allowed per building type is encouraged. Though more height and density may result in higher parking requirements, taller buildings may not build large, open parking fields that result in disconnected, suburban building patterns. Buildings should abide by building height minimums.

### Massing

Building massing should provide visual richness and a pleasant, human scale. Large buildings should consider a hierarchy of masses and forms that break down the building scale rather than a single mass. Techniques for accomplishing these goals include the use of distinct building components, variation of roof form, or intentional placement of projections or recesses. Massing should consider the principles of rhythm and scale to avoid excessive changes in form or disharmonious street facades.

### Proportion

Proportional harmonies in building massing and building elements should be considered in order to produce visual harmony throughout the building facade. It should be noted that streetfront building elements have typically used vertical, as opposed to horizontal, proportions as it has traditionally seemed to offer a more pedestrian-friendly experience.

### Layering

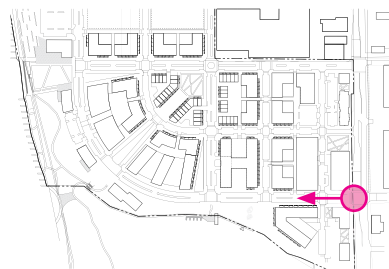
Building facades with layering and depth are important for creating the visual scales and pedestrian experiences intended at the River Point District. Techniques for avoiding "flat" facades include the following: the setting back of windows behind the plane of the main facade; the use of window sills, awnings, canopies, the extension of roof eaves; the expression of columns through arcades or changes in plane.

### Freestanding Commercial, Office, and other unique buildings

Buildings shall be designed as four-sided architecture with recommended high quality and finish-grade materials used consistently on all facades. Other materials such as precast concrete, decorative concrete block or decorative facade panels may be appropriate if properly detailed and integrated with the architecture. Metal and finished wood may be used as accents, but should not be the primary material for any facade.

4.0 Building Design Guidelines





**6.8 Riverside North Gateway Concept**

Located on the Southernmost entrance along Copeland Avenue, the development will have gateway entrances with a unique identity.



# The Lofts at River Point

The Lofts at River Point is an extension of Gateway Commons, presently under development on a block directly to the east. The Lofts at River Point offers additional residential density to the River Point community and, like Gateway commons, it is a vibrant, mixed-use development where professionals seeking active, healthy lifestyles come to live work and play. Together, the projects bring more than 200 residential units to the market at the critical entryway to the entire River Point area.

The Lofts at River Point is shaped by similar core principles as its sister project:

## The project is shaped by four core principles



### Community Vitality & Residential Density

The Lofts at River Point builds upon the residential population that will move into gateway commons, bringing more than 200 new units to the area. Residents will be encouraged to utilize the amenities, outdoor spaces and commercial tenants afforded by both projects as well as the entirety of the River Point District. The spaces will be programmed throughout the year and offer opportunities for continuous activity and vibrancy

### Local Business Opportunity

The Lofts at River Point will include small commercial spaces on the ground floor, aimed to be cost effective and efficient for local businesses to be able to afford. Businesses will be marketed that complement one another between The Lofts at River Point and Gateway Commons to create a mutually supportive environment for success.

### Environmental Access & Stewardship

As with Gateway Commons, The Lofts at River Point is being developed to attract those who are stewards of the outdoors. We understand the immense value that the natural amenities of the district have to the quality of life in the City of La Crosse. The neighboring projects, collectively, will feature purposeful amenities such as bicycle share, kayak share and sporting equipment for residents to use to explore the rivers and trails that link River Point to the rest of the city. This will be a destination for those who want the best combination of urban living and the great outdoors.

### Cultural Enhancement

The culture of a place is rooted in the built environment and the people who inhabit it. As an entirely new district in the City of La Crosse, we have a tremendous opportunity to build upon the existing culture of the city and grow a new culture unique to this specific location. Gateway Commons will serve as the entryway and brand-setting project for the entire district, leveraging artistic signage, uniquely designed exterior spaces and integration of natural landscapes. The project will give visitors a first impression that the River Point District is a truly special place that is vibrant, active and celebrates the outdoors as an outstanding part of life in the City of La Crosse.



# PRECEDENTS

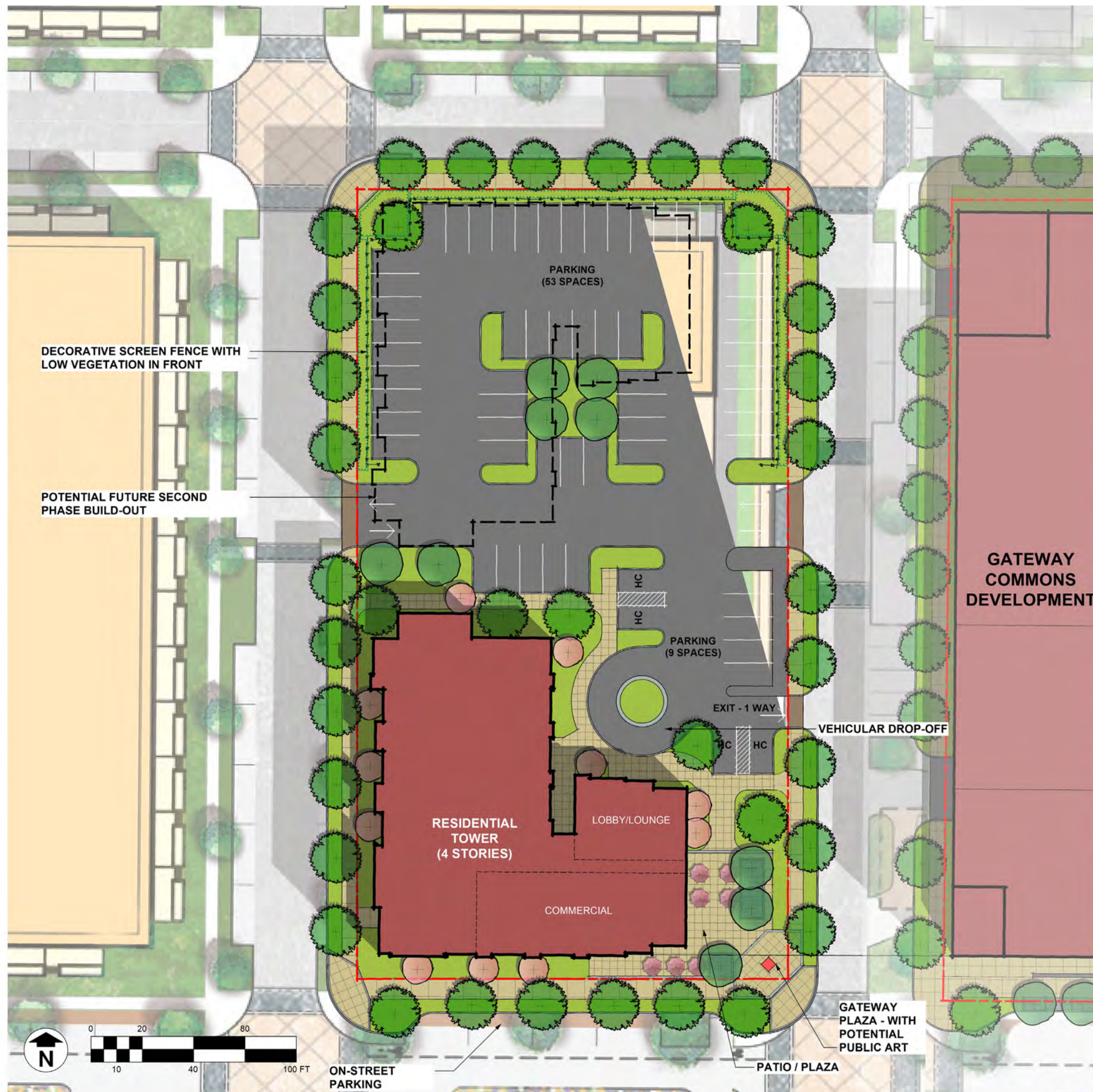
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### Parking & Access

The site plan includes 62 surface parking spaces, including dedicated handicap spaces. Each unit will be assigned a dedicated parking space.

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DWG TITLE

SITE PLAN

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SCALE	
DWN	MCS
CHK	JP2
PROJ. No.	614003
DWG. No.	





### Commercial Spaces

The building features 2,400 square feet of commercial space along River Bend Drive that is able to be subdivided for multiple tenants. This will be an extension of commercial space at Gateway Commons that wraps around the intersection at Copeland Ave and down River Bend Drive into the River Point district, providing continuity of commercial frontage and active first floors, drawing visitors into the development. Tenants have not been defined at this point but will be carefully marketed to complement what will be offered at neighboring developments and prioritize activating the streetscape.

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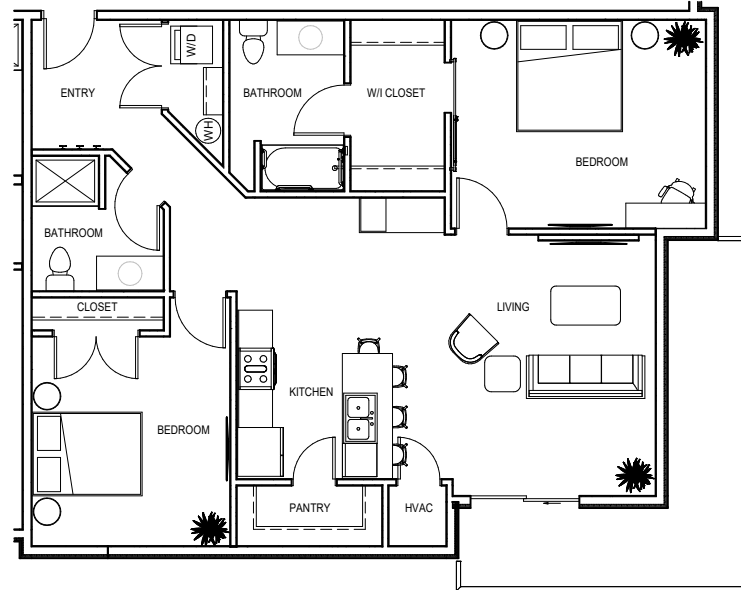
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FIRST LEVEL FLOOR PLAN



DATE: 06/26/2023  
SCALE:                        
DWN: MCS                      CHK: JP2  
PROJ. No: 614003  
DWG. No:





**2** UNIT D - 2 BEDROOM  
SCALE: 3/16" = 1'-0"

**Residential Units**

The project includes 55 residential units on four floors. It will feature a mix of two-bedroom, one-bedroom and efficiency one-bedroom units. The efficiency one-bedroom units offer a more affordable price point for a high quality living opportunity within the project. Most units will feature balconies and all will have access to the building's amenities.



**1** SECOND - FOURTH LEVEL FLOOR PLAN  
SCALE: 1/8" = 1'-0"

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SECOND LEVEL FLOOR PLAN

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PROJ. No: 614003  
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EXTERIOR



ELEVATION

### Unique Design Elements

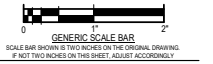
The project features a number of unique design elements to connect to the unique brand of River Point, extol the community driven values of the project and manage the challenges that the site presents.

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DWG TITLE  
EXTERIOR ELEVATIONS



DATE 06/26/2023  
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DWG. No:





**#1 - Prominent Corner Commercial Space**

The design of the project draws the visitor to the corner of the property and into the site at the intersection of River Bend Road and River Point Court. The corner will be highly visible and will naturally draw the end user into the site.

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EAST ELEVATION RENDERING



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SCALE: MCS  
DWN: MCS CHK: JP2  
PROJ. No: 614003  
DWG. No:



## #2 - Cohesion and Connectivity

With its direct adjacency to Gateway Commons and the intent in sharing amenities, The Lofts at River Point will be part of the direct ingress to River Point District. The proposed southeast plaza creates a welcoming appeal which directly complements the tone set by Gateway Commons. Rykey wants to create a campus feel between Lots 8 & 9 to provide a cohesive feel between the two properties.



① RENDERINGS  
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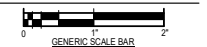
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RETAIL LEVEL



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CORTEN STEEL ①



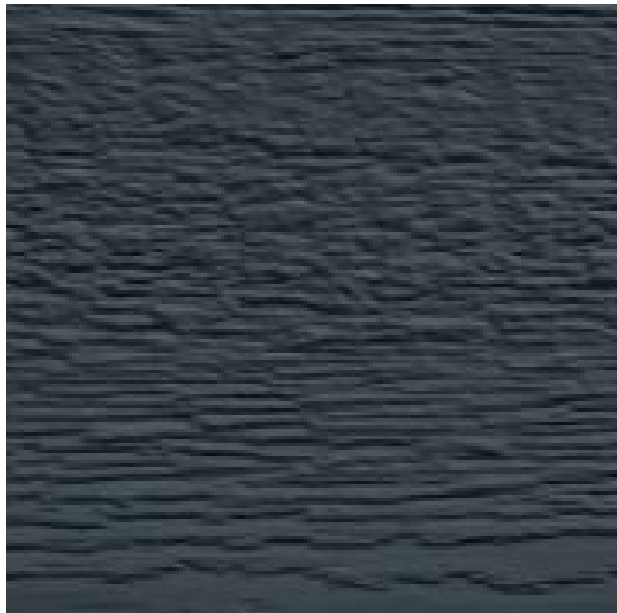
PAC-CLAD FLUSH PANEL - WHITE ②



BRICK ③



LP DIAMONDKOTE - ONYX ④



LP DIAMONDKOTE - CASCADE ⑤



NICHIHA VINTAGEWOOD - CEDAR ⑥



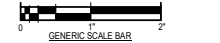
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EXTERIOR MATERIAL PALETTE



DATE: 06/26/2023  
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DWN: MCS CHK: JP2  
PROJ. No.: 614003  
DWG. No.:



# The Lofts

AT RIVER POINT

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