



RIVER POINT DISTRICT

CREATING AN ELEVATED LIVING EXPERIENCE

Planned Development District
INITIAL ISSUANCE : JANUARY 17, 2020

APPROVAL DATE OF GDP : OCTOBER 10, 2019

APPROVAL DATE SPECIFIC - DP : JUNE 8, 2023



RINKA+



“Each and every one of our neighborhoods has the potential to be a wonderful place to live, work, and enjoy recreation. Together we can make La Crosse the place we want it to be”

- Mayor Tim Kabat



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INTRODUCTION

- 1.1 Purpose
- 1.2 Existing Site Conditions and Background
 - 1.2.1 Site General Opportunities & Constraints
 - 1.2.2 Natural Resources
 - 1.2.3 Environmental Provisions
 - 1.2.4 Cultural Resources
 - 1.2.5 Existing Infrastructure
- 1.3 Goals & Objectives of the Design Guidelines
- 1.4 Applicability
- 1.5 Review Process
- 1.6 Previous Plans and Community Engagement Summary

SPECIFIC DEVELOPMENT PLAN

- 2.1 Organizing Principles
- 2.2 Land Use Diagram
- 2.3 Development Summary
- 2.4 Land Use Regulation Table

INFRASTRUCTURE DESIGN GUIDELINES

- 3.1 Active Streets and Walkability
 - 3.1.1 Street Design
 - 3.1.2 Build-to-zones & related street edge conditions
 - 3.1.3 Residential Street Edges
 - 3.1.4 Commercial & Mixed-use Street Edges
 - 3.1.5 Pedestrian & Bicycle Network Links
 - 3.1.6 Parking Design
 - 3.1.7 Crosswalks
 - 3.1.8 Street Furniture
 - 3.1.9 Public Art
 - 3.1.10 Service Areas
 - 3.1.11 Maintenance & Operations
- 3.2 Wayfinding & Signage
- 3.3 Landscaping Guidelines, Maintenance, & Operations
- 3.4 Best Management Practices

BUILDING DESIGN GUIDELINES

- 4.1 General Guidelines for Building Design & Construction
- 4.2 Building Facade
- 4.3 Materials
- 4.4 Outdoor Lighting
- 4.5 Signage Guidelines
- 4.6 Regulations for Building Types - Descriptions
- 4.7 Regulations for Building Types - Table

APPENDIX

- 5.1 Figure and Image credits

- FOR REFERENCE - INITIAL MASTERPLAN CONCEPT

- 6.0-6.10 Initial Masterplan concept section
(Diagrams, Development summary, & concept imagery)



INTRODUCTION

1.0



FIGURE 1.1: Aerial Rendering of Proposed River Point District

1.1 Purpose

The purpose of the River Point District Planned Development District document is to outline goals, plan, and requirements for re-imagining the former 65-acre industrial property as a vibrant, new, mixed-use waterfront neighborhood in City of La Crosse.

The River Point District is a forward thinking vision for a contemporary neighborhood where the natural surroundings create the opportunities for unique community amenities and attractive development.

Development of this site reclaims an underutilized property located along Copeland Avenue/US Route 53 and at the confluence of the Mississippi, Black, and La Crosse Rivers. Its location along the water's edge and to the north of Downtown creates

an opportunity to stitch together La Crosse's riverfront, system of parks and trails, and expand its urban grid, integrated as a unique, holistically considered neighborhood.

Development of this neighborhood will complement the City of La Crosse's efforts to revitalize Downtown, building off its rich architecture and celebrated history. While respecting La Crosse's historical legacy, the development strives to support its identity as a progressive, integrated community of regional and international influence.

The guidelines developed for River Point District are the culmination of a master planning process started by a collaborative community design charrette hosted by the Redevelopment Authority (RDA) of La Crosse.

The general development plan and supporting conceptual imagery offers an innovative vision for a neighborhood reflective of the values and priorities of the community stakeholders, and responds to the broader environmental, social, and economic relationships of La Crosse.

This document provides an informational road map for developers and the community to create a one of a kind successful urban neighborhood.

PLEASE NOTE - The following guidelines have been updated to coincide with developer interest and relates to the current site engineering.



FIGURE 1.2.1: Aerial photograph of site conditions.

1.2 Existing Site Conditions and Background

1.2.1 Site General Opportunities & Constraints

The River Point District capitalizes on a unique development opportunity, featuring connections to an vibrant, walkable downtown business district, and integrating access and views to the Mississippi River, a major international migratory flyway and recognized natural wonder of the world.

A former rail bridge connects the project site across the La Crosse River via new multi-use trails to historic Riverside Park, hotels, restaurants, seasonal festival grounds, and other downtown riverfront amenities. This plan stitches together the development areas to the existing

amenities to the south and urban grid to the north, creating a synergistic, connected community.

The river's edge, adjacent large wetland complex (former La Crosse River oxbow), and forested areas provide opportunities for recreation, connection to nature, and views.

With these opportunities come design considerations and constraints that must be addressed in order to successfully realize the potential of the plan.

The unique location has been a historically utilized hub for river related commerce and industry since the city's early days. These activities have left a historical and environmental footprint on the site.

The natural setting is an asset to

the development, but also brings wetland, habitat, and flood pattern considerations that need to be considered in development of the district.

The work to mitigate barriers to development is already underway. The Redevelopment Authority has spent over 15 years acquiring and remediating the three primary former industrial properties in the project area and raising the site above the 100-year flood plain elevation.

The master plan has been developed to avoid development impact to significant identified wetland, habitat, and historical areas. The guidelines and requirements within this document have been developed in coordination with the remediation criteria identified. The goal is to provide readily developable parcels, sustainably integrated into the site.

1.2.2 Natural Resources

The site's southwest shore abuts the confluence of the Mississippi, Black, and La Crosse Rivers. A flood levee runs through the site, generally following a northwest to southeast alignment. Below this levee, drainage is generally to the south and west toward the site's wetlands and adjacent rivers.

The proposed development is prioritized to the north end of the site, on previously disturbed areas, allowing for preservation and enhancement of the natural features as open space amenities.

Floodplain Considerations

A portion of the site has historically experienced annual flooding due to the confluence of rivers and relatively low elevations. The southwest half of the site lies within the floodway (where flood waters experience significant flow), and most of the site's remainder (as well as surrounding areas) lies within the 100-year floodplain (Figure 1.2.2).

The northern portion of the site has been updated with significant amounts fill so that future development will occur two feet above of the 100-year floodplain. This is the area identified for building development in the master plan. Additional elevation and stormwater provisions related to the floodplain are further described in Appendix 6.5 and following sections of this document.

Wetland Considerations

The site's hydrology and wetland features are described in more detail in Appendix 6.3.



FIGURE 1.2.2: Site Hydrology

The master plan identifies building sites in locations avoiding impact to the known wetland areas, allowing the opportunity for these undeveloped natural features to be conserved and enhanced as part of the open space amenities.

Landscape and Vegetation

The characteristics of the existing landscape and vegetation are described in detail in Appendix 6.3.

The building development areas identified within the master plan avoid the majority of the highly vegetated natural areas. The standards within

this document include landscape requirements that are intended to be compatible with the existing native landscape. Care should be taken to avoid impact to native landscape.

Wildlife

The wetlands, vegetation, and proximity to the river provide habitat for wildlife, described in more detail in Appendix 6.3.

The designated development areas are principally located in disturbed areas and avoid areas of natural habitat, in an effort to provide an environment where the natural surrounding can thrive and be featured as a valued

amenity of the community.

1.2.3 Environmental Provisions

The River Point District is planned on a property that includes areas previously used for industrial purposes. Remediation actions have been completed, and each known site has received regulatory closure.

While remediation actions have been completed, residual contamination remains and may be addressed by future development as outlined in Appendix 6.4.

1.2.4 Cultural Resources

The site's historical use provides an opportunity for preservation, interpretation, and placemaking. Development within the site should be designed and constructed responsive to the archaeological context as described below, and in the Archaeological Literature Review attached as Appendix 6.2.

Within Proposed Building Development Area

There are no reported archaeological sites or historic properties located within the proposed building development area.

There is a possibility that intact historic resources could be found within the project area. Should materials suspected of being historic resources be discovered through the course of work, the proper authorities should be notified.

Note that most of the designated building development sites are located on previously disturbed, reclaimed industrial property.

Adjacent to Proposed Building Development Area

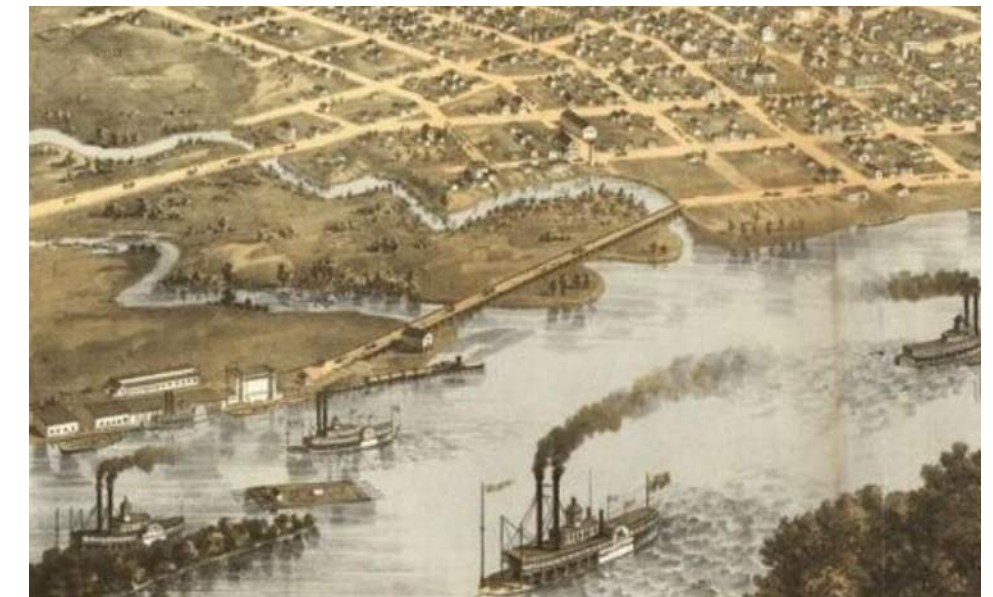
There are two identified archaeological sites located adjacent to the project area, as described in the paragraphs below.

The project site is most notable for the unfortunate 1870 fire and sinking of the War Eagle, a side-wheel riverboat used during the Civil War to transport troops and supplies. Remnants of the ship have been mapped and the area is a cataloged burial site and state registered historic site.

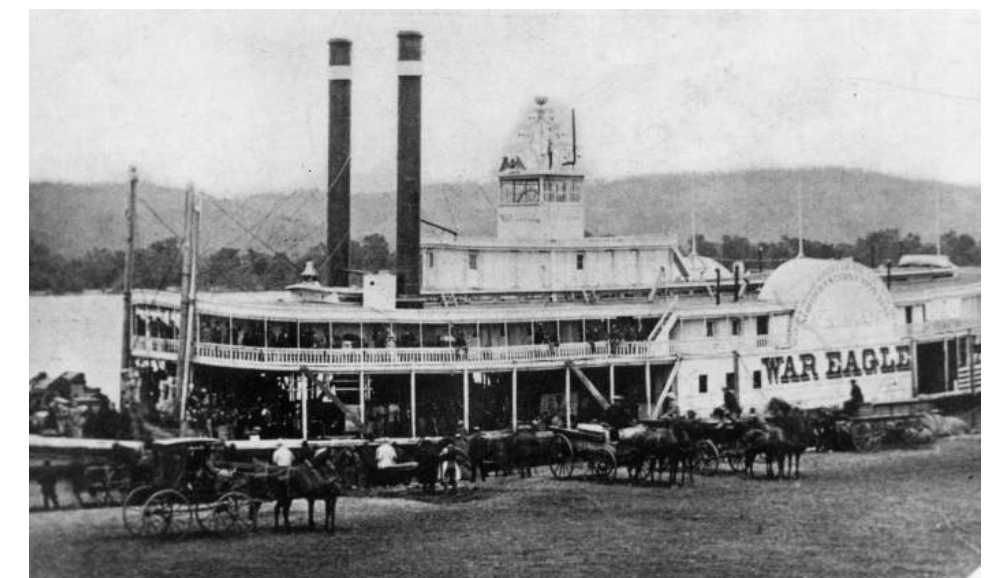
A second area of archaeological significance is located to the south of the War Eagle site, called the Peavey Site, at which a small number of pre and early settlement artifacts were discovered. Buried artifacts notwithstanding, no historic standing structures are present on site.

For construction of the paths, landscape elements, and riverside amenities, total avoidance of the two identified archaeological sites is recommended.

Refer to Archaeological literature Review, attached as an Appendix 6.2.



1867 Bird's Eye View



War Eagle prior to the fire

1.2.5 Existing Infrastructure

The majority of the site was post-industrial lands which has recently undergone significant site filling. The site also has multiple small commercial parcels along the west side of Copeland Avenue, wetlands, grasslands, and forested open space

The site is currently zoned as Plan Development District-General per the PDD-General Document. Portions of the site along the Black, Mississippi, and La Crosse Rivers are within the Floodway Overlay District. Surrounding areas are zoned Heavy Industrial.

The buildable areas of the site are being rezoned to Planned Development District-Specific as part of the rezoning process. Permitted uses, the plan review process, design standards and related parameters are included within this PDD document.

Roadways and Vehicle Access

The Site is bound on the east by Copeland Avenue, also known as US 53. US 53 is the primary north-south route in northwestern Wisconsin, serving as a vital link between I-94 at Eau Claire, Wisconsin and the City of Duluth, Minnesota.

US 53 (Copeland Avenue) begins with a junction at US 14, US 61, and WIS 16 in downtown La Crosse. The road extends northward, past the project site, acting as the main arterial and primary source of vehicle traffic to and from the site.

River Bend Road now serves as the main artery on the western edge of the site providing a framework for

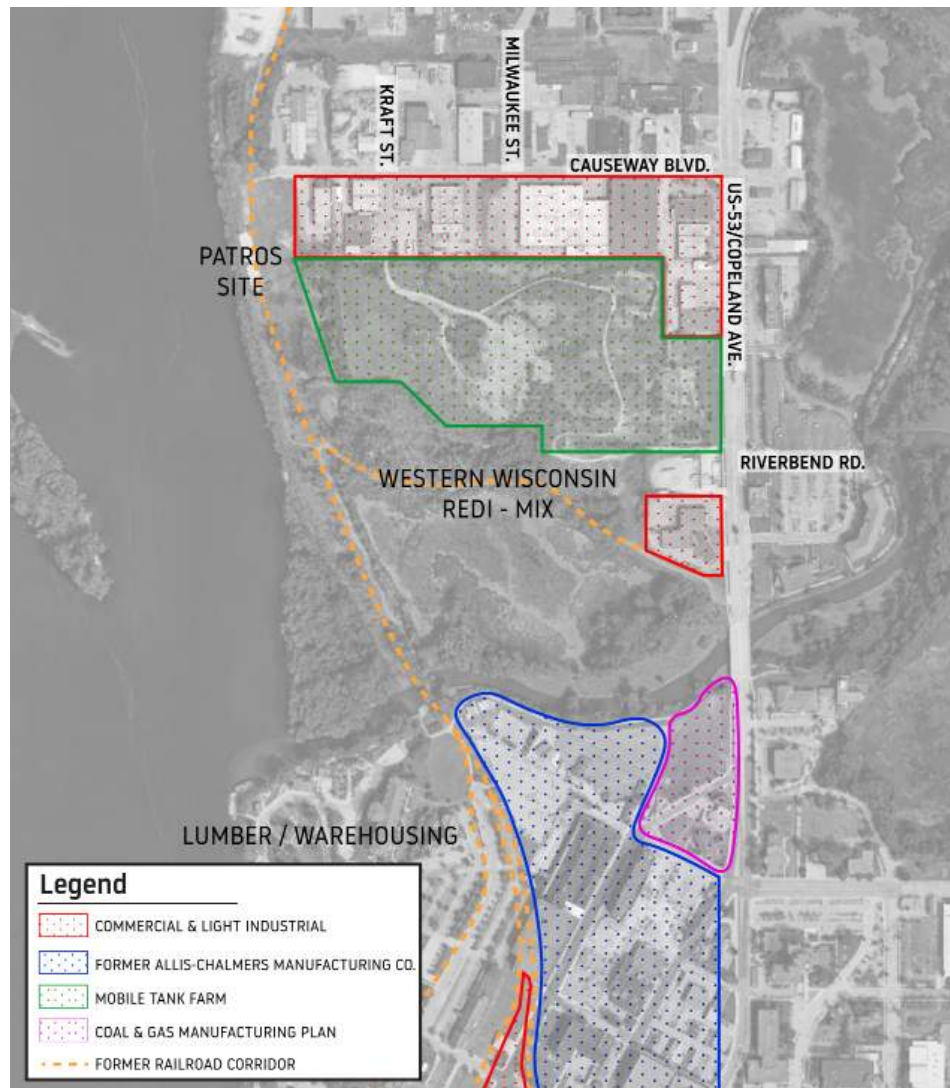


FIGURE 1.2.4: Former Industrial Uses

future internal streets. Milwaukee Street and Kraft Street follow geometry of River Bend Road and further enhance this connected network shaping lots for development.

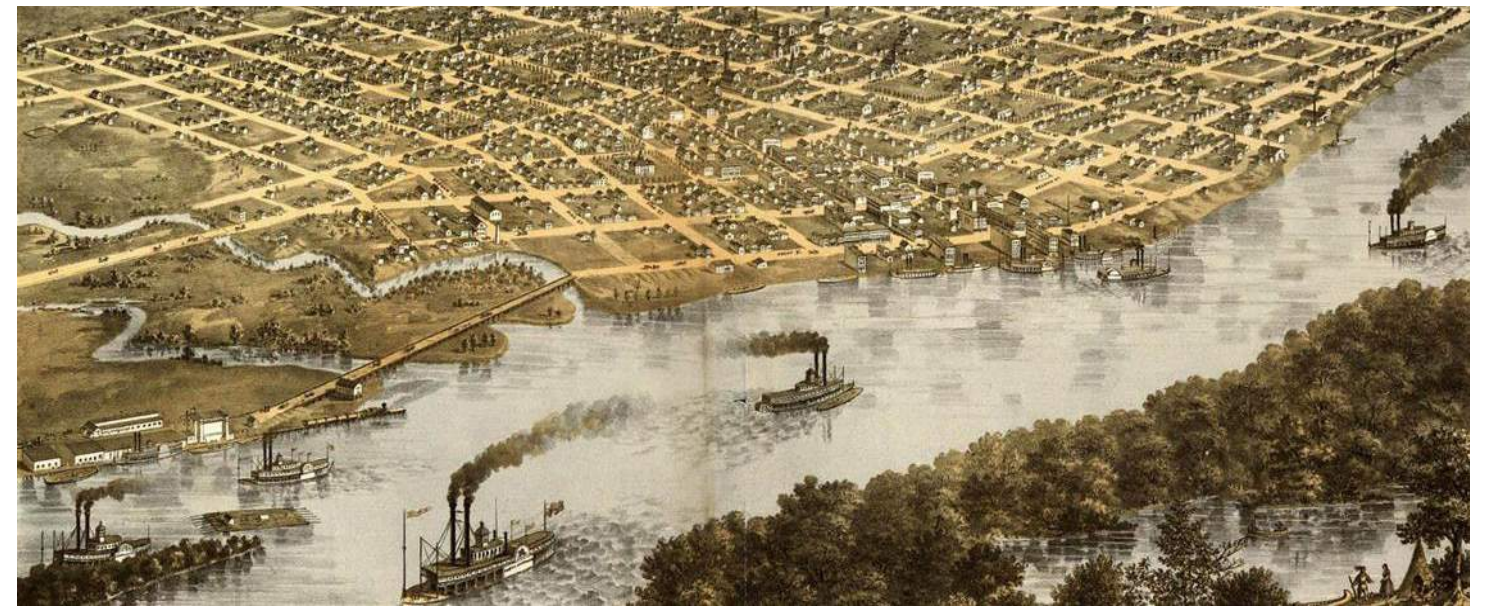
Parking

There is no vehicle parking along Copeland Avenue and there is no existing parking within the project site. There is on-street vehicle parking along Causeway Boulevard, Kraft Street, and Milwaukee Street on the north side of the Site. There are also several large parking lots associated with businesses near the site.

Pedestrians

Sidewalks are present on both sides of Copeland Avenue. Causeway Boulevard will also have sidewalks on both sides after the 2024 construction season. River Bend Road and all future internal streets will have sidewalks and marked crosswalks to enhance the pedestrian safety and experience.

Existing marked cross walks are located at the Causeway Boulevard/ Copeland Avenue intersection and River Bend Road/Copeland Avenue intersection (near Festival Foods). These crosswalks will connect into a network of sidewalks and paths within the River Point District.



City of La Crosse circa 1867

Bicycles

There are no existing bike lanes or shared bike lane markings on Copeland Avenue or any of the side streets on the north side of the Site. There are no existing bicycle racks/parking on Copeland Avenue or adjacent local streets.

This PDD proposes introduction of bicycle-friendly provisions throughout the development. Causeway Boulevard will have bike facilities after the 2024 construction season. Refer to the Infrastructure section of this document.

Trails

The Three Rivers Trail is located to the south of the site. It is a paved multi-use trail that runs along the south side of the La Crosse River.

A trail also runs along the south side of the Festival Foods development. Its southern terminus is Copeland Avenue. The northern terminus is Monitor Street.

Transit/Bus

Bus route 6 runs along Copeland Avenue and terminates at the Downtown La Crosse Transit Center, south of the site. To the north, it travels up to I-90, passing through the Clinton/ Caledonia Transfer Point.

There are four bus stops near the Site on Copeland Avenue. Two stops (one in each direction) are located at the River Bend Road/ Copeland Avenue intersection (near Festival Foods) and two stops are located near the Causeway Boulevard/Copeland Avenue intersection.

Surface Conditions

The site has been raised above the 100- year flood elevation. Other site areas remain within the 100-year flood plain and will need to be raised from its current elevation to approximately two feet above the 100-year floodplain elevation to an elevation of 646.

This PDD document includes requirements governing the required vertical elevation of development.

Utilities

Copeland Boulevard, Causeway Boulevard and Kraft Street currently contain public water main, sanitary and storm sewer facilities and serve adjacent buildings. A sanitary sewer force main runs along the western river side of the site with a lift station at the western end of Causeway Boulevard. Causeway Boulevard will be reconstructed in 2024 with a properly sized watermain.

Overhead electrical transmission and service lines run along the western and southern (riverside) boundaries of the site. The City intends to coordinate the transition of this power service to run underground, in order to facilitate improvements to the river's edge and eliminate barriers between new development and the river.



1.3 Goals & Objectives of the Design Guidelines

The River Point District Design Guidelines outline the expectations for development along the Mississippi River confluence.

Thoughtfully developed, the revitalized area will provide a multi-nodal mixed use community within close adjacency to downtown La Crosse. The River Point District Development is intended to complement Downtown La Crosse, to provide additional open space and recreational opportunities, increase property values, promote economic vitality, enhance the city's long range tax base, increase environmental awareness, and enhance La Crosse's attractiveness as a place to live, work and play.

These design guidelines address development expectations include but are not restricted to high quality architectural treatments, building design, lighting, landscape treatments, materials, publicly accessible amenities, and riverbank treatment. The guidelines encourage all new developments to embrace the river & surrounding natural resources while approaching the development of parcels with an attention to New Urbanist design principles.

Riverbank treatment is of particular importance to this site. There are few sites along the Mississippi River with this impressive setting: where three rivers meet. As such, there are opportunities to think boldly about continuous wharf or riverwalk designs as well as complimentary river-based services and amenities. Riverbank

treatment should be world-class in scale and scope and serve the City of La Crosse and the region for many years to come. Careful consideration should be taken to address transient boating facilities, placement and development of public amenities, and how the riverbank fits into long-term community goals such as linking Riverside Park with Copeland park.

1.4 Applicability

Due to the scale, potential phasing, and the uncertainties inherent in predicting future markets, the River Point District PDD provides flexibility to allow for adaptation to changing market conditions. Phasing scenarios will vary over time in response to the unique conditions and opportunities of the project.



1.5 Review Process

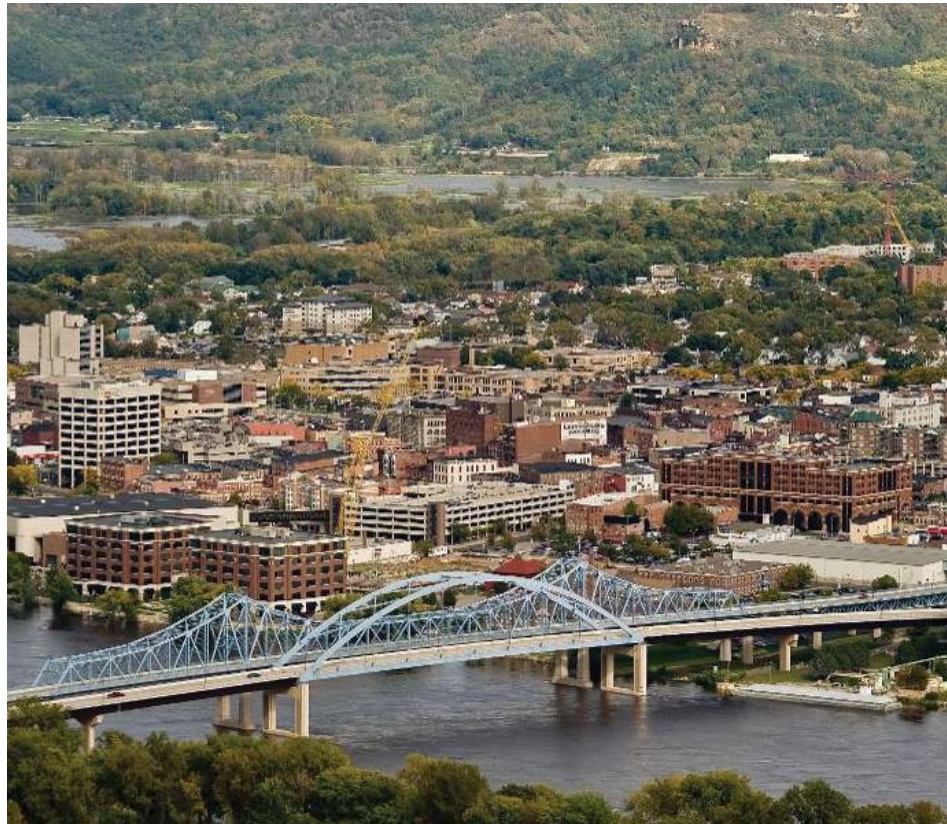
City Plan Commission Review

The La Crosse City Plan Commission will review development applications and evaluate compliance with the River Point District PDD. Building permits will not be issued without City Plan Commission approval. The review process is as follows:

- I. **Pre- Application meeting**
 - a. *Developer meets with Planning Staff/RDA Executive Director & Project Manager to discuss initial project proposal.*
- II. **Submittal of plans/project proposal to RDA for approval.**
 - a. *May require more than one meeting depending on level of plans and proposal.*
 - b. *Prepare plans for the City's Design Review Committee*
- III. **Submittal of plans to the City's Design Review Committee**
 - a. *Preliminary plan review*
 - b. *Final design review*
- IV. **Common Council review & approval**
 - a. *This only occurs if a waiver/ variance from the design standards are required.*
- V. **Administrative Permitting.**

First Generation Proposals

First generation proposals represent higher financial risks because they are part of the initial investment which carries greater uncertainty and unforeseen difficulties with implementation. Given these circumstances, the review of first generation development may be granted more flexibility in the approval process. These non-binding first generation design concepts are illustrated in the General Development



Plan shown in Figure 2.1.6.

Plan Changes and Future Development Options

To allow for reasonable flexibility in site and building design, staff should make an official determination if a proposal demonstrates "substantial compliance" with the General Development Plan or first generation proposal. Specific exceptions and the rationale for exceptions should be stated by staff as part of the materials submitted to the Plan Commission for review.

Reasonable interpretations should be used to evaluate development proposals, recognizing current and future market conditions may suggest alternate development solutions not anticipated by these guidelines. If necessary, they can be modified in the future with appropriate City approvals.

Significant changes to the plan shall be considered a new and separate proposal, and comply with the review and approval requirements of PDD zoning districts as outlined in the La Crosse Municipal Code.

Detailed site, building, landscaping, and lighting plans shall be approved by the Plan Commission for each phase of the development. Any supplemental design elements or improvements outside of the approved master plan must be specifically identified as part of the record of the Plan Commission's approval.

For each phase of the development, site grading and drainage, any public streets and easement modifications, stormwater management and erosion control plans shall be submitted to the City of La Crosse for approval, if required. Strict adherence of the approved grading plan will be required of the owners during and after construction.

If there are any future land divisions, a plat or certified survey map shall be prepared, submitted for approval and recorded. Lots within the boundaries of this PDD are not required to have public street frontage as long as the appropriate access easements are established and are included on any future certified survey map or plat.

The Development Review Process is diagrammed in Figure 1.5. Refer to the La Crosse Municipal Code of Ordinances for more information on review procedures. (www.cityoflacrosse.org)

Management & Maintenance

Long-term economic viability and sustainability of the River Point District Development District depends on effective management and maintenance of community places. A property owners association will be tasked with management and maintenance responsibilities in addition to those which are conducted exclusively by the City of La Crosse or by private property owners.

Such responsibilities will be outlined and described in agreements between the City of La Crosse and property owners that establish the assignment of various responsibilities, shared responsibilities, costs, and monitoring/ compliance measures.

Neighborhood Improvement District (NID)

A Neighborhood Improvement District will be encouraged through the developer negotiation process.

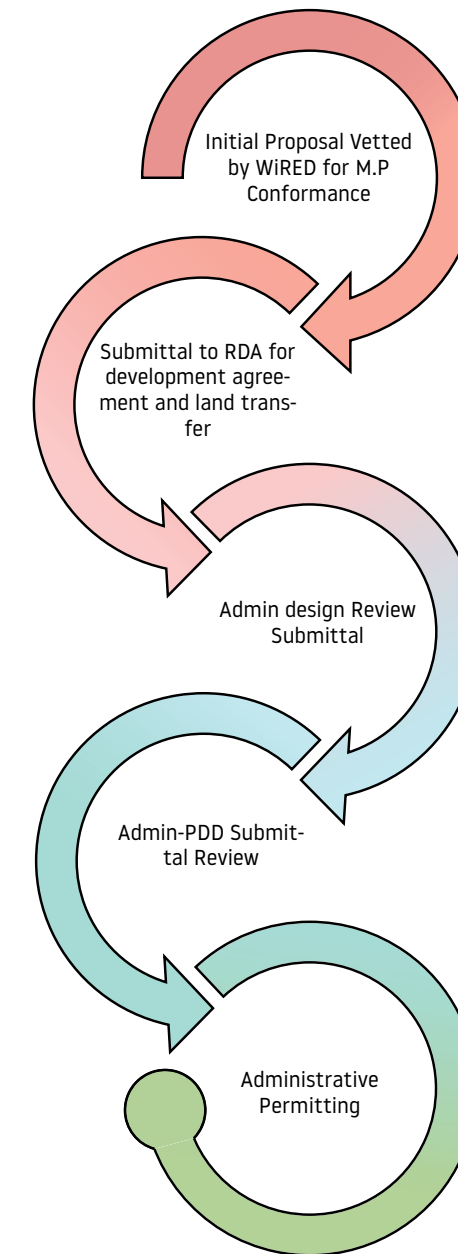


FIGURE 1.5: Plan Review Process



1.6 Previous Plans & Community Engagement Summary

Several plans and studies have been completed within the last ten years that provide recommendations relevant to the River Point District and its surrounding areas. Referenced and relevant plans include:

- **Riverside North La Crosse Charrette Master Plan Report (October 2014)**
- **City of La Crosse Bicycle and Pedestrian Master Plan (2012)**
- **City of La Crosse & La Crosse County Strategic Plan for Sustainability (May 2009)**
- **US Highway 53 Corridor Study & Implementation Plan (March 2018)**
- **City of La Crosse Floodplain Taskforce Comprehensive Plan for Addressing Floodplain Related Issues (July 2008)**
- **FEMA Flood Insurance Study for La Crosse County, Wisconsin and Incorporated Areas (January 2012)**
- **Port of La Crosse Harbor and Waterfront Plan (November 2011)**
- **Transportation Demand Management Plan**
- **City of La Crosse Parks, Recreation, and Forestry Strategic Plan**

An aerial photograph of a city at dusk. In the foreground, a dense residential area with many houses is visible. In the middle ground, a large, illuminated blue bridge with two arches spans across the city. To the left of the bridge, there are industrial structures, including two large white storage tanks. In the background, a wide river flows through a valley, with rolling hills and a forested ridge in the distance. The sky is a mix of orange and blue, indicating the time is either dawn or dusk.

SPECIFIC
DEVELOPMENT PLAN

2020

Mission Statement

The River Point District is intended to establish a dynamic neighborhood, connecting the community to the river, downtown, and urban fabric through a network of public places that provide compelling opportunities for successful development.

Design Goals

1. Community and Neighborhood Creation

- Create an inclusive neighborhood accessible to both existing and new residents. Develop a diverse and holistic community that encourages social interaction.

2. Walkability

- Develop a densely planned community that promotes active lifestyles and minimizes the need for vehicular use within the immediate area.

3. Connection

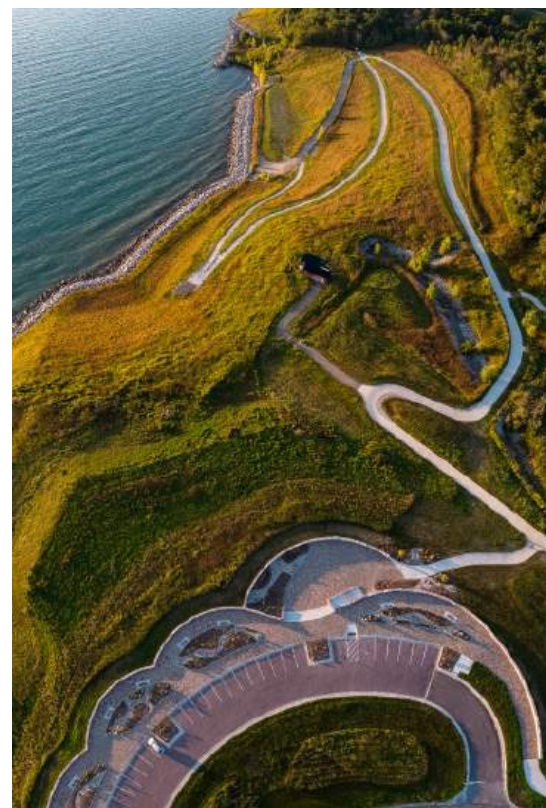
- Build a development that serves to link the North and the South sides of the La Crosse River to downtown and surrounding areas. Create a connection for local community residents to access the existing natural amenities.

4. River & Environment

- Create a community that aims to enhance this unique setting within La Crosse for recreation, public amenities, environmental education, and wildlife preservation.

5. Ecological Responsibility/ Environmental Excellence

- Define sustainable and environmental goals that will identify La Crosse to be a progressive and sustainably minded model community.



2.1 Organizing Principles

Site Location - Regional Map



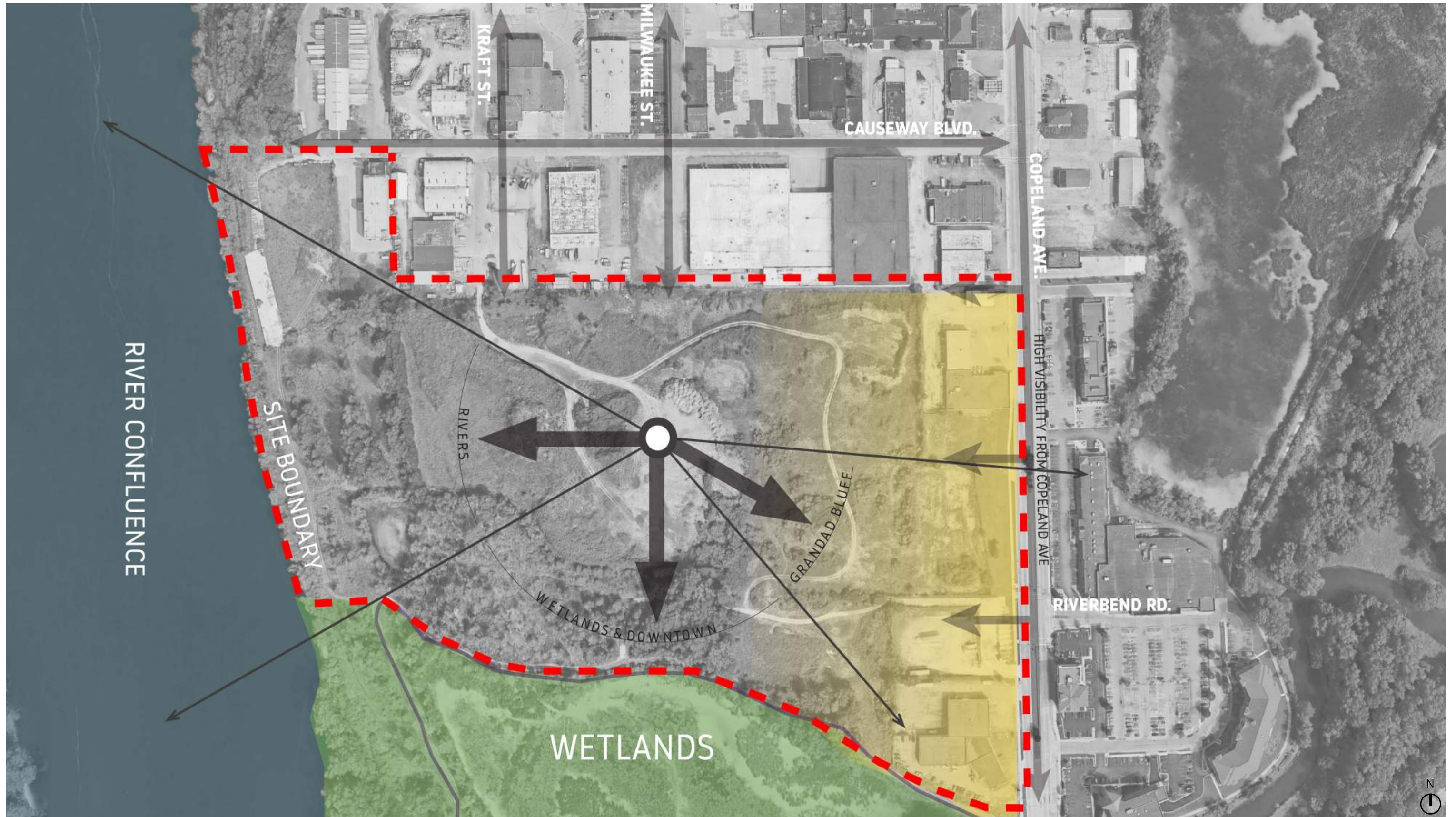
FIGURE 2.1.1: Overall Site Conditions Diagram

2.1 Organizing Principles

Site Location - Existing Condition - Local Map



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



26 FIGURE 2.1.3: Views & Vistas

2.1 Organizing Principles

Connection to Existing City Grid



FIGURE 2.1.4: Connections to the existing city grid

2.0 SPECIFIC DEVELOPMENT PLAN

RIVER POINT DISTRICT

2.2 Land Use Diagram

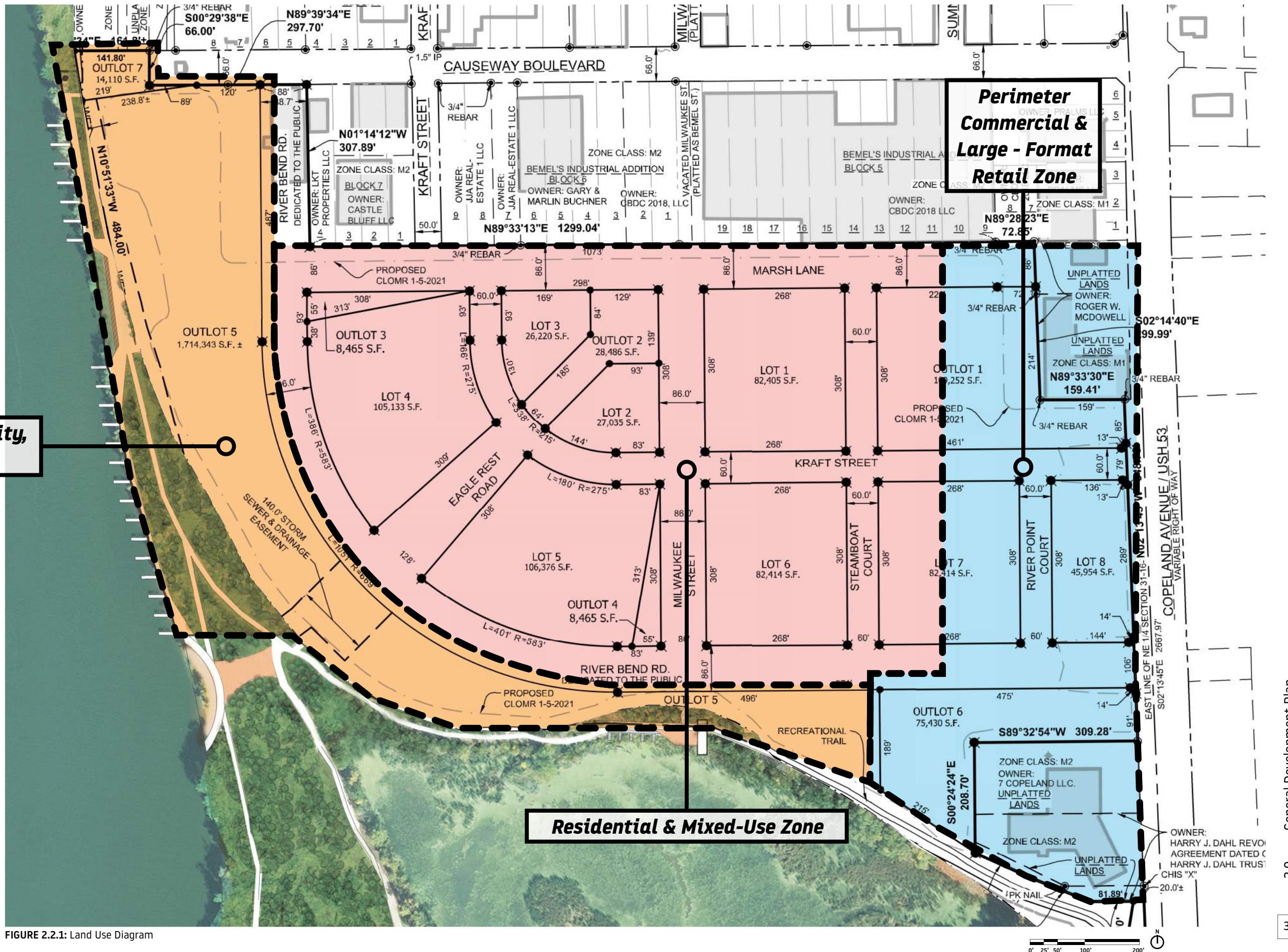


FIGURE 2.2.1: Land Use Diagram

2.3 Development Summary

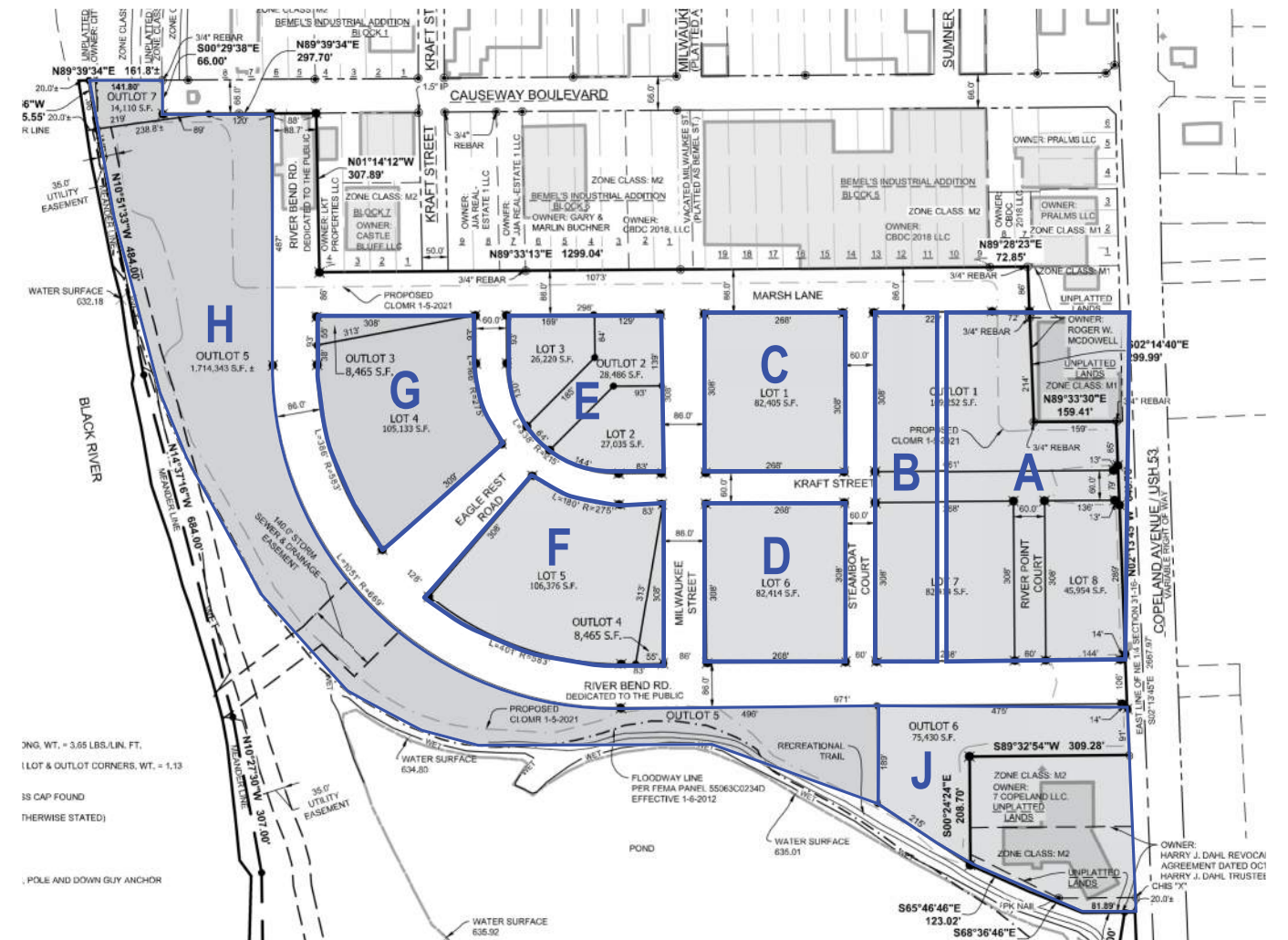
The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual masterplan illustrated in this PDD document. The below table in no way limits the use or size of individual buildings within the masterplan. Refer to Figure 3.1.6 - Off street parking for all designated structured and surface parking areas.

TABLE 2.3.1: Development Summary

| LOT OR OUTLOT | Square Footage | Acreage | Description |
|--|-----------------|---------|---|
| ZONE A - Perimeter commercial & large format retail | | | |
| OUTLOT 1 | 109252 | 2.51 | Zone A allows for commercial and large format retail opportunities. Mixed use buildings with ground floor commercial/retail activation with residential floors above is favorable. Building height in Zone A shall be a minimum of 2 stories. |
| LOT 7 | 82414 | 1.89 | |
| LOT 8 | 45954 | 1.05 | |
| ZONE B - Residential & Mixed Use | | | |
| OUTLOT 1 | Refer to Zone A | | |
| LOT 7 | Refer to Zone A | | |
| ZONE C - Residential & Mixed Use | | | |
| LOT 1 | 82405 | 1.89 | Zone C allows for Residential & Mixed Use |
| ZONE D - Residential & Mixed Use | | | |
| LOT 6 | 82414 | 1.89 | Zone D allows for Residential & Mixed Use |
| ZONE E - Residential & Mixed Use | | | |
| LOT 3 | 26220 | 0.60 | Zone E allows for Residential & Mixed Use |
| LOT 2 | 27035 | 0.62 | |
| OUTLOT 2 | 28486 | 0.65 | |
| ZONE F - Residential & Mixed Use | | | |
| LOT 5 | 106376 | 2.44 | Zone F allows for Residential & Mixed Use |
| OUTLOT 4 | 8465 | 0.19 | |
| ZONE G - Residential & Mixed Use | | | |
| LOT 4 | 105133 | 2.41 | Zone G allows for Residential & Mixed Use |
| OUTLOT 3 | 8465 | 0.19 | |
| ZONE H - Entertainment, Public Amenity, & Civic | | | |
| OUTLOT 5 | 1714343 | 39.36 | Entertainment, Public Amenity, & Civic. Mixed Use opportunities. Multi family residential above retail. |
| OUTLOT 7 | 14110 | 0.32 | |
| ZONE J - Perimeter commercial & large format retail | | | |
| OUTLOT 6 | 75430 | 1.73 | Refer to Zone A |
| TOTAL | | 57.77 | |

*Acreages shown do not include public roadways or public green spaces.

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



2.4 Land Use Regulation Table

| Key | | | | |
|---|--|--|---|--|
| P | Permitted uses subject to City regulations | Commercial & Mixed-Use Zone (includes Residential) | Perimeter Commercial & Large Format Retail Zone | Entertainment, Public Amenity & Civic Zone |
| N | Prohibited | | | |
| C | Conditional uses subject to City regulations | | | |
| Large format retail | | | | |
| Large format retail stores in excess of 50,000 GSF | | N | N | N |
| Government Facilities and Services | | | | |
| Government offices, services, and facilities | | P | P | P |
| Residential | | | | |
| Clubs, fraternities, and sororities | | C | N | N |
| Hotels | | P | P | C |
| Housing for the elderly | | C | N | N |
| Licensed community and other living arrangements | | C | N | N |
| Licensed family day care homes | | C | N | N |
| Licensed foster family homes | | C | N | N |
| Multi-family dwellings with four (4) or more units | | P | C | C |
| One, two, and three family units | | P | N | N |
| Rest homes and nursing homes | | C | N | N |
| Commercial retail and office uses occupying 20,000 gsf or less | | | | |
| Animal hospitals | | C | C | N |
| Antique and collectors stores | | P | P | N |
| Appliance and electronic stores | | P | P | N |
| Art and craft collector studios | | P | P | N |
| Art supply stores | | P | P | N |
| Automotive parts and accessories without installation | | P | P | N |
| Vehicle sales and service | | N | N | N |
| Retail bakeries | | P | P | N |
| Financial institutions with drive-through | | C | C | N |
| Financial institutions with no drive-through facilities | | P | P | N |
| Barber shops and beauty shops | | P | P | N |
| Books and stationery stores | | P | P | N |
| Breweries and Taprooms | | C | P | P |
| Building supply stores | | C | P | N |
| Professional or business offices | | P | P | N |
| Camera and photographic supply stores | | P | P | N |
| Catering services | | P | P | N |
| Clothing services | | P | P | N |
| Clothing stores | | P | P | N |
| Coin and philatelic stores | | P | P | N |
| Commercial recreation facilities | | P | P | N |
| Computer & electronic equipment sales & service | | P | P | N |
| Contractors offices and shops | | C | C | N |
| Cosmetic shops | | P | P | N |
| Currency exchanges | | P | P | N |
| Delicatessens | | P | P | P |
| Departments stores | | N | P | N |
| Dog obedience training within an enclosed structure | | C | C | N |
| Drug stores and pharmacies | | P | P | N |
| Drug stores and pharmacies with drive-through facilities | | C | P | N |

TABLE 2.4.1: Land-use Regulation Table

All uses are subject to an established minimum of restrictions of the River Point District PDD including but not limited to baseline design guidelines. Table 2.7.1: Land-use Regulation indicates the Permitted, Prohibited, and Conditional building uses within the River Point District character zones (Refer to figure 2.1.5). Any use not listed in this table is assumed to be prohibited. Definitions of terms are the same as the definitions already established in the City of La Crosse zoning ordinances. Additional limitations may be established through agreements between the city, property owners, and businesses proposed within the River Point District. Underlying zoning limitations (per city zoning ordinance) may also be applicable if zoning is changed under the River Point District PDD.

| Key | | | | |
|---|--|--|---|--|
| P | Permitted uses subject to City regulations | Commercial & Mixed-Use Zone (includes Residential) | Perimeter Commercial & Large Format Retail Zone | Entertainment, Public Amenity & Civic Zone |
| N | Prohibited | | | |
| C | Conditional uses subject to City regulations | | | |
| Commercial retail and office uses occupying 20,000 gsf or less | | | | |
| Educational facilities and exhibitions | | P | P | N |
| Equipment rental with only inside storage facilities | | N | N | N |
| Florists | | P | P | N |
| Food store | | P | P | N |
| Funeral homes | | N | N | N |
| Garden centers | | C | C | N |
| Gift stores | | P | P | N |
| Group day care centers | | C | P | N |
| Hardware stores | | P | P | N |
| Health clubs and physical fitness centers | | P | P | N |
| Hobby and craft shops | | P | P | N |
| Home furnishings | | P | P | N |
| Interior drive-throughs on parcels | | C | C | N |
| Janitorial supplies and services | | P | P | N |
| Jewelry stores | | P | P | N |
| Laundries and dry cleaners | | P | P | N |
| Licensed massage therapy, body work, certified by State | | P | P | N |
| Licensed tattoo and/or body piercing establishments | | P | P | N |
| Liquor stores | | C | C | N |
| Mail order service stores | | P | P | N |
| Medical, dental, & health services, certified by State | | P | P | N |
| Messenger services | | P | P | N |
| Mini warehouse / storage facilities | | N | N | N |
| Music stores | | P | P | N |
| Newspaper and magazine stores | | P | P | N |
| Not for profits | | P | P | N |
| Office supplies and business machine stores | | P | P | N |
| Optical stores | | P | P | N |
| Outdoor display of retail merchandise | | C | C | N |
| Paint, glass, and wallpaper stores | | P | P | N |
| Pet stores and pet grooming | | P | P | N |
| Printing services | | P | P | N |
| Broadcast or recording studios, excluding towers | | C | C | N |
| Transmitting and receiving stations | | C | C | N |
| Restaurants with no drive-in or drive-through facilities | | P | P | P |
| Restaurants with drive-in or drive-through facilities | | C | C | N |
| Self-service laundry and dry-cleaning establishments | | P | P | N |
| Shoe stores and leather goods stores | | P | P | N |
| Confectionaries and ice cream stores | | P | P | N |
| Solar energy collectors as accessory structure | | C | C | N |
| Sporting good stores | | P | P | N |
| Tailor or dressmaking shops | | P | P | N |
| Taverns and cocktail lounges | | P | P | P |
| Testing laboratories | | P | P | N |
| Theaters and other amusement places | | P | P | N |
| Upholstering | | P | P | N |
| Used merchandise and resale shops | | P | P | N |
| Variety stores | | C | C | N |
| Video productions, music rehearsal studios, sales, and rentals | | P | P | N |
| Wireless telecommunications sales and service | | P | P | N |
| Yoga studios | | P | P | N |

TABLE 2.4.2: Land-use Regulation Table contd.



INFRASTRUCTURE

3.0

The guidelines for River Point District's infrastructure are critical in the creation of an identifiable neighborhood atmosphere and a comprehensive, sustainable framework for development.

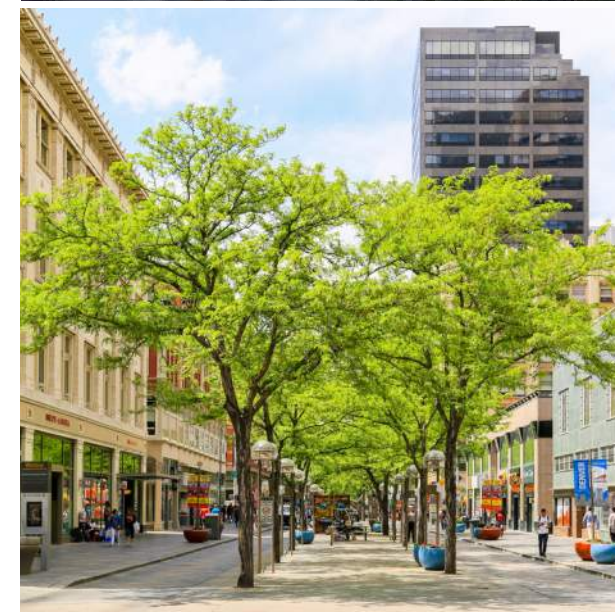
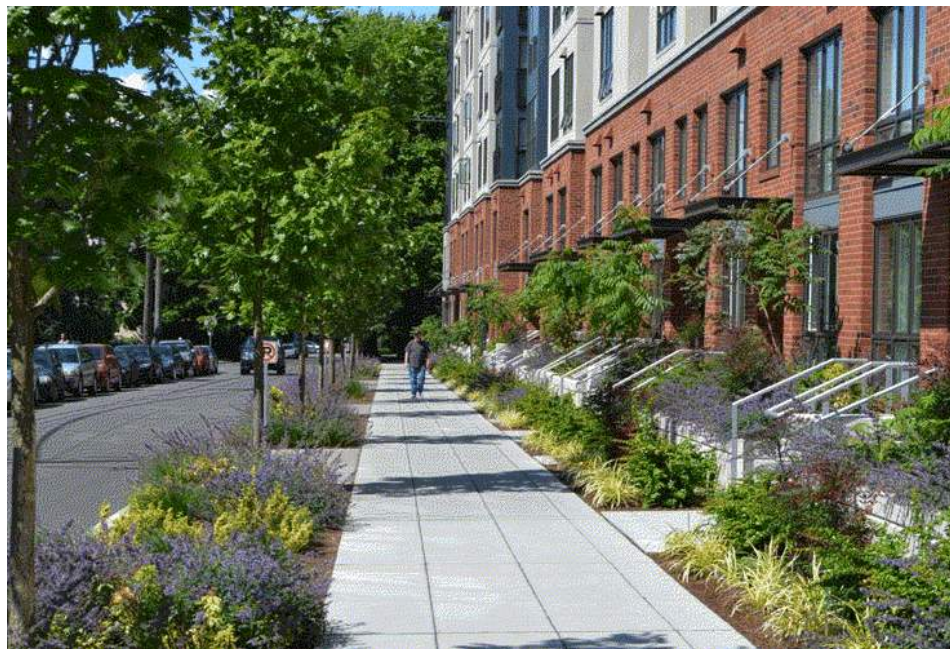
Coordinated landscaping, signage, and streetscapes establish the identity of a unified neighborhood. The pedestrian experience is prioritized through walkable and bicycle friendly streets connecting the development. Thoughtful integrated vehicle parking solutions shall be implemented to promote an urban connected experience

A sustainable approach to site and stormwater design has been developed to minimize flooding risks by elevating the building sites above the 100 year flood plain & constructing stormwater management systems designed to accommodate full build-out of the River Point District.

3.1 Active Streets & Walkability

Active streets and a walkable community is a critical priority for the River Point District to create a vibrant, integrated neighborhood. The built environment should be developed to:

- **Place buildings to enclose and create a pedestrian oriented development.**
- **Place mixed land use in close, walkable proximity to one another.**
- **Maximize pedestrian use of streets for customers, residents, and visitors.**
- **Reinforce traffic calming to create a safe pedestrian environment.**
- **Accommodate safe bicycle connections.**



3.0 INFRASTRUCTURE DESIGN

3.1.1 Street Design

Vehicular circulation must be safe, designed efficiently to maintain/operate, and be supportive of the major economic, environmental, and community goals of the River Point District. An internal vehicle and shared bicycle circulation pattern is facilitated by a hierarchy of public/private roads within the development. This internal system is intended to allow vehicles and bicyclists to navigate within the development site, connect to the existing city grid and thereby lessening the traffic burden on Copeland Avenue.

The provisions of Chapter 44-Traffic and Vehicles of the Municipal Code pertaining to vehicular roadway

regulations shall remain in effect unless otherwise modified by the Plan Commission as a part of the approval of detailed site and building plans with recommendations by the City Engineering Staff.

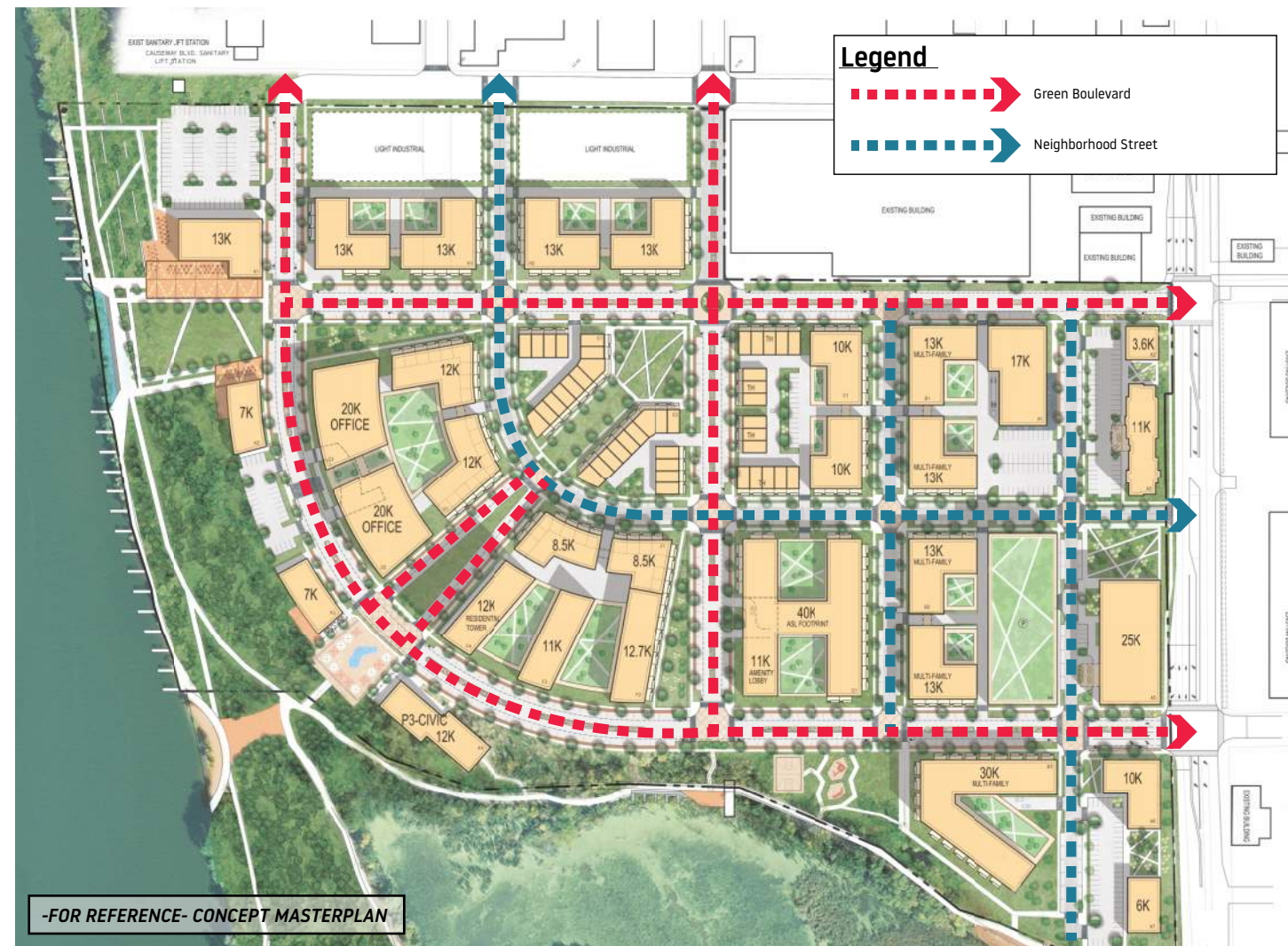
The project's street sections are designed to include typical urban elements including sidewalks or paved trails, a green or paved terrace, parallel parking, required ROW infrastructure, and automobile/bicycle travel lanes. These elements support travel by foot, bicycle, and motor vehicle.

At street intersections, corner radii will be sized to support traffic calming measures. Secondary street

intersections are to be designed with a corner radius of 15'-0", and primary intersections are to be designed with a corner radius of 23'-0".

Where internal streets meet the new boulevard, curb extensions should be introduced and intersections shall be raised to reduce crossing distances and create parallel parking zones. Alleyways and parking courts will be used to minimize driveway curb cuts along streetscapes and enhance walkability with an emphasis on pedestrian safety.

The road types planned for the River Point District are illustrated in Figure 3.1.1.1 and 3.1.1.2.



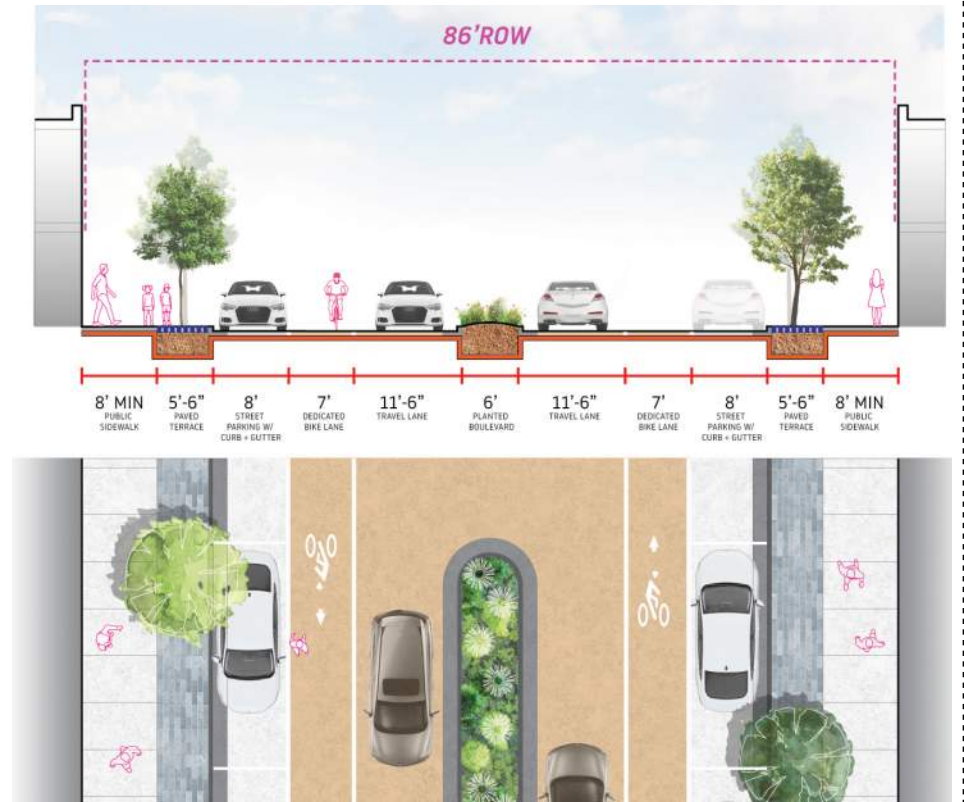
40 FIGURE 3.1.1.1: Active Street Types

RIVER POINT DISTRICT

Type A - Two-way, Green Boulevard (Urban scale)

Urban Scale

The urban scale street section concept incorporates street parking, paved terraces with trees, separated bicycle and vehicle travel lanes, and planted boulevards. Bike lanes are sized to keep bicyclists safe. Larger urban scale sidewalks with buildings capturing the edge along these streets promotes walkability. The sidewalks also provide for an inviting retail and/or office presence, comfortable pedestrian experience, and restaurant seating opportunities.



Type B - Two-way, Neighborhood Street (Residential scale)

Residential Scale

The residential street section concept incorporates street parking, planted terraces with trees, and sidewalks. Residential units are encouraged to maintain an urban scale with minimal front yard lawn areas. Front patios and landscaping elements to the sidewalk edge are encouraged. All of these elements lend themselves to a walkable, inviting neighborhood experience.

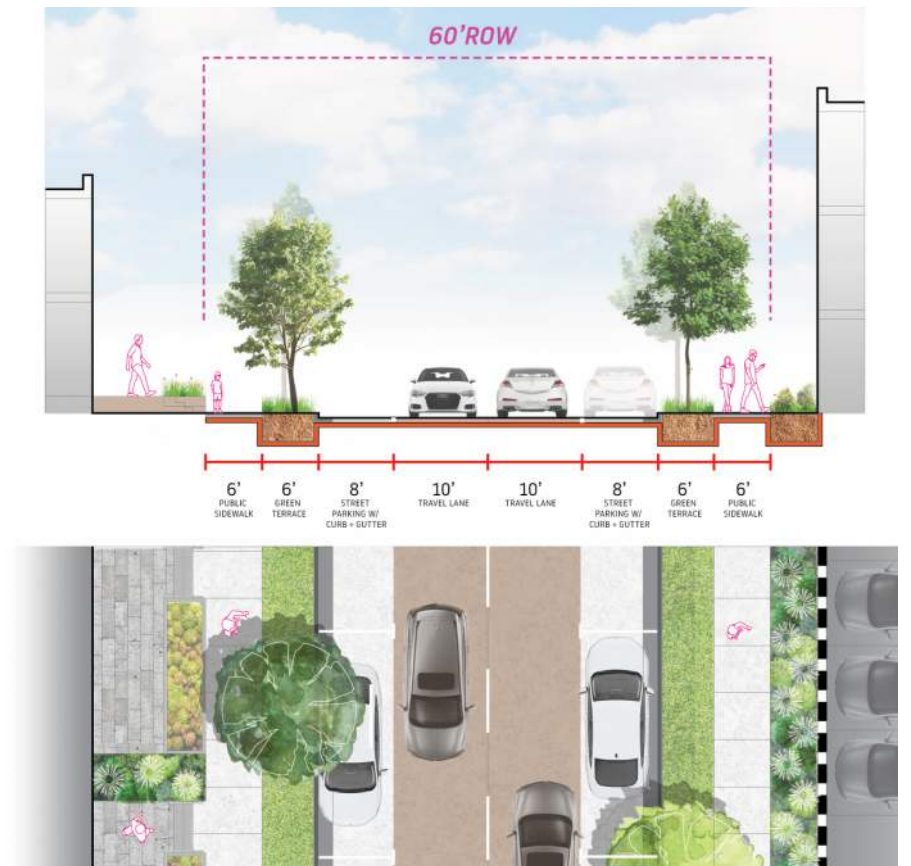


FIGURE 3.1.1.2: Street Sections

3.0 INFRASTRUCTURE DESIGN

RIVER POINT DISTRICT

3.1.2 Build-to-Zones and Mixed Building/Landscape Zones

Build-to-Zones (BTZ)

Active pedestrian streets are promoted through enclosure provided by buildings with ground floor activities linked to the street. Build-to-Zones (BTZ) help ensure that buildings are located near the front and corners of the building lot. A BTZ is defined as the space extending between the defining the edge of a public right-of-way and a predetermined maximum setback line. For the BTZ:

- Architectural elements such as porches, decks, stoops, bay windows, balconies, awnings, roof projections, covered walkways, ornamental features, and lighting should fall within the BTZ range
- BTZs shall not extend into a utility easement, beyond a property line or interfere with required vision triangles
- Temporary uses such as tables, planters, or similar elements should be allowed to extend within the public right-of-way. All encroachments must be permitted and approved by the City of La Crosse
- At least 60% of the linear edge shall be building facade

Mixed Building/Landscape Zone (MLZ)

Applies to conditions in which it is difficult to prescribe the precise locations of building on the lot. In such cases a new building might occupy the edge of the lot along one side or be located in the middle of the lot. In such circumstances the zone along the outer perimeter of the lot, abutting the public right of way should be a layered approach to creating a harmonious combination of landscaping and building facade.

Landscaped areas should include multiple layers of continuous elements such as hedges, decorative fences, and closely spaced trees. The goal is to create a strong, rhythmic system of elements that clearly designates the public walkways/easements and acts as an attractive, pedestrian friendly feature. Other features might be used to create a surrogate building face with free-standing pergolas, arbors, loggias, arcades, and garden walls.

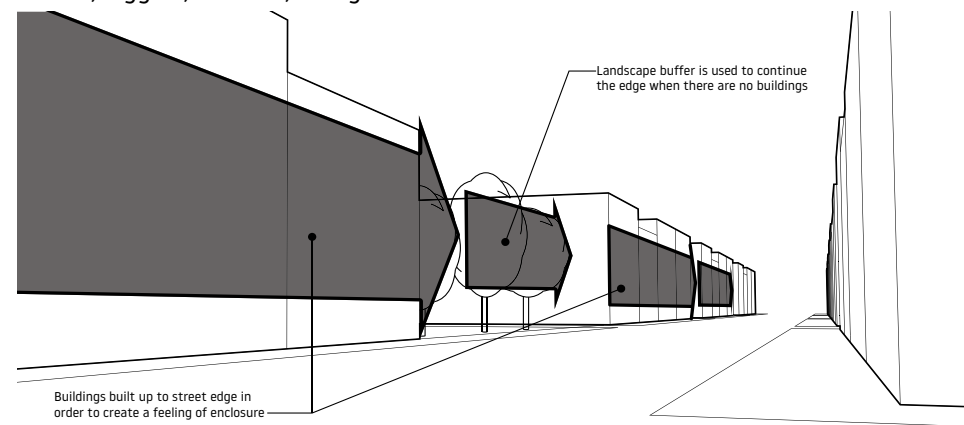


FIGURE 3.1.2.1: Street edge diagram



FIGURE 3.1.2.2: Build-to-Zones (BTZ) & Mixed Building and Landscape Zones (MLZ)



3.1.3 Residential Street Edges

Residential street edges are required to meet the following guidelines to encourage walkability and community within the development:

- Reinforcement of the urban street edge in the form of landscaping or decorative boundary elements shall be implemented to enhance the pedestrian experience and emphasize a community territory.
- Moderately shallow front setbacks or building recesses are strongly recommended to break up building facades and provide additional landscape elements.
- Ground floor residential uses, such as walk-up dwelling units shall be raised above the street level to increase sense of privacy but still provide the perception of an active street facade.
- Variations in architectural design & materials at the street edge are required to create visual diversity within the urban fabric.
- Pedestrian courtyards and small gardens shall be utilized to enhance the aesthetic appeal along the street and minimize large gaps in the street edge.
- Avoid ground floor continuous solid facades or exposed parking wherever possible.

- Entrances shall be easily identifiable through the use of architectural treatments in the form of awnings, canopies or other architectural features.
- All ground level residential uses are strongly encouraged to have a street-level entrance. Stoops, porches, bays, canopies, overhangs and balconies are encouraged.
- The implementation of small front patio gardens and/or landscaping is encouraged to help enliven the street edge conditions.
- Use of berms or tall physical barriers are prohibited.



3.1.4 Commercial & Mixed-Use Street Edges

Commercial and Mixed-use building street edges should consider the following guidelines to further encourage walkability within the development:

- At least one pedestrian entrance shall be provided along the street facade of each separate business or entrance of a building abutting the public right-of-way. On corner buildings, corner entrances are encouraged, however if not achievable the entrance shall be placed on the primary street.
- All commercial uses, regardless of size should be oriented towards the primary street.
- Avoid ground floor continuous solid facades or exposed parking wherever possible

- Street facing uses that are not open to the public are permitted as long as there is visual interaction with the interior of the space.
- Landscaped areas or other well-defined seating locations are encouraged. Smaller more intimate spaces for small groups to gather are favored over large open space.
- To activate the public edge, outdoor seating spaces for restaurants, cafes, or other retail uses are highly encouraged where economically feasible.
- Building uses that activate the street such as shops, restaurants, entrance lobbies or other activities that move people in and out of buildings shall be located on the ground floor. Glazed facades are encouraged for these areas. Refer to glazing requirements in the Building Design Guidelines in Section 4.0.

3.1.5 Pedestrian & Bicycle Network Links

The overall master plan for the River Point District is designed to maximize and encourage pedestrian travel through the development, reducing the need for automobile use. Strong pedestrian connections and circulation patterns are critical to the success of the development.

Infrastructure must be planned with the pedestrian level experience as the priority. Pedestrian routes should be direct, simple, safe, and numerous. Streets shall have sidewalks on both sides with integrated landscaped terraces.

Multi-purpose, public trails will be constructed along the western side of the development from the Northern limits of the site to the Southern limits and potentially beyond. Connecting into existing public trails, new trails will connect and lead from the public amenity spaces to the river. As shown in **Figure 3.1.5.2**, it is planned to have numerous pedestrian access points into the River Point District site.

The primary pedestrian network should include:

- **Prioritization of the pedestrian experience by implementing pedestrian friendly design elements**
- **Connection of key pedestrian destinations such as plazas, parks, and entertainment/commercial amenities**
- **Vehicular traffic calming at intersections to give pedestrians a safe experience**
- **Avoidance of long pedestrian gaps in excess of 75' that provide no positive pedestrian experiences or activities**
- **Parking areas shall be designed to have minimal impact on pedestrian movements and views**
- **All proposed plans should include pedestrian access points and walkways**

Pedestrian & Parking Frontages

Pedestrian frontage along parking lots should be designed with landscaping, decorative fences, garden walls, lighting, and/or buildings to reinforce the street edges and provide visual screening. Parking areas should incorporate clear pedestrian pathways that connect to the rest of the site. As future parking requirements evolve over time, these parking areas should be designed to adapt into more pedestrian friendly, walkable streets.

Trees and landscaping should be located along the edges of walkways, most importantly at any large open areas. Walkways should be buffered from driving lanes and parking with landscaping. Walkways are encouraged to have decorative pavement and should have pedestrian scale lighting.

Proposed development sites with different peak user times should use a shared parking model to reduce the amount of parking required for each separate use.

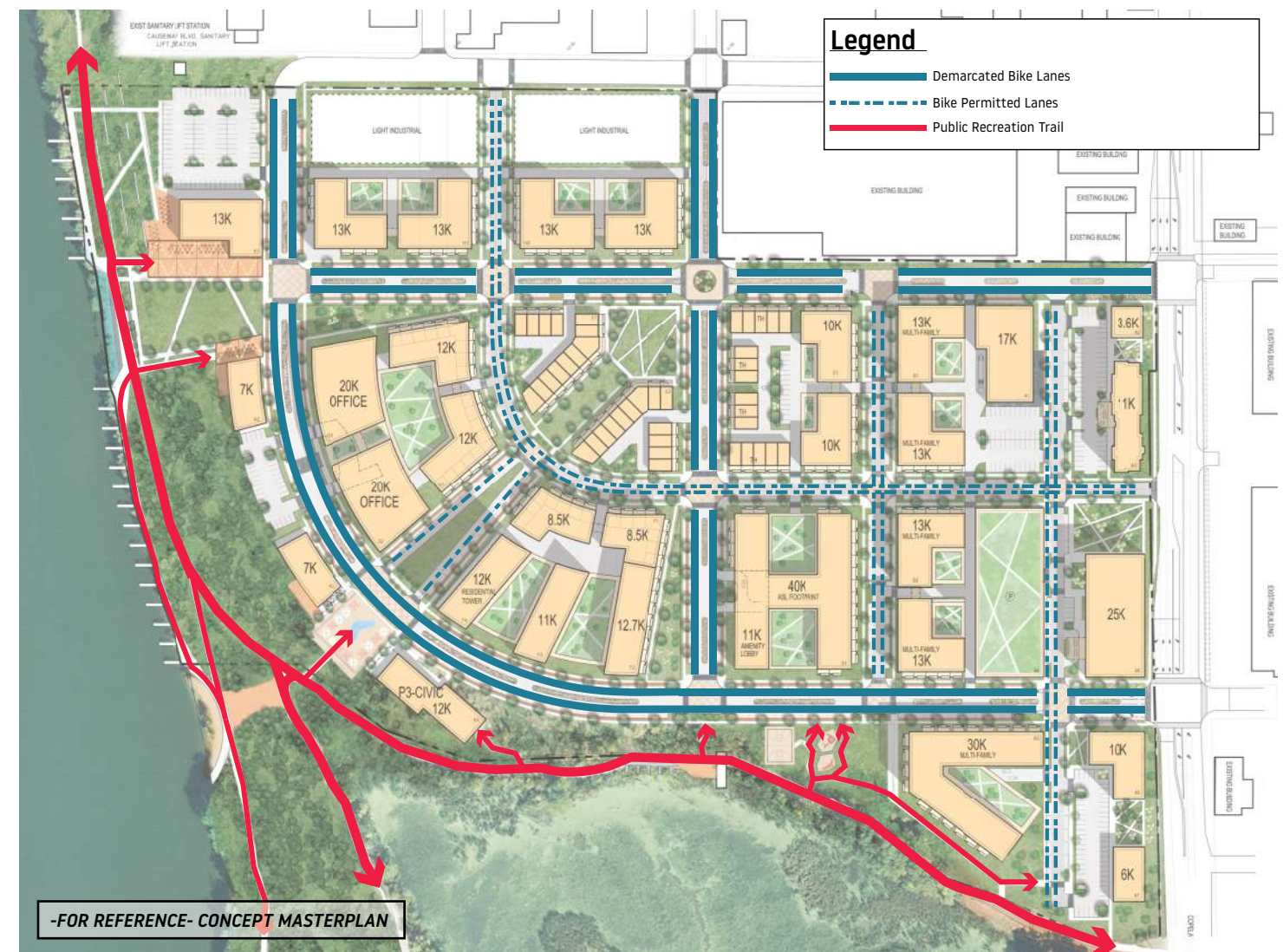


FIGURE 3.1.5: Pedestrian & Bicycle Network Links

| Table 3.1.5 - PEDESTRIAN LEVEL OF SERVICE | |
|--|--|
| Walkability | Prioritize the pedestrian, create many pedestrian connections, ease of crossing all roadways Two-way pedestrian movement Parallel lanes for activity (curb, circulation, building use) Various Landscape microclimate modifiers |
| Street Definition | Curb Extensions w/ strong corners Continuity of building frontage (no gaps exceeding 75') Layered building edges - relief in building facades between ground floor and upper levels |
| Visual Diversity with Architectural Harmony | Multiple lots & lot widths Changes in texture, color, light and shade Moderated continuity - height, proportion, architectural style |
| Visual Depth - Interior/Exterior Linkage | Frequent pedestrian access points and entrances First level, upper levels, inside/outside |
| Maintenance | Comprehensive, daily, seasonal, private/public coordination and partnership |
| Quality | Detail, materiality, authenticity, genuine, original, timeless |



Bicycle & Active Transit Lanes

The master plan encourages the use of bicycles and other forms of active transit across the site by providing infrastructure designed to support safety and comfort of use. **Green boulevard roadways throughout the site include travel lanes for vehicles and bicycles. Neighborhood streets are compact due to lower traffic frequency. See Figure 3.1.5 and Street Section Type A in Figure 3.1.1.2.**

Signage and streetscape character should encourage bicycles and other forms of active transit to operate within designated lanes rather than on

pedestrian sidewalks. Bicycle and active transit parking should be thoughtfully integrated throughout the site. Organized parking schemes decrease visual clutter and create pleasant pedestrian experiences. Areas of high commercial or retail activity, public parks, and amenities should provide bike racks or demarcated parking areas to encourage parking in specified areas.

Residential zones are encouraged to provide public bike racks/parking zones near major building entry points. Bike rack and parking zones should be designed to avoid impedance of pedestrian travel.



3.1.6 Parking Accommodations

Parking availability is critical to the success of a commercial development. Site access ensures visitors are able to drive to a destination and access their desired location conveniently.

To reach a compromise between these conflicting needs, River Point District attempts to provide efficient and adequate parking for visitors while also encouraging walking for those who are able. The intent is to provide sufficient parking availability with the least visual, environmental, and economic impact.

Figure 3.1.6 - Off Street Parking indicates potential location, quantity, and type of parking options available to visitors and residents of the development. As the development progresses, careful analysis should be provided to ensure adequate parking is being provided for a proposed project without detracting from the urban commercial and residential characteristics of the site.

Due to the project's location within a flood plain and adjacency to the Mississippi River, underground parking is not feasible. Parking shall be provided in surface lots or above-ground garages.

Parking in the development is provided through a mix of on-street and off-street parking. On-street parking is provided in public right-of-way and off-street parking is provided in private lots dedicated to specific sites or potentially shared. Parking lot use is expected to be at its peak during the beginning stages of the development, as there will be fewer residents on site, and more visitors coming from farther away. As more residents begin to occupy the development, attitudes



towards parking are expected to evolve and adapt as users become more accustomed to walking.

Parking Lot Design

Parking lot materials should be high-quality and attractive. Reducing or eliminating asphalt and providing light colored paving materials at surface parking lots reduces urban heat island effect. Providing well planned and numerous landscaping elements helps to break up large parking fields and reduces hardscape. All parking lots should be designed to provide safe pedestrian pathways to the buildings they serve and connect to adjacent sidewalks.

Shared parking strategies are encouraged to make use of available parking in the most efficient manner possible. This will ensure parking availability for most, if not all, visitors throughout the course of a typical day at the River Point District.

Parking Lot Visibility

To maintain an urban walkable atmosphere in the development, parking lots should be visibly screened and separated from roads and pedestrian walkways. The street edge should be faced by the built environment. Parking lots may be screened by landscaping elements, adjacent buildings, or other innovative design methods. The presence of

parking lots should become secondary or to the presence of architecture and landscaping. This encourages a comfortable, walkable and human scale environment for pedestrians.

Drive-Throughs

Drive-throughs are not currently proposed as part of the River Point District. Should a future tenant request a drive-through for their property, the owner must have the drive-through approved by the City of La Crosse Plan Commission. Drive-throughs should be far removed from pedestrian thoroughfares, park areas, and residential neighborhoods.



FIGURE 3.1.6: Off-street Parking



3.1.7 Crosswalks

Crosswalks facilitate safe pedestrian connections across the River Point District. Placement of crosswalks at all street intersection types, alleyways, and curb cuts is key to a walkable urban experience. Components of a safe and effective crosswalk include clear demarcations through paint and/or pavement colorations and the use of table topped intersections. Table topped intersections are traffic calming elements that allow for a tighter roadway intersection but still maintain the ability for truck access within the development. This treatment minimizes oversized infrastructure and keeps crosswalks short, safe, and walkable.



FIGURE 3.1.7: Typical intersection design

3.1.8 Street Furniture

Pedestrian friendly streets require a variety of street furnishings to adequately respond to the needs of pedestrians.

Placement of street furniture should reflect the volume of pedestrian traffic and the surrounding businesses. Benches on busy streets or near cafes can improve pedestrian comfort. Covered trash receptacles in busy areas provide litter control. Bicycle racks promote bicycle transit. However street furniture shall not be placed to impede pedestrian movement in any way. Curb extensions and paved terrace areas are often good places for street furniture.

Street furnishings should be durable, complement the architecture and character of the street, and be cohesive.

3.1.9 Public Art

There are locations within the site for opportunities for public art. Public art displays can come in a variety of forms. Public art should promote community, encourage high levels of public amenities, drive economic growth, and complement the rich history of the area.

3.1.10 Service & Loading

Service and loading areas of buildings should be located away from the public view to the greatest degree possible. Refuse areas shall be integrated into building architecture or may be a separate structure screened with similar materials to those on the adjacent building.

Refuse areas should be kept clean and free from excess disposal materials. Trash and recycling areas shall be positioned in a manner which allows clear access for waste collection trucks.

The quantity, size, location, and screening of waste collection areas shall be subject to approval of the Plan Commission as part of required

site plan review. Waste and recycling collection are the responsibility of property owners.

Due to the urban nature of this development, loading areas may not be able to be fully separated from parking areas at the rear and sides of buildings. In these cases, every effort should be made to integrate a safe and well-organized loading area that does not encroach on the public's interaction with the building. Shared loading areas are encouraged to reduce the amount of area required.



3.1.11 Maintenance & Operations

The maintenance of common areas shall be the responsibility of property owners. Shared areas require a shared responsibility between all users.

Removal of snow shall be the responsibility of property owners, and may be included in a shared maintenance agreement between users. Snow must be removed from parking areas, private roads, walks, and other publicly accessible areas within each property.

3.1.12 Fire Limits Compliance

This area is located within the City of La Crosse's designated Fire Limits. Any development is subject to the requirements stated in **Section 103-98** of La Crosse's Municipal Code. Any departure from these requirements may need approval from the Board of Building Appeals per **Section 103-36** of the Municipal Code. Contact the Community Risk Management Department to discuss further.



3.2 Wayfinding & Signage

Creating a sense of place and identity is a key element for the River Point District. Designing high quality spaces for local residents helps to market the development as a destination for visitors and potential commercial tenants.

Some basic guidelines for keeping a well designed and recognizable district signage elements are listed below. The intention is that the signage should help provide a unified identity for the development by complementing the architecture, supporting wayfinding throughout the district, responding to circulation patterns and modalities through scale and location.

- **Ground-mounted or monument type signage should be used to identify a single large user or a group of tenants within the development.**
- **Site signage shall be constructed of high quality, attractive, and durable materials such as masonry, decorative metals, and hardwood. Signs may reflect the design characteristics or materials of the building they serve.**
- **Signs should be integrated with surrounding landscape and/or the building design. Signs should serve as an attractive object within the overall landscape**
- **Signs should enhance the nature and appeal of the commercial experience and not be a simple list of tenants**

- **Faces of signs should be illuminated from an external lighting source, internally illuminated, or otherwise lit at night**
- **Development gateway or monument signs are encouraged to be placed at highly visible major site access points**

Development Monument Signs

There will be limited number of development monument signs which display the names of retailers within the River Point District. These signs will be located at primary entries to the development along Copeland Avenue.

These development monument signs will be limited to a height of 20' above street level. Development monument signs should be a solid, regular shape (i.e. rectangular with solid base). Solid base must be a minimum of 36" tall. Signs should have two main sides, each facing the main direction of travel. Development monument signs are subject to review and approval by the Plan Commission.

Ground Monument Signs

There will be one ground monument sign allowed per building in the perimeter commercial district, per street frontage. If a building houses more than one retailer / company, it is required that these companies utilize a multiple-tenant sign. Solid base must be a minimum of 24" tall.

Ground monument signs are limited to a height of 8'-0", and may not be more than 10'-0" above street level.

Monument signs must comply with the La Crosse Zoning code for items

not addressed above. Refer to the following diagrams for sizing requirements and limitations.

Monument Design Guidelines

For examples of recommended materials, refer to Figure 3.2.1. Materials should express permanence. All signs should be opaque. Lettering may be translucent within an opaque panel, or back-lit channel letters. It is encouraged that signage is sculptural, adding highly-individualized elements to street frontage.

Signs should be perpendicular to passing traffic, to ensure adequate visibility. Monument signs may not be located in traffic view triangles. Signs should be appropriately placed to identify and enhance the appearance of retail outbuildings. Signs should be appropriately spaced, with enough separation to avoid visibility concerns.

Development Entry Signage

Gateway sign(s) are recommended at the River Point District. These signs should be constructed of durable materials which are complementary to the development's design aesthetic. These signs should bear the name of the development and should be located at primary entry points to the development.



FIGURE 3.2.1: Monument Design Guidelines

Recommended materials for monument signage lettering



Stainless Steel



Steel Channel



Aluminum

Recommended materials for monument signage base



Stone



Brick



Metal

Recommended form for monument signage



Rectangular



Sculptural



Lettering

Recommended landscape for monument signage



Landscaping is required at all monument signs. See La Crosse Zoning Code for additional information.

3.3 Landscaping Guidelines, Maintenance & Operations

All plans and Specifications for site landscaping of each phase of the development shall be subject to the approval by the Plan Commission and should be consistent with the standards established by the La Crosse Zoning Code. The Commission has the discretion to delegate this review to the Director of Community Development who, upon conferral with the City Forester, may approve those plans.

Landscaping shall not interfere with any fire hydrants or fire department connections. All utility easements shall be illustrated on submitted landscape plans.

Lot edges shall be landscaped and tree-lined, considering the following landscape guidelines:

- **Tree spacing will be determined by the City of La Crosse Parks, Recreation, and Forestry Department.**
- **Building facades with no substantial signage or windows should be masked with trees**
- **Plantings internal to parking lots should not be randomized, but should be laid out to compose separations and divisions within the parking lot, should emphasize building entrances, connections to sidewalks, and other compositional features of the site**
- **Landscaping should be selected from a recommended list of plants provided, or be proven to thrive within an urban condition and local climate at the project site; subject to the approval of the La Crosse City Forester. See next page for recommended landscaping**
- **Exterior utility equipment (such as HVAC units, utility boxes, standpipes, and other above grade utility features should be fully screened from view using either a decorative screen fence, which materially relates to the building architecture, or evergreen plant materials. The screen material should typically be located within 10 feet of the item(s) being screened. Screen material should also be coordinated with electrical code requirements.**
- **Trees, landscape screening, and screening materials must meet vision corner requirements per Municipal Code.**



Overstory Trees

- River Birch: *Betula nigra* – Single Stem Only
- Kentucky Coffee Tree: *Gymnocladus dioica*
- Hackberry: *Celtis occidentalis*
- Swamp White Oak: *Quercus bicolor*
- American Elm ‘Accolade’: *Ulmus ‘Morton Accolade’*
- American Elm ‘Princeton’: *Ulmus americana ‘Princeton’*

Understory Trees

- Autumn Brilliance Serviceberry: *Amelanchier x grandiflora ‘Autumn Brilliance’* – Single Stem Only
- Japanese Tree Lilac: *Syringa reticulata* – Single Stem Only
- Snowdrift Crabapple: *Malus ssp.*
- Spring Snow Crabapple: *Malus ‘Spring Snow’*
- Cockspur Thornless Hawthorne: *Crataegus crus-galli var. inermis* – Single Stem Only
- Smooth Serviceberry: *Amelanchier leavis*
- Wild Plum: *Prunus Americana*
- Black Cherry: *Prunus serotina*

Shrubs

- Green Velvet Boxwood: *Buxus x ‘Green Velvet’*
- Black Chokeberry: *Aronia melanocarpa elata*
- Isanti Dogwood: *Cornus sericea ‘Isanti’*
- Dwarf Burning Bush Euonymus: *Euonymus alatus ‘Compactus’*
- Little Devil Ninebark: *Physocarpus opulifolius ‘Donna May’*
- Goldfinger Potentilla: *Potentilla fruticosa ‘Goldfinger’*
- Anthony Waterer Spirea: *Spirea x bumalda ‘Anthony Waterer’*
- Wentworth Viburnum: *Viburnum trilobum ‘Wentworth’*

Perennials

- Walker’s Low Catmint: *Nepeta x faassenii ‘Walker’s Low’*
- Stella D’oro Daylily: *Hemerocallis x ‘Stella de Oro’*
- Terra Cotta Yarrow: *Achillea millefolium ‘Terracotta’*
- Autumn Joy Sedum: *Sedum spectabile ‘Autumn Joy’*
- Prairie Dropseed: *Sporobolus heterolepis*
- Feather Reed Grass: *Calamagrostis x acutiflora ‘Karl Foerster’*
- Shenandoah Switch Grass: *Panicum virgatum ‘Shenandoah’*
- Little Bluestem: *Schizachyrium scoparium*
- Maidenhair Fern: *Adiantum spp.*
- Beebalm: *Monarda spp.*
- New England Aster: *Symphotrichum novae-angliae*
- Heart-Leaved Aster: *Symphotrichum cordifolium*
- Common Milkweed: *Asclepias syriaca*
- Solomon’s Seal: *Polygonatum spp.*
- Culvers Root: *Veronicastrum virginicum*
- Columbine: *Aquilegia spp.*
- Stiff Goldenrod: *Solidago rigida*
- Wild Geranium: *Geranium maculatum*

Tree Placement & Tree wells

Tree placement helps define spatial enclosure at the pedestrian level. Tree spacing will be determined by the City of La Crosse Parks, Recreation, and Forestry Department. On average, tree spacing along roadways should be approximately 30’. (Trees may have to be spaced farther to accommodate driveways but the spacing can be closer in areas where there are no driveways, with an average desired spacing of 30’.) In general, street lights should be spaced within medium and large gaps of trees, typically at 40’-60’ apart.

Tree placement should be coordinated with parallel parking stalls and sidewalk access to those stalls. Trees should generally be placed at the front or back of parking stalls so as to not interfere with car door swings.

Tree well design should compliment the surrounding streetscape and neighborhood context as well as to promote the health of the tree.



3.0 INFRASTRUCTURE DESIGN

RIVER POINT DISTRICT

3.4 Best Management Practices

The master plan for the River Point District recommends that the development provide a positive and catalytic impact to stormwater runoff through utilizing stormwater management practices that accomplish a number of goals:

- **Eliminate unsightly surface stormwater detention facilities that may be acceptable in suburban locations but are inappropriate for urban areas**
- **Protect the natural systems of the river confluence (into which all district stormwater flows)**

A district wide subsurface water detention vault has been constructed beneath the central pedestrian park area and boulevard as shown in **Figure 3.4.1**. The vault is sized to attenuate runoff from the 100-year storm event with each block built out to 95% impervious.



TABLE 3.4: Best Management Practices

| R | UC | PP | NR | Best Management Practices | Summary Description |
|---|----|----|----|---|--|
| | | | | Regional/Municipal/Neighborhood | |
| • | | | | 1.1 - Greenways | Linear green spaces oriented around a natural corridor |
| • | | | | 1.2 - Bicycle Lanes & Shared Use Paths | Portions of a roadway that are designated for preferential or exclusive use by bikers through the use of striping, signing, and/or pavement markings |
| • | | | | 1.3 - Planning for Transit | Process by which pedestrian (including wheelchair), bus/light rail/streetcar, and vehicle circulation is incorporated into a site design |
| | | • | | 1.4 - Shared Vehicular Use | Format for drivers to conveniently utilize a fleet of vehicles that they do not own |
| | | | | Municipal | |
| • | | | | 2.1 - Regulatory Tools for Sustainability | Concepts such as Planned unit developments (PUDs), Overlay zones, Form-based codes, and Developers' agreements |
| | | • | | 2.2 - Big Box Reclamation | The process of adapting old structures for purposes other than those initially intended |
| | | | | Neighborhood | |
| • | | | | 3.1 - Stormwater Management Plan | A thorough and carefully conducted site planning and process that results in designs which capitalize on natural topography and natural features |
| • | | | | 3.2 - Wetland Preservation & Restoration | Restoration: manipulation of the chemical or biological characteristics of a site with the goal of returning natural or historic functions to former or degraded wetlands |
| | | | • | 3.3 - Infiltration Trenches & Basins | A long and narrow excavation located in porous soils and filled with gravel |
| | | | • | 3.4 - Green Streets, Parking Lots, & Alleys | Those that employ any of a number of different stormwater treatment practices with the intention of treating stormwater near the source while also offering the potential to improve neighborhood aesthetics, calm traffic, and provide a community education tool |
| | | • | | 3.5 - Swales | Vegetated open channels that are designed to attenuate and treat stormwater runoff for a defined water volume |
| | | • | • | 3.6 - Effective Recycling | Incorporates both a defined process and equipment selection that together ensure a site contains a) a user-friendly system, b) an aesthetically-pleasing recycling system, and c) a management process that maximizes the percentage of total material recycled |
| • | | | | 3.7 - Constructed & Floating Wetlands | Engineered and built wetlands designed to mimic the water treatment functions of naturally occurring wetlands |
| • | | • | | 3.8 - Supportive Monitoring & Maintenance | Process, following the creation of a maintenance plan, by which owners, operators, and site users participate in a using specific tools and materials to sustainably manage on-site infrastructure and by-products |
| • | | • | | 3.9 - Interaction with Natural Environment | Engagement that links various mental physical health benefits to engagement with natural environments |
| | | • | | 3.10 - Compact Community Development | Also known as traditional neighborhood development, human scaled development, and New Urbanism |
| | | | • | 3.11 - Urban Forestry & Micro Harvesting | The integration and preservation of trees and woodlands within urban areas the selective and small scale of harvesting of resources from the urban forest |
| | | • | • | 3.12 - Signage for Economic Sustainability | Consists of a set of cohesive gateway, monument, wall, and projecting signs that sustain and/or increase visitor count and patronage to a site |
| • | | • | | 3.13 - Sustainable Urban Patterns | The arrangement of streets, blocks, lots, buildings, and open spaces to maximize their long-term efficacy, allowing those sites to stave off obsolescence |
| | | • | • | 3.14 - Smart Lights | A lighting control system designed to help reduce energy usage and cost by eliminating over-illumination and unnecessary waste |
| | | • | • | 3.15 - Shared Alternative Energy | Energy shared among multiple property owners and building users, ranging from geothermal to micro-grid technology |
| | | | | Neighborhood/Building | |
| | | | • | 4.1 - Permeable Pavements | Paving materials (asphalt, concrete, or pavers) which contain voids for water infiltration |
| • | | • | | 4.2 - Reducing Impervious Surfaces | The employment of various strategies to reduce the amount of impervious surfaces on a site |
| • | | • | | 4.3 - Native Landscaping | use of plants that are historically native to a given area prior to European settlement |
| | | | • | 4.4 - Bioretention Cells | An infiltration device that consists of a depression with a vegetated layer, a mulch layer, several layers of sand, soil, an organic media filter bed, an overflow, and an optional underdrain |
| | | • | | 4.5 - Stormwater Tree Pits | Small-scale stormwater treatment systems that collect and filter stormwater from streets or parking areas |
| • | | | | 4.6 - Stormwater Trees | Trees that hold rainwater on their leaves and branches, infiltrate it into the ground, absorb it through root systems and evapotranspire it into the atmosphere |
| | | | • | 4.7 - Sand & Organic Filters | Systems with a sedimentation or settling chamber where floatables and heavy sediments are removed, and a second chamber where additional pollutants are removed through a layer of sand |
| | | • | | 4.8 - Catch Basic Inserts | inlets to the storm drain system with a sump that captures sediment, debris, and other pollutants |
| | | | • | 4.9 - Soil Amendments | The addition of materials to improve infiltration capacity and pollution removal function by changing the soil's physical, chemical, or biological characteristics |
| | | | | Building | |
| | | | • | 5.1 - Rain Gardens | A shallow landscaped depression to briefly hold stormwater runoff until it infiltrates into the ground |
| | | • | | 5.2 - Green Roofs | Any roofing system that includes vegetation planted in a growing medium separated from the structure below by a waterproof membrane |
| | | • | | 5.3 - Rainwater Harvesting | Systems that capture rainwater and store it for reuse |
| | | • | | 5.4 - Greywater Reclamation | The collection of wastewater from a bathtub, shower, sink, washing machine, or dishwasher for irrigation |
| | | • | | 5.5 - Energy & Water Efficient Buildings | Buildings that significantly reduce the quantity of energy and water utilized for daily purposes |

R - recommended | PP - private property | UC - under consideration | NR - not recommended



FIGURE 3.4.1: Overall development stormwater strategy



FIGURE 3.4.2: Rendered view of subsurface water detention vaults

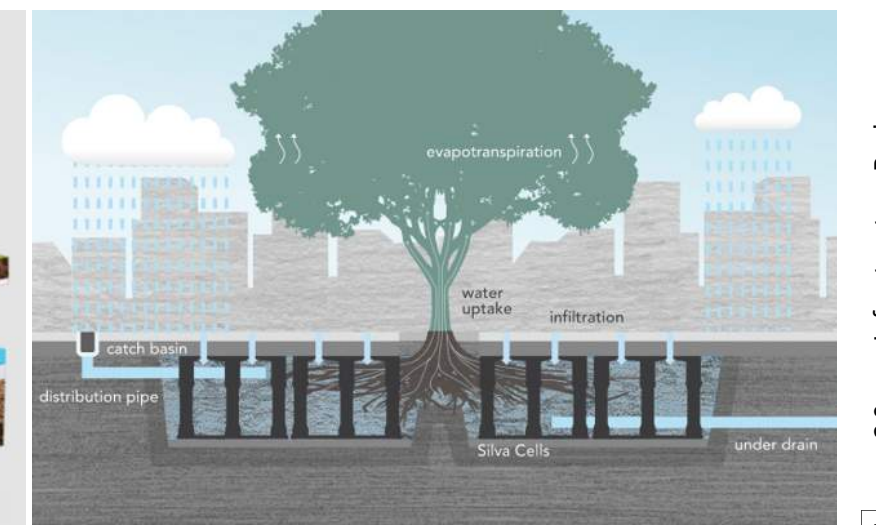


FIGURE 3.4.3: Section view of subsurface water detention vaults



BUILDING DESIGN
GUIDELINES

4.0

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.**

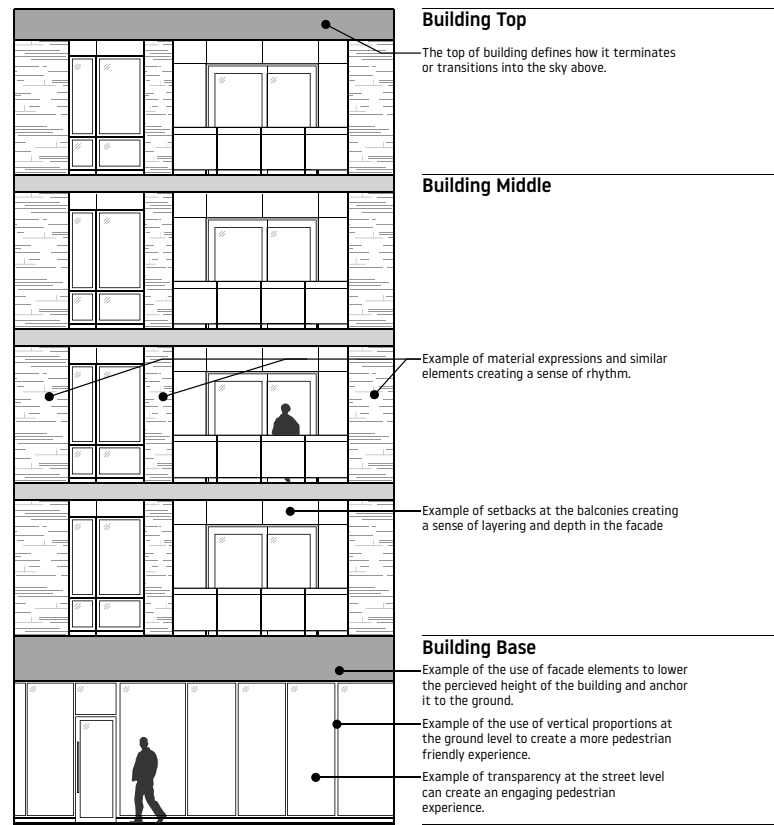


FIGURE 4.2.1: Example of successful building material composition.

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.

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 helps 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

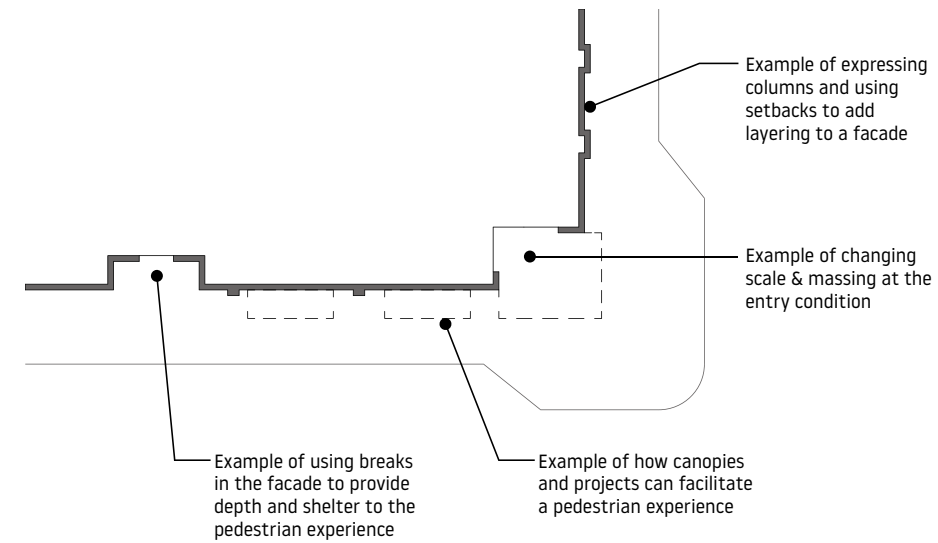


FIGURE 4.2.2: Example of facade setbacks and articulation.

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.



Example of a successful streetscape.

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.

4.3 Materials

Varied materiality should be incorporated within the architectural styles at the River Point District. Materials (and their colors) should possess a timeless aesthetic. They should be complementary to downtown La Crosse and the city as a whole. Materials should be considered for their high quality and sustainable attributes.

Material Basics

Quality

It is required to select high quality materials of enduring quality as much as possible. The following guidelines describe levels of quality and locations of appropriate building materials.

The use of environmentally friendly sustainable building materials are strongly encouraged.

Examples of High Quality Materials

- Brick
- Stone
- Wood
- Fiber cement
- Fine plaster stucco
- High Quality Commercial Grade Metal Panel systems
- Rainscreen systems
- Innovative recycled materials and technologies
- Terracotta
- Photovoltaic integrated systems

Examples of Low Quality Materials

- EIFS (Exterior Insulation and Finish Systems)
- Utility grade materials
- Low quality corrugated metals
- Low quality lumber
- Low quality glazing
- Vinyl or aluminum lap siding



Example of successful street level glazing

Location

Materials are encouraged to be creatively integrated into building facades. The PDD does not place outright restrictions of particular materials, but does provide guidelines for targeted use locations of higher and lower quality materials. Proposed buildings will be critically reviewed for material uses and composition.

High quality materials should take precedence along main roadways, public access routes, and any other frontages that will be in direct contact with the public realm.

Low Quality materials should not be used on the building at street level. Certain decorative materials may be integrated along the base of the building as accents but they are not recommended as the dominant facade material on the entire building. Utility-grade materials should only be used on facades of the building not visible from publicly-accessible areas.

In order to assure architectural diversity in materials and visual interest, only higher quality architectural metal may be used as an accent comprising no more than 25% of any facade surface. Where proposed, developer shall provide the City of La Crosse with a specification sheet on material quality and longevity assurances.

Stucco may comprise no more than 25% of any facade surface. Where proposed, developer shall provide the City of La Crosse with specification sheet on material quality and longevity assurances.



Example of successful exterior material integration

Glazing Guidelines

Usage

Glazing is an important component of a building's design. Buildings along Copeland Ave. and other primary roadways within the River Point District are recommended to meet the following glazing standards. Adequate glazing along pedestrian corridors promotes retail engagement and activates the street edge. It also provides safety, allowing unobstructed views into and out of buildings.

Glazing amounts

While visual interaction by means of clear, non-tinted windows (glazing) with all stories of the building is encouraged, visual interaction is required along the street frontages of a building. The area where clear, non-tinted glazing should be maximized is 2 to 8 feet above grade. Lower glazing (such as glazing extending to the floor) and/or higher-level glazing (such as transoms and clerestories) are encouraged. Fritted glazing is allowed.

Tinted glazing and opaque glass panes are prohibited except as accents or when used to screen parking or back of house areas.

The clear glazing zone is measured along the street frontage of the building and does not include service entries. The percentage of the glazing zone that shall include clear glazing at first floor building uses (these standards are flexible depending on site, overall design, and use).

- Commercial - at least 40%
- Large-Format retail - at least 15%
- Civic/Institutional - at least 40%
- Residential - at least 25%

Where possible, glazing should be maximized along facades adjacent to publicly accessible areas that are away from street frontages, such as private drives, rear or side parking areas.

When used, ribbon windows may be used as an accent and not as a primary facade window treatment. Ribbon windows shall only be used in instances where natural light may not

be gained from alternative window design due to building design and adjacencies.

Alternatives to Street Level Glazing

Several alternate facade and/or building features can be substituted to fulfill up to half of the glazing requirements along the street frontages of a building. These features may include the following items: awnings, canopies, lighting fixtures, banners, projecting signs, hanging planters, landscaped planter beds, free-standing moveable planters, benches, and landscaped seating.

Special Conditions

Any facade along a main entry point, key intersection, or riverfront location at the River Point District is a special condition. Special condition facades must be treated as a primary facade, regardless of whether the facade has any entry points.

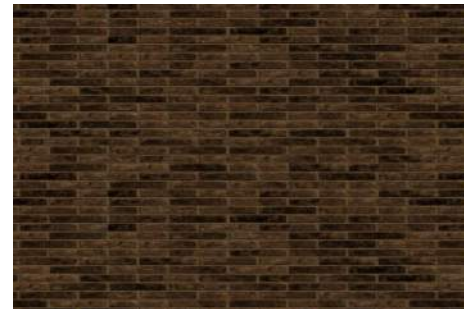
4.3 Materials

All structures within the River Point District should be designed as four-sided architecture with finish grade materials used consistently on all facades. See Building Design Guidelines, sections 4.1 and 4.2, of this document for more information on acceptable design standards for the development.

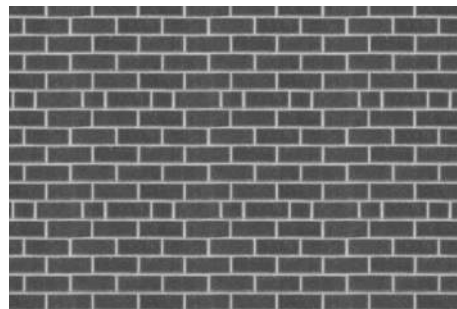
Recommended Primary Materials

Materials that make up the majority of the composition of a building's facades.

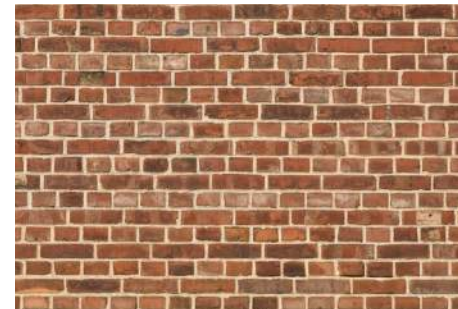
Brick (natural colors preferred, painted brick is not allowed)



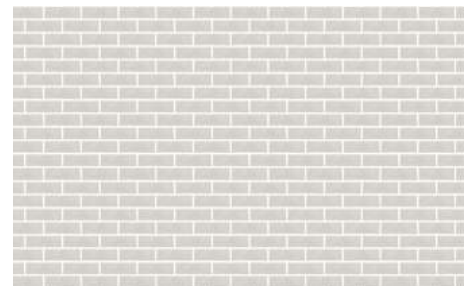
Brown



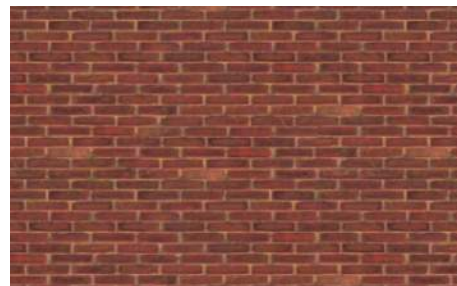
Dark Gray



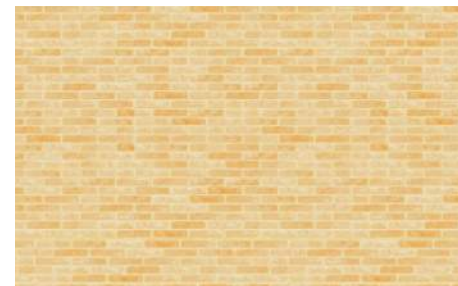
Natural / Varied



Light Gray



Red



Yellow / gold

Stone (natural colors preferred)



Beige

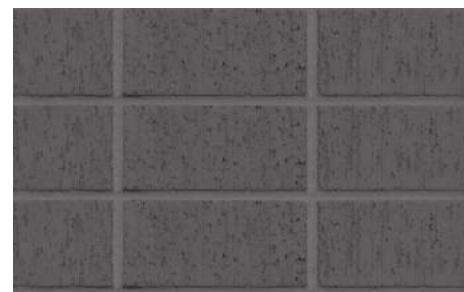


Gray

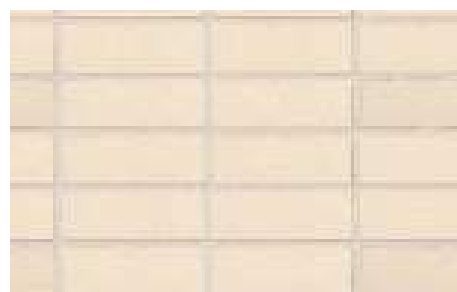


Tan

Burnished Block (split face preferred, variety of colors acceptable)



Gray



Tan

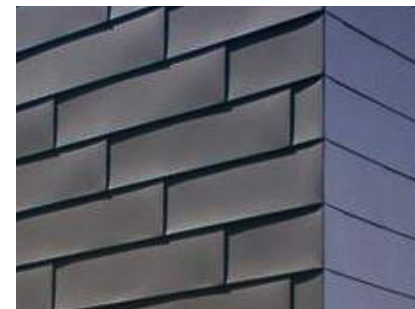


White

Recommended Secondary Materials

Materials that have less prominence on a building's facades but are compositionally significant to the architecture.

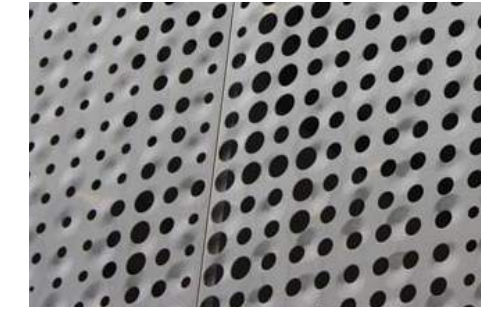
Architectural metal panel (variety of colors and patterns acceptable)



Rectangular, monolithic



Rectangular, varied



Textured

Wood (variety of styles and species acceptable)



Tongue and Groove paneling



Exterior Wood Screen

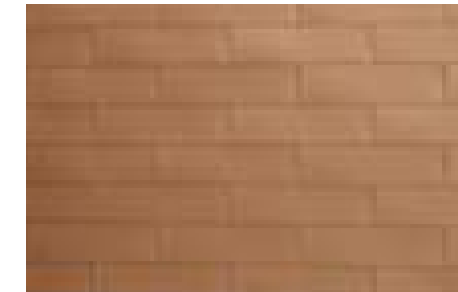


Wood paneling in storefront

Cementboard (natural colors preferred)



Terra Cotta (earth tones)



Tan



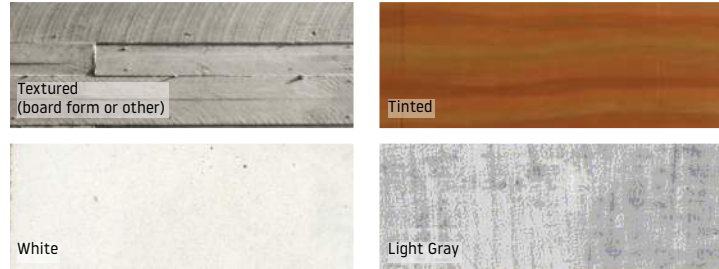
Gray

4.3 Materials

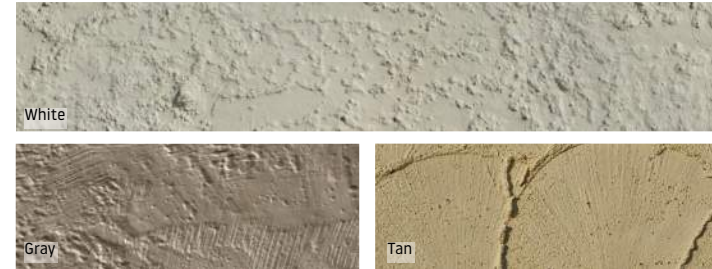
Recommended Accent Materials

Examples of accent material locations: low base below glazing or decorative banding. Translucent glazing may not replace clear glazing. These materials should be used in accent applications ONLY.

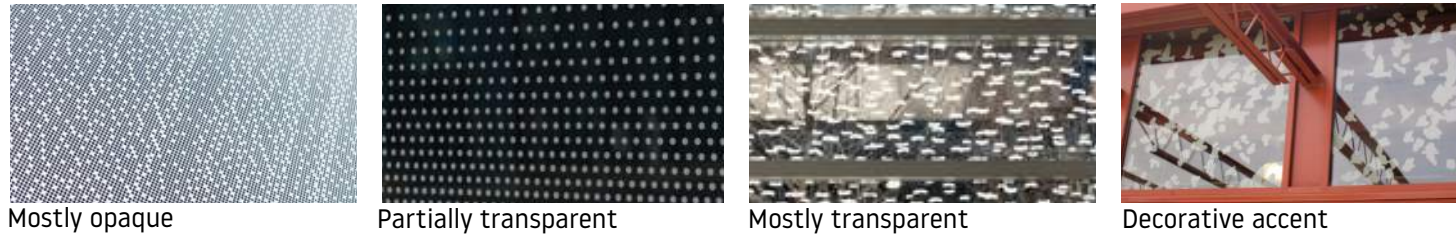
Concrete (variety of colors and textures acceptable)



Stucco (variety of colors and styles acceptable)



Fritted glazing (variety of patterns acceptable)



Translucent materials (variety of styles acceptable)



Unacceptable Materials

Due to their residential aesthetic and/or low durability, the materials below are not permitted.



Shingle Siding



Vinyl Siding



66 Exterior insulation and finishing system (EIFS)



Aluminum Siding

Screening Guidelines

Certain building components must be screened from public view. The following guidelines should be followed for screening trash areas and mechanical units:

All mechanical units must be screened from view. Pad-mounted HVAC units may be screened with decorative vegetation or built fencing. Roof-mounted HVAC units must have a built enclosure if the unit is visible from street-level pedestrian areas. Any built fencing around mechanical units must match the building to which it is attached. No chain-link fence may be used for any portion of screening element.

All trash areas must be fully enclosed and completely screened from view with a built enclosure. Built enclosure must match aesthetic of surrounding buildings. Enclosure must close and latch securely. No chain link fence may be used for trash enclosures at any location.

Recommended HVAC enclosure (foliage, built screen)



Unacceptable HVAC enclosure (chain link, not fully enclosed)



Recommended trash enclosures (made from quality materials, no Dumpster visible, fully closed and latched)



Unacceptable trash enclosure (not fully enclosed, chain link fence used, Dumpster/trash visible)



4.4 Outdoor Lighting

Artificial lighting will be a component of the River Point District that promotes pedestrian and driver safety in the neighborhood, increases the quality of life by extending the hours one can be active outside, and creates an urban ambiance. All public spaces and public right of way illumination shall follow The City of La Crosse lighting standards. All Private parcels shall follow The City of La Crosse lighting design standards as noted in Municipal Code **Section 115-518** for Multifamily Housing Design Standards and **Section 115-556** for Commercial Development Design Standards. The following sections describe good lighting design practices that shall be incorporated into the design of public and private environments.

Building Lighting

Building facades should be designed with integrated lighting locations in mind. Accent lighting is encouraged to highlight architectural features which add character. Lighting diagrams demonstrating lighting methods should be incorporated in the design review process to ensure that public/private adjacencies for lighting intensity are respected.

Landscape & Hardscape Lighting

Landscape accent lighting is encouraged for public safety and neighborhood identity. This includes tree uplighting, illuminated bollard lighting, under bench lighting, small lamp post lighting and festoon lighting. Lighting that supports outdoor activity is encouraged.

Outdoor lighting standards shall follow these general guidelines:

- **Height limitations: refer to municipal code requirements**
- **Illumination color and quality : refer to municipal code requirements.**
- **Fixtures shall be a full-cut-off (FCO) design to minimize glare and spillover.**
- **Outdoor seating areas should include pedestrian level lighting at comfortable illumination levels. Pole-mounted or bollard lighting should be used as an effective way to illuminate walkways and define pedestrian zones**
- **Outdoor site and parking areas should provide a safe and inviting environment for users.**
- **Site lighting must be controlled to prevent excessive glare onto adjacent properties or the public right-of-way**
- **Exterior lighting should aim to further enhance building architecture and important landscape features, reinforce access points, and illuminate pedestrian routes. Site lighting should be subdued and pedestrian in scale**



Examples of Outdoor Lighting



4.5 Signage Guidelines

There are several retailer opportunities within the River Point District. In addition to signage regulations by the City of La Crosse, the River Point District encourages its tenants to incorporate signage into the overall building design. The following guidelines are to enhance the development's urban qualities by creating a user-friendly, multi-scaled experience through signage. All primary and secondary signage must be approved by the Plan Commission as part of the site and building plan approval process.

To achieve a consistency at the River Point District, building signage is recommended at multiple scales, and in a variety of types. A framework of recommended guidelines provides regularity and rhythm to ensure a cohesive language at all streets within the masterplan. In order to effectively integrate signage into the overall project design, recommendations have been set forth based on the following categories:

- **Types and Variation**
- **Quantity and Scale**
- **Placement and Orientation**
- **Large Format Retail: Special Conditions**
- **Material**
- **Color and Pattern**



Multi-scale Signage

FIGURE 4.5.1

Effective signage is designed for multiple scales. Each scale creates a good user experience and should not overwhelm the character of the development. Below are examples of multi-scaled signage elements for a single tenant.



Primary Signage



Eye-level Signage

Temporary Signage

Secondary Signage



4.0 BUILDING DESIGN GUIDELINES

RIVER POINT DISTRICT

Primary Signage

Multiple types of signage are preferred to add visual interest, depth, and rhythm to the facades and streetscapes of the River Point District. To encourage a high standard of signage, while understanding the need for flexibility, multiple options are identified. Primary signage is meant to identify a tenant from a distance.

Recommended Types

FIGURE 4.5.2

Architectural

Primary Sign: Best

Options: Channel or Extruded

Lighting: Internal Neon, Reverse, or Internal

Location: Entry Facade



Extruded

Primary Sign: Better

Options: Floating or Wall-Mounted

Lighting: Reverse or External

Location: Entry or Non-Entry Facades



Cut-out

Primary Sign: Good

Options: Offset or Wall-Mounted

Lighting: Internal or External

Location: Entry Facade



Secondary & Eye-Level Signage

While Primary Signage identifies the retailer from a distance, the human scale is addressed by Eye-level Signage. The intermediate between the two scales addressed by Secondary Signage. Together, this layering of signage provides visual interest and promotes attraction to pedestrians walking by.

Recommended Types

FIGURE 4.5.3

Flag

Secondary Sign: Best

Options: Horizontal or Vertical, Fabric or Rigid

Lighting: Internal or External

Location: Entry or Non-Entry Facades & Special Conditions



Awning

Primary Sign: Good

Options: Linear or Dome, Wall Mounted

Lighting: External (From Above)

Location: Entry or Non-Entry Facades & Special Conditions



Vinyl (On-Glazing)

Primary Sign: Good

Options: Offset or Wall-Mounted

Lighting: Internal or External

Location: Entry Facade



Unacceptable Signage Types

Due to their unattractive, illegible, or easily damaged character, the following sign types are not permitted at the River Point District.

LED / Electronic

These signs can be very difficult to read and detract from the desired architecture aesthetic of the development.



Exception:

LED and electronic signs will be allowed at Development Monument Signs. Electronic signs may not be attached to building facades at any location.

Box Signs

These signs are generally flat, are not pedestrian friendly, and do not contribute to the architectural design of the building.



Temporary

Temporary signs are of poor quality and durability and do not contribute to the architectural aesthetic of the building.



Exception:

Temporary and banner signs may be used for short durations during grand openings or for seasonal messages. This rule does not apply to easel/triangle signs which are put out daily by businesses; these signs are encouraged at pedestrian locations.

Painted

These signs are very flat and do not contribute to the architectural aesthetic of the building.



Conditional Approval Signage Types

Neon

Neon signage will be reviewed for approval on a case by case basis. High quality market signs can be used effectively as a statement element as shown in the left image. However, lower quality neon signage can be visually overwhelming and difficult to read, per the image on the right.



Recommended Types

Included below are precedents that are indicative of the signage standard and recommendations for retailers at the River Point District.

Precedent 1

This signage demonstrates depth as well as featuring a clean and durable letter on natural building material.



Precedent 2

The extruded letters on a canopy give dimension to the streetscape. It also provides multiple levels of signage on the facade.



Precedent 3

Well-made flag signs add visual interest for pedestrians and make stores easily identifiable.



Allowable Temporary Signs

Temporary signs are allowed for certain durations. Temporary banner signs are allowed for a limited time after grand openings, and for seasonal events. Temporary signs must meet all requirements as details by the City of La Crosse.

Easel / A-frame signs are allowable on a daily basis, and must be taken in nightly by retailers. A-frame signs must be constructed of heavy-duty, quality materials to ensure stability. These signs may not exceed 4' in height and 2'-6" in width (no more than 10 square feet per side).



Quantity & Scale

The quantity and scale of signage is important to understand when setting standards at the River Point District so that retailers can be readily identified without becoming a billboard. The following guidelines address signage on all retail buildings within the master plan with the exception of select large-format retail special conditions.



Example of Primary Signage



Example of Secondary & Eye-level Signage

Recommended Signage:

Signage at multiple scales including extruded letters at cantilever; horizontal and vertical flags; eye-level signage.



Quantity

- 1 primary sign per facade frontage per tenant*
- 1-2 flag signs per entry facade (fabric or solid)
- 1 eye-level sign/graphic per 12 linear feet of entry facade

Vinyl as Eye-Level Signage

Channel Lettering as primary signage



Example: Retail Storefront

- Height: 15'-8"
- 15% of 15'-8" = 28' Max Height

Perpendicular solid flags as secondary signage

*Exception:

Primary signs are also allowed on special condition facades. Perimeter buildings along Copeland Avenue may also have additional primary signs on the facade facing Copeland if that facade is not an entry facade.

Scale

General Guidelines

- Minimum sign height: 16"
- Maximum sign height: 15% of retail floor height

Flags

- Wall mounted fabric flag may not be >10' in height and must maintain a vertical proportion; may not extend >4' off facade or <8' from ground

- Wall mounted solid flag may not be >36" in width or 36" in height; may not be <8' from ground plane; may not project >4' from the outermost facade

Suspended

- Suspended signs which are perpendicular to the facade and project over pedestrian paths may not be <8' from ground nor project >4' from outermost building facade

Awning

- Minimum lettering height = 8"
- Maximum sign height = 5% of retail floor height
- Text on awning preferred on face perpendicular to ground plane
- Awning may not extend more than 4' from outermost facade

Vinyl sign on glass

- text/graphic/pattern may not cause >10% of glazing to become opaque
- Maximum text height = 5% of retail storefront.

Recommended Signage:

Primary, secondary, and tertiary signs are present. Signage has a consistent design. Temporary sign is for announcing opening date only and is subject to City of La Crosse requirements for temporary signs.



Placement & Orientation

It is recommended that facades feature a balance of parallel and perpendicular signage to enhance visual access and branding capabilities. Signage should be located over entries, at sides of in-line bays, or at locations considerate of materials and their arrangement. Signage should be relevant within the overall architectural design.



Example of Successful Signage



Example of Eye Level Signage

Multiple orientations of signage attract views from different directions and are visually appealing



Example of Flag and Awning Signage

Awnings should be located at windows and doors to emphasize architectural design. Awnings should not be continuous features which wrap the entire building or storefront.

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Unacceptable Signage Placement

Signage does not brand business and is placed between to structural bays. No other signage is provided.



Recommended Signage Placement

Signage is centered on the retail unit and between facade elements. Signage works with building design to define storefront size.

4.0 BUILDING DESIGN GUIDELINES

RIVER POINT DISTRICT

Material

To achieve a consistency at the River Point District, building signage is preferred to have a consistent language. The signage materials and textiles selected should be durable, contrast and complement the building's facade, be properly illuminated, and be well integrated into the overall building storefront design.



Example of Complimentary Retail Signage



Examples of Complimentary Retail Signage



Color & Pattern

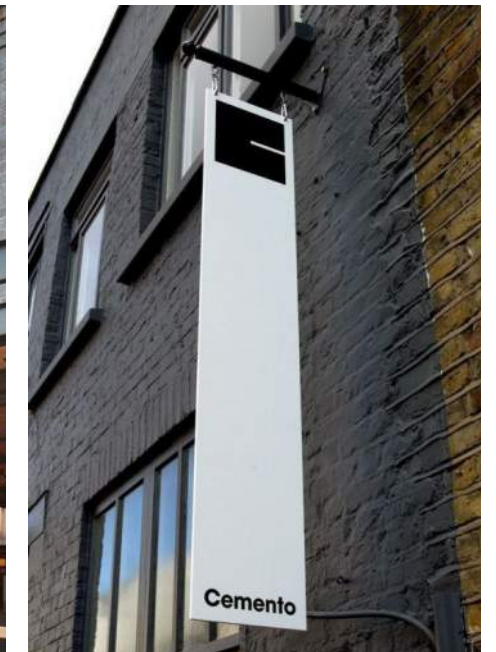
Color of signage shall complement building materials. Colors are recommended to be solid. Limit use of distracting patterns.

Recommended

Signage colors and materials complement building materials.



Example of Signage Material and Color



Recommended Materials for Retail Signage



Stainless Steel



Translucent Durable Plastic



Steel Channel



Wood



Vinyl Lettering/Graphics



Aluminum

Awning Guidelines

Recommended

Dome awnings complement upper arched windows. Colors are neutral and consistent. Awnings are made of durable canvas.

Unacceptable

Domed awnings do not complement rectangular facade elements. Vinyl awnings are unacceptable. Awnings may not extend full length of building.



Example if Recommended Awning



Example of Unacceptable Awning



Example of Unacceptable Awning

4.6 Regulations for Building Types - Descriptions

Regulations, including dimensional constraints for different building types are shown in the next page. The following building type descriptions offer a general understanding of different building types listed in this document. All building types are to comply with International Building Code requirements. Developers are encouraged to develop building sites with enhanced sustainable features and/or meet existing recognized sustainability certifications such as LEED. Incentives may be available for sustainable site and building design above and beyond code minimums.

Residential Townhomes

Townhomes are attached single-family units with an urban rowhouse format. The units share a common “party-wall” which is typically required to be a fire barrier and insulated for sound attenuation. Each residence is required to have a private entry on the public street/easement, usually with a small front yard, porch, or landscape planter. Typically these buildings are three to four stories and could contain a second dwelling unit, depending on the design and configuration. Parking is accommodated in attached garages at the rear of the buildings, sometimes with an auto court shared by the buildings within the block. Overflow parking may be accommodated by street parking or small surface lots located out of the general public circulation pathways. Residential units are separated with property lines centered on the common party walls (or equivalent agreement in a private property association). In many cases these are for sale residential properties.



Residential Apartments (rental/condominium)

Multi-family residential apartments are multi-story buildings that generally contain a variety of unit types. Typically they have street entrances that serve multiple units from a central lobby and internal corridor. Most units are 1-story, but in some cases 2-story units with loft type spaces can be incorporated. Units located at street level should have an additional front yard or patio entrance similar to a residential townhome configuration. Parking shall be located within the 1st floor behind the building, either flanked on the street frontages by ground level units or thoughtfully designed to be screened from view with landscape elements or decorative architectural features. Lot sizes vary depending on the building size.



Mixed-Use Buildings

Mixed-use buildings are multi-story buildings that typically contain a combination of commercial and residential uses. These buildings usually have commercial uses on the ground floor (retail or commercial office) with residential uses above. The residential uses can be blended with a hospitality type function, such as a hotel, which could allow residents access to the enhanced hotel amenities. Creative mixed-use configurations are strongly encouraged. Parking for these buildings should be provided behind the buildings and hidden from public view. With use such as retail on the first floor, the first floor height is higher (16 to 20 feet in height) which can allow for two levels of parking deck behind. Lot sizes vary depending on the building size.



Small/Medium Format Commercial

For the purposes of this PDD small/medium format commercial uses shall have first-floor footprints of less than 20,000 square feet (which may accommodate more than one business). Four sided architectural design must be of the highest quality, attractive and inviting. These buildings must be suitable for an urban commercial setting. A front entrance must link the to the pedestrian circulation routes and be integrated into the architecture of the building as a whole. Landscape and outdoor spaces should harmonize with the streetscape and pedestrian system of the overall development.



Commercial: Freestanding Automobile-Oriented

Freestanding commercial outlot buildings are less than 15,000 square feet and are typically one or two story buildings. Multiple uses are permitted for these building types. Usually these buildings have a surface parking lot. Architecture must be of high quality materials and suitable for an urban commercial setting. Pedestrian connections, landscaping and signage should harmonize with the overall development infrastructure.



Large Format Retail

Large format retail uses are 20,000 square feet or larger and are typically one story with potential for mezzanine structures inside. Typically there is one large retailer occupant but multiple uses are permitted. The architecture of these buildings must be of high quality materials and suitable for an urban commercial setting. Loading from trucks and refuse collection is done in the rear of the building and should be concealed from view. Pedestrian connections and scale must be considered and clearly recognizable for walkability from parking areas to entrances and other connections to the overall development. Pedestrian connections, landscaping and signage should harmonize with the overall development infrastructure.



Public Amenity, Civic & Institutional

Civic and institutional buildings can be between 1 to 4-story buildings, publicly owned and contain a use that serves the public for civic or cultural purposes. Public Amenity spaces include public parks, plazas, nature preserves, and recreation areas. Parking is accommodated in a surface parking lot located at the back or to the side of the building. The architecture of these buildings must be of high quality materials and suitable for an urban commercial setting.



4.7 Regulations for Building Types

| | Type I | Type II | Type III | Type IV |
|--|---|---|---|--|
| Building Type Standards | Residential Townhomes | Residential Apartments | Mixed-Use Buildings | Small/Medium Format Commercial |
| Lot Standards (Minimum Unless Noted) | | | | |
| Lot Area | varies | varies | varies | varies |
| Lot Width | 20'-30' | varies | varies | varies |
| Lot Depth | varies | varies | varies | varies |
| Build-to-Zone Guidelines | | | | |
| Main Building Front Build-to-Zone | 0'-10' | 0'-10' | 0'-5' | 0'-5' |
| Main Building Side Build-to-Zone | 0'-10' | 0'-10' | 0'-10' | 0'-10' |
| Main Building Corner Lot Build-to-Zone | 0'-10' | 0'-10' | 0'-5' | 0'-5' |
| Main Building Rear Build-to-Zone | 20'-30' | 20'-30' | 20'-30' | 20'-30' |
| Accessory Building Side | 5'-10' | 5'-10' | 10'-20'/0'-7.5' | 10'-20'/0'-7.5' |
| Building Separation (Minimum) | 0' | 20' | 20' | 20' |
| Building Separation (Maximum) | 0' | 80' | 80' | 80' |
| Landscape Zone Guidelines | | | | |
| Along streets/easements, where there is less than 80' gap between buildings | 5' minimum width, 4' ornamental fence, hedge, or equivalent | 5' minimum width, 4' ornamental fence, hedge, or equivalent | 5' minimum width, 4' ornamental fence, hedge, or equivalent | 5' minimum width, 4' ornamental fence, hedge, or equivalent |
| Along streets/easements, where there is an 80' gap or more between buildings | 5' minimum width, 4' ornamental fence, hedge, tree line 35' or less o.c., or equivalent | 5' minimum width, 4' ornamental fence, hedge, tree line 35' or less o.c., or equivalent | 5' minimum width, 4' ornamental fence, hedge, tree line 35' or less o.c., or equivalent | 15' minimum width, 4' ornamental fence, hedge, tree line 35' or less o.c., or equivalent |
| Height Maximum Unless Noted | | | | |
| Main Building Height | See Section 2.0 | See Section 2.0 | See Section 2.0 | See Section 2.0 |
| Accessory Building Height | 20' | 20' | 20' | 20' |
| Height of Front Wall/Fence | 3' | 3' | 4' | 4' |
| Height of Side/Rear Wall/Fence | 4' | 4' | 6' | 6' |
| Height Minimum | | | | |
| Main Building Height | See Section 2.0 | See Section 2.0 | See Section 2.0 | See Section 2.0 |
| Parking | | | | |
| Shared off-street | allowed | required | required | required |
| Ramp or structure | allowed | allowed | allowed | allowed |
| Underground | allowed | allowed | allowed | allowed |
| Estimate of demand and supply | required | required | required | required |

TABLE 4.7.1: Land-use regulation table

| | Type V | Type VI | Type VII | Type VIII |
|--|--|--|--|--|
| Building Type Standards | Commercial: Freestanding Automobile-Oriented | Large Format Retail | Public Amenity, Civic & Institutional | Hospitality |
| Lot Standards (Minimum Unless Noted) | | | | |
| Lot Area | varies | varies | varies | varies |
| Lot Width | varies | varies | varies | varies |
| Lot Depth | varies | varies | varies | varies |
| Build-to-Zone Guidelines | | | | |
| Main Building Front Build-to-Zone | 0'-5' | 0'-5' | 0'-5' | 0'-5' |
| Main Building Side Build-to-Zone | 0'-30' | 0'-10' | 0'-10' | 0'-10' |
| Main Building Corner Lot Build-to-Zone | 0'-5' | 0'-5' | 0'-5' | 0'-5' |
| Main Building Rear Build-to-Zone | 20'-30' | 20'-30' | 20'-30' | 20'-30' |
| Accessory Building Side | 10'-20'/0'-7.5' | 10'-20'/0'-7.5' | 10'-20'/0'-7.5' | 10'-20'/0'-7.5' |
| Building Separation (Minimum) | 20' | 20' | 20' | 20' |
| Building Separation (Maximum) | none | none | none | none |
| Landscape Zone Guidelines | | | | |
| Along streets/easements, where there is less than 80' gap between buildings | 5' minimum width, 4' ornamental fence, hedge, or equivalent | 5' minimum width, 4' ornamental fence, hedge, or equivalent | 5' minimum width, tree line 35' or less o.c. | 5' minimum width, tree line 35' or less o.c. |
| Along streets/easements, where there is an 80' gap or more between buildings | 15' minimum width, 4' ornamental fence, hedge, tree line 35' or less o.c., or equivalent | 15' minimum width, 4' ornamental fence, hedge, tree line 35' or less o.c., or equivalent | 5' minimum width, tree line 35' or less o.c. | 5' minimum width, tree line 35' or less o.c. |
| Height Maximum Unless Noted | | | | |
| Main Building Height | See Section 2.0 | See Section 2.0 | See Section 2.0 | See Section 2.0 |
| Accessory Building Height | 20' | 20' | 20' | 20' |
| Height of Front Wall/Fence | 4' | 4' | 4' | 4' |
| Height of Side/Rear Wall/Fence | 6' | 6' | 6' | 6' |
| Height Minimum | | | | |
| Main Building Height | See Section 2.0 | See Section 2.0 | See Section 2.0 | See Section 2.0 |
| Parking | | | | |
| Shared off-street | allowed | required | allowed | allowed |
| Ramp or structure | allowed | allowed | allowed | allowed |
| Underground | allowed | allowed | allowed | allowed |
| Estimate of demand and supply | required | required | required | required |

5.1 Image Information

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- P42: Top: Johnson Street Townhomes, Portland, OR. Source: <https://www.pdxurbanproperties.com>
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Lower Middle: St. Paul & Jefferson Apartments. Source: RINKA+
Bottom Left: Emerald Row Apartments. Source: RINKA+
Bottom Right: Pabst Professional Center. Source: RINKA+
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Bottom: Bike lane example. Source: <https://www.toronto.ca>
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- P66: Material examples. Source unknown
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Middle Left: City Lights Bier Garden Rendering. Source: RINKA+
Middle Right: Cafe Hollander. Source: RINKA+
Bottom Left: Fuel Cafe. Source: RINKA+
Bottom Right: Brady & Water Condos Rendering. Source: RINKA+

- P70: Top: Cafe Hollander. Source: RINKA+
Middle Bottom: 84 South Retail Development. Source: RINKA+
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- P71: Signage examples. Source unknown
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Middle: Downer Hotel Rendering. Source: RINKA+
Bottom: Newport Shores Mixed Use Development. Source: RINKA+
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- P94: Top: Bohemian Hall and Beer Garden. Source: <https://www.purewow.com>
Upper Middle: Riverwalk Kayak Launch, Rock Hill, SC <https://www.visitryorkcounty.com>
Middle: Drexel Town Square. Source: RINKA+
Lower Middle: Stapleton, Colorado bird's eye view. Source: <https://www.stapletondenver.com>
Bottom: Allegheny Riverfront Park. Source: <https://trustarts.org/blog>
- P98: Bloc [83] Project, Raleigh, NC. Source: <https://www.trinity-partners.com>
- P100: Top: Santa Monica Place. Source: <https://www.timeout.com>
Bottom: Hillsdale Shopping Center, San Mateo, CA. Source: <https://www.facebook.com/HillsdaleShoppingCenter/>
- P102: Top: San Pedro Public Market. Source: <https://www.dailybreeze.com>
Middle: Waterfront at Downtown Burlington. Source: <https://www.burlington.ca>
Bottom: Vancouver, British Columbia. Source: <https://www.coastalliving.com>
- P104: Top: Forge & Flare Apartments. Source: RINKA+
Upper Middle: Gunbarrel Center, Boulder, CO. Source: <https://www.probuilder.com>
Lower Middle: Emerald Row Apartments. Source: RINKA+
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- P106: Top: Assembly Row mixed use development, Somerville, MA. Source: <http://copley-wolff.com>
Middle: Nya Eriksberg Competition Rendering. Source: <http://kjellandersjoberg.se>
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6.0 INITIAL MASTERPLAN CONCEPT

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- FOR REFERENCE -
*THE FOLLOWING PAGES DEPICT ILLUSTRATIONS OF THE
INITIAL MASTERPLAN CONCEPT*

6.1 Organizing Principles

General Development Plan



FIGURE 6.1.1: General Development Plan

6.1 Organizing Principles

The River Point District is designed to highlight and incorporate the majestic elements of its natural setting. Green connections address public activity nodes and give a clear framework to the development's organizing principles.



A
Public park & beer garden



B
Water recreation



C
Public plaza & public market



D
Public park & greenway



E
Connected Public Recreation Trails



FIGURE 6.1.2: Green Connections & Public Activity Nodes

6.2 Character Zones

These guidelines apply to all areas of the River Point District master plan and connected elements within the boundaries of the city of La Crosse. Within the River Point District site area, five character zones have been defined based on context, scale, and character of the area. In many cases, the guidelines vary based on the context of these five character zones per below and adjacent site plan. Additionally, transportation demand management will be encouraged throughout the River Point District.

- **Perimeter Commercial & Large-Format Retail Zone**
- **Commercial/Mixed-use Zone**
- **Entertainment, Public Amenity & Civic Zone**
- **Multi-Family Zone**
- **Lower Mixed Density Zone**

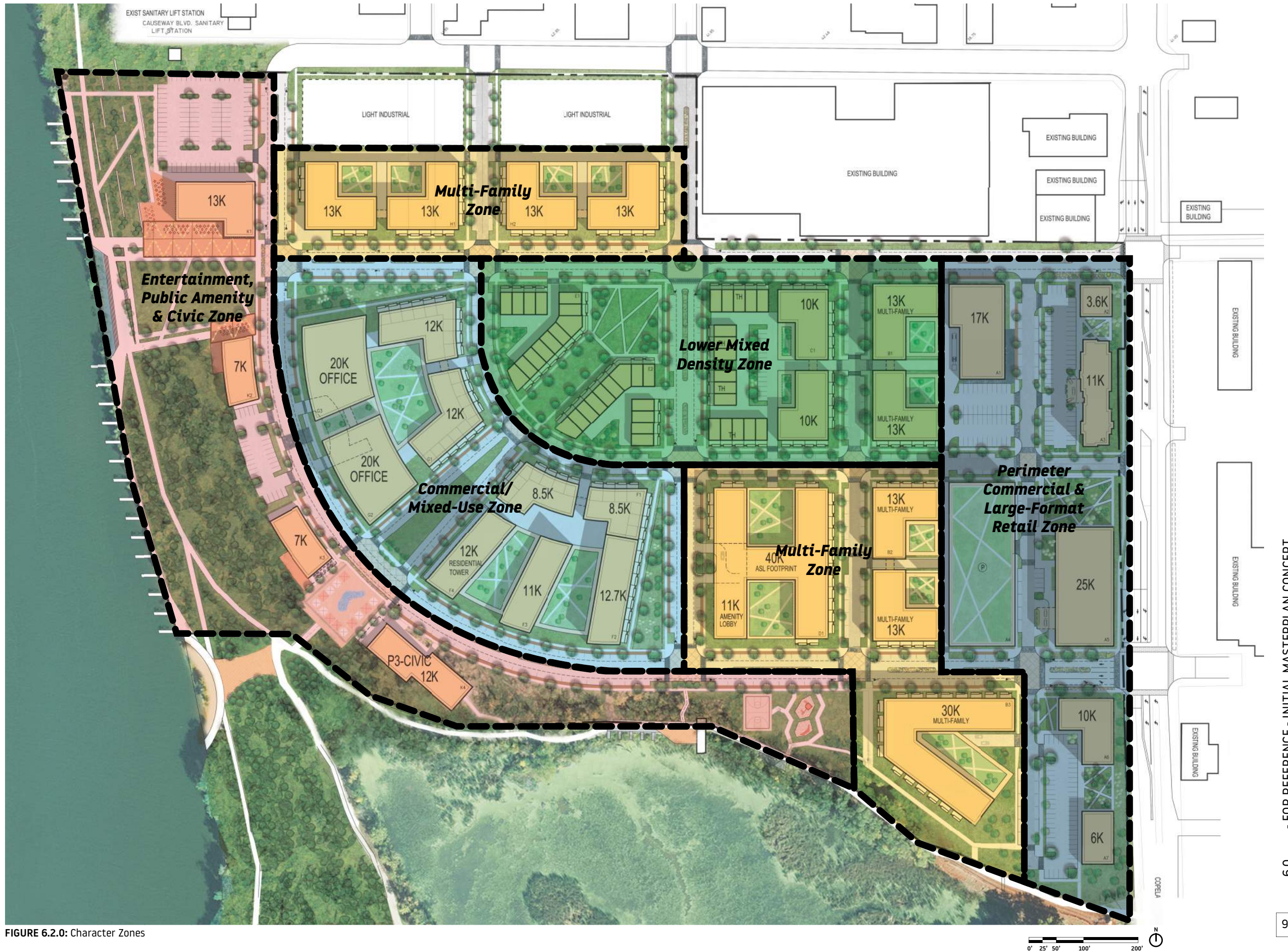


FIGURE 6.2.0: Character Zones

6.2.1 Perimeter Commercial & Large-Format Retail Zone

This area is the location of larger commercial anchor buildings that front Copeland Avenue and act as economic anchors for the River Point District. Pedestrian connections are a priority in this area to access the various potential retail and commercial uses and allow for pedestrians to easily walk to other sites in the development.

Building sites along the eastern edge of the development on Copeland Avenue are intended to have flexibility for development of large format retail of single or multiple tenants as well as higher density developments such as residential, commercial retail/office, or government services/institutional uses.

Design of large-format retail & outlot developments should include consideration for reclamation of the sub-area if and when the initial anchor retail uses should diminish in economic activity and value. Such reclamation plans should be achievable with minimal cost to the City of La Crosse.

Eco-centric and environmentally sustainable project proposals here are encouraged which could possibly have economic incentives provided.

Building Height Limitations

Maximum building height: 6 Stories

Minimum building height: 1 Story

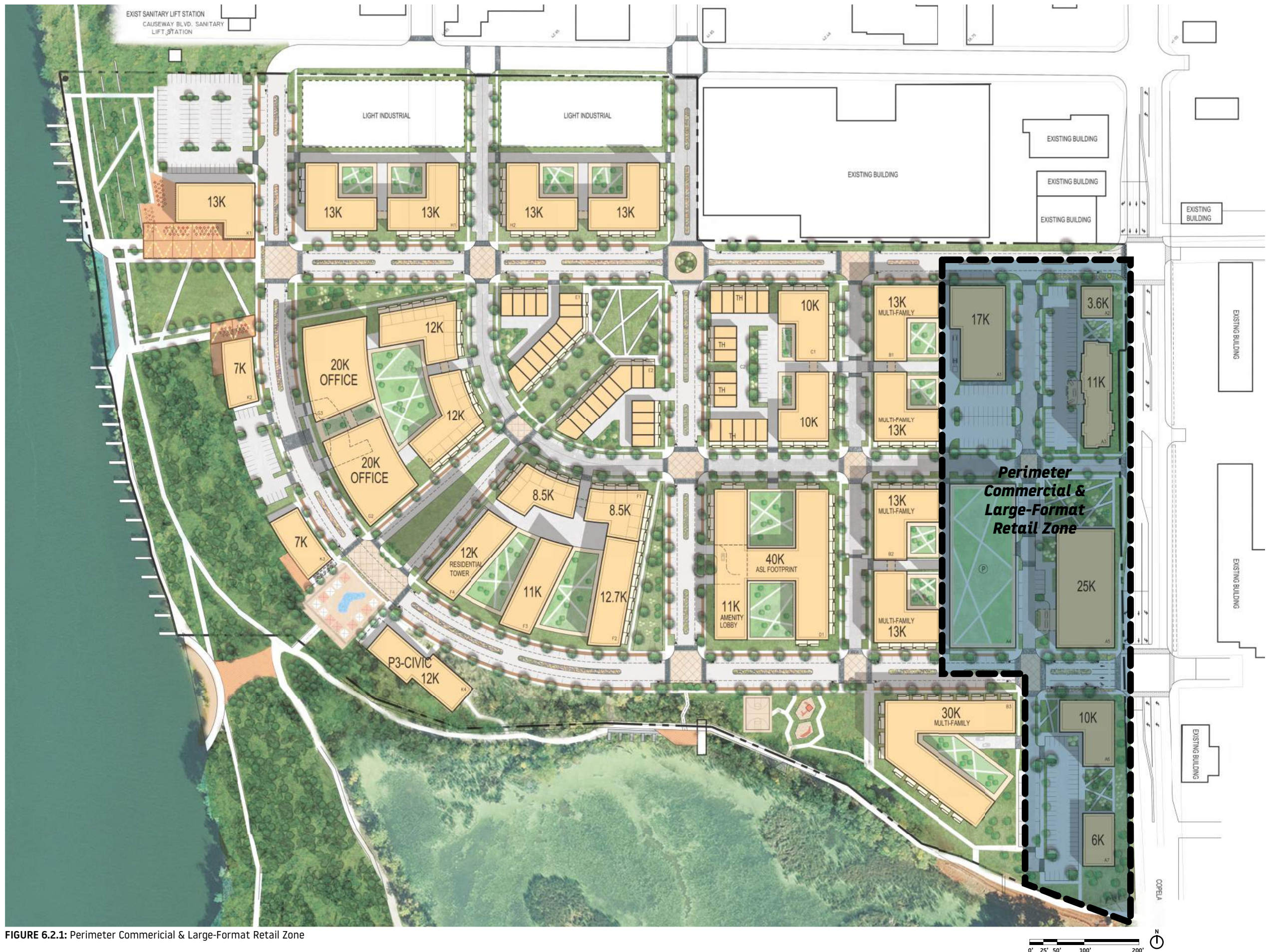


FIGURE 6.2.1: Perimeter Commercial & Large-Format Retail Zone

6.2.2 Commercial/Mixed-Use Zone

This area is conceived as an urban zone with a variety of residential and commercial mixed-use buildings. The vision for the area is to create a more vertically and horizontally integrated mixed-use concept where the interaction of housing types and commercial uses provide the opportunity for an engaging and active urban experience.

Larger mixed-use office buildings may fit within the northern portion of this area. The south portion has the opportunity to accommodate higher density vertical residential mixed-use buildings utilizing a shared parking model. These buildings are intended to be signature architectural development sites as their frontage is along the river and edge of the entertainment zone.

Proposed developments within this zone must be consistent with the goals of active and walkable streets described in this document.

Building Height Limitations

Maximum building height: Unlimited

Minimum building height: 3 Stories

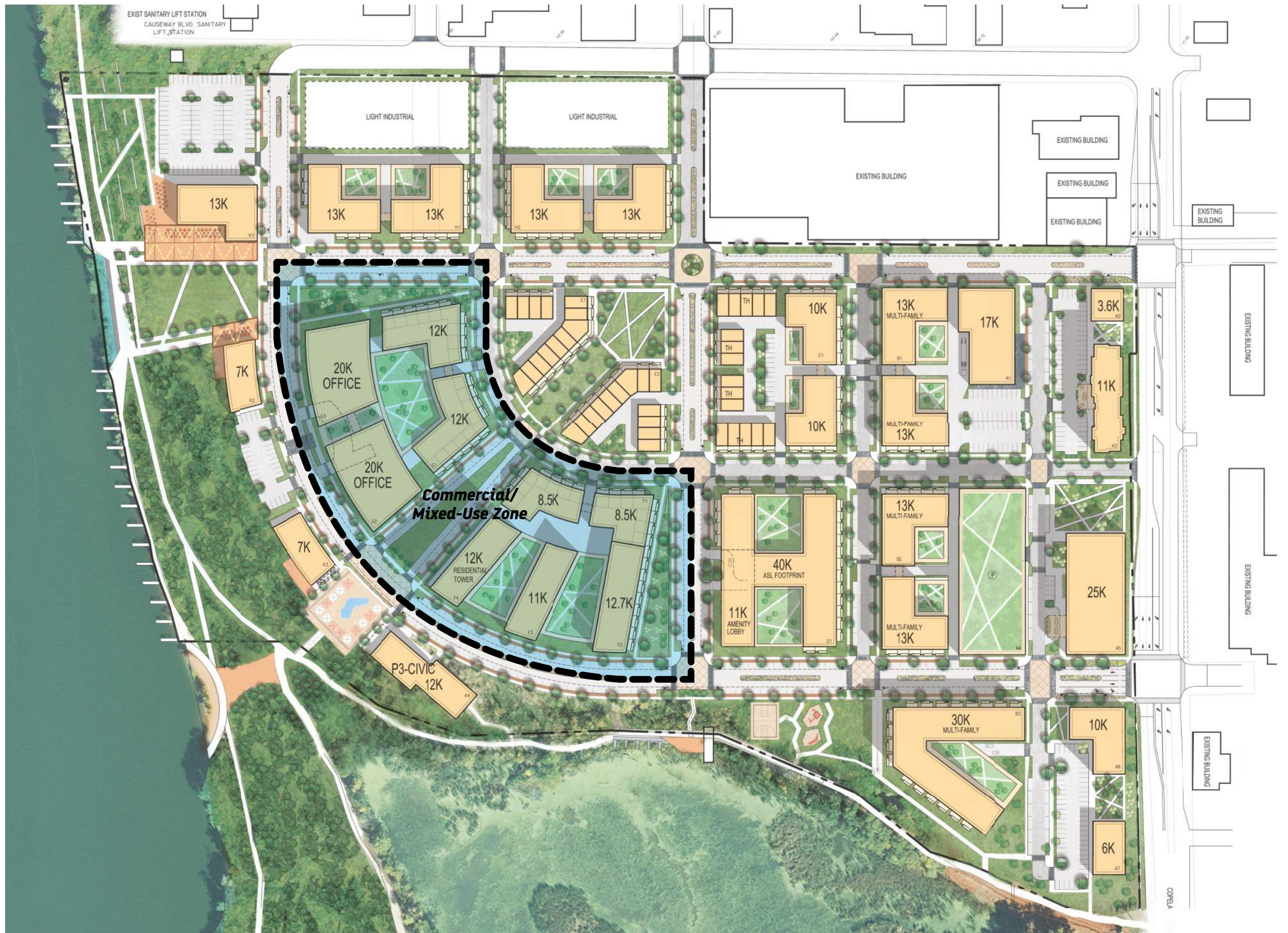


FIGURE 6.2.2: Commercial/Mixed-use Zone

6.2.3 Entertainment, Public Amenity & Civic Zone

This area consists of a series of natural areas which include public park areas for picnics, trails, wetlands, wildlife habitat, forested areas, and related natural features.

Portions of the private land for entertainment & hospitality development also include natural features which blend and extend the visual impact of the public park promenade. A few key sites have been identified for retailers, restaurants, breweries, open-air pavilions, and public buildings for exhibits and events.

Building Height Limitations

Maximum building height: 3 Stories

Minimum building height: 1 Story



FIGURE 6.2.3: Entertainment, Public Amenity & Civic Zone

6.2.4 Multi-Family Zone

This area forms the residential core of the development with a mix of townhomes, multi-family apartments buildings and possibly condominium developments. Small-format commercial spaces may be placed at the ground floor of buildings at key locations facing public open space with street frontage. Many structures will have a view of the central park or the river and wetland areas.

Building Height Limitations

Maximum building height: 10 Stories

Minimum building height: 3 Stories



FIGURE 6.2.4: Multi-family Zone

6.2.5 Lower Mixed Density Zone

This area is envisioned to act as a more urban “central park” with connected boulevards and large open pedestrian green corridor radiating from the center of the development.

Sites within this area have been identified for residential uses that supplement the housing core of the development while maintaining an urban feel. The housing proposed consists of a mix of lower-density urban typologies including single-family townhomes and multi-tenant flats with some larger multi-family buildings to the east.

Building Height Limitations

Maximum building height: 4 Stories

Minimum building height: 2 Stories



FIGURE 6.2.5: Lower Mixed Density Zone

6.3 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. Refer to Figure 3.1.6 - Off street parking for all designated structured and surface parking areas.

TABLE 6.3.1: Development Summary

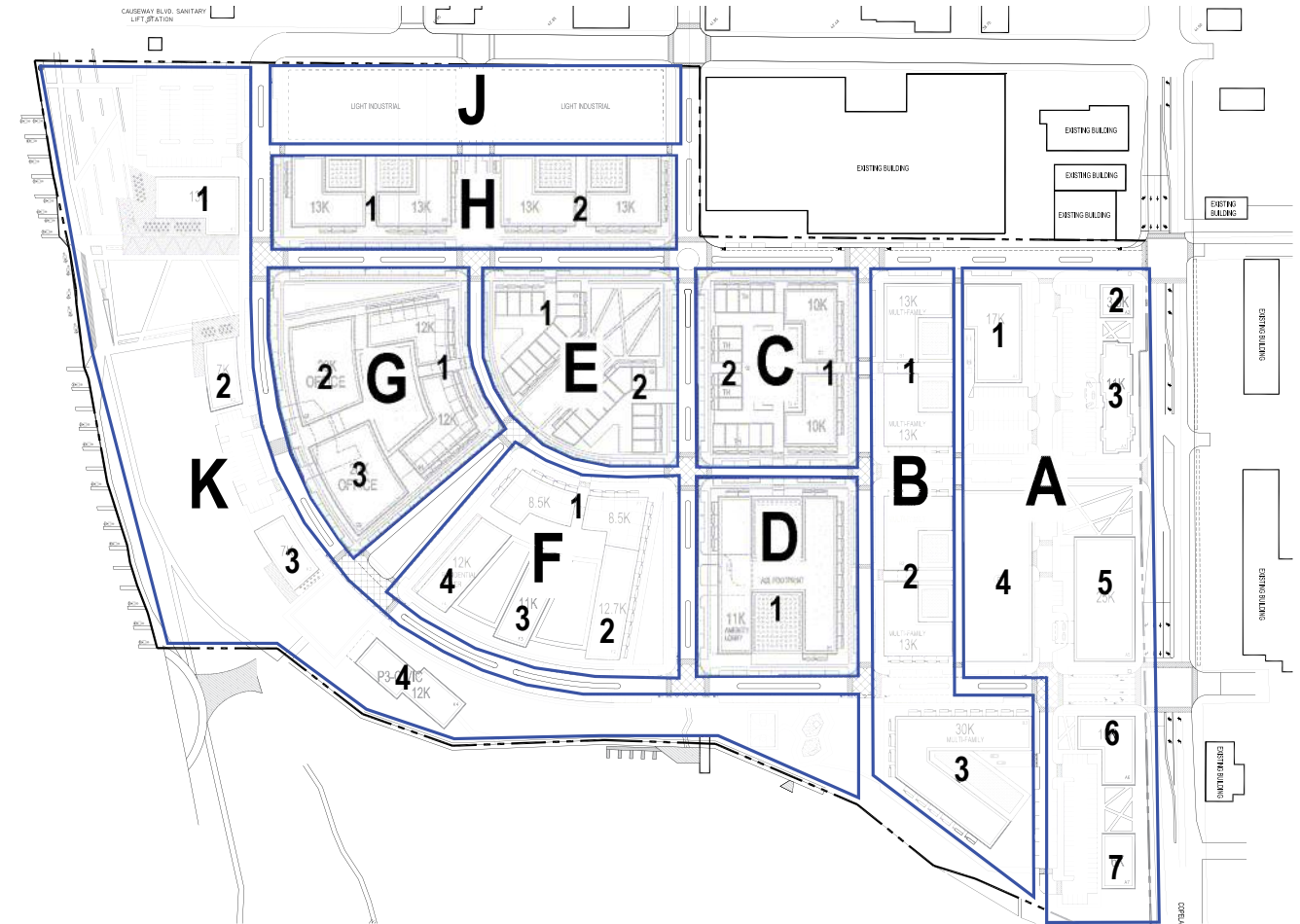
| | Square Footage | Use | Approx. Units | Levels | Suggested Minimum Parking* | Parking shown (includes associated street parking) | Notes |
|------------------------------------|-------------------------------|-------------------|---------------|--------|----------------------------|--|---|
| ZONE A - (4.8 acres +/-)*** | | | | | | | |
| A1 | 17,000 | Retail | - | 1 | 68 | 506 | Single or multi-tenant midbox retail |
| A2 | 3,600 | Retail | - | 1 | 14 | | Single tenant retail |
| A3 | 44,000 | Hotel | 100 Keys | 4 | 100 | | Dedicated additional parking within A4 |
| A4 | - | Parking Structure | - | 3 | - | | Dedicated and overflow parking for Zone A |
| A5 | 50,000 | Office | - | 2 | 200 | | Can increase in scale w/additional parking structure levels |
| A6 | 10,000 | Retail | - | 1 | 40 | | Multi-tenant inline retail, shared parking as needed |
| A7 | 6,000 | Retail | - | 1 | 24 | | Multi-tenant inline retail, shared parking as needed |
| ZONE B - (3.7 acres +/-)*** | | | | | | | |
| B1 | 55,100 | Multi-Family | 55 | 3 | - | 282 | Walk up multi-story residences w/ at grade parking |
| B2 | 58,200 | Multi-Family | 58 | 3 | - | | Walk up multi-story residences w/ at grade parking |
| B3 | 60,000 | Multi-Family | 60 | 3 | - | | Multi-level townhouse / residences |
| ZONE C - (1.8 acres +/-)*** | | | | | | | |
| C1 | 50,000 | Multi-Family | 50 | 3 | - | 84 | Walk up multi-story residences w/ at grade parking |
| C2 | 29,440 | Townhomes | 16 | 3 | - | INCL. | Multi-story, parking self contained |
| ZONE D - (1.8 acres +/-)*** | | | | | | | |
| D1 | 92,500 | Senior Housing | 93 | 3 | - | 119 | Multi-Story above Parking & Amenity |
| ZONE E - (1.3 acres +/-)*** | | | | | | | |
| E1 | 23,920 | Townhomes | 13 | 2 | - | INCL. | Multi-story, parking self contained |
| E2 | 23,920 | Townhomes | 13 | 2 | - | INCL. | Multi-story, parking self contained |
| ZONE F - (2.6 acres +/-)*** | | | | | | | |
| F1 | 42,500 | Multi-Family | 43 | 3 | - | 465 | Multi-story Residences above parking structure |
| F2 | 44,450 | Residential Tower | 44 | 4 | - | | Multi-story Residences above Retail/Parking structure. Suggested 3 level internal parking structure |
| F3 | 55,000 | Residential Tower | 55 | 6 | - | | |
| F4 | 132,000 | Residential Tower | 132 | 11 | - | | Less than 120' to top of floor plate, 11 stories on top of plinth |
| ZONE G - (2.6 acres +/-)*** | | | | | | | |
| G1 | 60,000 | Multi-Family | 60 | 3 | - | 460 | Multi-story Residences above Parking |
| G2 | 48,000 | Office | - | 3 | 192 | | Three story Office above Retail/Parking structure. Suggested 3 level internal parking structure |
| G2 | 48,000 | Office | - | 3 | 192 | | |
| ZONE H - (2 acres +/-)*** | | | | | | | |
| H1 | 65,000 | Mixed-Use | 65 | 3 | - | 182 | Walk up multi-story residences w/ at grade parking, w/ retail opportunity at West corner |
| H2 | 65,000 | Multi-Family | 65 | 3 | - | | Walk up multi-story residences w/ at grade parking |
| ZONE J - (2 acres +/-)*** | | | | | | | |
| J | Light Industrial / Commercial | | | | | | |
| ZONE K - (9.9 acres +/-)*** | | | | | | | |
| K1 | 13,000 | Commercial | - | 1 | 52 | 179 | - |
| K2** | 7,000 | Commercial | - | 1 | 28 | | - |
| K3** | 7,000 | Commercial | - | 1 | 28 | | - |
| K4** | 12,000 | P3- Civic | - | 1 | 120 | | - |
| TOTAL | 1,122,630 | - | 822 | - | - | 2277 | - |

*Suggested minimum parking for non-residential buildings is based on common industry standards for project types.

**Overflow parking available in Zone G.

***Acreages shown do not include public roadways or public green spaces.

FIGURE 6.3.2: Site plan with labeled zones corresponding to the development summary.



6.4 Land Use Regulation Table

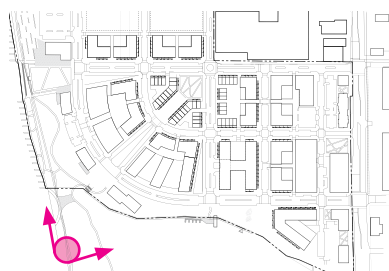
| Key | | Character Zones for General Development Plan (see map) | | | | |
|---|--|--|--------------------------|-----------------------------|---|---|
| P | Permitted uses subject to City regulations | Multi-Family | Commercial/ Mixed-Use | Lower Mixed Density Zone | Perimeter Commercial & Large Format Retail | Entertainment, Public Amenity & Civic |
| N | Prohibited | | | | | |
| C | Conditional uses subject to City regulations | | | | | |
| Large format retail | | | | | | |
| Large format retail stores in excess of 50,000 GSF | | N | N | N | N | N |
| Government Facilities and Services | | | | | | |
| Government offices, services, and facilities | | C | P | N | P | P |
| Residential | | | | | | |
| Clubs, fraternities, and sororities | | N | C | N | N | N |
| Hotels | | N | P | N | P | N |
| Housing for the elderly | | C | C | N | N | N |
| Licensed community and other living arrangements | | N | C | N | N | N |
| Licensed family day care homes | | C | C | N | N | N |
| Licensed foster family homes | | C | C | N | N | N |
| Multi-family dwellings with four (4) or more units | | P | P | P | C | N |
| One, two, and three family units | | N | N | P | N | N |
| Rest homes and nursing homes | | C | C | N | N | N |
| Commercial retail and office uses occupying 20,000 gsf or less | | | | | | |
| Animal hospitals | | N | C | N | C | N |
| Antique and collectors stores | | N | P | N | P | N |
| Appliance and electronic stores | | N | P | N | P | N |
| Art and craft collector studios | | N | P | C | P | N |
| Art supply stores | | N | P | N | P | N |
| Automotive parts and accessories without installation | | N | P | N | P | N |
| Vehicle sales and service | | N | N | N | N | N |
| Retail bakeries | | N | P | C | P | N |
| Financial institutions with drive-through | | N | C | N | C | N |
| Financial institutions with no drive-through facilities | | N | P | N | P | N |
| Barber shops and beauty shops | | N | P | N | P | N |
| Books and stationery stores | | N | P | N | P | N |
| Breweries and Taprooms | | N | C | N | P | P |
| Building supply stores | | N | C | N | P | N |
| Professional or business offices | | C | P | C | P | N |
| Camera and photographic supply stores | | N | P | N | P | N |
| Car washes | | N | N | N | C | N |
| Catering services | | N | P | N | P | N |
| Clothing services | | N | P | N | P | N |
| Clothing stores | | N | P | N | P | N |
| Coin and philatelic stores | | N | P | N | P | N |
| Commercial recreation facilities | | N | P | N | P | N |
| Computer & electronic equipment sales & service | | N | P | N | P | N |
| Contractors offices and shops | | N | C | N | C | N |
| Cosmetic shops | | N | P | N | P | N |
| Currency exchanges | | N | P | N | P | N |
| Delicatessens | | N | P | N | P | P |
| Departments stores | | N | N | N | P | N |
| Dog obedience training within an enclosed structure | | N | C | N | C | N |
| Drug stores and pharmacies | | N | P | N | P | N |
| Drug stores and pharmacies with drive-through facilities | | N | C | N | P | N |
| Educational facilities and exhibitions | | N | P | N | P | N |

TABLE 6.4.1: Land-use Regulation Table

All uses are subject to an established minimum of restrictions of the River Point District PDD including but not limited to baseline design guidelines. Table 6.4.1: Land-use Regulation indicates the Permitted, Prohibited, and Conditional building uses within the River Point District character zones (Refer to Figure 6.4.1). Any use not listed in this table is assumed to be prohibited. Definitions of terms are the same as the definitions already established in the City of La Crosse zoning ordinances. Additional limitations may be established through agreements between the city, property owners, and businesses proposed within the River Point District. Underlying zoning limitations (per city zoning ordinance) may also be applicable if zoning is changed under the River Point District PDD.

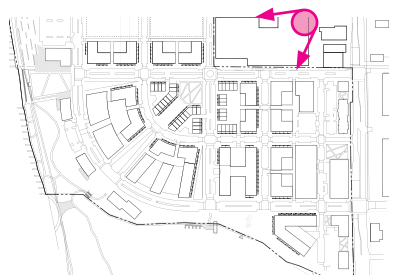
| Key | | Character Zones for General Development Plan (see map) | | | | |
|---|--|--|--------------------------|-----------------------------|---|---|
| P | Permitted uses subject to City regulations | Multi-Family | Commercial/ Mixed-Use | Lower Mixed Density Zone | Perimeter Commercial & Large Format Retail | Entertainment, Public Amenity & Civic |
| N | Prohibited | | | | | |
| C | Conditional uses subject to City regulations | | | | | |
| Commercial retail and office uses occupying 20,000 gsf or less | | | | | | |
| Equipment rental with only inside storage facilities | | N | N | N | N | N |
| Florists | | N | P | N | P | N |
| Food store | | N | P | N | P | N |
| Funeral homes | | N | N | N | N | N |
| Garden centers | | N | C | N | C | N |
| Gift stores | | N | P | C | P | N |
| Group day care centers | | N | C | N | P | N |
| Hardware stores | | N | P | N | P | N |
| Health clubs and physical fitness centers | | N | P | N | P | N |
| Hobby and craft shops | | N | P | N | P | N |
| Home furnishings | | N | P | N | P | N |
| Interior drive-throughs on parcels | | N | C | N | C | N |
| Janitorial supplies and services | | N | P | N | P | N |
| Jewelry stores | | N | P | N | P | N |
| Laundries and dry cleaners | | N | P | N | P | N |
| Licensed massage therapy, body work, certified by State | | N | P | N | P | N |
| Licensed tattoo and/or body piercing establishments | | N | P | N | P | N |
| Liquor stores | | N | C | N | C | N |
| Mail order service stores | | N | P | N | P | N |
| Medical, dental, & health services, certified by State | | N | P | N | P | N |
| Messenger services | | N | P | N | P | N |
| Mini warehouse / storage facilities | | N | N | N | N | N |
| Music stores | | N | P | N | P | N |
| Newspaper and magazine stores | | N | P | N | P | N |
| Not for profits | | N | P | C | P | N |
| Office supplies and business machine stores | | N | P | N | P | N |
| Optical stores | | N | P | N | P | N |
| Outdoor display of retail merchandise | | N | C | C | C | N |
| Paint, glass, and wallpaper stores | | N | P | N | P | N |
| Pet stores and pet grooming | | N | P | N | P | N |
| Printing services | | N | P | N | P | N |
| Broadcast or recording studios, excluding towers | | N | C | N | C | N |
| Transmitting and receiving stations | | N | C | N | C | N |
| Restaurants with no drive-in or drive-through facilities | | N | P | N | P | P |
| Restaurants with drive-in or drive-through facilities | | N | C | N | C | N |
| Self-service laundry and dry-cleaning establishments | | N | P | N | P | N |
| Shoe stores and leather goods stores | | N | P | N | P | N |
| Confectionaries and ice cream stores | | N | P | C | P | N |
| Solar energy collectors as accessory structure | | N | C | N | C | N |
| Sporting good stores | | N | P | N | P | N |
| Tailor or dressmaking shops | | N | P | N | P | N |
| Taverns and cocktail lounges | | C | P | C | P | P |
| Testing laboratories | | N | P | N | P | N |
| Theaters and other amusement places | | N | P | N | P | N |
| Upholstering | | N | P | N | P | N |
| Used merchandise and resale shops | | N | P | N | P | N |
| Variety stores | | N | C | N | C | N |
| Video productions, music rehearsal studios, sales, and rentals | | N | P | C | P | N |
| Wireless telecommunications sales and service | | N | P | N | P | N |
| Yoga studios | | C | P | C | P | N |

TABLE 6.4.1: Land-use Regulation Table contd.



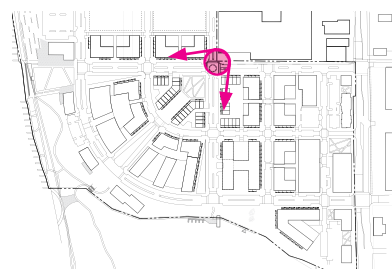
6.5 Aerial image

Aerial facing North East capturing the River Point District's overall scale and relationship to the existing natural landscape.



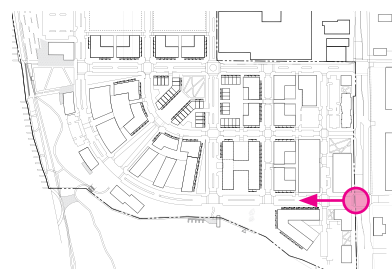
6.6 Aerial image

Aerial facing South West capturing the River Point District's juxtaposition to the surrounding City of La Crosse.



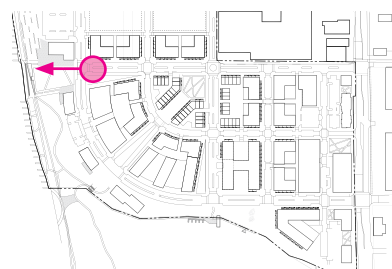
6.7 PARK & PEDESTRIAN PROMENADE

This concept image captures intended integration of landscape elements into the development.



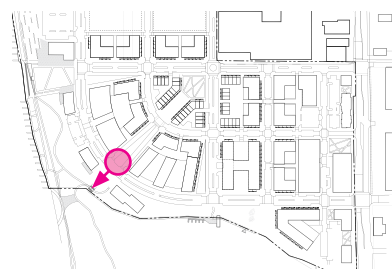
6.8 Riverside North Gateway Concept

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



6.9 Riverside Park & Activated Waterfront Access

Northwest view of large open greenspace with flanking hospitality uses. Greenspace provides opportunity for many types of public and private events



6.10 Civic Building & Market Plaza

This space is a flexible and inviting platform for a variety of La Crosse's activities and events. As a gathering node, it allows the public to easily access an extensive nature trail system and riverfront amenities.