

La Crosse Mixed-Use

RDA PRESENTATION // RIVER POINT DISTRICT



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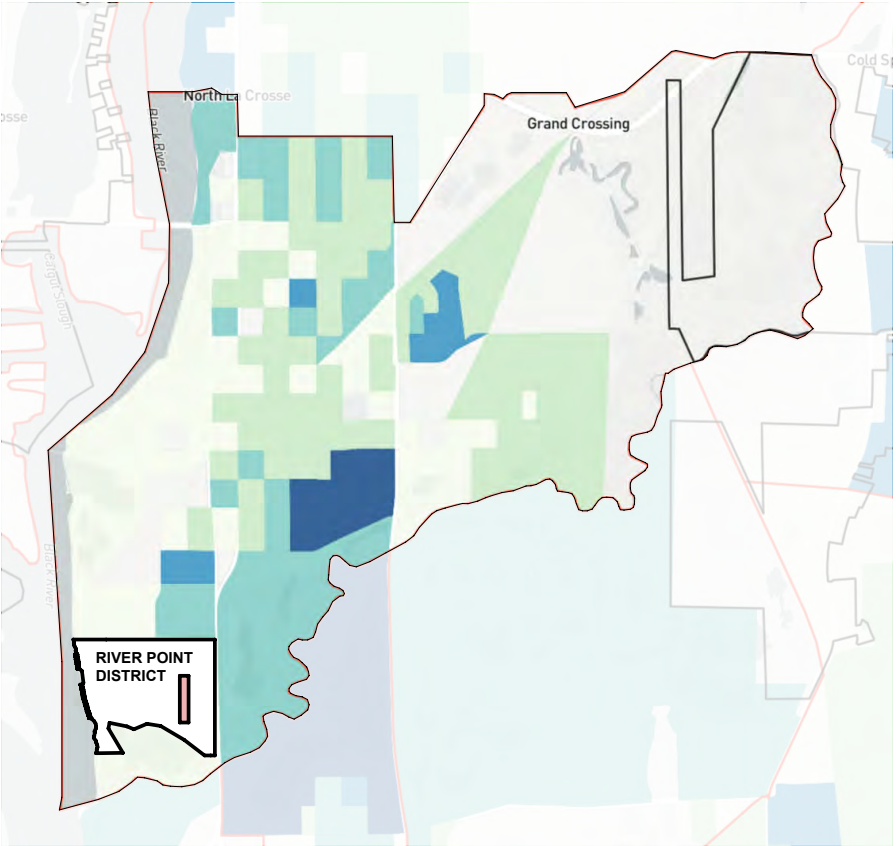
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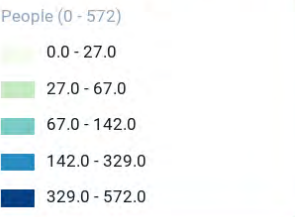
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LA CROSSE MIXED-USE

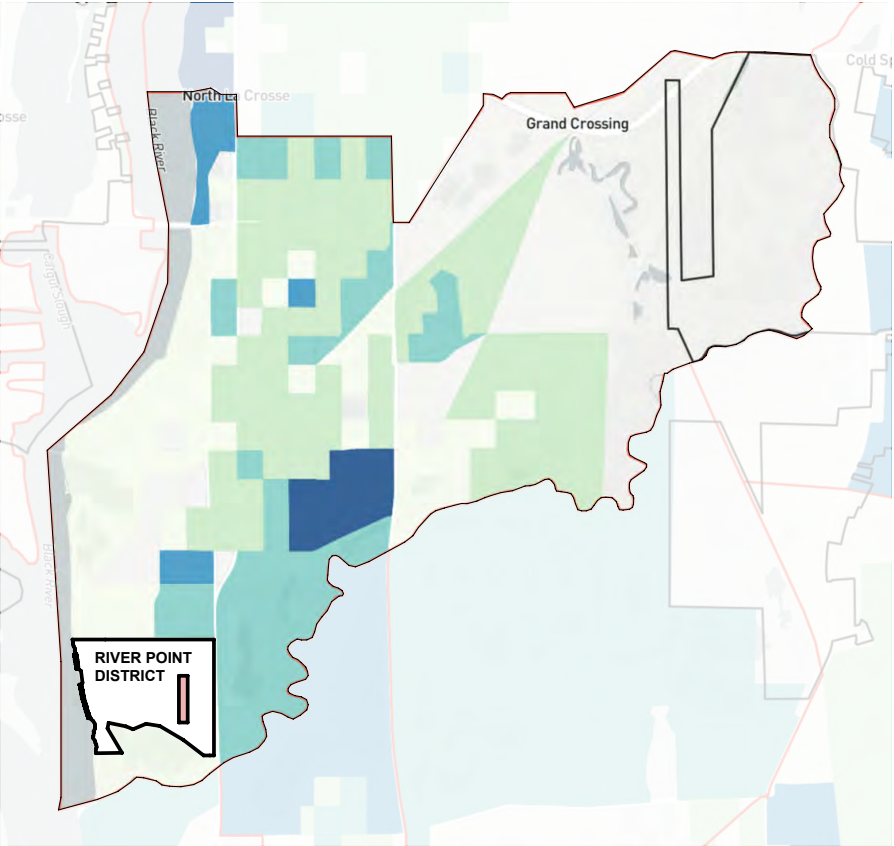
SOCIOECONOMIC DATA



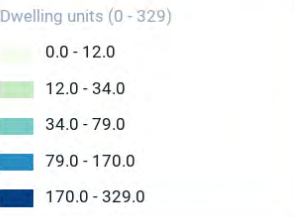
POPULATION



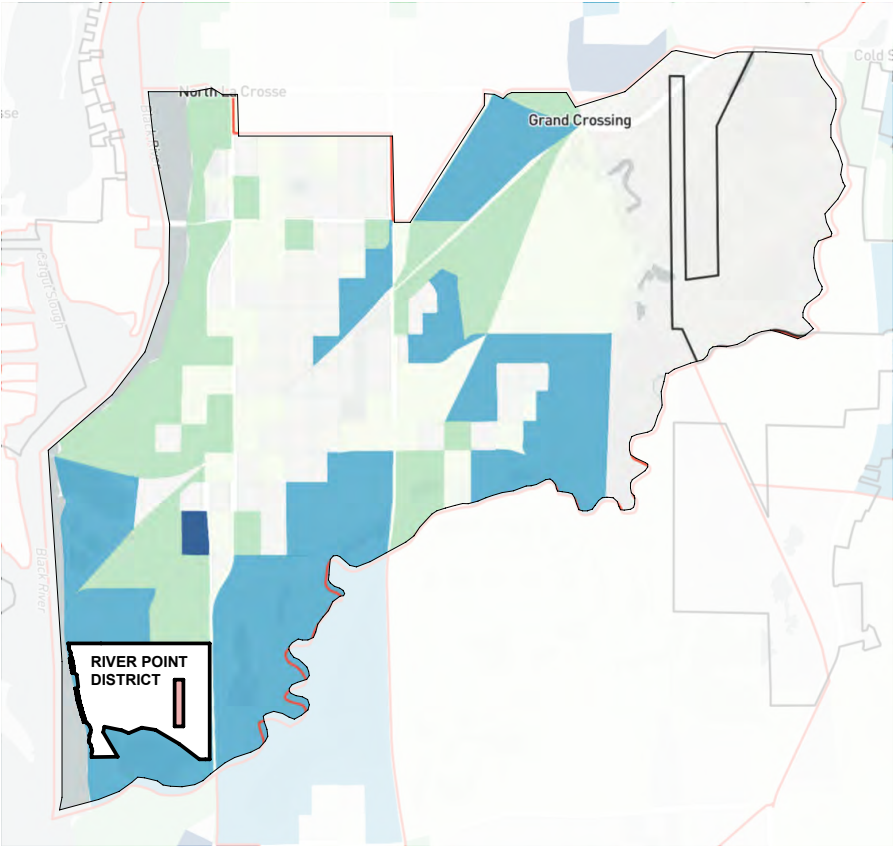
The location of the population indicates that currently there is not high density in the surrounding area. The introduction of the master plan development will change this metric.



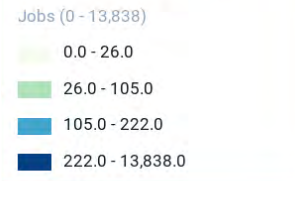
DWELLING UNITS



The dwelling units of the surrounding area illustrate that where people work and where people live are two separate areas.



EMPLOYMENT AREAS

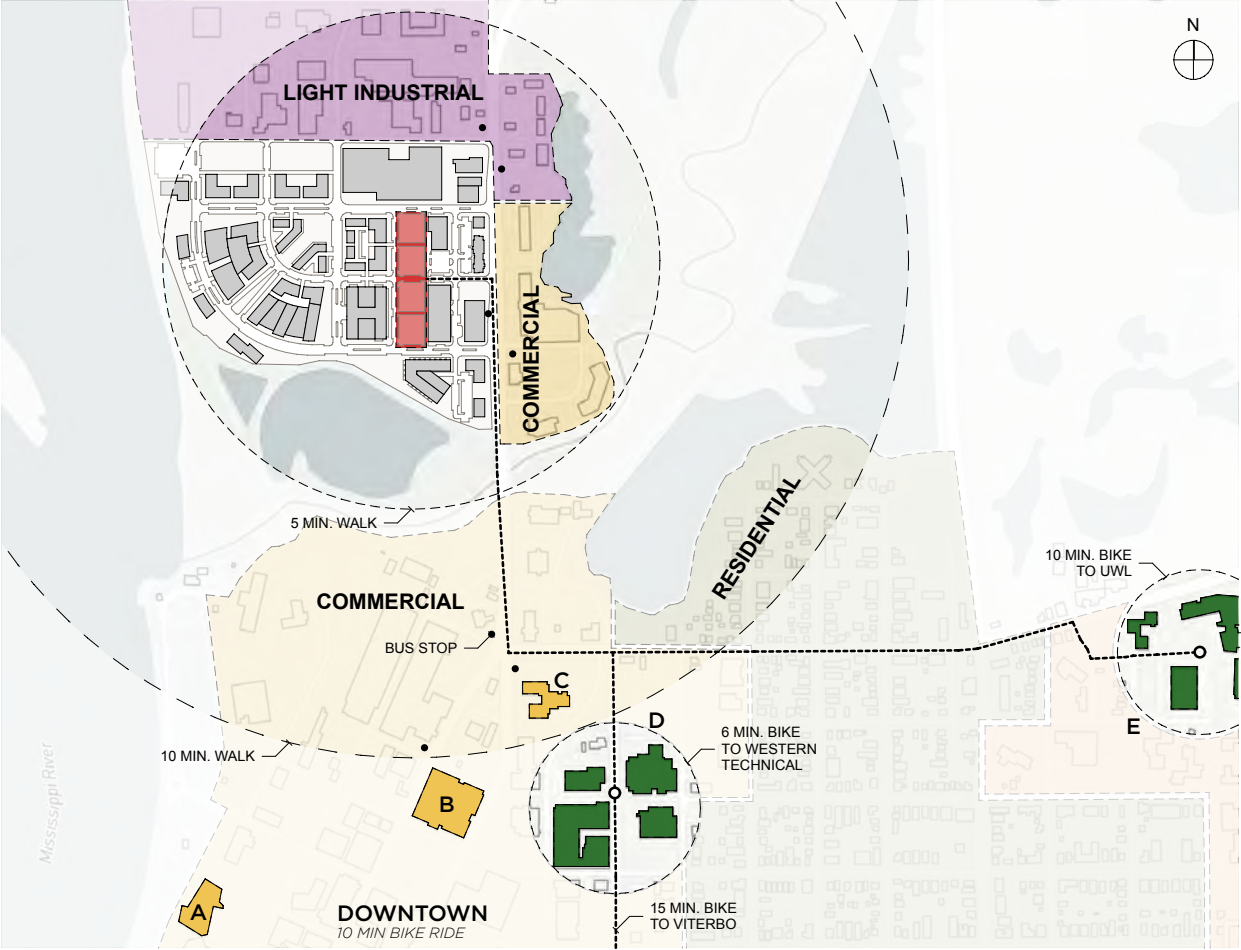


The employment areas of the areas are focused around the major employers, like the Mayo Clinic. The employment areas around the site are currently primarily light industrial.

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WALKABILITY

CONTEXT MAP



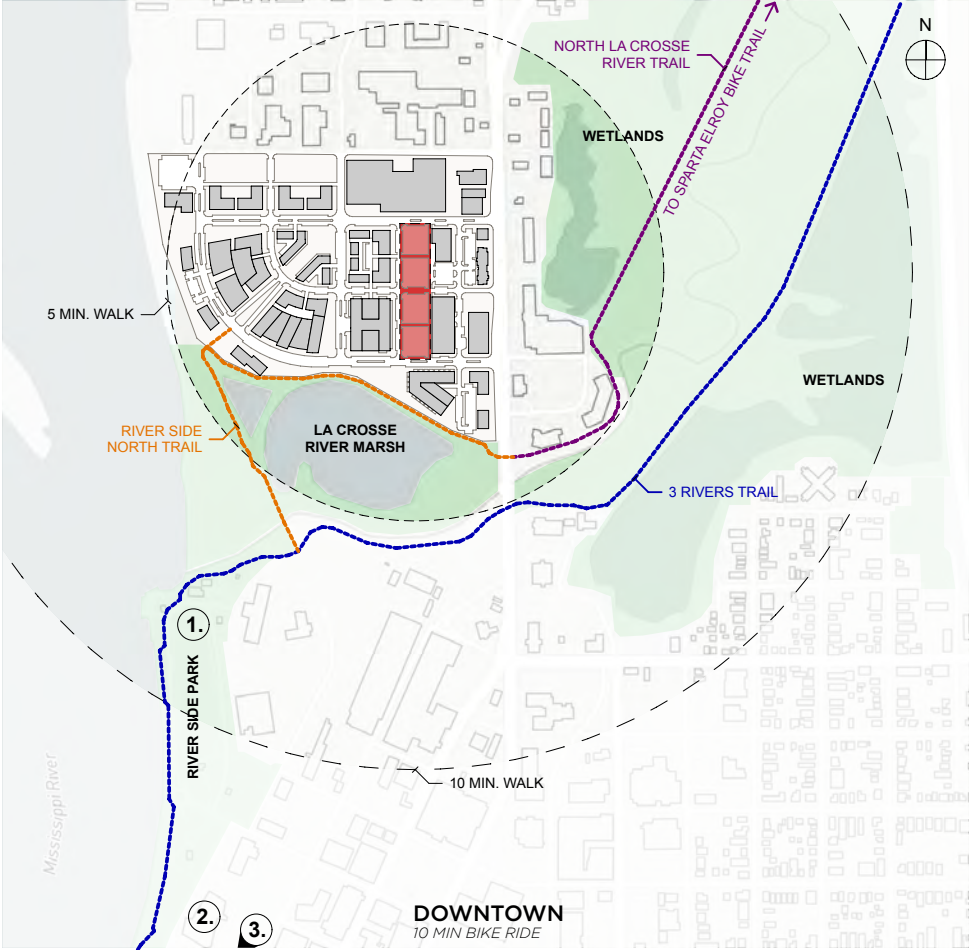
DRIVING DISTANCE TO MAJOR EMPLOYERS

Gunderson Health System	10 MIN.
Mayo Clinic	15 MIN.
Trane Supply Center	10 MIN.
Kwik Trip Distribution Center	10 MIN.

LANDMARKS

- A. La Crosse Center
- B. La Crosse Court House
- C. La Crosse City Hall
- D. Western Technical College
- E. University of Wisconsin - La Crosse

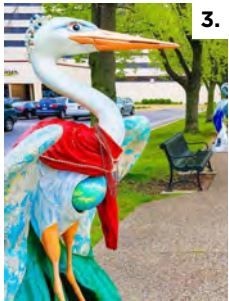
WALKABILITY



"A Simpler Time"



"The La Crosse Players"



"Herons of La Crosse"

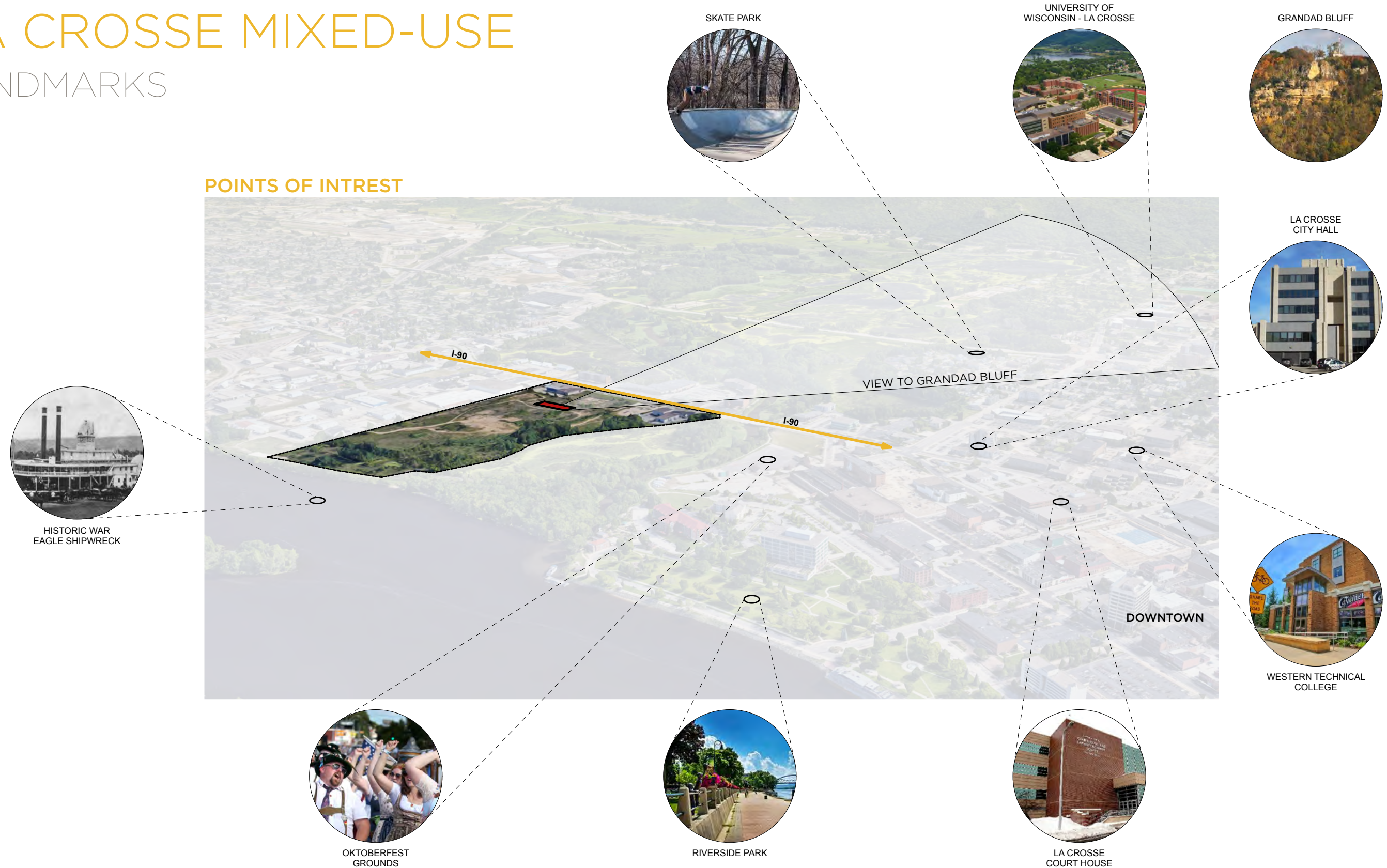
SPARTA ELROY BIKE TRAIL



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LANDMARKS

POINTS OF INTREST



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RIVER POINT DISTRICT MASTER PLAN INFO.



GREEN SPACE

The green spaces of the master plan help to guide the pedestrian towards the main public plaza.

The site interacts with the green space along the South Western edge and maintains views of the green space along the Southern and Western facades.

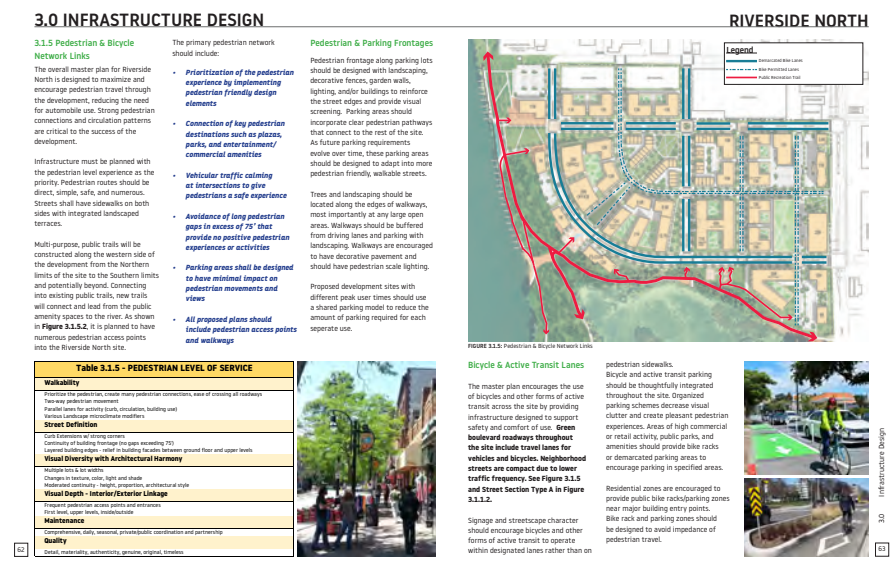
The project will interact with the views and pedestrian streetscape that is informed by the master plan green spaces.



MIXED USE STREET EDGES

The ground plane and how a building interacts with it is vitally important to a successful building.

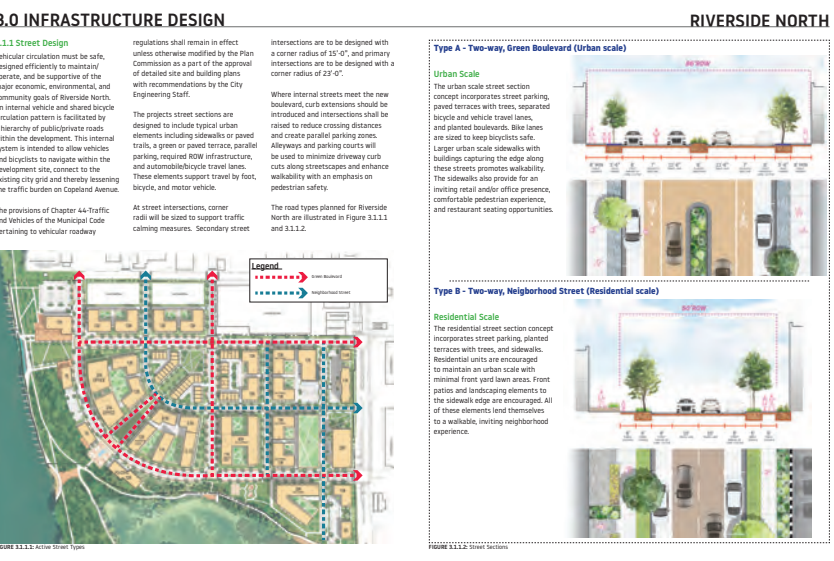
The master plan document articulates several great examples of street edges that the site can utilize.



WALKABILITY

Bike specific lanes are intended along the Western facade.

By combining this with a lively streetscape, walk-up units for each building becomes a desirable way of interacting with the ground plane.



STREETSCAPES

With a primary access point to the entire master plan along the Souther facade of the site, it enables the building to become a "gateway" to the master plan as a whole.

By being a gateway to the development, the buildings can help set the tone for the future buildings of the master plan.

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DRIVERS + CONCEPT

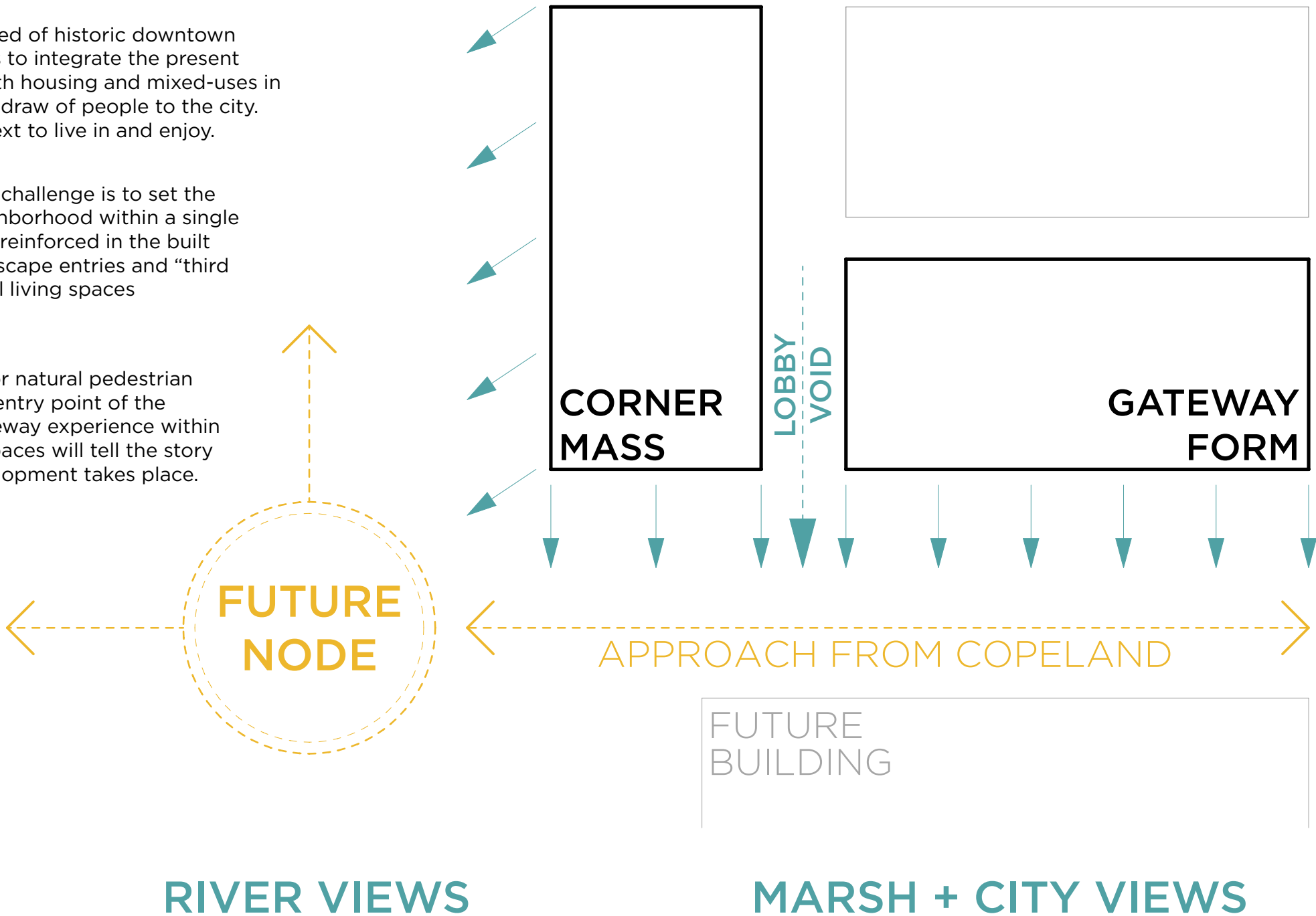
DRIVER 1 // Urban Living Future
La Crosse is a unique living environment largely comprised of historic downtown buildings and older homes. The opportunity of the site is to integrate the present natural context immediately connected to downtown with housing and mixed-uses in a new and modern vision for urban living continuing the draw of people to the city. The peaceful nature of this site today is a beautiful context to live in and enjoy.

DRIVER 2 // First Vertical
As the first project vertical in the Riverpoint District, the challenge is to set the bar high for the character of a complex and vibrant neighborhood within a single building and site design. Healthy, active lifestyles will be reinforced in the built environment an activated public realm (including street scape entries and “third spaces”), facilitation of outdoor recreation and individual living spaces immediately connected to the environment.

DRIVER 3 // Gateway + Node
Future activation of nodes within the district is critical for natural pedestrian way finding and creating internal urban scale. From the entry point of the district, the phase 1 building will also create the first gateway experience within the street approach. Progressing through these urban spaces will tell the story of district as it will continue to unfold as continued development takes place.

LA CROSSE MIXED USE MERGE URBAN DEVELOPMENT

CONCEPT DIAGRAM
NOT TO SCALE



LA CROSSE MIXED-USE

PRECEDENT



1



2



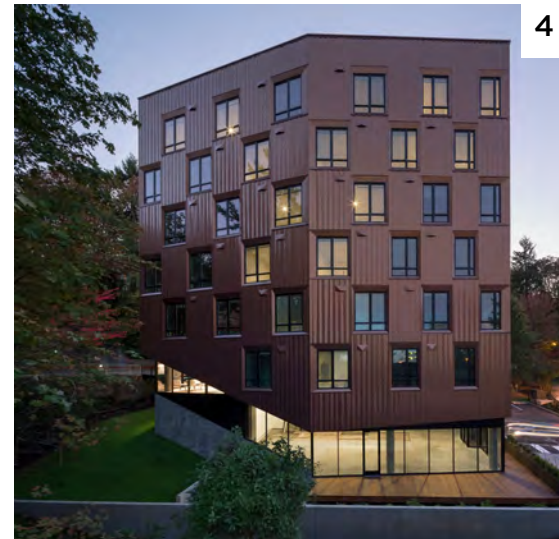
3



5



6



4



7



8

LEGEND

1. RISD North Hall, Providence
2. Grandad Bluff, La Crosse
3. La Crosse Civic Center, La Crosse
4. Treehouse Apartments, Oregon
5. Flora Apartments, Stockholm
6. Riverside Park, La Crosse
7. Treehouse Apartments, Oregon
8. Pearl Street, La Crosse

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PHASE 1 - NODE



LA CROSSE MIXED-USE

PHASE 1 - STREETSCAPE



LA CROSSE MIXED-USE

PHASE 1 - GATEWAY



ONITSHOT
ARCHITECTURE



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PHASE 2 - NODE

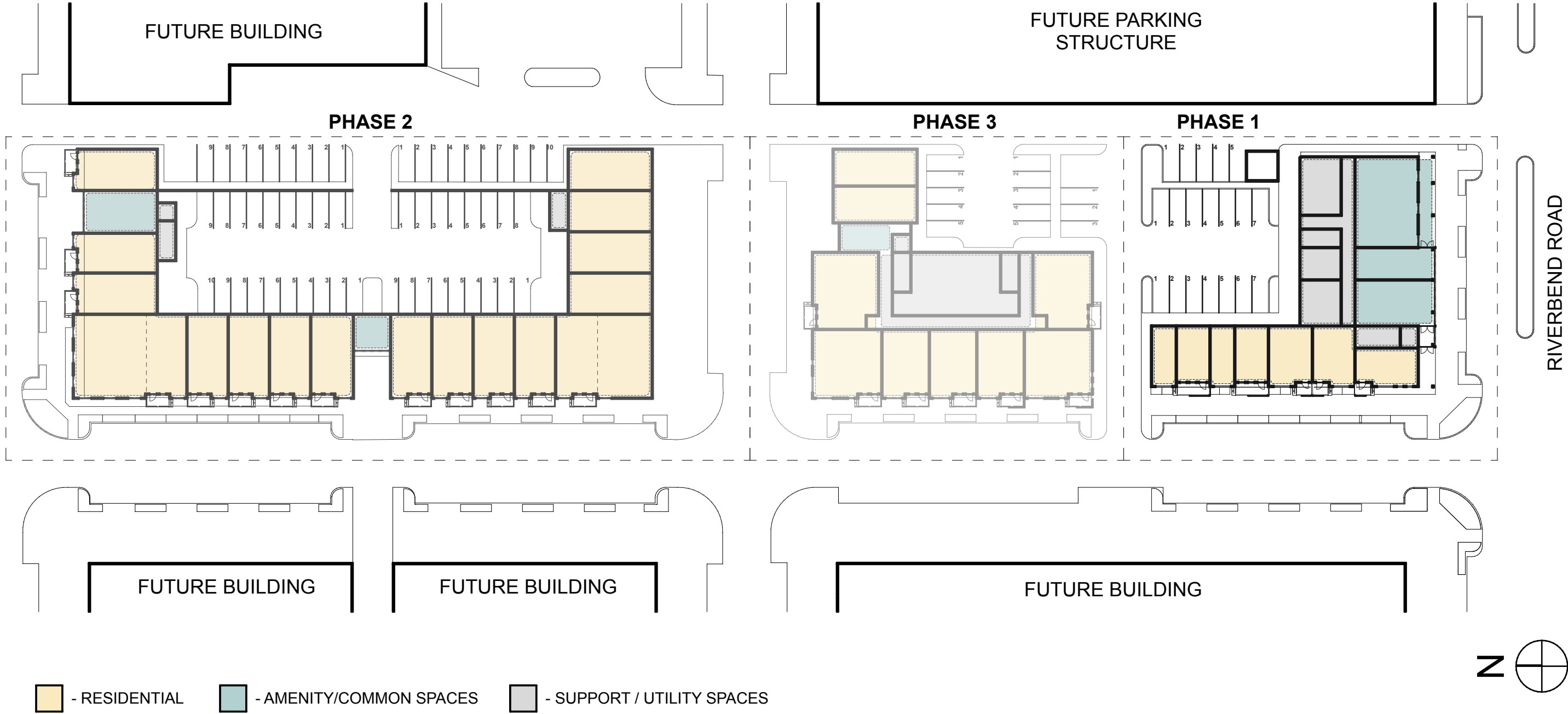


ON17SHOT
ARCHITECTURE



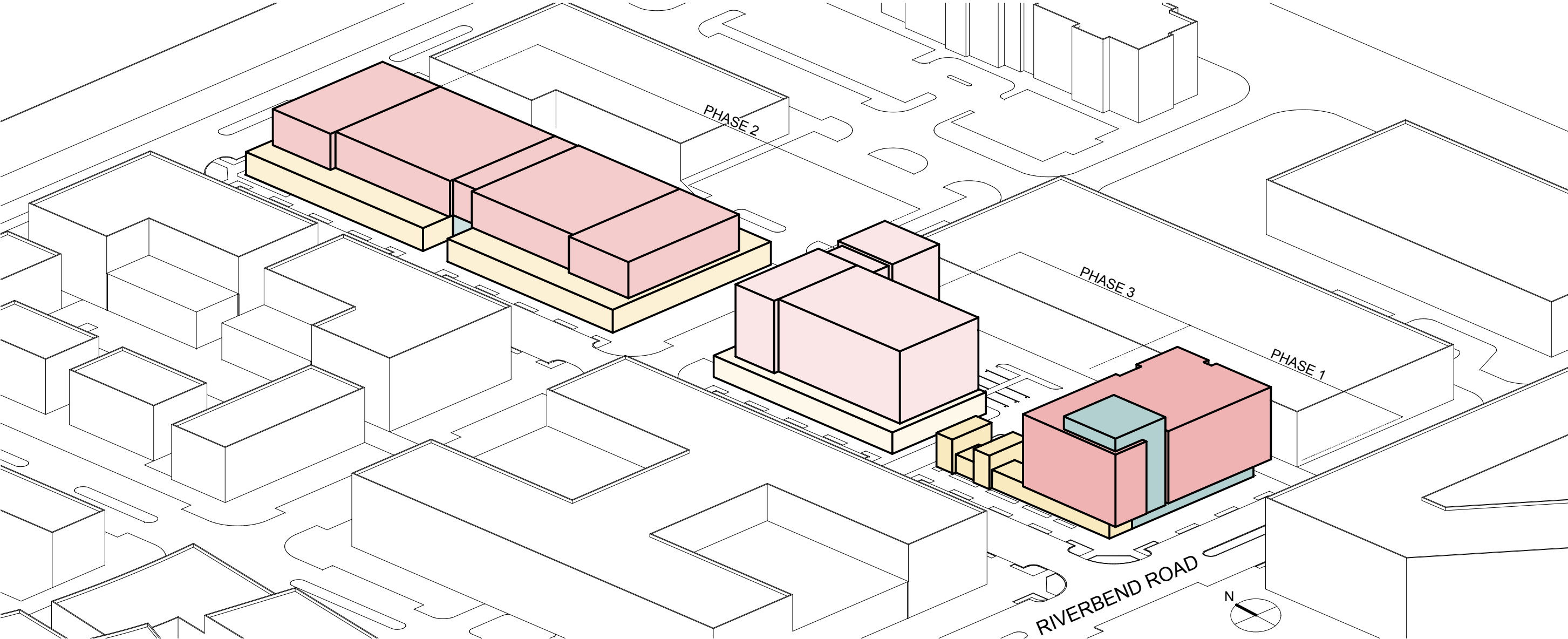
LA CROSSE MIXED-USE

SITE PLAN



LA CROSSE MIXED-USE

MASSING DIAGRAM



- RESIDENTIAL
- AMENITY/Common Spaces
- SUPPORT / UTILITY SPACES

PHASE 1
DWELLING UNITS:
11 UNITS PER FLOOR @ 2 - 5 = 44 UNITS
5 WALK-UP UNITS
TOTAL UNITS = 49 UNITS

PROJECT TOTAL : 199 UNITS

PHASE 2
DWELLING UNITS:
39 UNITS PER FLOOR @ 2 - 3 = 78 UNITS
19 WALK-UP UNITS
TOTAL UNITS = 97 UNITS

PHASE 3
DWELLING UNITS:
11 UNITS PER FLOOR @ 2 - 5 = 44 UNITS
9 WALK-UP UNITS
TOTAL UNITS = 53 UNITS

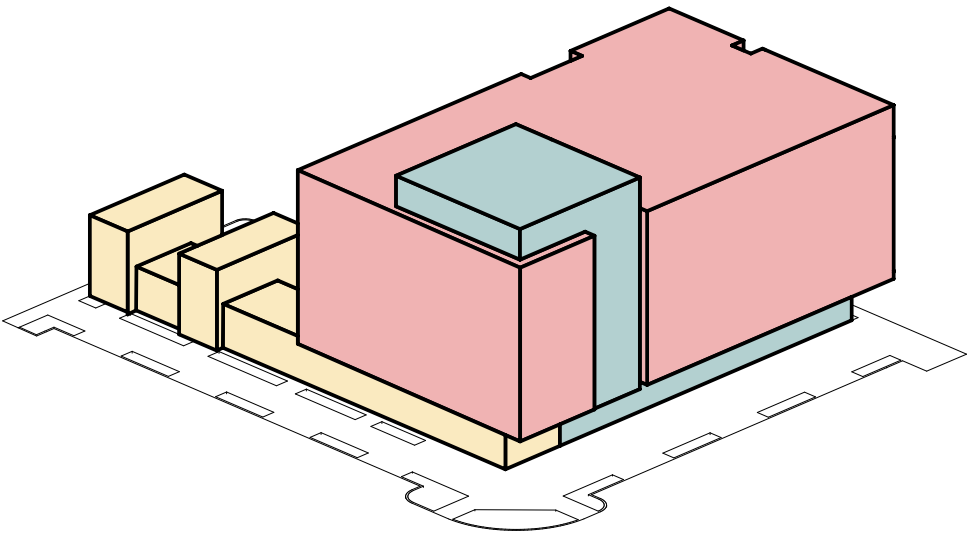
LA CROSSE MIXED-USE

PRO FORMA + PLAN DIAGRAMS : PHASE 1

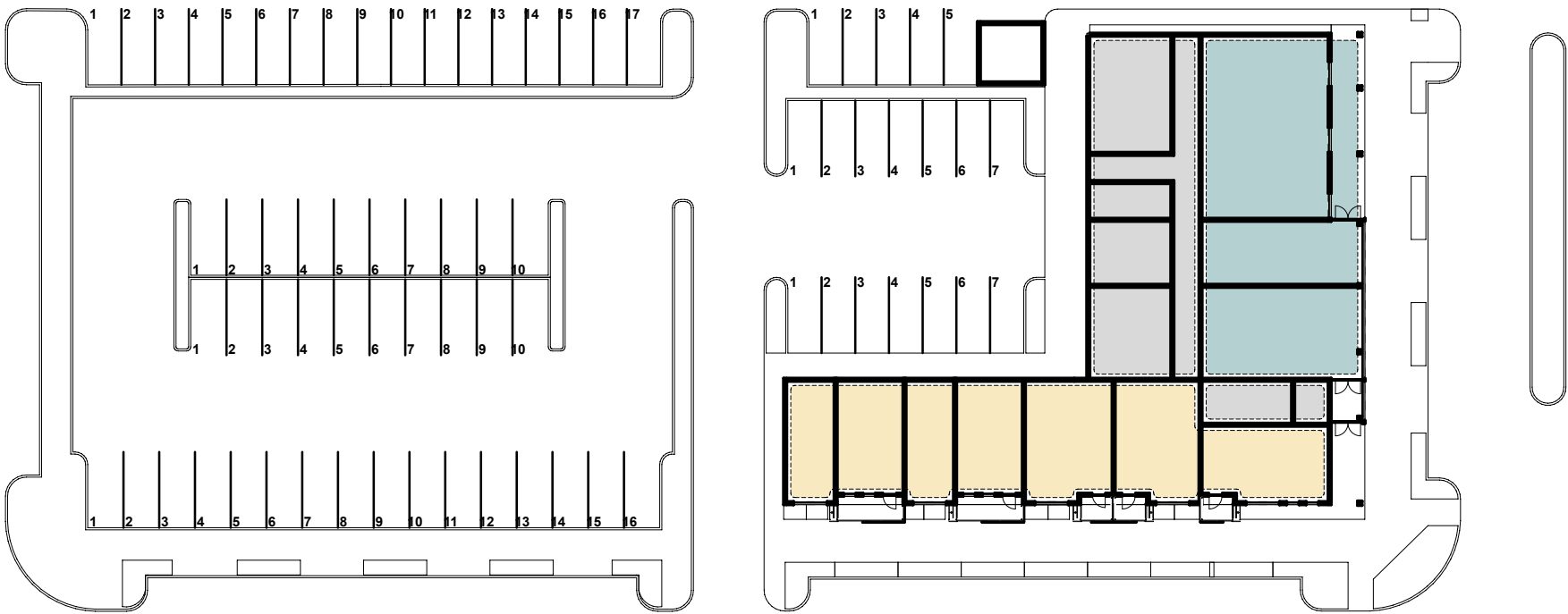
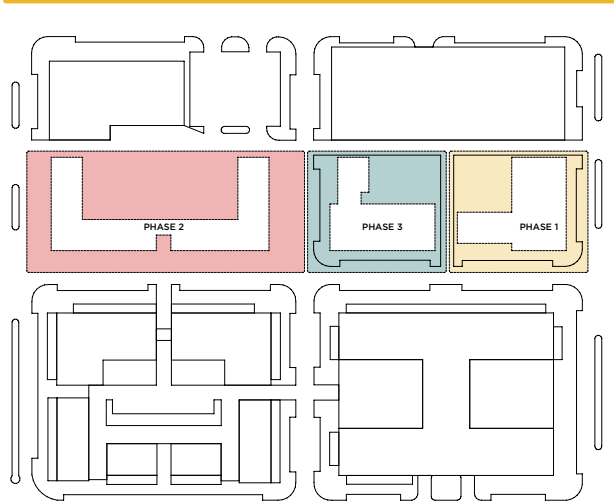
PHASE 1
BUILDING INFORMATION:
STORIES: 5 STORIES + ROOF DECK
PARKING: 72 SPACES ON SITE

SQUARE FOOTAGE:
LEVELS 1 = 11,200 SF
LEVELS 2 - 5 = 8,400 SF
TOTAL GROSS = 44,800 SF

DWELLING UNITS:
11 UNITS PER FLOOR @ 2 - 5 = 44 UNITS
5 WALK-UP UNITS
TOTAL UNITS = 49 UNITS



PHASE 1 : AXONOMETRIC



PHASE 1 : FIRST FLOOR PLAN

 - RESIDENTIAL  - AMENITY/Common SPACES  - SUPPORT / UTILITY SPACES

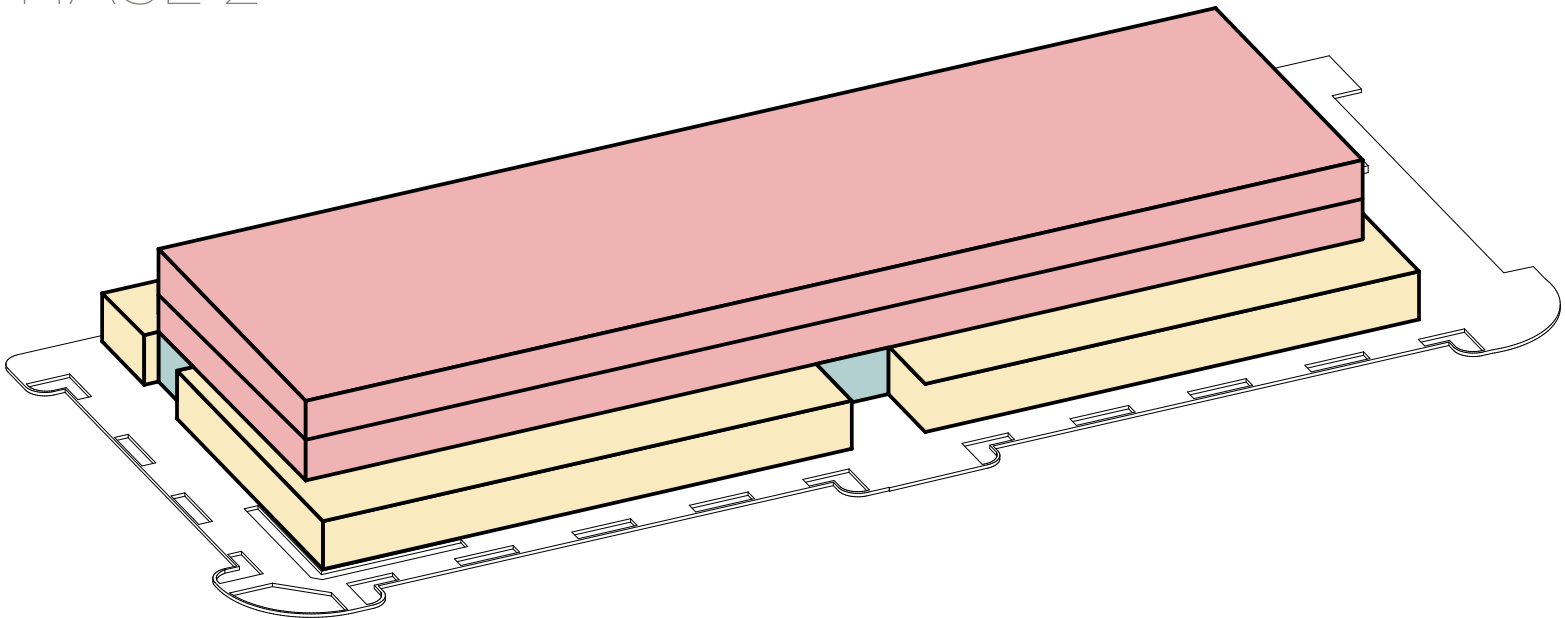
LA CROSSE MIXED-USE

PRO FORMA + PLAN DIAGRAMS : PHASE 2

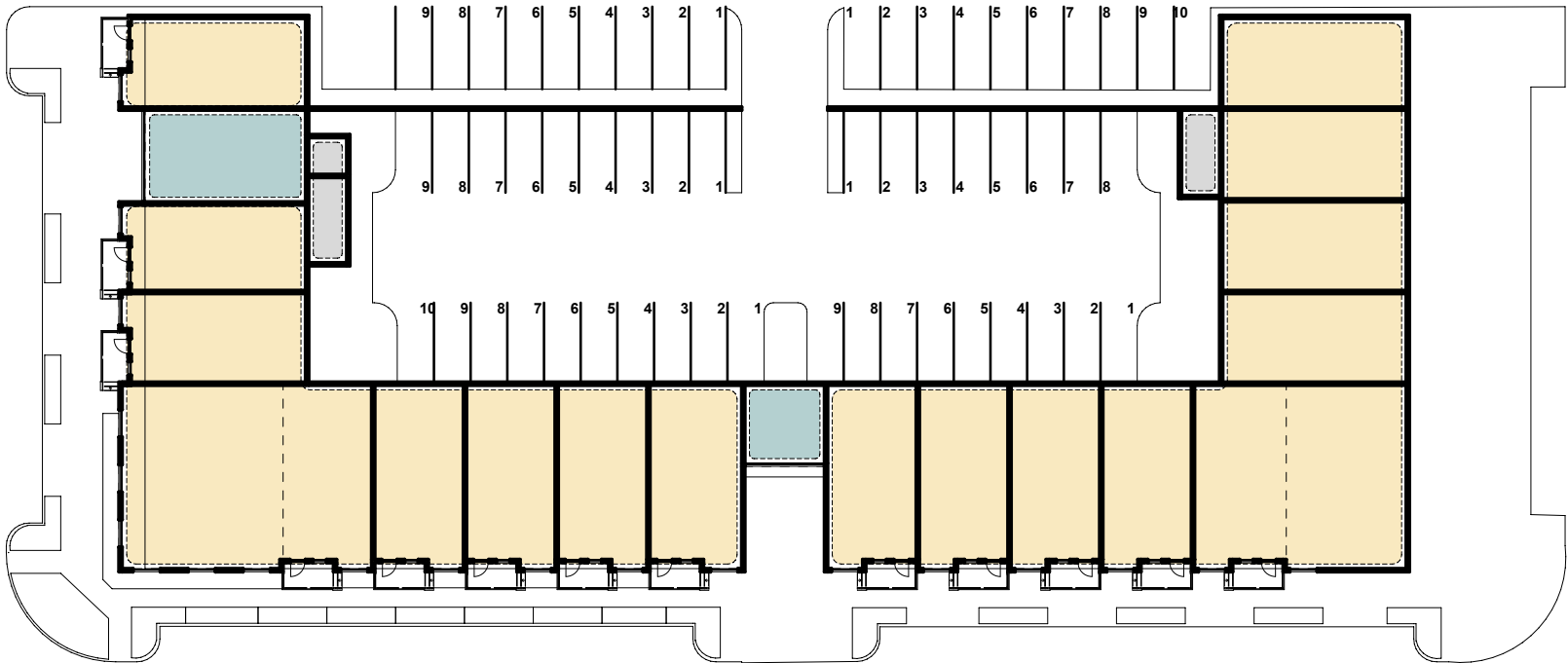
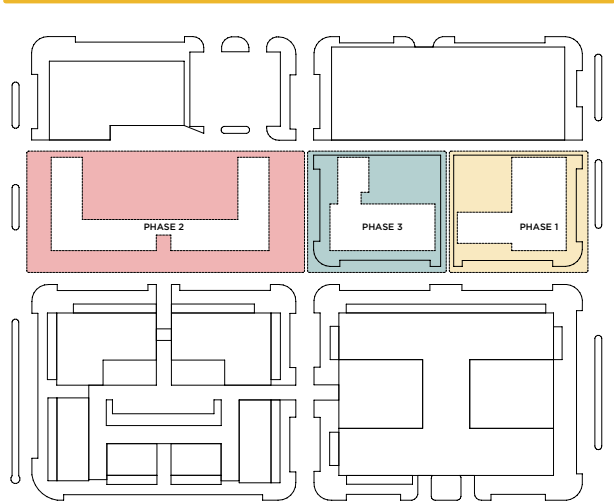
PHASE 2
BUILDING INFORMATION:
STORIES: 3 STORIES
PARKING: 55 SPACES ON SITE

SQUARE FOOTAGE:
LEVELS 1 - 5 = 29,225 SF
TOTAL GROSS = 146,125 SF

DWELLING UNITS:
39 UNITS PER FLOOR @ 2 - 3 = 78 UNITS
19 WALK-UP UNITS
TOTAL UNITS = 97 UNITS



PHASE 2 : AXONOMETRIC



PHASE 2 : FIRST FLOOR PLAN

 - RESIDENTIAL  - AMENITY/COMMON SPACES  - SUPPORT / UTILITY SPACES

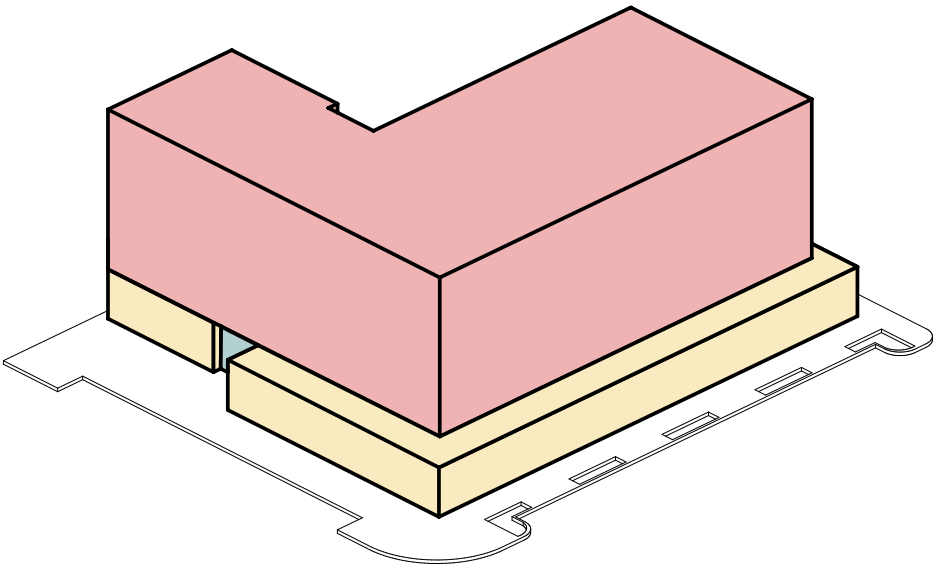
LA CROSSE MIXED-USE

PRO FORMA + PLAN DIAGRAMS : PHASE 3

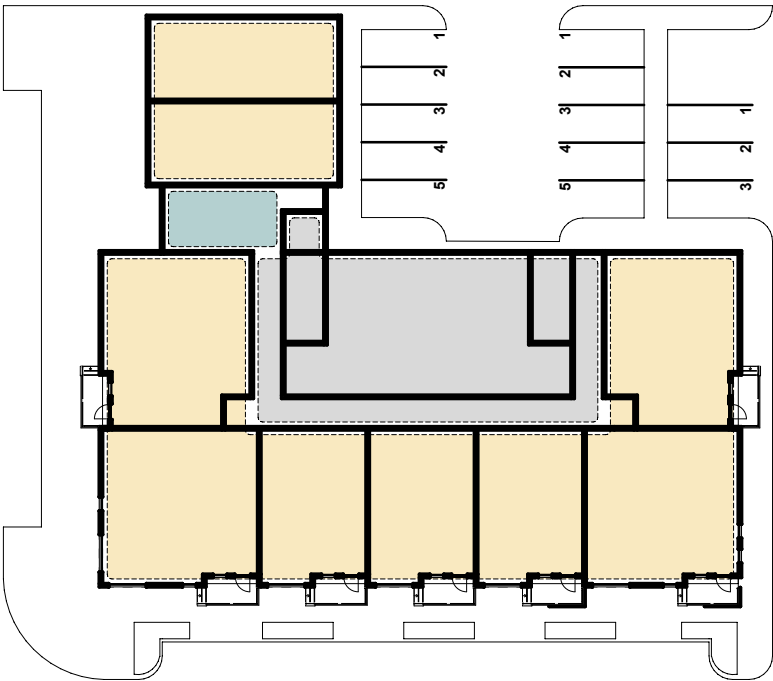
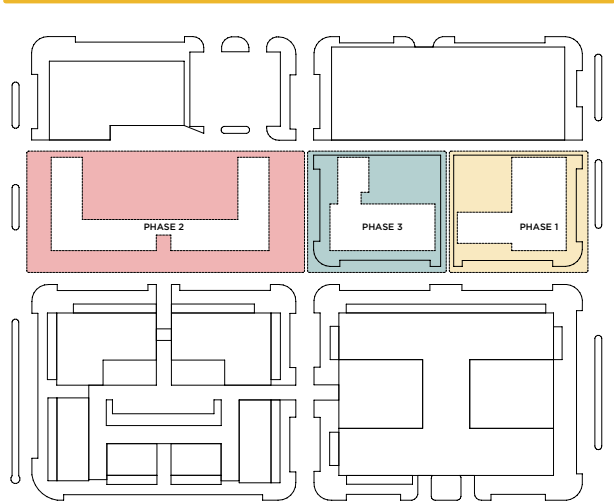
PHASE 3
BUILDING INFORMATION:
STORIES: 5 STORIES
PARKING: 13 SPACES ON SITE

SQUARE FOOTAGE:
LEVELS 1 = 10,350 SF
LEVELS 2 - 5 = 8,500 SF
TOTAL GROSS = 44,350 SF

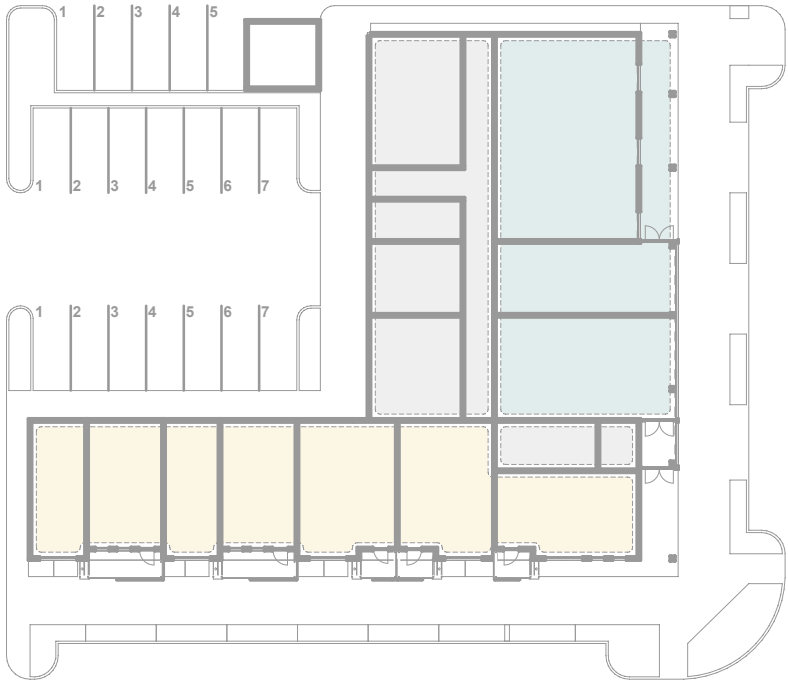
DWELLING UNITS:
11 UNITS PER FLOOR @ 2 - 5 = 44 UNITS
9 WALK-UP UNITS
TOTAL UNITS = 53 UNITS



PHASE 3 : AXONOMETRIC



PHASE 3 : FIRST FLOOR PLAN



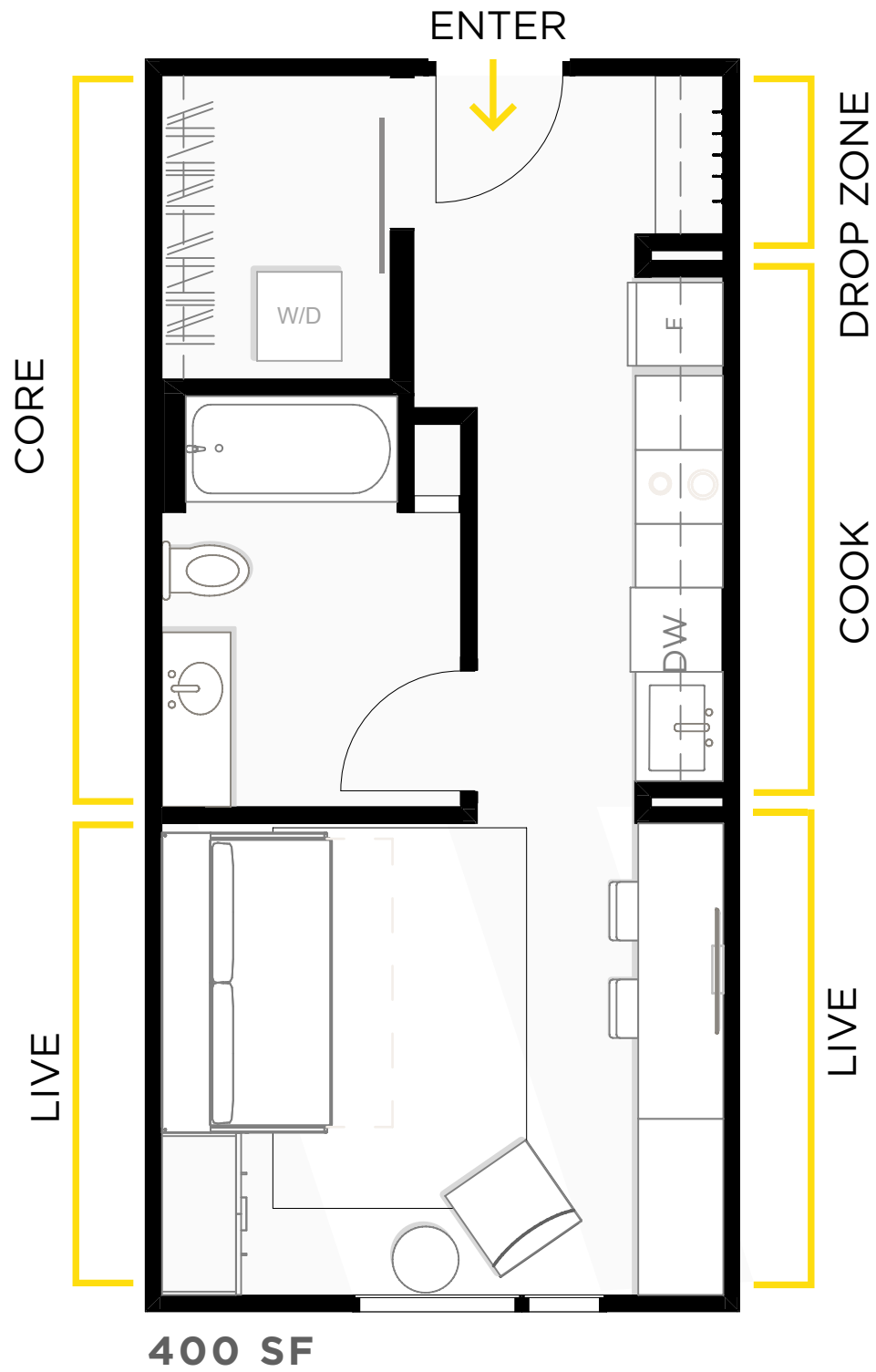
PHASE 1 : FIRST FLOOR PLAN

TYPICAL STUDIO

LIVING WELL IN 400 SQ FT

FEATURES

- Efficient kitchen with ample work surface
- Living room and dining area
- Built-in Murphy bed & sofa with additional storage
- Built-in media center & desk work surface
- Condensing all-in-one washer/dryer
- Closet/Linen Storage



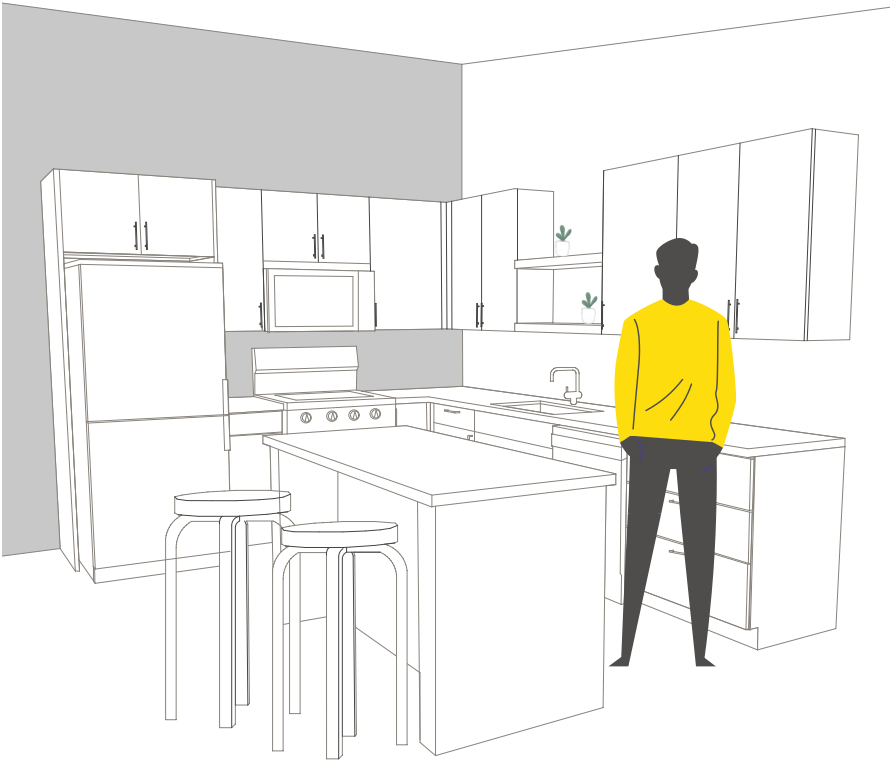
BUILT-IN MURPHY BED TRANSITIONS SEAMLESSLY FROM DAY TO NIGHT, OFFERING ADDITIONAL FLEXIBILITY.



EFFICIENT, COMFORTABLE AND COMPACT KITCHEN SPACE WITH AMPLE WORK SURFACES AND STORAGE.

TYPICAL 1 BEDROOM

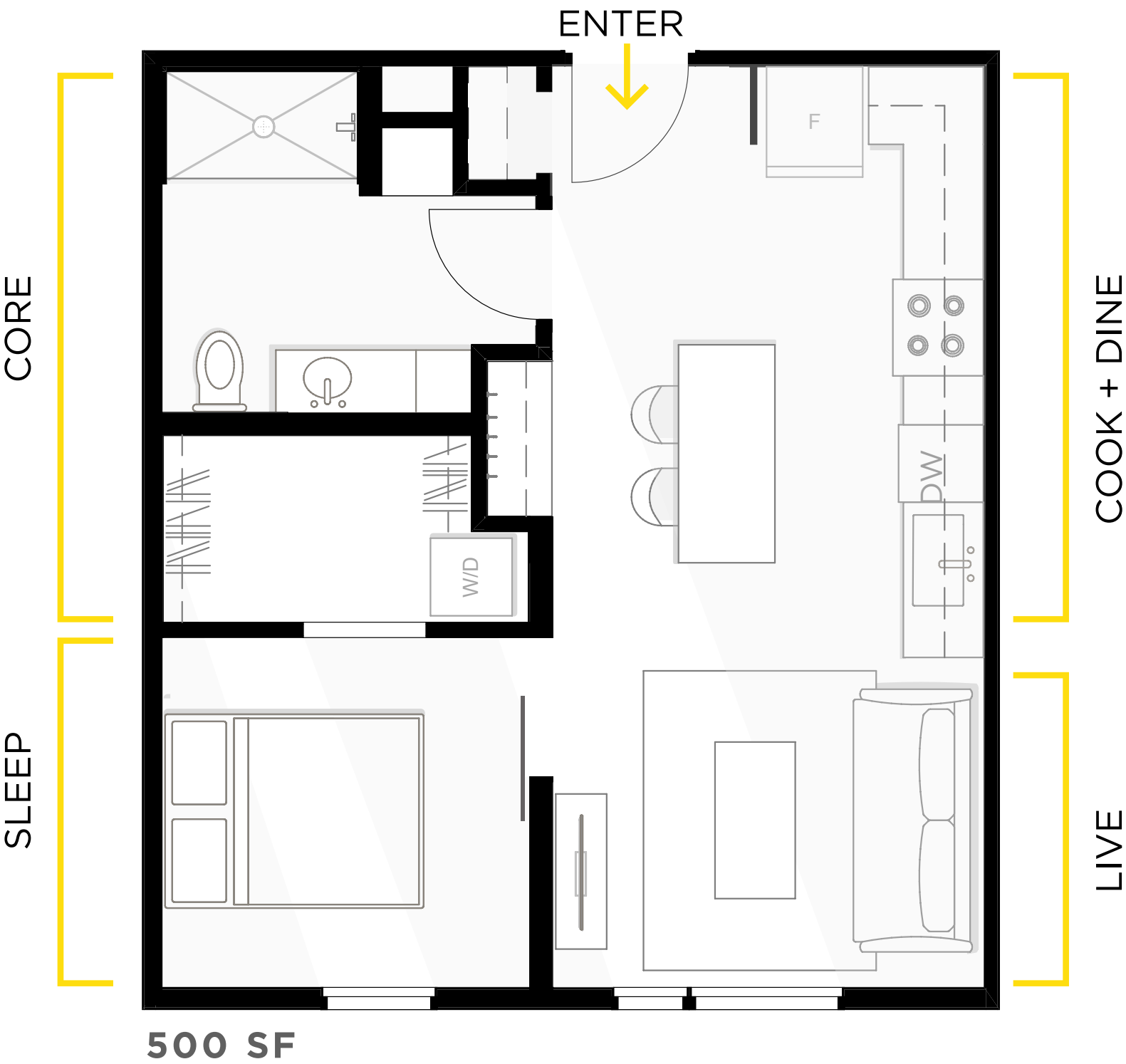
LIVING WELL IN 500 SQ FT



SPACIOUS, OPEN KITCHEN AND CLEVER STORAGE SOLUTIONS.

FEATURES

- Large eat-in kitchen
- Efficient living room
- Walk-in closet with condensing all-in-one washer/dryer
- Built-in coat storage and bench
- Large bathroom with ample linen storage



TYPICAL 2 BEDROOM

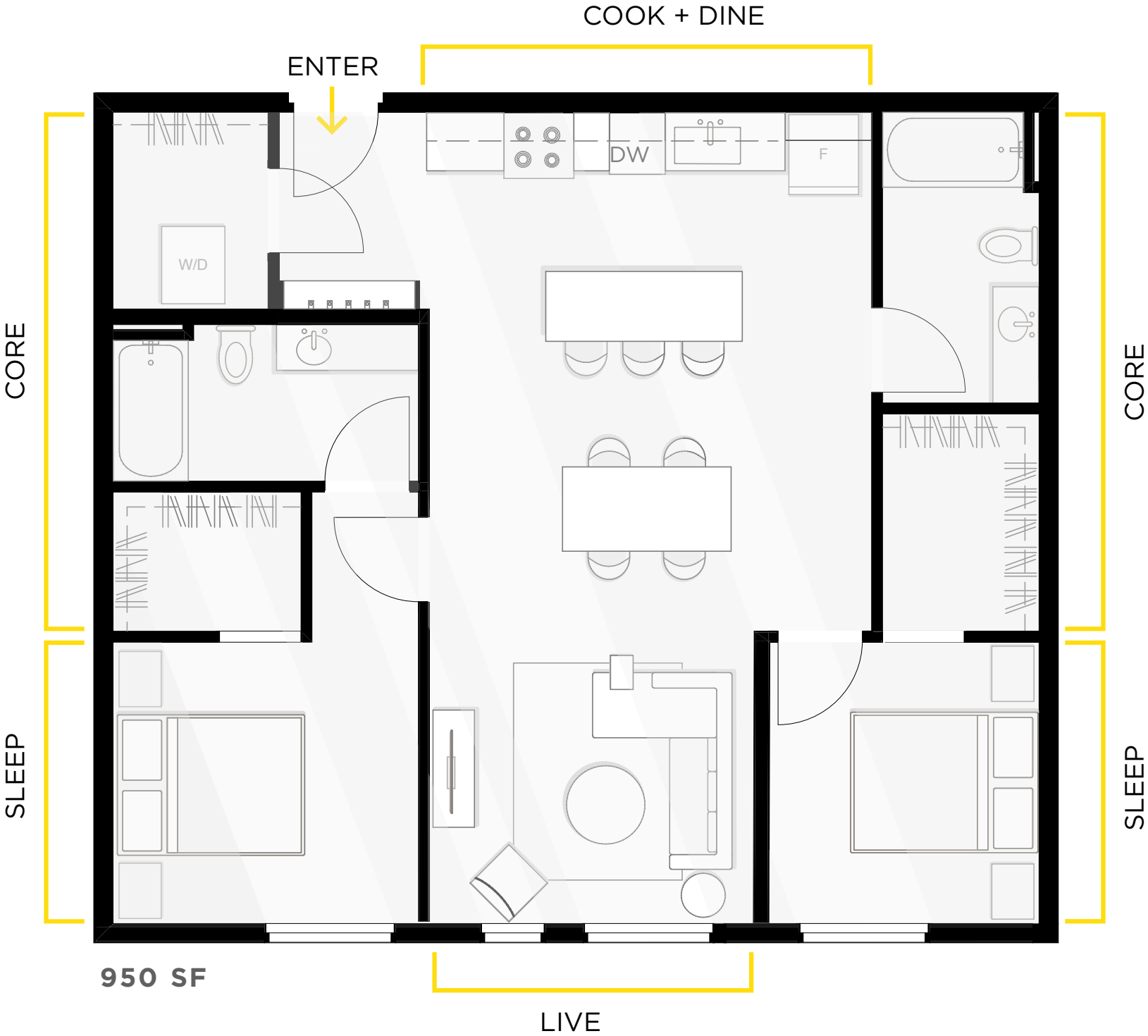
LIVING WELL IN 950 SQ FT



OPEN LAYOUT WITH AMPLE STORAGE AND PRIVACY BETWEEN PRIMARY AND GUEST SPACES.

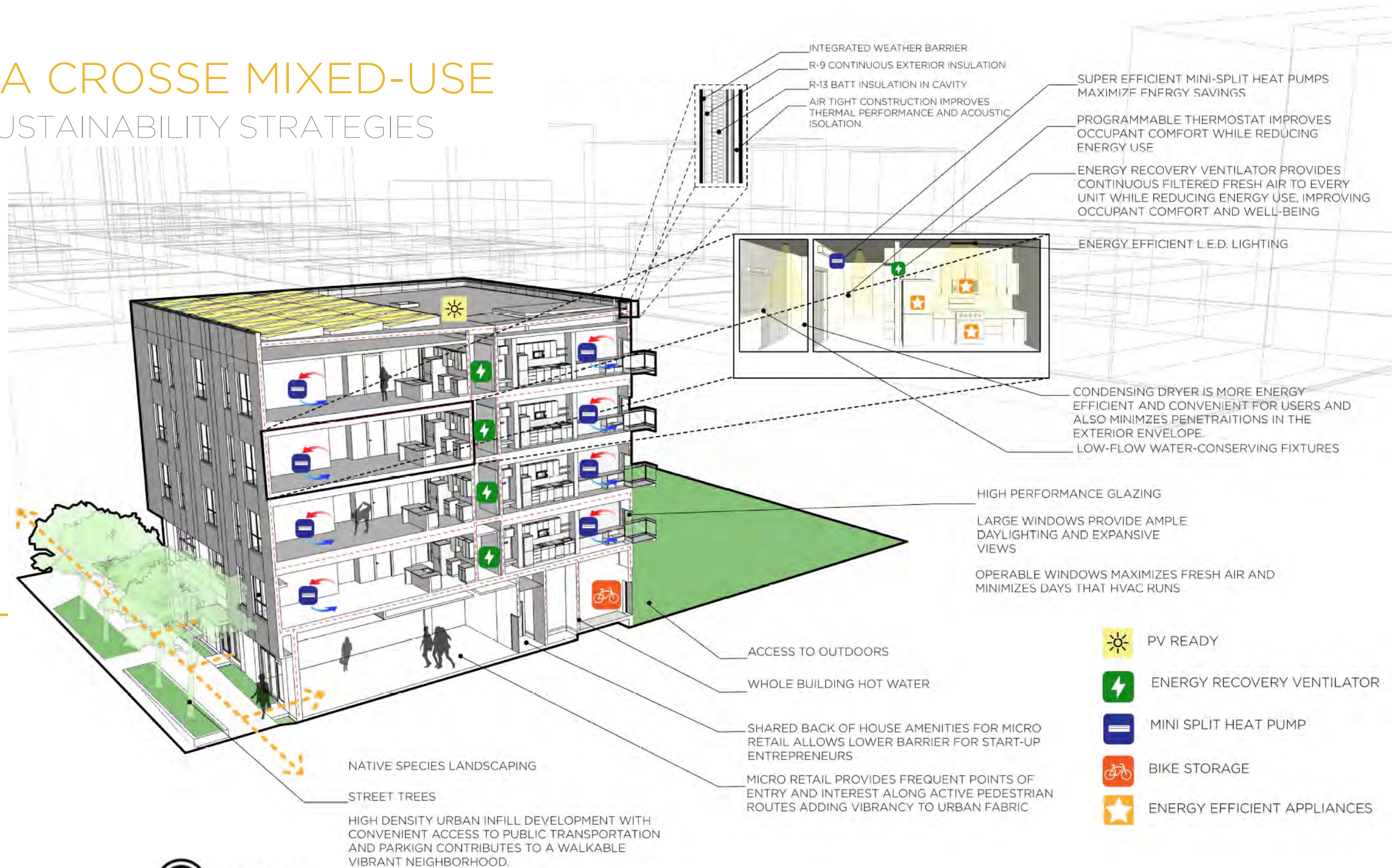
FEATURES

- Eat-in, entertainer’s kitchen
- Living room and dining area
- Guest bedroom includes a walk-in closet with ample storage
- Primary suite with en suite bathroom and walk-in closet
- Stacked washer/dryer in mudroom



LA CROSSE MIXED-USE

SUSTAINABILITY STRATEGIES



-  PV READY
-  ENERGY RECOVERY VENTILATOR
-  MINI SPLIT HEAT PUMP
-  BIKE STORAGE
-  ENERGY EFFICIENT APPLIANCES