

2.1 Organizing Principles

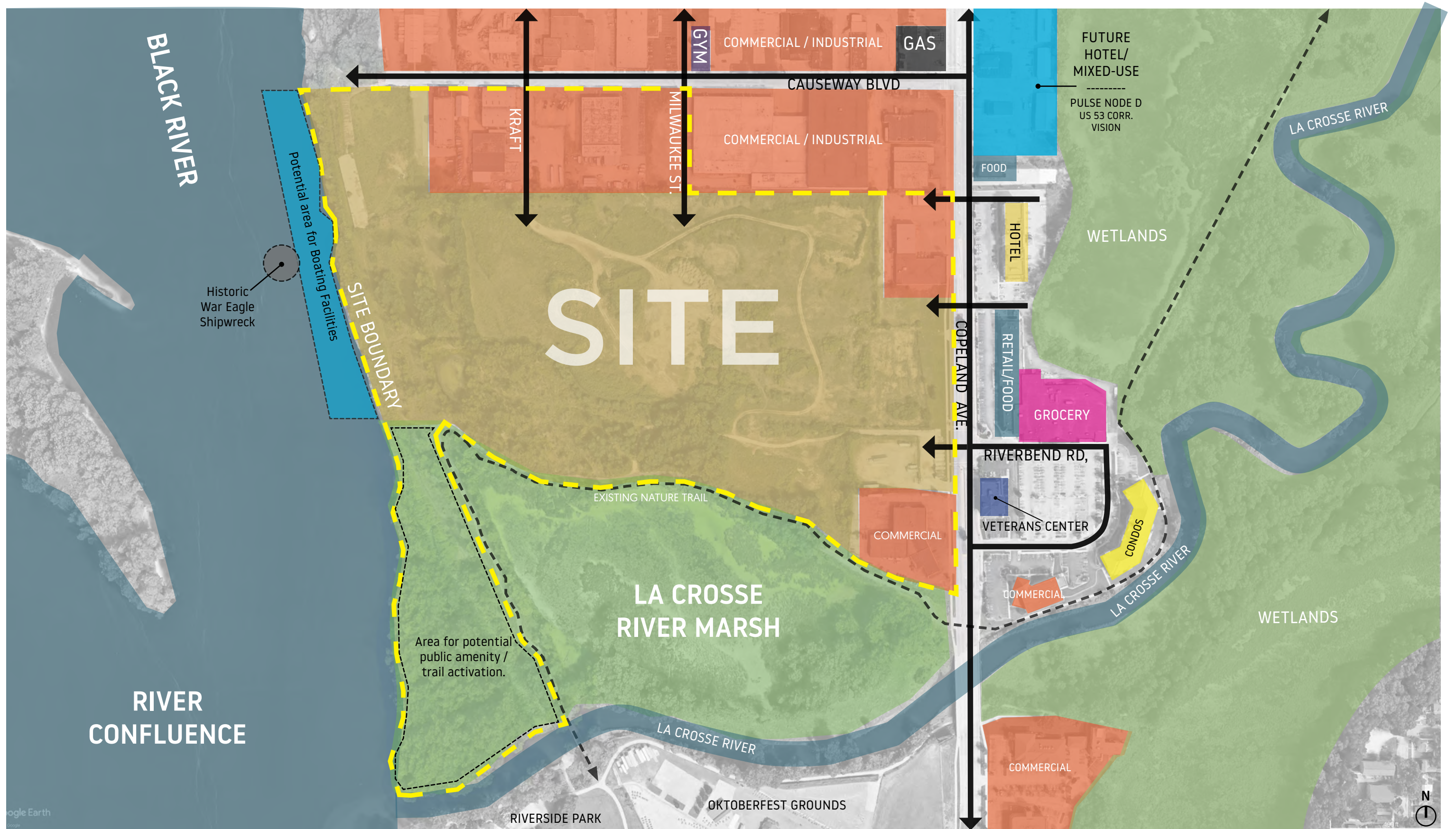
Site Location - Regional Map



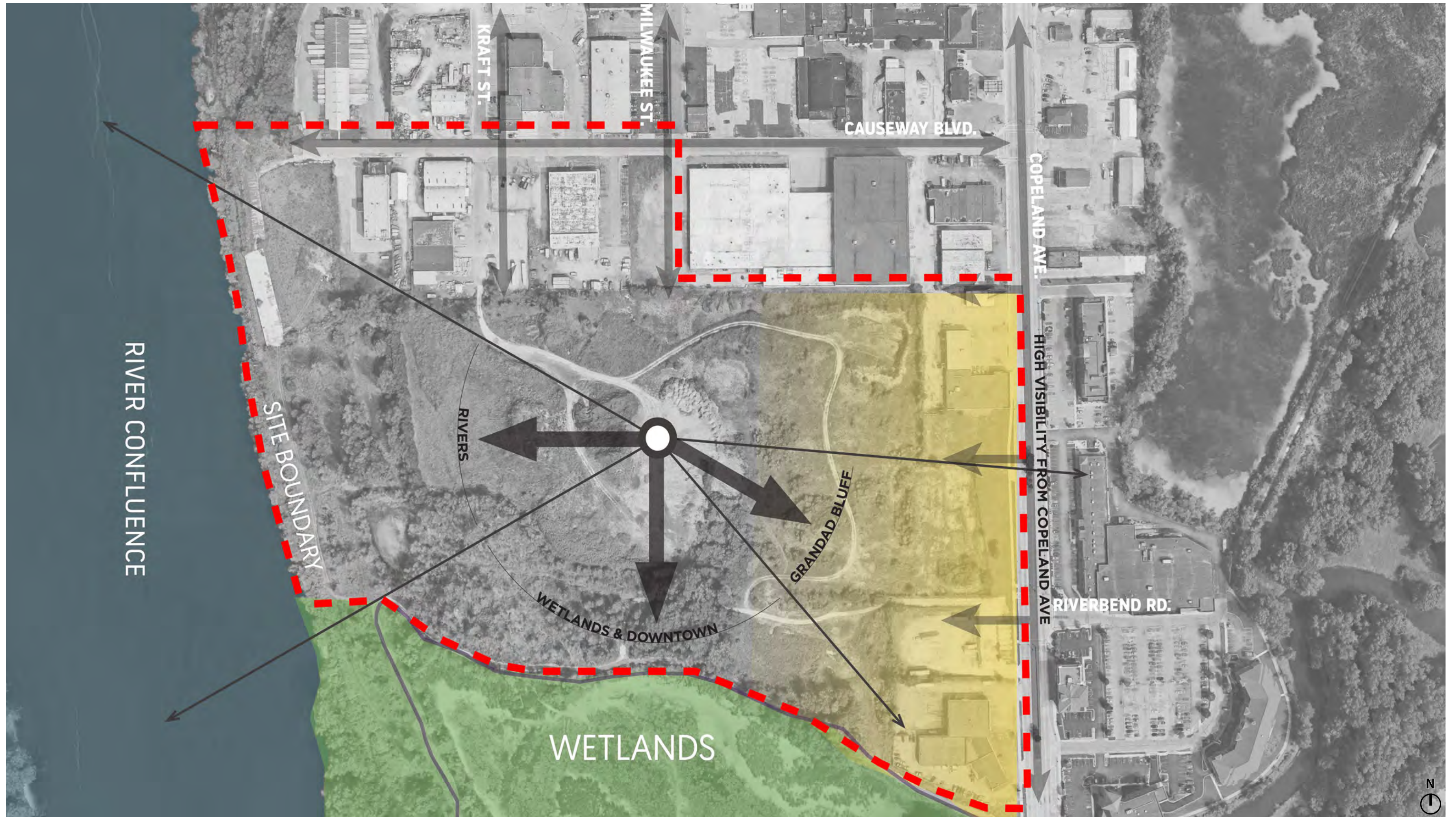
FIGURE 2.1.1: Overall Site Conditions Diagram

2.1 Organizing Principles

Site Location - Existing Condition - Local Map



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



2.1 Organizing Principles

Connection to Existing City Grid



FIGURE 2.1.4: Connections to the existing city grid

2.1 Organizing Principles

Land Use Diagram

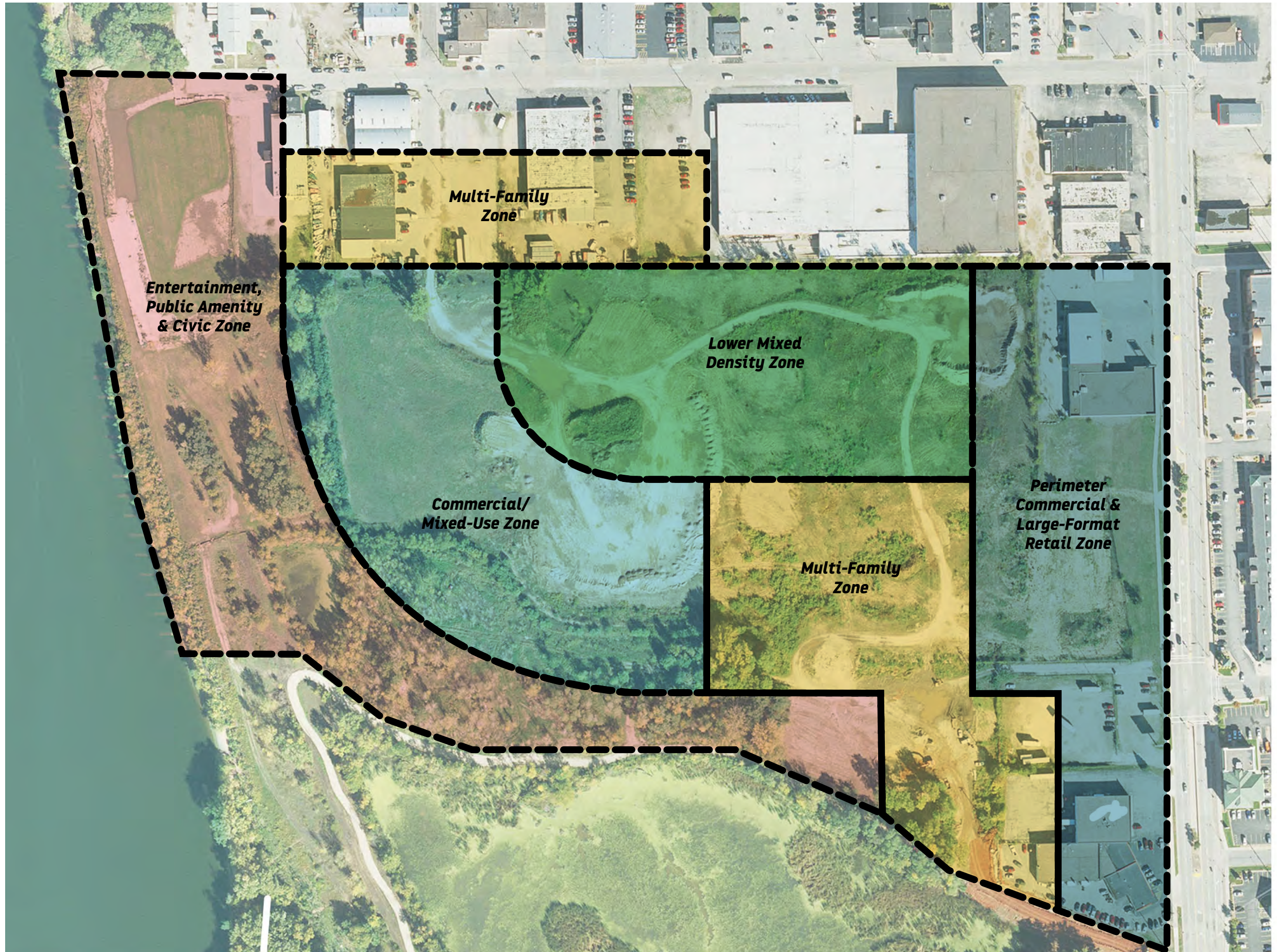


FIGURE 2.1.5: Land Use Diagram

2.1 Organizing Principles

General Development Plan



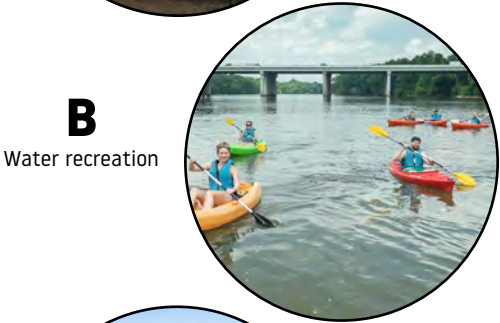
FIGURE 2.1.6: General Development Plan

2.1 Organizing Principles

Riverside North 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



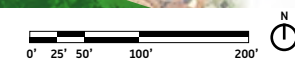
D
Public park & greenway



E
Connected Public Recreation Trails



FIGURE 2.1.6: Green Connections & Public Activity Nodes



2.2 Character Zones

These guidelines apply to all areas of the Riverside North master plan and connected elements within the boundaries of the city of La Crosse. Within the Riverside North 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 Riverside North.

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

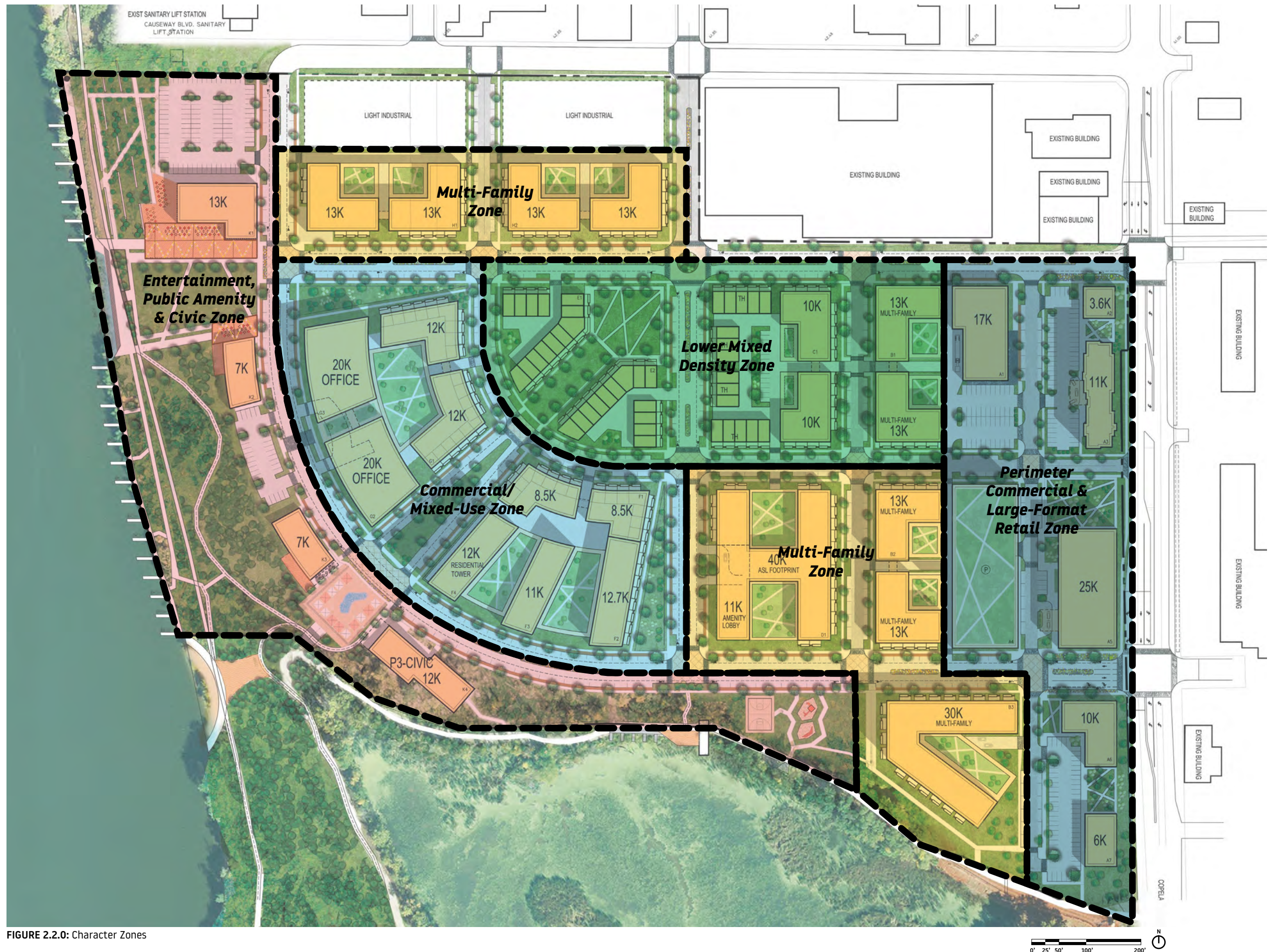


FIGURE 2.2.0: Character Zones

2.2.1 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 Riverside North. 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

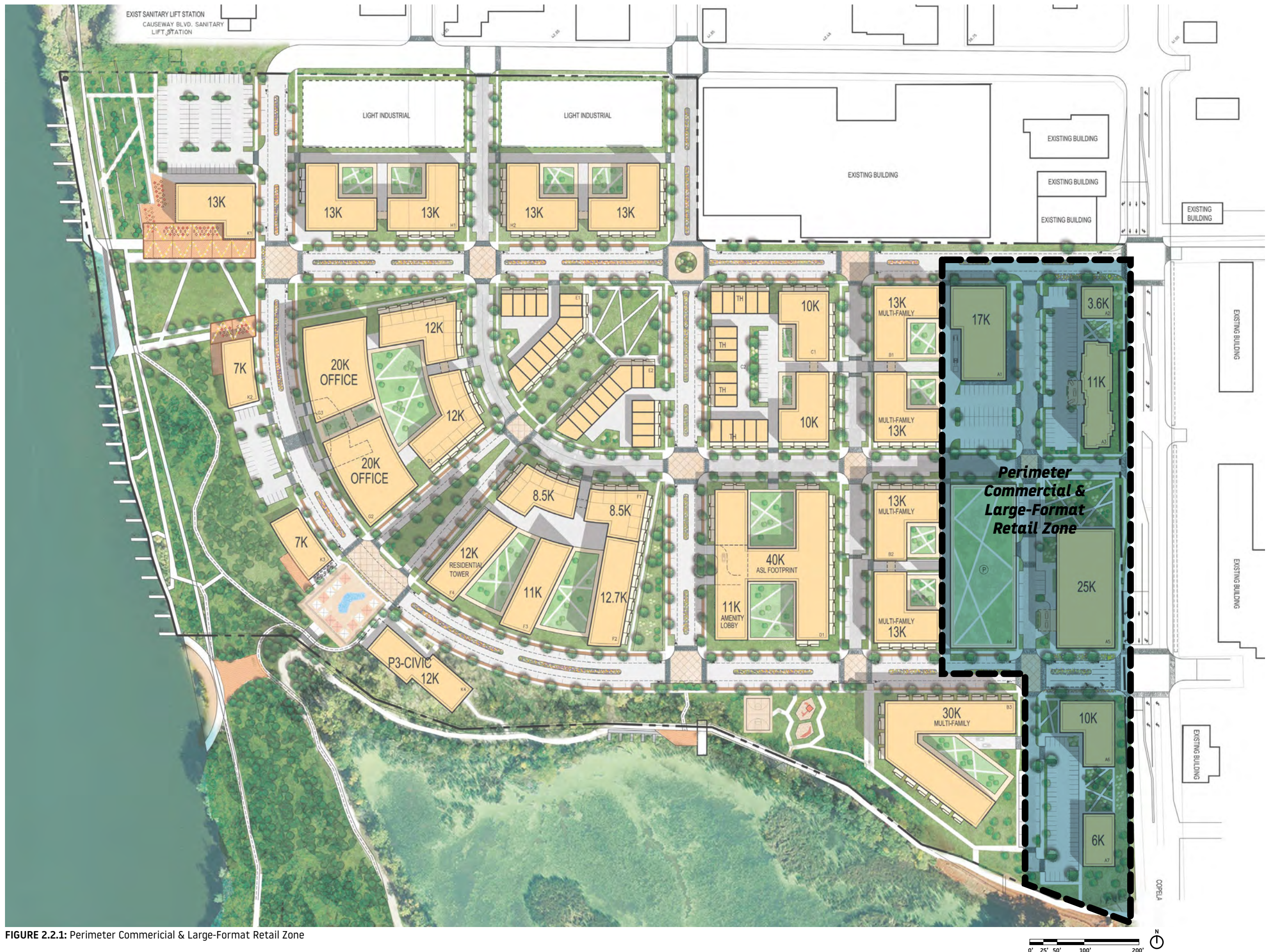


FIGURE 2.2.1: Perimeter Commercial & Large-Format Retail Zone

2.2.2 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

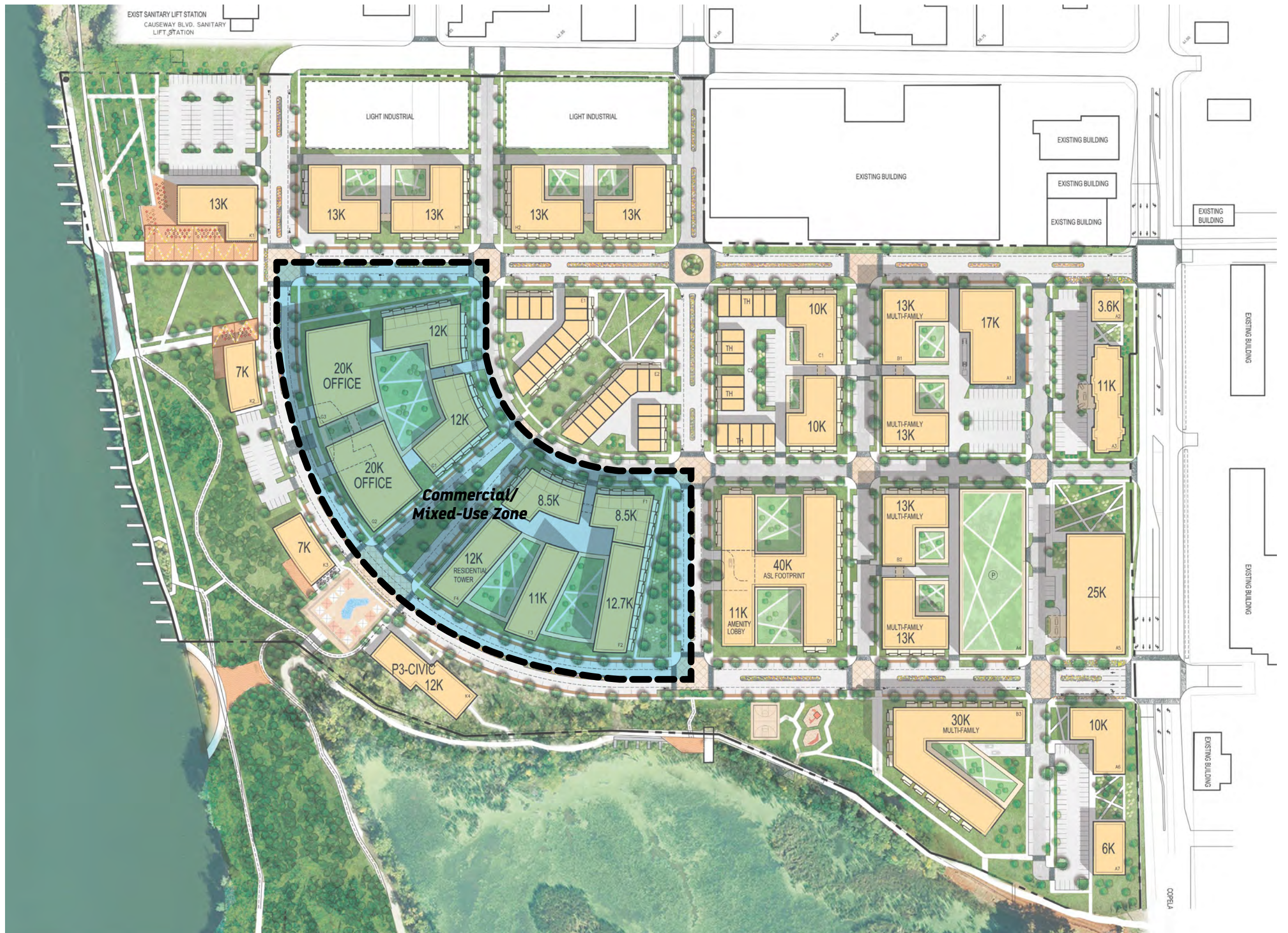


FIGURE 2.2.2: Commercial/Mixed-use Zone

2.2.3 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

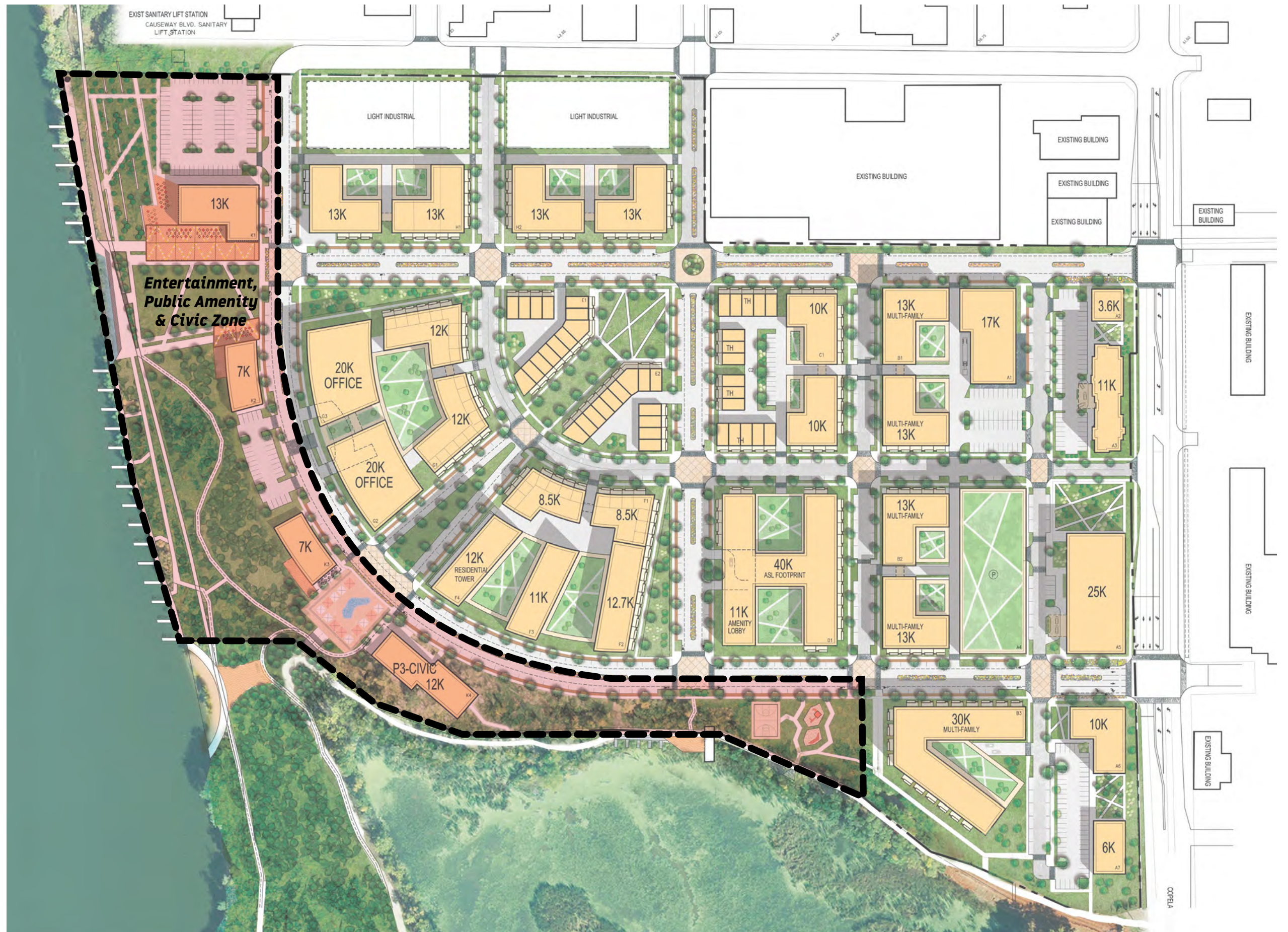


FIGURE 2.2.3: Entertainment, Public Amenity & Civic Zone

2.2.4 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 2.2.4: Multi-family Zone

2.2.5 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 2.2.5: Lower Mixed Density Zone