



LA CROSSE
CENTER

AGENDA - INTERIM SCHEMATIC PRICING

DRAFT PREVIEW

Concept Review

Design Scheme Review

Scheme A

Scheme B

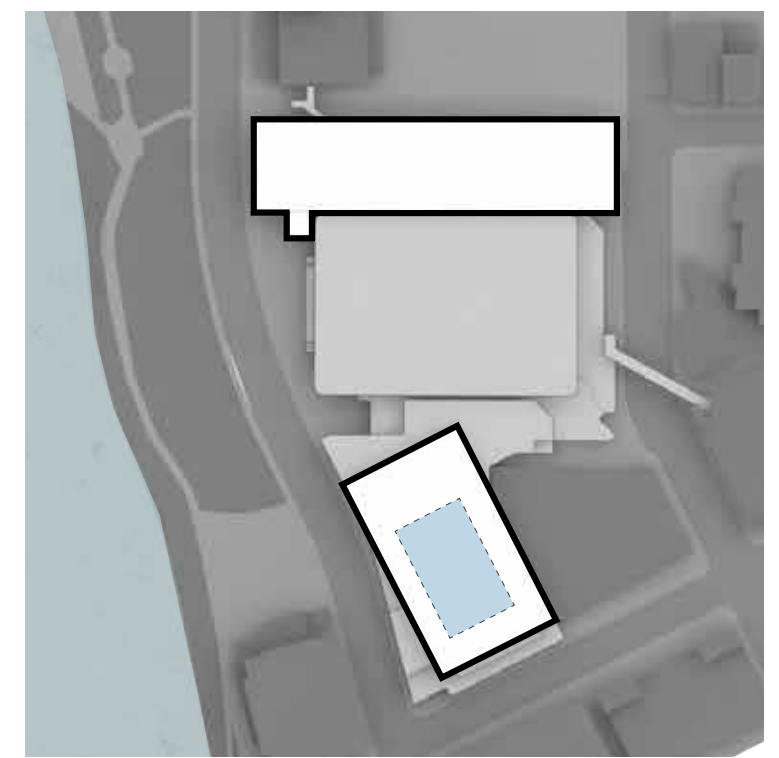
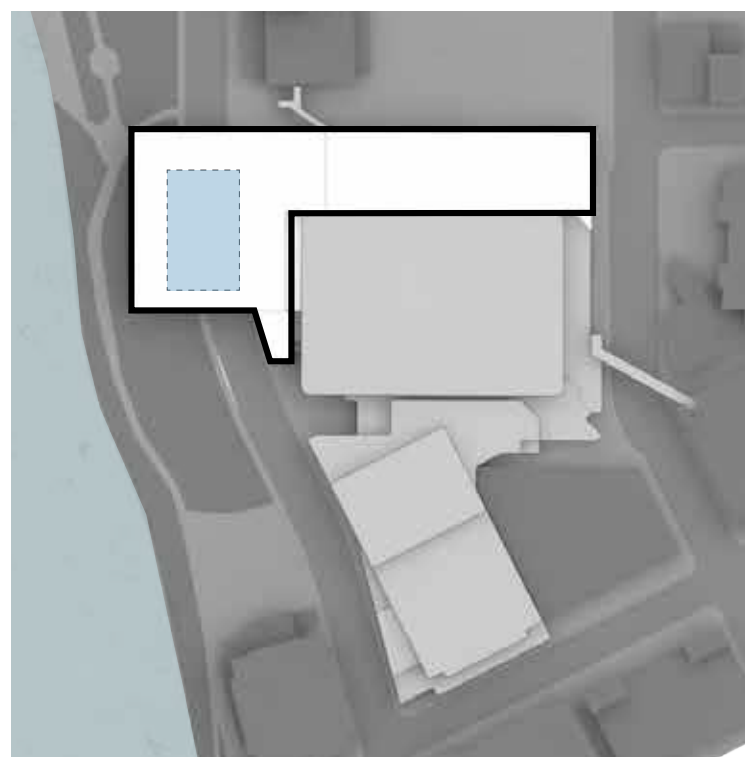
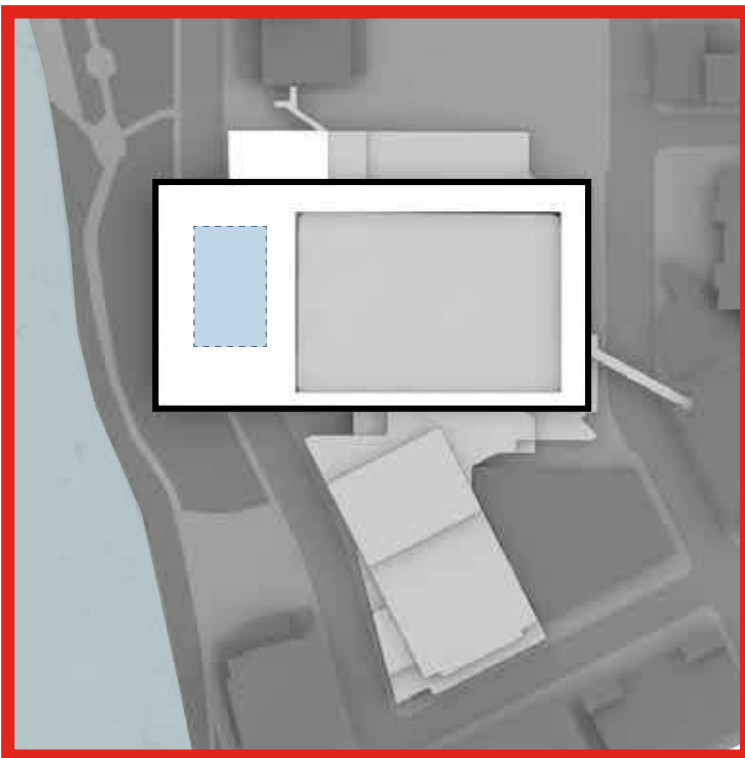
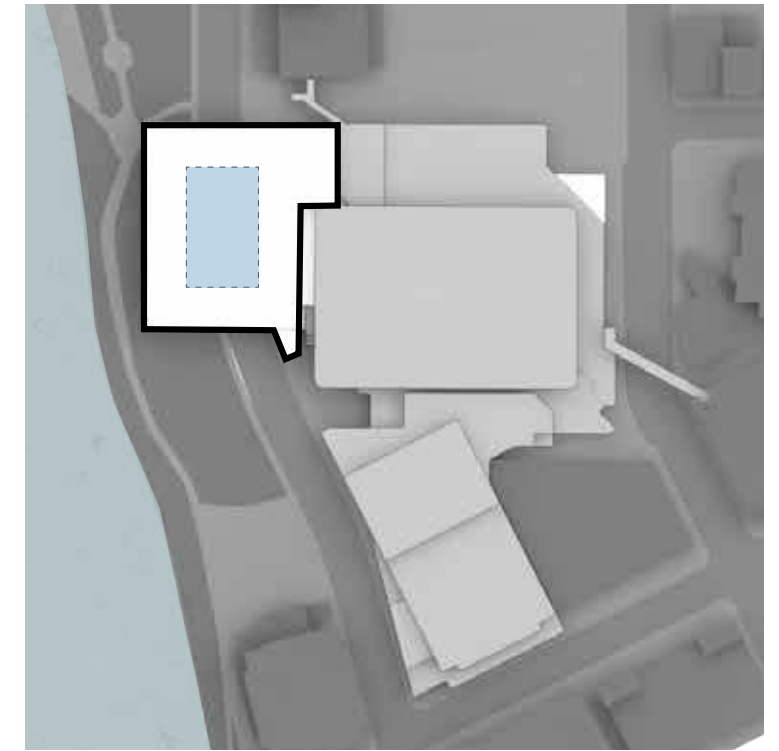
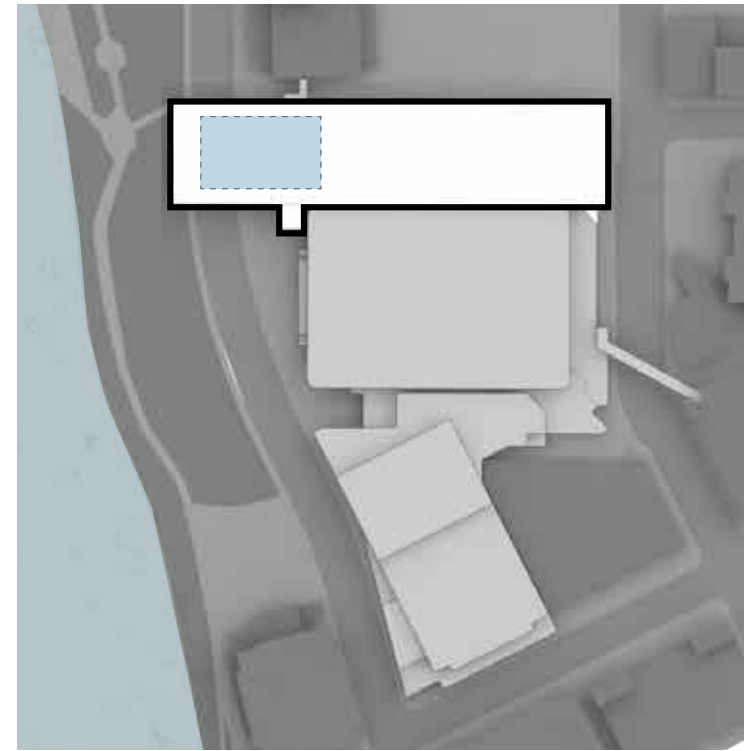
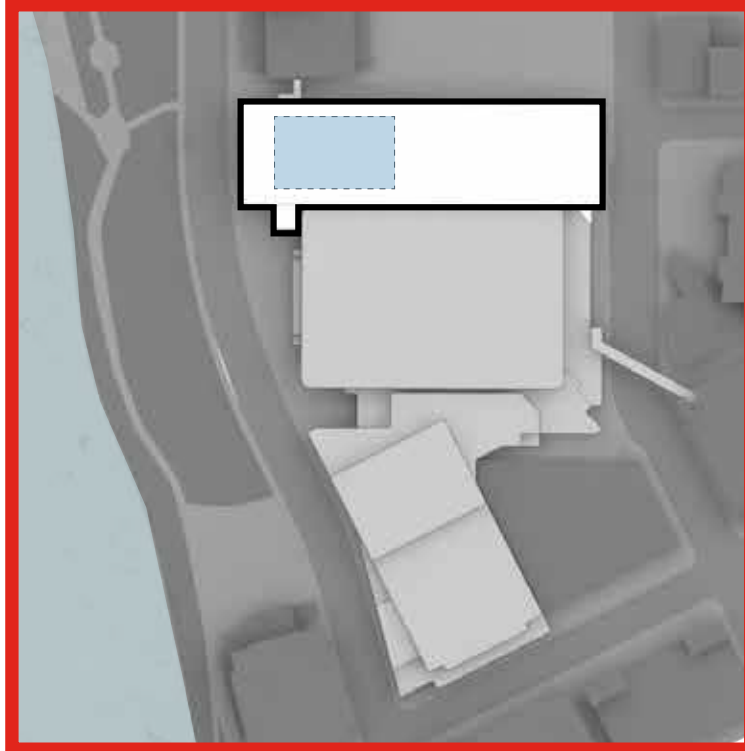
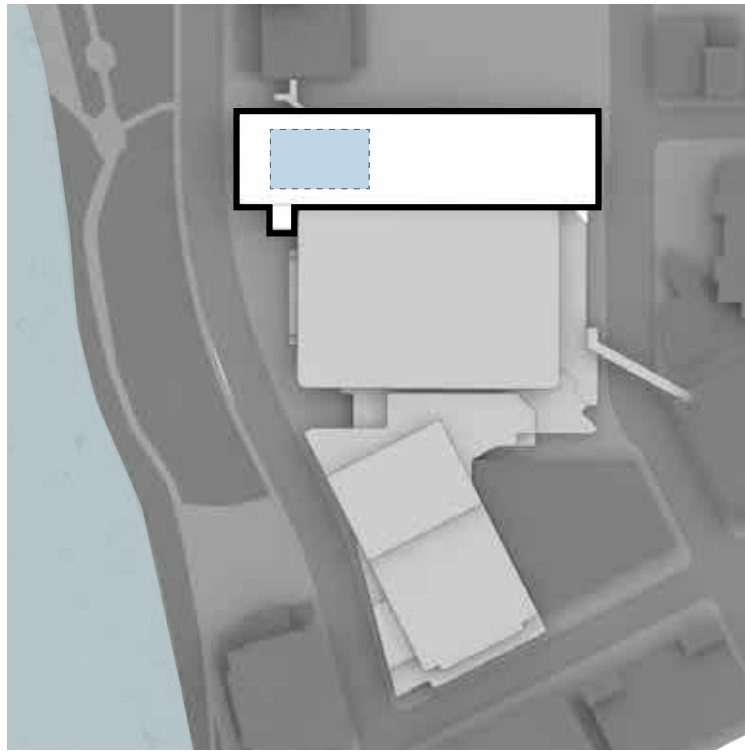
Scheme B-1

Scheme B-2

Summary

Questions





CONCEPT STUDIES (JULY 2017):
ARCHITECTURAL SUMMARY

SCHEME A



ADDITIONAL GSF BY LEVEL

EXHIBITION LEVEL	8,031 sf
2ND STREET GROUND LEVEL	20,307 sf
ZIELKE LEVEL	11,373 sf
SOUTH HALL LEVEL 02	11,034 sf
LEVEL 02	55,962 sf
LEVEL 02 MEZZANINE	13,395 sf

TOTAL	120,101 sf
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ADDITIONAL KEY PROGRAM AREA

BALLROOM	12,013 sf
EXHIBITION	18,076 sf
MEETING	21,038 sf
OFFICE	5,562 sf

SCHEME B



ADDITIONAL GSF BY LEVEL

EXHIBITION LEVEL	14,895 sf
2ND STREET GROUND LEVEL	13,301 sf
ZIELKE LEVEL	10,507 sf
LEVEL 02	79,975 sf
LEVEL 02 MEZZANINE	18,590 sf

TOTAL	137,268 sf
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ADDITIONAL KEY PROGRAM AREA

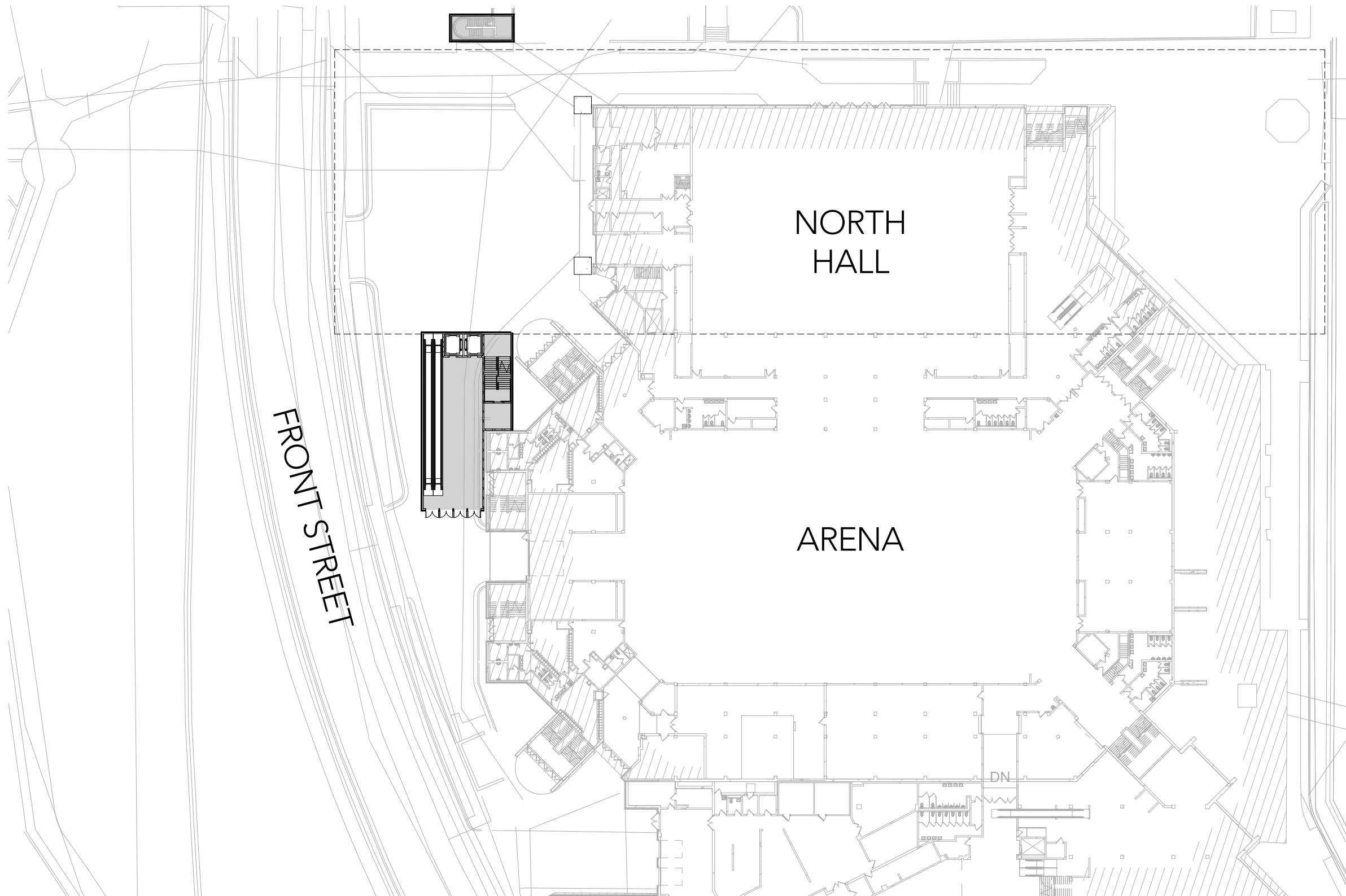
BALLROOM	14,311 sf
EXHIBITION	23,080 sf
MEETING	27,749 sf
OFFICE	6,068 sf

NOVEMBER PRICING SCHEMES - FLOOR PLANS

SCHEME A NORTH BAR

DESIGN SCHEME A:

FRONT STREET GROUND LEVEL



**ADDITIONAL PROGRAM
FRONT STREET GROUND LEVEL**

Program	Area
Circulation	2,852 SF
Total	2,852 SF

 Lobby & Circulation

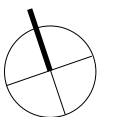
FRONT STREET

2ND STREET

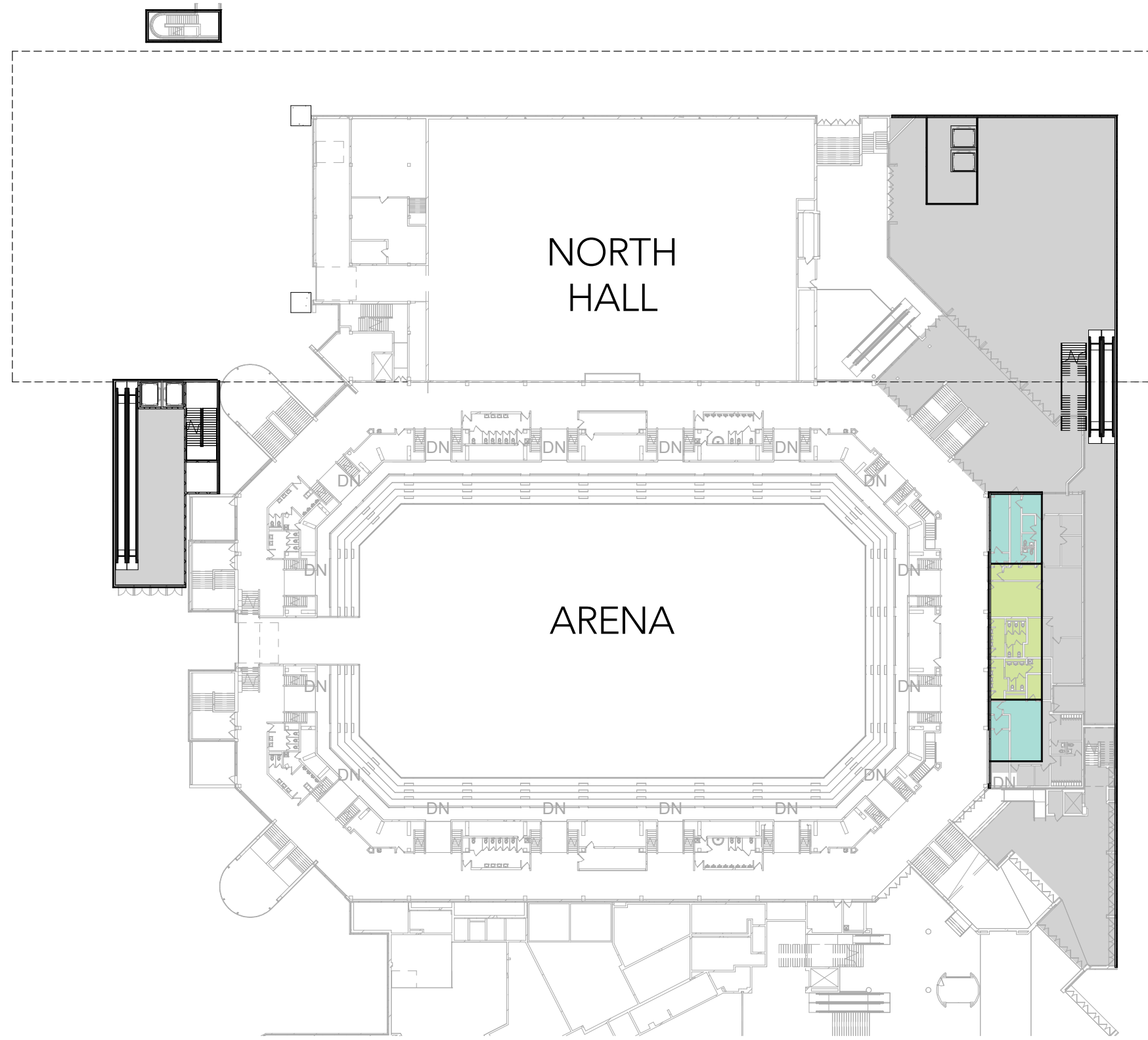
NORTH
HALL

ARENA

DN



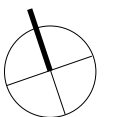
DESIGN SCHEME A:
2ND STREET GROUND LEVEL



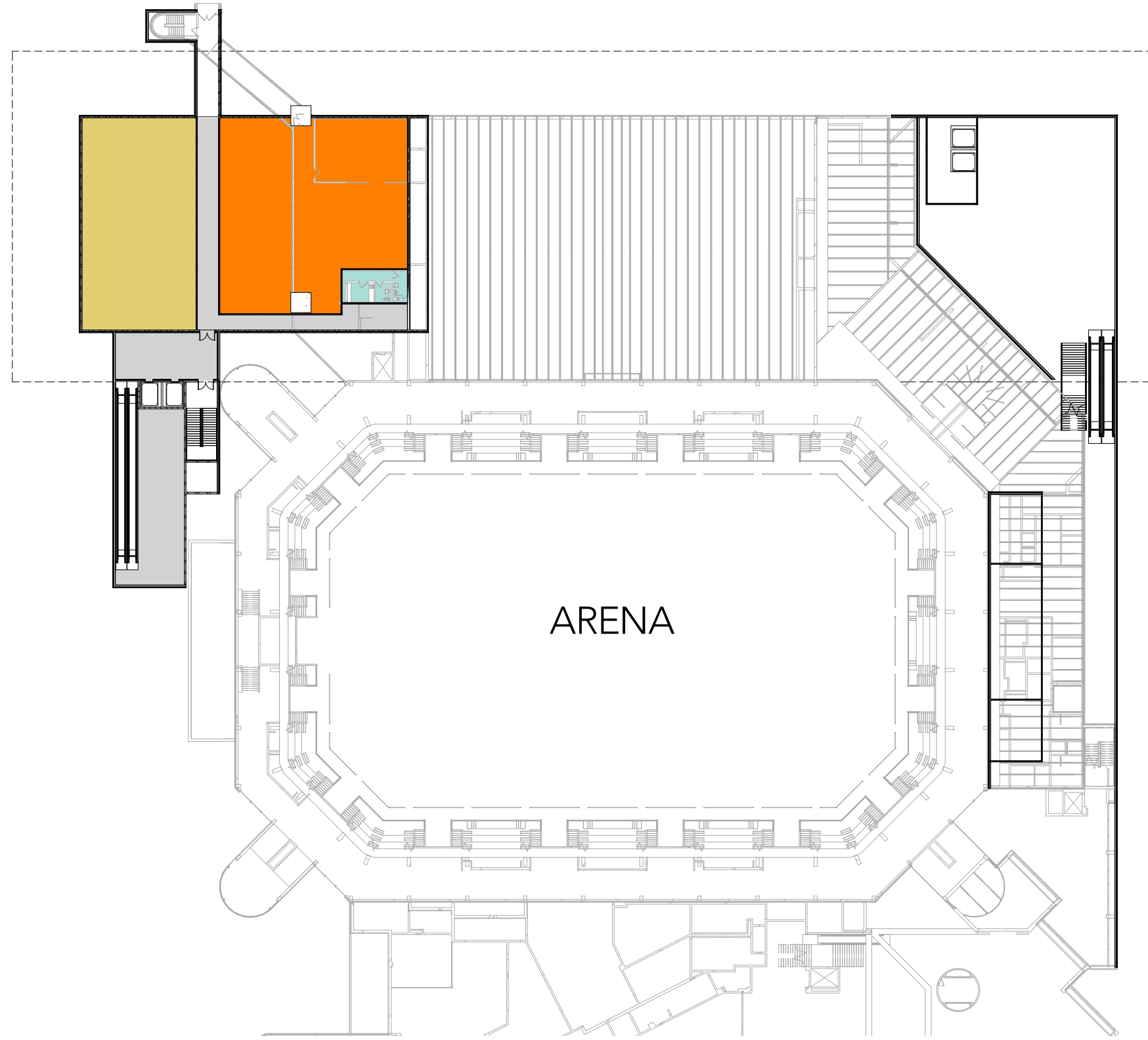
ADDITIONAL PROGRAM
2ND STREET GROUND LEVEL

Program	Area
Circulation	18,308 SF
Concession	1,069 SF
Restroom	1,025 SF
Total	20,402 SF

- Lobby & Circulation
- Concession
- Restroom



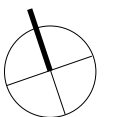
DESIGN SCHEME A:
ZEILKE SUITES LEVEL



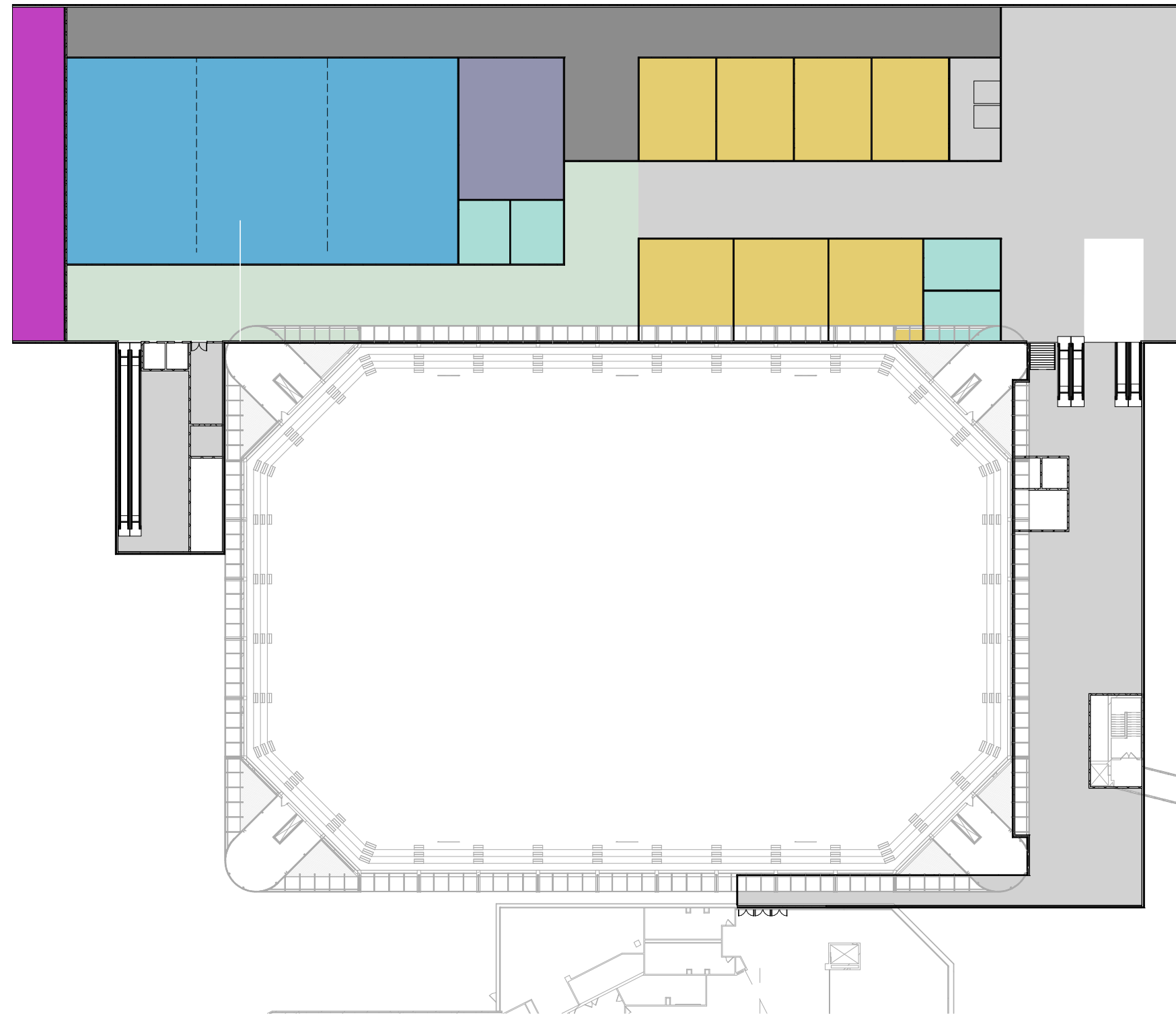
ADDITIONAL PROGRAM
ZIELKE SUITE LEVEL

Program	Area
Circulation	2,018 SF
Meeting	3,793 SF
Office	5,207 SF
Restroom	339 SF
Total	11,357 SF

- Lobby & Circulation
- Office
- Restroom
- Meeting



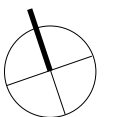
DESIGN SCHEME A:
LEVEL 02 (MAIN BALLROOM)



**ADDITIONAL PROGRAM
LEVEL 02**

Program	Area
Back of House	8,087 SF
Ballroom	12,013 SF
Circulation	24,334 SF
Kitchen	2,206 SF
Meeting	8,949 SF
Prefunction	7,603 SF
Restroom	2,140 SF
Terrace	2,580 SF
Total	67,912 SF

- Lobby & Circulation
- Ballroom
- Kitchen
- Meeting
- Prefunction
- Restroom
- Concession
- Terrace

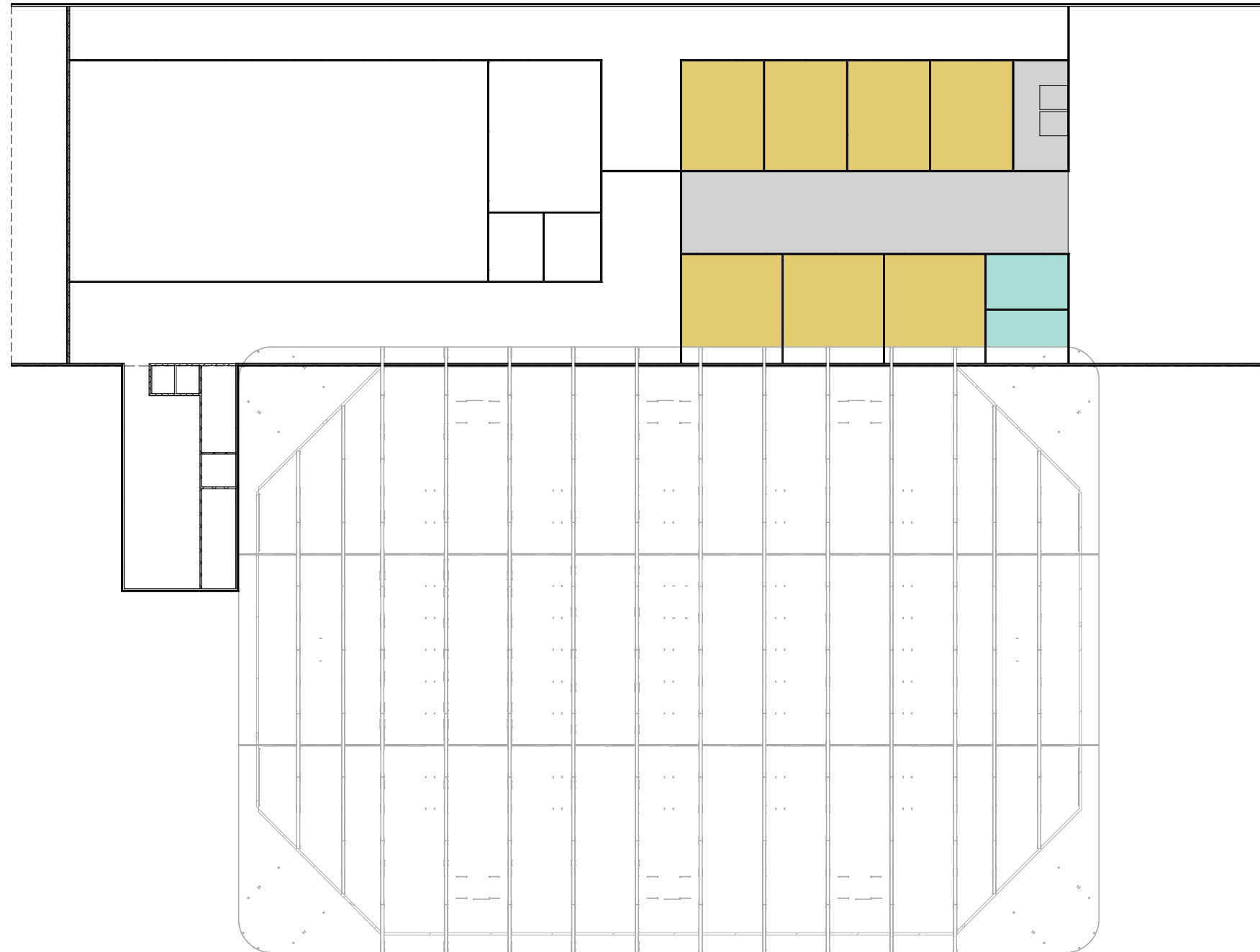


DESIGN SCHEME A:




LEVEL 03 (ADDITIONAL OPTION)

ADDITIONAL PROGRAM
LEVEL 03

Program	Area
Circulation	4,902 SF
Meeting	8,296 SF
Restroom	969 SF
Total	14,167 SF



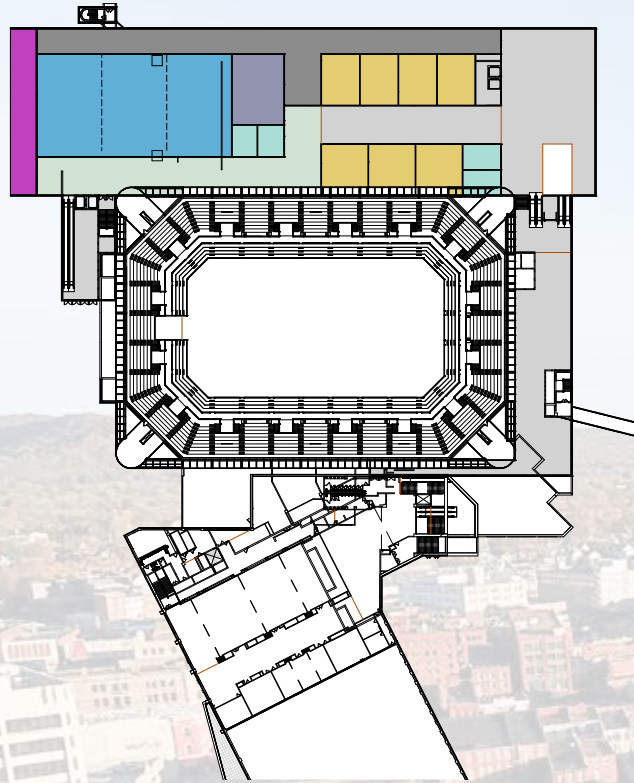
Legend for program areas:

-  Lobby & Circulation
-  Meeting
-  Restroom

DESIGN SCHEME A:

SUMMARY

BALLROOM LEVEL PLAN



NEW PROGRAM AREA

NEW PROGRAM AREA	
Name	Area
BALLROOM	12,013 SF
BOH	8,087 SF
CIRCULATION	25,744 SF
CONCESSION	1,069 SF
EXHIBITION	10,385 SF
KITCHEN	2,206 SF
LOBBY	19,652 SF
MEETING	12,742 SF
OFFICE	5,207 SF
PREFUNCTION	7,603 SF
TERRACE	2,580 SF
TOILET	3,504 SF
Total	110,791 SF
MEZZANINE MEETING	8,296 SF
Total with Mezzanine Meeting	124,959 SF



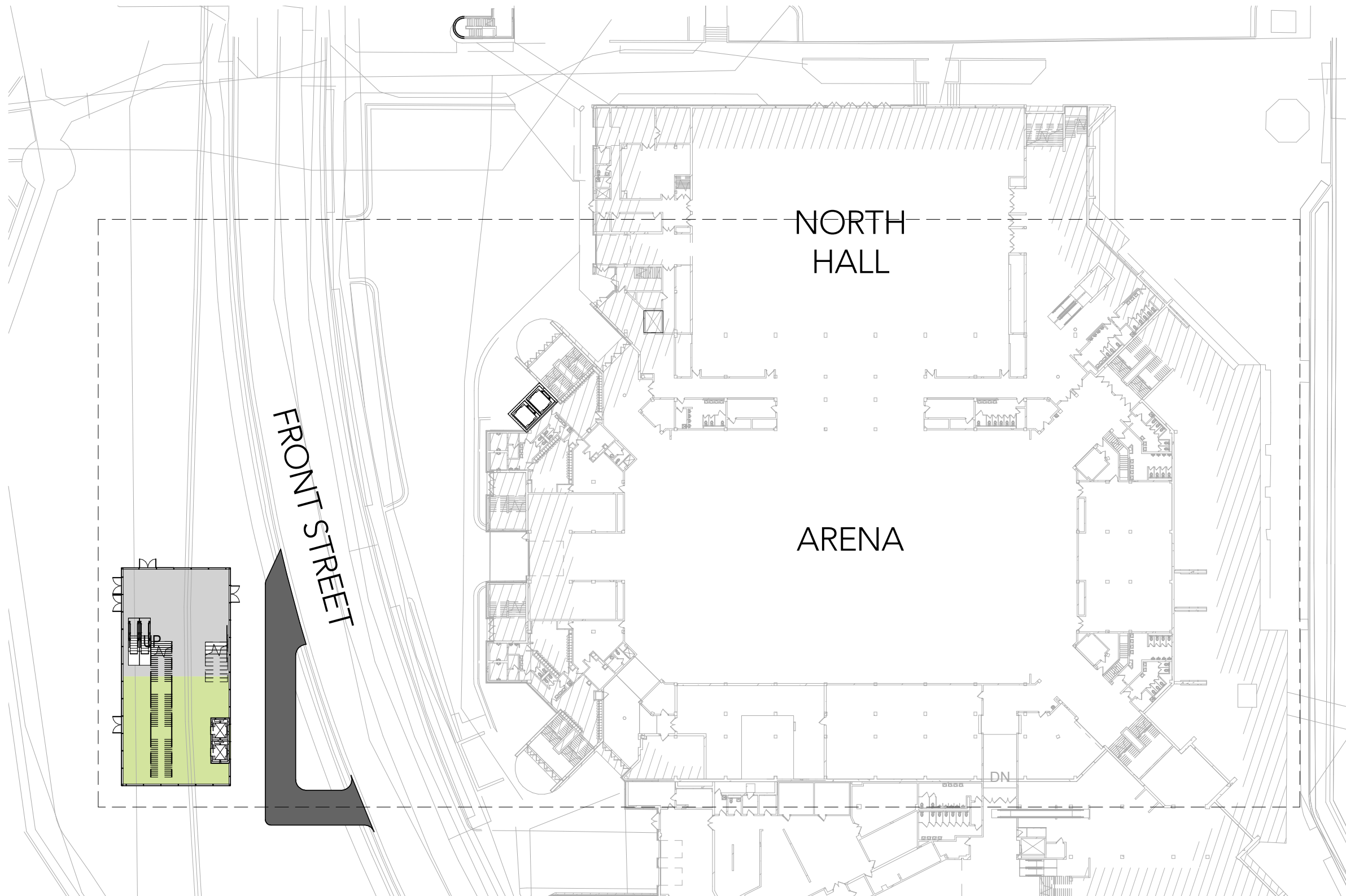
SCHEME A
DEFERRED MAINTENANCE
TOTAL

\$45,766,204
\$8,000,000
\$53,766,204
\$392/sf*

*NEW BUILD COSTS ONLY

SCHEME B BASE

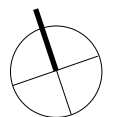
DESIGN SCHEME B:
FRONT STREET GROUND LEVEL



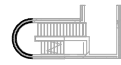
**ADDITIONAL PROGRAM
FRONT STREET GROUND LEVEL**

Program	Area
Circulation	2,519 SF
Exhibition	2,351 SF
Total	4,870 SF

- Lobby & Circulation
- Concession

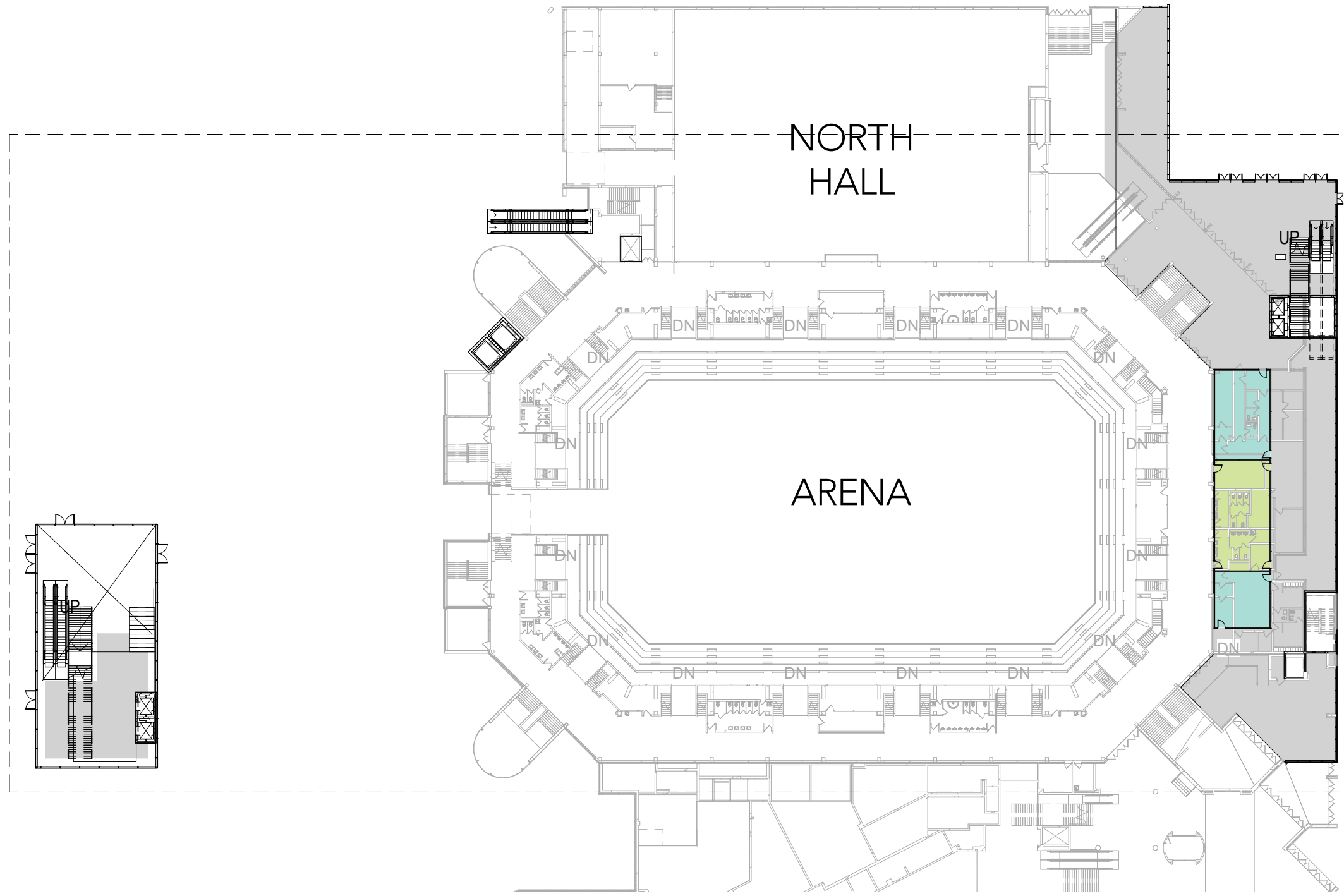


DESIGN SCHEME B:
2ND STREET GROUND LEVEL

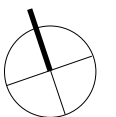


ADDITIONAL PROGRAM
2nd STREET GROUND LEVEL

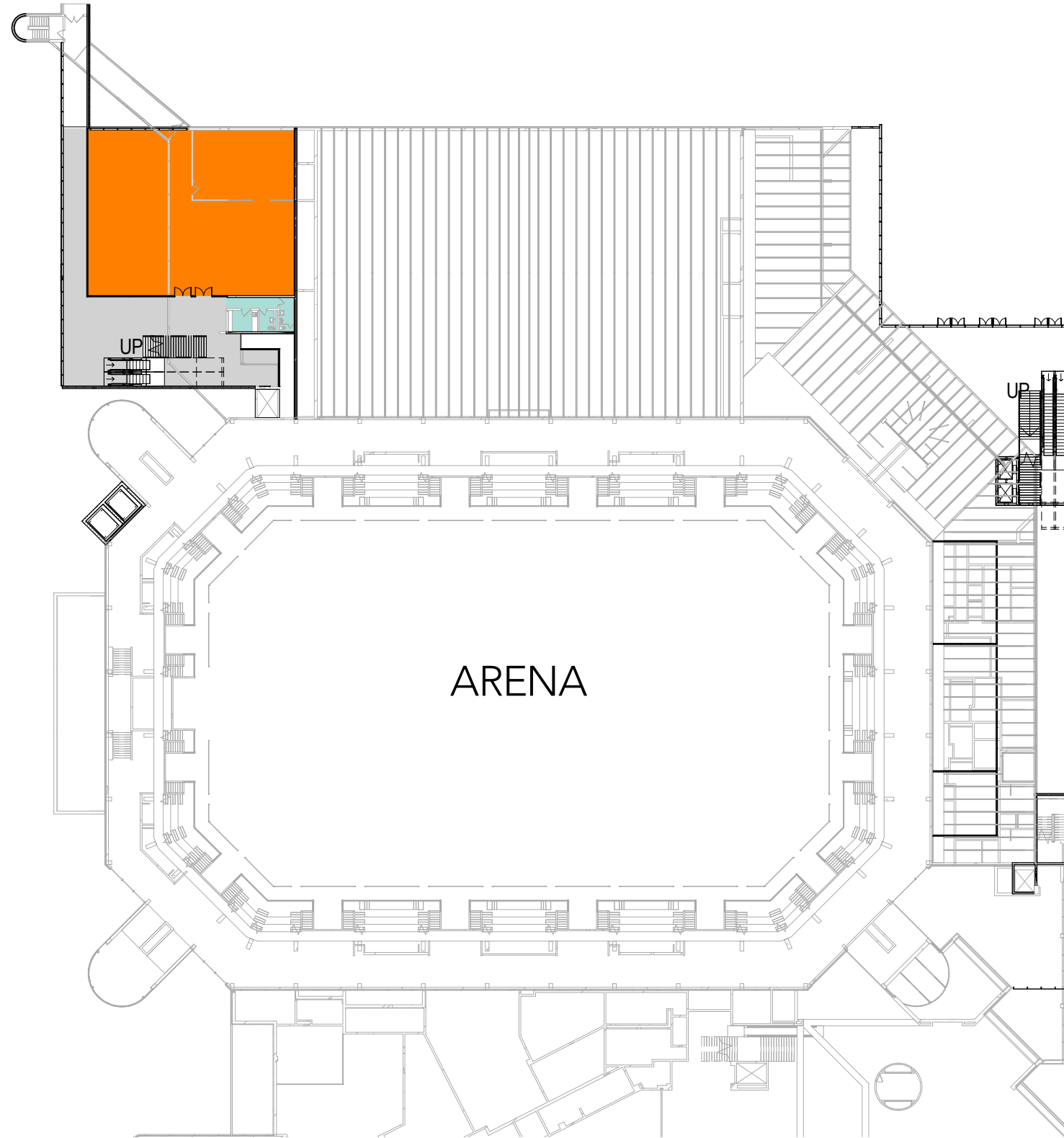
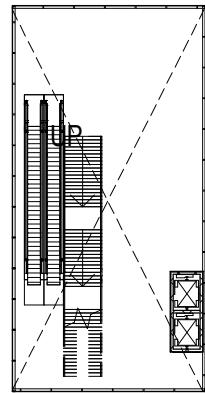
Program	Area
Circulation	14,219 SF
Concession	1,037 SF
Total	16,608 SF



- Lobby & Circulation
- Concession
- Restroom



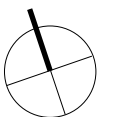
DESIGN SCHEME B:
ZEILKE SUITES LEVEL



ADDITIONAL PROGRAM
ZIELKE SUITE LEVEL

Program	Area
Circulation	2,758 SF
Office	4,511 SF
Restroom	298 SF
Total	7,568 SF

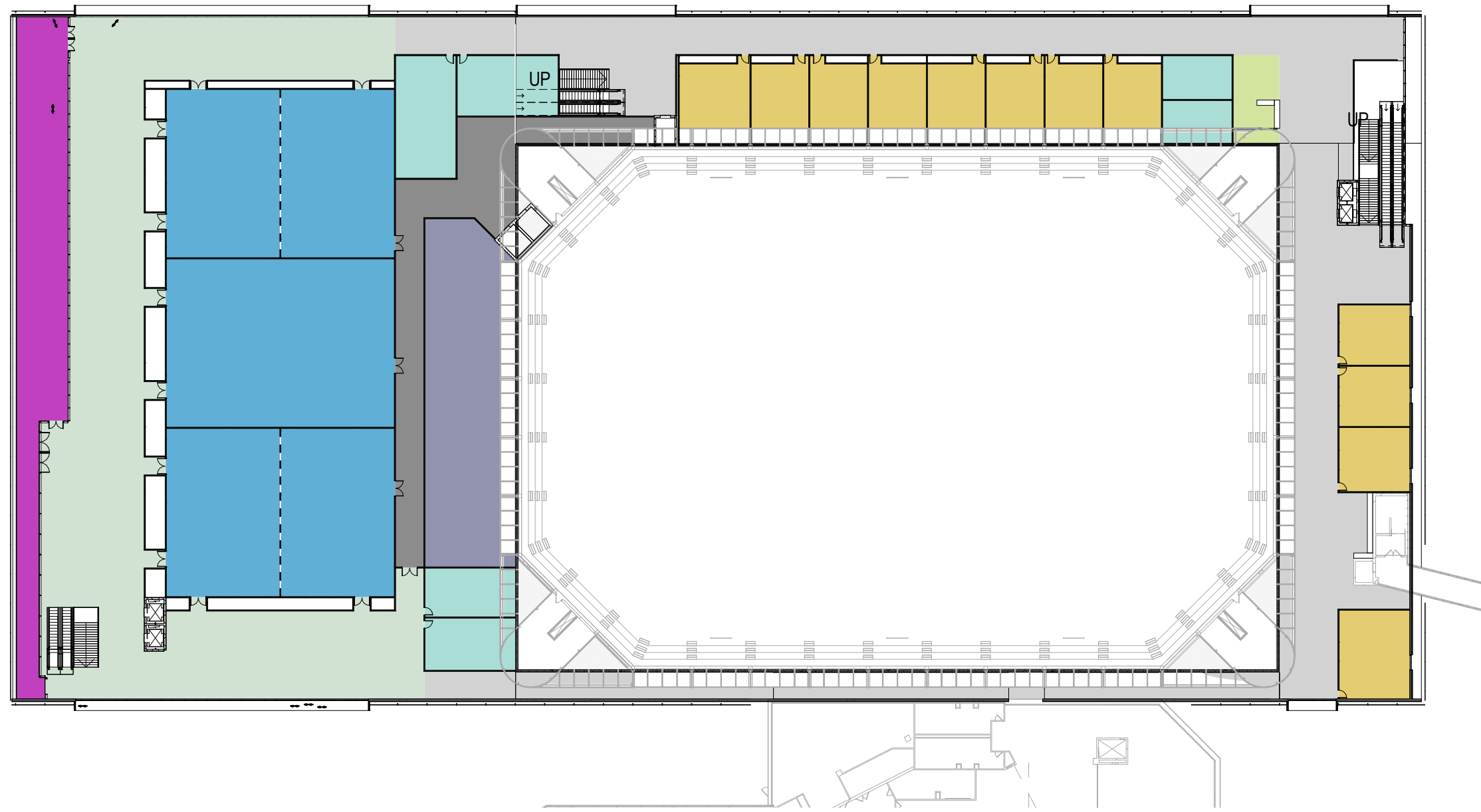
- Lobby & Circulation
- Office
- Restroom



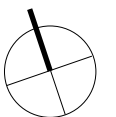
DESIGN SCHEME B:
LEVEL 02 (MAIN BALLROOM)

ADDITIONAL PROGRAM
LEVEL 02

Program	Area
Back of House	3,406 SF
Ballroom	17,669 SF
Circulation	18,091 SF
Concession	618 SF
Kitchen	4,700 SF
Meeting	4,700 SF
Prefunction	15,405 SF
Restroom	4,396 SF
Terrace	4,128 SF
Total	77,294 SF



- Lobby & Circulation
- Ballroom
- Kitchen
- Meeting
- Prefunction
- Restroom
- Concession
- Terrace

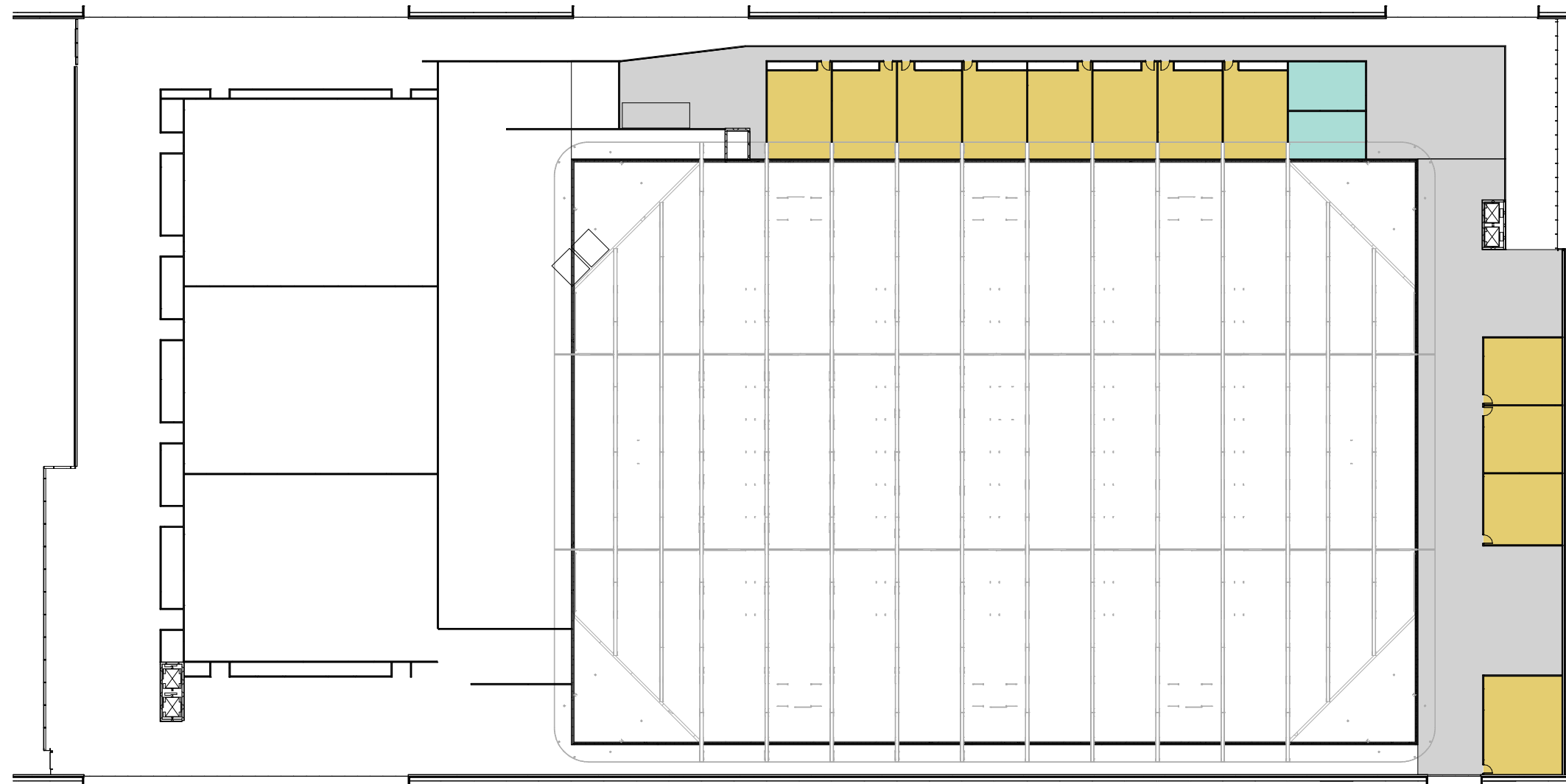


DESIGN SCHEME B:

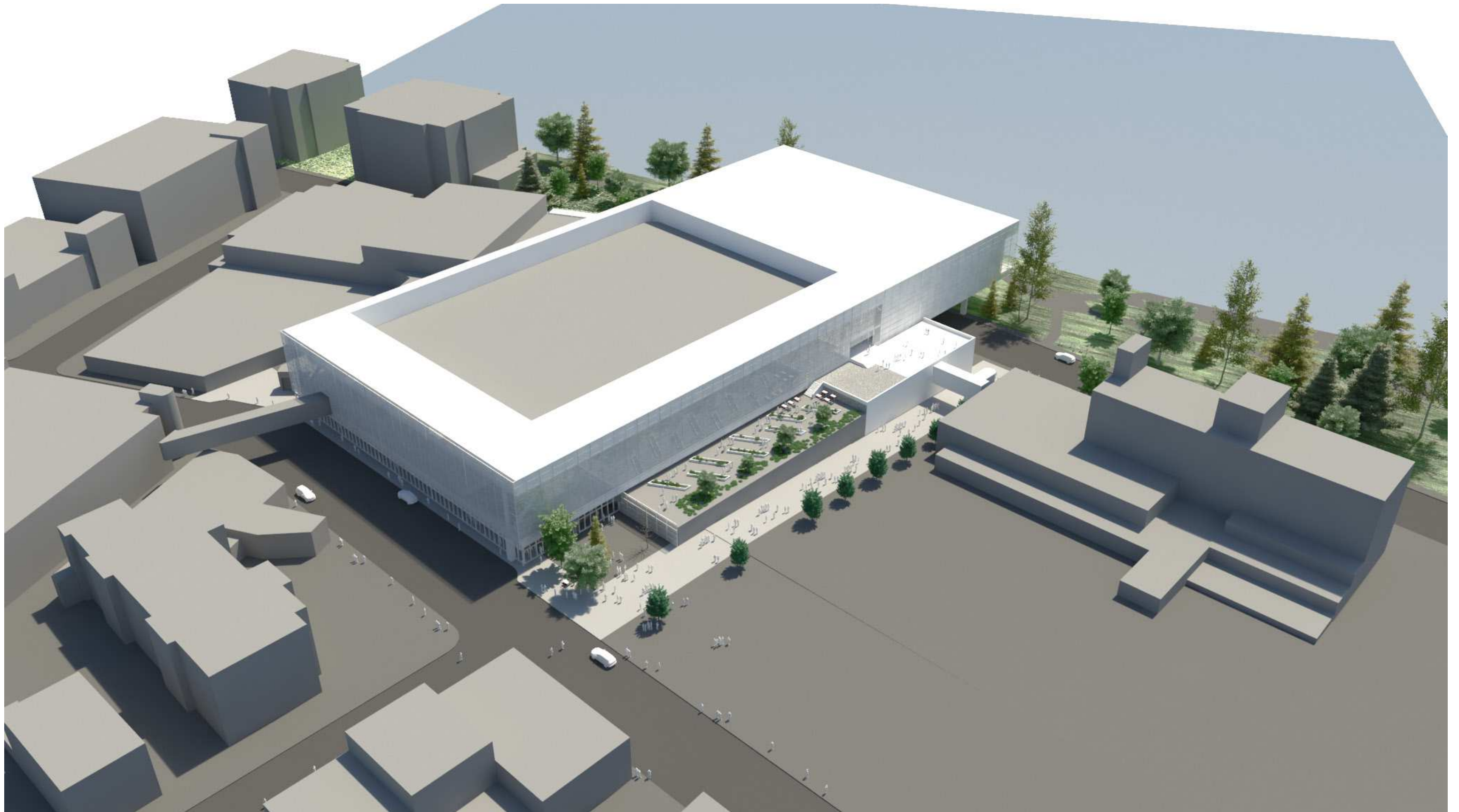
LEVEL 03 (ADDITIONAL OPTION)

ADDITIONAL PROGRAM
LEVEL 03

Program	Area
Circulation	11,787 SF
Meeting	8,747 SF
Restroom	925 SF
Total	21,460 SF



- Lobby & Circulation
- Meeting
- Restroom



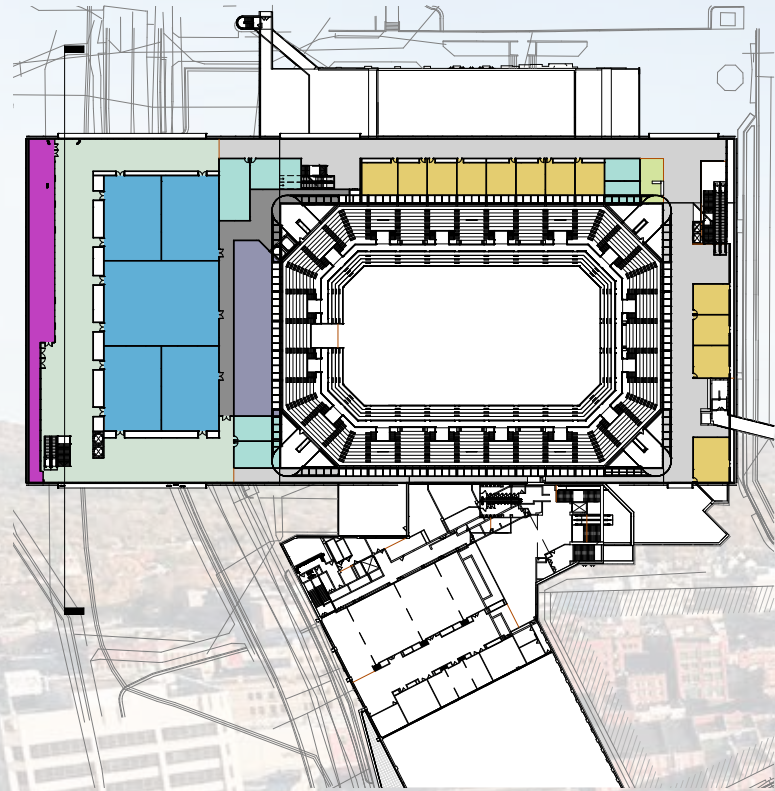




DESIGN SCHEME B:

SUMMARY

BALLROOM LEVEL PLAN



NEW PROGRAM AREA

NEW PROGRAM AREA	
Name	Area
BALLROOM	17,669 SF
BOH	3,406 SF
CIRCULATION	22,647 SF
CONCESSION	1,655 SF
EXHIBITION	5,072 SF
KITCHEN	4,700 SF
LOBBY	10,014 SF
MEETING	8,881 SF
OFFICE	4,511 SF
PREFUNCTION	15,405 SF
TENANT	2,351 SF
TERRACE	4,128 SF
TOILET	6,046 SF
TOTAL	106,484 SF

MEZZANINE MEETING	8,747 SF
TOTAL WITH MEZZANINE	127,944 SF

SCHEME B
DEFERRED MAINTENANCE
TOTAL

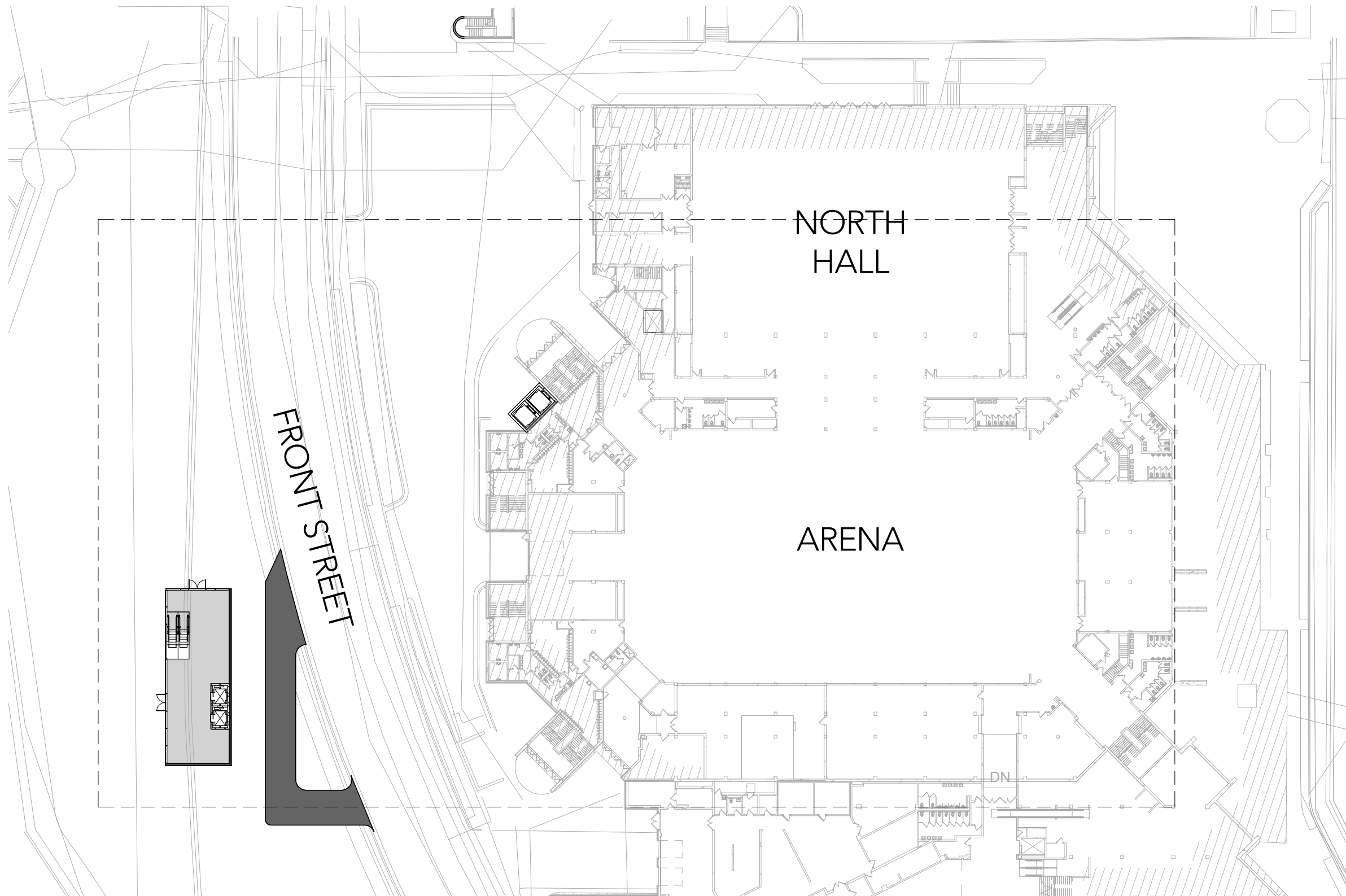
\$47,526,208
\$8,000,000
\$55,526,208
\$372/sf*

*NEW BUILD COSTS ONLY




SCHEME B 1

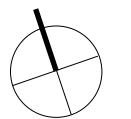
DESIGN SCHEME B 1:
FRONT STREET GROUND LEVEL



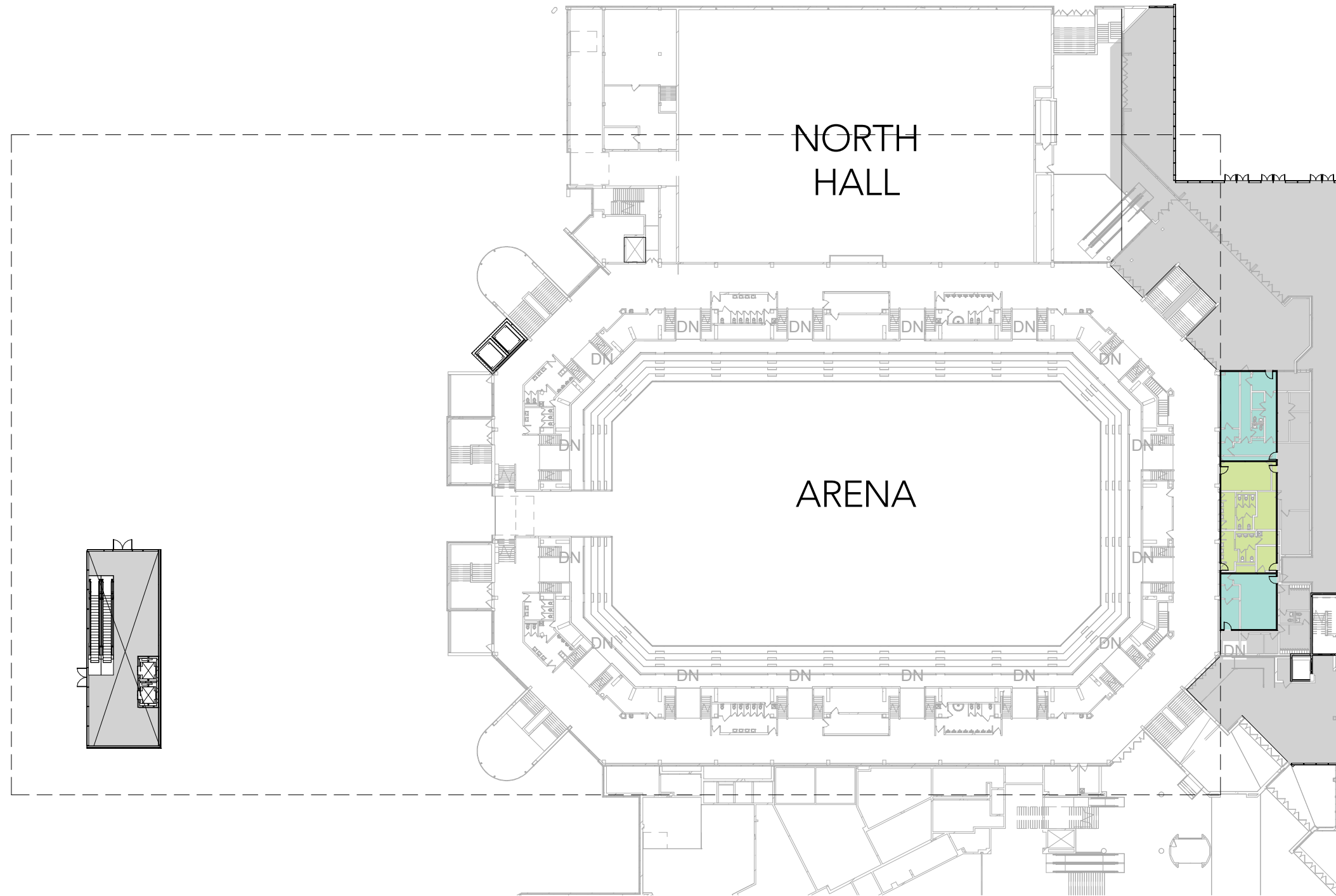
**ADDITIONAL PROGRAM
FRONT STREET GROUND LEVEL**

Program	Area
Circulation	2,188 SF
Total	2,188 SF

 Lobby & Circulation

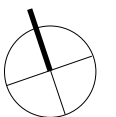
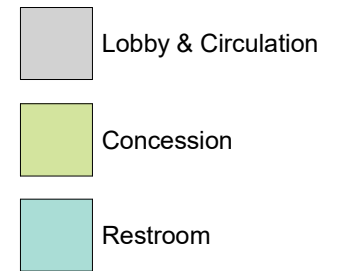


DESIGN SCHEME B 1:
2ND STREET GROUND LEVEL



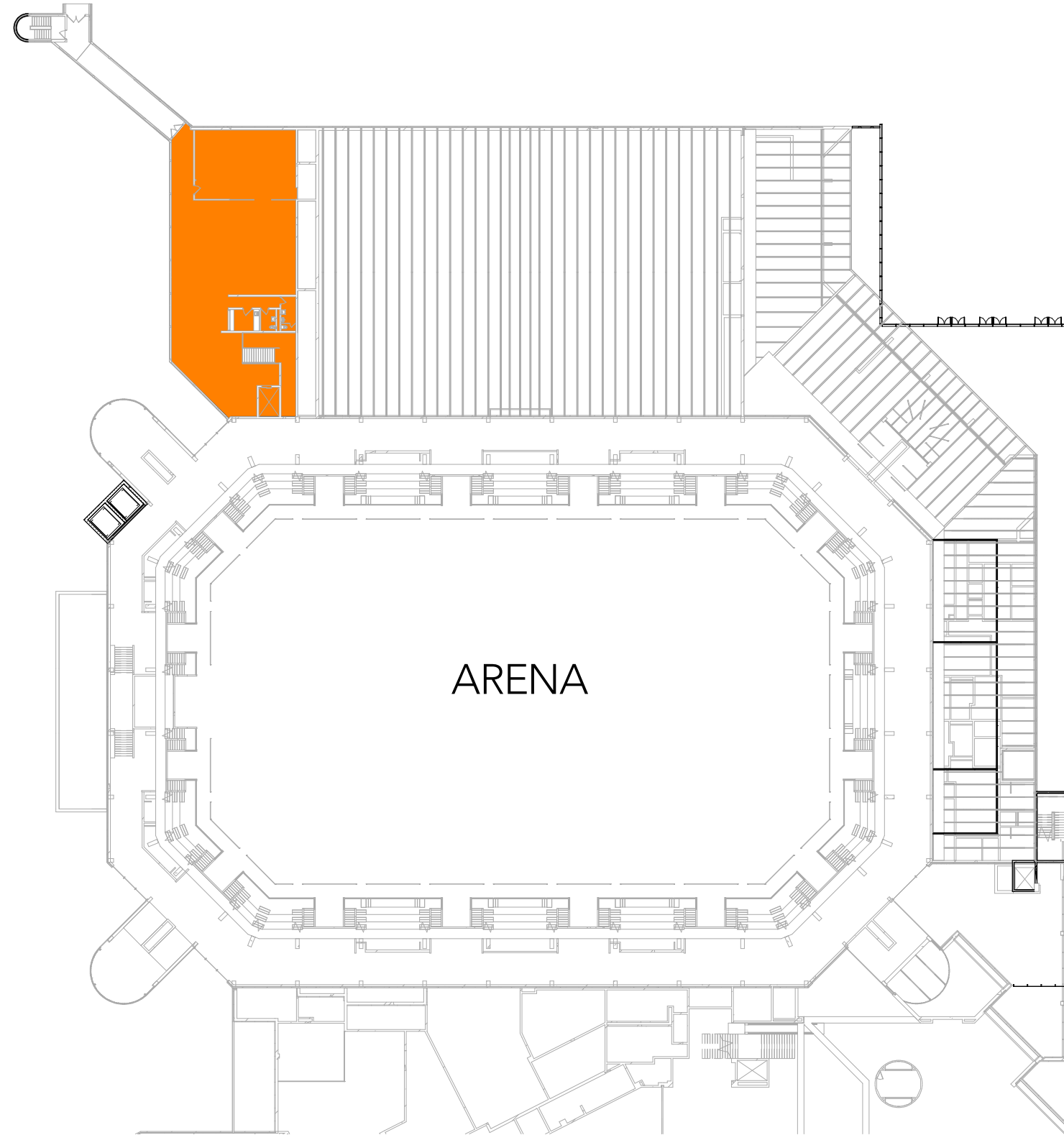
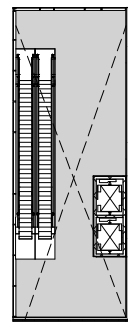
ADDITIONAL PROGRAM
2nd STREET GROUND LEVEL

Program	Area
Circulation	14,024 SF
Concession	1,037 SF
Restroom	1,351 SF
Total	16,413 SF



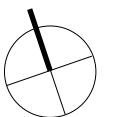
DESIGN SCHEME B 1:

ZEILKE SUITES LEVEL



**ADDITIONAL PROGRAM
ZIELKE SUITE LEVEL**

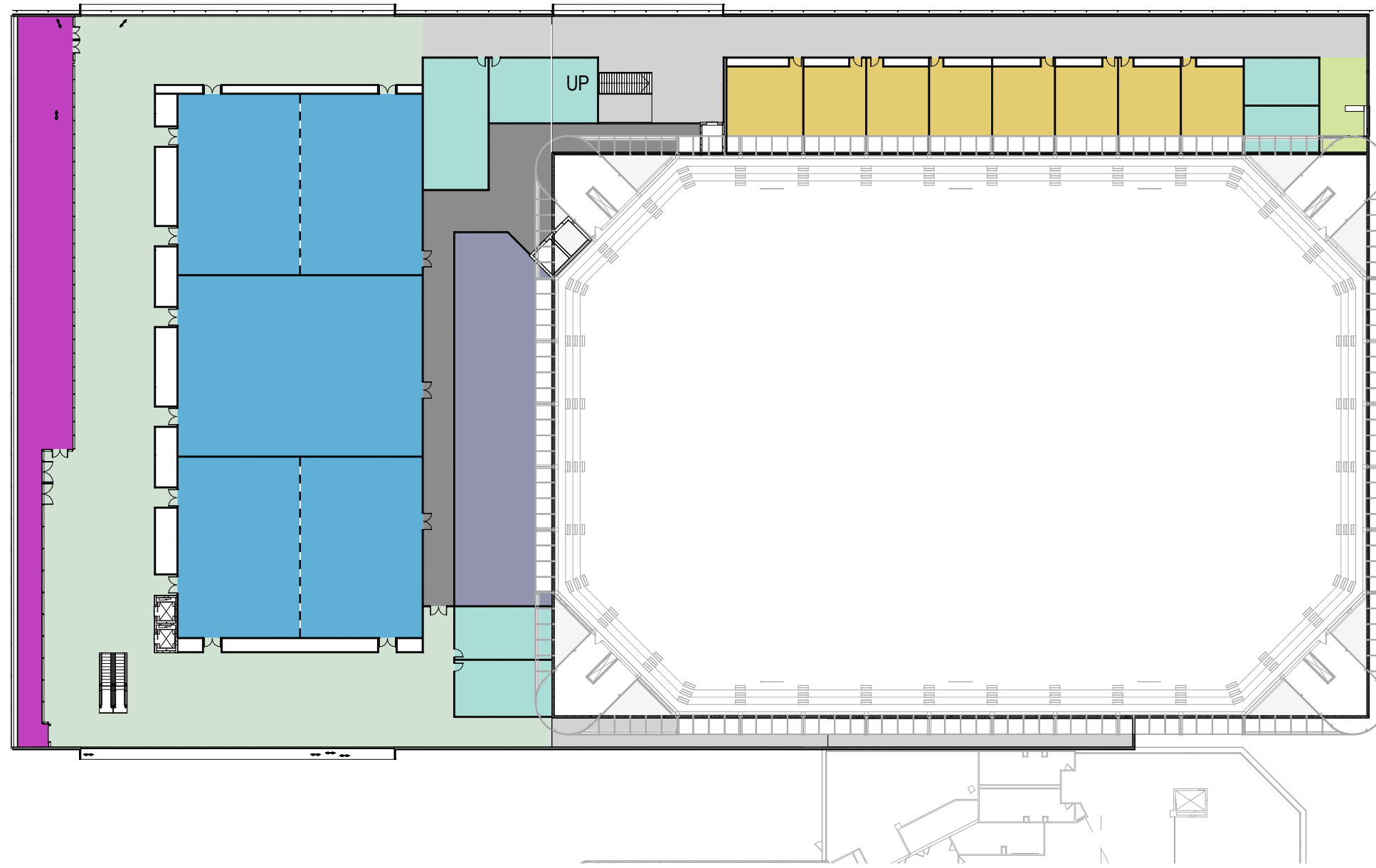
Program	Area
Office	4,463 SF
Total	4,463 SF



DESIGN SCHEME B 1:
LEVEL 02 (MAIN BALLROOM)

ADDITIONAL PROGRAM
LEVEL 02

Program	Area
Back of House	3,406 SF
Ballroom	17,669 SF
Circulation	8,418 SF
Concession	588 SF
Kitchen	4,700 SF
Meeting	5,911 SF
Prefunction	16,401 SF
Restroom	4,396 SF
Terrace	4,128 SF
Total	65,618 SF



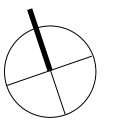
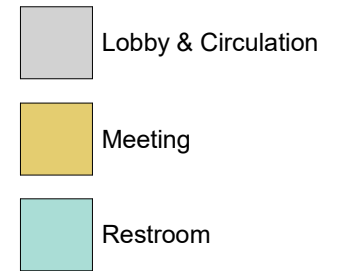
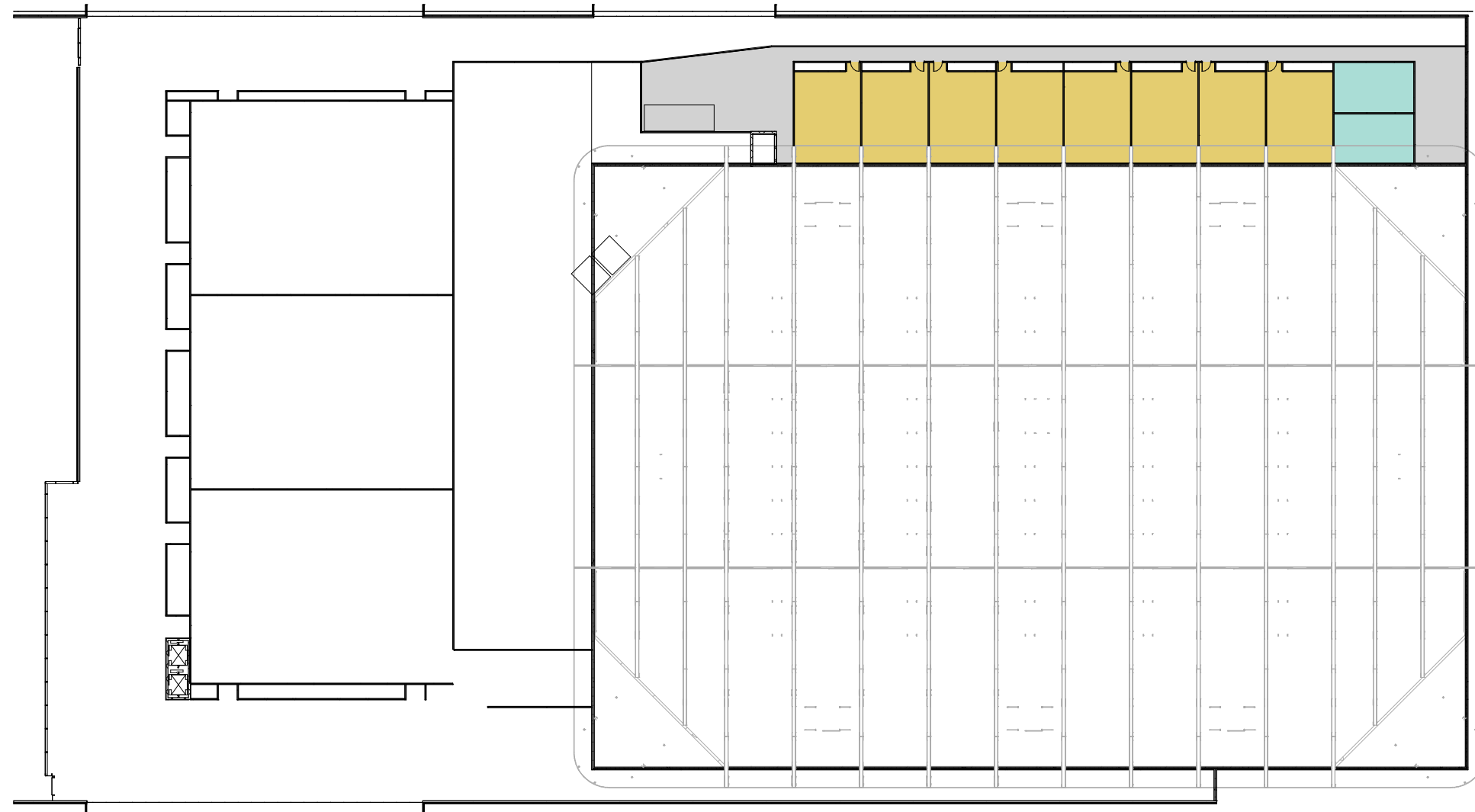
- Lobby & Circulation
- Ballroom
- Kitchen
- Meeting
- Prefunction
- Restroom
- Concession
- Terrace

DESIGN SCHEME B 1:

LEVEL 03 (ADDITIONAL OPTION)

ADDITIONAL PROGRAM
LEVEL 03

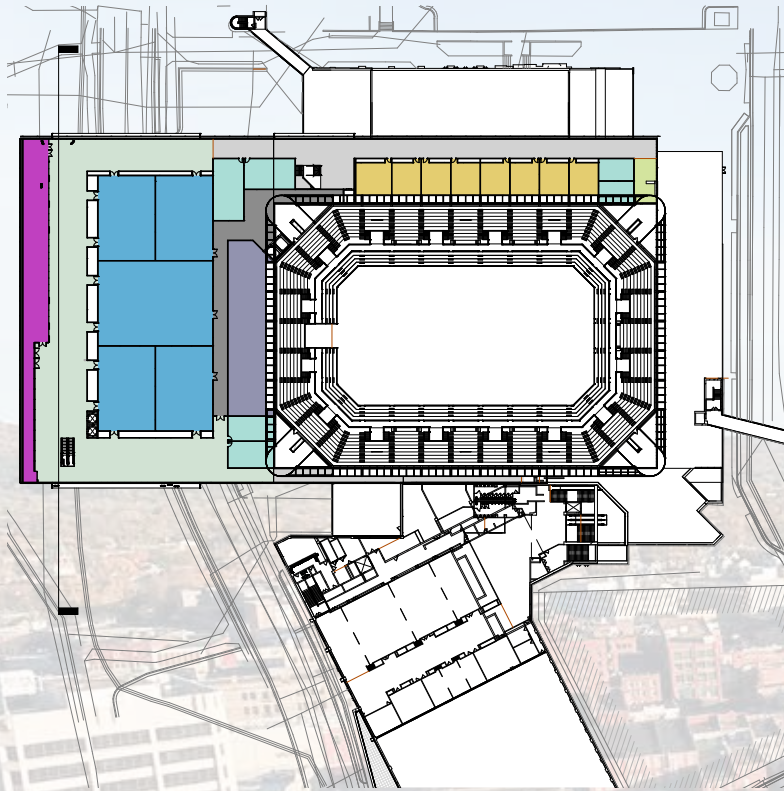
Program	Area
Circulation	3,267 SF
Meeting	5,778 SF
Restroom	925 SF
Total	9,970 SF



DESIGN SCHEME B 1:

SUMMARY

BALLROOM LEVEL PLAN



NEW PROGRAM AREA

NEW PROGRAM AREA	
Name	Area
BALLROOM	17,669 SF
BOH	3,406 SF
CIRCULATION	7,319 SF
CONCESSION	1,626 SF
EXHIBITION	5,072 SF
KITCHEN	4,700 SF
LOBBY	10,172 SF
MEETING	5,911 SF
PREFUNCTION	16,401 SF
SOUTH CIRCULATION	2,213 SF
TERRACE	4,128 SF
TOILET	5,748 SF
Total	84,365 SF

MEZZANINE MEETING	5,778 SF
Total with Mezzanine Meeting	94,335 SF



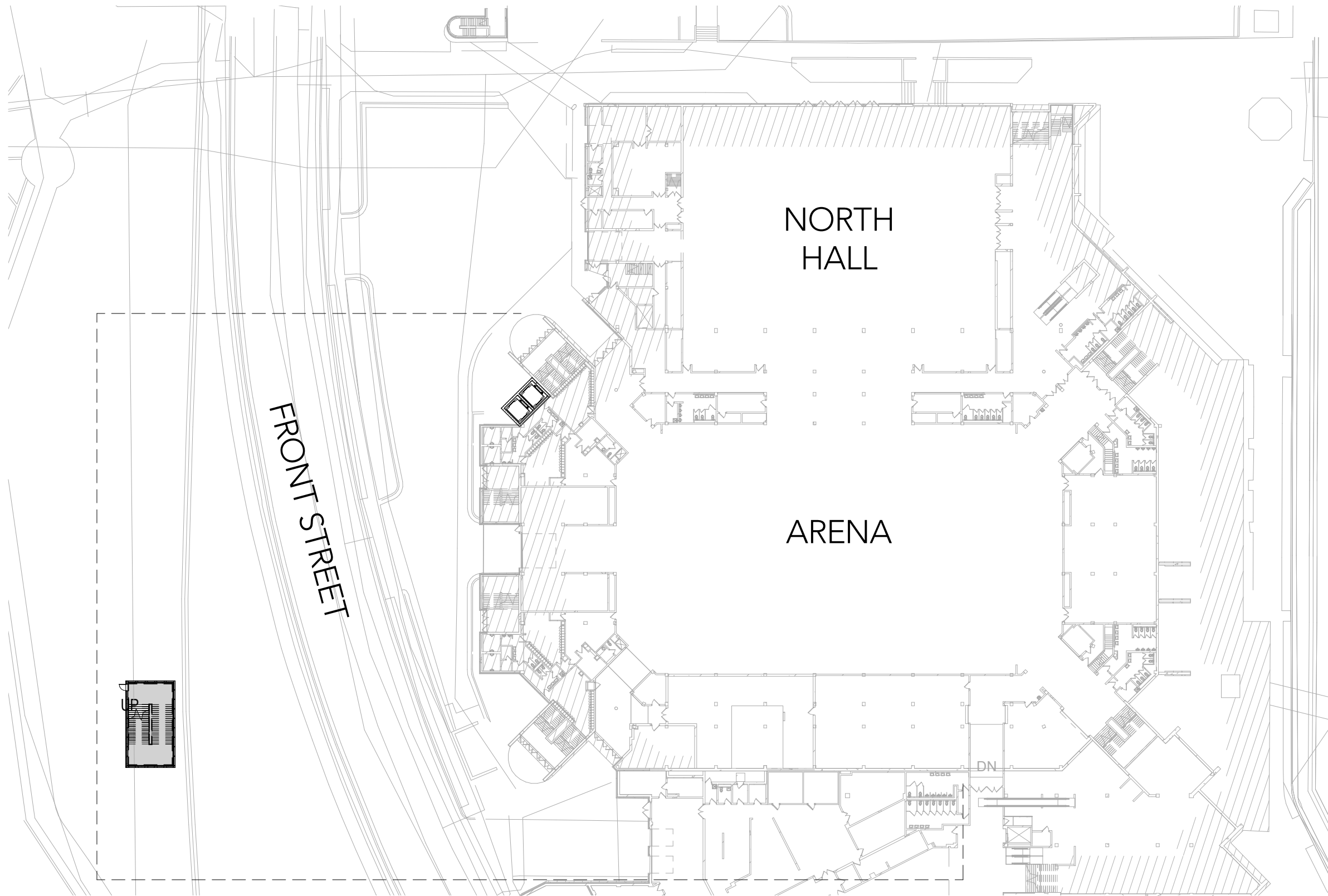
SCHEME B-1
DEFERRED MAINTENANCE
TOTAL

\$41,159,144
\$8,000,000
\$49,159,144
\$416/sf*

*NEW BUILD COSTS ONLY


SCHEME B 2

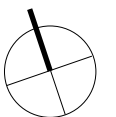
DESIGN SCHEME B 2:
FRONT STREET GROUND LEVEL



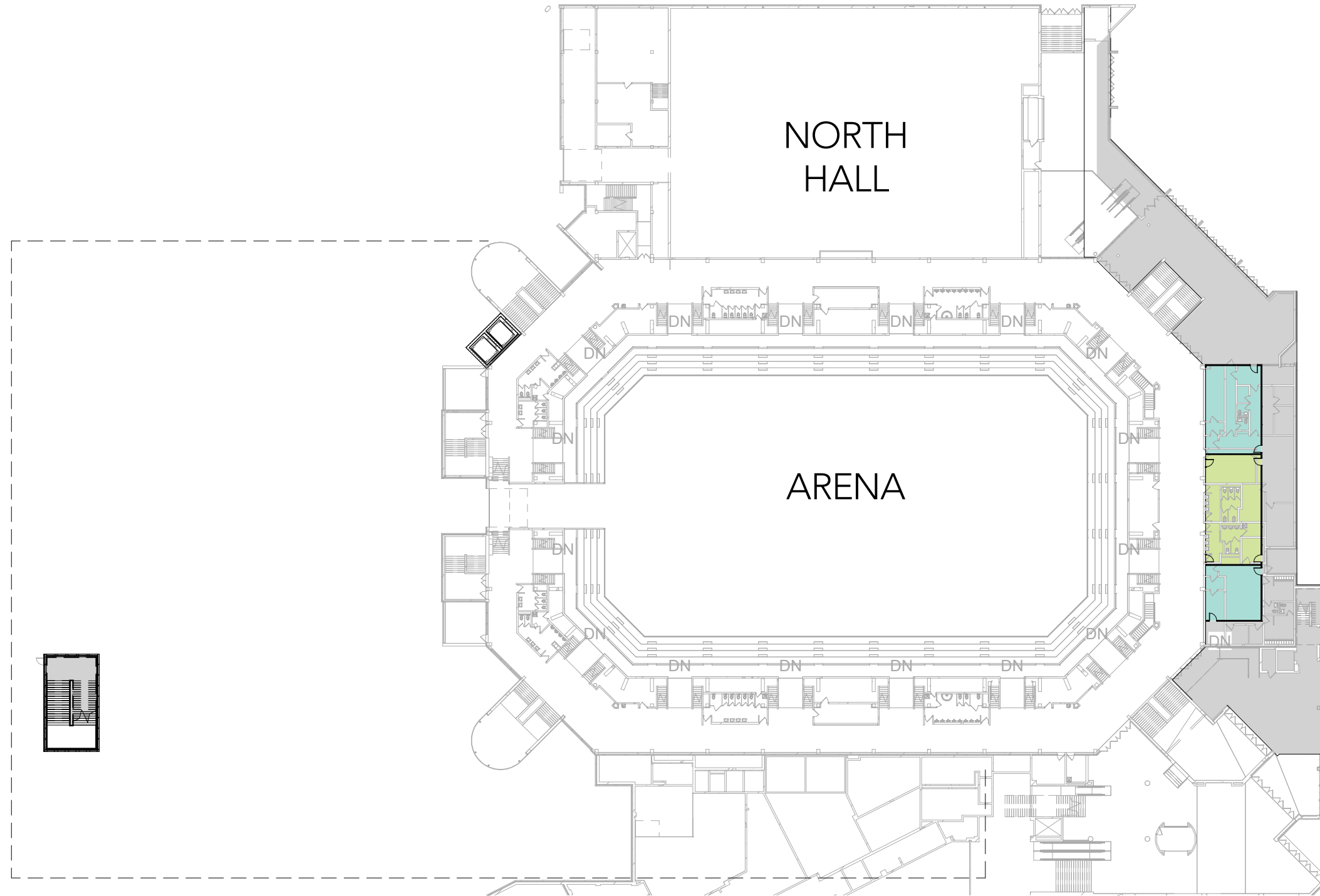
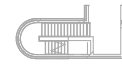
**ADDITIONAL PROGRAM
FRONT STREET GROUND LEVEL**

Program	Area
Circulation	802 SF
Total	802 SF

 Lobby & Circulation

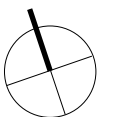
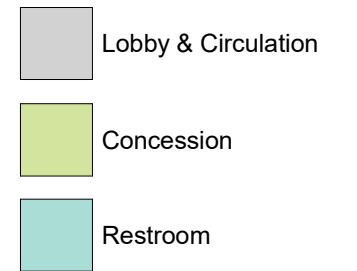


DESIGN SCHEME B 2:
2ND STREET GROUND LEVEL



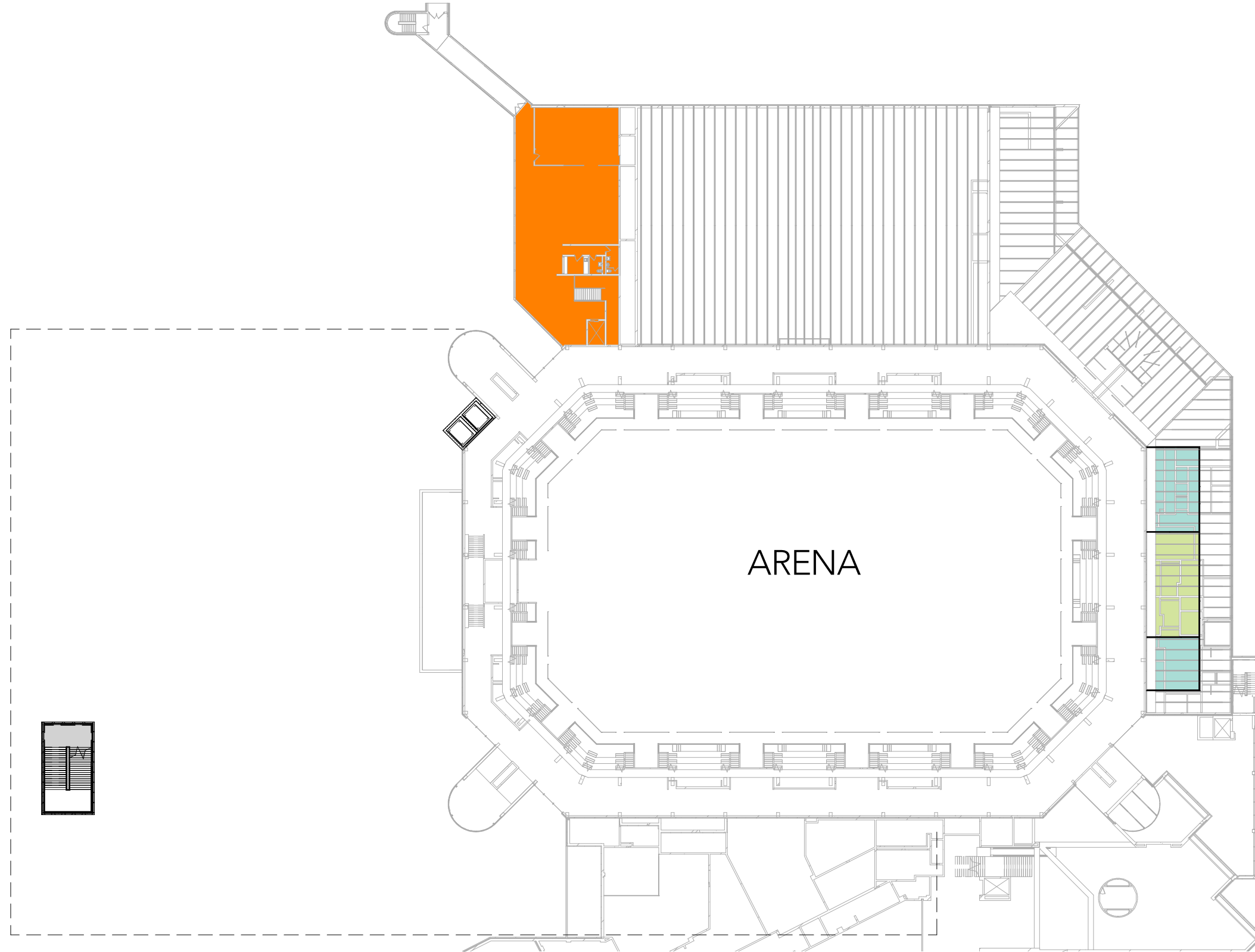
ADDITIONAL PROGRAM
2nd STREET GROUND LEVEL

Program	Area
Circulation	8,551 SF
Concession	1,037 SF
Restroom	1,351 SF
Total	10,940 SF



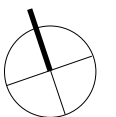
DESIGN SCHEME B 2:

ZEILKE SUITES LEVEL



**ADDITIONAL PROGRAM
ZIELKE SUITE LEVEL**

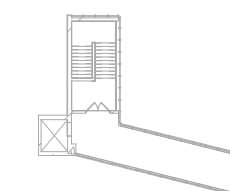
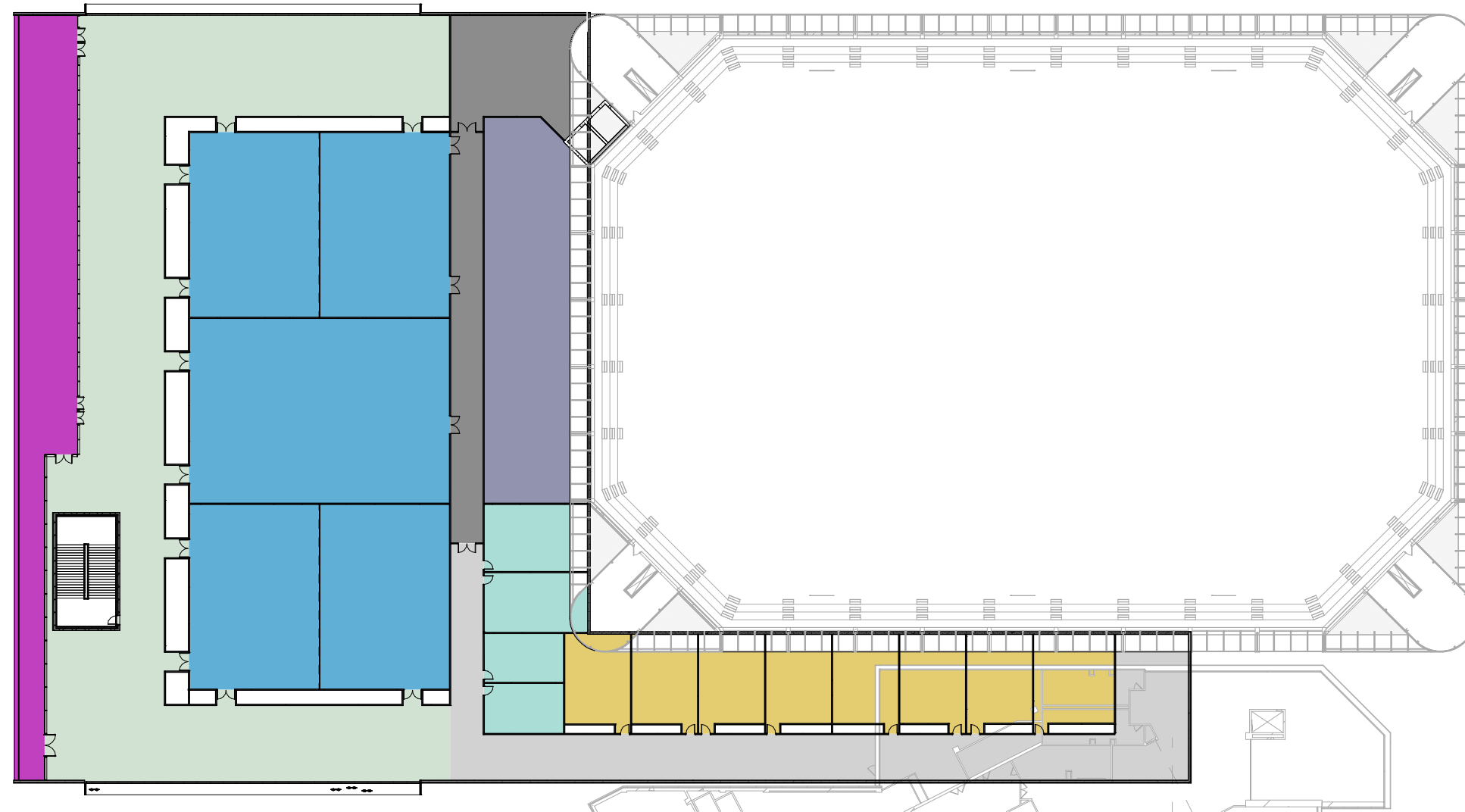
Program	Area
Office	4,463 SF
Total	4,463 SF



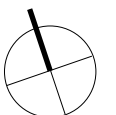
DESIGN SCHEME B 2:
LEVEL 02 (MAIN BALLROOM)

ADDITIONAL PROGRAM
LEVEL 02

Program	Area
Back of House	3,107 SF
Ballroom	17,013 SF
Circulation	5,557 SF
Kitchen	4,563 SF
Meeting	5,805 SF
Prefunction	14,711 SF
Restroom	2,466 SF
Terrace	4,510 SF
Total	57,730 SF



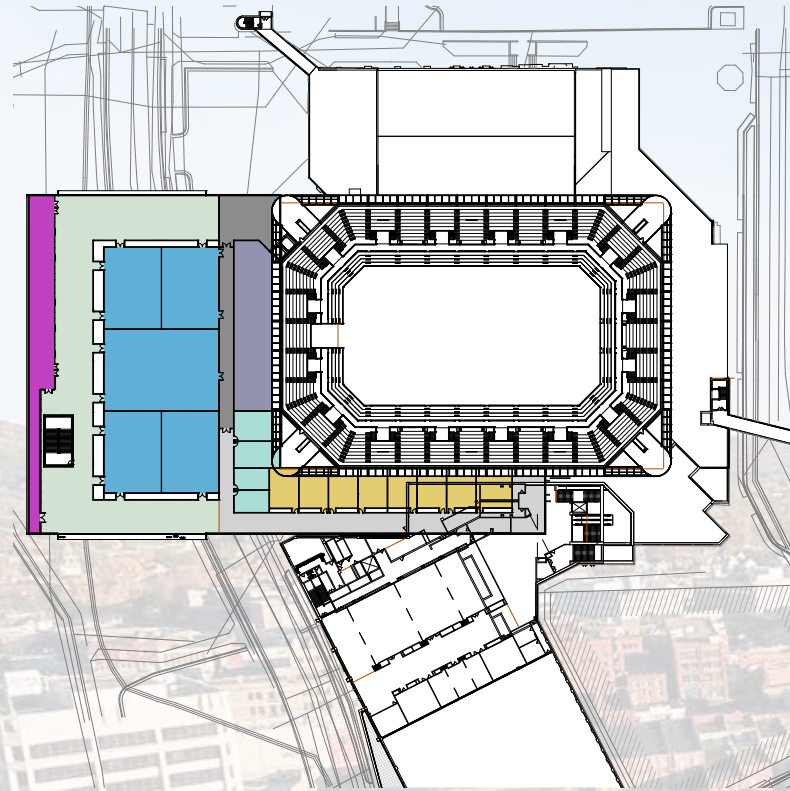
- Lobby & Circulation
- Ballroom
- Kitchen
- Meeting
- Prefunction
- Restroom
- Concession
- Terrace



DESIGN SCHEME B 2:

SUMMARY

BALLROOM LEVEL PLAN



NEW PROGRAM AREA

NEW PROGRAM AREA	
Name	Area
BALLROOM	17,013 SF
BOH	3,107 SF
CIRCULATION	1,743 SF
CONCESSION	1,037 SF
KITCHEN	4,563 SF
LOBBY	7,750 SF
MEETING	5,805 SF
PREFUNCTION	20,268 SF
TERRACE	4,510 SF
TOILET	3,817 SF
Total	69,612 SF

SCHEME B-2 \$36,964,086
 DEFERRED MAINTENANCE \$8,000,000
TOTAL \$44,964,086

*NEW BUILD COSTS ONLY



CONCEPT PRICING SUMMARY

PRICING REVIEW

SCHEME A - NOVEMBER - (116,690 SF)
DEFERRED MAINTENANCE
TOTAL

\$45,766,204
\$8,000,000
\$53,766,204
\$392/sf

SCHEME B - NOVEMBER - (127,840 SF)
DEFERRED MAINTENANCE
TOTAL

\$47,526,208
\$8,000,000
\$55,526,208
\$372/sf

SCHEME B 1 - NOVEMBER - (98,866 SF)
DEFERRED MAINTENANCE
TOTAL

\$41,159,144
\$8,000,000
\$49,159,144
\$416/sf

SCHEME B 2 - NOVEMBER - (75,200 SF)
DEFERRED MAINTENANCE
TOTAL

\$36,964,086
\$8,000,000
\$44,964,086
\$492/sf

THANK YOU