

Location

Onalaska, Wisconsin

Building Use

Retail Power Center

Size

418,500 square feet

Site

50 acres

Completion Date

1999-2003



TOLD developed a 50 acre, highly visible, I-94 freeway interchange parcel in the shadow of La Crosse's Valley View regional mall. Anchored by Home Depot, Wal-Mart Supercenter, Toys 'R US and Aldi, this 420,000 SF project included shop space and several outlot parcels.

Approved under a PUD as a complement to the area's Class A commercial park, Elmwood Business Center, the project included a TIF to support the installation of community "gateway" improvements, extensive landscaping, signage and off-site roadway enhancements.

TOLD joined forces with the Army Corps of Engineers, DNR, DOT and the City of Onalaska to replace seven acres of low-grade, on-site wetlands with a seventy-five acre off-site mitigation in the same watershed that included protecting one-half mile of priority trout stream frontage, eradicating noxious plant species and creating high-quality wildlife habitats.

TOLD enjoys a long-term development presence in the La Crosse area, spanning nearly 15 years, which includes projects on behalf of KOHL'S, Walgreens and OfficeMax.