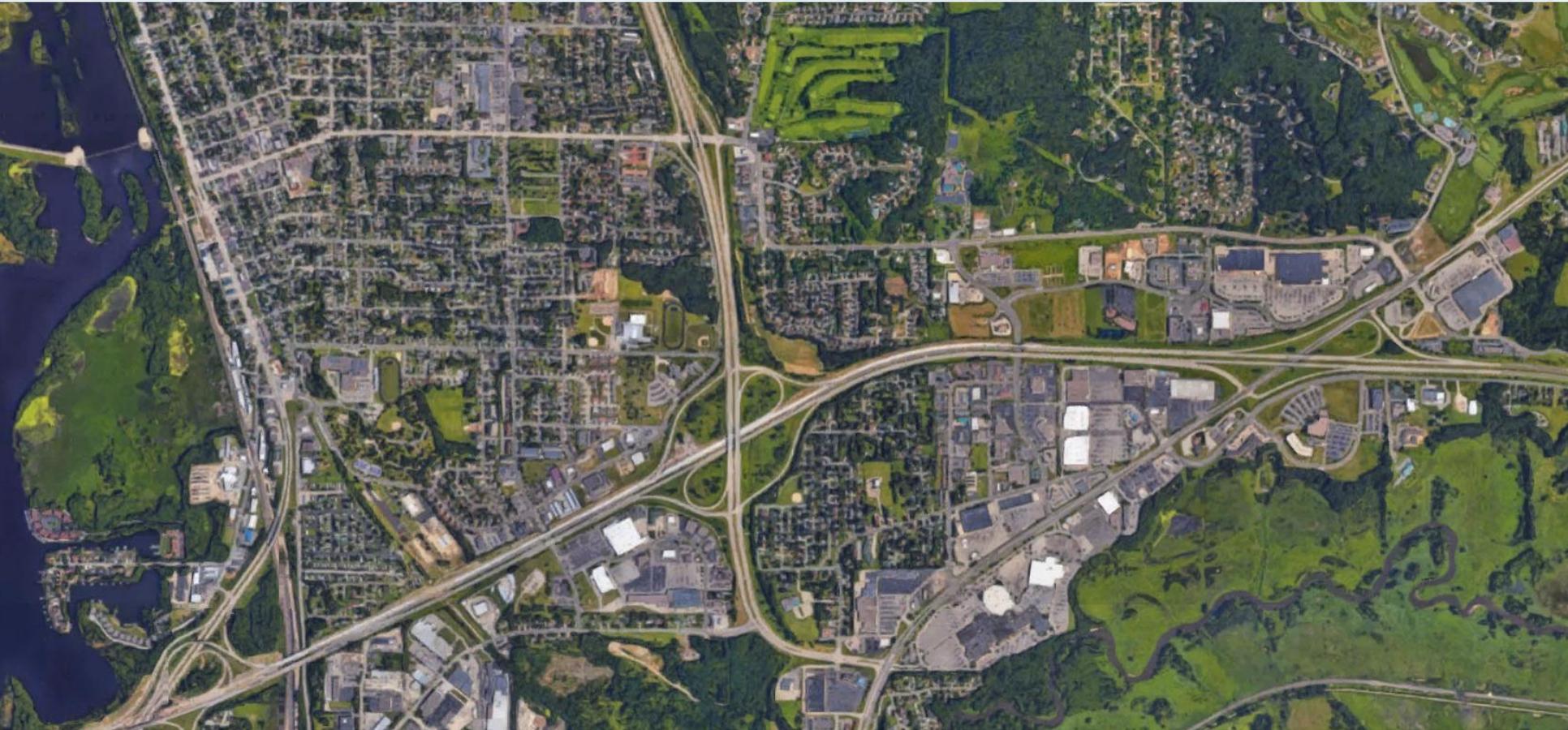




# CDA Meeting #7 January 9, 2019



## Downtown & State Road 16 Redevelopment Planning Onalaska, WI

# Agenda

- Schedule Update
- Reactions from Community Open House
  - Downtown / Highway 35 Corridor
  - State Road 16 Corridor
- Implementation Priorities/ Strategies
- Draft Report/ Findings Outline
- Next Steps

# Work Plan & Schedule

- **3 Primary Phases of Work –**
  - Phase 1 – Understand What Exists
  - Phase 2 – Explore the Possibilities
  - Phase 3 – Refine to a Preferred Redevelopment Plan and Seek Approvals
- **Approximately 6-7 month timeframe (July – December/January)**  
*\*likely to extend into February/March 2019 for approval*
- **Monthly Meetings with CDA**
- **On-going Coordination Calls with CDA Working Group**

# Work Plan & Schedule

- **Phase 1 – Understand What Exists (July, August, September)**
  - **Conduct Project Kickoff Meeting with CDA and City Staff (July 17, 2018)**
  - **Assemble Background Data**
  - **Review Past, Relevant Studies**
  - **Understand Future Market Potential**
  - **Understand Current Issues and Opportunities**
  - **Meet with CDA and City Staff (Background and Market Summary, Stakeholder Questions – August 28, 2018)**
  - **Meet with Key Property Owners/ Stakeholders**
  - **Meet with CDA and City Staff (Review Comments from Stakeholder Meetings – September 12, 2018)**

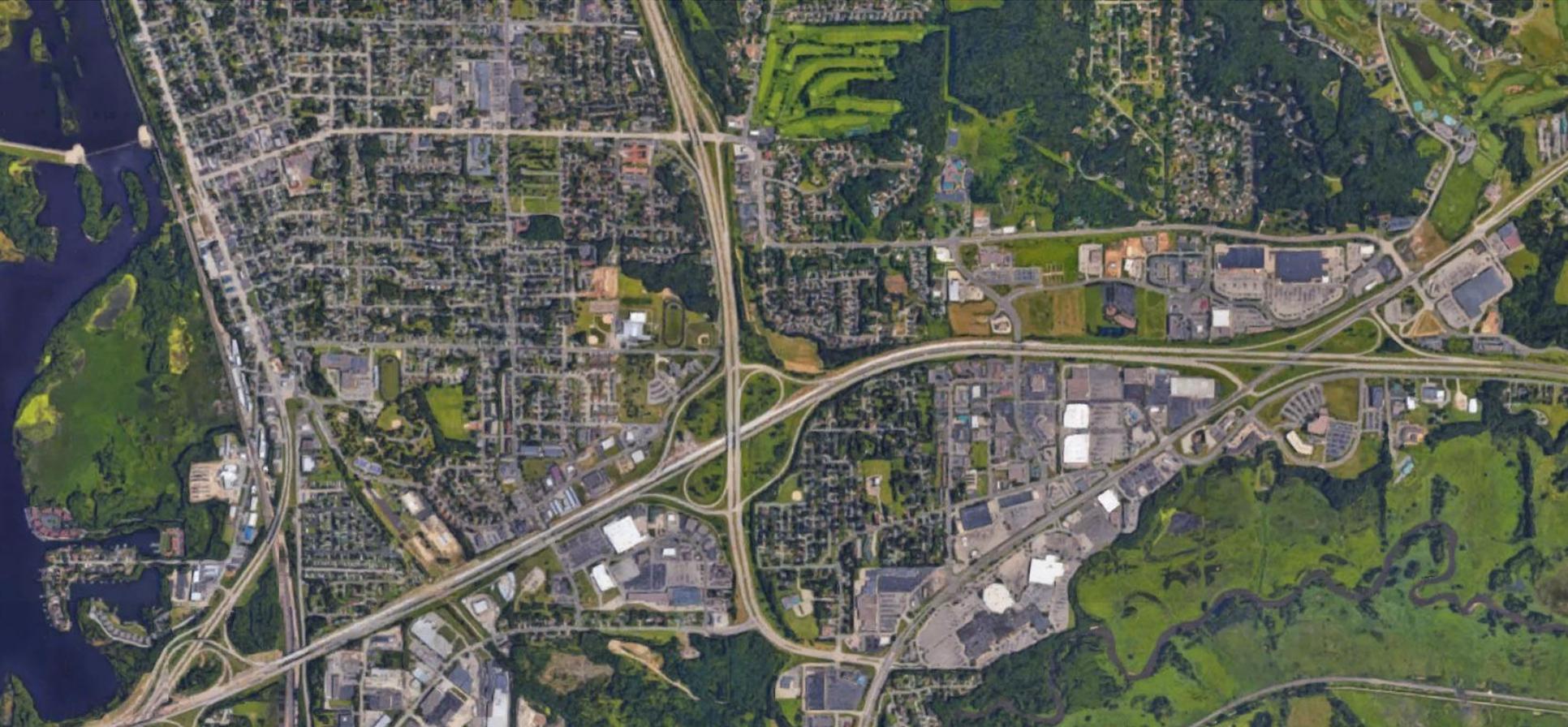
# Work Plan & Schedule

- **Phase 2 – Explore the Possibilities (September, October, November)**
  - **Develop Redevelopment Concept Alternatives**
  - **Conduct a Design Workshop/ Review Meeting with CDA & City Staff** (Evaluate the Alternatives – October 10, 2018)
  - **Refine the Concepts and Prepare for Second Round of Stakeholder Engagement**
  - **Meet with Key Stakeholders**
  - **Meet with CDA and City Staff** (Review Comments from Stakeholder Meetings – November 14, 2018)
  - **Conduct Developer Roundtable** (December 12)
  - **Meet with CDA and City Staff** (December 12 - Review Comments from Developer Roundtable & Provide Overview of Community Meeting Approach)
  - **Conduct Additional Developer Review** (December / January)

# Work Plan & Schedule

- **Phase 3 – Refine to a Preferred Redevelopment Plan & Seek Approvals (December, January, February, March)**
  - **Conduct Public Meeting** (January 8, 2019 – 5:30-7:00 PM Irving Pertzsch Elementary School)
  - **Meet with CDA and City Staff** (January 9, 2019 - Review Feedback from Public Meeting, Discuss Implementation Priorities, Review Outline of Draft Report)
  - **Prepare Draft Redevelopment Plan Report**
  - **Meet with CDA and City Staff to Review Draft Report** (February 13, 2019 – Review Draft Report with CDA)
  - **Refine Draft Document Based on CDA & Staff Feedback**
  - **Final Redevelopment Plan to CDA for Approvals** (Final Report to CDA – March 2019)

# Community Meeting Summary

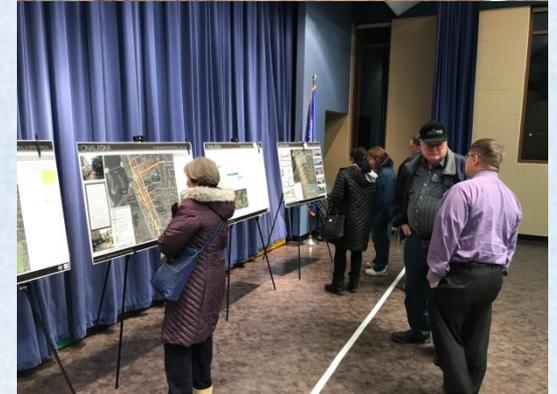


# Community Meeting Summary

- **Formal Meeting Announcements:**
  - Common Council on 12-11
  - CDA on 12-12
- **Social Media:** Event information promoted through Onalaska Park & Recreation, Police Department, and Fire Department Facebook pages
- **Press Release:** Sent on 12/31 to all news media (television, newspaper, and radio) promoting the event. Sent on 1/4/19 on Irving Pertzsch Email Mailing List.
- **Individual invites to Onalaska City Council, Committees, Boards, and Commissions:**
  - Common Councilors, Long Range Planning Committee, Great River Landing Committee, Park & Recreation Board, Plan Commission, Historic Preservation Commission, and Community Development Authority.
- **Paper Flyers:** Installed at various department offices in City Hall.
- **Mailings:** Letter to over 500 residents/business owners in “Downtown Onalaska” area on 12-14. Postcard reminder to same list on 12-27.

# Community Meeting Summary

- Attendance: 44-45 +/-
- Generally in favor of all the ideas proposed
- Biggest concerns were over building height and “walling off” views of the river



# Community Meeting Key Takeaways

## Downtown/ Highway 35 Corridor

### – Existing Conditions

- Don't change anything to the Great River Landing

### – Opportunities – Circulation

- Consider a gateway district from Elm to Ash Street
    - Redevelopment
    - Landscape/ Signage enhancements
  - Add sidewalk on west side of 3rd to connect to Kwik Trip – Crossing for high school students
  - Slow traffic on 3rd Avenue
  - Alley improvements! Paseo strong idea
  - Show existing bike lanes on HWY 35
  - Show snowmobile route along rail corridor
    - Winter tourism dollars to downtown
    - Snowmobile parking north side of Great River Landing
  - King and 5th, is this a shared parking opportunity
  - School district lot as a shared parking opportunity
-

# Community Meeting Key Takeaways

## Downtown/ Highway 35 Corridor

- **Opportunities – Development**
  - No Comments
- **Opportunities – Parks Trails and Open Space**
  - Like the Irvin Street streetscape enhancements
  - Improve alley between King St. and Main Street
  - Additional parking in downtown
  - Immediate need is Main Street cross walks and other key streets downtown
  - Entry feature at the south end of HWY 35

# Community Meeting Key Takeaways

## Downtown/ Highway 35 Corridor

### – Development Districts

- **Downtown Core Mixed Use**
  - Housing downtown
  - Create a walkable district
  - Condos, townhouses close to river – is there a danger of flooding (show floodplain)
  - Improved access to 2nd Avenue for future tenants new housing – Traffic concern
- **Riverfront Residential**
  - Great Idea
  - Increase housing along riverfront and downtown area
  - Make it walkable
  - Coffee shops, etc.
  - Don't block view of riverfront with buildings
  - Don't create a tunnel effect on Hwy 35 and block natural views
- **Great River Road Business Corridor**
  - No Comments
- **Downtown Mixed Residential**
  - Make the townhouses/condos affordable so older people in downtown could sell their houses to younger people and move into the new townhouse/condos

# Community Meeting Key Takeaways

## Downtown/ Highway 35 Corridor

### – Downtown Stakeholder Feedback Themes

- Beautification to attract visitors and residents/ businesses
- Parking – stop building for cars and parking stops being a problem
- Existing crushed gravel trails, like the natural feeling of the trails
- Affordable housing
- But too many low income housing buildings bring down entire neighborhoods
- Any new housing should include parking on property, do not increase street parking
- Increase/ improve public transportation opportunities
- Add housing to downtown area, both senior and other
- Improve public transportation
- Increase bike and pedestrian access, not only in retail area, but paths and routes to retail area.

# Community Meeting Key Takeaways

## Downtown/ Highway 35 Corridor

### – Downtown Comment Cards

- A “Fresh Market” type of grocery store near Main St. and Hwy 35 would be great for residents of Ona and who use 35 to Holmen
- Traffic circle at Riders Club and East Ave
- Small condo development (or more park!) behind Angelini’s instead of empty huge parking lot and/or beside dog park (was at one time being considered for storage units which would be unfortunate use of a nice plot of land.)
- Housing for people wanting to downsize in downtown including affordable and owner occupied
- Coffee shops

# Community Meeting Key Takeaways

## Downtown/ Highway 35 Corridor

### – Downtown Comment Cards

- Love the concepts – great for the community!
- I hope a coffee shop with games/music/poetry readings is part of the new businesses
- Can't wait for the farmer's market
- Only concern is that the Apartment/ Condo etc. doesn't block the view from Rose/3rd Street Intersection – That is a huge piece of what is wonderful about that area & why I bought a home on 3rd Ave and Irvin – I can see the water!
- Very happy to see what is presented here. Looking forward to it taking shape in future.
- We will be very interested in the residential development in downtown!

# Community Meeting Key Takeaways

## State Road 16 Corridor

### – Existing Conditions

- Too Many accidents at CR OS and State Road 16

### – Analysis

- At Theater Road and Prolle Center Drive consider no left turns and a round-a-bout
- Farm and Fleet is impossible to access by foot or bike

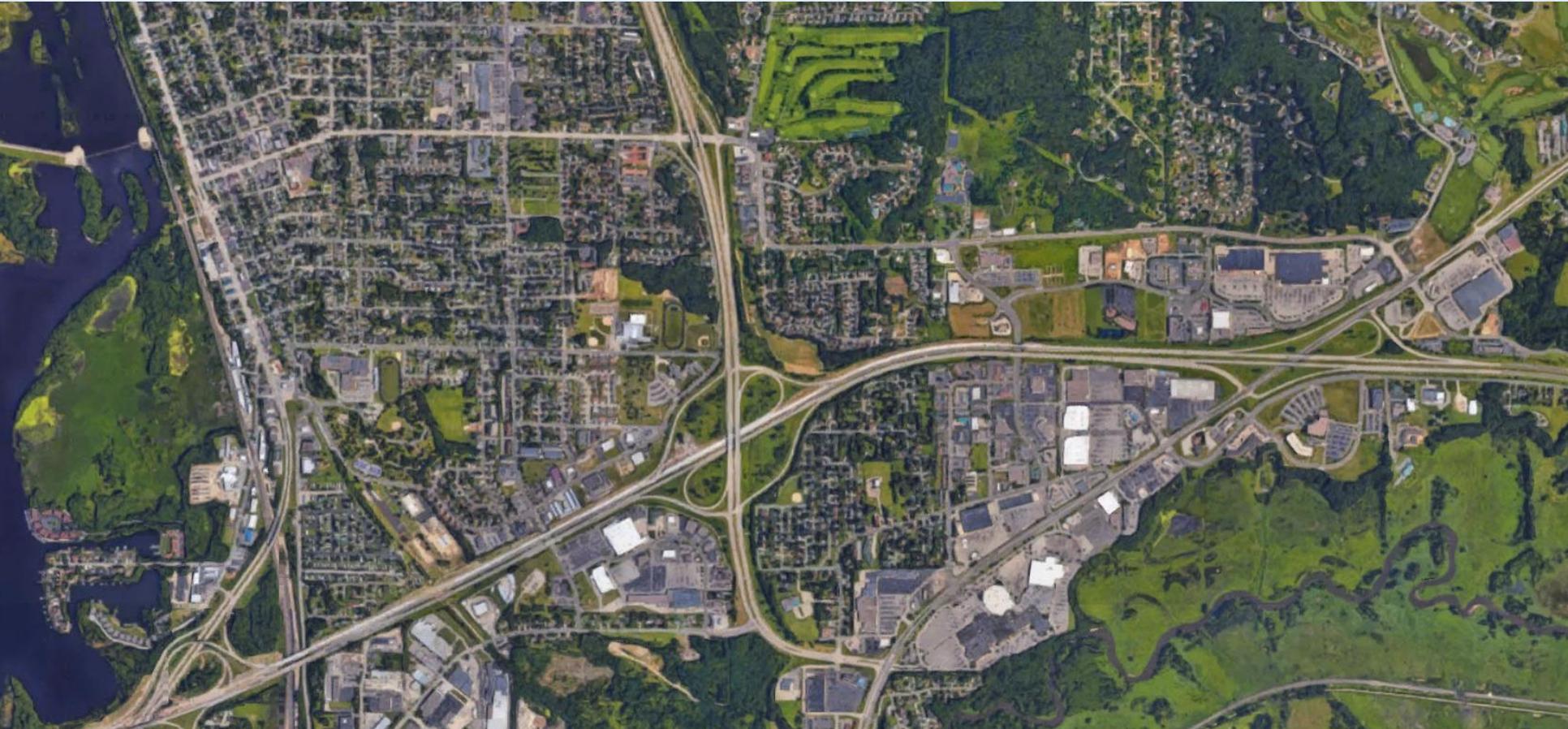
### – Initiatives

- Try to bring employers that bring in good wages to employees

### – Comment Cards

- Movie theater needed in mall area
- Noodles and Company

# Implementation Priorities/ Strategies



# Implementation Priorities/ Strategies

## Downtown / Highway 35 Corridor

- Proposed Great River Residences project
- Additional Great River Landing improvements
- Reconstruct Irvin Street (2<sup>nd</sup> Ave to 3<sup>rd</sup> Ave) & Paseo (Main St. to Irvin St.)
  - Finalize design standards for downtown streets and alleyways/Paseos
- Install flashing beacon pedestrian crossing at Hwy 35 & Irvin Street
- Explore Farmer’s Market / Art Fair programming at School District parking lot
- Explore shared parking opportunities in the Downtown
  - First Lutheran Church
  - Onalaska United Methodist Church
  - City of Onalaska (City Hall)
  - School District
  - Dickenson Family Funeral Home

# Implementation Priorities/ Strategies

## Downtown / Highway 35 Corridor

- Work on relocation of electrical substation
- Bury overhead power lines with infrastructure improvements and development projects
- Quiet Zone improvements for the Downtown
- Pave Great River State Trail from La Crosse through Onalaska
  - Create separated snowmobile shoulder for winter snowmobile use
- Update parking requirements for all Downtown Districts

# Implementation Priorities/ Strategies

## Downtown / Highway 35 Corridor

- CDA to become more active in acquisition/ assembly of strategic properties within the broader Downtown area
- Promote redevelopment within the Downtown Districts
  - Market the redevelopment plan to the development community

# Downtown Existing Land Uses

- Commercial
- Single Family Residential
- Industrial
- Parking
- Recreation
- Undeveloped



# Downtown Future Land Uses

- Downtown Mixed Use
- Mixed Density Residential
- Institutional
- Parks & Open Space



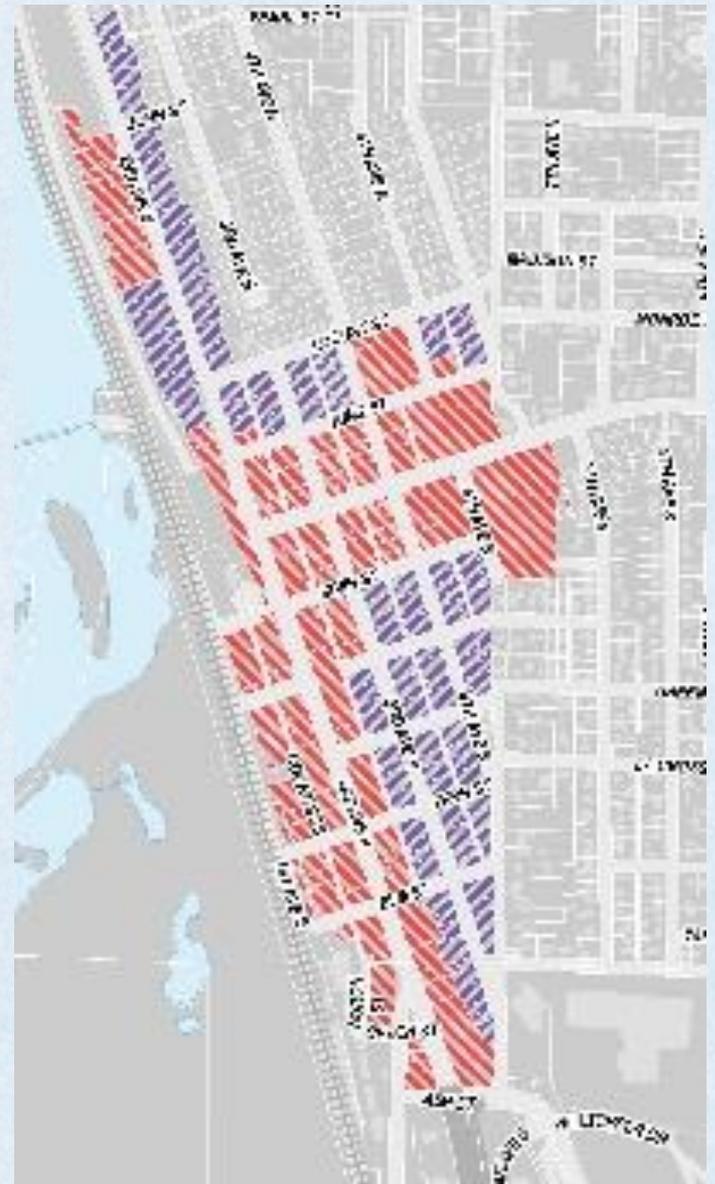
# Downtown Zoning Districts

- B1
- B2
- R2
- P1
- M2



# Downtown Overlay Zoning Districts

- Downtown PUD
- Downtown Residential



# Economic Development Sites

## Comprehensive Plan Guidance:

Additional focus on the downtown in terms of desired businesses and the approach to identifying and reserving sites for complementary businesses should occur.



# Implementation Priorities/ Strategies

## State Road 16 Corridor - TRANSPORTATION

- Explore options for new public roadways to enhance connectivity and reduce congestion at State Road 16 intersections, specific areas include:
  - Pralle Center Drive between Theater Road and State Road 16
  - Connection along the La Crosse River Conservancy Area
- Explore options for overpass of I-90 east of Interchange #5 (State Road 16)
- Explore the viability of a grade separated crossing of I-90 (roadway or trail) between Theater Road and State Road 16.
- Creation of a “Parkway Road” along the ridgeline of the La Crosse River Conservancy Area (behind the Valley View Mall)

# Implementation Priorities/ Strategies

## State Road 16 Corridor - TRANSPORTATION

- **Creation of improved stacking distances for turning movements at key intersections**
  - Integration of synced signal at County Road PH and Theater Road with signal at State Road 16 and Theater Road plus additional access management
  - Potential reconfiguration of County Road PH & Theater Road intersection with redevelopment and access management
- **Continue on-going planning with the Wisconsin Department of Transportation & City of La Crosse in the State Road 16 Corridor (access points, intersection controls, safety improvements)**
- **Center turn lane improvements to improve safety and visibility (planned improvement project)**

# Implementation Priorities/ Strategies

## State Road 16 Corridor - REDEVELOPMENT

- Maintain progress on active redevelopment sites (Old Country Buffett Site, Fauver Hill School)
- Infill remaining greenfield site at Gunderson Campus (Sr. Housing)
- Infill over-parked parking lots (Commercial/ Retail uses)
- Intensify uses by repurposing over-sized buildings or subdividing
- Integrate potential larger redevelopment sites with roadway improvements
- Explore options for mixed use (housing, office, retail) with redevelopment
- Continue on-going planning with the City of La Crosse in the State Road 16 Corridor (Valley View Mall Site)

# Implementation Priorities/ Strategies

## State Road 16 Corridor – PARKS, TRAILS & OPEN SPACES

- Enhance pedestrian and bike connectivity in the corridor
  - Create stronger pedestrian connections between businesses
  - Create safer crossings of State Road 16
- Connect regional trail network through the State Rd. 16 Corridor and to the La Crosse River Conservancy Area
- Consider the integration of plaza/park spaces with redevelopment to aid in place-making
- Enhance wayfinding and signage to key park and trail destinations (La Crosse River Conservancy Area, Great River State Park Trailhead on County Rd B) as well as key bridges, underpasses and overpasses to strengthen connectivity in the district

# Draft Report Outline



# Draft Report Outline

- Individual summary report for each study area
- 11x17 format (larger graphic size)

## 1. TOC/ Acknowledgements

## 2. Project Background

1. Purpose of the Plan
2. Planning Approach
3. History/ Prior Planning

# Draft Report Outline

3. Existing Conditions
    1. Land Use
    2. Transportation
    3. Parks Trails & Open Space
    4. Redevelopment Scoring
  4. Market Summary
    1. Commercial/ Retail
    2. Residential
  5. Stakeholder & Community Input
    1. Stakeholders
    2. Community
    3. CDA
-

# Draft Report Outline

## 6. Redevelopment Planning Recommendations

1. Framework for Redevelopment
2. Districts
  - Downtown Core Mixed Used
  - Riverfront Residential
  - Great River Road Business Corridor
  - Downtown Mixed Residential
3. Circulation/ Transportation
4. Parks/ Trails/ Open Space

# ONALASKA

## DOWNTOWN OPPORTUNITIES - DEVELOPMENT DISTRICTS

### DOWNTOWN CORE MIXED USE

- Vertical mixed use buildings
- Street level retail and restaurants
- Office/service businesses
- Parking
- Small open spaces

COMMENTS:

Your Thoughts Here

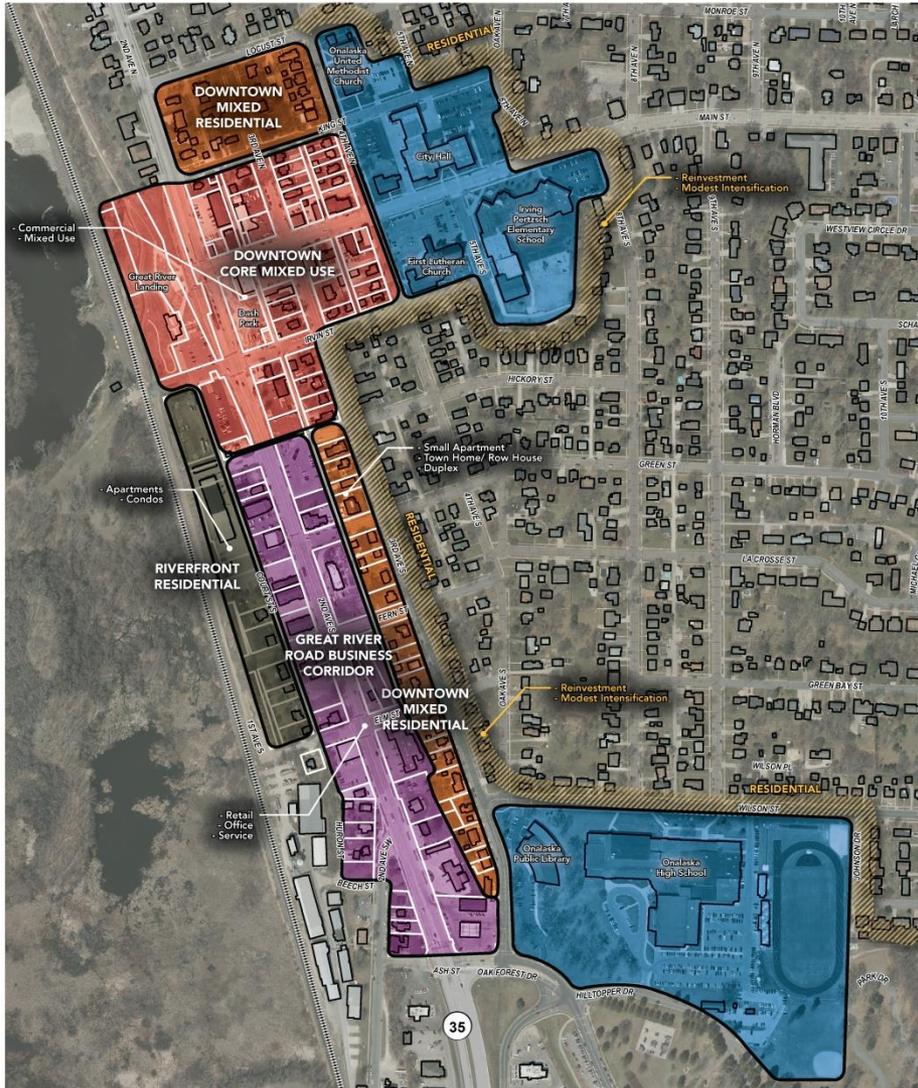


### RIVERFRONT RESIDENTIAL

- Apartments/condos & walk-up townhomes
- 3 or 4 story buildings
- Utilize site grade to enable parking under buildings
- Enhance Court Street as a pedestrian-friendly paseo
- Trail in lower terrace along rail line
- Public path or parkway/street along upper terrace

COMMENTS:

Your Thoughts Here



### GREAT RIVER ROAD BUSINESS CORRIDOR

- Retail corridor
- Office/service businesses
- 1 or 2 story buildings
- Reinvestment in existing buildings
- Retain and enhance street grid

COMMENTS:

Your Thoughts Here



### DOWNTOWN MIXED RESIDENTIAL

- Townhomes/rowhouses
- Small apartment buildings
- Tuck-under garage access off alleys
- Up to 3 story buildings
- Retain street grid

COMMENTS:

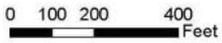
Your Thoughts Here

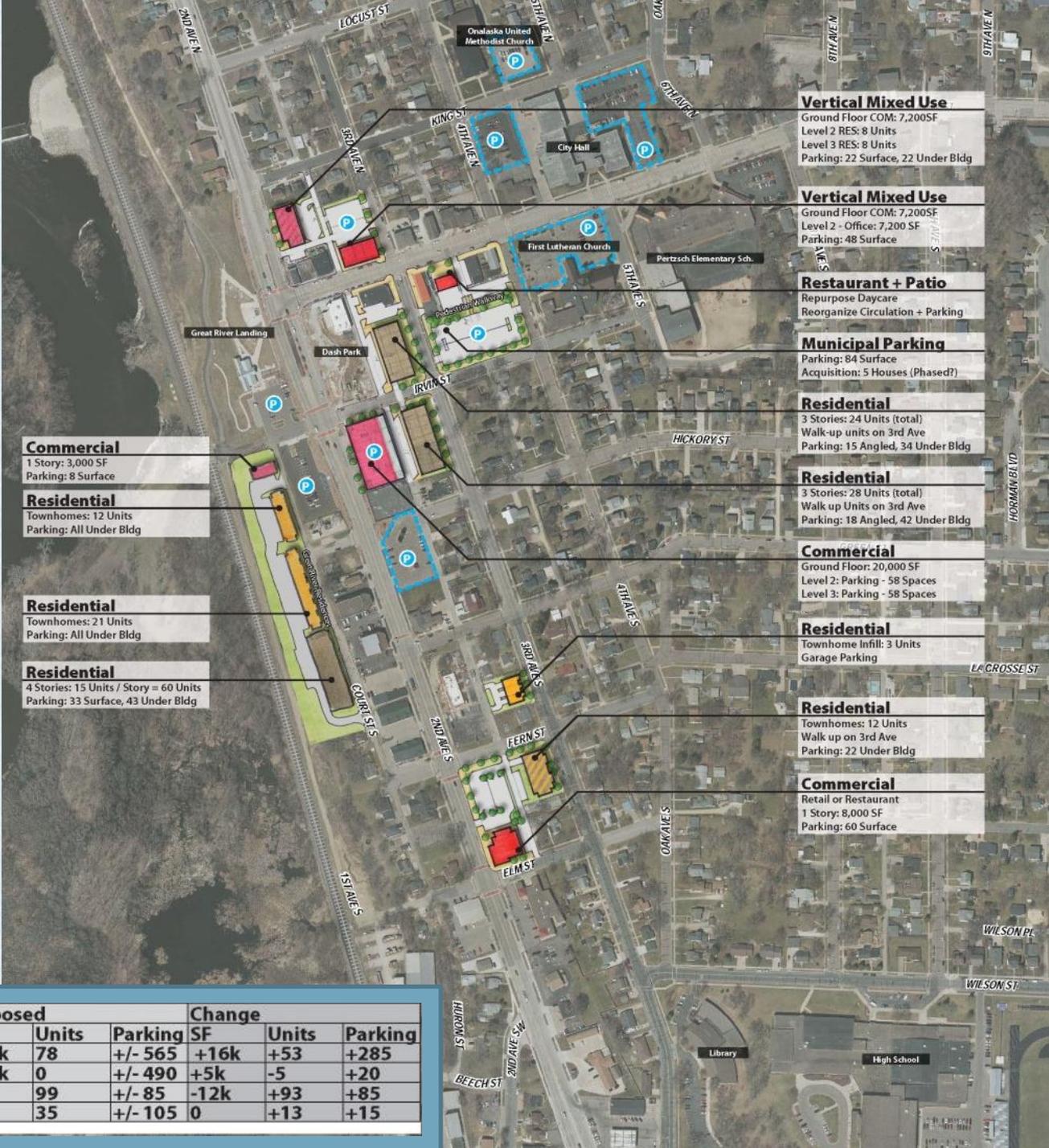


# Downtown Development Concept Alternative 1

## Targeted Redevelopment

- Downtown Core focus for Redevelopment/ Reinvestment
- Expand Parking (options)
- Riverfront Housing
- Infill redevelopment with limited site assembly

 Public Parking  
 Potential For Shared Parking Agreement?  
  

**Commercial**  
1 Story: 3,000 SF  
Parking: 8 Surface

**Residential**  
Townhomes: 12 Units  
Parking: All Under Bldg

**Residential**  
Townhomes: 21 Units  
Parking: All Under Bldg

**Residential**  
4 Stories: 15 Units / Story = 60 Units  
Parking: 33 Surface, 43 Under Bldg

**Vertical Mixed Use**  
Ground Floor COM: 7,200SF  
Level 2 RES: 8 Units  
Level 3 RES: 8 Units  
Parking: 22 Surface, 22 Under Bldg

**Vertical Mixed Use**  
Ground Floor COM: 7,200SF  
Level 2 Office: 7,200 SF  
Parking: 48 Surface

**Restaurant + Patio**  
Repurpose Daycare  
Reorganize Circulation + Parking

**Municipal Parking**  
Parking: 84 Surface  
Acquisition: 5 Houses (Phased?)

**Residential**  
3 Stories: 24 Units (total)  
Walk-up units on 3rd Ave  
Parking: 15 Angled, 34 Under Bldg

**Residential**  
3 Stories: 28 Units (total)  
Walk up Units on 3rd Ave  
Parking: 18 Angled, 42 Under Bldg

**Commercial**  
Ground Floor: 20,000 SF  
Level 2: Parking - 58 Spaces  
Level 3: Parking - 58 Spaces

**Residential**  
Townhome Infill: 3 Units  
Garage Parking

**Residential**  
Townhomes: 12 Units  
Walk up on 3rd Ave  
Parking: 22 Under Bldg

**Commercial**  
Retail or Restaurant  
1 Story: 8,000 SF  
Parking: 60 Surface

	Existing			Proposed			Change		
	SF	Units	Parking	SF	Units	Parking	SF	Units	Parking
<b>Downtown Core</b>	74,500	+/- 25	+/- 280	90.5k	78	+/- 565	+16k	+53	+285
<b>Highway 35 Corridor</b>	72,500	+/- 5	+/- 470	77.5k	0	+/- 490	+5k	-5	+20
<b>Riverfront Housing</b>	15k	+/- 6	+/- 0	3k	99	+/- 85	-12k	+93	+85
<b>Housing Transition</b>	0	+/- 22	+/- 90	0	35	+/- 105	0	+13	+15

Parking Counts do not reflect Single Family Residential or self-parked Townhomes

# Downtown Development Concept Alternative 2

## Broader Corridor Redevelopment

- Downtown Core focus for Redevelopment – Mixed use and expanded ground-level commercial use along 3<sup>rd</sup> Ave.
- Expand Parking (structured)
- Expanded Riverfront Housing south – adjust orientation, maintain grid.
- Site assembly (1/4 block to 1/2 block sites) along Hwy 35 Corridor District & Housing Transition District



Public Parking

Potential For Shared Parking Agreement?

0 100 200 400 Feet



Draft concepts are shown to illustrate potential size, scale, and types of redevelopment. Any future development will depend on market conditions and the actions of property owners.

	Existing		Proposed			Change			
	SF	Units	Parking	SF	Units	Parking	SF	Units	Parking
<b>Downtown Core</b>	74,500	+/- 25	+/- 280	107k	210	640	+32.5k	+185	+360
<b>Highway 35 Corridor</b>	72,500	+/- 5	+/- 470	115.5k	0	630	+43k	-5	+160
<b>Riverfront Housing</b>	15,000	+/- 6	+/- 0	3k	183	250	-12k	+177	+250
<b>Housing Transition</b>	0	+/- 22	+/- 90	0	75	150	0	+53	+60

Parking Counts do not reflect Single Family Residential or self-parked Townhomes



# Draft Report Outline

## 7. Implementation

1. Roles & Responsibilities
2. Redevelopment Initiatives/ Priorities
3. Phasing
4. Financing
5. Grants
6. Others

# Next Steps...

- **Distill public feedback / *additional on-line engagement?***
- **Develop Draft Redevelopment Plan Document**
  - Redevelopment Vision, Recommendations & Implementation
- **Share Draft Report with CDA and City Staff** (February 6, 2019)
- **February 2019 CDA Meeting** (February 13, 2019 – Review Draft Document w/ Findings & Recommendations)
- **March 2019 CDA Meeting (TBD)** (March 13, 2019 – Review Final Document Document Findings & Recommendations/ Approve Study)

# Thank you!



**Redevelopment Planning**  
Onalaska, Wisconsin

Katie Aspenson  
 City of Onalaska  
 415 Main Street  
 Onalaska, WI 54650

January 3, 2019  
 Invoice No: 018-036 - 6

Project 018-036 Onalaska - Redevelopment Planning  
**Professional Services from December 1, 2018 to December 31, 2018**

Task 02 Explore the Possibilities

- GIS mapping
- Internal team collaboration
- Project coordination
- CDA Meeting on 12/12
- Developer's Roundtable on 12/12
- Internal team meeting
- Preparation and attendance at CDA Meeting
- Preparation and attendance at Developers Roundtable
- Prepare presentations

**Professional Personnel**

	Hours	Rate	Amount
Principal			
Harjes, Bryan	12.00	185.00	2,220.00
Associate			
Miller, Jeffrey	13.00	130.00	1,690.00
Professional II			
Clarke, Kevin	.75	90.00	67.50
Thorsen, Jesse	1.50	85.00	127.50
Professional I			
Hackett, Aimee	.75	60.00	45.00
Totals	28.00		4,150.00
<b>Total Labor</b>			<b>4,150.00</b>
		<b>Total this Task</b>	<b>\$4,150.00</b>

Task 03 Refine to Preferred Plan & Seek Approval

- Preparation of draft report
- Draft Document Outline

**Professional Personnel**

	Hours	Rate	Amount
Principal			
Harjes, Bryan	.50	185.00	92.50

Professional I

Hackett, Aimee	3.00	60.00	180.00	
Totals	3.50		272.50	
<b>Total Labor</b>				<b>272.50</b>
		<b>Total this Task</b>		<b>\$272.50</b>

Task 04 Community Meeting

- Prepare Open House Materials
- Project coordination
- Conference call with staff
- Public Meeting Letter

**Professional Personnel**

	Hours	Rate	Amount	
Principal				
Harjes, Bryan	4.00	185.00	740.00	
Associate				
Miller, Jeffrey	.50	130.00	65.00	
Professional II				
Clarke, Kevin	1.25	90.00	112.50	
Professional I				
Hackett, Aimee	9.25	60.00	555.00	
Totals	15.00		1,472.50	
<b>Total Labor</b>				<b>1,472.50</b>
		<b>Total this Task</b>		<b>\$1,472.50</b>

Task 99 Project Expenses

**Reimbursable Expenses**

Mileage and Travel Expense				
12/12/2018	Harjes, Bryan	Mileage	163.50	
12/12/2018	Miller, Jeffrey	Mileage for 12/12 Meetings	196.20	
Meals				
12/12/2018	Harjes, Bryan	Food	26.98	
<b>Total Reimbursables</b>			<b>386.68</b>	<b>386.68</b>
		<b>Total this Task</b>		<b>\$386.68</b>

**Total this Invoice \$6,281.68**

**Outstanding Invoices**

Number	Date	Balance	
5	12/3/2018	3,899.75	
<b>Total</b>		<b>3,899.75</b>	
	<b>Total Now Due</b>		<b>\$10,181.43</b>