



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

Agenda

- Project Goals & Objectives
- Project Work Plan & Schedule
- Stakeholder Engagement Discussion
- Vision for State Road 16 Corridor
- Vision for Downtown Corridor (HWY 35)

Goals & Objectives

- **Understanding of Onalaska in the Marketplace** (Both Corridors)
- **Future Positioning of the State Road 16 Corridor and Downtown**
 - Become Destinations, Rather Than Pass-Thru Corridors
 - Opportunities for Redevelopment
- **Develop a Strategy for Implementation**
 - Targeted Areas for Investment
 - Financial Tools
 - Phasing Strategy

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)**
- **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 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**
 - **Conduct Developer Roundtable**
 - **Meet with CDA and City Staff (Review Comments from Stakeholder Meetings – November 14, 2018)**

Work Plan & Schedule

- **Phase 3 – Refine to a Preferred Redevelopment Plan & Seek Approvals (November, December, January)**
 - **Prepare Redevelopment Plan**
 - **Review Draft Redevelopment Plan Document with CDA and City Staff (Review Draft Document – December 2018)**
 - **Share Draft Redevelopment Plan Document with Key Stakeholders**
 - **Refine Draft Document Based on Key Stakeholder Feedback**
 - **Present Final Redevelopment Plan to CDA for Approvals (Present Final Report to CDA – January 2019)**

Stakeholder Engagement

- **Stakeholder Meetings / Outreach**

- Specific Property & Business Owners
 - State Road 16 - Who?
 - Downtown – Who?
- Prospective Developers
 - State Road 16 - Who?
 - Downtown – Who?
- Others?
 - Who are the dominant real estate & development groups in the region?
 - Has there been much outside interest?
 - REITs?
 - Out-State or Out-Region Developers?
 - » Where from? (CHI, MSP, MKE, Others?)

State Road 16 Corridor



What we see in the State Road 16 Corridor...

- Understand What is the future of the Valley View Mall? – City of La Crosse
- Current underlying zoning (Light Industrial)
- Current land uses (potential for residential?)
- Under developed land & amount of underutilized parking (over-parked sites)
- Transitions between uses
- Relationship to uses north of I-90
- Access & circulation
 - State Road 16 access management
 - Signalized intersections, crossings of State Road 16, I-90, etc.
 - Redesign of internal site circulation
 - Theater Road connection
- Retail climate (on-line future of retail, re-use of larger boxes)

**Redevelopment Area 2:
Retail Core - State Road 16**

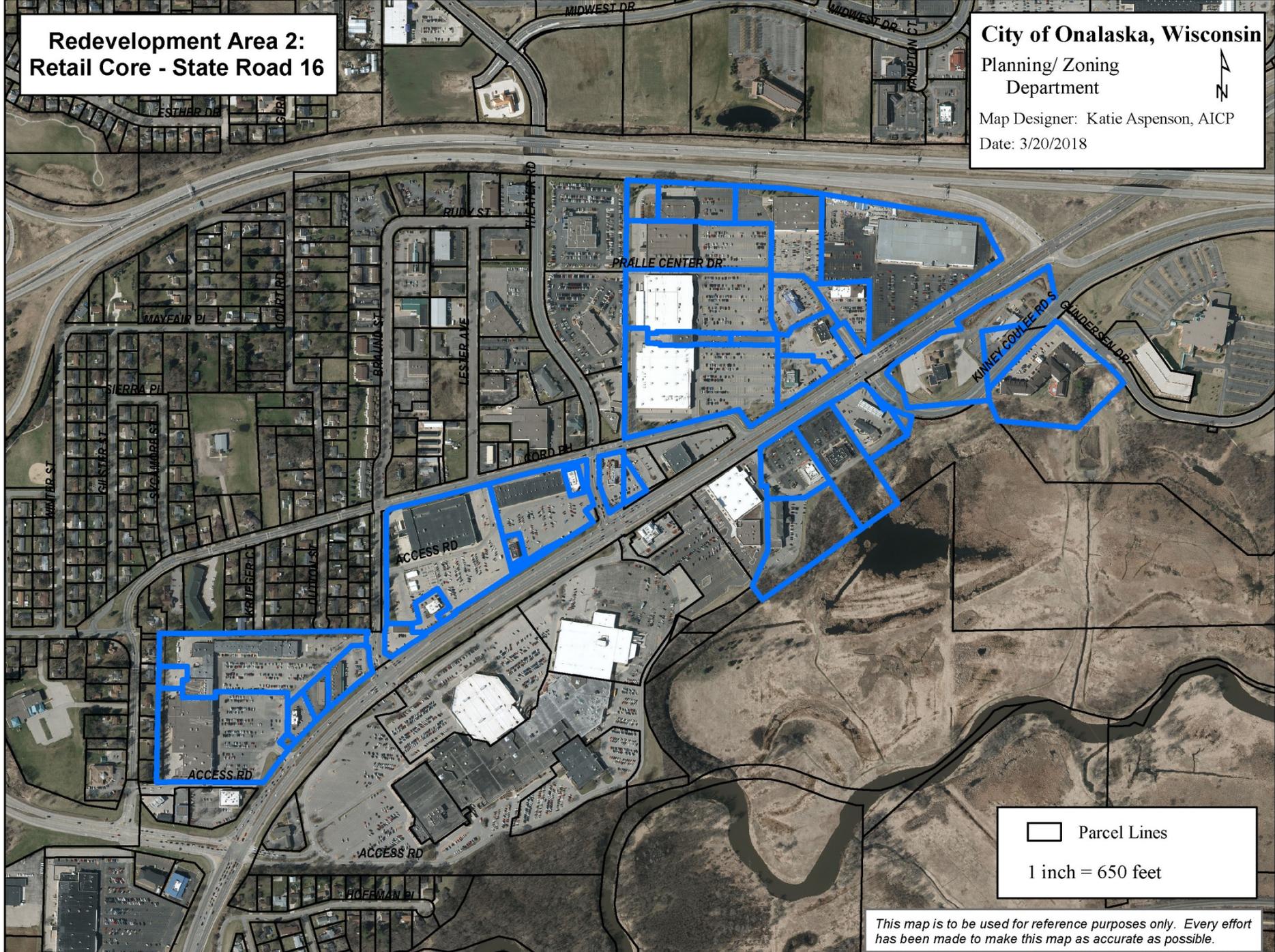
City of Onalaska, Wisconsin

Planning/ Zoning
Department



Map Designer: Katie Aspenson, AICP

Date: 3/20/2018



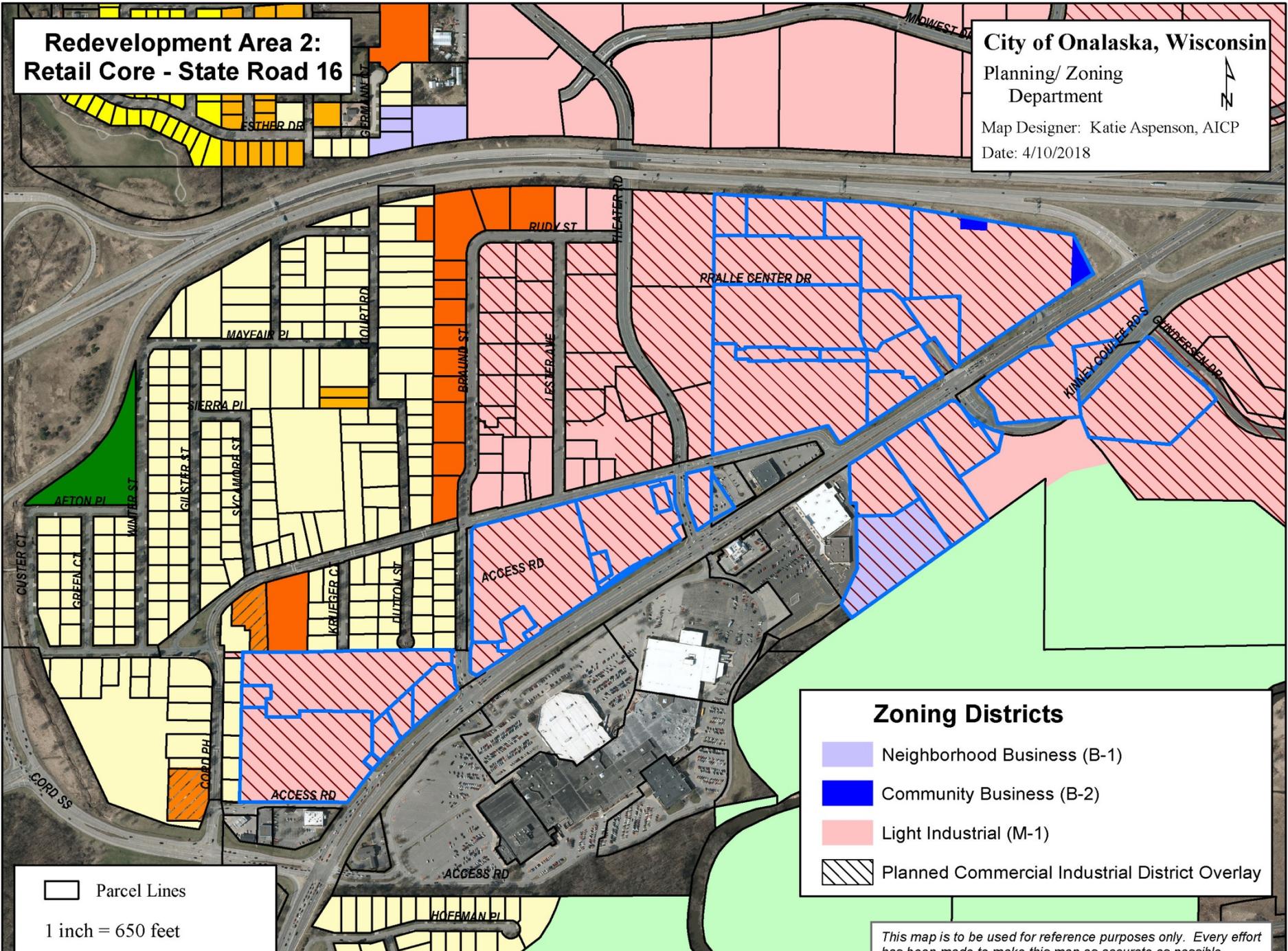
Parcel Lines

1 inch = 650 feet

This map is to be used for reference purposes only. Every effort has been made to make this map as accurate as possible.

**Redevelopment Area 2:
Retail Core - State Road 16**

City of Onalaska, Wisconsin
 Planning/ Zoning
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 Map Designer: Katie Aspenson, AICP
 Date: 4/10/2018



Parcel Lines
 1 inch = 650 feet

Zoning Districts

-  Neighborhood Business (B-1)
-  Community Business (B-2)
-  Light Industrial (M-1)
-  Planned Commercial Industrial District Overlay

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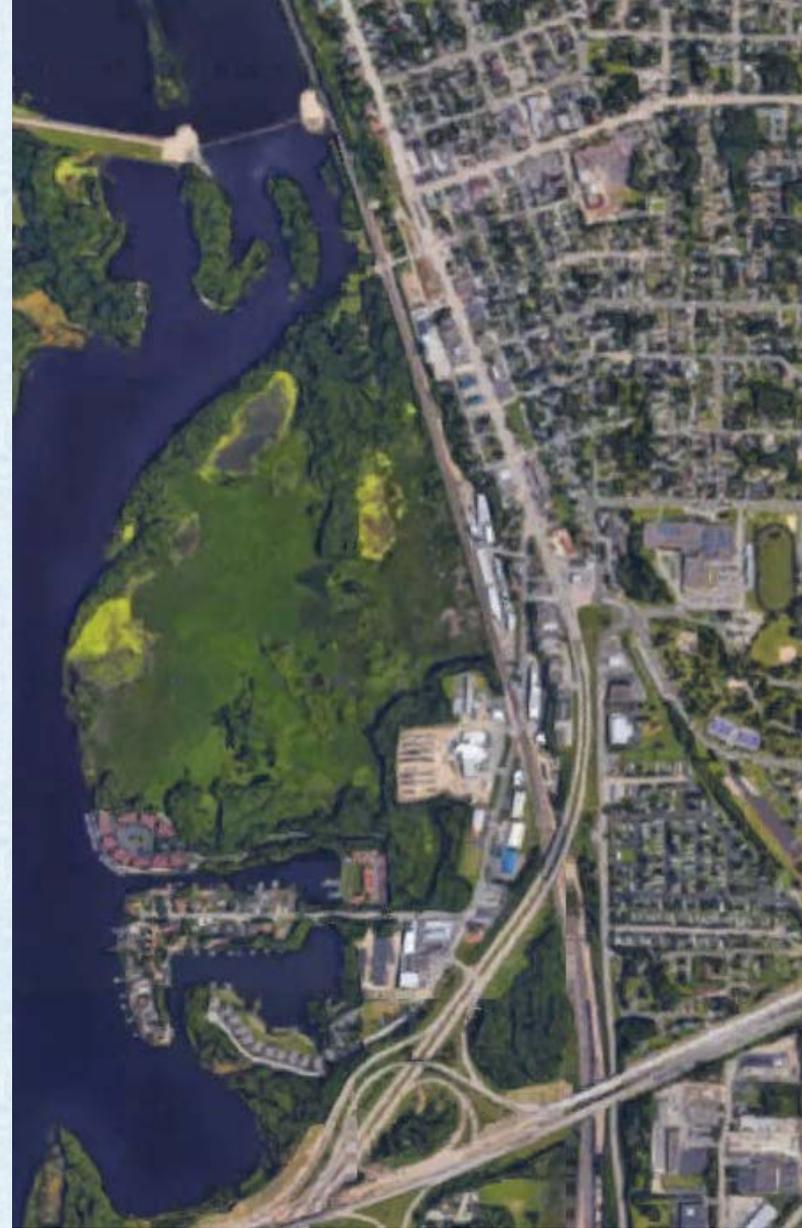
Vision For State Road 16 Corridor

- **What are the State Road 16 Corridor's best assets?**
- **What are it's biggest liabilities?**
- **How much and what kind of turnover has occurred? Both property ownership and tenants.**
- **What and where are the major competitors for this commercial corridor?**
- **What do you see as the corridor's trade area?**
- **How would you describe the community's experience and approach to redevelopment – types of projects, scale, acceptance by the community members**

Vision For State Road 16 Corridor

- **What do you see as the “Identity” or “Brand” of this area in 10 years?**
 - Consider the relationship to La Crosse and Valley View Mall?
- **What is a commercial district you’ve been to, or a project you’ve seen that is emblematic of what the State Road 16 Corridor should represent?**
- **What kinds of land use changes are needed to make the corridor a destination that stands on its own?**
 - Types of commercial, office, medical, housing, mixed use
- **What kinds of amenities and infrastructure may need to be added to support your vision for redevelopment?**
 - More street connections, streetscape, trails, public space/plaza, shared parking

Downtown Onalaska



What we see in Downtown Onalaska...

- What types of uses are desired in Downtown?
- What types of development could exist?
 - Small scale infill redevelopment $\frac{1}{4}$, $\frac{1}{2}$, full block options
 - Adaptive re-use potential?
- How do we best leverage the Great River Landing & Dash Park destination?
 - Regional recreation/ destination – WDNR State Bike Trail
 - Crossing Highway 35 between Downtown and the Great River Landing
- What are the true limits of Downtown?
 - Downtown vs. Highway 35 Corridor
- Parking issues? (amount, type and distribution)
- Business development opportunities (retail, “maker spaces”, art, food/drink)
- Circulation (signals, access points, crossings)
- Surrounding neighborhood sensitivity (use, scale, traffic)

Redevelopment Area 1: Onalaska's Downtown

City of Onalaska, Wisconsin
Planning/ Zoning
Department
Map Designer: Katie Aspenson, AICP
Date: 3/20/2018



Great River Landing

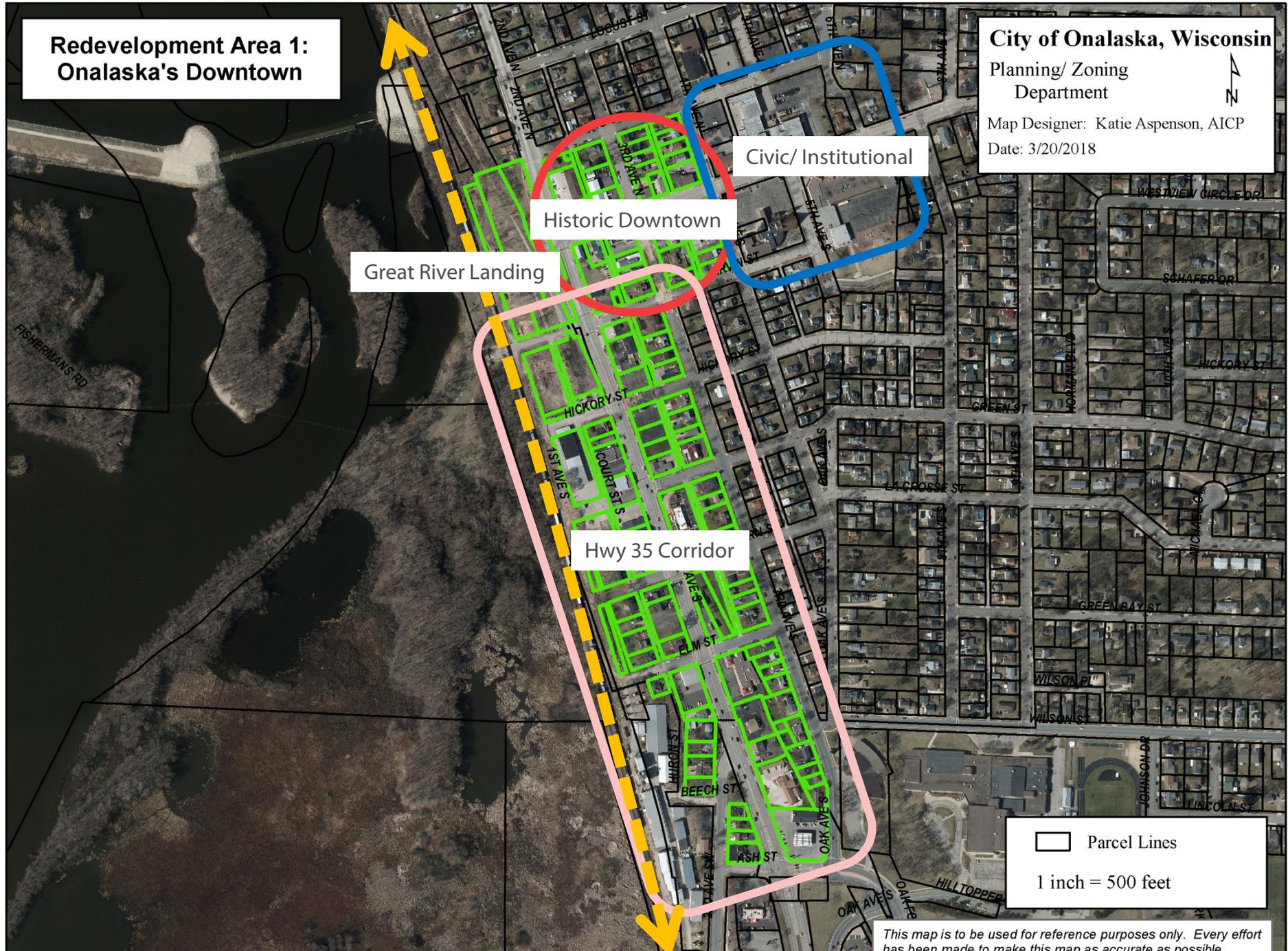
Historic Downtown

Civic/ Institutional

Hwy 35 Corridor

Parcel Lines
1 inch = 500 feet

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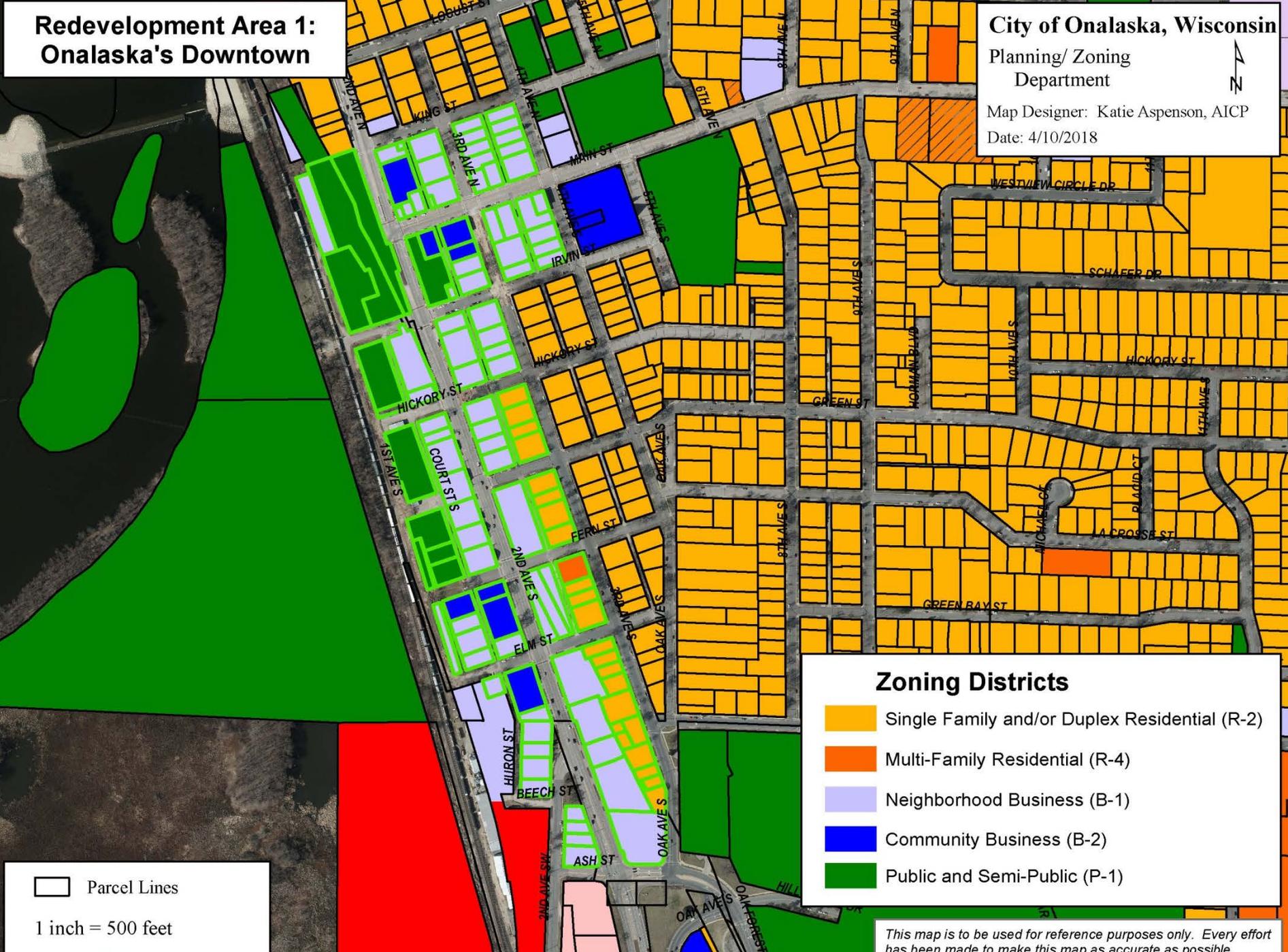


Redevelopment Area 1: Onalaska's Downtown

City of Onalaska, Wisconsin

Planning/ Zoning
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Zoning Districts

-  Single Family and/or Duplex Residential (R-2)
-  Multi-Family Residential (R-4)
-  Neighborhood Business (B-1)
-  Community Business (B-2)
-  Public and Semi-Public (P-1)

 Parcel Lines

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Vision For Downtown (Hwy 35)

- What are Downtown's best assets?
- What are Downtown's biggest liabilities?
- How has property ownership changed over time in Downtown, along Hwy 35, the rail line, and the river?
- What and where are the major competitors for Downtown?
- What do you see as Downtown's trade area?
- How would you describe the community's experience and approach to Downtown redevelopment – types of projects, scale, acceptance by the community members

Vision For Downtown (Hwy 35)

- **What do you see as the “Identity” or “Brand” of this area in 10 years**
 - What does Onalaska’s Downtown have that La Crosse does not?
- **Name a Downtown you’ve been to, or a project you’ve seen that is emblematic of what Downtown Onalaska should represent?**
- **What’s the balance between a local downtown and tourist destination?**
- **What kinds of land use changes are needed to make Downtown a destination that stands on its own?**
 - Types of commercial, office, medical, housing, mixed use
- **What kinds of amenities and infrastructure may need to be added to support your vision for redevelopment?**
 - Streetscape, trails, public space, shared parking

Next Steps...

- **Assemble Background Data & Mapping**
- **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)
- **Finalize list of Stakeholders, Begin to Schedule Meetings** (Late August, Early September)