

CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: Community Development Authority (CDA)
DATE OF MEETING: October 10th, 2018 (Wednesday)
PLACE OF MEETING: City Hall – 415 Main Street – Rm 112
TIME OF MEETING: 3:30 P.M.

*Please Note
Time of Meeting

PURPOSE OF MEETING

1. Call to Order and Roll Call
2. Approval of minutes from the previous meetings
3. Public Input (limited to 3 minutes/individual)

Consideration and possible action on the following items:

4. La Crosse Area Development Corporation (LADCO) update from Mike Herro
5. Onalaska Redevelopment Project Design Workshop:
 - a. Review and Consider Redevelopment Concept Alternatives for:
 - i. State Road 16 Corridor;
 - ii. Downtown Onalaska
6. Review and Consideration of Onalaska Redevelopment Planning Invoice 018-036-2 (HKgi)
7. Adjournment

PLEASE TAKE FURTHER NOTICE that members of the Common Council of the City of Onalaska or other City committees who do not serve on the CDA may attend this meeting to gather information about a subject over which they have decision making responsibility.

Therefore, further notice is hereby given that the above meeting may constitute a meeting of the Common Council and is hereby noticed as such, even though it is not contemplated that the Common Council will take any formal action at this meeting.

NOTICES MAILED TO:

Mayor Joe Chilsen

*Ald. Jim Binash

*Ald. Jim Olson

Ald. Jerry Every

Ald. Ron Gjertsen

Ald. Kim Smith

Ald. Diane Wulf

City Attorney City Administrator

Department Heads

La Crosse Tribune Coulee Courier

WKBT WXOW WKTY WLXR WLAX FOX

*Committee Members

*Mike Gargaro – Chair

*Joe Bucheger – Vice Chair

*Ron Johnson

*Ann Brandau

*John Lyche

Mike Herro

Omni Center

Onalaska Public Library

Notices Posted and Mailed: 10/2/18

In compliance with the Americans with Disabilities Act of 1990, the City of Onalaska will provide reasonable accommodations to qualified individuals with a disability to ensure equal access to public meetings provided notification is given to the City Clerk within seventy-two (72) hours prior to the public meeting and that the requested accommodation does not create an undue hardship for the City.



Hoisington Koegler Group inc.
 123 North 3rd Street, Suite 100
 Minneapolis, MN 55401-1659

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

September 9, 2018
 Invoice No: 018-036 - 2

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

Task 01 Understand What Exists

- GIS mapping
- Internal team collaboration
- Preparation and attendance at staff meeting
- Preparation of draft report
- Prepare analysis mapping
- Prepare Market Study Summary
- Project coordination
- Stakeholder Meetings
- CDA Meeting on 8/28
- CDA Working Group Video Conf. on 8/7
- Coordination call with City Staff on 8/21
- Coordination Call with Staff on 8/8
- internal team meeting
- Meeting Notes / Summary
- Preparation for stakeholder meetings
- Presentation / Meeting Prep
- Review Background Materials
- Review Mapping and Market Findings
- Site Analysis
- Stakeholder Meeting Coordination
- Talking points/ questions for stakeholders

Professional Personnel

	Hours	Rate	Amount	
Principal				
Harjes, Bryan	34.50	185.00	6,382.50	
Associate				
Miller, Jeffrey	17.00	130.00	2,210.00	
Professional II				
Clarke, Kevin	61.00	90.00	5,490.00	
Thorsen, Jesse	38.00	85.00	3,230.00	
Totals	150.50		17,312.50	
Total Labor				17,312.50
		Total this Task		\$17,312.50

Task 02 Explore the Possibilities

- Project coordination
- Analysis Mapping

Professional Personnel

	Hours	Rate	Amount	
Principal				
Harjes, Bryan	3.50	185.00	647.50	
Totals	3.50		647.50	
Total Labor				647.50
				Total this Task \$647.50

Task 99 Project Expenses

Reimbursable Expenses

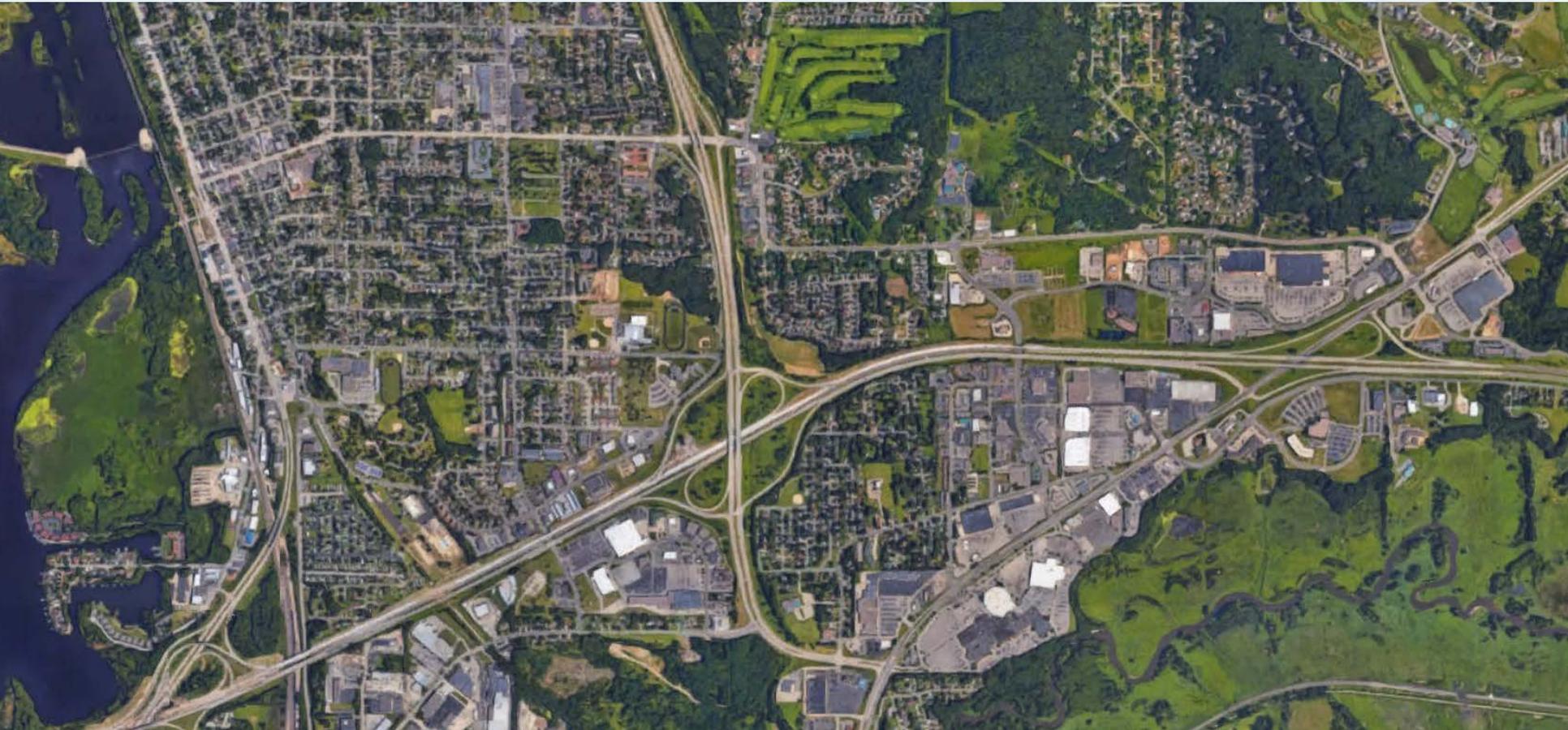
Mileage and Travel Expense				
8/28/2018	Harjes, Bryan	Mileage	87.20	
8/28/2018	Harjes, Bryan	Lodging	136.21	
8/28/2018	Miller, Jeffrey	Mileage for Stakeholder and CDA Meetings	91.02	
8/28/2018	Miller, Jeffrey	Hotel	136.20	
Meals				
8/28/2018	Miller, Jeffrey	Lunch	4.46	
8/28/2018	Harjes, Bryan	Dinner	39.75	
8/28/2018	Harjes, Bryan	Lunch	10.15	
8/29/2018	Harjes, Bryan	Lunch	11.89	
	Total Reimbursables		516.88	516.88
				Total this Task \$516.88

Total this Invoice \$18,476.88

Outstanding Invoices

Number	Date	Balance	
1	8/7/2018	8,186.00	
Total		8,186.00	
			Total Now Due \$26,662.88

CDA Meeting #4 October 10, 2018



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

Agenda

- Schedule Update
- Downtown / Highway 35 Corridor
 - Concept Review & Discussion
- State Highway 16 Corridor
 - Concept Review & Discussion
- 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)**
- **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 (Evaluate the Alternatives – October 10, 2018)**
 - **Conduct 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 Meeting Summary

Time:	Wednesday: 10/10/18	Thursday: 10/11/18
9AM-10AM	Neal Van Loo (Rescheduled)	Philip Edison (Kohl's)
10AM-11AM		
11AM-12PM	Jason Gilman & Andrea Schnick, City of La Crosse	Downtown Meeting: Dave & Barb Skogen, Marvin Wanders, Fran Finco (TBD-Finco)
12PM-1PM		
1PM-2PM	Pathos Properties	Dennis Klohs, Pralle Center properties
2PM-3PM	Mark Hansen, Marshview Centre	WisDOT
3:30PM- 5:30PM	CDA Meeting	

Additional Meetings:

- Developer Roundtable (Outside Parties, Others in/outside of the region?)

Downtown / Hwy 35 Corridor



Redevelopment Planning
Onalaska, Wisconsin

Stakeholder Comments

Downtown / Hwy 35 Corridor Themes:

- Continue to redevelop downtown & highway corridor as a unique destination.
 - Food & drink, Artisan shops, Brewery / Distillery
- Leverage downtown's natural amenities, outdoor recreation opportunities, and existing park amenities.
 - Outfitter / canoe-kayak / bike shop
 - Public and private programming
- Support the addition of local, small businesses downtown, including retail, restaurants, personal services, and offices.

Stakeholder Comments

Downtown / Hwy 35 Corridor Themes:

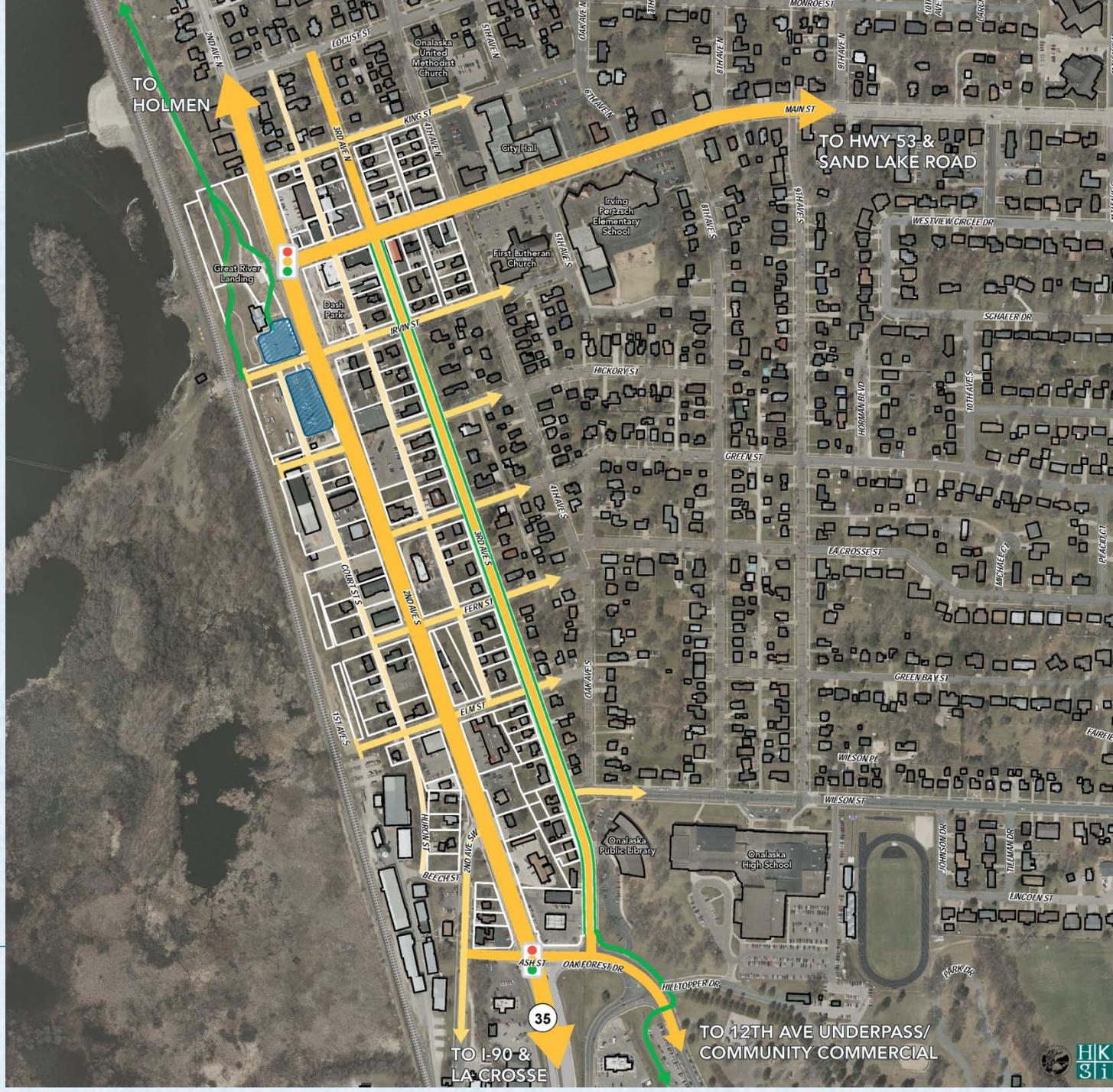
- Address perceived and actual parking issues today and for future redevelopment with effective parking solutions, including increased parking facilities and more effective parking management approaches.
- Consider upgrading existing crushed gravel trail to a paved bike trail to increase accessibility and usage.
- Improve pedestrian and bicycling facilities throughout downtown, particularly along Hwy 35 and 3rd Avenue.

Stakeholder Comments

Downtown / Hwy 35 Corridor Themes:

- Promote the addition of housing in and surrounding downtown and along the waterfront.
 - Condominium/ Apartments (High Density Residential / Mixed Use)
 - Townhomes/ Rowhouse (Medium Density Residential)
 - Existing surrounding neighborhood reinvestment
- Some additional potential early phase redevelopment sites exist beyond current on-going projects.
- Promote assembly of undervalued properties to create larger and more viable redevelopment sites by both the city and interested developers.

Downtown Circulation Existing



Traffic Signal

On-Street Bike Path

Off-Street Bike Path

Roadway

Municipal Parking Lots

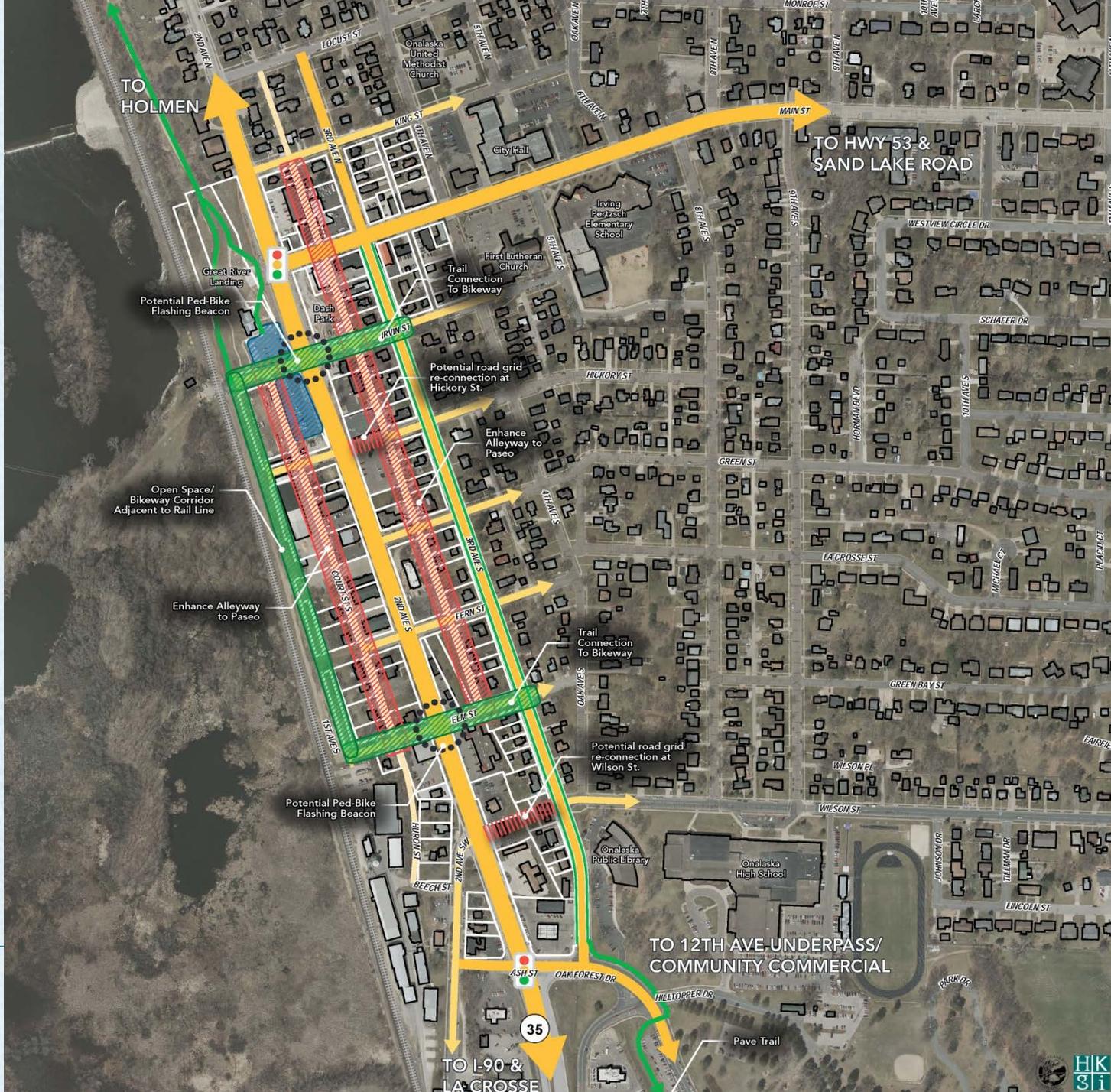
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Downtown Circulation Opportunities

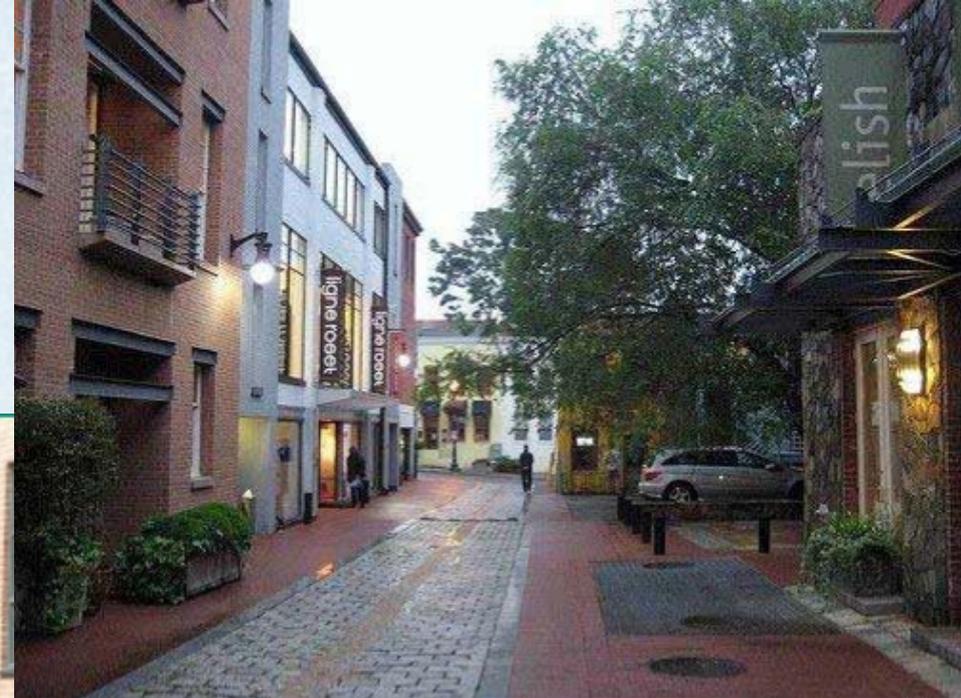
-  Intersection Improvement
-  Potential Roadway
-  Potential Open Space/Bikeway Corridor
-  Enhanced Paseo
-  Traffic Signal (Existing)
-  On-Street Bike Path
-  Off-Street Bike Path
-  Roadway
-  Municipal Parking Lots

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Downtown Circulation Opportunities

Woonerf / Paseo



Redevelopment Planning
Onalaska, Wisconsin

Downtown Circulation Opportunities

Woonerf / Paseo



Downtown Circulation Opportunities

Raised Median
& Pedestrian
Crossing

Flashing Beacon



Downtown Development Opportunities

- Utilities**
-  Stormwater
-  Sanitary Sewer
-  Water
-  Active Development Proposal
-  Site Programming Opportunity
-  Downtown Commercial Reinvestment
-  Hwy 35 Commercial Redevelopment/ Reinvestment Area
-  Long Term Redevelopment
-  Medium Term Redevelopment
-  Near Term Redevelopment

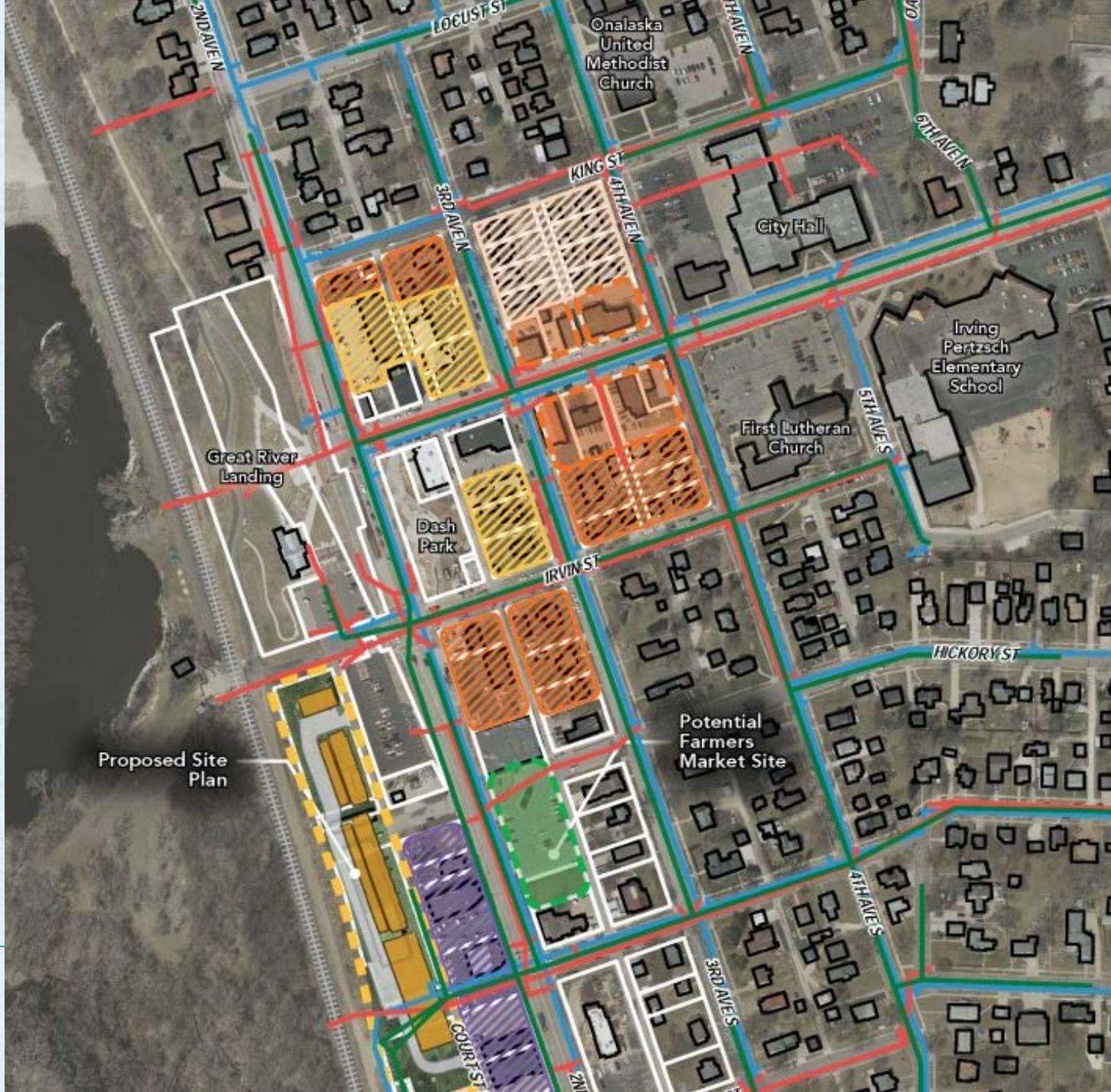
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Downtown Development Opportunities

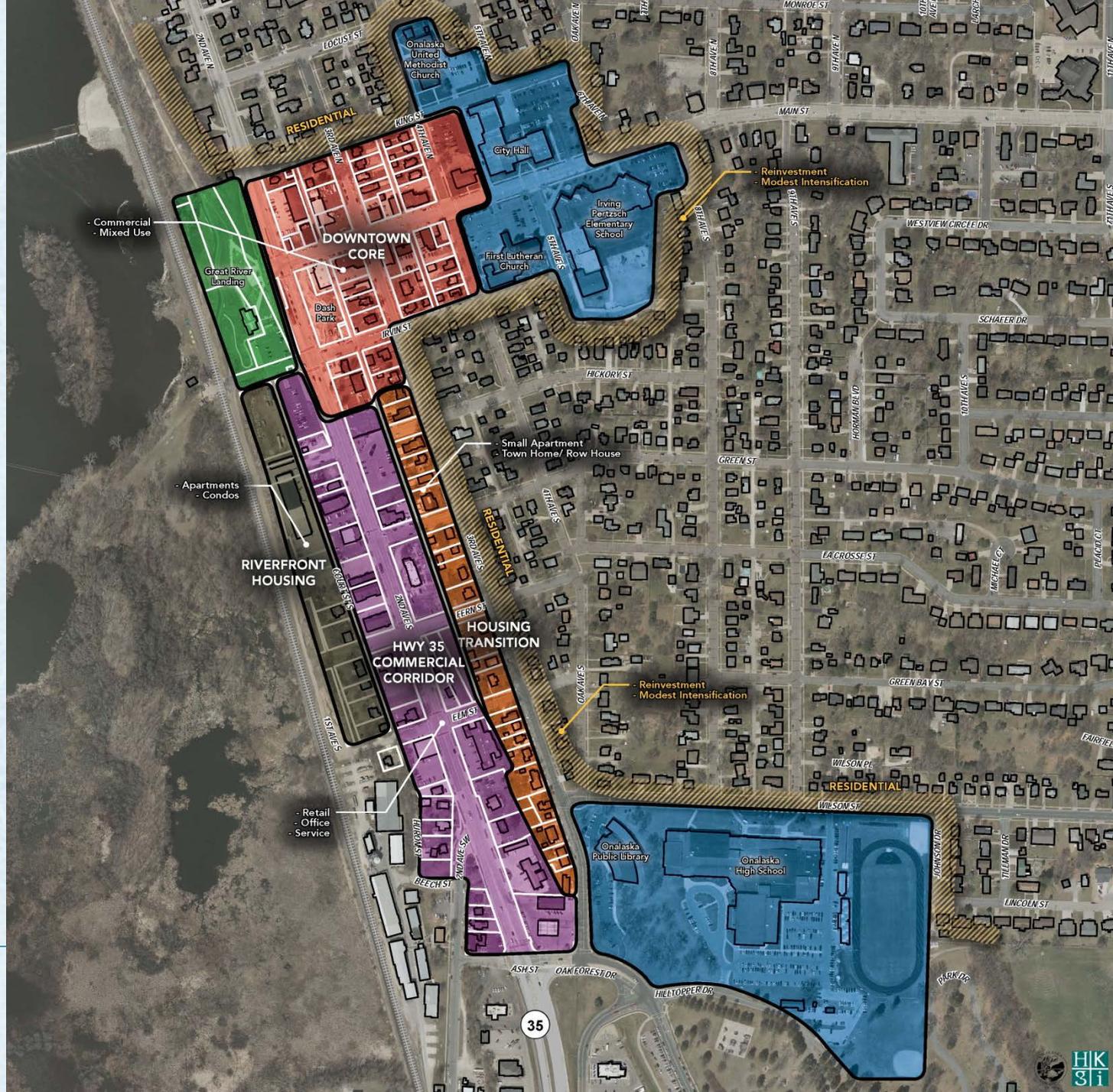
- Utilities**
-  Stormwater
-  Sanitary Sewer
-  Water
-  Active Development Proposal
-  Site Programming Opportunity
-  Downtown Commercial Reinvestment
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-  Long Term Redevelopment
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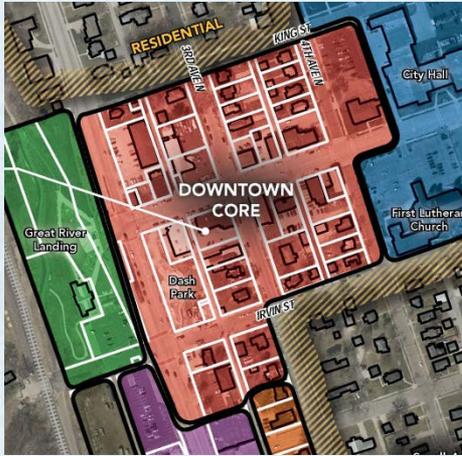
Downtown Development Districts

1. Downtown Core
2. Hwy. 35 Commercial Corridor
3. Riverfront Housing
4. Housing Transition



Downtown Development Districts

Downtown Core

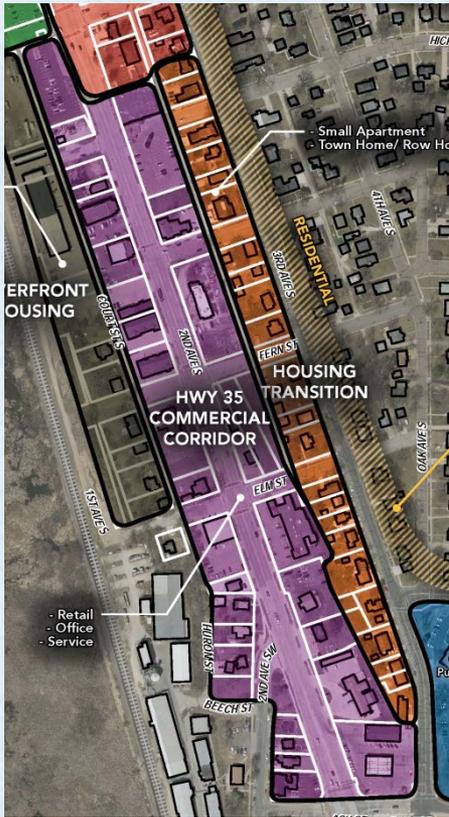


- Vertical mixed use
- Ground level retail
- Office/ service
- Parking



Downtown Development Districts

Hwy 35 Commercial Corridor



- Retail
- Office/ Service
- 1-2 Story
- Reinvestment in existing buildings
- Retain street grid



Downtown Development Districts

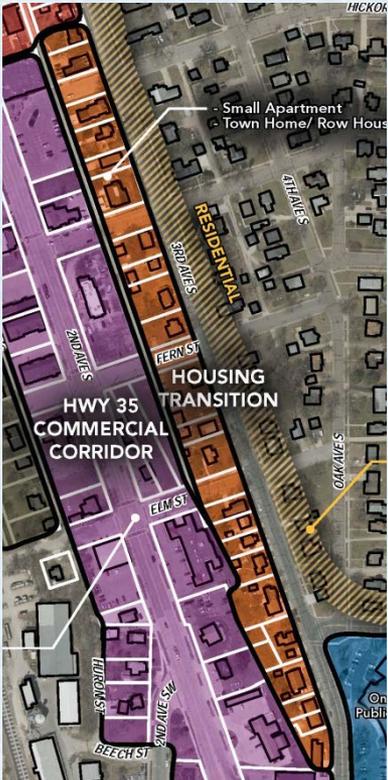
Riverfront Housing



- Apartment/ Condos & Walk up Townhomes
- 3-4 Story in height
- Utilize grade for parking under building
- Enhance Court Street as a Woonerf/ Paseo
- Lower terrace trail along rail line
- Upper level balcony? Or public parkway/ street?

Downtown Development Districts

Housing Transition



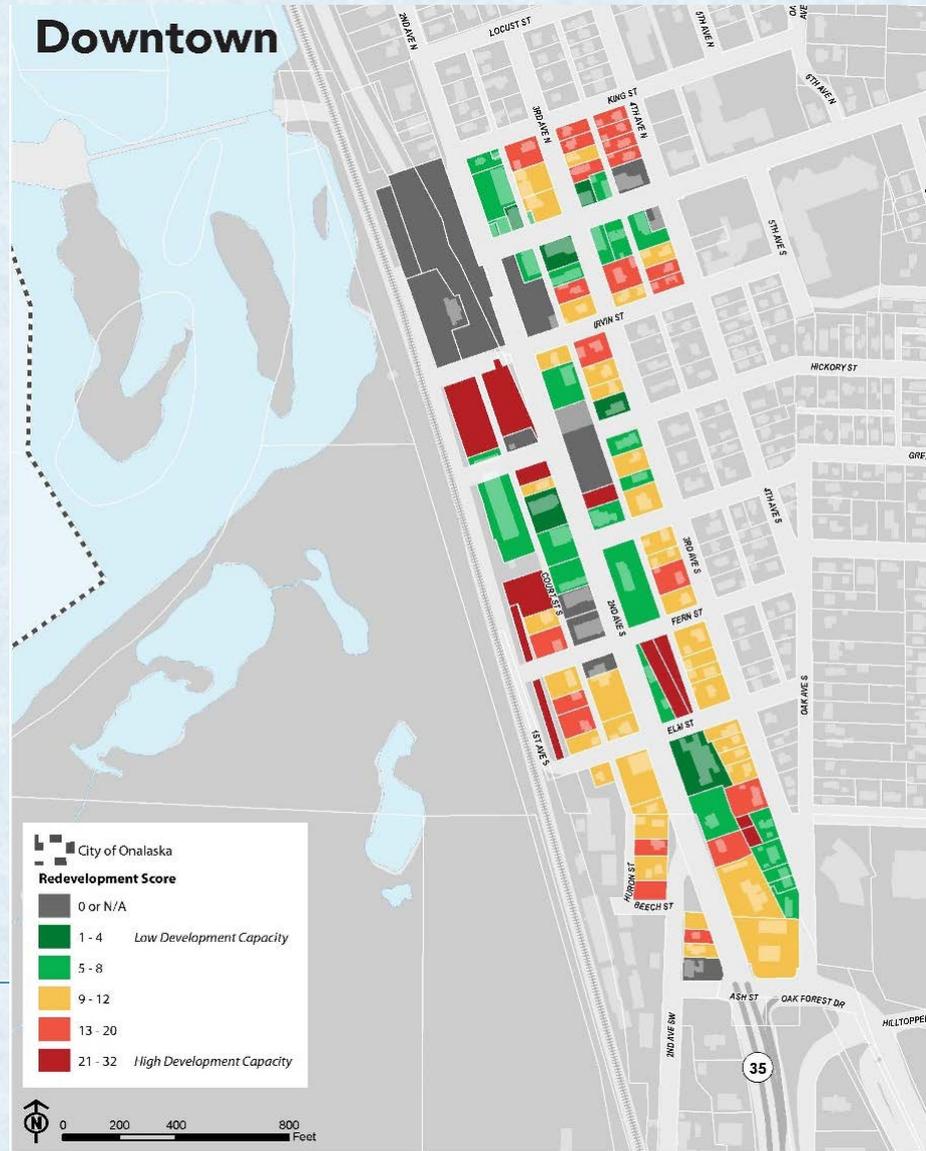
- Small Apartments
- Townhome/ Rowhouses
- Tuck-under garage access off alley
- Retain street grid
- 3 story max height



Downtown Development *Concept Alternatives*

NOTE: The following draft concepts are shown to illustrate potential size, scale and types of redevelopment. Any future development will involve coordination between individual property owners, market conditions and the City of Onalaska.

Parcel Analysis



Redevelopment Scoring

This map shows the redevelopment potential as identified by scoring a number of variables for each parcel. This information should be considered as a baseline to start identifying potential redevelopment parcels, but should not be considered as definitive. The model cannot take everything into account and sites should be checked against ground conditions. (For example, some publicly owned parcels are missing information such as building improvement value.)

Vacant:	
No.....	0
Yes	20
Age:	
Over 100 yrs	1
50 - 100 yrs	5
25 - 50 yrs	3
15 - 25 yrs	1
Less than 15 yrs	0
Land Value \$ / Square Foot:	
< 2	4
2 - 3.5	3
3.5 - 5.5	2
5.5 - 7.5	1
> 7.5	0
Total Value \$ /Square Foot:	
< 6	4
6 - 12	3
12 - 18	2
18 - 30	1
> 30	0
Building Value to Land Value Ratio:	
< 1.0	4
1.0 - 2.0	3
2.0 - 3.0	2
3.0 - 6.0	1
> 6.0	0
Building Value to Total Value Ratio:	
< 0.2	4
0.2 - 0.4	3
0.4 - 0.6	2
0.6 - 0.8	1
< 0.8	0
Non-conforming Use:	
Yes (SF or MF zoned commercial).....	3
No.....	0
Parcel Size:	
> 5 ac.....	4
2 - 5 ac.....	3
1 - 2 ac.....	1
< 1 ac.....	0
City Ownership:	
Owned by Onalaska	5
Not owned by Onalaska	0



R



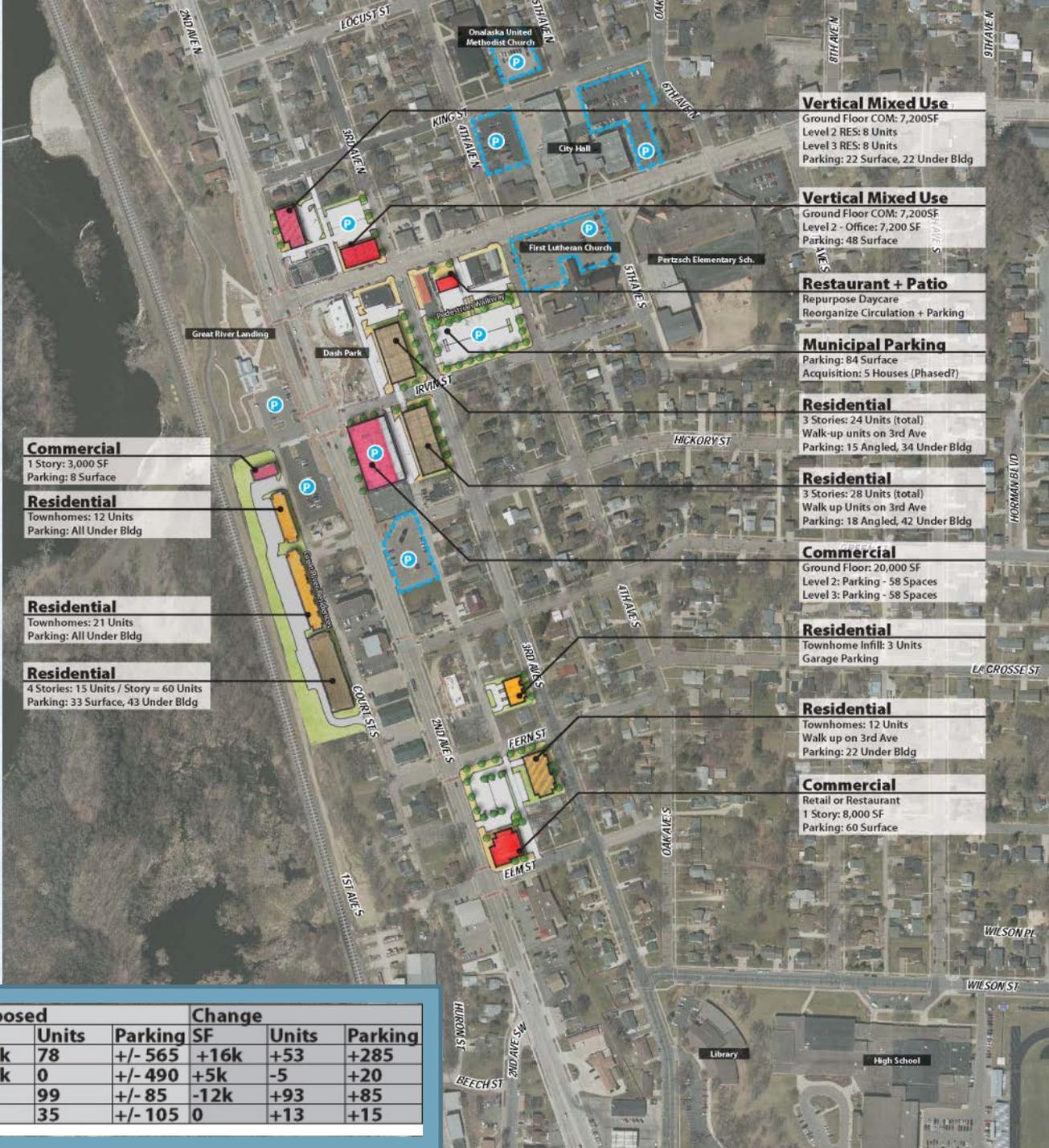
Downtown Development Concept Alternative 1

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?

0 100 200 400 Feet
 



	Existing			Proposed			Change		
	SF	Units	Parking	SF	Units	Parking	SF	Units	Parking
Downtown Core	74,500	+/- 25	+/- 280	90.5k	78	+/- 565	+16k	+53	+285
Highway 35 Corridor	72,500	+/- 5	+/- 470	77.5k	0	+/- 490	+5k	-5	+20
Riverfront Housing	15k	+/- 6	+/- 0	3k	99	+/- 85	-12k	+93	+85
Housing Transition	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 1

Targeted Redevelopment

Commercial use
with parking
structure



Section Through Dash-Park



Downtown Development *Concept Alternative 1*

Targeted Redevelopment

Woonerf/ Paseo – Flexible Street



Downtown Development *Concept Alternative 1*

Targeted Redevelopment

Artist Housing/ Lofts & Studio Space



Downtown Development Concept Alternative 1

Targeted Redevelopment

Programming
Surface Parking
Lots – Farmer’s
Markets & Art
Fairs



Co-Working Spaces



Outdoor dining/ patio display spaces



Downtown Development Concept Alternative 2

Broader Corridor Redevelopment

- Downtown Core focus for Redevelopment – Mixed use and expanded ground-level commercial use along 3rd 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



Vertical Mixed Use
 Ground Floor COM: 8,000SF
 Level 2 RES: 18 Units
 Level 3 RES: 18 Units
 Parking: 90 Under Bldg

Vertical Mixed Use
 Ground Floor COM: 8,000SF
 Level 2 RES: 12 Units
 Level 3 RES: 12 Units
 Parking: 20 Surface, 44 Under Bldg

Expansion
 1,200 Restaurant Expansion

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

Residential
 Townhomes: 12 Units
 Parking: All Under Bldg

Commercial
 1 Story: 3,500 SF
 Parking: 13 Surface

Residential
 Townhomes: 21 Units
 Parking: All Under Bldg

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

Residential
 3 Stories: 10 Units / Story = 30 Units
 Parking: 10 Surface, 34 Under Bldg

Residential
 3 Stories: 20 Units / Story = 60 Units
 Parking: 22 Surface, 98 Under Bldg

Commercial
 1 Story: 6,600 SF
 Parking: 40 Surface

Commercial
 1 Story: 10,000 SF
 Parking: 54 Surface

Commercial
 1 Story: 6,400 SF
 Parking: 42 Surface

Vertical Mixed Use
 Ground Floor COM: 2,000SF
 Ground Floor RES: 8 Units
 Level 2 RES: 12 Units
 Level 3 RES: 12 Units
 Parking: 12 Surface, 60 Under Bldg

Residential
 Townhomes: 8 Units
 Garage Parking

Commercial
 1 Story: 4,200 SF
 Parking: 12 Surface

Commercial
 1 Story: 3,500 SF (each)
 Parking: 86 Structured

Residential
 Townhomes: 8 Units
 Garage Parking

Vertical Mixed Use
 Ground Floor COM: 17,000SF
 Level 2 RES: 12 Units
 Level 3 RES: 12 Units
 Parking: 92 Under Bldg

Residential
 3 Stories: 18 Units / Story = 54 Units
 Parking: 62 Under Bldg

Vertical Mixed Use
 Ground Floor COM: 12,500SF
 Level 2 RES: 12 Units
 Level 3 RES: 12 Units
 Parking: 70 Under Bldg

Residential
 Townhomes: 8 Units
 Parking: All Under Bldg

Residential
 Townhomes: 8 Units
 Garage Parking

Commercial
 1 Story: 6,000 SF (each)
 Parking: 58 Surface

Residential
 Townhomes: 4 Units
 Garage Parking

Residential
 3 Stories: 14 Units / Story = 42 Units
 Parking: 52 Under Bldg

Commercial
 1 Story: 10,500 SF
 Parking: 60 Surface

Commercial
 1 Story: 7,000 SF
 Parking: 35 Surface

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
Downtown Core	74,500	+/- 25	+/- 280	107k	210	640	+32.5k	+185	+360
Highway 35 Corridor	72,500	+/- 5	+/- 470	115.5k	0	630	+43k	-5	+160
Riverfront Housing	15,000	+/- 6	+/- 0.3k	183	250	250	-12k	+177	+250
Housing Transition	0	+/- 22	+/- 90	0	75	150	0	+53	+60

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

Public Parking

Potential For Shared Parking Agreement?



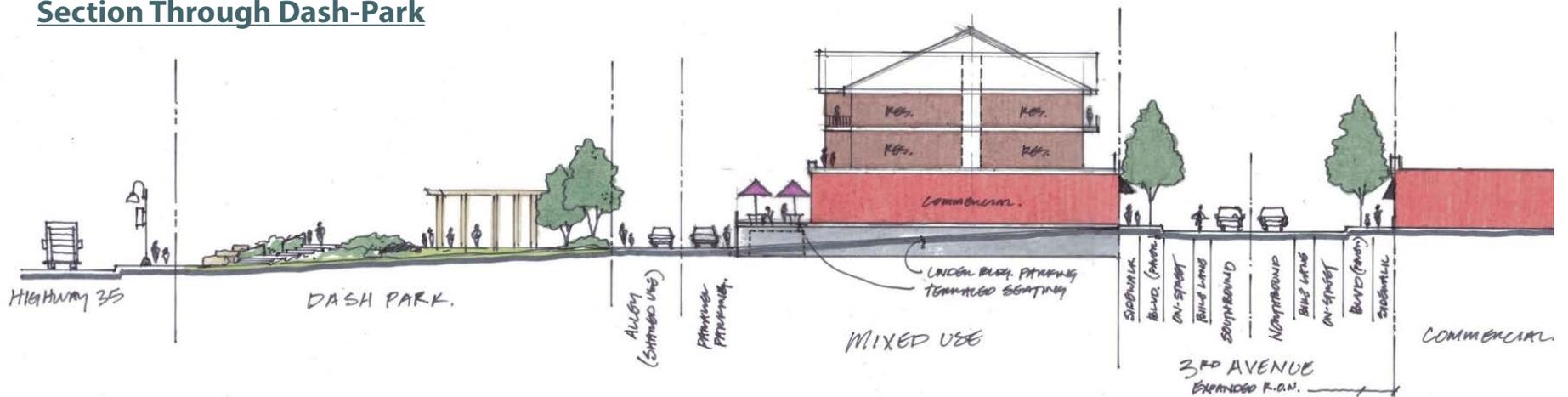
Downtown Development Concept Alternative 2

Broader Corridor Redevelopment

Restaurant Seating
/ Retail Promenade
overlooking Dash-
Park



Section Through Dash-Park



Downtown Development *Concept Alternative 2*

Broader Corridor Redevelopment

Structured Parking



Highlight the
Great River Trail

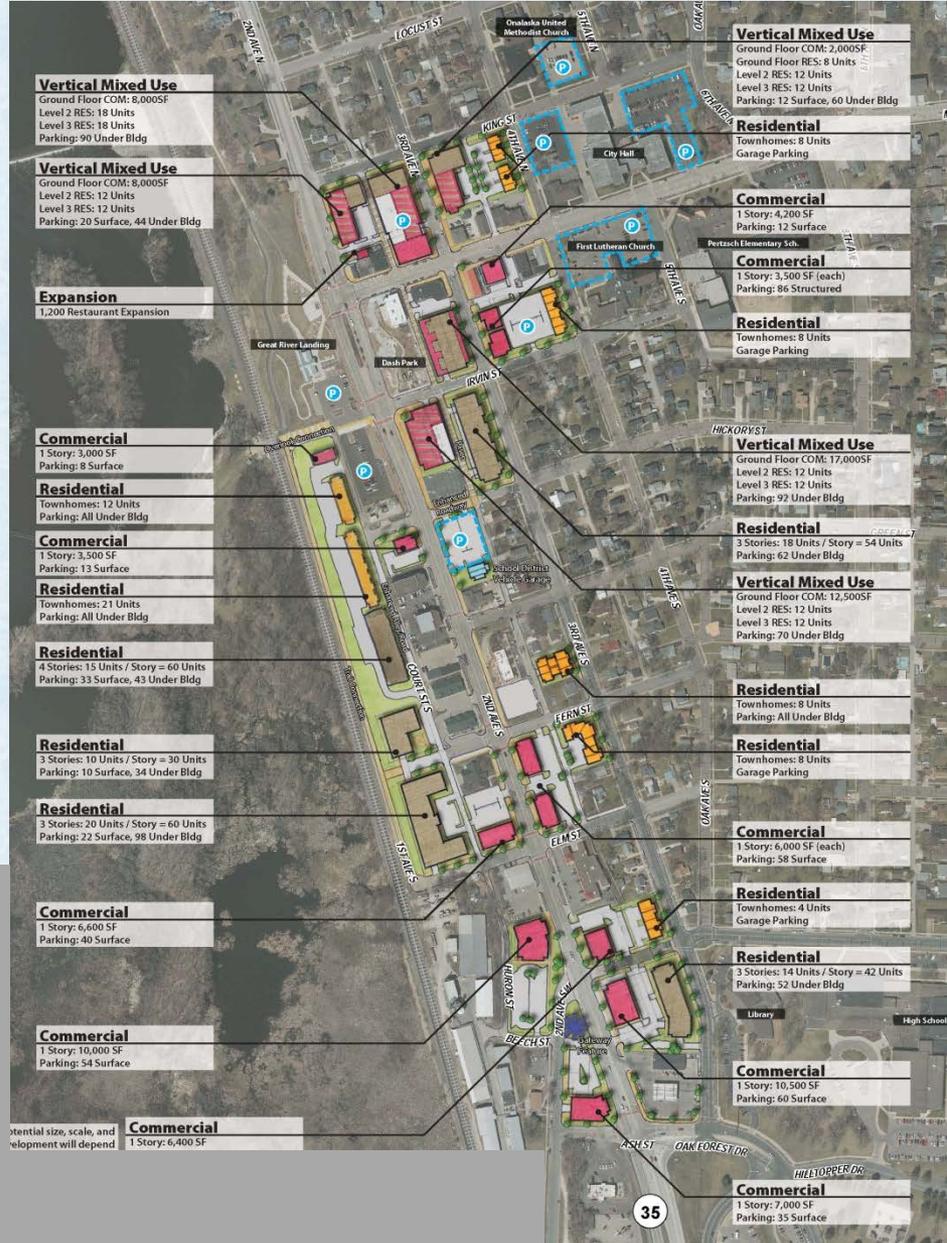


Riverfront Housing along lower trail (1st Avenue)



Concept Alt. 1 Targeted Redevelopment

Concept Alt. 2 Broader Corridor Redevelopment



Concept Alt. 1 - Targeted Redevelopment

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	SF	Units	Parking	SF	Units	Parking	SF	Units	Parking
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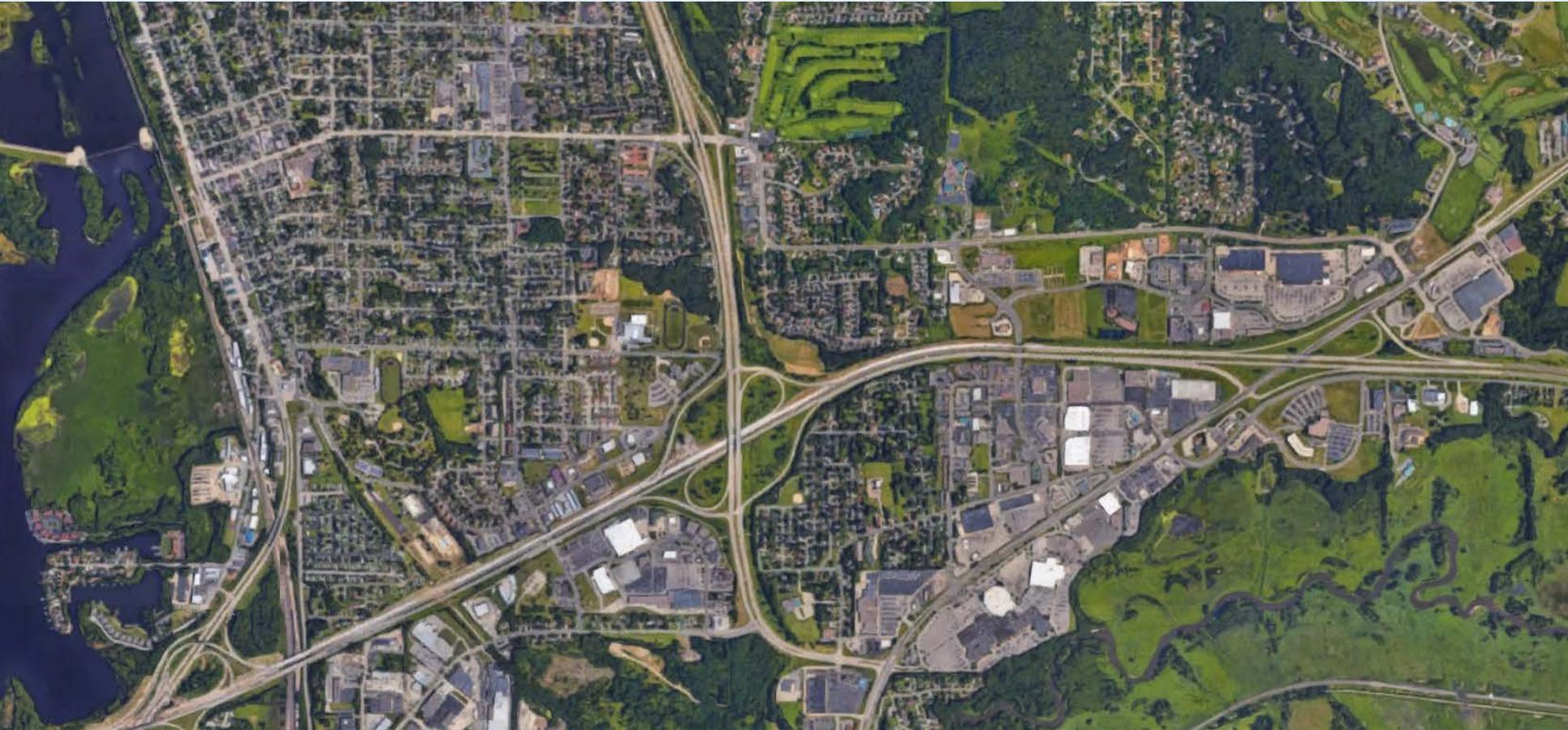
Concept Alt. 2 - Broader Corridor Redevelopment

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Riverfront Housing	15,000	+/- 6	+/- 0.3k	183	250	-12k	+177	+250	
Housing Transition	0	+/- 22	+/- 90	0	75	150	0	+53	+60

Downtown / Hwy 35 Corridor Concept Alternatives Discussion

- Thoughts/ reactions to redevelopment concept alternatives?
 - Land Use?
 - Transportation?
 - Parking?
 - Walkability/ Bikeability?
 - Amenities?
 - Areas of Focus/ Priorities?
 - Business Development/ Enhancement?
 - Destination/ Identity?
 - Other?
- Thoughts/ reactions to the districts identified?
- Additional information needed?
- Other elements to consider?

State Road 16 Corridor



Stakeholder Comments

State Road 16 Corridor Themes:

- Most of the current property owners have had a long-term commitment to this retail corridor, remain confident in its future as a retail corridor, and expressed an openness to the corridor adjusting to retail's continuing evolution.
- Retail tenants generally seem to be interested in downsizing their sq. footages, e.g. Best Buy, Shopko, Kohl's, smaller retailers. Impacts are potential oversized buildings, single-tenant buildings becoming multi-tenant, and relocations.

Stakeholder Comments

State Road 16 Corridor Themes:

- The corridor is generally over-parked; reductions in the city's minimum parking quantity requirements (currently 6.7 spaces per 1,000 sq. ft.) could improve this situation and open up land for infill development opportunities
- Roadway circulation and access concerns. Potential improvements identified include Theater Rd/PH intersection, add eastern connection to S. Kinney Coulee Rd., convert Pralle Rd. to a public street, SR16 reconstruction, roundabouts, and reduce cut-through traffic in parking areas.

Stakeholder Comments

State Road 16 Corridor Themes:

- Opportunities for the city to be more of partner than a roadblock, e.g. reduce excessive parking requirements, improve roadway circulation/traffic issues, less requirements tied to property improvement projects (stormwater, landscaping).
- The corridor's constrained size due to the bluffs and river valley limits the potential for retail expansion; some feel that the area does not have too much retail space and could attract additional retail businesses if there was expansion space.

Stakeholder Comments

State Road 16 Corridor Themes:

- Some infill/redevelopment opportunities include older oversized buildings, potential outlots along roadways, oversized parking lots.
- Some infill/redevelopment challenges include cross access agreements, store sightline preservation requirements, lack of shared parking, etc.
- Interest in adding new development types to the corridor, e.g. co-working space, addition of retail store pick-up facilities, housing, entertainment, experience-based retail, personal service businesses that function more like retail (clinic, dentist, fitness).

Stakeholder Comments

State Road 16 Corridor Themes:

- Area is not pedestrian- and bike-friendly; limited pedestrian paths, trails, bike routes.
- Major employment corridor, particularly with Gundersen Health campus, so corridor could cater more to employee-oriented businesses, amenities, and connectivity, e.g. convenient lunch restaurants.

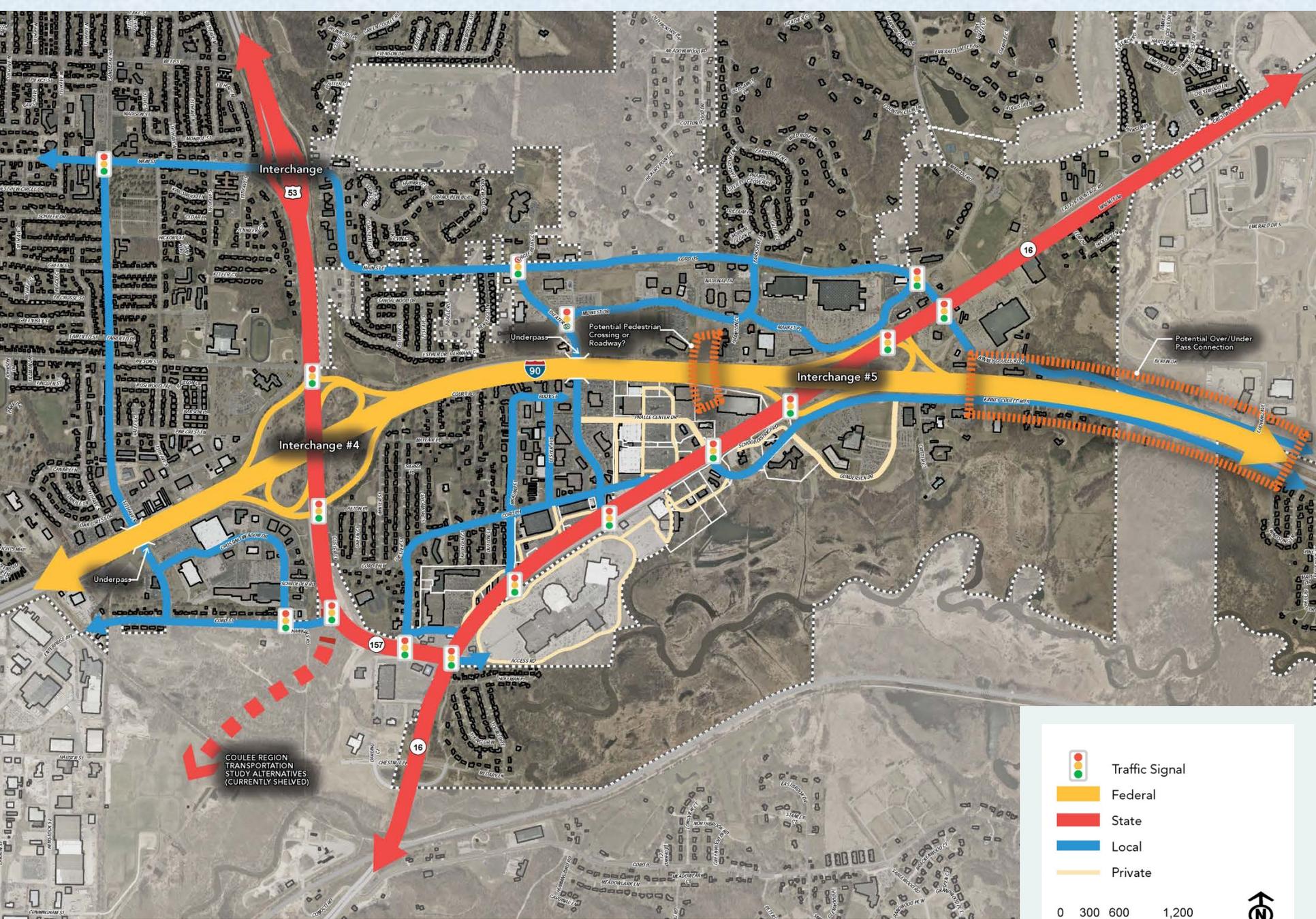
Stakeholder Comments

State Road 16 Corridor Themes:

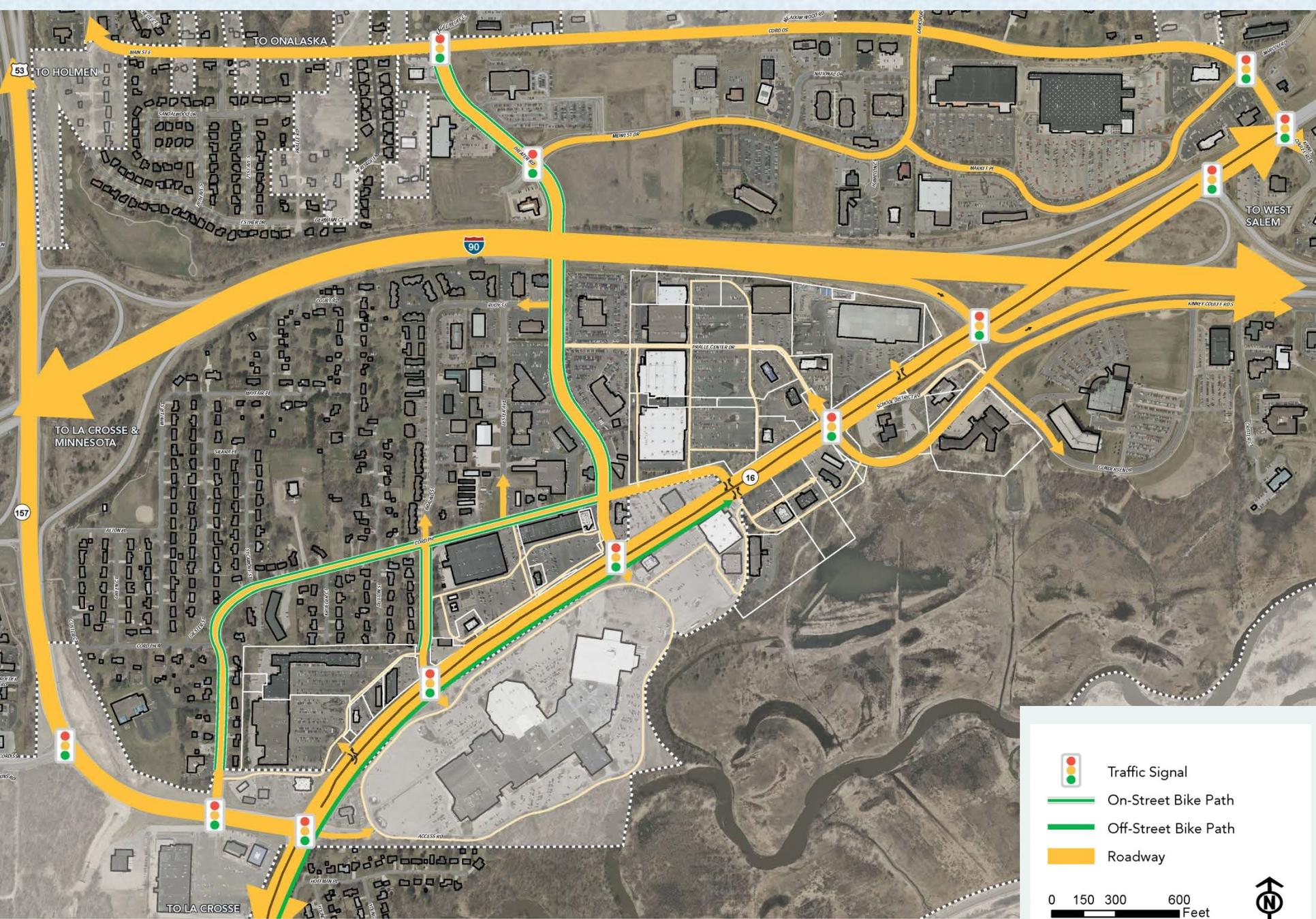
- Consider a TIF district as an incentive for reinvestment/redevelopment.
- Potential for partnering with the City of La Crosse and the Valley View Mall on planning and redevelopment along both sides of SR16, creating a gateway for both cities and targeting mixed-use development.
- Some potential early phase redevelopment sites discussed.

State Road 16 Corridor Development *Concept Alternatives*

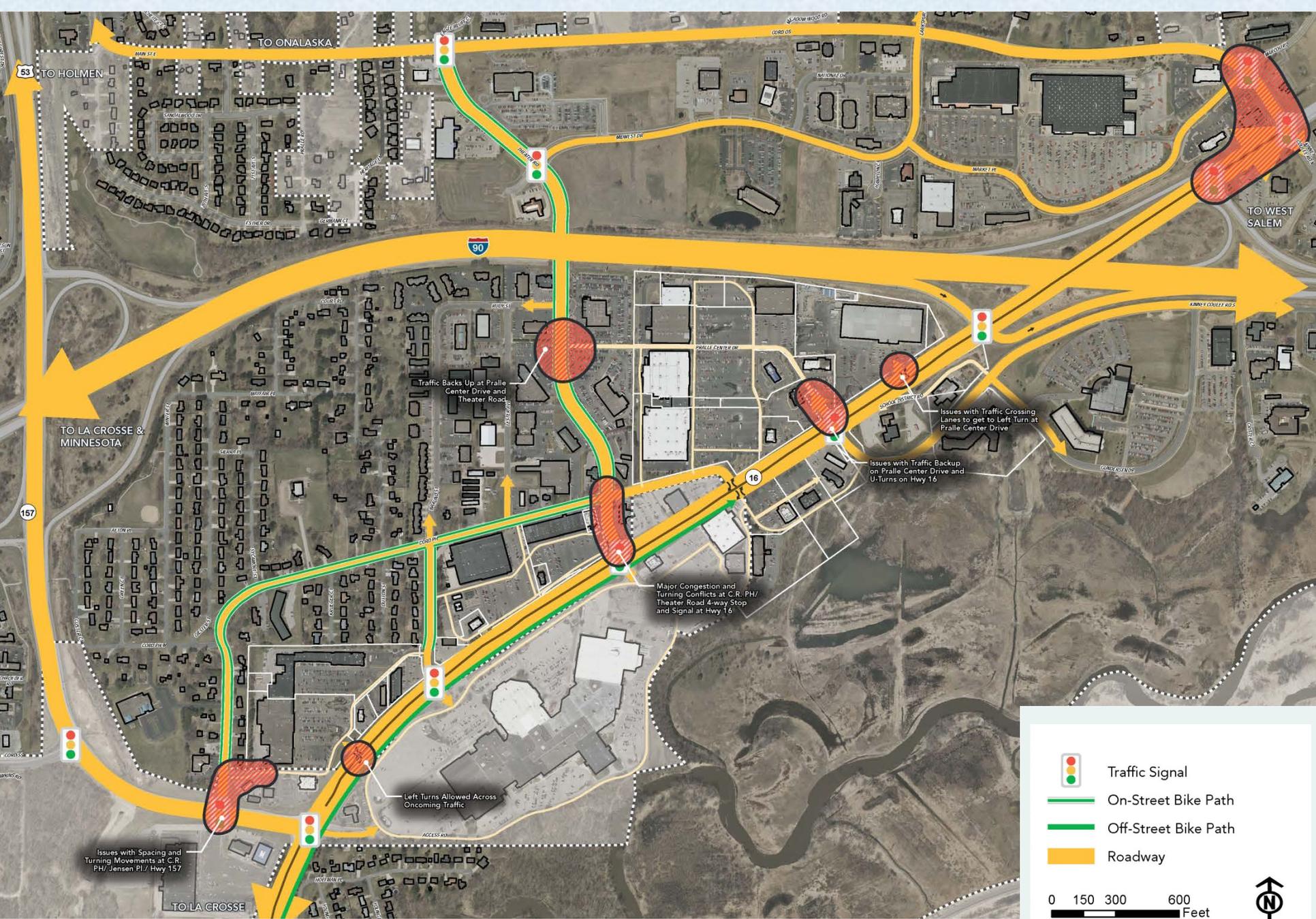
NOTE: The following draft concepts are shown to illustrate potential size, scale and types of redevelopment and potential public improvements. Any future development will involve coordination between individual property owners, market conditions and the City of Onalaska.



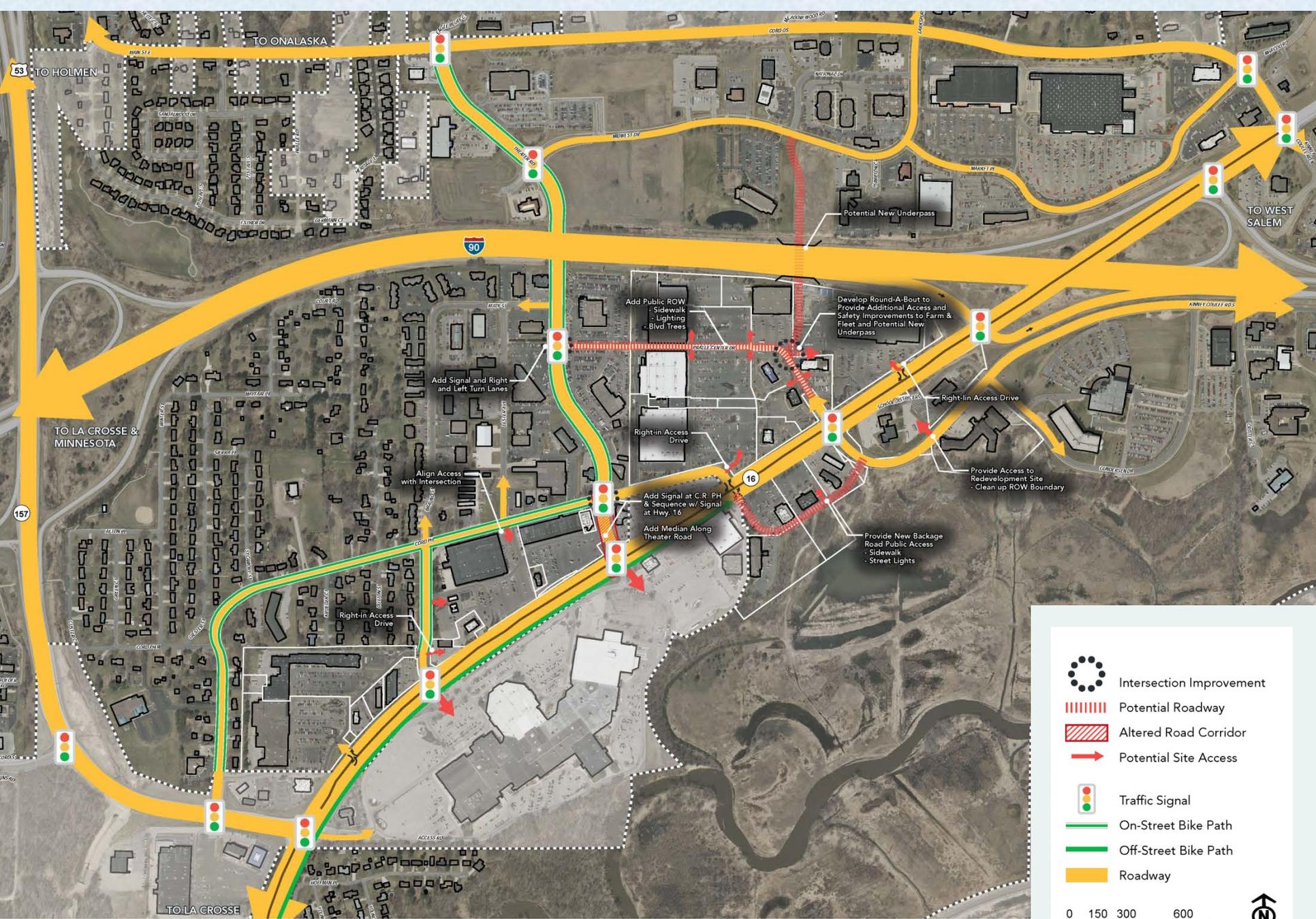
State Road 16 Transportation – Existing Context Diagram



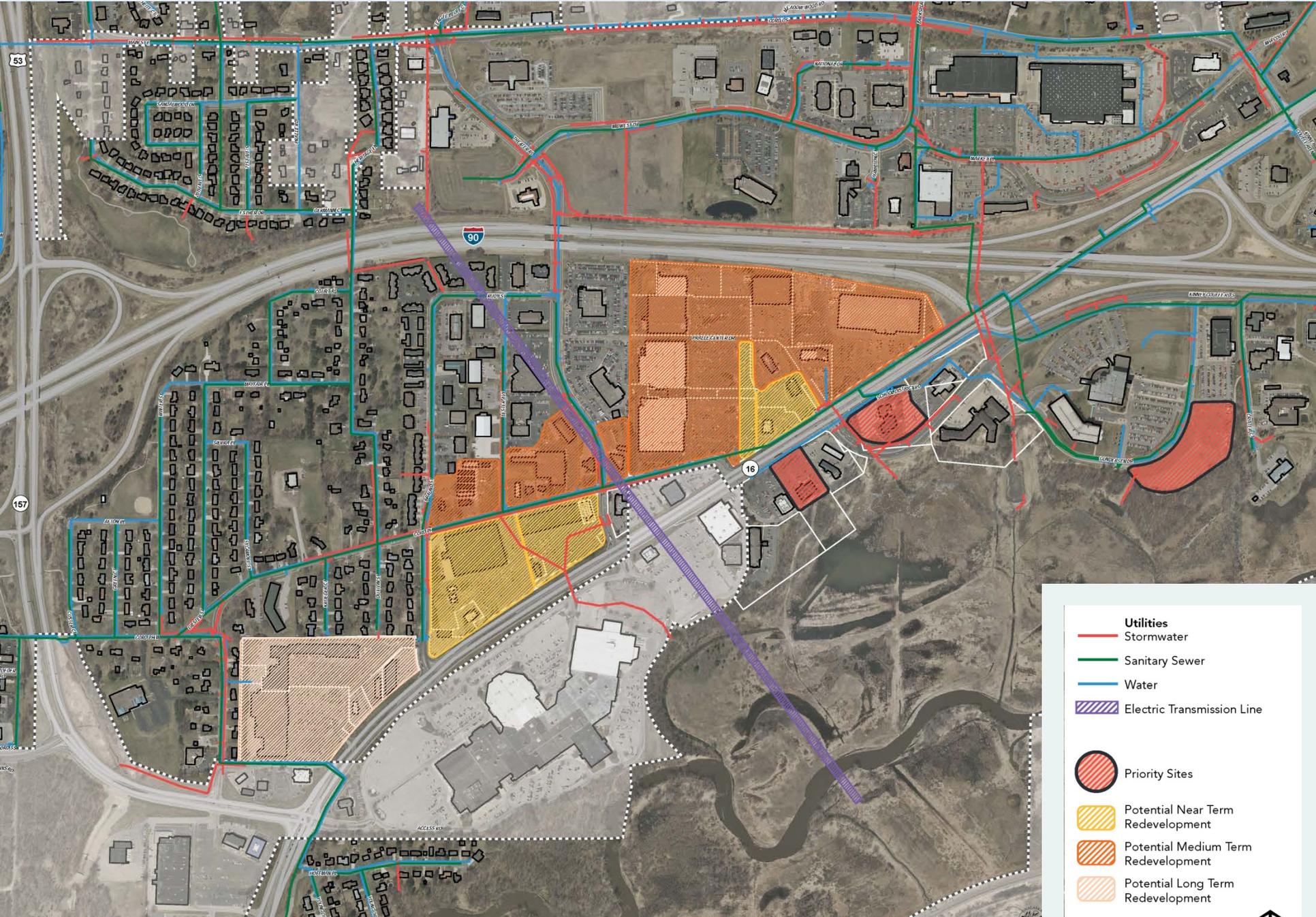
State Road 16 Transportation – Existing Conditions



State Road 16 Transportation - Issues



State Road 16 Transportation – Near-term Opportunities



State Road 16 Development – Near-term Opportunities

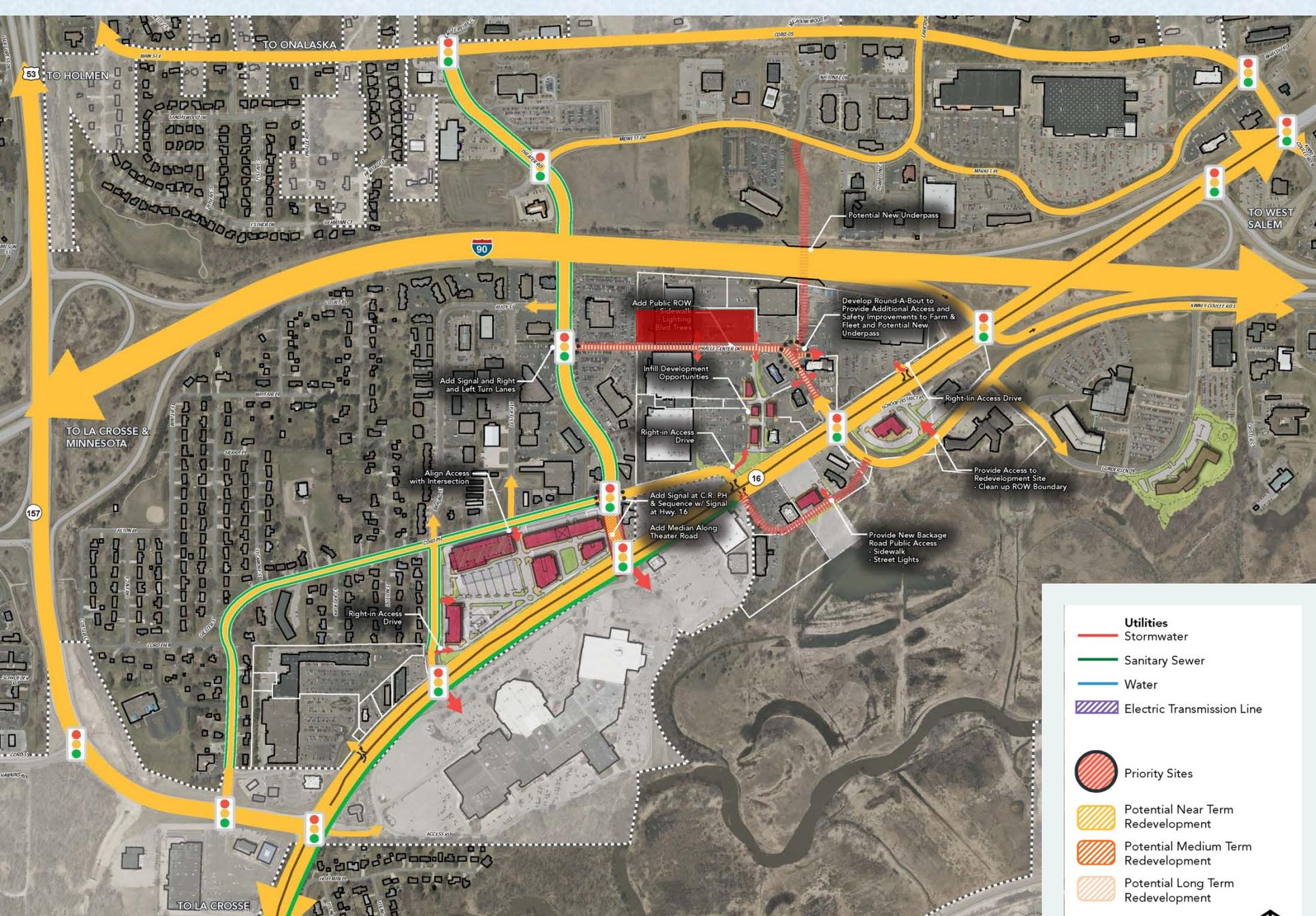
Utilities

- Stormwater
- Sanitary Sewer
- Water
- Electric Transmission Line

Priority Sites

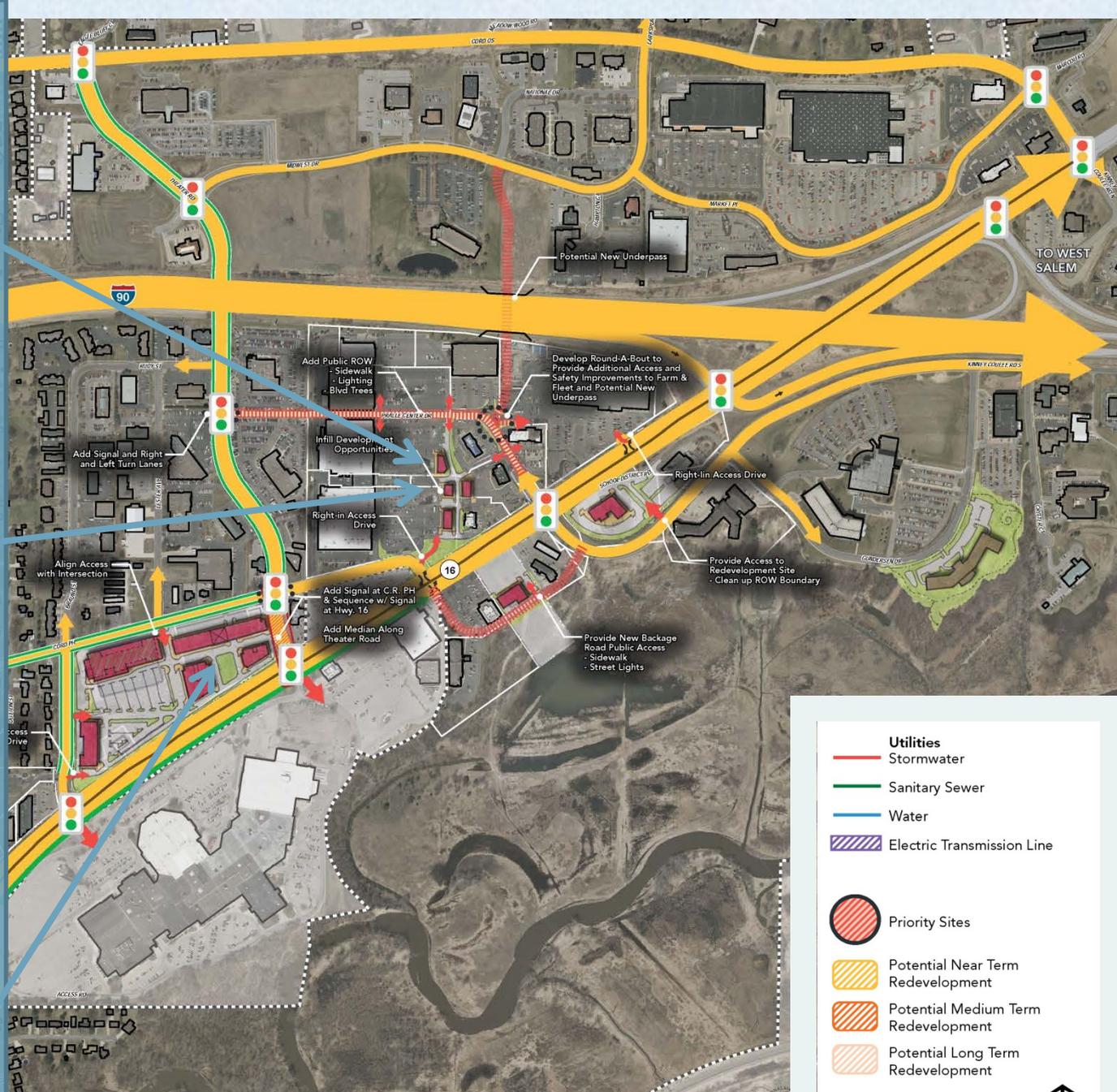
- Priority Sites
- Potential Near Term Redevelopment
- Potential Medium Term Redevelopment
- Potential Long Term Redevelopment

0 150 300 600 Feet



State Road 16 Development + Transportation – Near-term Opportunities





State Road 16 Development + Transportation – Near-term Opportunities

Village at Mendota Heights



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Village at Mendota Heights





Office/ Service/ Retail



Senior / Market Rate Rental Housing

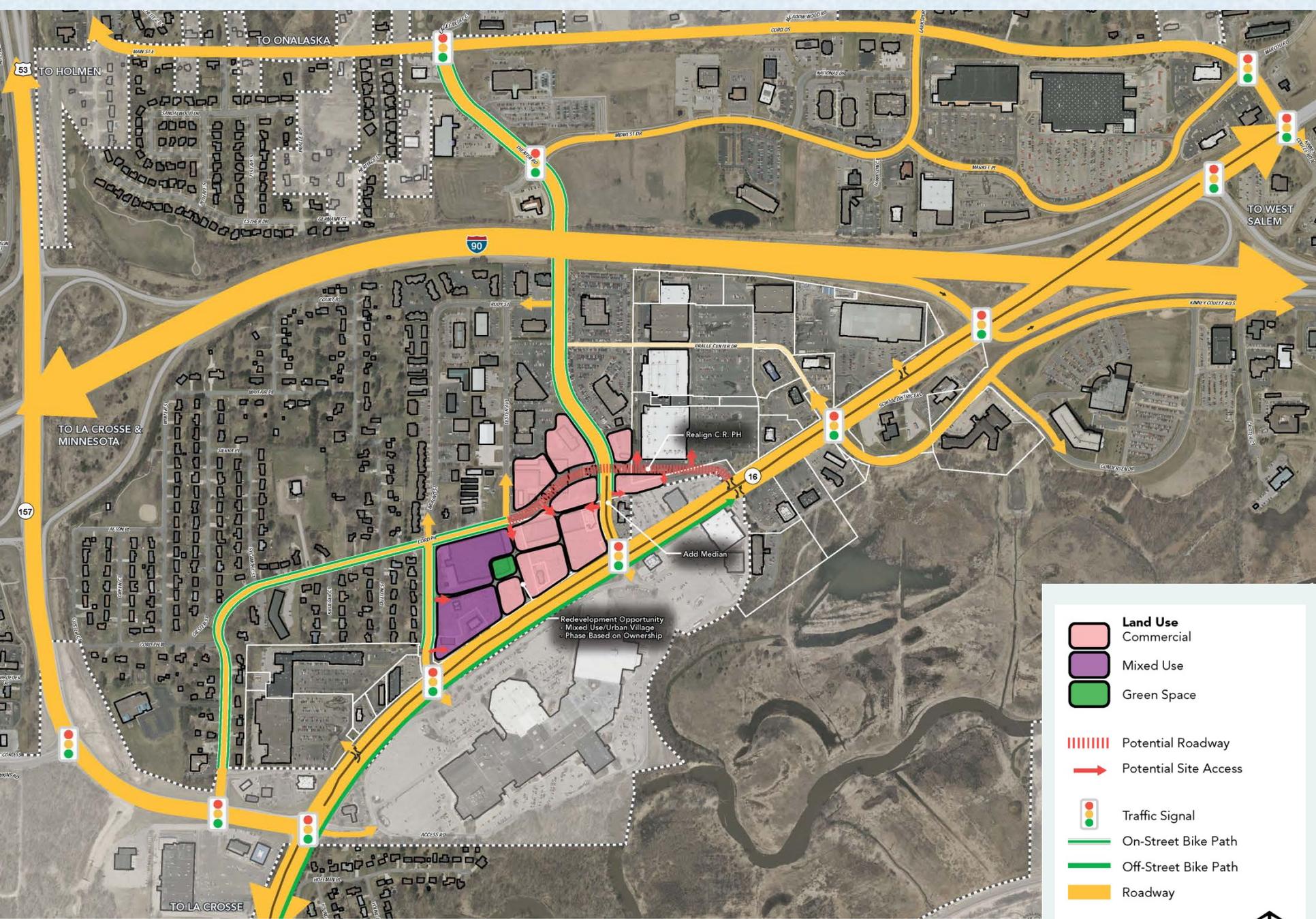


Grocery Anchored Mixed Use



Mixed Use

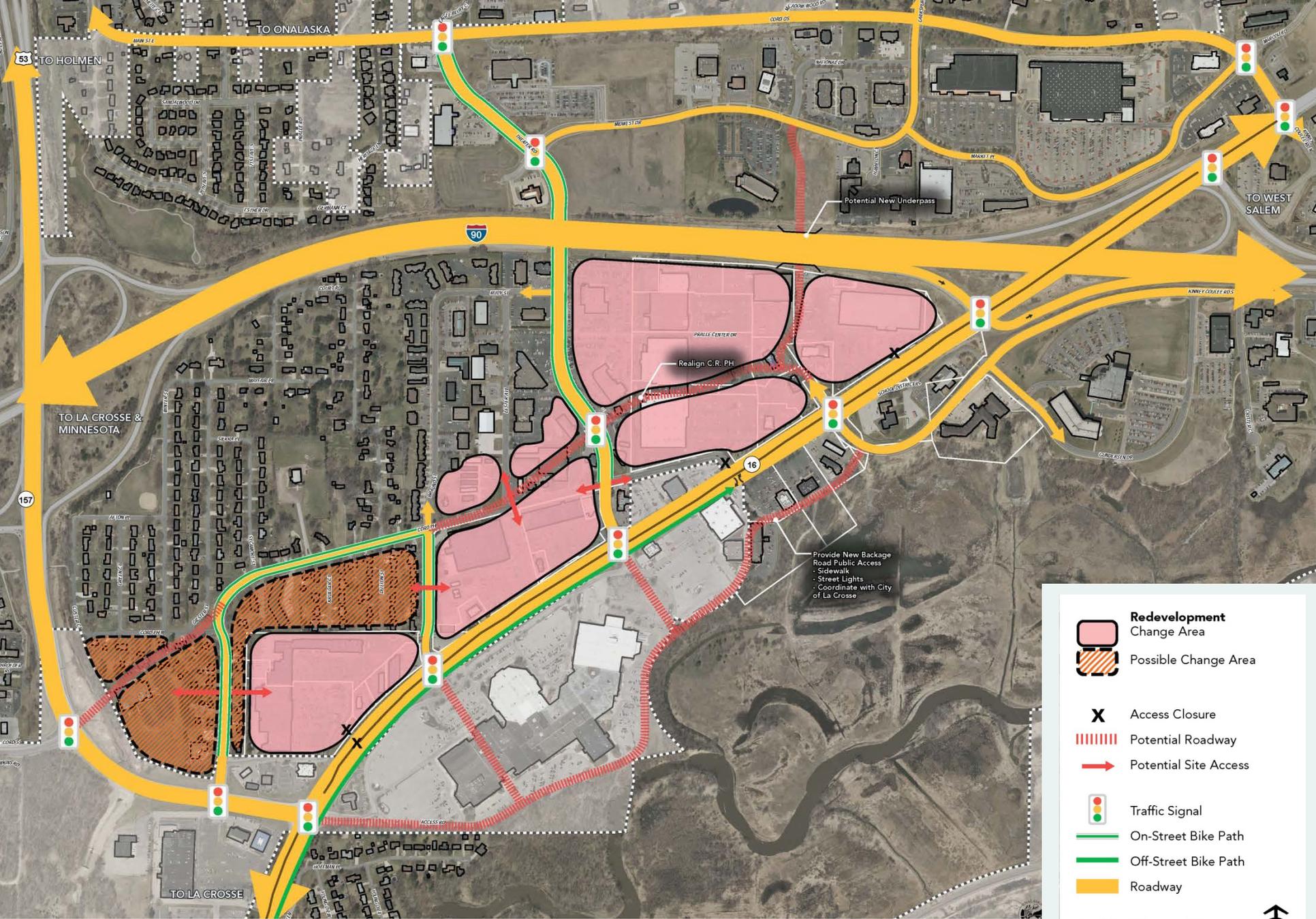




- Land Use**
- Commercial
- Mixed Use
- Green Space
- Potential Roadway
- Potential Site Access
- Traffic Signal
- On-Street Bike Path
- Off-Street Bike Path
- Roadway



State Road 16 Development + Transportation – Alternative 2



State Road 16 Development + Transportation – Long-term Considerations



State Road 16 – Concept Alternatives Discussion

- Thoughts/ reactions to transportation analysis & alternatives?
- Thoughts/ reactions to redevelopment alternatives?
 - Project types?
 - Uses & Desired Locations?
 - Walkability/ Bikeability?
 - Priorities - Catalyst Sites or Improvements?
- Are there other precedent areas we should study?
- What are the key drivers for change in the Hwy 16 Corridor?
- What amenities are needed in the corridor?

Next Steps...

- **Review with key property owners/ stakeholders**
- **Developer Roundtable**
- **Distill Feedback and Report Back to CDA & City Staff** (Review Comments from Stakeholder Meetings – November 14, 2018)
 - Review Stakeholder Feedback
 - Discuss Key Direction for Redevelopment Concepts
 - Discuss Priorities and Implementation Steps
- **Create Draft Summary Document**

Thank you!



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CDA Meeting #3 - Precedents



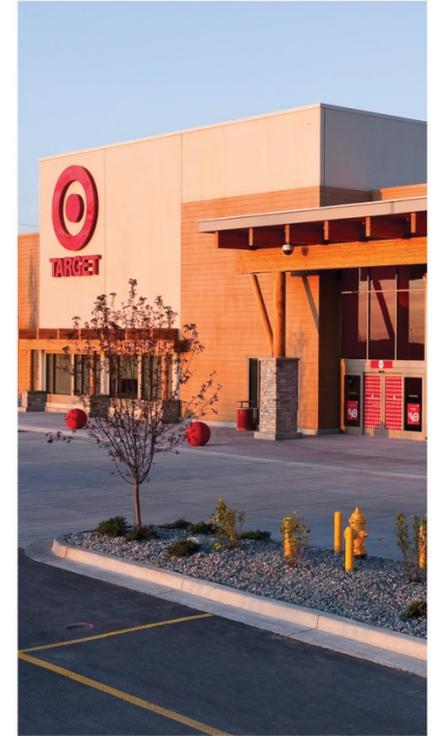
State Road 16 Development (Precedent Types – Commercial / Mixed Use)

Retail Types:

	Big Box	Mid Box	Junior Box	In Line Retail	Pad Sites
SF	80k-200k	40k-80k	20k-40k		
Description	A large stand-alone retailer. Typically anchors a development. Often locates with other big boxes and near malls.		Large specialty stores with a specific focus. Typically locate in centers that are	Retail space situated side by side in a center fronting parking or street. Small tenants who benefit from proximity with other tenants.	Retail or Restaurant space that sits alone, within a bigger development
Where					
Mall					X
Power Center	X	X	X	X	X
Lifestyle Center	X	X	X	X	X
Strip Shopping Center		X (as anchor)		X	
Downtown					X
Examples	WalMart (100) Target (130) Home Depot (105) Costco (145)	Dick's (50) Burlington (70) Whole Foods (40) Kroger (65)	PetSmart (30) Bed Bath Beyond (30) Ross (30)	Verizon Famous Footwear Sport Clips	Applebees Chili's Banks

Power Center

Mix of larger anchors, smaller boxes, inline, pad
Utilitarian focused (running errands)
Typically 1 Story



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State Road 16 Development (Precedent Projects)



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Central Park Commons



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Fountains At Arbor Lakes

Development

(Precedent Projects)



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Fountains At Arbor Lakes



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Fountains At Arbor Lakes



Lifestyle Center

Mix of larger anchor, higher end retail shopping
"Inside-Out" mall
Experience supports shopping experience
Park once, shop twice
Residential may be developed as a separate project
in larger lifestyle centers
Typically 1 Story (More if residential/hotel is
included in project) - Design may be 2 story
New Construction
Often includes a "mainstreet" walkable component



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State Road 16 Development (Precedent Projects)



The Shoppes at Arbor Lakes



The Shoppes at Arbor Lakes

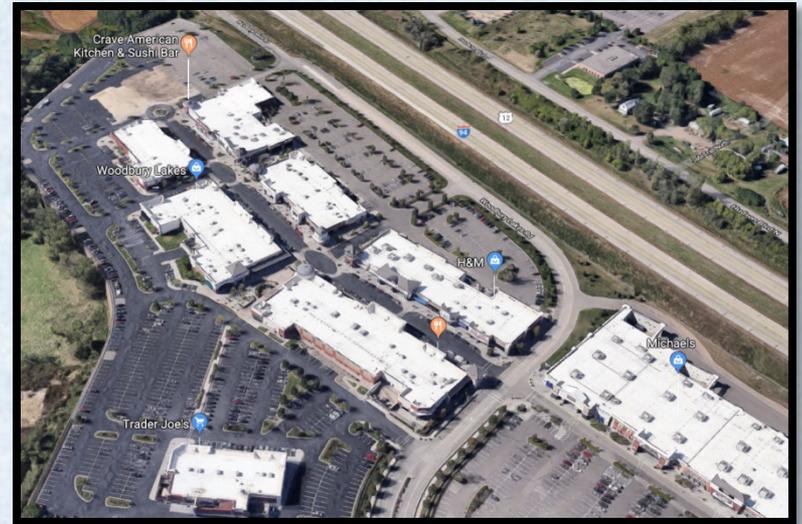


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The Shoppes at Arbor Lakes



State Road 16 Development (Precedent Projects)



Woodbury Lakes



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New Town Village

Mix of chain and some independent retailers
Experience focused
Residential at the edges, mixed in, or in apartments
over shops
1-2 Stories
Mix of old and new buildings

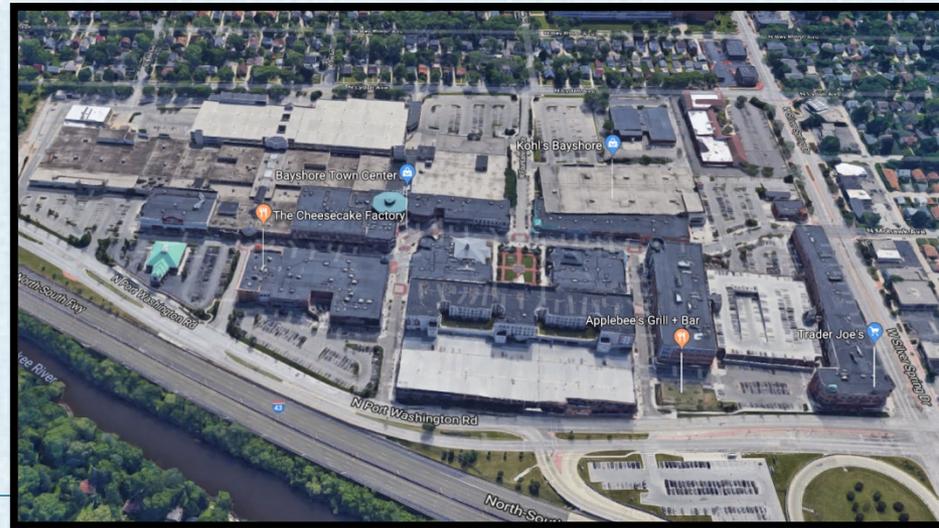


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State Road 16 Development (Precedent Projects)



State Road 16 Development (Precedent Projects)



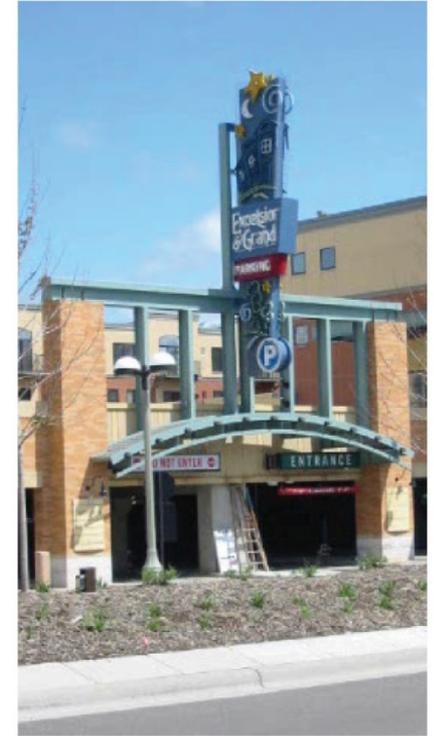
Redevelopment Planning
Onalaska, Wisconsin

Bayshore



Redevelopment Planning
Onalaska, Wisconsin

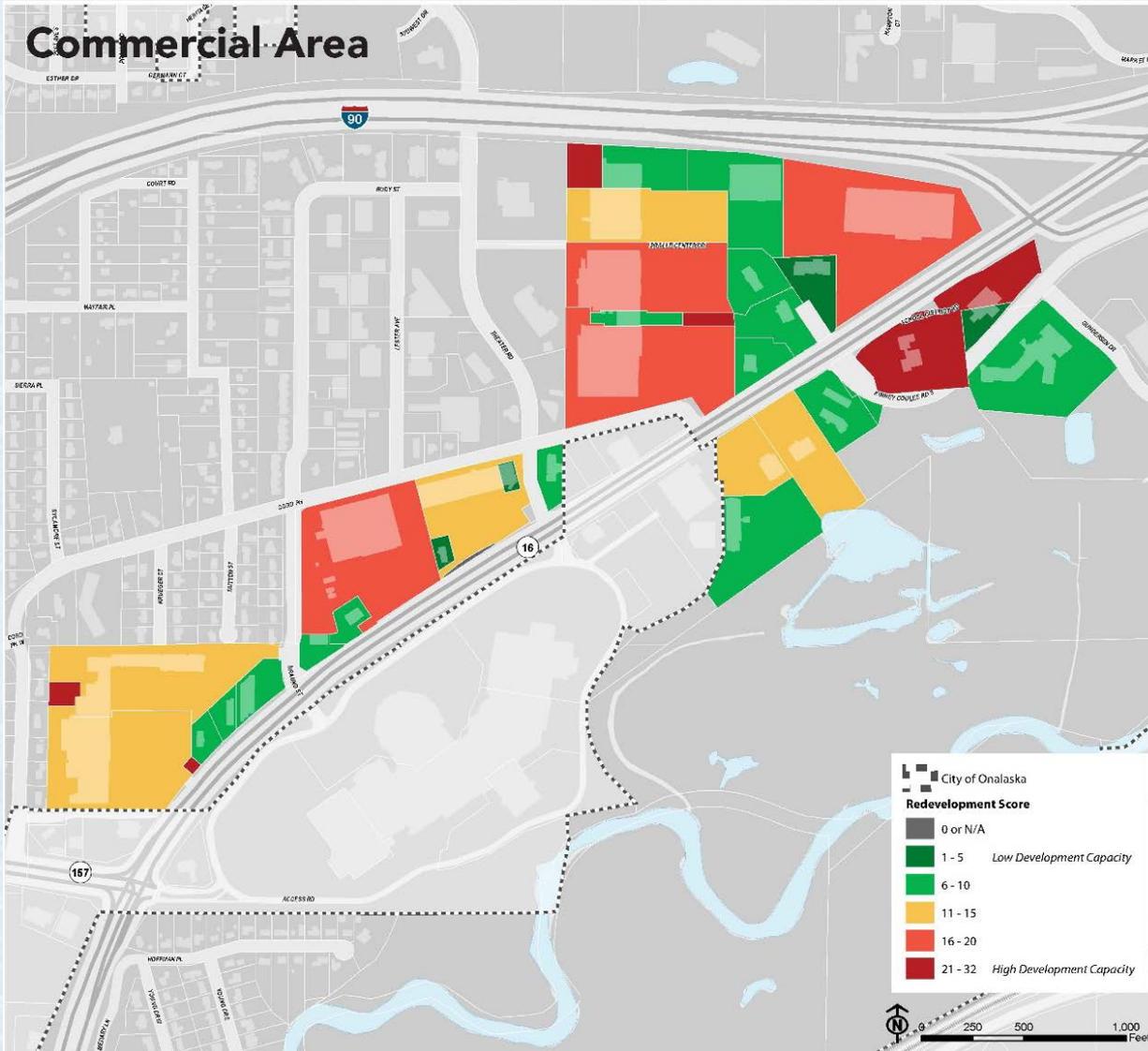
Signage & Wayfinding



Parcel Analysis

Redevelopment Scoring

This map shows the redevelopment potential as identified by scoring a number of variables for each parcel. This information should be considered as a baseline to start identifying potential redevelopment parcels, but should not be considered as definitive. The model cannot take everything into account and sites should be checked against ground conditions. (For example, some publicly owned parcels are missing information such as building improvement value.)



Vacant:

No	0
Yes	20

Age:

Over 100 yrs	1
50 - 100 yrs	5
25 - 50 yrs	3
15 - 25 yrs	1
Less than 15 yrs	0

Land Value \$ / Square Foot:

< 3.5	4
3.5 - 7	3
7 - 10	2
10 - 13	1
>13	0

Total Value \$ / Square Foot:

< 7.5	4
7.5 - 15	3
15 - 22.5	2
22.5 - 30	1
> 30	0

Building Value to Land Value Ratio:

< 1.0	4
1.0 - 2.0	3
2.0 - 3.0	2
3.0 - 6.0	1
> 6.0	0

Building Value to Total Value Ratio:

< 0.2	4
0.2 - 0.4	3
0.4 - 0.6	2
0.6 - 0.8	1
> 0.8	0

Parking Oversupply:

> 50 spaces	3
21 - 49 spaces	2
1 - 20 spaces	1
< 0 spaces	0

Parcel Size:

> 5 ac	4
2 - 5 ac	3
1 - 2 ac	1
< 1 ac	0

City Ownership:

Owned by Onalaska	5
Not owned by Onalaska	0



