

**Community Development Authority
of the City of Onalaska**

Wednesday, October 10, 2018

1

1 The meeting of the Community Development Authority of the City of Onalaska was called to
2 order at 3:32 p.m. on Wednesday, October 10, 2018. It was noted that the meeting had been
3 announced and a notice posted at City Hall.

4
5 Roll call was taken with the following members present: Ald. Jim Binash, Ald. Jim Olson, Ron
6 Johnson, Joe Bucheger, Mike Gargaro. John Lyche and Ann Brandau arrived with the meeting
7 in progress.

8
9 Also Present: City Administrator Eric Rindfleisch, Mayor Joe Chilsen, Planner/Zoning Inspector
10 Katie Aspenson, City Engineer Jarrod Holter, Bryan Harjes and Jeff Miller of Hoisington
11 Koegler Group, Inc., Mike Herro and Bob Burg of La Crosse Area Development Corporation
12 (LADCO), Dennis Aspenson of Traditional Trades, Ald. Diane Wulf

13
14 **Item 2 – Approval of minutes from the previous meetings**

15
16 This item was not addressed.

17
18 **Item 3 – Public Input (limited to 3 minutes/individual)**

19
20 Mike Gargaro called three times for anyone wishing to provide public input and closed that
21 portion of the meeting.

22
23 **Consideration and possible action on the following items:**

24
25 **Item 4 – La Crosse Area Development Corporation (LADCO) update from Mike Herro**

26
27 Mike Herro and Bob Burg shared the following update:

- 28
- 29 • LADCO was formed in 1973 as La Crosse County’s lead economic development
30 organization.
 - 31 • LADCO is putting extra emphasis on its “Business Call Program” in which LADCO
32 board members speak to area businessowners.
 - 33 • LADCO likely will hold its annual meeting in December. Members of the CDA and the
34 Common Council were encouraged to attend.
 - 35 • A search committee was formed to seek out a new Executive Director who would replace
36 Jim Hill, who retired after serving 35 years in that capacity. The candidate pool was
37 narrowed to 14, and then to four. The four finalists were interviewed via Skype, and
38 LADCO asked two of the individuals to come to La Crosse for a face-to-face interview
39 the week of October 14-20. One of the finalists accepted another position, and the other
40 finalist is still scheduled to come to La Crosse next week for a face-to-face interview. If
41 the search committee finds the finalist to be acceptable, LADCO’s members will have an

- 42 opportunity to interact with him. LADCO will extend the candidate an offer if he is
43 found to be acceptable, and the search will continue if he is not.
- 44 • Bob said prior to Jim Hill’s retirement the two of them had begun working on locating a
45 new site for Bob’s former car dealership in La Crosse, which he had sold to Morrie’s
46 Automotive Group. A new site has been located in the City of Onalaska, along Theater
47 Road, and it is expected to be in operation in 2019. Bob said the site of the future
48 Morrie’s dealership is 5 acres and the city, which currently collects \$4.48 in real-estate
49 tax a year for that site, will collect \$50,000 a year once the dealership is constructed.
 - 50 • Bob said LADCO is aware of the concerns being raised in the business community
51 regarding the closure of Herberger’s and the imminent closure of Sears at Valley View
52 Mall. Bob said he is aware that the City of Onalaska is examining how these closures
53 will affect the State Trunk Highway 16 corridor. Bob said LADCO is “undertaking a
54 strategic plan to look at the impact and how we’re going to be able to be of assistance in
55 making contributions, whether it be economic or in terms of services or assistance so as
56 to minimize the impact of those malls as they continue to diminish in influence.”
 - 57 • The La Crosse Industrial Park Corporation (LIPCO), a partnership between LADCO and
58 the City of La Crosse, is looking at a private-public real estate investment trust project to
59 raise funds both from the public and private sectors and form an investment pool that
60 could be utilized for repurposing some of the mall areas.
 - 61 • The La Crosse Regional Airport will begin offering nonstop flights to Detroit in March
62 2019. The federal government established a matching grant process, and LADCO found
63 partners to participate. The idea behind the match is to bring a new carrier and route, and
64 if it not profitable the grant will provide financial stability for a couple years in an
65 attempt to help make the carrier and route profitable. The federal government provides
66 \$900,000, and \$60,000 comes from the communities.

67
68 **Item 5 – Onalaska Redevelopment Project Design Workshop:**

- 69
70 a. Review and Consider Redevelopment Concept Alternatives for:
- 71 i. State Road 16 Corridor
 - 72 ii. Downtown Onalaska

73
74 Bryan said the focus of this afternoon’s meeting is to examine alternatives and ideas, and also to
75 discuss a number of items related to potential redevelopment. Bryan said HKgi will pursue a
76 preferred direction or an alternative direction to which the city may react as development
77 proposals come forward. Bryan said HKgi is conducting a second round of stakeholder meetings
78 this week to gather more input from stakeholders both along the STH 16 corridor and in the
79 downtown district. Bryan said HKgi is considering conducting a developer roundtable meeting,
80 and perhaps also meeting with outside parties.

81
82 Bryan began his presentation of redevelopment in the downtown corridor by showing CDA

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83 members a slide summarizing the stakeholders' wishes:

84

- 85 • Continue to redevelop the downtown corridor as a unique destination, leveraging such
- 86 things as food and drink and artisan shops.
- 87 • Leverage the natural amenities such as the Mississippi and Black rivers, and also both the
- 88 Great River Landing and Dash-Park.
- 89 • Highlight recreational programming (e.g. kayak rentals, bicycle shops).
- 90 • Support local small businesses (retail, restaurants, personal services, offices).
- 91 • Resolve parking-related challenges.
- 92 • Consider paving the trail that connects to the City of La Crosse.
- 93 • Focus on a supporting network of pedestrian/bicycle facilities. There are on-street
- 94 bicycle lanes on 3rd Avenue South, but are there other opportunities to better integrate
- 95 bicycle and pedestrian components?
- 96 • Address the housing component – perhaps with condominiums, apartments or
- 97 townhomes. Also reinvest in the existing neighborhoods surrounding downtown.
- 98 • Early redevelopment sites going beyond the current projects have been discussed.
- 99 • Create larger opportunities for projects in strategic locations.

100

101 Ald. Binash said it is possible the city will approve a Railroad Quiet Zone Study for the Irvin
102 Street Crossing. Ald. Binash also said the Parks and Recreation Department is considering
103 installing a pier at the Great River Landing. In addition, the structure located west of the railroad
104 tracks at the Great River Landing might be demolished and possibly replaced with a different
105 structure.

106

107 Bryan next showed CDA members a map detailing downtown circulation. The map showed
108 roads, bicycle lanes, trails, and existing surface parking lots. Bryan said perhaps there are
109 opportunities to enhance alleyways with stronger pedestrian corridors. This would improve
110 safety and also establish better connections to the downtown corridor. Bryan said there is an
111 opportunity to enhance pedestrian connectivity both at Irvin Street and Elm Street, perhaps
112 creating a low-level trail next to the rail line as a supplement. Bryan said perhaps the street grid
113 could be extended near the Onalaska School District Office located on 2nd Avenue South.
114 Another grid also could be extended so there is a connection to Onalaska High School. Bryan
115 said perhaps flashing beacons could be installed along STH 35 to enhance pedestrian safety, and
116 he suggested perhaps creating pedestrian refuge islands in the median.

117

118 Bryan said HKgi has started to organize downtown redevelopment opportunities, including
119 Marvin Wanders' proposal to construct apartments along the riverfront south of Irvin Street and
120 potential site programming ideas – perhaps farmers markets – utilizing the Onalaska School
121 District Office parking lot. Bryan said HKgi also is examining reinvesting in the downtown
122 corridor by utilizing existing building stock. Bryan said HKgi also had performed a
123 redevelopment scoring analysis by combining both building and land values with discussions

Reviewed 10/19/18 by Katie Aspenson

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124 held with property owners to determine where there is energy in downtown Onalaska. HKgi has
125 begun highlighting targeted areas for potential near-term reinvestment. Bryan said there could
126 be opportunities for redevelopment against Dash-Park or behind some of the nearby commercial
127 structures. There also could be opportunities for reinvestment with some of the existing stock
128 along Main Street. Bryan referred to the Main Street/STH 35 project area and the two-block
129 downtown core, and he said, “What are the characteristics of these different areas? ... In that
130 downtown core area, you’re really looking at opportunities for some more density and intensity,
131 so stacked uses, or maybe vertical. It could be office above retail. It could be residential above
132 retail in certain locations. Obviously you’re going to look for ground-level retail to support the
133 downtown business area – also office and service, and obviously thinking about the parking that
134 supports all of that.” Bryan said perhaps there could be smaller scale mixed-use buildings.
135 Bryan said there are some more narrow sites along the STH 35 corridor that are challenged by
136 depth as they are approximately 120 to 125 feet deep. There are additional challenges on the
137 west side of these buildings because there is no rear pedestrian access due to the presence of the
138 retaining wall. Bryan asked if perhaps the existing buildings could be repurposed, and also if
139 perhaps the city should consider new investment (office or retail) for a quarter- or half-block.
140

141 Bryan addressed Marvin Wanders’ active project for constructing apartments, showing CDA
142 members a slide of the Midtown Greenway in Minneapolis. The Midtown Greenway is located
143 near an old railroad corridor, and it has a trail component. Bryan asked how development can be
144 organized to take advantage of the amenity at the waterfront, and he suggested utilizing the
145 grades for tuck-in parking and creating a development that takes advantage of the views toward
146 the riverfront.
147

148 Bryan next addressed the housing transition area, suggesting that perhaps it “skips a little bit” to
149 the other side of 3rd Avenue South and allows for slightly more intensification. Bryan said it
150 generally bridges the gap between the highway commercial uses seen along STH 35, but it also
151 preserves the neighborhood to the east. Bryan suggested perhaps constructing townhomes (12-
152 unit apartment buildings) in this area that would be small in stature and bridge the gap between
153 the single-family neighborhood to the east.
154

155 Bryan told CDA members he and Jeff will be showing them projects and ideas that would occur
156 on private property, noting what is being shown is simply to illustrate the size and scale of
157 development potential. Bryan showed CDA members the downtown development that is part of
158 Concept Alternative No. 1, which can be described as “more targeted redevelopment in certain
159 areas.” This concept targets some activity in the downtown commercial core that could be a
160 combination of vertical mixed use, two-story commercial properties, reinvestment in an existing
161 building, and some residential. Bryan said HKgi also is looking at opportunities to expand
162 parking. One option is to utilize existing lots with shared parking (event-based). Another option
163 is to utilize redevelopment and acquisition to create a surface parking lot for the entire district.
164 This could occur in phases. Another option is to integrate parking with development as a

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165 potential structured parking lot. Bryan pointed out the site of Marvin Wanders' project and
166 smaller-scale, targeted sites that could be converted to townhomes or a two-story apartment, or
167 perhaps a commercial project such as a restaurant or an office use.

168
169 Bryan showed an image of a site with a ground-level retail commercial structure with parking on
170 top of it. This structure, which could be located on the east side of STH 35, would allow for
171 additional capacity to balance with events held at Dash-Park and other supporting activities in
172 the downtown district. Bryan noted there is a grade change of approximately 10 feet from 3rd
173 Avenue South to STH 35 and said there might be an opportunity to add angled parking off the
174 alley – perhaps in concert with a development project consisting of three stories of residential
175 and underground parking. Bryan referred to a paseo idea that would allow for delivery and
176 service in the alley as well as impromptu market or event space. Bryan said there also could be a
177 promenade walk that would continue to the Onalaska School District Office parking lot. Bryan
178 mentioned the possibility of having artist housing or loft space that would create an identity for
179 some of the housing options. Bryan said some of the surface parking lots could be activated and
180 utilized for art fairs or farmers markets. Bryan also suggested there might be some co-work
181 space as well as additional options for outdoor dining or patio display space.

182
183 Bryan said HKgi also had examined a broader corridor redevelopment idea that focuses on
184 mixed used in the downtown core. Some of the ground-level retail along 3rd Avenue would be
185 expanded back either a half block or a full block. This concept also examines expanded
186 riverfront housing that extends further to the south, adds a parking structure, and perhaps in time
187 includes a mixed-use development that is over the top of a surface parking lot. Bryan said
188 perhaps new investment could be brought into the southern end of the city along the commercial
189 corridor. The section to Dash-Park could involve commercial property on the main level of a
190 structure, bringing it out to 3rd Avenue and extending back with patio space or outdoor dining
191 that would face the waterfront. Residential property could occur above the commercial property,
192 with outdoor dining overlooking the park.

193
194 Ald. Binash asked Mike Herro if there has been further discussion about Xcel Energy moving the
195 substation located on STH 35.

196
197 Mike, who is employed by Xcel Energy, said the substation potentially could be relocated closer
198 to Dairy Queen in the future. Mike said he has asked Jarrod to further define that footprint, and
199 then he will bring it to Xcel Energy's engineers. Mike said Xcel Energy would like to move the
200 substation and expand it; however, it is costly to do so.

201
202 Ald. Binash asked Mike if there is a timeline to move it.

203
204 Mike said Xcel Energy first needs to have another location to move it.

205

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206 Jarrod said Xcel Energy will need an area that is seven times larger than the existing site. Jarrod
207 noted the current station is a single-transformer station and said the new standards call for a
208 double-transformer station. Jarrod said private property will be involved when the transformer is
209 moved.

210

211 Mike said he expects the substation to be relocated within the next five to 10 years and reiterated
212 Xcel Energy must first find a new location.

213

214 Bryan asked CDA members for feedback on the concepts for the downtown district.

215

216 Mike Gargaro said he likes all the concepts HKgi has presented. Mike also said, “Some of the
217 parking issues, it can be ‘hidden’ in the upstairs of a retail main floor. I think the one that he
218 showed is actually two levels, and it doesn’t look like it’s even more than a single-level office.”

219

220 Bryan referred to one of the buildings he had shown, noting it appears to be a two-story
221 structure. Bryan pointed out the first line of parking, noting it is covered and decked. Motorists
222 may access the roof via a speed ramp. Bryan estimated the development to be approximately
223 30,000 square feet with approximately 180 parking spaces. Bryan also estimated the cost of the
224 project to be approximately \$15 million, adding he believes it is more efficient to do flat decks
225 and speed ramps on small sites.

226

227 Bryan addressed the downtown core and said HKgi had examined strategic opportunities on the
228 first conceptual model, adding the city could see some transformation in the next five to 10
229 years. Bryan said HKgi also had examined expanding the footprint of the commercial area in
230 other downtown locations.

231

232 Ald. Binash said he envisions more residential than commercial structures in the downtown
233 district. Ald. Binash also said it appears the current generation seems to prefer being close to
234 amenities such as bicycling, walking, and outdoor activities. Ald. Binash said, “I would suspect
235 that that may be something in the future we are overlooking versus so much commercial.
236 Perhaps eating or a nightclub – something like that. I’m not so sure about these other ventures.”

237

238 Bryan said younger individuals tend to gravitate toward destination shopping or entertainment
239 venues, adding, “That could still coexist with residential on top of that. In this concept, we’re
240 showing residential on top of some additional retail. Even in areas like this, you could do some
241 additional ground-level retail. Sometimes that even serves as the amenity zone for those
242 apartment buildings. ... You can build some of that in, but a lot of it is reinforcing this core two-
243 block area of the downtown. ... There are a lot of different opportunities that could take shape
244 depending upon projects. You want to be able to balance the parking demand that those would
245 generate with the activities that are going on there.”

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247 John said in reality the core area is a five-block area rather than a two-block area.

248
249 Bryan said the heart of this area is around the open-space pieces between the Great River
250 Landing and Dash-Park. Bryan said he believes this area could be strengthened with new energy
251 and intensity.

252
253 Mike Gargaro addressed the riverfront housing shown on Concept Alternative No. 1 and said
254 that even though 12,000 square feet would be lost, 93 units would be added. Mike also noted if
255 the city were to choose Concept Alternative No. 2, 230 new residences would be created.

256
257 Joe inquired about the potential sale of the property on which Del's Auto & Marine is located.

258
259 Bryan said the owner had spoken of retiring within the next couple years. Bryan also said
260 Concept Alternate No. 1 included a commercial project on the site where Del's is located and the
261 site next door. Bryan said, "The long-term play was, what if you assemble the entire half block
262 and turn that into a project? It gives you more availability to do things like underground parking
263 and provide residential development on top of that. But at least this gives a framework for some
264 decisions to be made in the future between property owners and potential developers." Bryan
265 said there also has been interest in the area due east of Dash-Park and stated this area could be
266 residential, or it could be commercial property with a ground level retail/restaurant component
267 and have housing above it.

268
269 John noted there are other public-private partnerships such as Artspace, which is based in
270 Minneapolis, and he said Artspace is encouraging a boutique-type of a feel that has been
271 discussed for the downtown area. John noted that Artspace supplies some funding, and also that
272 it has been shown that bringing arts into a core attracts coffeeshops and restaurants.

273
274 Ald. Binash asked how the public would spend its money in the downtown district to support the
275 housing that would be created there.

276
277 Bryan said, "Areas like this are sort of a combined mini-tourist destination. You're leveraging
278 the assets of the trail corridors, bringing people in for sort of the weekend events. You have
279 restaurants and small shops and the bike shop as components. That's a part of that. But you also
280 have day-to-day services for the folks who are living in that area. Maybe those don't totally exist
281 here right now, but those may be coming as more and more people begin to live in and around
282 the amenity and the draw that are here. That was part of the question about, do we have enough
283 square footage long term for options for commercial within the district. It doesn't have to be all
284 shops and boutiques across every street. Some of them may be more service related users that
285 are a ground-level commercial component. Obviously you want Main Street to be the 100
286 percent, two-block stretch of restaurants and shops and activity. That's our identity for the
287 downtown."

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288
289 City Administrator Rindfleisch said the concept of having a small-area plan is to highlight the
290 city and the CDA would support and encourage the type of development they seek to have there
291 by illustrating an image for property owners and developers showing “there is a demand and a
292 need for this.” However, City Administrator Rindfleisch also said none of the proposals indicate
293 that the city is purchasing property at this point in time. City Administrator Rindfleisch said,
294 “The next step coming out of this concept is, here is what we would like to see. We’ll probably
295 talk about some private-public partnerships, our space, and other investment pools LADCO
296 hadn’t hit to help fill that capital gap to get some of these developments in here. The real first
297 concept is, what is it that the community would like to see and put that on planning documents so
298 the developers know which direction we would like to go. The next step is, if you want to go
299 this way, where is the investment you would like to see, and what are the tools available to them?
300 Some tools may be Tax Increment Financing so that it may be a direct purchase to the city. ...
301 Hopefully some of this planning indicates to developers that we are interested and we would like
302 to see these projects here. [It’s] not, here’s a blank checkbook, but [rather], here are the
303 opportunities and here are the resources available to you to get this concept built and in our
304 community.”

305
306 Ald. Olson asked if HKgi has performed an analysis on millennials and what they prefer in terms
307 of their lifestyles. Ald. Olson cited his daughter as an example, noting that she has traveled the
308 world and is not interested in constructing her own home. Ald. Olson said, “When we’re trying
309 to set up something that’s going to benefit us, I think it’s important that we take a look at these
310 future trends and see what it is so that we provide those things because what you’re talking about
311 is absolutely right. These people living here are going to support these services that we’re doing,
312 so we want to make that good decision to make a good, solid downtown area viable all the time.”

313
314 Ann said that while some millennials might want to purchase a house right now, some eventually
315 will move toward a residential area after getting married and starting a family. In turn, the older
316 generation will be looking to sell their homes and downsize. Ann said, “It has to attract both
317 ends.”

318
319 John referred to a study he had seen regarding the densification of the City of La Crosse, noting
320 structures are being demolished and replaced with the types of developments the CDA is
321 discussing today. John said the developments in La Crosse are selling out, and he pointed out
322 that while some are owned, the majority are rentals. John said he sees similarities between La
323 Crosse and Onalaska in that neither city is able to grow and stated, “It [growth] is going to go up.
324 It’s not going to go out.”

325
326 Ann said that when she thinks of retail, she envisions constructing retail in the downtown
327 district. Ann said she believes high-end shops such as boutiques are a missing ingredient both in
328 La Crosse and Onalaska. Ann said she is not certain how to attract the level of a retailer such as

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329 Galleria, which is located in the Twin Cities.

330

331 Bryan next addressed the State Trunk Highway 16 corridor, noting that there is significantly
332 more acreage. Bryan said HKgi is examining many things that revolve around transportation
333 improvements and gaining access to sites. Bryan briefly addressed the themes related to the STH
334 16 corridor that were discussed at the September 12 CDA meeting:

335

- 336 • Most of the current property owners have had a long-term commitment to this corridor,
337 and they remain confident as a future retail corridor. They also have expressed a
338 willingness to adjusting to its continued evolution.
- 339 • Some property owners are willing to downsize in areas and create smaller spaces. This
340 might lead to oversized or single-tenant buildings.
- 341 • There generally is ample parking. It currently is overparked, and this might lead to
342 opportunities to examine infill development on some of the larger surface parking lots.
- 343 • The primary topic is roadway circulation, access concerns, and interconnectivity between
344 development parcels.
- 345 • Stakeholder groups would like to see the City of Onalaska be more of a partner.
- 346 • The STH 16 corridor has not “stretched” very far, thus not allowing a newer format to
347 come in.
- 348 • There is interest in new development types across the corridor. The largest focus was on
349 housing, entertainment, and experience-based retail.
- 350 • Allowing consumers to park once and give them more than a “get in, get out” type of
351 experience.
- 352 • Possibly develop dental offices, clinics, and fitness facilities along the corridor.
- 353 • Make the corridor friendlier for bicyclists and pedestrians.
- 354 • While this is a major employment corridor with the presence of Gundersen Health
355 System, there is a desire to have more businesses cater to the “convenient lunch aspect.”
- 356 • Consider establishing TID Districts along the corridor.
- 357 • Address the partnership with the City of La Crosse and what it means for Valley View
358 Mall. STH 16 is a commercial corridor both for the City of Onalaska and the City of La
359 Crosse. How can it be made successful?

360

361 Bryan began by discussing “high level things” across the STH 16 corridor, noting that South
362 Kinney Coulee Road is currently a cul-de-sac and the only way to access it is at the stop signal
363 by Kwik Trip. Bryan suggested establishing access circulation over the top of the freeway to
364 alleviate concerns about access to Gundersen Health System. Bryan said another possibly is to
365 create a smaller localized road underpass of Interstate 90 to connect north to south and free up
366 better circulation so that individuals do not have to enter a regional development, come back out
367 and then move along a regional corridor to make connections north and south along I-90.

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369 Bryan next addressed the existing conditions along the STH 16 corridor, noting HKgi had met
370 with the Wisconsin Department of Transportation. Bryan pointed out “thermal hot spots of
371 problems,” including Theater Road and Pralle Center Drive. Other areas of concern are the
372 right-in, right-out, and three-quarter access points, and also the narrow dimensions between STH
373 16 and the access points to commercial developments that lead to stacking and motorists exiting
374 the major networks. Bryan said a possible solution is to examine improving transportation
375 connectivity elements. A possible solution is to examine the Pralle Center Drive area and
376 perhaps upgrade it to a public street and connecting it between Culver’s and north of Kohl’s.
377 Doing so might impact Hobby Lobby, but it could lead to possible redevelopment. A solution to
378 reducing queueing distances might be to install sequenced signals along Theater Road. Bryan
379 said that for this to happen it might be necessary to install a median between County Highway
380 PH and STH 16, thus changing access for some sites. Bryan said that while connectivity for the
381 broader community would improve, property owners in this immediate location would be
382 impacted.

383
384 Bryan showed CDA members an image of what the STH 16 corridor would look like if the
385 transportation improvements were paired with some potential redevelopment projects. The
386 roadway improvement north of Kohl’s might lead to a redevelopment site to the north side of it.
387 There would be circular roundabout access to provide additional access to Farm & Fleet from the
388 east side. There also could be infill opportunities in surface parking lot areas, and there could be
389 an opportunity for a broader scale redevelopment option if a couple of properties were converted
390 into more of a mixed-use development project. Bryan said, “We talked about those precedents
391 last time. The new ‘power center’ component has these inline areas where they’re trying to
392 create a mini-Main Street [and] some additional retailing options [and] that experience-based
393 component. It’s a multitenant area, but you can walk up and down that stretch. [You can] park
394 once and hit multiple shops and destinations. You can also look at doing more of an enhanced
395 streetscape component maybe where you have the opportunity to do that idea of mixed use.” An
396 example would be having ground-level retail and upper-level office/medical uses on the second
397 level. There would be a deck in the rear to accommodate parking for the development. Bryan
398 suggested adding market-rate rental or senior housing adjacent to the development, and perhaps a
399 grocery-anchored mixed use.

400
401 Bryan suggested it might be prudent to look into infrastructure improvements that alter the
402 roadways slightly. Much of that is driven by the very tight intersection spacing between County
403 Highway PH and STH 16, and Bryan suggested pushing it back farther to the north. Bryan said
404 perhaps there is a way to create an interconnected drive and realign a portion of County Highway
405 PH. However, existing properties would be impacted. Bryan asked if that possibly could afford
406 the opportunity for reinvestment or redevelopment along certain areas of the backside, or perhaps
407 within the boundary of that area. Bryan said that perhaps the western area becomes more of a
408 mixed-use district anchored by an open-space amenity.

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410 Bryan showed CDA members an image of things that might come down the line with
411 redevelopment and increased pressure on STH 16. Right-ins, right-outs and three-quarter access
412 points might have to be eliminated, thus forcing more access to intersections that are signalized
413 and controlled. Bryan said additional support will be necessary for backside circulation that
414 supports the development. Bryan said, “We can’t keep creating similar problems of tight space,
415 stacking distances and intersection control. How do we alleviate that in the future? Is there a
416 way to think about that? It doesn’t all have to happen at once. It can be built incrementally. It
417 can be phased. How does it integrate with the La Crosse side?”

418
419 Ald. Binash inquired about possibly utilizing a trolley for public transportation along the STH 16
420 corridor.

421
422 Bryan asked CDA members their feelings regarding the near-term opportunities.

423
424 Ald. Binash said he would like to know what Valley View Mall’s fate will be as it might have an
425 impact what happens in Onalaska.

426
427 Jeff noted he and Bryan had met earlier Wednesday with City of La Crosse staff and said they
428 were told Valley View Mall’s property manager has not communicated effectively regarding the
429 direction of the property.

430
431 Ald. Olson asked if HKgi’s mindset still is to “preserve this land mass and go up with your
432 buildings.”

433
434 Jeff said, “I think we’re generally looking at east and west differently. The east would probably
435 be more filling in with additional commercial and maybe different sized commercial. The west
436 side would be more opportunities for mixed use. ... The west side has more potential for mixing
437 things.”

438
439 Ald. Binash noted there potentially will be a significant amount of housing constructed in the
440 Nathan Hill area, and he said, “The city may want to get an idea of what we would like to see in
441 this area and be able to have them bike or walk to that area for whatever experience they might
442 want.”

443
444 Bryan said, “Our current thinking is generating that regional commercial destination, and
445 [developing] strategic infill where it makes sense. Maybe there’s an opportunity for
446 redevelopment with things like an infrastructure improvement that can create or generate these
447 new sizes of square footprints that people are looking for out in that area. Here, I think we are
448 looking at mixed use and vertical density in order to achieve that.” Bryan said that if he were to
449 look at the City of La Crosse’s side of STH 16, he sees the back half as a residential focus, with
450 some sort of capacity for commercial development in the front. Bryan suggested perhaps

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451 splitting Valley View Mall in half, with one half being primarily residential and more
452 commercial development toward STH 16.

453
454 Mike Gargaro said the eastern side of STH 16 could include hotels, restaurants, and retail.

455
456 Bryan noted more meetings are scheduled for Thursday, with the focus being on both the
457 downtown and STH 16 districts. Bryan said he had spoken with city staff about who else HKgi
458 could speak with regarding the ideas just presented. Bryan said both he and Jeff will attend the
459 November 14 CDA meeting and share the feedback they gathered, perhaps share either some
460 new or altered ideas, and also discuss the CDA's priorities. To be specific, what do CDA
461 members want to identify as potential improvements, and how do they convey to the
462 development community what they wish to see.

463
464 Jeff said that in many instances HKgi will identify catalyst projects such as, for example, a street
465 connection.

466
467 Ald. Binash asked if perhaps local or interested developers and investment firms should be asked
468 to come to a CDA meeting, examine the plans, and help the CDA members make decisions.

469
470 Jeff said the idea behind the developers' roundtable is to get the perspective of local developers
471 who might not know the City of Onalaska is interested in redeveloping the downtown and STH
472 16 corridors. Jeff said HKgi could broaden it also to include local investment companies.

473
474 Katie said staff and HKgi have been working extensively with property owners along STH 16,
475 and she suggested that the city include the residents in the downtown district. Katie said, "These
476 are potential different scenarios. But with that, getting their feedback and buy-in on this [is
477 important] because if we're naming a catalyst site or a project or something that we want to see
478 and we don't have residential buy-in, that's going to be the first thing that comes up if a project
479 did move forward and a public hearing came, [citizens might say], 'No one has talked with us
480 about this.' That could be an Achilles' heel to a catalytic project."

481
482 **Item 6 – Review and Consideration of Onalaska Redevelopment Planning Invoice 018-036-**
483 **2 (HKgi)**

484
485 Motion by Ald. Olson, second by Joe, to approve Onalaska Redevelopment Planning Invoice
486 018-036-2 in the amount of \$18,476.88.

487
488 On voice vote, motion carried.

489
490 **Adjournment**

491

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492 Motion by Ron, second by Ann, to adjourn at 5:03 p.m.

493

494 On voice vote, motion carried.

495

496

497 Recorded by:

498

499 Kirk Bey