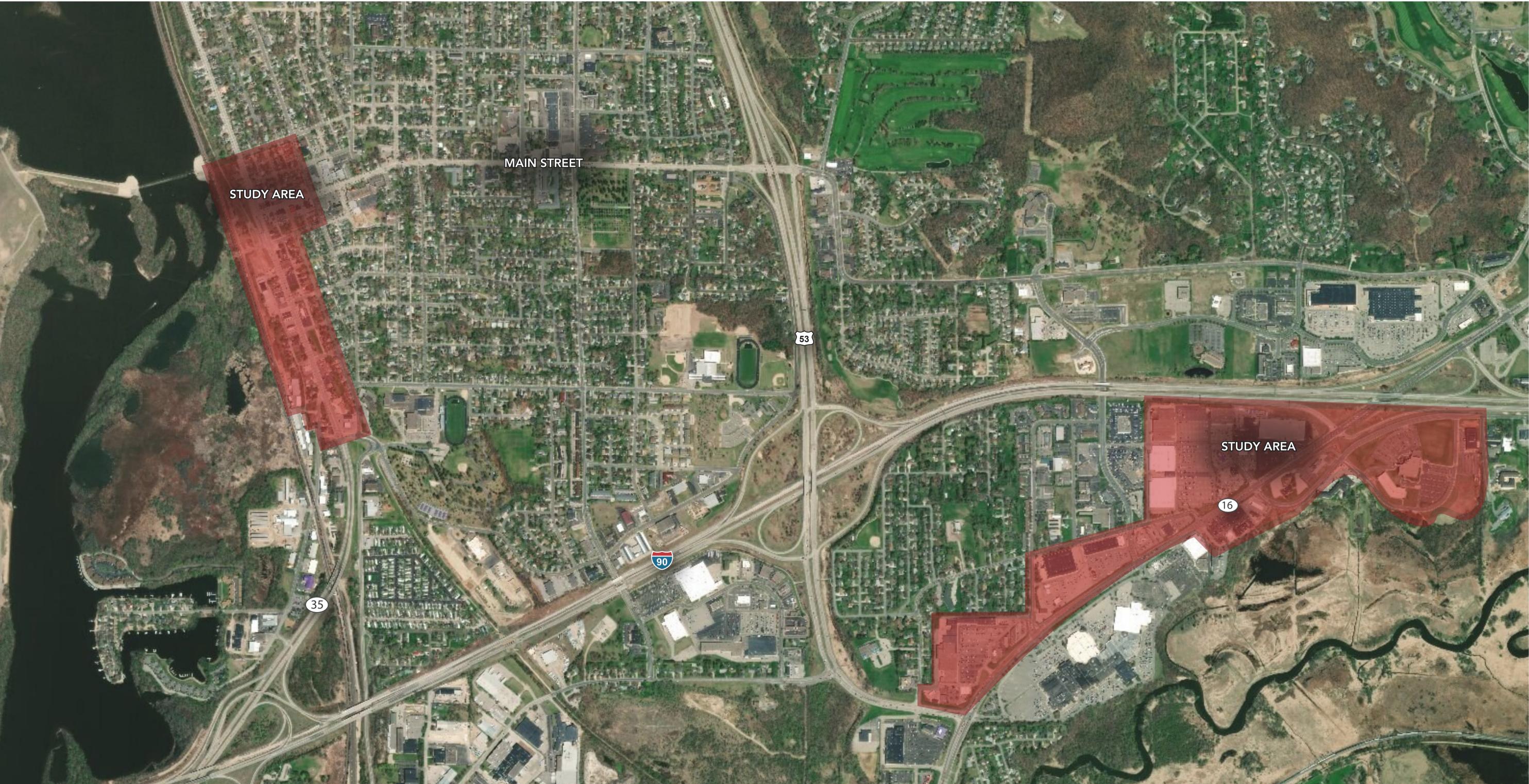


WELCOME!

DOWNTOWN/HIGHWAY 35 STUDY AREA

STATE ROAD 16 CORRIDOR STUDY AREA



PREVIOUS PLANNING IN 1999



- 1999 Main Street Revitalization Illustration
- Attract a greater variety of specialty retail, services, and tourist-oriented businesses
 - Storefront enhancements including signage, awnings, and large windows
 - Streetscape enhancements including streetlights, trees, planters, and sidewalk pavers



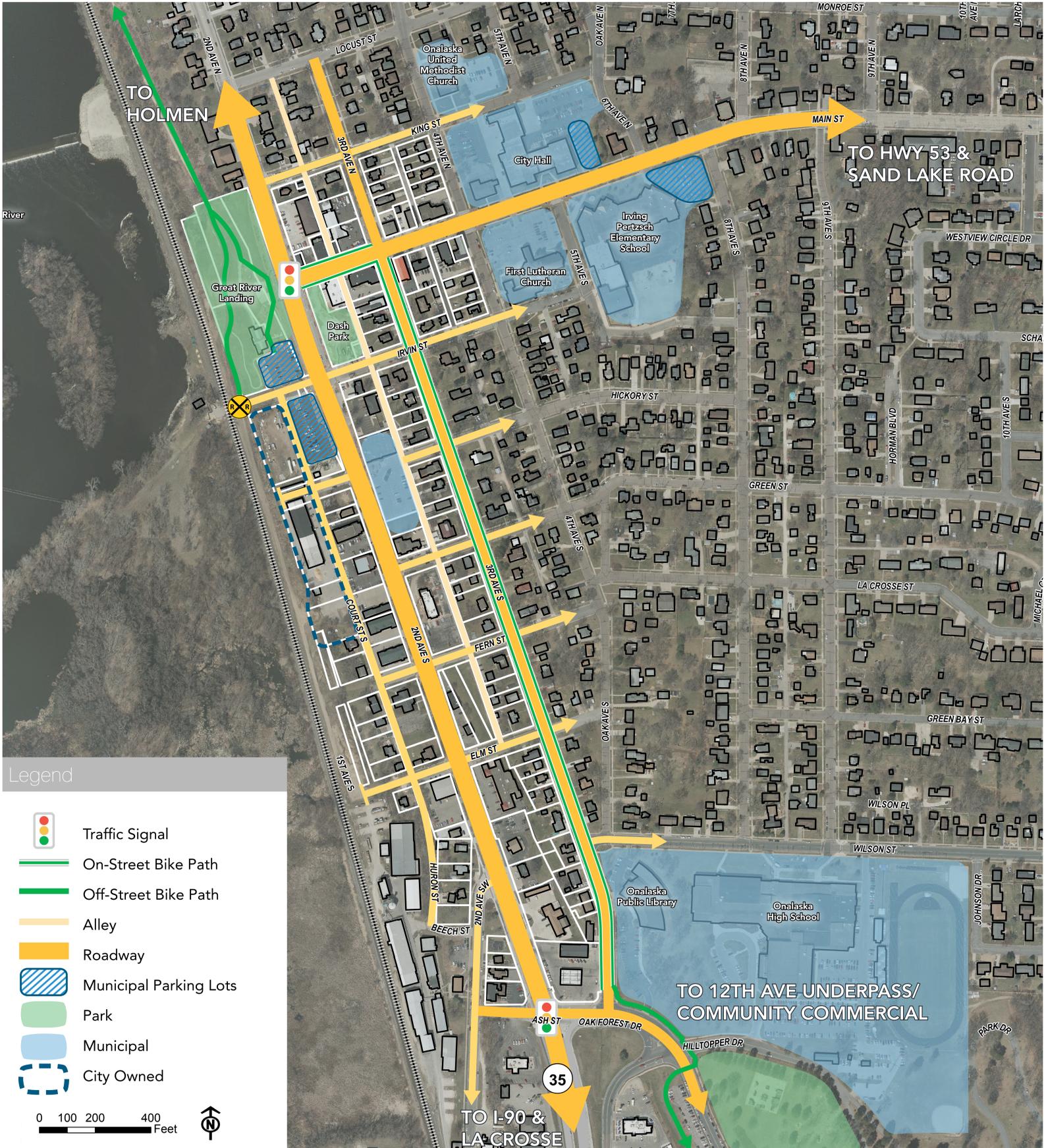
- KEY REDEVELOPMENT SITES**
1. CITY GARAGE SITE
 2. POLICE STATION SITE
 3. PLATZ PROPERTY
 4. SKAFF PROPERTY
 5. WILEY PROPERTY
 6. WAKEEN/HARTER PROPERTY
- CITY OF ONALASKA

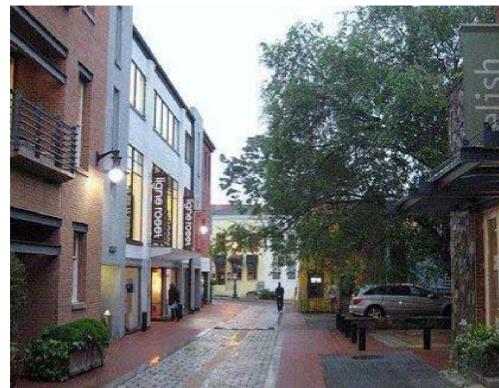
- 1999 Downtown Redevelopment Concept Plan
- Main St – combination of reinvesting in existing buildings, redevelopment, and open space
 - 2nd Ave/Hwy 35 - redevelopment of properties
 - Riverfront – redevelopment of properties

- 1999 Key Redevelopment Sites
- Publicly owned sites along riverfront and on Main St
 - Privately owned sites along 2nd Ave/Hwy 35



- 1999 Riverfront Connection Concept Plan
- Create vistas of the riverfront from downtown
 - Attractive and walkable connection between downtown and the riverfront
 - More trees and plantings along Irvin St





ENHANCED ALLEY (PASEO)

- Make downtown's walking environment highly connected, convenient, and attractive streetscapes
- Expand downtown's walking/biking environment to include Irvin St and Elm St as key connections to a riverfront trail in the 1st Ave right-of-way along the rail line
- Enhance alleys (east side of Hwy 35) and Court St as pedestrian-oriented paseos
- Improved walking/biking crossings of Hwy 35
- Potential new street connections to complete the street grid
- Consider opportunities for additional parking and shared parking facilities in conjunction with redevelopment



ENHANCED ALLEY (PASEO)



What do you think?

Use sticky notes to add your thoughts and comments about the images or ideas that you see here.



DOWNTOWN ONALASKA

Phase 1 of the Great River Landing public project has been a launch pad for downtown's revitalization. Main Street redevelopment projects have involved public and private land and investments, resulting in two new buildings with new businesses (restaurant and salon/day spa), Dash-Park, and additional public parking. The momentum is continuing with the recent proposal for private development of new riverfront residential just one block west of the downtown core area. The downtown redevelopment study envisions future redevelopment that is attracted to and builds upon these early redevelopment successes.

Downtown Core

- Encourage continued enhancements to existing businesses along Main Street with the possibility of some redevelopment sites
- Potential for ongoing redevelopment of properties surrounding Dash-Park and Main Street
- Work with School District on potential programming opportunities at its administrative building's parking lot evenings and weekends, e.g. farmers market, art/craft fairs
- Increased parking facilities to accommodate redevelopment projects

West of 2nd Ave/Hwy 35

- Potential for site improvements/redevelopment along Hwy 35 business corridor
- Potential additional riverfront housing



What do you think?

Use sticky notes to add your thoughts and comments about the images or ideas that you see here.



GREAT RIVER LANDING CONCEPT

The consensus plan graphic to the left provides additional detail for the development zone of the project. The design concept is for an extended Main Street to be directly connected to the waterfront. The design team provided this through a large pedestrian bridge and overlook that would span the railroad tracks, provide safe and accessible connection to the waterfront as a direct extension of Main Street. Additional details of the upland portion can be found on the next page.

The waterfront has been designed for both passive and active recreation. The design includes a nature playground, picnic grove, log rolling boom and kayak launch along with other informal water's edge access. Shown below is a character rendering of the boardwalk system proposed to connect the active area to adjacent to the spillway.

LEGEND

① TEMPORARY SOIL MONITORING	② WALKWAY/BIKEWAY	③ OTHER EXISTING ACCESS
④ UTILITY LOCATIONS	④ PLANNED REDEVELOPMENT	④ LANDSCAPE PLAN AREA
⑤ EXISTING ROAD	⑤ EXISTING UTILITIES	⑤ SUPPORT CONCERNS
⑥ EXISTING SIDEWALK	⑥ EXISTING UTILITIES	⑥ EXISTING CONCERNS
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ABONMARCHÉ SEH

ENHANCED ALLEY OR "PASEO"

- A public path or place designed for leisurely walking or strolling
- Provide alternative walking routes to streets for convenient connections to destinations and parking
- Wide enough to comfortably accommodate pedestrians, bicycles, and vehicles if needed
- Special pavement materials and pedestrian scale lighting used to create desirable walking paths
- Opportunity for public space features, including trash receptacles, seating, bicycle racks, planters
- Preferable for buildings or open spaces to be located adjacent to paseos
- Parking adjacent to paseos should have some type of buffer



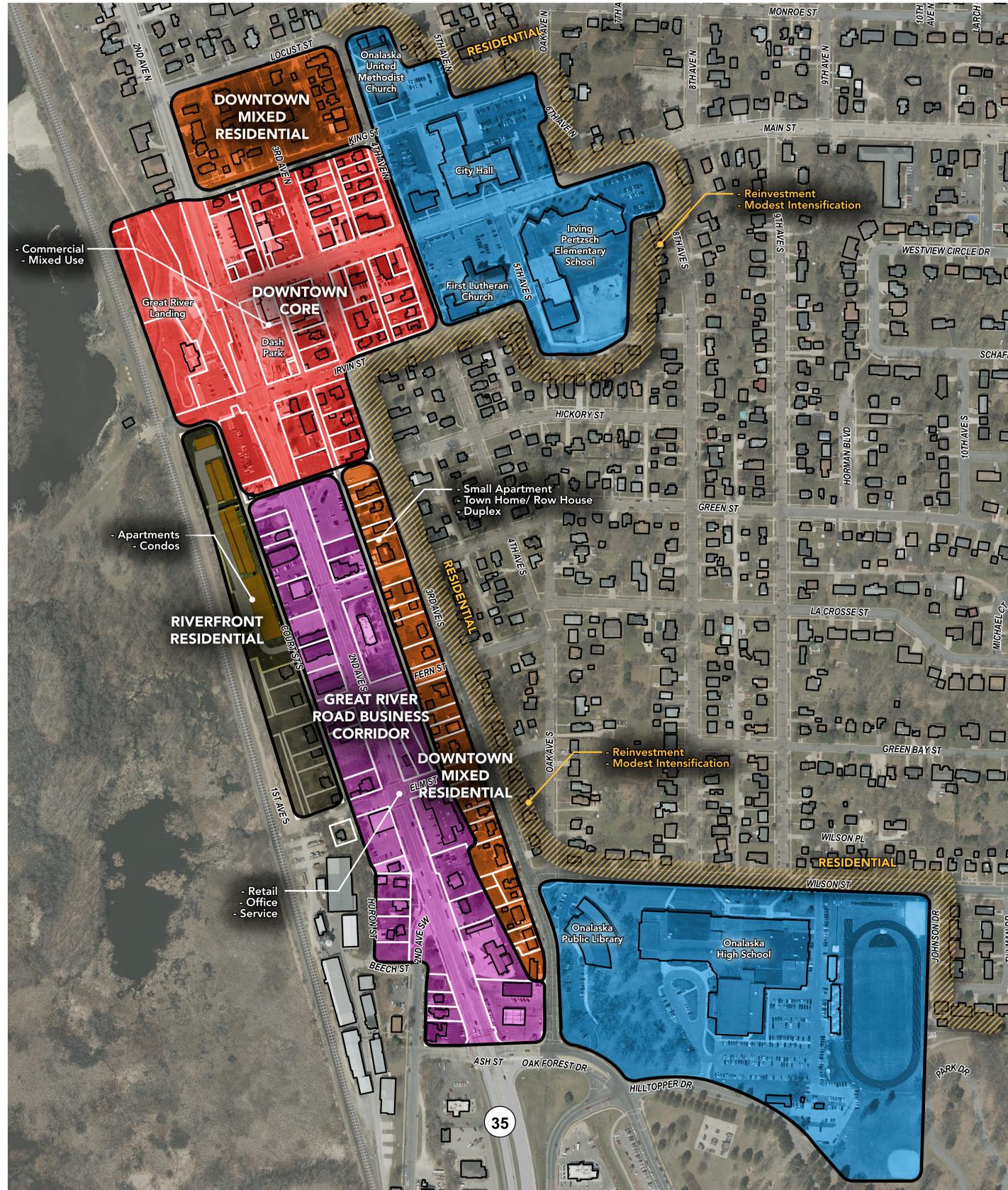
DOWNTOWN CORE MIXED USE

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



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



BUSINESS CORRIDOR

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



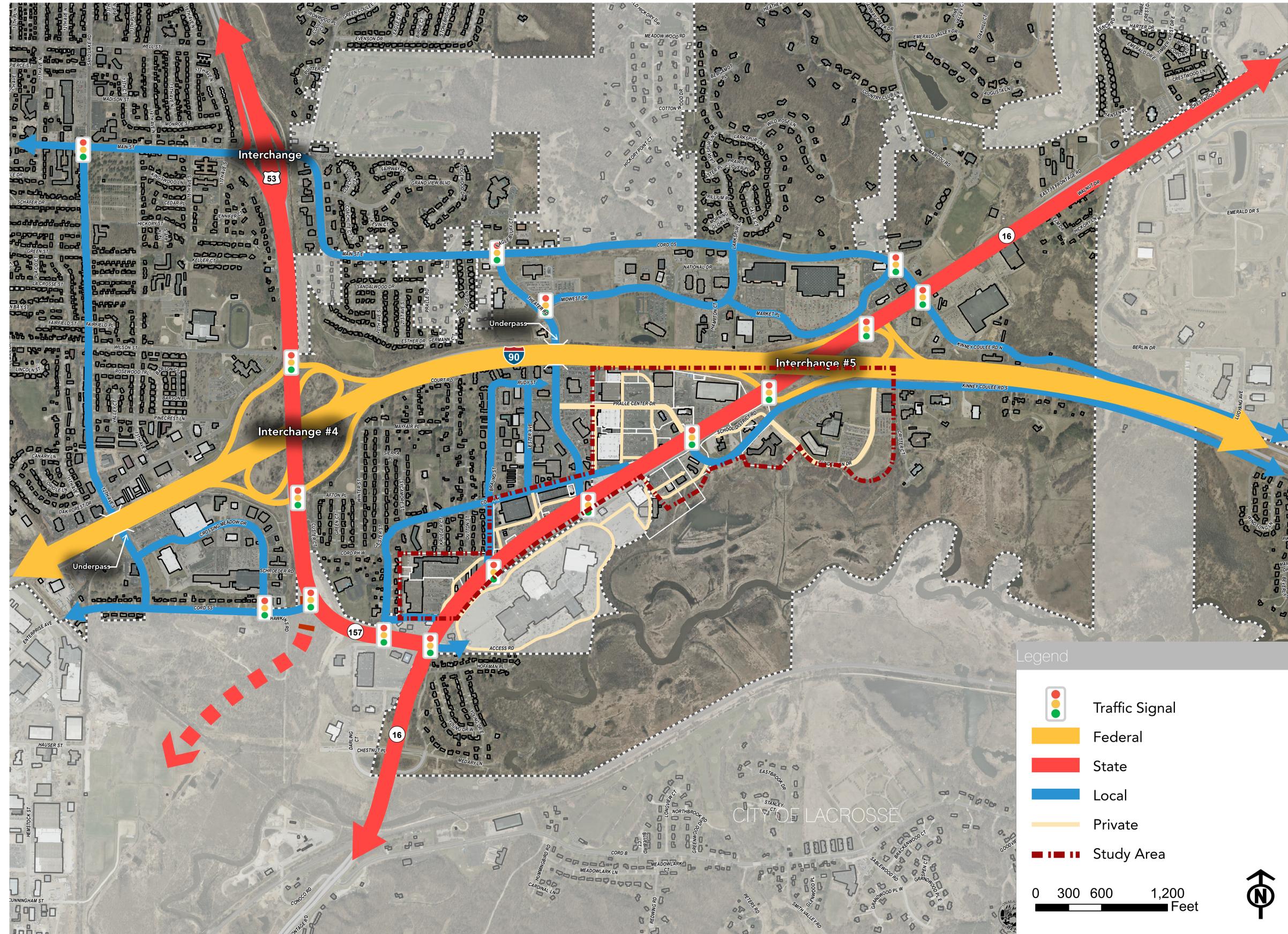
DOWNTOWN MIXED RESIDENTIAL

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



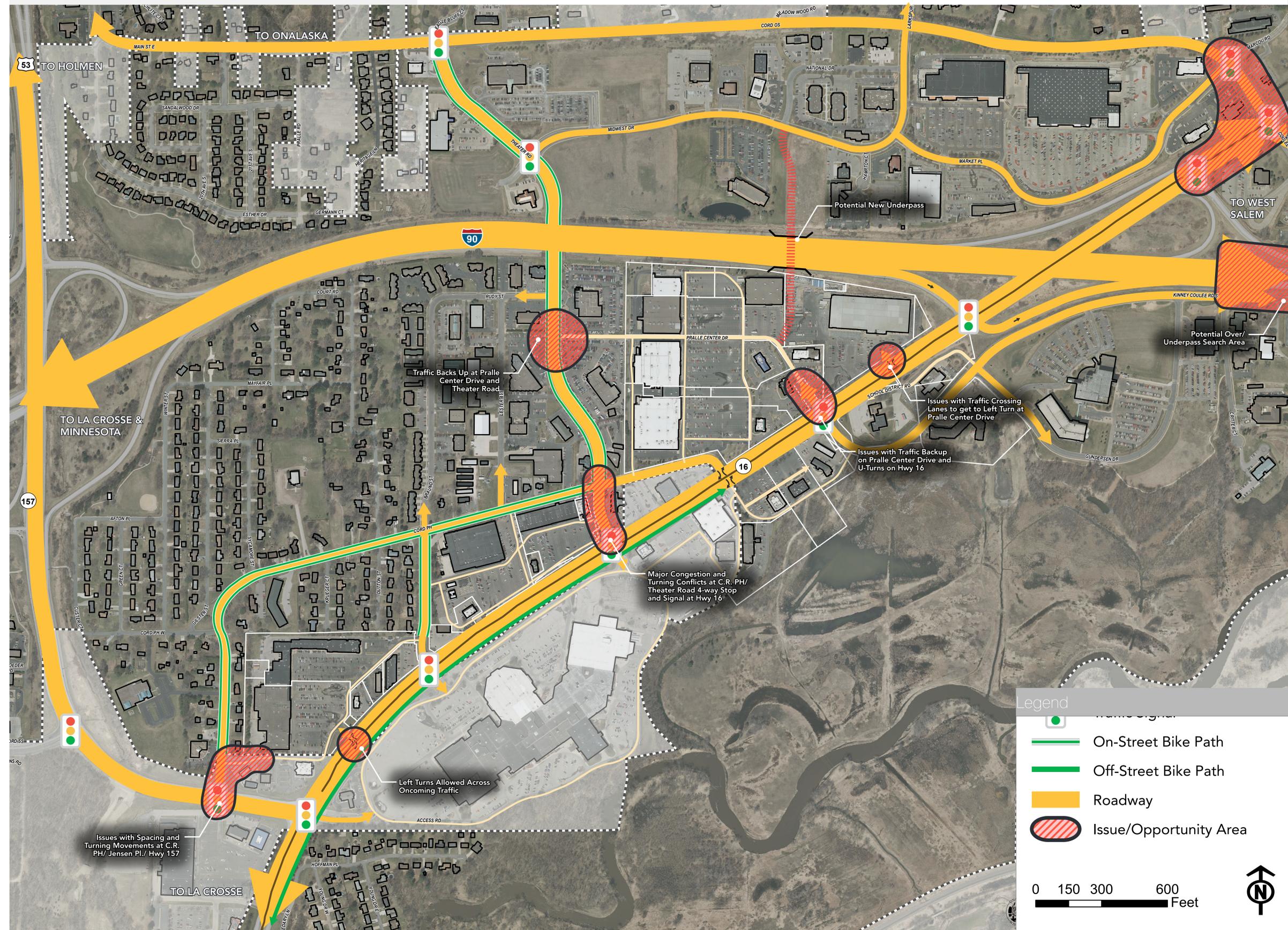
What do you think?

Use sticky notes to add your thoughts and comments regarding circulation in the state road 16 corridor.



What do you think?

Use sticky notes to add your thoughts and comments regarding these issues and opportunities.



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
 - Backage road along the La Crosse River Conservancy Area (behind Kwik Trip & Olive Garden)
- 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)
- 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)

Precedent Imagery



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)

Precedent Imagery



PARKS, TAILS, & OPEN SPACES

- Enhance pedestrian and bike connectivity in the corridor
 - Create stronger pedestrian connections between businesses
 - Create safer crossings of State Road 16
- Connect trails network 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

Precedent Imagery

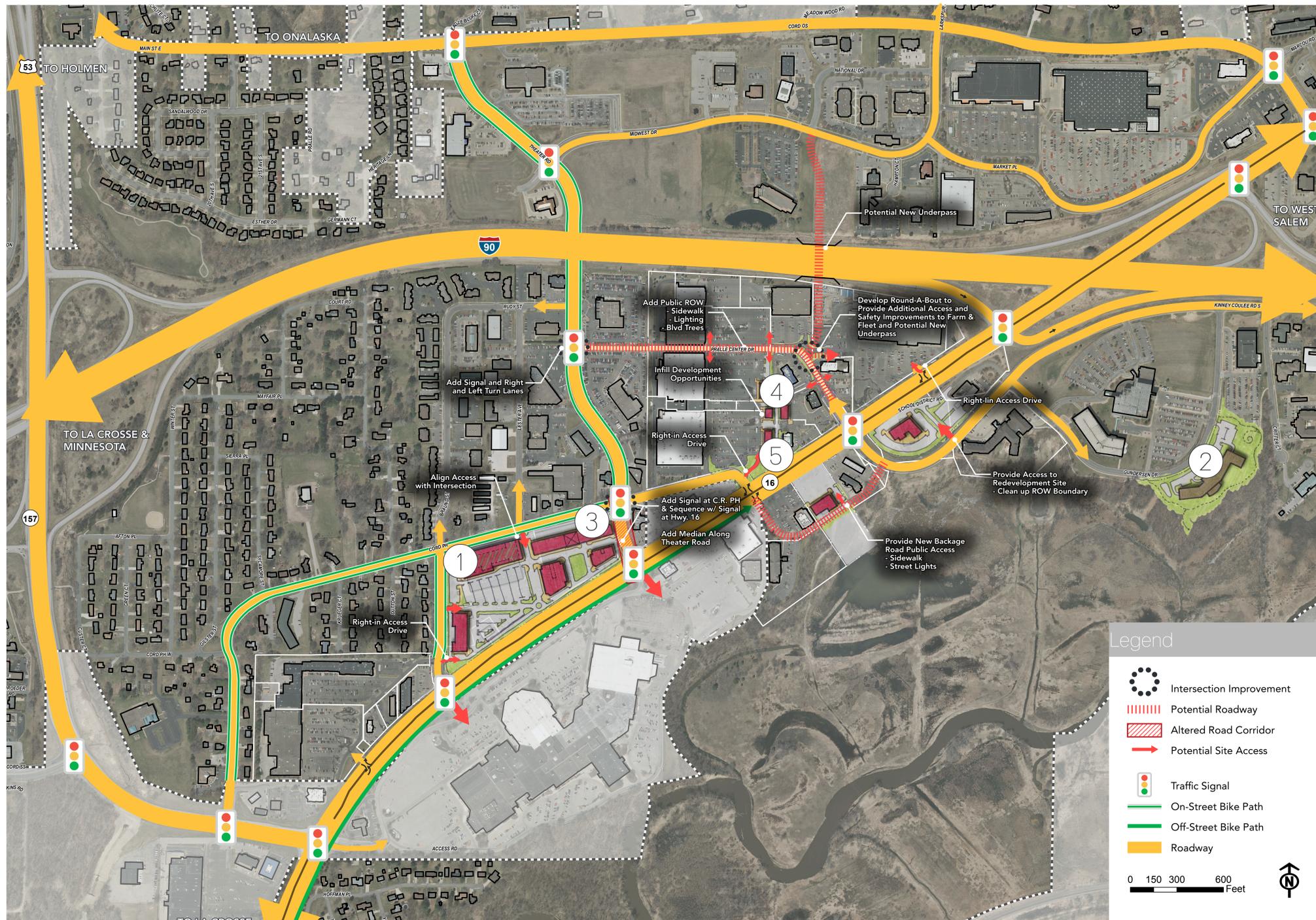


Use sticky notes to add your thoughts and comments about the images or ideas that you see here.

What do you think?

What do you think?

What do you think?



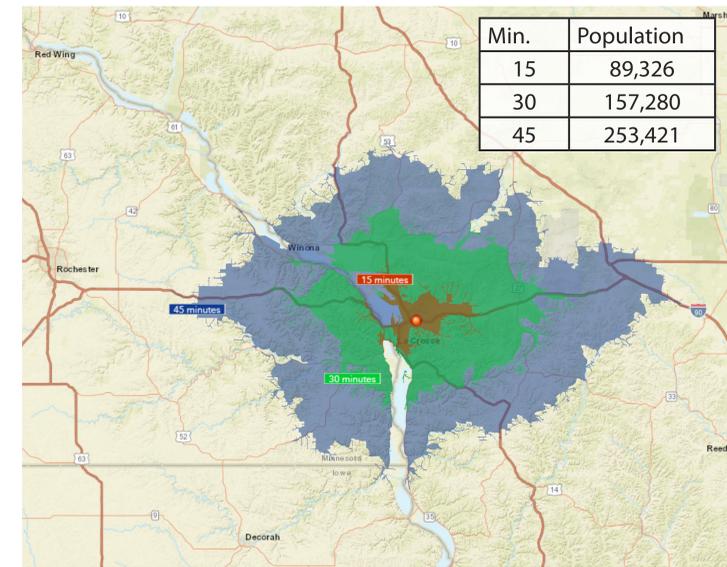
What do you think?

Use sticky notes to add your thoughts and comments about the images or ideas that you see here.



State Road 16 - Market Findings

What do you think?



Regional Capture Rate

	15 Minutes <small>Onalaska, Holmen, West Salem, La Crescent, ~2/3 of La Crosse</small>	30 Minutes <small>All of La Crosse, Sparta, Trempleau, Brownsville, Stoddard</small>	45 Minutes <small>Tomah, Winona, Caledonia, Westby</small>
Population (Onalaska/Capture Area)	21.1%	12.0%	7.4%
General Merchandise Stores (452)	60.6%	32.8%	20.9%
Food Services & Drinking Places (722)	48.5%	26.5%	17.2%
Bldg Materials, Garden Equip. & Supply Stores (444)	59.3%	31.0%	19.0%
Clothing & Clothing Accessories Stores (448)	60.5%	33.0%	21.0%
Sporting Goods, Hobby, Book & Music Stores (451)	81.1%	43.8%	27.4%
Health & Personal Care Stores (446,4461)	45.9%	24.3%	14.9%
Electronics & Appliance Stores (443)	58.4%	31.7%	20.1%
Furniture & Home Furnishings Stores (442)	41.2%	22.4%	14.6%
Food & Beverage Stores (445)	27.2%	14.6%	9.2%
Miscellaneous Store Retailers (453)	29.0%	15.5%	9.6%
Nonstore Retailers (454) <i>E-shopping, Vending</i>	2.5%	1.3%	0.9%
Gasoline Stations (447,4471)	14.9%	8.0%	5.0%
Motor Vehicle & Parts Dealers (441)	14.9%	7.9%	4.9%

Key Takeaways

Regional Retail

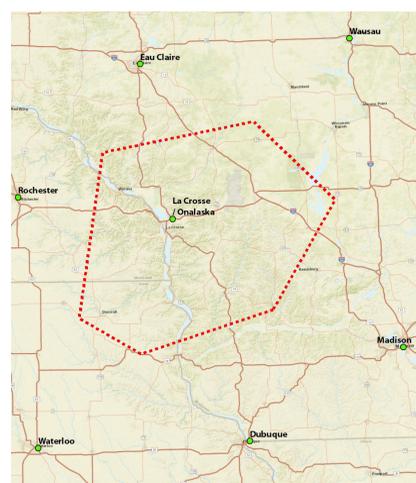
- Exceptionally strong retail capture rate for the surrounding region
- Draws net outside spending in nearly every retail category
- Best retail location in La Crosse Region from a highway/access perspective at intersection of I-90 and US-53
- Low vacancy rates and rising rents (over 2x the average asking rent for retail space in La Crosse or Holmen) point to the strength of this area.
- Differences in visibility, circulation, and access make some parcels more attractive for retailing than others.
- Regional retail "cluster" strengthens the total retail draw of the area, and makes the area more resilient, but can mean increased local competition
- This area will be impacted by changes at the Valley View Mall
- The study area may be vulnerable to changing spending habits and e-shopping, but this has more to do with retail in general than this area in particular.

Use sticky notes to add your thoughts and comments about the images or ideas that you see here.



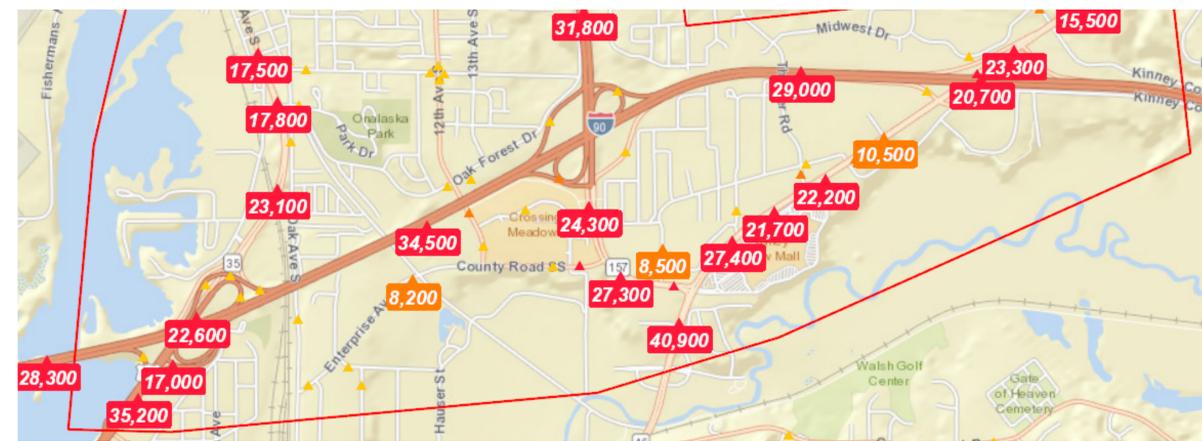
The Highway 16 study area is a regional retail destination. The primary draw for the area southwest Wisconsin and portions of southeast Minnesota and northeast Iowa.

Market Area Regional Competition:



- Cities +35K
- Rochester
 - Eau Claire
 - Wausau
 - Madison
 - Dubuque
 - Waterloo
- Others:
- Tomah
 - Winona

	Demand	Sales	Gap	%
General Merchandise Stores (452)	45,776,857	111,264,074	65,487,217	243.1%
Food Services & Drinking Places (722)	27,858,336	54,115,504	26,257,168	194.3%
Bldg Materials, Garden Equip. & Supply Stores (444)	17,649,185	41,714,826	24,065,641	236.4%
Clothing & Clothing Accessories Stores (448)	11,233,512	27,467,948	16,234,436	244.5%
Sporting Goods, Hobby, Book & Music Stores (451)	6,672,829	21,932,701	15,259,872	328.7%
Health & Personal Care Stores (446,4461)	16,317,667	30,134,365	13,816,698	184.7%
Electronics & Appliance Stores (443)	8,555,885	20,167,473	11,611,588	235.7%
Furniture & Home Furnishings Stores (442)	8,437,406	13,847,768	5,410,362	164.1%
Food & Beverage Stores (445)	40,047,124	43,817,994	3,770,870	109.4%
Miscellaneous Store Retailers (453)	10,046,180	11,692,054	1,645,874	116.4%
Nonstore Retailers (454) <i>E-shopping, Vending</i>	7,490,885	715,505	-6,775,380	9.6%
Gasoline Stations (447,4471)	30,332,092	18,285,164	-12,046,928	60.3%
Motor Vehicle & Parts Dealers (441)	55,176,616	32,962,142	-22,214,474	59.7%



(Above) These numbers represent all retail in Onalaska, and this area is the primary location for retail in the city. Compared to the spending habits and population size of Onalaska, there is significantly more spending than would be expected, meaning more money is coming into Onalaska and being spent on retail goods than is leaving the community.

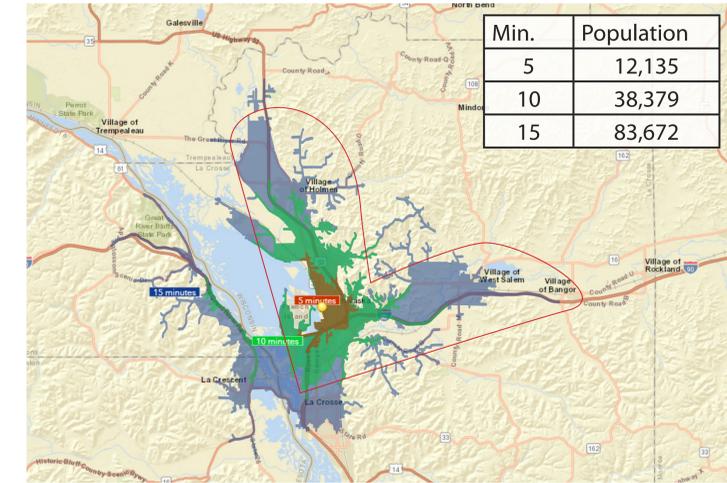
(Left) Daily traffic counts around the Highway 16 study area are some of the highest in the region. This is a major draw for retailers. Managing traffic and access is a challenge

Downtown - Market Findings

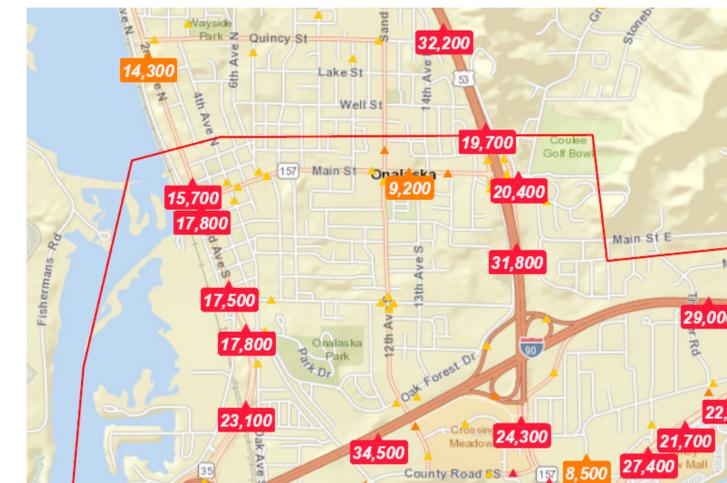
What do you think?

Retail

Downtown Drive Times (5, 10, 15 min.)

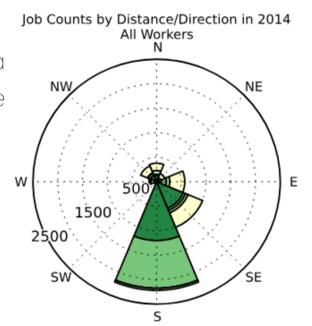


In contrast to the Highway 16 study area, which is a regional draw, the downtown study area is more likely to draw from a +/-15 minute drive and depends on the ability to provide something unique from other communities. This includes Onalaska as well as Holmen, West Salem, Bangor, and La Crescent. It may include the north side of La Crosse, but there may be more competition from downtown La Crosse.



The majority of Holmen residents commute through Onalaska via 35 or US-53. The downtown area retail and services benefit from this additional traffic.

- 57% work in La Crosse or Onalaska
- Other jobs along the I-90 corridor



Residential

Onalaska's population is getting older. This can have impacts on the health of the school districts and reinvestment in the housing stock.

- 30% of Onalaska Households are over 65 (20% Holmen)
- 31% of households include at least 1 child (39% Holmen)
- Households headed by someone <35 years old: homeownership is 27% (49% Holmen)

Owner Occupied Units in 2010, by age of householder

Age	HHs	%
15-24	44	0.92%
25-34	534	11.15%
35-44	827	17.26%
45-54	1,130	23.59%
55-64	1,067	22.27%
65-74	646	13.48%
75-84	428	8.93%
85+	115	2.40%

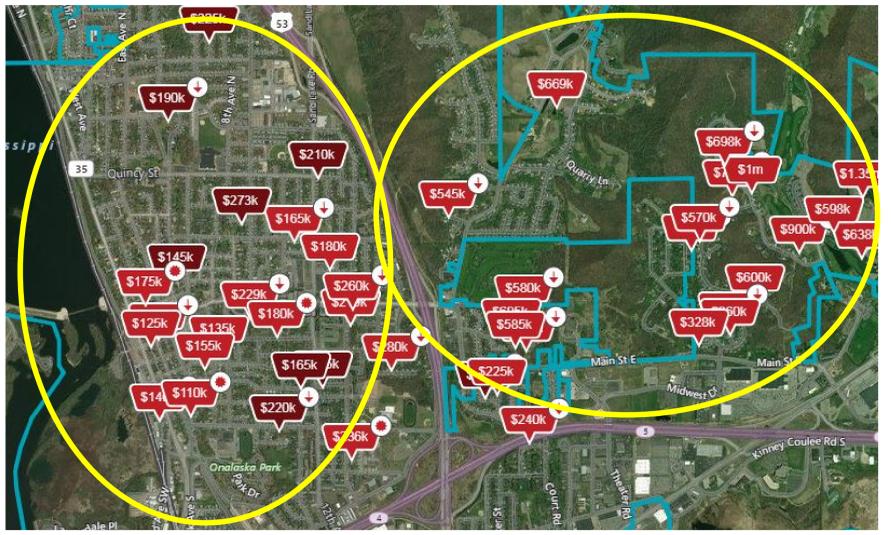
2010 census

- Less than 30% by someone under 45 in 2010
- Nearly 50% by someone over 55 in 2010
- >60% of households were 1 or 2 people

Monthly Rent	Units	Affordable for a household making:
\$1-249	85	\$ 9,960
\$250-499	193	\$ 19,960
\$500-749	1,181	\$ 29,960
\$750-999	430	\$ 39,960
\$1000-1249	113	\$ 49,960
\$1250-1499	37	\$ 59,960
\$1500-1999	115	\$ 79,960
\$2000-2499	32	\$ 99,960
\$2500+	0	

Opportunities for higher end, amenitized rental housing exists in Onalaska

- Median Household Income: \$61,299
- Average Household Income: \$79,816
- 4,693 (60%) of households make over \$50,000/year



As a generalization, housing in Onalaska can be split into two general categories:

- Downtown: older homes with longtime residents or first time homebuyers/young families
- Bluffs: Newer/larger homes with established mid/late career professionals

Key Takeaways

Residential

- Economics and the School District help keep Onalaska as a premier, desired location.
- The City is quickly approaching full build out and will not be able to develop new neighborhood subdivisions.
- While demand remains high, supply is becoming increasingly constrained. This may hinder growth moving forward.
- If there are not opportunities for new families to move into Onalaska, the City will continue to lose them to other communities such as Holmen.
- The downtown/"Down the Hill" neighborhoods are accessible as starter homes
- New civic improvements and possibilities of expanding employment options continue to draw people to the community
- An aging population has, and will continue to drive growth in downsizing, active adult, and senior housing.

Retail/Commercial

- Market area economics (incomes, spending, etc) are good
- Benefit from "experience" based retail as a draw.
- Build on existing brands and promote area as family friendly, outdoors, and culturally focused.
- Market will rely on Onalaska & Holmen residents, with opportunities to draw from West Salem, Bangor, French Island.
- Continue to capture "on the way" retail and convenient service for Onalaska and Holmen residents.

Use sticky notes to add your thoughts and comments about the images or ideas that you see here.



DOWNTOWN / HIGHWAY 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.
- 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.
- 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.

What do you think?

Use sticky notes to add your thoughts and comments about the themes expressed by stakeholders



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.
- 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.
- 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.
- 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).
- 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.
- 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.