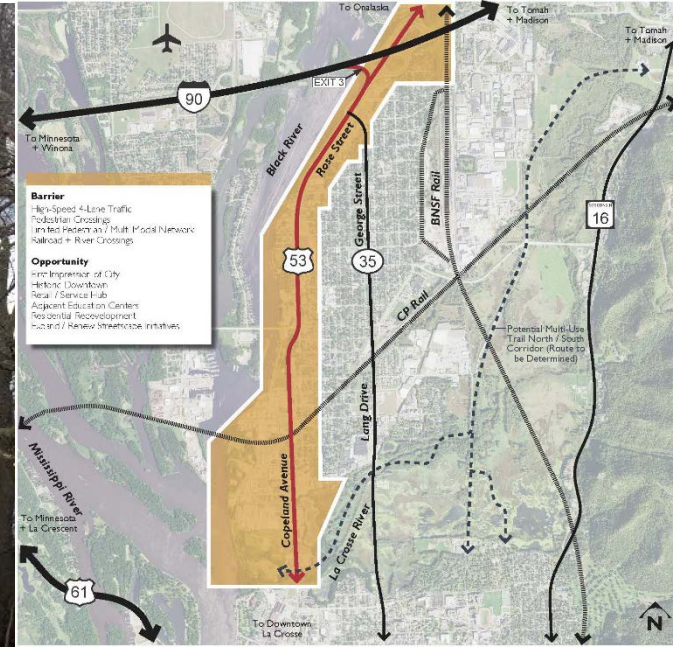


CITY OF LA CROSSE

HIGHWAY 53 CORRIDOR PLAN

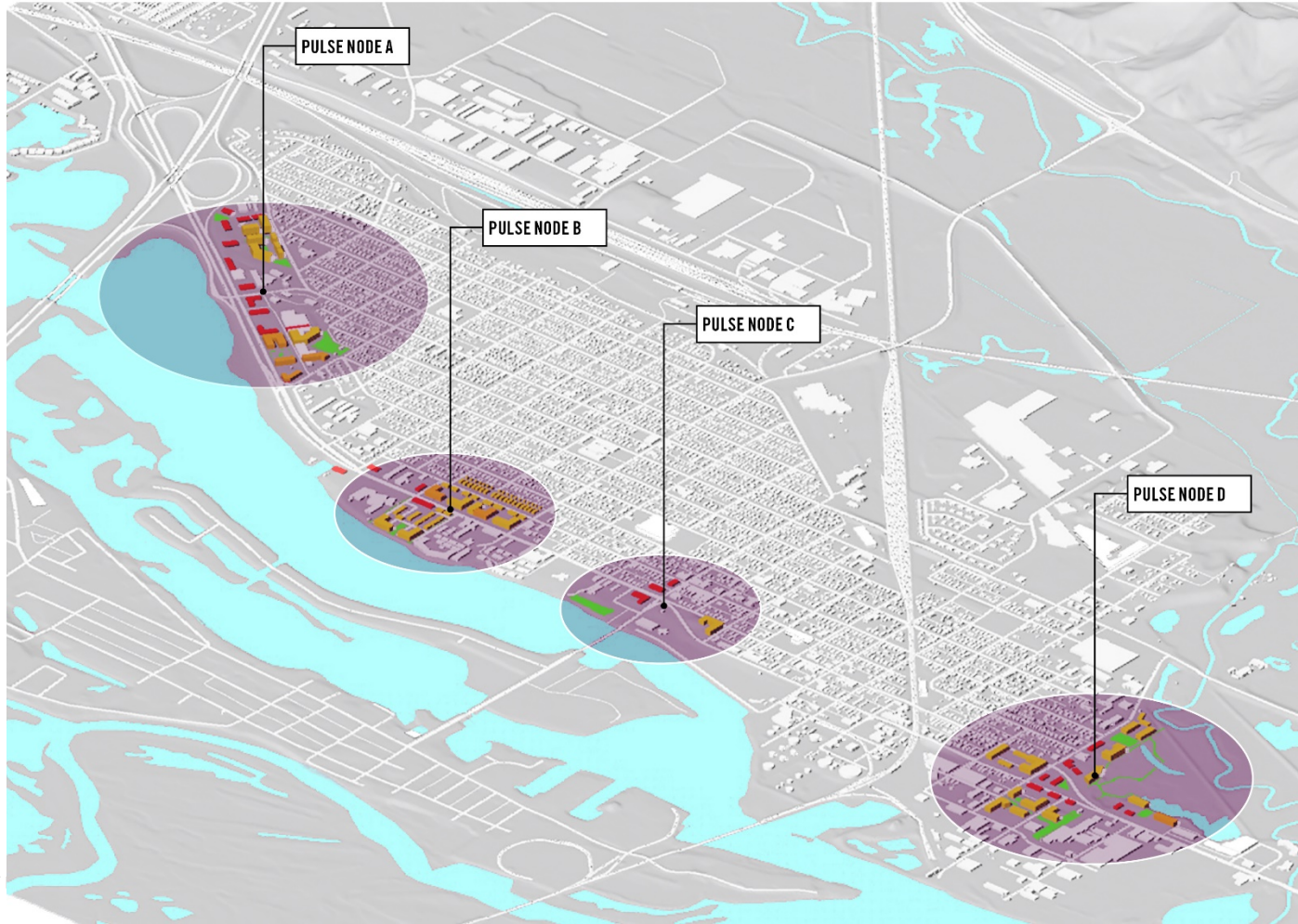


AGENDA

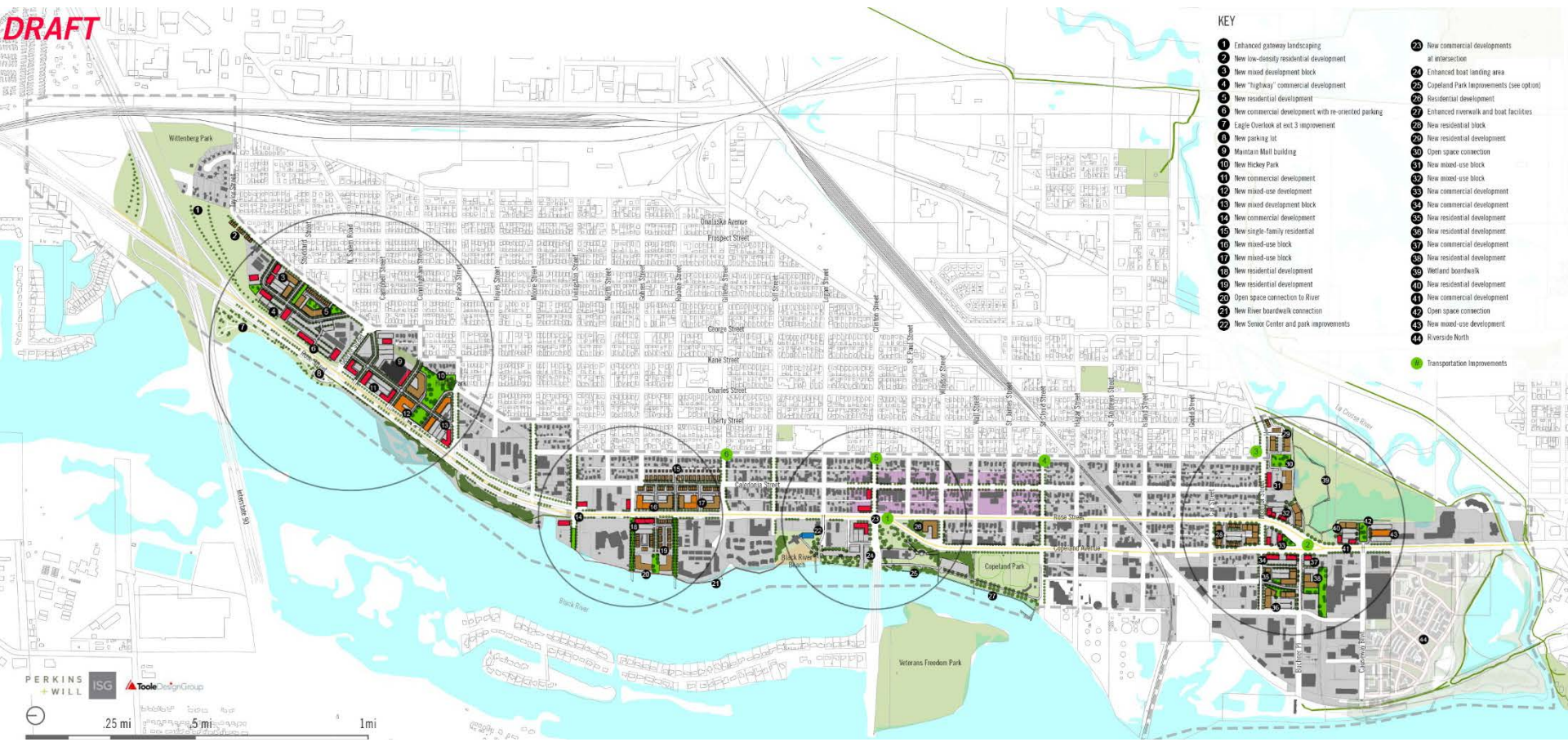
- Preferred Redevelopment Concept 30 min
- Implementation Strategies 40 min
- Next Steps 10 min

PREFERRED REDEVELOPMENT CONCEPT

CORRIDOR PULSE NODES

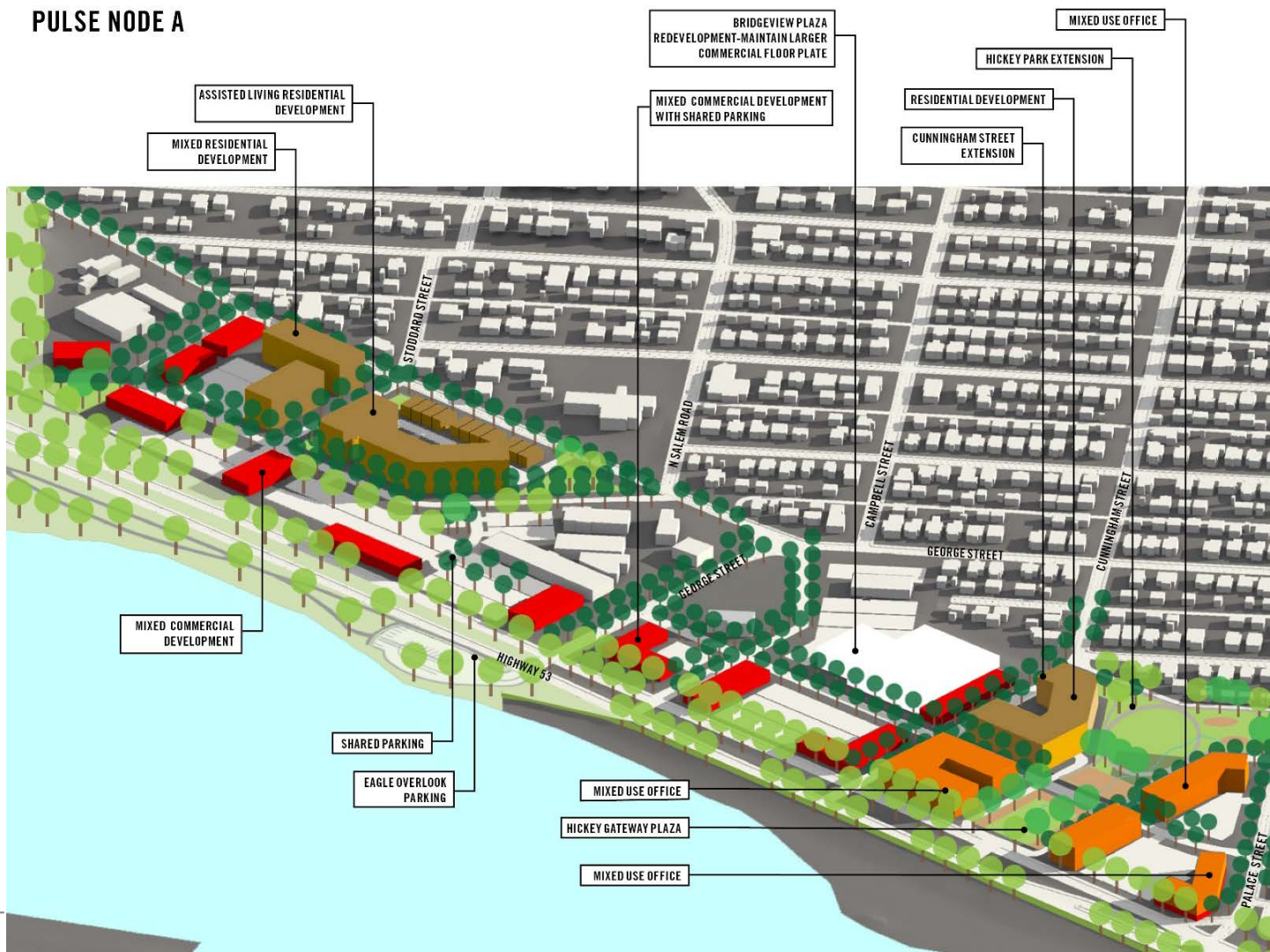


DRAFT



- KEY**
- 1 Enhanced gateway landscaping
 - 2 New low-density residential development
 - 3 New mixed development block
 - 4 New "highway" commercial development
 - 5 New residential development
 - 6 New commercial development with re-oriented parking
 - 7 Eagle Overlook at exit 3 improvement
 - 8 New parking lot
 - 9 Maintain Mall building
 - 10 New Hickey Park
 - 11 New commercial development
 - 12 New mixed-use development
 - 13 New mixed development block
 - 14 New commercial development
 - 15 New single-family residential
 - 16 New mixed-use block
 - 17 New mixed-use block
 - 18 New residential development
 - 19 New residential development
 - 20 Open space connection to River
 - 21 New River boardwalk connection
 - 22 New Senior Center and park improvements
 - 23 New commercial developments at intersection
 - 24 Enhanced local landing area
 - 25 Copeland Park Improvements (see option)
 - 26 Residential development
 - 27 Enhanced riverwalk and boat facilities
 - 28 New residential block
 - 29 New residential development
 - 30 Open space connection
 - 31 New mixed-use block
 - 32 New mixed-use block
 - 33 New commercial development
 - 34 New residential development
 - 35 New residential development
 - 36 New commercial development
 - 37 New residential development
 - 38 Wetland boardwalk
 - 39 New residential development
 - 40 New commercial development
 - 41 Open space connection
 - 42 New mixed-use development
 - 43 Riverside North
 - Transportation Improvements

PULSE NODE A



Design Recommendations



Enhanced Connectivity



Enhanced Wayfinding



Enhanced Pedestrian Experience



Landscape Enhancement



Enhanced Development (Commercial, Residential, Mixed Use)



Strengthen Built Form (Guidelines, Facades, Ordinance)

PULSE NODE A



HICKEY PARK RENDERING

EXTEND HICKEY PARK TO HWY 53
AND PROVIDE VISUAL
CONNECTION TO BLACK RIVER

PROVIDE FLEXIBLE PUBLIC
REALM TO SUPPORT EVENTS AND
FARMERS MARKET

MAINTAIN VIEWS TO BLACK
RIVER FROM PARK AREA

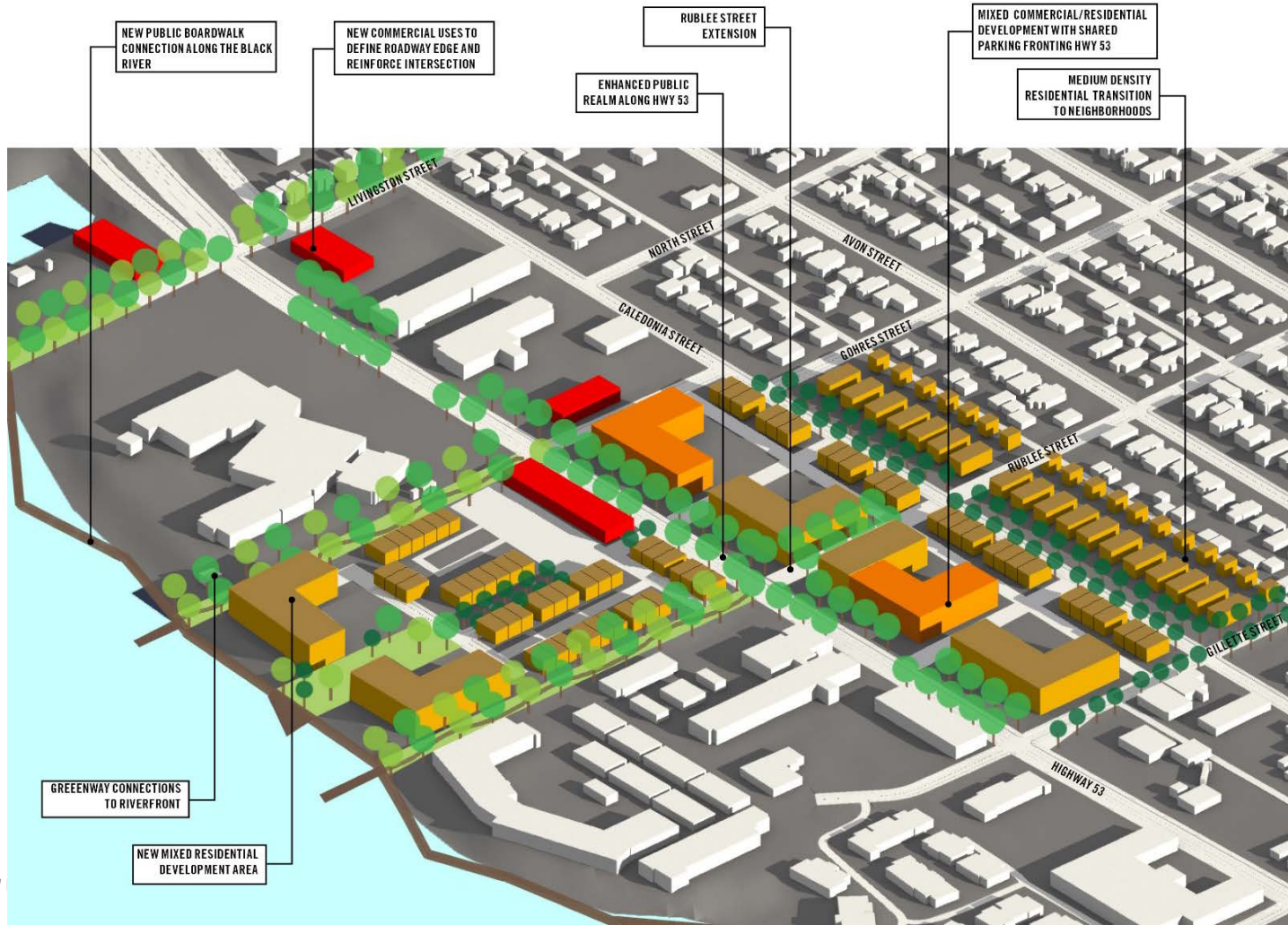
PROVIDE ENHANCED PEDESTRIAN AND
BICYCLE CONNECTIONS ALONG HWY 53

ENHANCE STREET
CONNECTIVITY TO HWY 53

NEW MIXED USE BUILDINGS
WITH GROUND FLOOR ACTIVE
USES



PULSE NODE B



PULSE NODE B



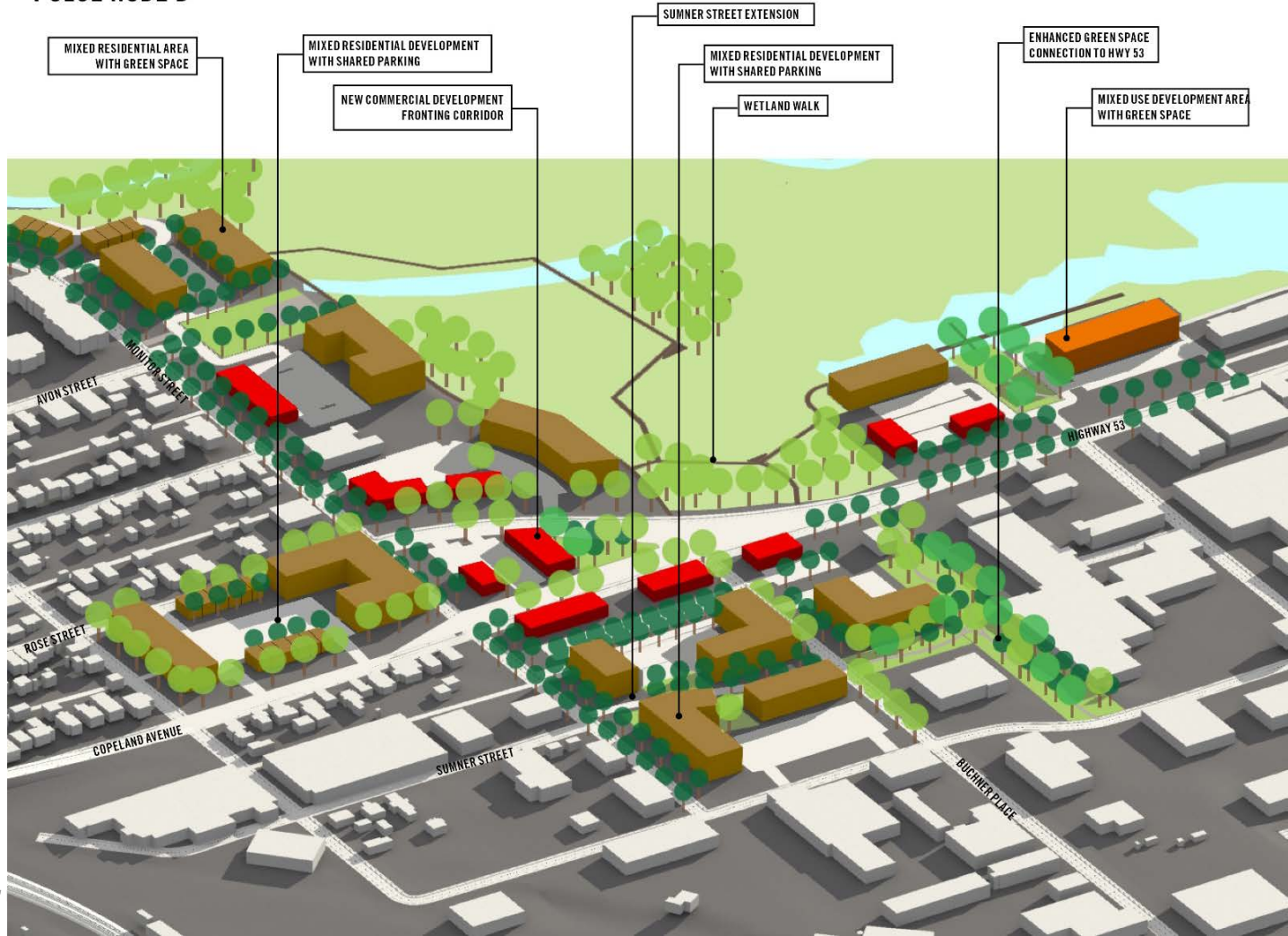
PULSE NODE C



PULSE NODE C



PULSE NODE D

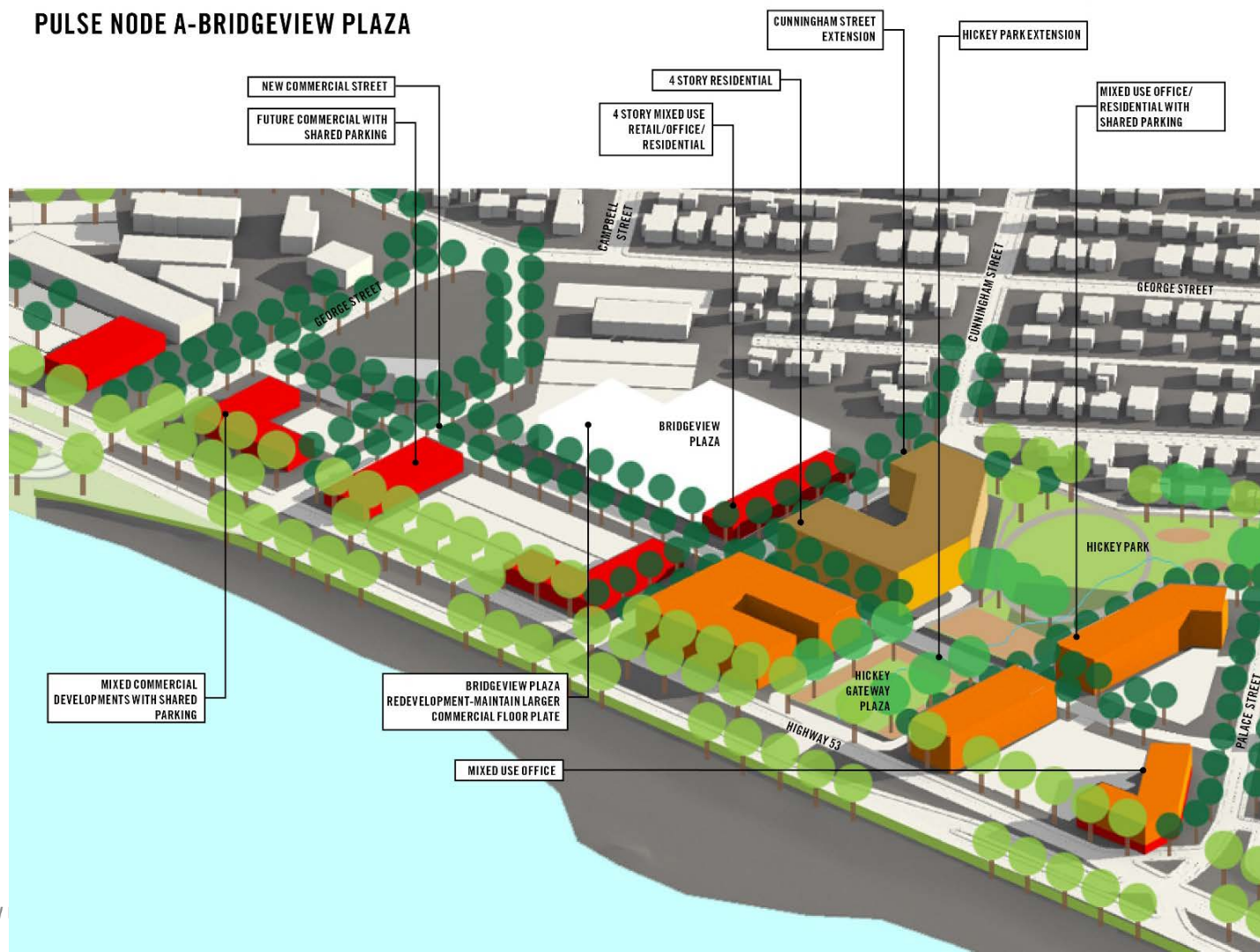


PULSE NODE D

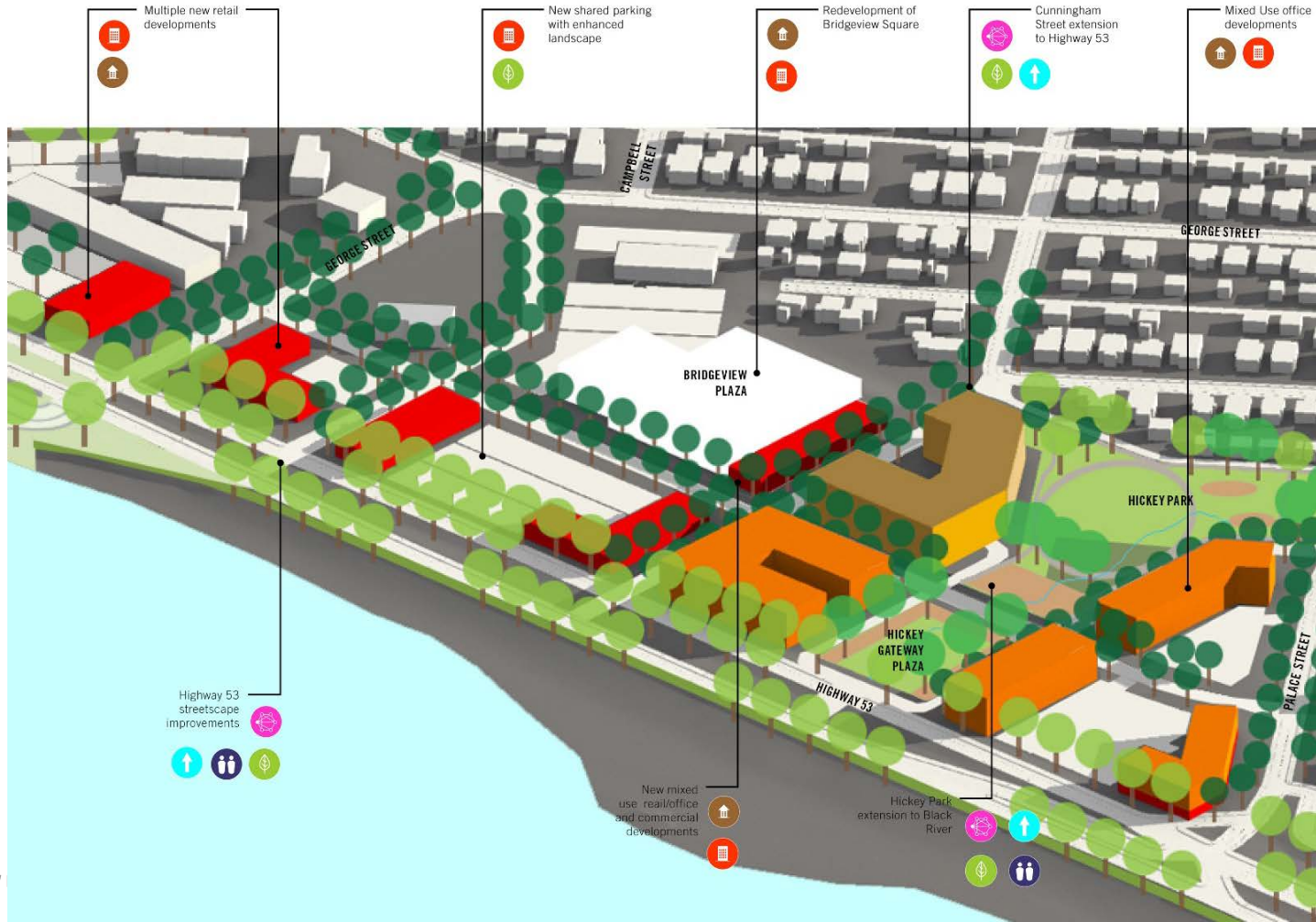


IMPLEMENTATION

PULSE NODE A-BRIDGEVIEW PLAZA

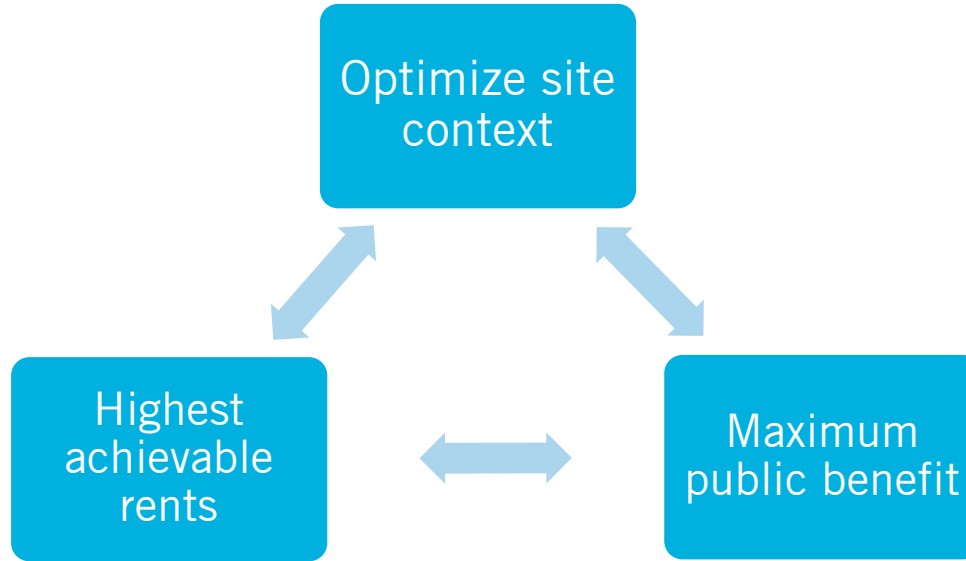


PULSE NODE A



Bridgeview Plaza

Big Picture – *Pioneering and Ambitious*



- *Public investment is partly offset by a lower per-unit financial gap*
- *That doesn't necessarily imply it's the right course of action, or offers the greatest return on investment*

Bridgeview Plaza

Implementation Challenges

1. Acquisition

- *Involves negotiations with owners and tenants*
- *New street benefits negotiations*

2. Timeline

- *Public realm improvements need to be front-loaded*

3. Scale of financial gap

Bridgeview Plaza

Pro forma Analysis

Methodology

- Development Costs
 - *Acquisition, site preparation*
 - *Street and park development*
 - *Seven buildings*
- Operating Income
 - *Estimated rents*
 - *Operating costs*
- Project Finance
 - *Lender*
 - *Developer*
 - *Gap*

Findings

- Ambitious, but potentially doable
 - *In line with signature efforts of some cities*
- Key assumptions have large “confidence intervals”—aka uncertainty
- Project viability is highly sensitive to expected rents
 - *Key will be to identify a developer who believes in the project*

PEDESTRIAN, BICYCLE, AND TRANSIT

PEDESTRIAN RECOMMENDATIONS

Improve Residential Sidewalks

- Eliminate obstructions and gaps
- Replace failed pavements
- Enforce snow removal
- Enhance crossings at high volume locations



PEDESTRIAN RECOMMENDATIONS

Improve Commercial Sidewalks

- Design for sidewalk “zone”
- Develop sustainable streetscaping themes
- Pedestrian scale wayfinding
- Consider times and locations to program “open streets”



BICYCLE RECOMMENDATIONS

Eliminate Barriers

- Safer crossings
- Classes to educate and build confidence
- Work with community partners



BICYCLE RECOMMENDATIONS

Improve Public Infrastructure

- More bikeways
- Pedestrian-scale wayfinding
- Public bicycle racks
- Continued comprehensive bicycle system planning



BICYCLE RECOMMENDATIONS

Encourage Private Infrastructure

- Functional bike racks/lockers
- Employee showers
- Shared bicycles



TRANSIT RECOMMENDATIONS

Encourage/Facilitate Transit Oriented Development (TOD)

- Direct route to shopping, Downtown, employment, and services
- Work with developers, employers, and institutions to increase mode share



TRANSIT RECOMMENDATIONS

MTU Improvements

- Evaluate neighborhood routes for improvement (see LAPC transit plan)



WAYFINDING + STREESCAPING

WAYFINDING RECOMMENDATIONS

- Cohesive corridor
- Unique to each context
- Design is important
- Content is important
- Must have several scales and multi-purpose (cars, pedestrians, visitors)



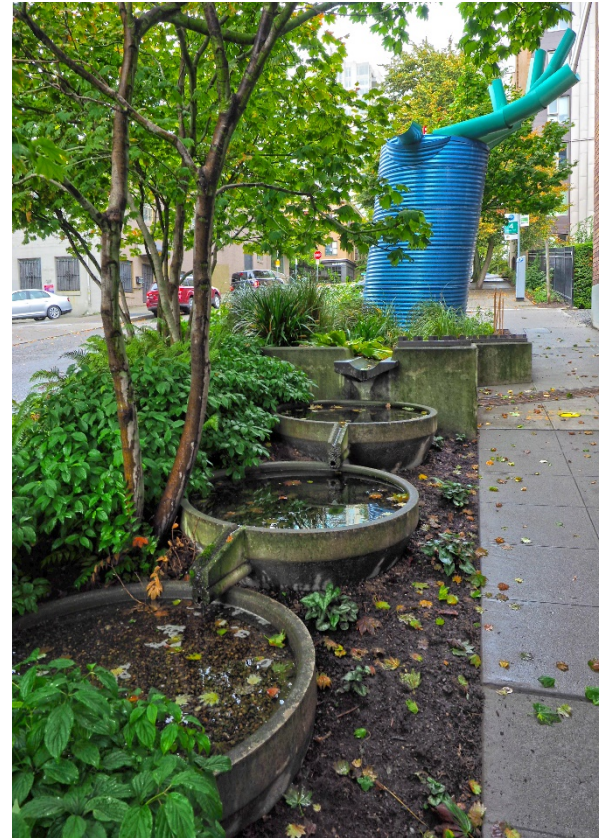
WAYFINDING RECOMMENDATIONS

- Lighting
- Gateway monuments
- Public art
- Kiosks
- Visitor guides



STREETSCAPING RECOMMENDATIONS

- Sidewalk and crossing treatment
- Lighting
- Street trees
- Plantings
- Street furniture
- Outdoor places (e.g. cafes, small parks)



STREETSCAPING RECOMMENDATIONS

- Stormwater management
- Traffic calming measures
- Temporary traffic calming



INTERIM STRATEGIES

INTERIM STRATEGIES

- Temporary Signs
- Parklets
- Planters
- Pavement markings
- Community events



BUILT ENVIRONMENT

DESIGN GUIDELINES: LAND USE MIXES

MIX A MEDIUM/HIGH DENSITY RESIDENTIAL

Provision of a balanced mix of housing prices for various resident income levels to promote transit-oriented residential neighborhoods that offer high-quality living environments.

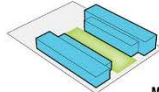
MEDIUM DENSITY RESIDENTIAL

Primarily consisting of a variety of 1-, 2-, and 3-story townhomes that can accommodate a variety of household types. Typical densities can range from 10 to 20 units per acre. This land use type will serve as a transition to existing residential developments and more intense mixed use areas.

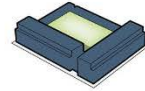
HIGH DENSITY RESIDENTIAL

Consists of 3- to 5-story buildings with common entrance, elevators, and structured parking. Often has a variety of common area amenities. Typical densities can range from 40 to 120 units per acre.

Placement and Massing



MEDIUM DENSITY



HIGH DENSITY

Medium Density



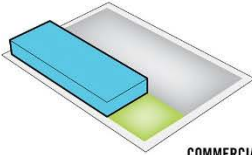
High Density



MIX B COMMERCIAL

Provision of amenity, service, and community oriented uses to support and enhance a live, work, and shop environment.

Areas adjacent to high visibility roadways can support a variety of retail and office uses. This mix will provide a critical mass of retail and office uses. Bringing building entrances closer to the street and adapting parking areas to accommodate safer and more pleasant pedestrian movement helps support transit accessibility.



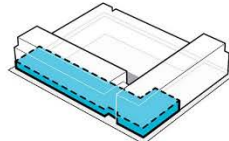
COMMERCIAL



MIX C MIXED-USE: COMMERCIAL AND RESIDENTIAL

Provision of medium intensity jobs-related to residential and community oriented uses establishing mixed-use, transit-oriented residential neighborhoods that offer high-quality living environments.

High visibility roadways can support a variety of retail, and in some cases, complimentary high density residential in medium scale building above first floor. Meanwhile, less visible sites can be high density residential.



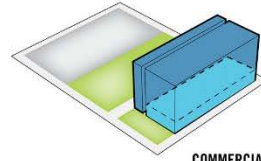
COMMERCIAL+
RESIDENTIAL



MIX D MIXED-USE: COMMERCIAL AND OFFICE

Provision of the highest intensity jobs-related to community oriented services/uses that offer high quality living environments. Amenity uses are included to support and enhance the functioning of this mix.

Sites adjacent to high visibility roadways will be appropriate for retail. Office uses that benefit from being proximate to high traffic areas but do not need the accessibility of retail, can locate above the retail or on sites away from main roadways.



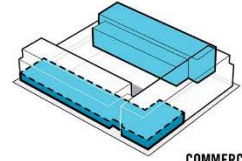
COMMERCIAL+
OFFICE



MIX E MIXED-USE: COMMERCIAL, OFFICE, AND RESIDENTIAL

Provision of medium to high intensity jobs-related to residential and community oriented uses establishing mixed-use, transit-oriented residential neighborhoods that offer high-quality living environments.

High visibility roadways can support a variety of supplemental ground floor retail with high density residential or office above. This will provide a broader mix of transit supportive land uses which is critical to the creation of high quality urban environments. Sites with less traffic can be candidates for freestanding office or high density residential. Strategic placement of public open space can greatly enhance value of surrounding properties.



COMMERCIAL+
OFFICE+
RESIDENTIAL



CENTRAL STATES WAREHOUSE-FACADE IMPROVEMENTS

DESIGN GUIDELINES: FAÇADE TREATMENTS



CENTRAL STATES WAREHOUSE-FACADE IMPROVEMENTS

DESIGN GUIDELINES: FAÇADE TREATMENTS

FACADE IMPROVEMENTS-
LIVING+BREATHING FACADE

NEW STREET TREES

GREEN WALL BACKLIGHTING

IMPROVED LIGHTING



NEXT STEPS

TABLE OF CONTENTS

Executive Summary

Introduction

- Background/Context
- Previous Studies
- Market Analysis
- Transportation Evaluation
- Urban Design Analysis
- Community Engagement

Corridor Plan Recommendations

- Vision + Goals and Objectives

This will be similar to the documents we have all come to consensus on thus far, written in plain language and highly visual. Any member of the community should be able to articulate the vision even if they weren't engaged in the planning project through easy reading and precedent imagery.

- Pulse Nodes – Redevelopment Concepts

Explain the concept through plain language and imagery. Identify each of the pulse nodes, describe what makes each unique, and recommend how to best put its assets to use.

- Multi-Modal Recommendations – Bicycle/pedestrian/transit and Automobiles

Recommend realistic and actionable projects that will improve mobility for all through the corridor. Strike the balance between the need to maintain traffic flow, develop economic improvement, and create even greater livable neighborhoods.

Implementation

- Corridor Wide Recommendations/activities (with priorities)

Further describe the pulse nodes but focus on recommended, specific implementation strategies. Lay out a clear plan for creating a cohesive corridor built on their unique contexts.

- Pulse node recommendations/activities/pro-forma (Bridgeview)

Go into detail on the implementation of redevelopment of the Bridgeview site. The benefits will be twofold. One, create a marketable plan for redevelopment, and two, write the playbook for how to create a similar plan for future redevelopment sites within the boundary.

- Redevelopment tools and resources

Make the case for the need for capacity building outside of tradition methods and City government. Comprehensively list the tools available through the 5Ps to redevelop the corridor and provide efficient resources.

QUESTIONS