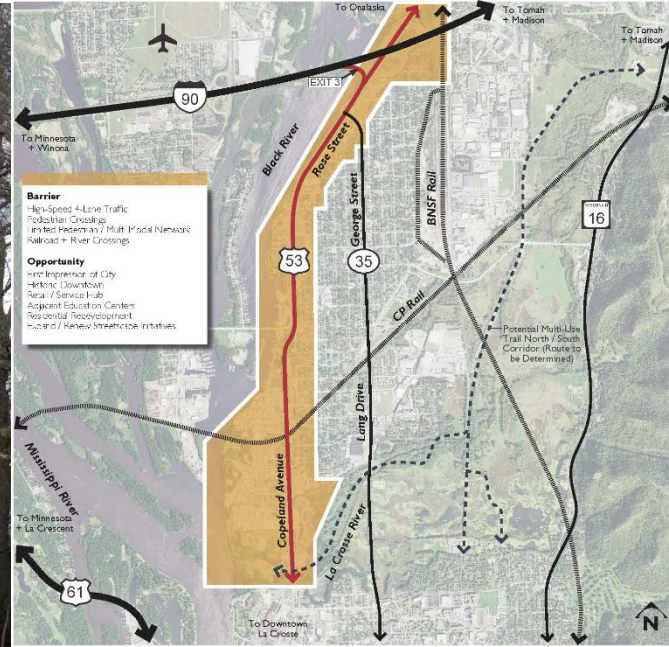


CITY OF LA CROSSE

HIGHWAY 53 CORRIDOR PLAN



AGENDA

- Introductions 5 min
- Update Community Engagement 10 min
- Summary of Analysis 20 min
 - Transportation
 - Redevelopment Sites
 - Land Use
 - Recreation + Open Space
- Summary of Market Research 15 min
- Design Goals and Objectives 30 min
 - Urban Design Principles
 - Vision Statement
 - Goals and Objectives
- Schedule 5 min

CONSULTANT TEAM



John Slack
Project Manager + Senior
Landscape Architect
Perkins+Will



Will Kratt
Assistant Project Manager +
Associate Principal +
Civil/Transportation Engineer
ISG



Jay Demma
Senior Planner
Perkins+Will



Tom Leighton
Planner
Tangible



Amanda Prosser
Senior Landscape Architect
ISG



Kevin Leucke
Senior Planner
Toole Design Group

UPDATE COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT

Steering Committee

- September 7 – Project Kick-off
- November 11 – Community Workshop #1 Recap
- January 18 – Phase 2 – Exploring Alternatives Kick-off
- Late February (TBD) – Community Workshop #2 Recap
- Late March (TBD) – Document + Implementation Plan Kick-off
- Late April (TBD) – Community Workshop #3 Recap
- Early June (TBD) – Final Plan Review



COMMUNITY ENGAGEMENT

Community Workshops

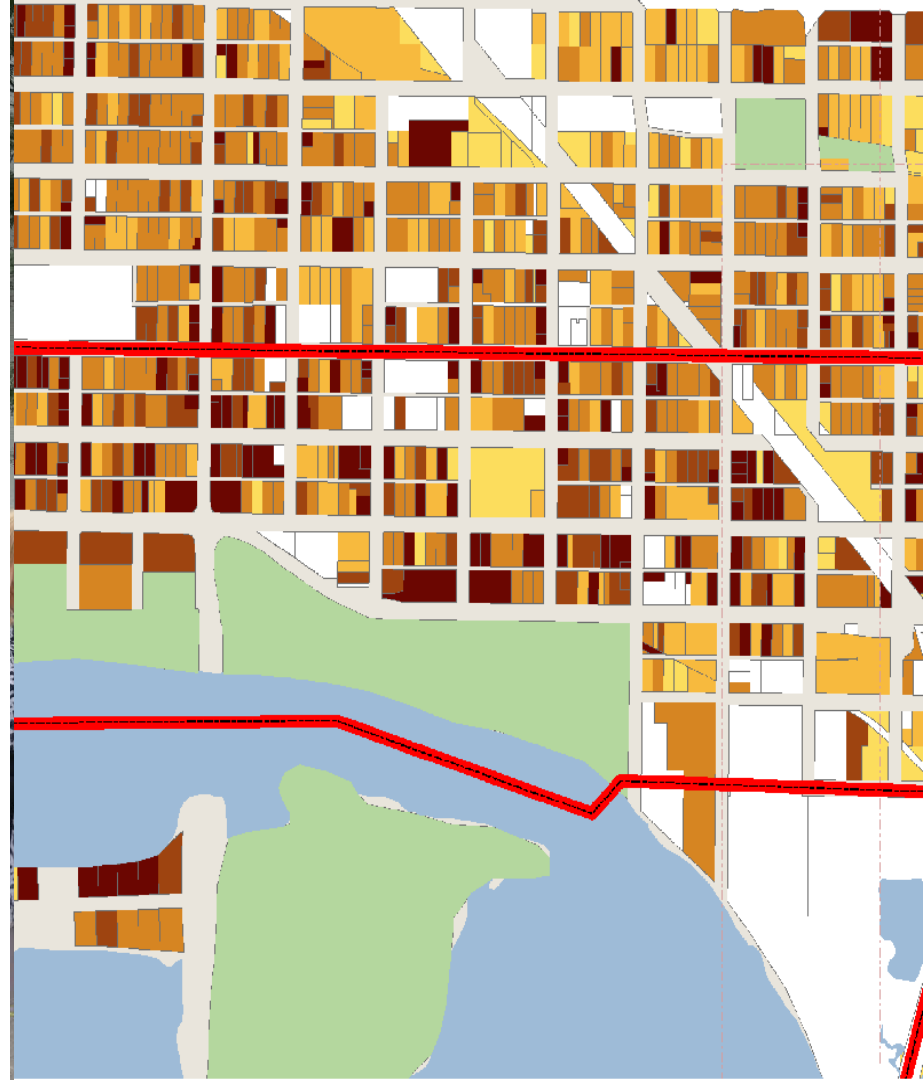
- November 10 – Community Workshop #1
- Late February (TBD) – Community Workshop #2
- Late April (TBD) – Community Workshop #3
- June (TBD) – Community Celebration



COMMUNITY ENGAGEMENT

One-on-One Interviews

- October 4th-5th – Interviews with Developers, Realtors, and Contractors



COMMUNITY ENGAGEMENT

Pop-up Events

- November 26th – Lights Over North La Crosse

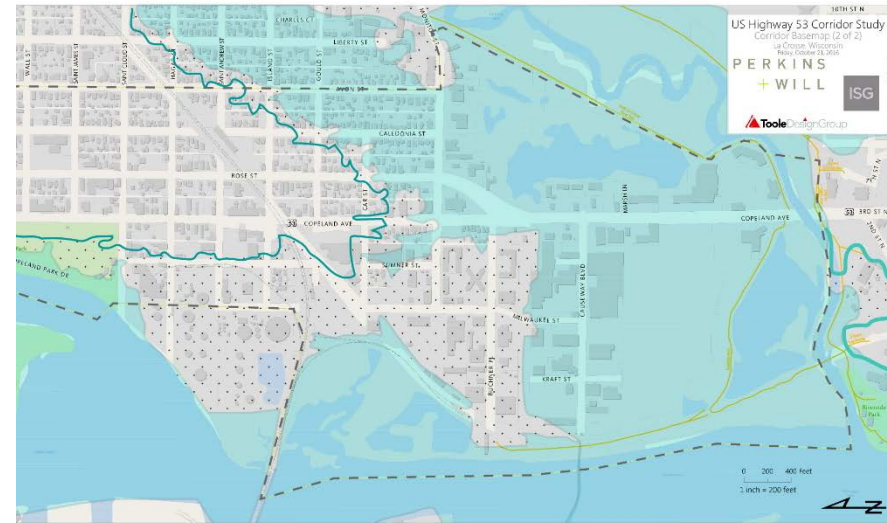


COMMUNITY ENGAGEMENT

Focus Groups

- November 28th – Neighborhood Revitalization Commission
- November 30th – City Departments – Engineering, Public Works, Water Utility, Streets
- November 30th – Floodplain – City, WDNR, USACE
- December 1st – Transportation – City, MTU, County, LAPC, WisDOT
- December 2nd – Intergovernmental – City, County
- December 2nd – Parks, Recreation, and Forestry

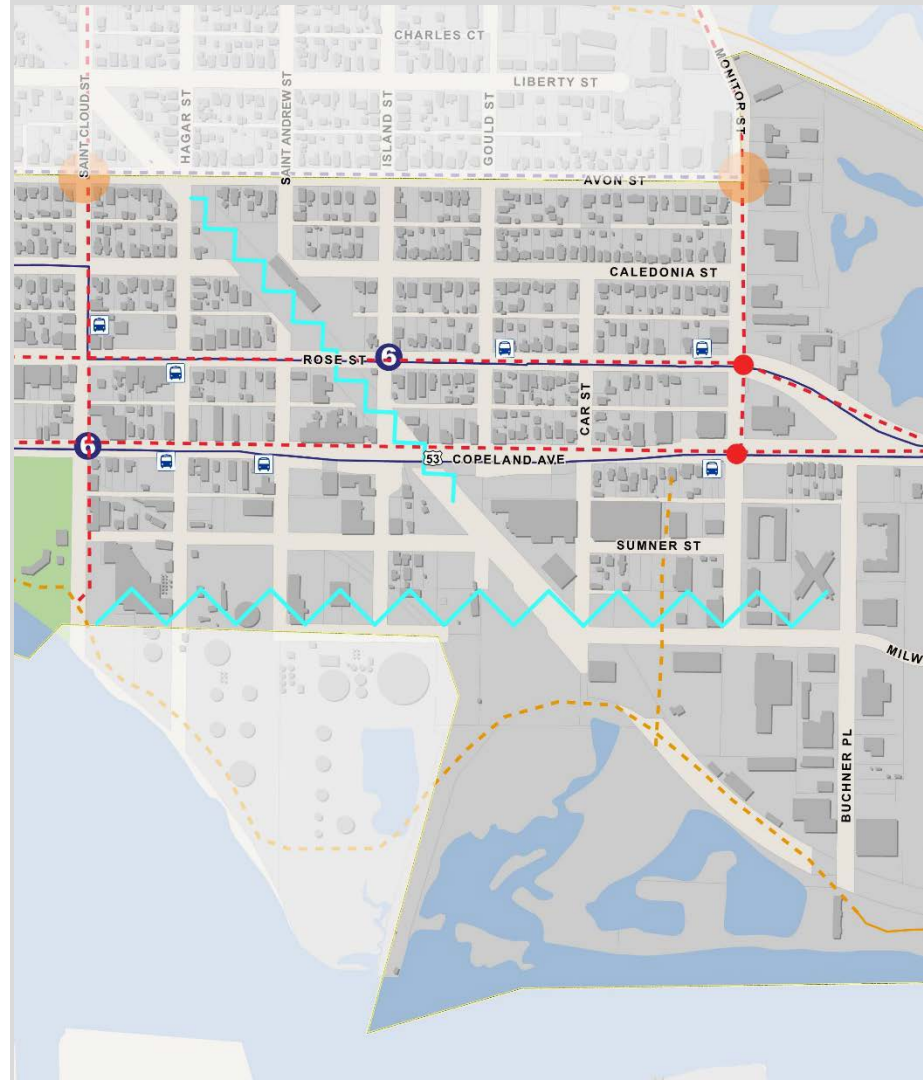
FLOODPLAIN



COMMUNITY ENGAGEMENT

Focus Groups

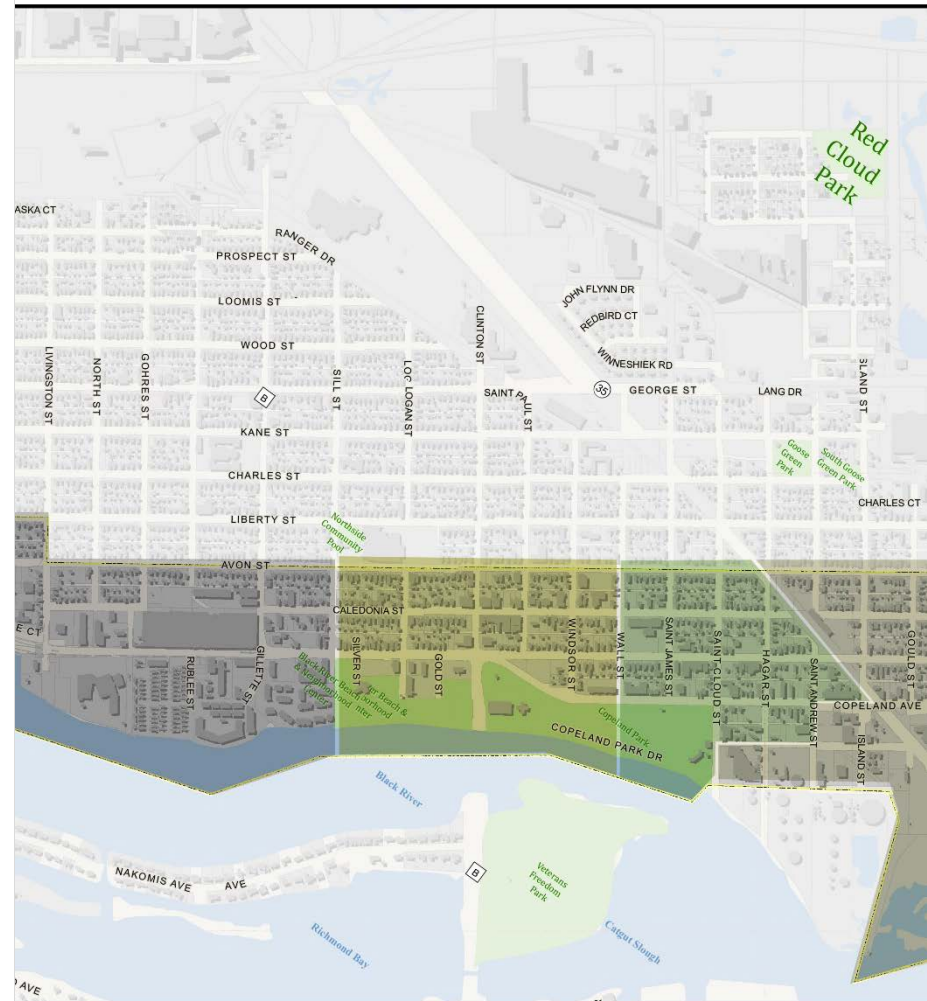
- December 5th – Explore La Crosse
- December 6th – Common Council Planning Session
- December 15th – Redevelopment Authority
- December 20th – Bike-Pedestrian Advisory Committee
- December 21st – Lower Northside Depot Neighborhood
- January 13th – Wisconsin Mississippi River Parkway Commission
- January 24th – Northside Logan Neighborhood
- TBD – Condo Associations



COMMUNITY ENGAGEMENT

Stakeholder Groups

- November 30th – 3 Stakeholder meetings
- December 1st – 4 Stakeholder meetings
- December 2nd – 1 Stakeholder meeting



COMMUNITY ENGAGEMENT

Website

- <http://www.cityoflacrosse.org/hwy53corridor/masterplan>
 - Study Area
 - Public Participation/Steering Committee Meetings
 - Documents
 - Schedule
 - Community Engagement Plan
 - Request for Information
 - Steering Committee and Consultant Team
 - Contact

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DEPARTMENTS ▾

CITY SERVICES ▾

VISITORS

[Departments](#) > [Planning & Development](#) > HWY 53 Corridor

HWY 53/Rose Street/Copeland Ave Corridor Master

Community Workshop #2 February 2017 - Date TBD

Please check back for more information on the next Community Workshop session.

This website is designed to be an information portal for details about the City of La Crosse Corridor Master Planning process. Please check back often to learn when the next session will provide input, to learn what's going on with the process or to view other useful information.

The City of La Crosse strives to provide information to its citizens utilizing the most transparent and providing easier access to accurate information.

The purpose of this project is to develop a comprehensive Hwy 53 Corridor Master Plan that addresses infrastructure, economic development opportunities, urban design, land use and opportunities and constraints, historic preservation, and linkages to the adjacent communities.

SUMMARY OF ANALYSIS

SUMMARY OF ANALYSIS- LANDUSE

US Highway 53 Corridor Study
 Corridor Basemap (1 of 2)
 La Crosse, Wisconsin
 Wednesday, November 9, 2016

PERKINS
 + WILL

ISG

Toole Design Group

Land Use



SUMMARY OF ANALYSIS- LANDUSE



SUMMARY OF ANALYSIS- LANDUSE

- There is a lack of mixed uses to promote healthy neighborhood economies and livability.
- There is a lack of diversity of residential stock for people to age in place on the northside.
- Where industrial may not be a best use of the land, some industry willing to move to better locations if provided time, incentives, and other benefits.
- Community members want to preserve and improve access to and from the water for travel, interaction with natural resources, and viewing.
- Floodplain is a significant issue for industrial/commercial properties because many have met the 50% improvement threshold.

SUMMARY OF ANALYSIS- MULTIMODAL

US Highway 53 Corridor Study
 Corridor Basemap (1 of 2)
 La Crosse, Wisconsin
 Wednesday, November 9, 2016

PERKINS + WILL

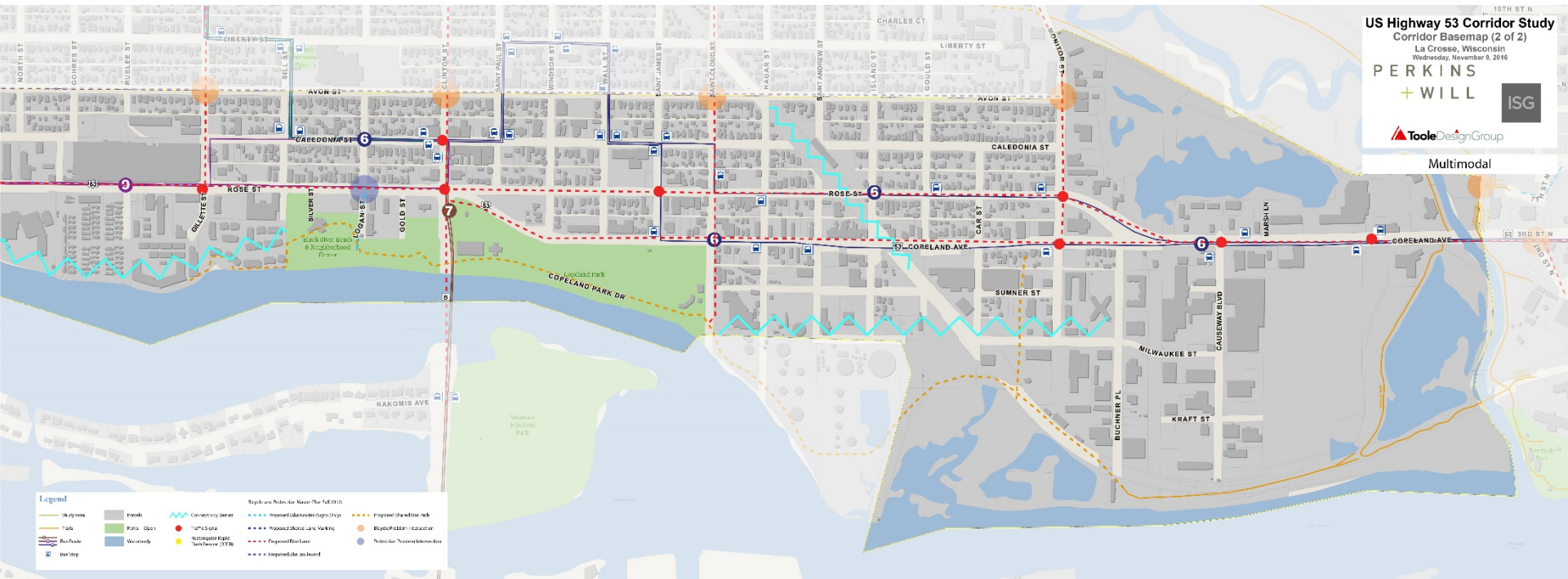
ISG

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Multimodal



SUMMARY OF ANALYSIS- MULTIMODAL



SUMMARY OF ANALYSIS- MULTIMODAL

- Significant challenges to walking and bicycling
- No bicycle facilities throughout the corridor
- Difficult crossing and intersections for bicyclists and pedestrians
- Gaps in sidewalk network, especially north of Livingston Street
- RRFB added to aid pedestrian crossings at the Black River Beach House
- Multiple transit routes serve the corridor (6, 7, 9)

SUMMARY OF ANALYSIS- TRANSPORTATION

US Highway 53 Corridor Study
 Corridor Basemap (1 of 2)
 La Crosse, Wisconsin
 Wednesday, November 9, 2016

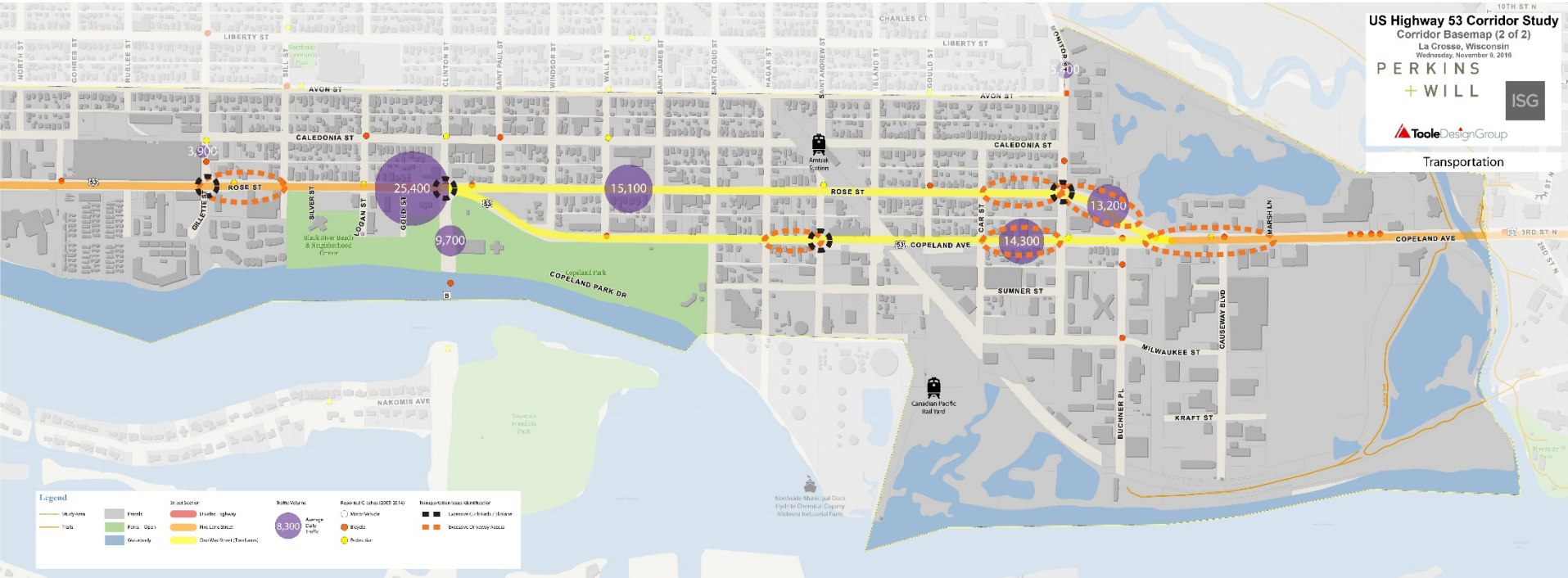
PERKINS
 + WILL

ISG

TooleDesignGroup
 Transportation



SUMMARY OF ANALYSIS- TRANSPORTATION



SUMMARY OF ANALYSIS- TRANSPORTATION

- Significant traffic volumes throughout the corridor
- Significant motor vehicle crashes, particularly at the north end
- Many driveways throughout the corridor present crash hazards
- Little congestion out of peak times
- Traffic speeds in excess of posted speed limits

MARKET FINDINGS

2000-2015 Population Growth

North La Crosse	-514	-5.0%
Downtown La Crosse	+1,513	+142%
City of La Crosse	+117	+0.2%
La Crosse Metro Area	+11,073	+8.7%

2015-2030 Population Growth

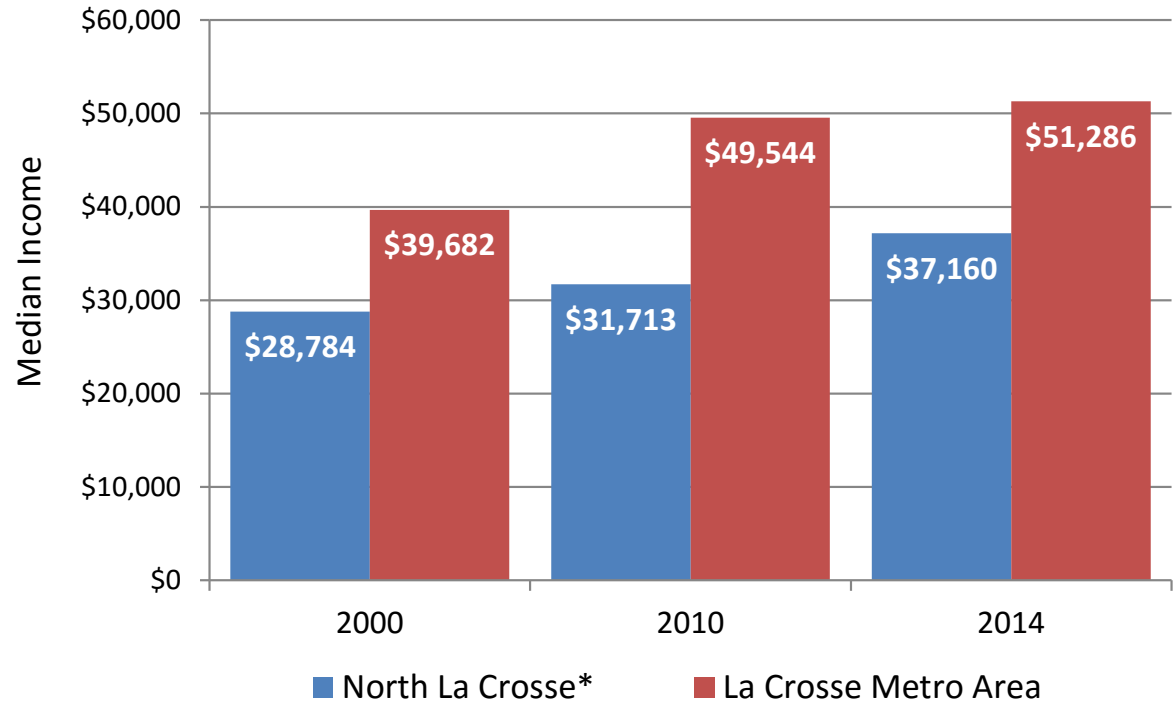
North La Crosse	+500	+5.1%
Downtown La Crosse	+1,000	+39%
City of La Crosse	+1,230	+2.4%
La Crosse Metro Area	+10,900	+7.9%

2010-2015 Employment Growth

North La Crosse	+753	+6.7%
Downtown La Crosse	+4,528	+42%
City of La Crosse	+1,073	+2.3%
La Crosse Metro Area	+3,104	+4.9%

HOUSEHOLD INCOMES

- Incomes significantly and persistently below the metro median
- Important to keep in mind when thinking about particular sites and uses (e.g., a retail site that will draw customers primarily from North LaCrosse will be impacted by the spending power of residents)



* Census Tracts 1 and 2 (area bounded by I-90, BNSF railyard, Mississippi River, and La Crosse River)
Source: US Census

MARKET CONDITIONS

Retail

- Good fundamentals – declining vacancy AND rising rents
- Top rents in corridor \$17-\$18/sf (NNN)
- Food not goods driving retail

Office

- Solid fundamentals – stable rents and very low vacancy
- No development since 2012
- Trend toward less sf per office worker

Industrial

- Very strong fundamentals – 1% vacancy
- No development since 2009
- Uses won't support redevelopment, but strong market may delay it

Housing

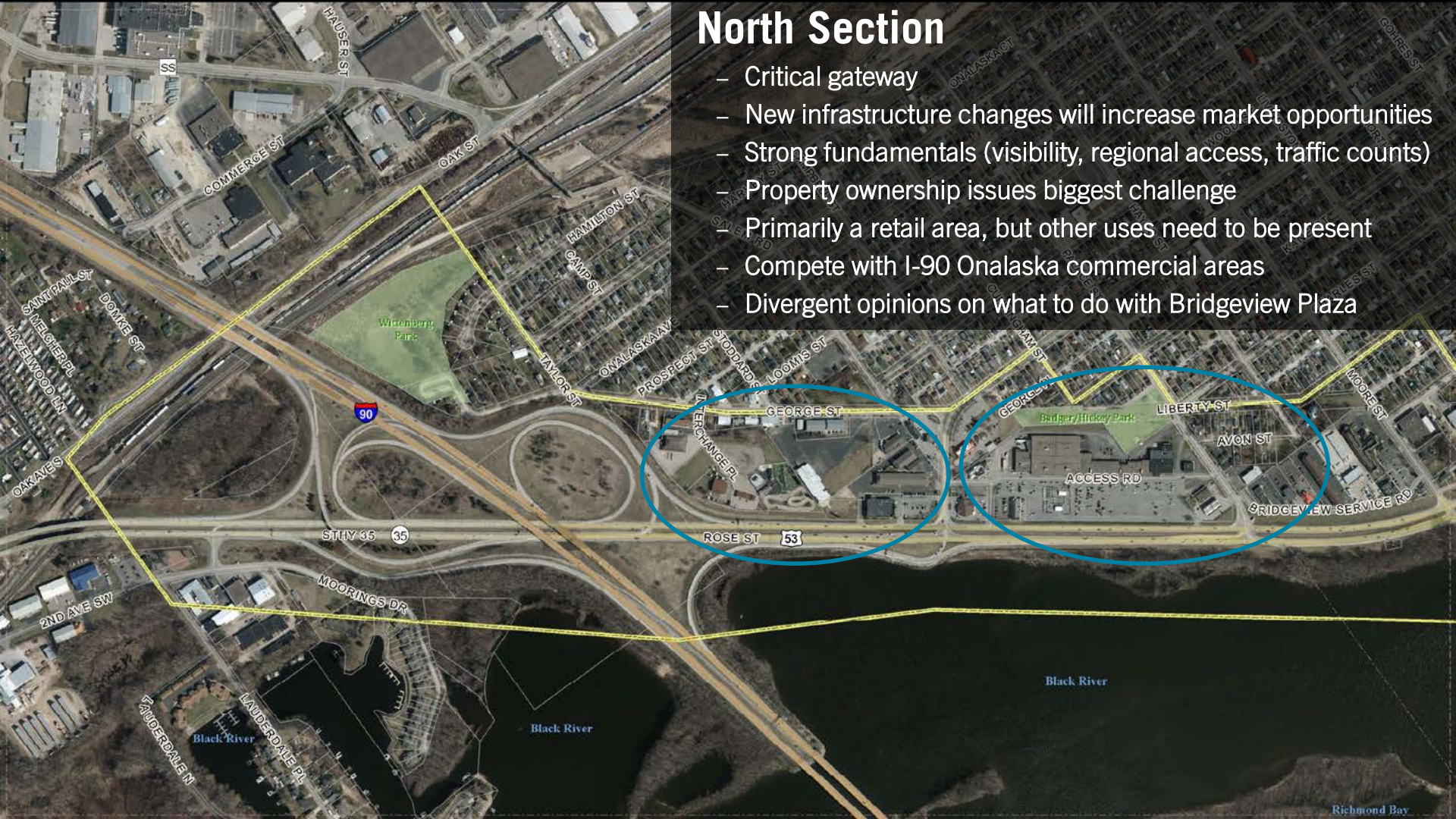
- Apartments are hot right now
- Top rent in corridor \$1.30-\$1.50/sf
- Deep demand for middle market product – likely require gap subsidy
- Townhomes/condos picking up
- Waterfront is huge amenity

EXPERT OPINIONS

- Corridor assets:
 - Proximity to river
 - Proximity to Downtown
 - Strong traffic counts
 - A lot of underutilized property
- Strong opportunities exist; yet no easy opportunities
- New housing is key (i.e., drives retail and other commercial uses)
- Millennials want to be close to the “action” -- walk to goods, services, and employment

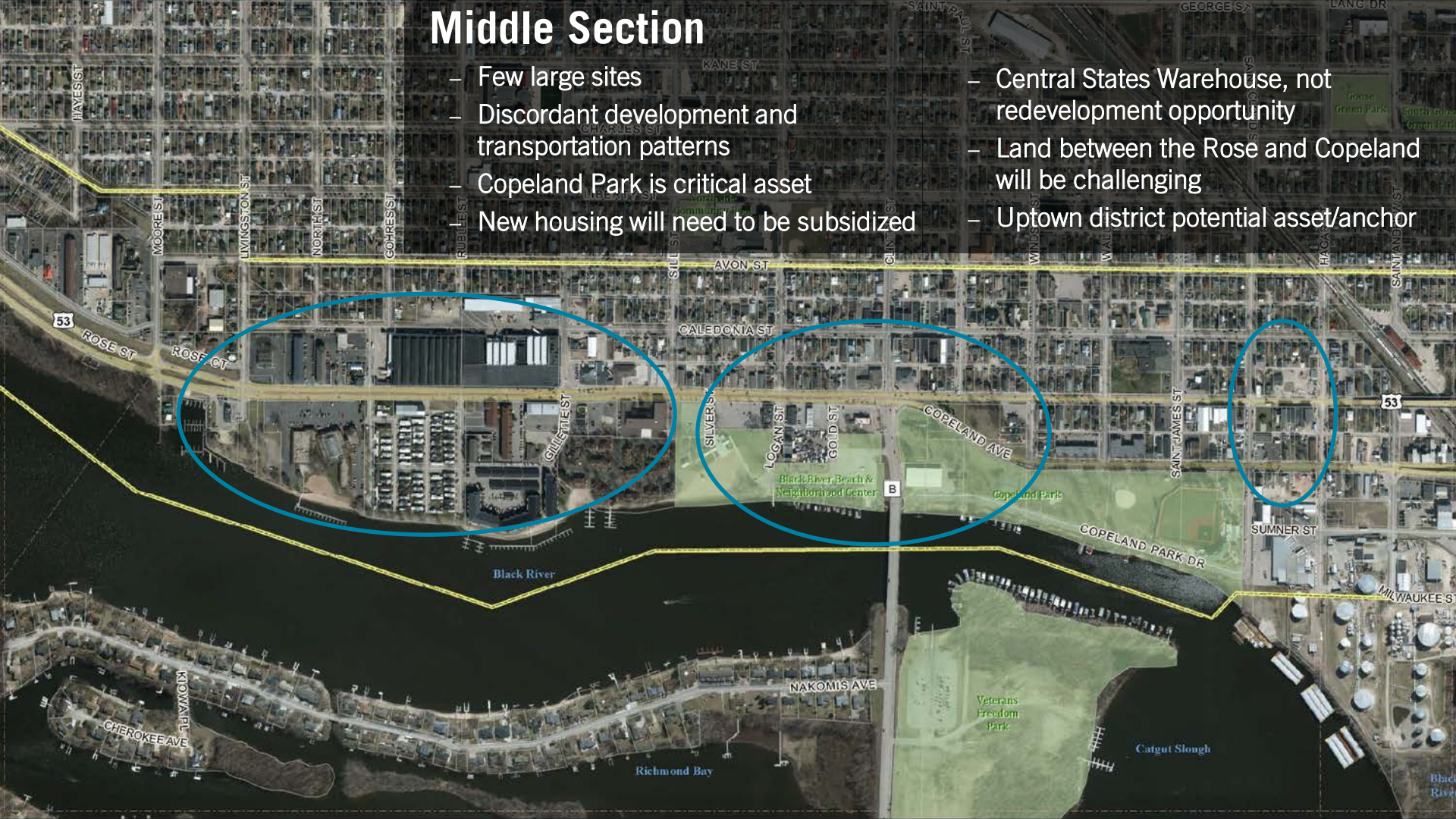
North Section

- Critical gateway
- New infrastructure changes will increase market opportunities
- Strong fundamentals (visibility, regional access, traffic counts)
- Property ownership issues biggest challenge
- Primarily a retail area, but other uses need to be present
- Compete with I-90 Onalaska commercial areas
- Divergent opinions on what to do with Bridgeview Plaza



Middle Section

- Few large sites
- Discordant development and transportation patterns
- Copeland Park is critical asset
- New housing will need to be subsidized
- Central States Warehouse, not redevelopment opportunity
- Land between the Rose and Copeland will be challenging
- Uptown district potential asset/anchor





South Section

- Strongest market forces along the corridor
- Three Rivers development is strong evidence of market potential
- Flood plain issues are a significant barrier
- Market rate housing potential, provided good connections to the river and/or trail system
- Strong industrial market; opportunity for new jobs

DESIGN GOALS AND OBJECTIVES

URBAN DESIGN PRINCIPLES

Principle #1: Develop a livable design

- Design the City for people; an environment designed to accommodate the pedestrian heightens human experience and sense of place.
- Create a balanced circulation system that accommodates mobility choice.
- Ensure linkages and prioritize walking as the preferred mode of travel for trips beginning in the corridor and nearby neighborhoods, and as a defining component of well-being and a healthy quality of life.
- Create a public realm that is well connected and enclosed by attractive building frontages. The public realm should be attractive, safe, comfortable, well-maintained, welcoming and accessible to everyone.

URBAN DESIGN PRINCIPLES

Principle #2: Strive for land use diversity

- Encourage a compatible mix of uses at the neighborhood scale and a cohesive architectural style within the public realm and various context areas.
- Enhance social interactions by bring people together with activities and a mix of self-supporting uses that contributes to unique urban experiences.

URBAN DESIGN PRINCIPLES

Principle #3: Promote neighborhood compatibility and character

- Protect and enhance the existing neighborhood character and views to the black river that give the corridor a sense of identity. Reinforce this character to create a memorable gateway to the City.
- Relate new developments to the physical scale and character and ensure compatibility with the pattern of its surrounding context.
- Focus energy and resources on conserving, enhancing, and creating strong vibrant neighborhoods.
- Create a corridor that residents and visitors can understand and easily navigate. Enhance the sense of arrival by creating memorable landmarks and sense of place.

URBAN DESIGN PRINCIPLES

Principle #4: Create a sustainable and resilient corridor

- Create a social, economic and environmentally sustainable corridor for the future.
- Conserve and enhance the health of natural systems and areas of environmental significance.
- Create a corridor that is flexible and can adapt to change to remain vibrant over time.
- Consider the impacts of current floodplain policies, and future changes in every redevelopment decision within the corridor and surrounding floodplain.

DRAFT VISION STATEMENT

The Highway 53 Corridor through North La Crosse will become a more attractive place to live, conduct business and foster investments, while facilitating the efficient movement of citizens, visitors, and commerce within and through the City, utilizing a balanced approach of redevelopment, land use, transportation, and preservation policies.

DESIGN GOALS AND OBJECTIVES

Goal #1: Strive for continued revitalization of the Highway 53 Corridor as a viable area for businesses and people to locate within and excel.

Objectives

- Capitalize on development and redevelopment opportunities associated with the revitalization of the corridor.
- Develop smaller scale, neighborhood retail and office uses as appropriate to provide neighborhood residents with necessary services.
- Encourage the reuse or redevelopment of those properties that, by virtue of their location, condition, or value, no longer function at their highest potential economic use.

DESIGN GOALS AND OBJECTIVES

- Encourage partnerships among the property owners, the private sector, and the public sector in order to implement proposed redevelopment projects that will achieve public goals.
- Facilitate redevelopment transitions by developing appropriate relocation plans sensitive to the needs of those whose properties will undergo reuse activities.
- Define opportunities for parcel consolidation to allow for larger mixed-use developments and shared access.
- Work creatively to provide incentives for private sector participation in redevelopment projects and programs.
- Initiate programs to improve and strengthen existing businesses, including marketing and promotion, small business loans and other financial incentives.

DESIGN GOALS AND OBJECTIVES

- Improve the investment image of the Highway 53 Corridor and utilize economic incentives to stimulate private investment.
- Make the Highway 53 Corridor competitive with other major activity centers in the region.
- Work closely with area businesses, merchants' associations, and the Chamber of Commerce to address the needs of existing businesses through the redevelopment process.
- Strive for resiliency and long-term solutions to floodplain issues when preservation, reuse and redevelopment occurs.
- Provide opportunities for people to live and work in the corridor and north side neighborhoods at any stage of their life through a mix of housing, transportation, employment, service and recreation options.

DESIGN GOALS AND OBJECTIVES

Goal #2: Preserve, protect and enhance the character of the corridor, property values and the economic viability along the corridor by establishing a land use pattern that reinforces Highway 53 as a complete community.

Objectives

- Guide new development in a manner that conserves natural features and environmentally sensitive areas and meets the long-term needs of the community.
- Develop land uses and patterns that create and strengthen “pulse” nodes and activity centers. Concentrate development at key “pulse” nodes along the corridor to create mixed-use nodes with land densities and intensities sufficient to support rapid, regional and local transit.

DESIGN GOALS AND OBJECTIVES

- Effectively use underdeveloped land along the Highway 53 Corridor and encourage mixed-use development at an appropriate scale.
- Improve quality of life along Highway 53 while protecting its adjacent neighborhoods and districts. Increase the attractiveness and stability of the residential areas by facilitating new commercial and residential development.
- Ensure appropriate and orderly transitions among differing land uses and intensities of development through the use of land use buffering strategies.
- Foster the creation of new housing of varying types and densities along the corridor to foster mixed-use walkable developments.
- Encourage land use patterns along the Highway 53 Corridor that result in a more environmentally sustainable and resilient community.

DESIGN GOALS AND OBJECTIVES

- Work with existing property owners to replace dilapidated, nonconforming structures through property assembly to enable development of higher and better uses at appropriate locations.
- Identify preservation, reuse, and redevelopment strategies that attempt to maximize resiliency and return on investment while being sensitive to current users of the space.
- Eliminate incompatible land uses that detract from the viable development of the corridor and that threaten the security or safety of the community, or otherwise undermine property values and/or deter investment.

DESIGN GOALS AND OBJECTIVES

- Prohibit undesirable uses from locating in the project area that result in negative adverse impacts upon established businesses or residential properties, or the community.
- Preserve, protect, and enhance existing property values and investment along the corridor.
- Attract pedestrian-oriented land uses such as restaurants, cafes, markets and neighborhood services. Support existing auto-oriented uses that provide valuable services to our community.
- Consider what mechanisms and strategies are needed to best implement the above objectives.

DESIGN GOALS AND OBJECTIVES

Goal #3: Improve mobility, accessibility, connectivity, sustainability and safety for all modes of transportation along the Highway 53 Corridor.

Objectives

- Seek opportunities to encourage and facilitate the expansion of pedestrian and bicycle facilities to and along Highway 53. Where applicable, pedestrian/bicycle safety features will be integrated into transportation and land use improvements as part of applying the City's green complete streets policy.
- Improve Highway 53 to be a safer place for all pedestrians (including seniors, school children, and the disabled), bicyclists, transit riders, buses, autos, and trucks. This should include traffic calming techniques to encourage traffic to drive at safe speeds.

DESIGN GOALS AND OBJECTIVES

- Make Highway 53 safer and more convenient for pedestrians and bicyclists to cross by improving intersections and possibly adding additional mid-block crossings.
- Within and beyond the Highway 53 Corridor, strive to provide opportunities to support active living and healthy lifestyle activities such as connecting to existing local and regional path and trail systems.
- Create a streetscape that complements community character. Redesign the public realm along Highway 53 with a character and function that is more directly related to the existing and desired future character and function of the community along it.
- Reduce the number of potential conflict points along the corridor through examining the use of raised medians, shared driveways, frontage roads and/or rear access drives, and connected parking facilities.

DESIGN GOALS AND OBJECTIVES

- Pursue strategies to increase transit ridership and enhance efficiency.
- Improve sidewalks with amenities that encourage more walking.
- Improve connections and improve wayfinding and legibility to key destinations like Black River Beach Neighborhood Center, existing schools and Downtown.
- Consider how the Black River can be improved and better utilized as a transportation element in the corridor for commerce, recreation, and pleasure.

DESIGN GOALS AND OBJECTIVES

Goal #4: Enhance the visual character and identity of the Highway 53 Corridor and reinforce as a gateway to the City of La Crosse.

Objectives

- Preserve and enhance the quality of air, water, sensitive species habitat, and other natural resources along the Highway 53 Corridor to promote its long-term sustainability and that of the north La Crosse neighborhoods.
- Establish an informational and wayfinding system of signage that contributes to the overall appearance and consistency of the corridor.
- Encourage the removal of blight in the area caused by vacancies or inappropriate land use by appropriately directing reinvestment to the corridor.

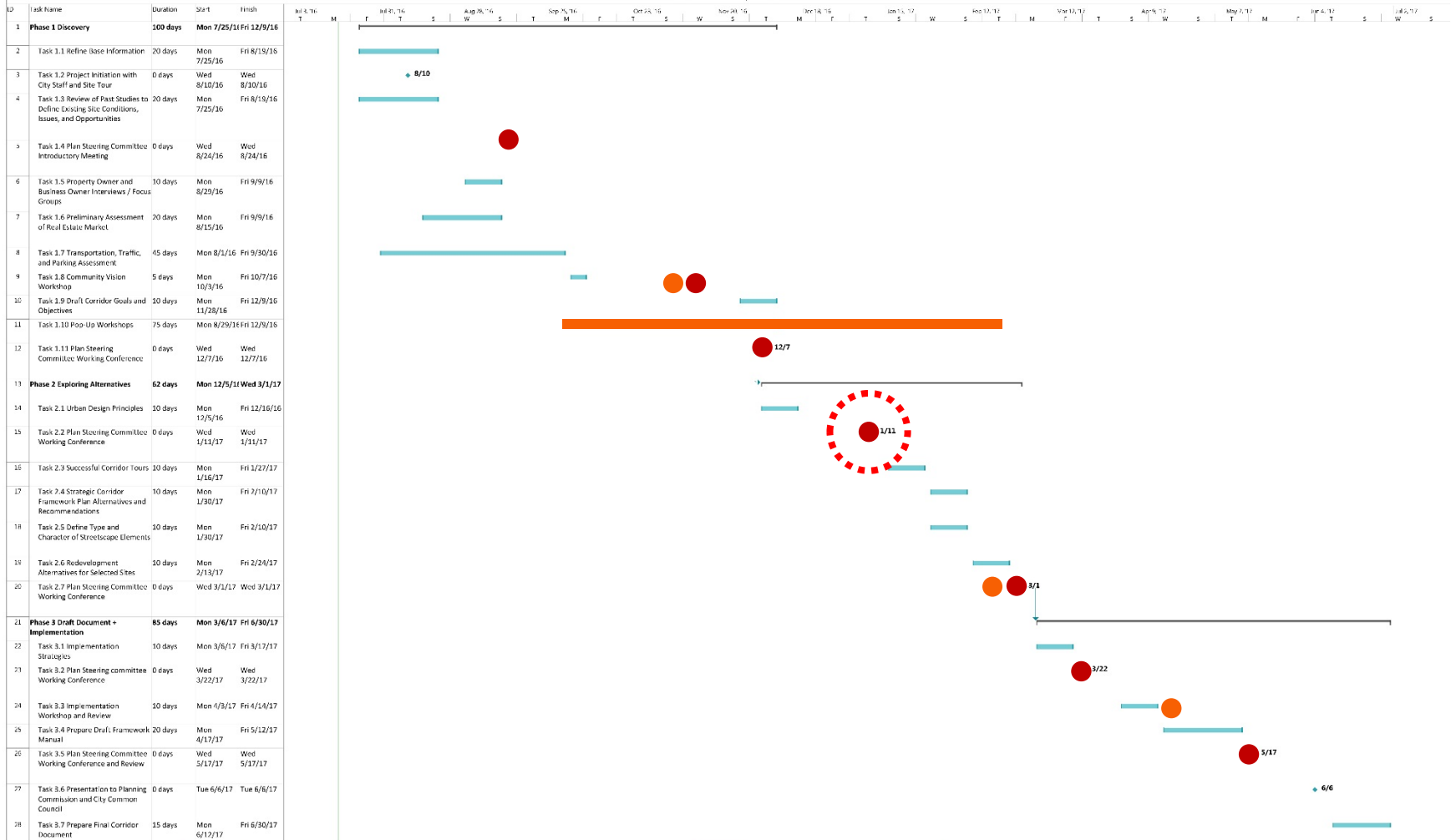
DESIGN GOALS AND OBJECTIVES

- Create an aesthetically attractive corridor that projects a positive image of La Crosse.
- Preserve the existing community fabric along Highway 53 Corridor and enhance community pride.
- Improve the aesthetic quality of street design to improve the quality and condition of streetscape elements (lighting, benches, bus stops, etc.) and sidewalks. Public art and new landscaping must also contribute to this objective.
- Promote the installation of stormwater management BMP strategies in the area to improve water quality, through the use of such innovative techniques as rain gardens, vegetated bioswales, or other non-traditional detention strategies, subject to regulatory approval.

DESIGN GOALS AND OBJECTIVES

- Improve and diversify landscaping and tree canopy along the corridor with new trees that offer biodiversity and visual interest. Enhance corridor landscaping and optimize opportunities for stormwater infiltration and capture.
- Promote the rich and varied character of the Highway 53 Corridor to encourage a strong, local sense of place and attract visitation by those who currently only use it as a thoroughfare.

SCHEDULE



SCHEDULE

- Steering committee #4
 - *Mid/late-February 2017*
- Steering committee #5
 - *Mid/late-March 2017*
- Community Workshop
 - *Mid/late-March 2017*
- Pop Up Events
 - ???

QUESTIONS