

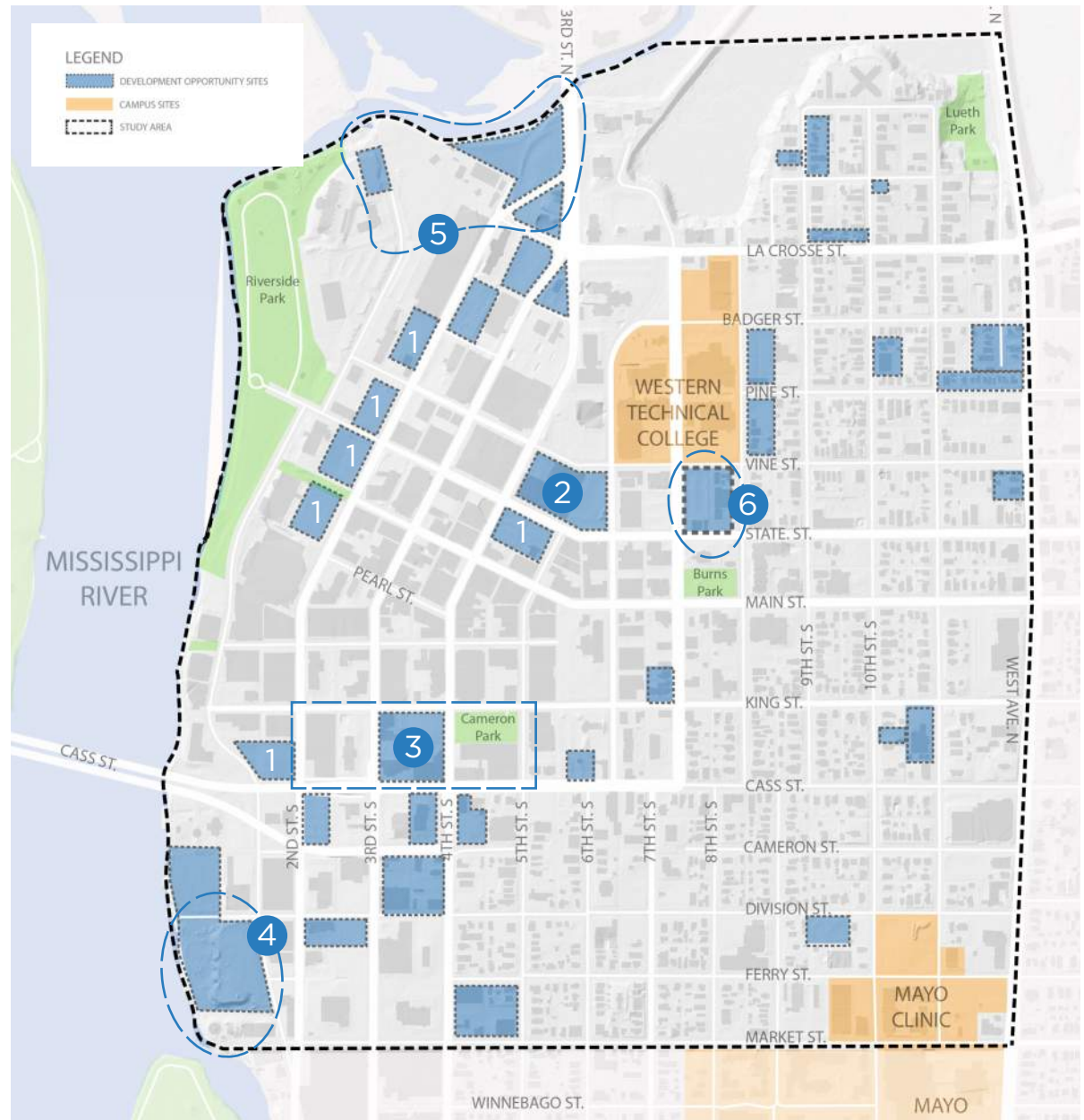
# OPPORTUNITY SITES

The study area has a good supply of under-used land, held both publicly and privately. The Development Opportunities Map identifies properties in downtown that present possibilities for redirection through natural market forces. Maximizing the potential of opportunity sites is important because available real estate is finite.

The concepts in this plan are organized by:

- **Prototypical Development.** The prototypical development diagrams identify the intensity of new projects in the study area. They show a greater level of density than experienced today.
- **Test Fit Concepts - Core Clusters.** Several blocks and half-blocks throughout downtown are subject to market forces for redevelopment. Test fit concepts are included in this chapter to illustrate the vision.
- **Test Fit Concepts - Neighborhood Clusters.** Several properties throughout the neighborhoods that wrap the downtown core are subject to market changes. Several homes within the neighborhood are poor or dilapidated condition. While rehabilitation is an option, these sites could be assembled for larger projects that may have a reasonable financial return for investors. Test fits of the neighborhood are described in the next section, "Network for Vibrant Neighborhoods".

## DEVELOPMENT OPPORTUNITIES MAP



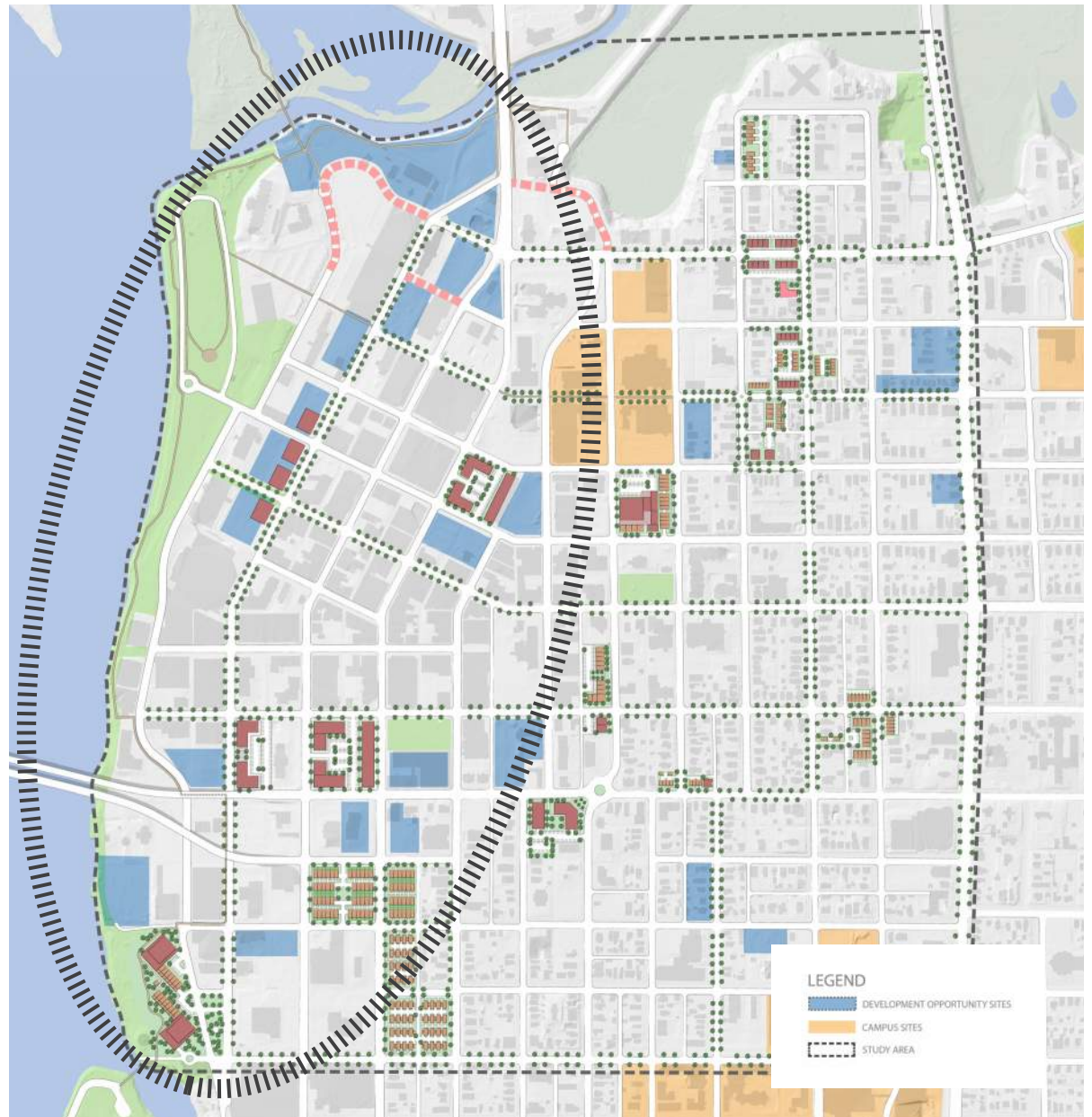
↑ NORTH

## CORE CLUSTER CONCEPTS

This plan recognizes that sites may redevelop entirely differently than imagined in this plan, yet the plan illustrates possibilities that may complement downtown as a place to work, live, and visit.

1. **Surface Parking Lots.** Privately owned parking lots could be redeveloped into a vertical mixed use. These sites are subject to concepts in the prototypical development diagrams.
2. **US Post Office Site.** Redeveloping the US Post Office site for a project that better contributes to the culture of downtown is a high-priority from the planning participants.
3. **Core Gateway.** Blocks located north of the bridge are candidates for signature projects like Belle Square.
4. **Houska Village.** A long-term vision for this area should protect the site until the market can support the project. The concept leverages the views of the Mississippi River and proximity to downtown.
5. **La Crosse River Area.** Sites near the La Crosse River can become prime for development by connecting La Crosse Street to Front Street.
6. **Salvation Army.** A redevelopment concept for a block that straddles the core of downtown and traditional neighborhood.

## DEVELOPMENT CONCEPT MAP



↑ NORTH