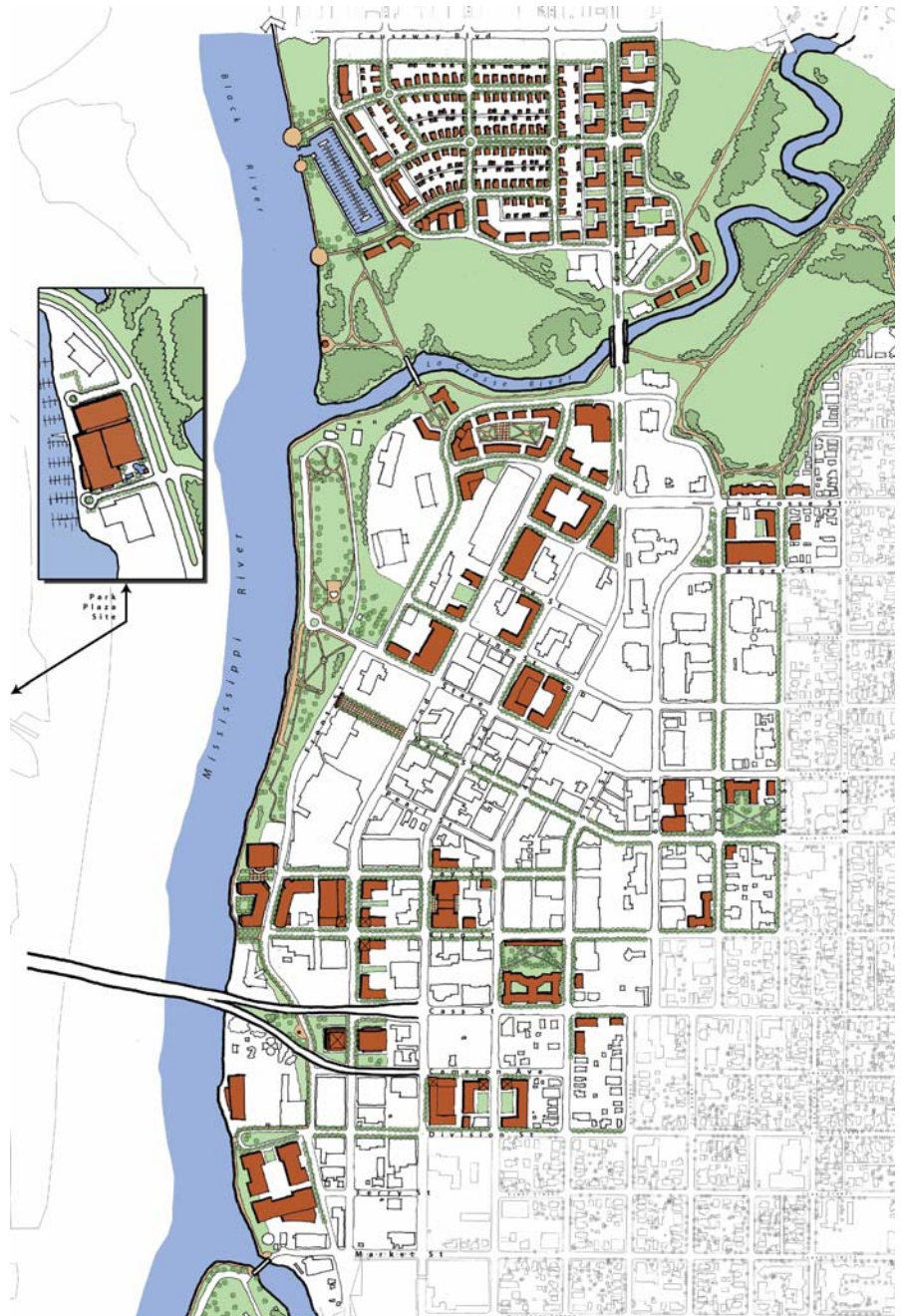


City Vision 2020 Master Plan City of La Crosse, WI

Final Report
August 1, 2004

PLANNING AND DESIGN INSTITUTE, INC.



City Vision 2020 Master Plan City of La Crosse, WI

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1. INTRODUCTION

Background

In 1992-93, the City of La Crosse and the Downtown business community through Downtown Mainstreet, Inc. (DMI) adopted the first commercial district master plan for Downtown La Crosse. This plan was updated in 1999 and numerous changes and improvements have happened over the 10 years since the first plan was adopted. The work of the City and DMI was recognized in 2002 with the Great American Main Street Award by the National Trust for Historic Preservation National Main Street Center.

The City, in partnership with DMI has recognized the need to set the stage for the next 20 years with a comprehensive update to the original and updated City Vision 2000 Master Plan. The City and DMI have undoubtedly enjoyed tremendous success in revitalizing the Historic Business District, but acknowledge that for all the successes there is a need to learn and improve on the planning and implementation of ongoing Downtown redevelopment projects.

Scope of City Vision 2020 Master Plan

The objective of the plan is to prepare a comprehensive update of the City Vision 2000 Master Plan including a detailed strategic implementation program that lists specific prioritized actions. The planning process began with a data collection and analysis phase, including stakeholder interviews and a SWOT (strengths, weaknesses, opportunities, threats) analysis. A survey of recommendations and outcomes from some of the previous plans involving the Downtown was completed. Goals and objectives were formulated after receiving public input. Recommendations were then presented at a later public forum for comment. An analysis of the effectiveness of TIF district number six is also part of the plan.

The City Vision 2020 Master Plan is one of three separate planning efforts that have occurred simultaneously in the Spring of 2004. A Downtown Historic District Preservation Plan authored by URS inc. and a Downtown Marketing Study completed by Interact Communications

have paralleled and dovetailed with the City Vision 2020 process in order to create three separate but interrelated plans. At each of the three public meetings held to gather public input, each of the three plans was presented and discussed in order to enhance the sense of interrelatedness between the plans.

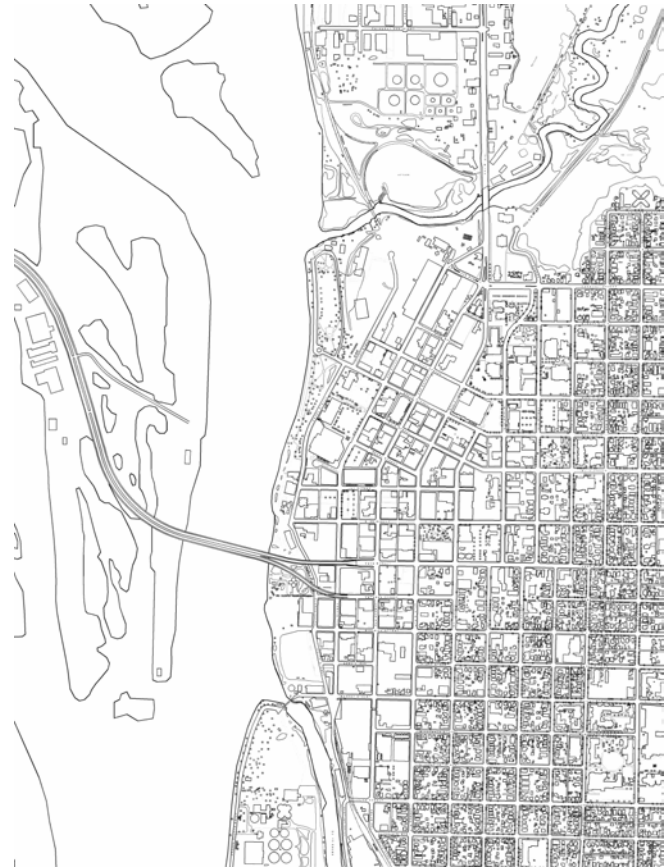


Fig. 1.1-Map of Downtown La Crosse

2. THE PROCESS

The City Vision 2020 planning process included a number of different events, interviews and meetings in order to gather input as the planning process proceeded. Three public meetings were conducted which not only involved the City Vision 2020 plan but also included presentations by consultants authoring two other major plans involving the downtown. Outlined below is a description of each of the major steps.

Public Meeting #1: January 28, 2004: This meeting was a “listening workshop” in which the consultants gave a brief presentation to introduce the project followed by an open forum in which participants could “speak their mind” on the project. The purpose of the meeting was to hear citizen’s concerns in order to develop a list of project goals, priorities, and issues to guide subsequent planning efforts.

Stakeholder Interviews: February 2004: A series of confidential one-on-one interviews were held between a PDI representative and key individuals with an interest in the Downtown, including property owners, business leaders, and local residents.

Public Meeting #2: April 15, 2004: A series of project goals and objectives compiled from public input, discussions with city staff and officials, and from the analysis of the consultants were presented for participant comment. A preliminary planning concept plan was then presented indicating key issues and recommendations.

Rotary Club Presentation: April 15, 2004: A preliminary concept plan for the downtown was previewed at the April meeting of the Downtown Rotary Club.

Project Management Team (PMT) meetings: (monthly)
The consultants held regular work sessions with the PMT to discuss project issues and gather input and reaction to planning proposals.

Meetings with City staff: (monthly): Regular meetings were held with City staff and officials as either part of the PMT meetings or in separate consultations. Department heads were also included in discussions regarding plan recommendations.

Public Meeting 3: June 17, 2004: A third public meeting was held in which the consultants presented their final recommendations to the public for comment.

3. REVIEW OF PREVIOUS PLANS

The City of La Crosse has seen many successes in the redevelopment of it’s downtown over the past decade. Numerous planning studies have been commissioned to address issues ranging from parking to historic preservation. This section of the City Vision 2020 plan takes a look at the degree to which recommendations from several of the past plans have been implemented. The complete worksheet listing summaries of past plan recommendations and outcomes is featured later in this report in the Appendix. Following below are general comments regarding the success of the plans.

Confluence: The La Crosse Comprehensive Plan (selected sections) (2002)

The scope of the plan involves the entire city and the downtown is seen as the “heart” of the region. The plan places particular emphasis on giving redevelopment and reinvestment priority to locations on the riverfront, in distressed areas, and key activity centers. The city has implemented or met recommendations including:

- Encouraging development near the river (Century Tel, Riverfront Place, Convention Center expansion)
- Continuing to improve and expand open space systems and the trails or walkways that connect them
- Using funding programs and incentives (such as TIF) to facilitate site clearance, adaptive reuse, and infrastructure improvements
- Continue streetscaping efforts and programs to make the physical environment more attractive

Recommendations the City has not met include:

- Coordinating public investment and actions to encourage and facilitate private investment in areas targeted for revitalization
- Providing for institutional growth while protecting the character and integrity of surrounding neighborhoods. Requiring major institutions to adopt master plans and involve neighborhood groups
- Promote individual neighborhood identity through graphics, wayfinding and event

- Support public and private efforts to improve established neighborhoods and adopt design standards to maintain character
- Create a city-wide network of public parkways and boulevards

While the plan has only recently been adopted (2002) some general observations can be made. The city seems to be meeting many of the redevelopment goals downtown. Implementing some of the neighborhood recommendations has been slower and more incomplete. The city could be doing a better job of coordinating and targeting public investments to private initiatives.

City Vision 2000 Historic Downtown La Crosse Wayfinding and Streetscape Guidelines (1994)

This plan outlines the character and recommended locations for the system of streetscape improvements seen throughout the Historic Downtown. The City has met most of the recommendations of this plan. Streetscaping and the quality of the physical environment in the downtown is one of the most successful aspects of redevelopment efforts. There are a few areas where implementation is lagging. They include constructing gateway features at key locations and integrating more public art in the overall streetscape theme.

La Crosse Commercial Historical District Historic Preservation Plan

The preservation plan was adopted on December 10, 1996. The plan provides guidelines for the renovation of historic structures, the landscaping of parking lots, the installation of public signs, and the redevelopment of sites adjacent to the district.

Many of the recommendations have been partially implemented. The City has had the most success in implementing the streetscape and physical improvements outlined in the plan. There is a continuing difficulty in getting owners to renovate the 2nd and 3rd floors of historic structures. A recommendation to target specific buildings and facades for repairs has not been implemented. The plan also calls for establishing a “historic theater district” that has yet to materialize but has the potential to be realized in the next few years. The 2004 Heritage Preservation Plan will provide more specific guidelines and design review procedures for both new and renovated structures.

The City of La Crosse Parking Study (1997)

The study included both physical and managerial recommendations. The study clearly calls for the construction of more space for parking in ramps including adding levels to both the Main Street and La Crosse Center ramp. These recommendations have not been implemented. It is important that future parking structures be tied in with major redevelopment projects. The City has had more success enacting some of the managerial issues. On street parking in the core downtown has been limited to 2 hours for customers and visitors. The City has also revised ordinances and increased parking fines to help enforce regulations designed to make parking more effective. One recommendation not implemented but important is to initiate a public awareness and education program. People often have a reluctance to use parking structures and need clear wayfinding and signage to help them find the structures and from there, locate the businesses they wish to visit.

City Vision 2000 Master Plan Update (1999)

Updating the original October 1992 City Vision 2000 plan, this document revisits and revises many of the issues raised in the first report. The plan lists recommendations by special districts and covers issues ranging from redevelopment opportunities to landscape and open space projects.

La Crosse River District

The City's biggest success story in this district is the development of the Century Tel Facility, the Riverplace residential development and the extended stay hotel. Open space and bicycle trail improvements have also been accomplished along the Mississippi and La Crosse Rivers. The redevelopment recommendations clustered around and including the Octoberfest grounds have not been implemented, likely due to the uncertainty around whether the festival grounds will be relocated to another part of the city or not. The marina proposed at the foot of Front Street has not been constructed and this site may better serve as a site for a riverfront mixed-use project.

Civic Center District

Most of the recommendations involving streetscape or river walk projects have been accomplished, except for a

gazebo proposed at the entrance to Riverside Park. Large-scale redevelopment projects involving an addition to the Radisson Hotel and to the Civic Center parking ramp have not occurred.

Riverboat Entertainment District

The plan envisioned an entertainment zone anchored by a permanently docked riverboat to serve as a museum, restaurant, and entertainment facility. It was later determined that docking the riverboat was not feasible due to currents. Many of the streetscape provisions were or are in the process of implementation. Negotiations are underway to extend the river walk south to Isle Le Plume. Area suffers from a perception as a "no man's land."

Historic Central Business District

Many streetscape recommendations were followed, except for developing an entrance feature to the Historic Downtown. Redevelopment of the Doerflinger Building and an expansion to the Main Street ramp were not accomplished. In general, the city has had less success in encouraging historic building owners to improve buildings and facades although a number of notable exceptions where individuals have purchased a building and renovated the lower floor for retail and the upper floors for residential units.

Washburn Neighborhood Plan (2002)

This is a relatively recent plan so it is a bit early to fully assess outcomes. Many of the safety and security recommendations have been at least partially implemented including a neighborhood watch program and proactive crime prevention programs. Many of the public infrastructure projects have yet to be implemented with the exception of the effort to seek funding for additional street trees. Property maintenance and housing recommendations under partial implementation include researching options for tax credits to attract middle to higher income families to the area and working to improve the reporting of code violations and subsequent assistance to assist those with problems.

Conclusions

The City of La Crosse has seen many successes in the Downtown over the past decade or so. When looking back over the outcomes of the various plans it appears that the biggest success has been in the area of

streetscape and improvements to the physical character of the Downtown. This is understandable because the city has TIF funds to allocate and can readily instigate changes within public rights-of-way. There has been mixed success in terms of land use and redevelopment activity and encouraging private sector investments in the downtown. It seems as though there could be better coordination and a more targeted approach to linking public expenditures to specific private redevelopment projects. More effort needs to be made with assisting or encouraging private business or property owners to initiate redevelopment activities.

It is important to note that all of these numerous plans must dovetail into one another. There have been many separate planning efforts initiated for the Downtown area over the past decade or so. Having many separate plans is not necessarily a problem, its when the plans don't relate to one another that there is a concern. One way to foster this interrelationship is to have each new plan contain a survey of recommendations from the previous plans along with an explanation of how the new plan will build upon or complement previous recommendations. One of the most effective ways to conduct planning efforts over time is to complete periodic updates to an original plan. This is precisely the way in which La Crosse has conducted its City Vision 2000/2020 process. It is also vital that the City periodically evaluate the status and outcomes of the plans as a way to keep track of progress. It is recommended that the City follow a format of plan evaluation as attached in the appendix to this document. Several years after a plan has been adopted a worksheet summary of major recommendations or actions should be prepared and an interim status report issued.

4. DOWNTOWN ANALYSIS (SWOT)

A SWOT (strengths, weaknesses, opportunities, threats) analysis is a technique utilized to gain a sense of the pulse of the community to help establish a foundation to begin the planning process. Strengths are current assets that contribute positively to the community.

Opportunities are potential assets available if action is taken. Weaknesses are existing negative aspects of a community. Threats are potential problems which may occur if action is not taken. The following list of issues is sorted into Strengths/Opportunities and Weaknesses/Threats. The lists are further sorted into subject categories. The list was compiled from interviews with a number of community stakeholders, city staff and officials, and through public meetings.

STRENGTHS/OPPORTUNITIES

Retail and Office Uses to Recruit

- Specialty stores (men's store, moderately priced women's accessory and shoe store, book stores, custom stationary store, children's stores (gifts, toys, books))
- Retail associated with hustle and bustle
- Full-service grocery
- Unique destination uses
- Businesses that operate until 11pm besides bars
- Large employers with need for office space that provide higher wages
- Businesses that employ professional people
- Mainstreet USA is great for image and bringing the character to life, but need more substance now in terms of tenants.

Housing Options

- Downtown housing is important to have as an option.
- Some residential demand exists on the river- condos and townhomes for younger professionals and older folks.
- Higher end loft apartments are in demand.
- Loft apartments with shared workspaces below (instead of working exclusively at home) could be viable.
- Area between brewery and downtown has potential for urban loft district.
- Need more residential growth as part of the plan. Set a target for growth.
- Barron Island has the potential for high-end housing and a marina.
- Increase owner-occupancy and quality of homes in area.

Downtown Successes/Assets

- Physical appearance has improved drastically – streetscaping has been a great improvement.
- Mainstreet USA image and bringing the character to life
- Century Tel area development
- The Rivers, Riverboats, Riverside Park and trails
- Pride in individual businesses
- Good history in La Crosse of incubator businesses
- Downtown apartments
- Amount of Downtown housing units
- Many restaurants and cultural activities
- La Crosse Center
- Hotels and tourism
- DMI
- Good quality of life: health care, education, culture and natural beauty

Marketing and Promotion

- Promote the Downtown 'Cool Factor'.
- 3rd street is important to college crowd, but could use a more positive image.
- Need creative advertising for many good restaurants.
- Need to operate downtown like a mall with attracting the right mix of tenants.
- Create districts of downtown/destinations.
- Create maps of districts near parking and other areas. One may be a map of cultural areas: theatres, museums, galleries, fine dining. Promote as a package.
- Kiosk in pedestrian way needs more maintenance.
- Stores should be open later, but need incentives and customers.
- Promote downtown in area publications.
- Develop community sports promotion group that would have professional organizer with contacts in downtown, hotels, etc. Website and Marketing. Themes: broad many sports pro and amateur; whole area – not just La Crosse.
- Gallery walks last 2-3 years is positive (private effort).

Riverfront

- La Crosse Riverboat stop is best along the river and should be built on.
- The busiest section of the Mississippi for pleasure boating.
- Opportunity at northern gateway along river – potential promenade to link to river.
- Build on natural beauty and recreational opportunities.
- Need more visual, physical and psychological connections to the water.
- Problem getting people from the river into downtown.

- Riverfest draws many boats and people. Need to take more advantage of activities tied to the river.
- Riverboats and docks is only a small piece of the puzzle- need a combination of leveraging historical things, but not overdoing it.
- Fitness trends – hiking, walking, biking along river. Using the river as an asset. Maximize the draw of activities and employees with the river. Leverage the river.

Parking

- Look at parking with fresh eyes - underground, courtyard/alleys, employee parking is different and also needs attention.
- Create pedestrian connections through parking lots with development at the edges (improvement of alleys).

Upper-Story Development

- Opportunities for residential, commercial, and office.
- 2nd story downtown areas could be more utilized.
- Upper floor space is being pretty well used – especially compared to similar sized cities.

Bars

- Bars are here to stay- take a lemon and make lemonade.
- Create alternative to 3rd street bars, not eliminate them. Adult hang-outs bar/restaurant.
- Need greater police presence at bar time.

Other

- Technology core along river (Technology Row): Gensler, First Logic, EDS, etc. Promote this. Sense of community and options for employees if they don't work out in one place. Building a network.
- Expand Pearl street concept to other parts of downtown.
- Need destination type tenants at northernmost building.
- Oktoberfest grounds should move north across the La Crosse River.
- Many artists in town (Pump House).
- Generation by generation find out what is it going to take to get people downtown.
- Organize for long term how we will keep La Crosse vital- employers, activities, educational opportunities.
- Build and replicate in historic core - Contemporary buildings ok in other areas.
- Main and State Streets are paths for students walking to/from universities and should build on this.
- Fix up old things before adding new: Don't add new development areas – concentrate on existing.
- BID for street cleaning and plowing a good idea.

- Time to define the vision - Is La Crosse maintaining industrial, becoming a bedroom community – what is the future?

WEAKNESSES/THREATS

Riverfront

- May not be many places to tie downtown to river, other places are closer tied.
- Getting to waterfront is fairly easy, but not necessarily inviting or visible.
- River is disconnected.
- Saying that we are a beautiful community on a body of water is not enough.
- City does not take advantage of outdoor areas near river – outdoor restaurants.
- Park gets a lot of use, but is not enough.
- Lost opportunities:
 - River - Renovation of North Bay Marina (north on Black river) – big success, restaurant bar, service facility, manufacturing, over 100 slips
 - Need to get more boat access and slips on the Mississippi – boat trips usually have destinations at restaurants, etc.
 - Currently no place to dock
 - Must be within walking distance of downtown activities.

Parking

- Parking is a challenge – perception and maybe a signage problem. Increasing capacity is also essential.
- Parallel parking should be provided along 2nd Street.
- Angle parking should be provided downtown wherever feasible.
- Existing parallel parking areas should be re-stripped to include a shared maneuvering zone for every two stalls.
- Parking is a huge problem near Century Tel.
 - Both real and perceived parking needs – ramps not necessarily in best places.
 - Need parking near Sara Lee area – north end.
 - At least 1 parking ramp is needed, but mostly a perception problem.
 - Need more signage – map of downtown at parking ramps with distances to places/districts.
 - Policing of private lots is needed – have had problems in the past.

Alleys

- Alleys need improvements:
 - Lighting
 - Appearance

- Especially across from Radisson
- Used to connect parking lots
- Not plowed by the City; need to haul snow away.

Bars

- Noise ordinance for bar noise.
- Weekend nights when boats come to town – too much trash from college bars.
- Bars are not targeted for code violations.
- Not enough balance between drinkers and other people out at night. People may be intimidated.

Maintenance and Historic Properties

- Lost many large historic properties: post office, county bldg.
- Missed opportunities: Vacant buildings for long periods of time; Outskirts of downtown are dilapidated - No one pushing these owners.
- Uneven efforts for maintenance of properties – code enforcement not being done.
- Code violations are not equally assessed or uniformly applied.
- City should not spend money if they can't maintain improvements – paved sidewalks, shoveling, cigarette butts in cracks.

Marketing and Promotion

- Active business recruiting in downtown. An assertive effort is needed, where a passive approach is used now.
- Downtown location helps recruit – nearby hotels and meeting spaces, but outlying areas are beginning to compete with necessary complementary uses.
- Rotary lights is a big deal, but nothing in terms of Christmas decorations this year. Seasonal decorations need improvements. More flowers in spring and summer.
- A flashy brochure is not enough, cannot window dress and need real substance.
- Historic Downtown usually means something negative (and to avoid) to most people.
- People need to feel that there is a package-good schools, high quality of life, etc.
- Less advantage now (no economic boom as in 90s)
- Now is a very crucial time in major project development – major Downtown corporations weighing downtown vs. interstate sites - timing is critical to keep businesses downtown.
- Current organizations have little contact with individual businesses.

Other

- Could not agree with county on location (central county lot) for transit center – mistake on current location.
- Farmers market would be better further downtown as a destination and close to new residential along the river.
- Some undesirable businesses downtown.
- Too much vandalism in city this size
- Smaller efforts don't get recognized like they should – a lot of credit is taken by others.
- Loitering near 5th and Main at youth ministry.
- Traffic may be an issue - gets heavy further north of downtown and frees up south of La Cross River, more options for dispersion.

Working with the City

- Could be more collaboration between these groups:
 - DMI (City does not support to the extent it should)
 - La Crosse Area Development Corporation (LADCO)
 - Convention and Visitors Bureau
 - Chamber of Commerce
 - Politics changing a little for the better.
 - Have been problems with City Council and County Board and have been hurtful in the past. The split between the mayor and council has poisoned the atmosphere.
- Don't think City gets enough feedback from public to find out needs and wants. City has responsibility to meet with small clusters a couple times a year with each group (health care, education, other businesses, residents, etc.) Not just large public meetings
- City government is not seen as being friendly and easy to talk with. Too negative and not helpful enough figuring out solutions. It has a bad image with the business community. Reorganization of process and hoop jumping.
- As a business, political and legislative community - spend more time coming to agreements on major priorities - not getting in each other's way. Some see government as barrier. Could be seen as facilitator through land use planning and process. Need longer term than the next election vision. Need long-term plans and not flavor of the month projects.
- TIF 6 was a key activity to implementation.
- City should not be involved in private sector.
- Should not give the City away to developers.
- Health of downtown is related to health of regional communities. The attitude and environment between City and outlying areas is important. Need to be supportive of things that happen in other communities.
- Pre-approving development like the county parking site with upfront stipulations clearly defined, etc. is a good strategy. Need this kind of advance planning.

5. REVIEW OF TIF DISTRICT # 6

TIF District #6 was created by the City in 1994 as a mechanism to leverage private investment and increased property values in Downtown La Crosse through targeted public expenditures. Since then a significant number of both public and private projects have occurred in the area. The most recent State of the TIF Report outlines both completed and proposed public projects to date.

State of the TIF Report

The following items are summarized from the State of the TIF Report prepared by the City of La Crosse Planning Department in April 2004. They are the projects proposed within TIF District 6 and their status of completion/funds spent. They are organized by District as outlined in the City Vision 2000 Master Plan.

La Crosse River District

- 1 *La Crosse River Recreational Trail*
Completed 2002- \$1.3 Million TIF
Link from Downtown to the state recreation trails for the south side of La Crosse River and a gazebo in Riverside Park where the trail is accessed.
Proposed next phase: extend trail from Riverside Park along the Black River to Copeland Park and back.
- 2 *Connector Street – Extension Front Street (Riverplace Development)*
Completed 1996 - \$148,000 TIF (\$175,000 non-TIF)
- 3 *Bury NSP Overhead Wires (Hoeschler-Robers)*
Completed 1997 - \$520,000 TIF (\$233,000 non-TIF)
Relocate transmission and distribution lines into Front Street.
- 4 *Business Relocation (Hoeschler-Robers)*
Completed 1996 - \$400,000 TIF (\$575,000 non-TIF)
Acquisition and relocation of Cargill and Luxco properties, demolition and remediation.
- 5 *Extension La Crosse Street to Front Street*
Not Completed

- 6 *Entrance Zone North*
Not Completed
- 7 *Acquisition and Relocation around Frank Liquor*
Completed 1998 - \$725,000 TIF
Acquisition of former Frank Liquor property, relocation, demolition, and construction of surface parking. Property sold.
- 8 *Expansion of Festival/Special Events Area*
Not Completed
- 9 *Redevelopment Fund - Discretionary*
\$1,100,000 TIF to date
Combined with items 14, 24 and 32.

La Crosse Civic Center District

- 10 *La Crosse Center Expansion*
Completed 2000 - \$13 Million TIF
- 11 *Pearl Street Streetscaping*
Completed 1995, 1996, 2003 - \$299,000 TIF
Includes extension of Pearl Street walkway from 2nd to the River.
- 12 *Heileman Parking Deck*
No Completed
- 13 *Main Street Mall and Sculpture Garden*
Completed 2003 - (\$50,000 non-TIF)
- 14 *Redevelopment Fund - Discretionary*
See item 9.

La Crosse Riverboat District

- 15 *Gaslight District Streetscape*
Not Completed
- 16 *2nd Street and King Street*
Not Completed
- 17 *Future 1000 Stall Surface Parking Lot*
Not Completed
- 18 *Mississippi Riverwalk/Waterfront Boating Access*

See item 19.

19 Mississippi Riverwalk and Excursion Boating Dockage
Completed 1997 - \$270,000 TIF (\$1,260,000 non-TIF)
 Riverwalk, outlook, interpretive signage and levee reconstruction.

20 Entrance Zone South
Not Completed

21 Riverwalk Land Negotiations
In Progress

22 Cass Street Bridge Reconstruction
In Progress - \$6.1 Million TIF
 Includes streetscaping from 4th to 7th.

23 Visitor Recreation Improvements in Pettibone Park
Completed 2002 - (\$600,000 non-TIF)

24 Redevelopment Fund - Discretionary
 See item 9.

La Crosse Historic CBD District

25 Vine Street Transit Center Feasibility Study
Completed - \$50,000 TIF
 Location changed to 3rd between King and Jay.

26 Vine Street Transit Center, 300 Stall Surface Parking Lot
Not Completed

27 Transit Center Streetscape
Not Completed

28 Main, Pearl, 3rd and 4th Street Improvements
Completed - \$200,000 TIF (\$335,000 non-TIF)

29 Bury NSP Overhead Wires
Completed 2003 - (\$625,000 included in TIF#5)
 Bury wires from Piggy's restaurant to Cass.

30 Trolley Bus System
Completed 1999 - \$93,000 TIF

31 Jay Street Ramp (Market Square Ramp)
Completed 1999 - \$9.3 Million TIF

32 Redevelopment Fund - Discretionary
 See item 9.

General

33 Planning, Legal, Administration and Marketing
In Progress - \$335,000 TIF

34 West Channel Improvements
Not Completed

35 Streetscaping for 7th Street Extended
Completed 1997 - (\$155,000 non-TIF)
 Streetscaping, mini park improvements and trail development.

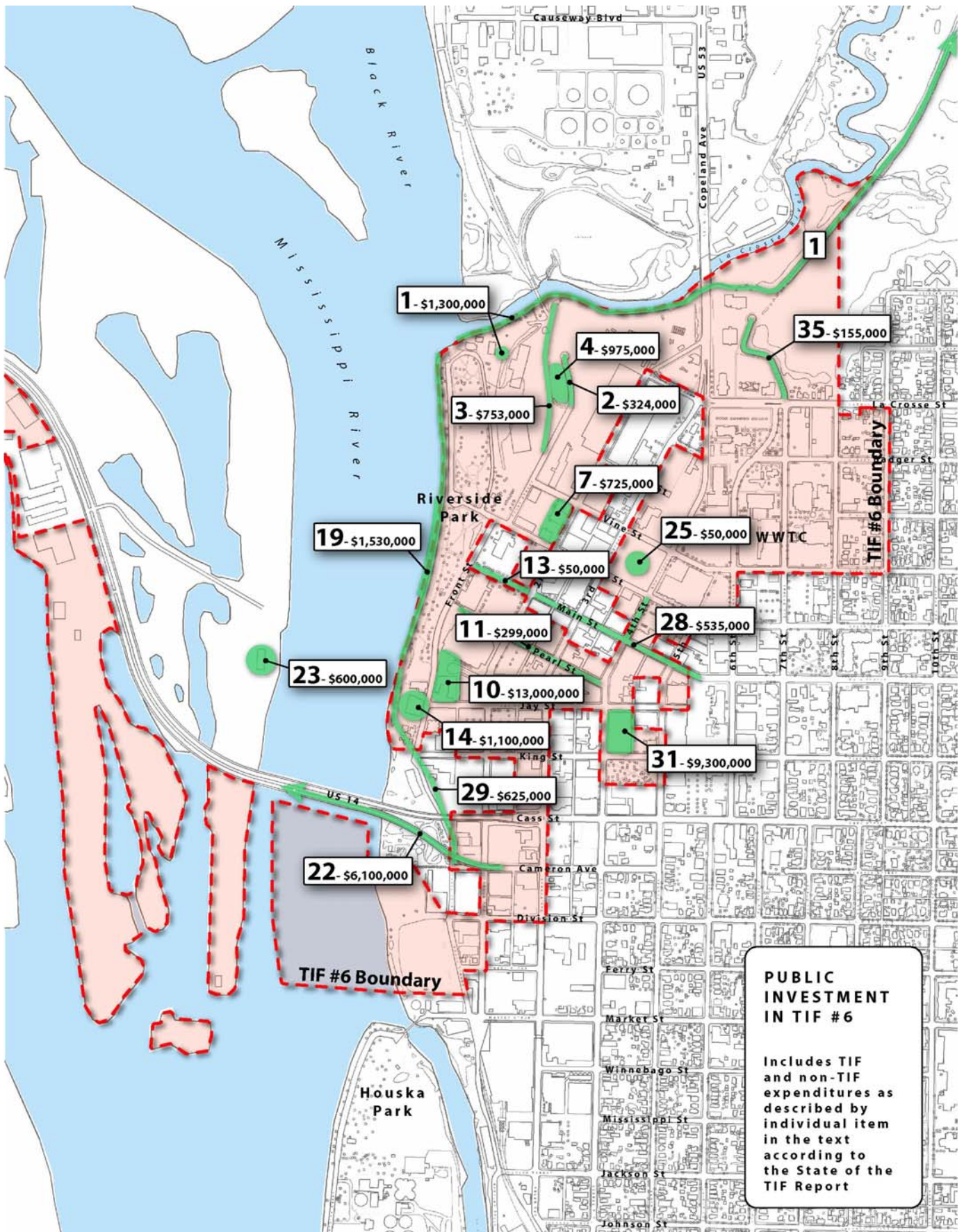


Fig. 5.1: TIF Investment

City TIF Spending Patterns

As shown on the map on the previous page, TIF (and non-TIF) expenditures have been distributed across the majority of the Downtown, with the bulk of funds spent on the La Crosse Center expansion, the Jay Street Ramp (Market Square), the Cass Street Bridge reconstruction and the riverwalk.

Increased Property Valuations and Generated Increment

Since 1994, increment in value in TIF #6 has increased by over \$28,000,000. This includes new construction, increased property values, changes in taxable/exempt status and revaluations. The generated tax increment is near \$800,000.

Recent private investments (since 2001) include the Century Tel development (tax exempt), completion of the Wettstein's renovation of the former Ross Warehouse (La Crosse Plow Building), the development of the extended stay hotel adjacent to the Riverplace Apartments and several remodeling projects. There have also been numerous projects prior to these in the District.

Recommendations for Future TIF Expenditures

The ideal strategy for TIF spending is to leverage the maximum amount of private investment (and increment) with as little public investment as possible. This can be accomplished by carefully targeting TIF spending on projects that will most directly influence and encourage private investment.

While public investment across the entire downtown serves the greatest number of properties and people, it does not necessarily produce the greatest amount of value and tax increment. TIF spending should have a direct relationship to highly probable private investment. Public spending should be staged incrementally and coordinated with developers and specific needs.

Ensuring a Successful Outcome for TIF #6

The 10-year period for TIF expenditures in this district has ended in 2004. It is estimated that over \$800,000 in tax increment will be generated this year for debt retirement purposes. Based on this increment (assuming no change in increment in the future) a 45-year debt retirement schedule is required. Since the debt must be retired in 27 years according to TIF regulations it is crucial that

value and tax increment in the district is maximized in the near future.

Future City planning, policies and initiatives must properly guide private development and investment in the Downtown. In order to maximize value in TIF #6, it is recommended that future public spending in the district be linked to the development of high-quality downtown housing, professional offices and associated amenities for downtown living, working and recreation.

The Redevelopment and Action Plan in this report outlines these strategies.

6. SUMMARY OF UW – EXTENSION DOWNTOWN RETAIL MARKET ANALYSIS

As the planning process for City Vision 2020 progressed another separate study was underway entitled “Downtown La Crosse Retail Market Analysis” authored by the UW-Extension. The study examines the characteristics of the Downtown trade area, compares the business mix with other communities, notes the shopping habits and preferences of targeted consumers, and makes recommendations regarding retail opportunities for Downtown La Crosse. Observations and conclusions reached by the analysis are summarized in this chapter in order to inform the process for the City Vision 2020 Master Plan.

General Characteristics of the Downtown Retail Environment

The primary trade area was determined by recording the zip codes of customers shopping Downtown. Nearly 75% of the customers come from the City of La Crosse proper or from the Onalaska area. A secondary trade area was identified within a 25-mile radius from the Downtown. La Crosse is somewhat geographically isolated from other major competing retail centers (Rochester, Eau Claire, Madison, Wisconsin Rapids) making La Crosse a more likely destination from more remote areas.

Traffic counts are highest on 4th and 3rd Streets. The busiest intersections are at Cass/4th Streets and at Cass/3rd Streets. There are also considerable counts at the corners of Main/4th Streets and at Main/3rd Streets. These high traffic intersections are considered best suited to convenience businesses (when parking is available) and stores that need a high degree of visibility. The side streets with lesser traffic counts are more suited for destination retailers and business types that do not typically need higher traffic counts (such as upscale dining establishments).

Consumer Shopping Preferences: Visitor and Tourist Sector

Shopping and eating rank as the second and third (after swimming) most universally enjoyed activities by visitors to Wisconsin according to a 1997 study of summer

visitors conducted by the State of Wisconsin. This represents a significant opportunity for Downtown La Crosse retailers and restaurant operators to generate additional revenue. Cultural events, coupled with the community’s historic riverfront atmosphere and natural beauty make La Crosse an attractive destination for tourists. The primary draw to the La Crosse area is sightseeing, followed by visiting family and friends, shopping, attending meetings and conventions, and visiting colleges. The study offers the following general principles to help Downtown retailers tap into the tourist market:

- Build on the attributes of the surrounding area
- Have year-round and diverse appeal
- Cluster and coordinate retail activity
- Recognize the importance of appearance and amenities of the business district

The retail setting should look unique to the place, and not look too commercial. Consistency in signage, shop fronts and merchandising are important. Retailers should create synergy with each other, and develop consistent marketing themes, promotions, displays and merchandising.

Consumer Shopping Preferences: College Students

According to focus groups conducted with students from WWTC and UW-L, retail options most likely to bring students Downtown are gift shops, a major discount store (like Target), a high quality sporting goods store, and a Bath and Body Works-type store. They also felt more promotional efforts aimed at students would be helpful. Many students only think of going Downtown for the bars. The study offers the following suggestions:

- Offer retail and services that appeal to this active and busy lifestyle category
- Provide retail that reflects students’ schedules and budgets
- Promote awareness on campus of what Downtown has to offer

Office-Based Workers and Clients

Essentially Downtown workers represent one of the areas’ captive audiences. Downtown retailers must work not to attract these shoppers but to retain them by ensuring that services and shops are suited to their needs, incomes, and most importantly, schedules. These recommendations are offered:

- Many Downtown workers are busy and have little time to shop, therefore retailers must accommodate customers' schedules by offering quick and convenient service
- Apparel (women's fashions and accessories) and convenience retail stores (drugs, general merchandise, card/gift and grocer) would serve this segment while they are Downtown.
- Fast, high quality and convenient lunch options are important to this group
- Additional services for employees such as fitness, childcare, and dry cleaners can add pedestrian traffic that will support new Downtown retail

Residents of Nearby Neighborhoods

The Downtown can function as a neighborhood or community shopping center for this group. Surveyed residents mentioned a grocery store, a drug store, and a discount department store as desirable businesses for the Downtown. Retail hours were also important for this group: Monday through Friday evening hours were important along with Saturday afternoon and Sunday hours. More diversity of offerings is needed as opposed to a more traditional community shopping center located in a homogenous suburb.

Retail Opportunities for Downtown La Crosse

The study identified several retail opportunities for the Downtown:

- *Book Store* - there appears to be limited support for a traditional full-selection book store but support may exist for an additional (or clusters of) book stores specialized in a focused niche or offering a unique atmosphere or services
- *Clothing Store for Children and Infants* - there might be opportunities for specialty children's clothing perhaps clustered with other products or nearby stores of interest to families with young children.
- *Grocery Store* - there is not apparent demand for a full-service grocery store but a new convenience store could satisfy demand from office workers and Downtown residents. There is an opportunity for a new Downtown grocer if it focused on certain specialty foods including health food, bakery, butcher, deli/take-out,

liquor/beer/wine, gourmet products, and seafood.

- *Toys, Games and Hobby Stores* - there appears to be limited demand for an independent toy store Downtown. A hobby or toy store (or cluster of stores) specializing in a particular market niche (trains, dolls, crafts, etc.) might have market potential as a destination store. These stores might be clustered with other retailers serving children for a natural synergy.
- *Kitchen and Other Home Furnishings* - there may be demand for an independent kitchen and gourmet cooking store in the Downtown area. Such a store could benefit by clustering with other specialty home furnishing stores Downtown.

Conclusions and Implications for the City Vision 2020 Plan

The findings of the study indicate the importance of creating a unique shopping experience and one with a diversity of offerings to cater to the various market segments that visit, work, or live near Downtown. As noted, the idea of clustering complementary stores offering unique or niche products offers an opportunity to build upon the special one-of-a-kind character of the Historic Downtown. Tailoring the mix of stores suggests the need for a proactive approach to recruit or establish particular business types that fit well together.

It is important to note that many of the findings of the study point to the fact that a quality physical environment with an emphasis on pedestrian accommodation is a crucial factor in ensuring the success of Downtown La Crosse. Interesting streetscapes, clean and safe public streets, and attractive buildings all contribute to a pedestrian-friendly atmosphere. A coordinated signage program could help provide some consistency and theme identity for the Downtown. Shopping districts of this type benefit from having "people on the street" contributing to a sense that the area is interesting and teeming with activity. Encouraging more Downtown residential development would bring more people out on the streets at all hours and help contribute to the "buzz" of Downtown. Finally, it is necessary to provide for a range of other activity such as cultural and recreational attractions so that the Downtown can become known as a complete and multi-experiential place.

7. SUMMARY OF THE 2004 DOWNTOWN COMMERCIAL HISTORIC DISTRICT HERITAGE PRESERVATION PLAN

In 2004, the City of La Crosse began work on its first neighborhood preservation plans for two National Register of Historic Places Historic Districts: The 10th and Cass Neighborhood Historic District and the Downtown Commercial Historic District. These plans are intended to guide the City, the Heritage Preservation Commission, and district residents in using Historic District overlay zoning to establish Historic Districts. The plans were prepared by URS Corporation and the Downtown plan is summarized below. City Vision 2020 is intended to mesh with these plans.

The Downtown Commercial Historic District plan begins by outlining tools to aid preservation. There are state and federal programs that offer income tax credits for rehabilitation of historic properties. Many non-profit preservation organizations have established revolving funds to purchase and rehabilitate historic properties. A donation, grant or city funds could be used for seed money to begin a revolving fund. The Historic District could receive TIF funds but would need to be part of a larger area encompassing a mix of uses such as commercial and civic buildings. The City could also explore the use of an Architectural Conservancy District as a means to generate funds for improvements in the Downtown Commercial Historic District. Finally, better use could be made of Wisconsin's Historic Building code to facilitate the restoration and rehabilitation of qualified historic properties.

The plan notes that while downtown owners have been active in the preservation of individual buildings, there is a need to form a group to focus on preservation issues and questions for the district as a whole. Formulation of a Downtown preservation group, made up of Downtown business and residential representatives is recommended. This group could serve as a liaison

between individual property owners and the Historic Preservation Commission (HPC).

A key recommendation of the preservation plan is to adopt Historic District overlay zoning with design review guidelines for the Downtown Commercial Historic District. These guidelines would be administered by the HPC and would be applied to:

- Any exterior alterations, including new doors, windows, exterior siding, porch repair and similar types of work
- New construction, including any new buildings or additions to existing buildings
- Relocation of buildings
- Demolition of buildings

The preservation guidelines would be applied to all buildings, both contributing and non-contributing, within the Downtown Commercial Historic District as identified by the overlay zoning used to establish the local district. Guidelines could be more flexible for non-contributing structures.

The design guidelines described in the Commercial Historic District Heritage Preservation Plan cover buildings within the Historic District (fig. 8.1). The design guidelines outlined in City Vision 2020 (described later in this document) cover areas outside the historic core. Both sets of guidelines share many commonalities and are meant to insure that future development complements the character of the Historic Downtown.

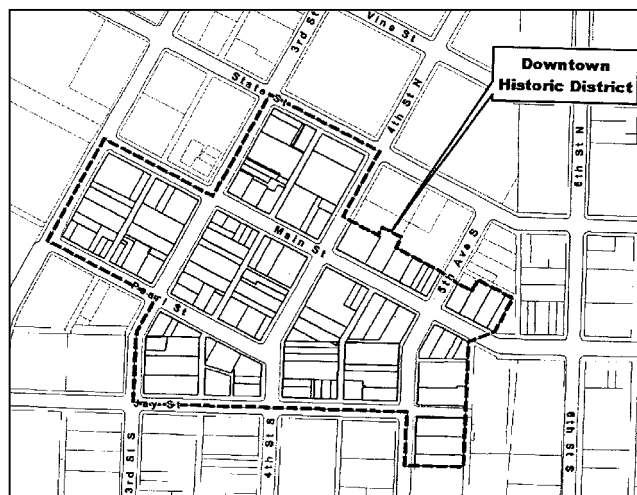


Fig. 8.1- Downtown Historic District

8. CITY VISION 2020 PLANNING GOALS

The following goals and objectives were established for City Vision 2020 based upon public input. They are presented in no particular rank or order and served as a basis for the formulation of the plan recommendations.

Goal: Maximize the Downtown's connection to the river and river-related activities.

Objectives

- Encourage mixed-use development on or near the waterfront, especially restaurants, retail, and outdoor activity
- Extend the riverwalk to the south to connect to the Houska Park, to the north to the Mobil Oil site as well as Copeland Park and Pettibone Park
- Develop a "riverfront drive": a pleasure drive to connect neighborhoods and activities along the river
- Recognize the importance of east/west streets that lead to the river. Use streetscape elements to reinforce east/west connections, look for future opportunities to "extend the grid" to the waterfront
- Develop additional wayfinding systems to direct visitors from the riverboat landing to the downtown including an informational kiosk

Goal: Create and maintain available, visible and convenient Downtown parking.

Objectives

- Investigate the potential for more on-street parking
- Add on-street parallel parking back to Second Street
- Determine locations for future parking ramps (especially near Century Tel/Sara Lee area & near south Downtown area-Listman Mill)
- Provide a centrally located visitor center to orient visitors, provide directions and information regarding parking

- Designate and reserve the most convenient parking for customers and visitors
- Plan future parking ramps to include ground floor retail use along street frontage
- Provide better signage directing parking ramp users to downtown destinations should be investigated
- Provide landscaped pedestrian connections through parking lots and alleys

Goal: Facilitate redevelopment of major catalytic project nodes.

Objectives

- Designate redevelopment/catalytic project node locations
- Create design and development guidelines for redevelopment sites
- Promote mixed uses and encourage a diversity of activity Downtown
- Ensure new development is compatible with urban character of the Historic Downtown
- Promote higher density utilization of valuable Downtown sites
- Couple parking expansion with redevelopment activity
- Promote the arts as a unique Downtown attraction

Goal: Continue improvements in historic core.

Objectives

- Reduce impediments hindering 2nd and 3rd floor development of Downtown structures
- Investigate shared vertical circulation between adjacent buildings
- Promote infill development of vacant sites- new development to be complementary to historic character of area
- Consider improving alleys with streetscape elements - consider assessing improvements to Downtown as a whole, not just property owners

- Create signage guidelines or regulations for the Historic District
- Promote a balance of activities at night to provide alternative to bar scene
- Address maintenance and sanitation concerns on public streets and sidewalks: consider B.I.D. formation to take over cleaning, plowing of alleys, maintenance
- Create and enforce design review standards for historic properties and new development
- Consider forming a special “Downtown Historic & Urban Design District” with enforceable guidelines

Goal: Establish prominent entrance gateways into Downtown from the north, south and east.

Goal: Provide effective Downtown management, processes and marketing.

Objectives

- Actively recruit businesses for Downtown.
- Have prepared redevelopment sites ready for prospective buyers/developers
- Schedule regular “business summits” in which city staff/officials meet with various Downtown constituencies (eg: retailers, financial organizations/businesses, health care industry, etc.)
- Consider supplementing DMI activities with a B.I.D. organization to handle maintenance issues, Downtown marketing etc.
- Consider creating a new Downtown TIF to replace TIF 6 when it expires
- Create coordinated marketing plan for the Downtown, promote special activities, gallery nights, later hours
- create a business assistance center administered by DMI to provide information to individual members regarding common problems
- Conduct an organizational assessment & strategic planning process for DMI, PMT and DMI Foundation
- Implement aspects of the UW-Extension Retail Marketing Study

Goal: Enhance Placemaking in Downtown La Crosse.

Objectives

- Hold activities Downtown, like “Friday Afternoon Live”-style events to encourage people to enjoy Downtown after work
- Hold Riverboat celebrations involving all of Downtown
- Continue to promote tourism by stressing both the natural beauty of the area and the charm of the Historic Downtown

9. REDEVELOPMENT AND ACTION PLAN

Downtown La Crosse has revitalized over the course of the last decade, building upon its one-of-a-kind historic character and the natural appeal of the riverfront. Many important projects have occurred to get momentum going and La Crosse is now poised to embark on a second round of redevelopment that builds upon the success of past efforts.

Like many cities of its type La Crosse has seen its economy change as former industrial activity Downtown has waned, leaving behind sites and facilities that open the door for new uses and redevelopment opportunities. The City of La Crosse and Downtown Mainstreet Incorporated (DMI) have identified six key Downtown redevelopment sites in which to concentrate effort over the upcoming years. The City Vision 2020 plan sets priorities for the sites and acknowledges them as the foundation upon which planning concepts and recommendations are made.

The six sites all have development advantages and opportunities. It is important that as these sites are redeveloped a kind of catalytic spin-off effect is created. Public expenditures should be coordinated with each major redevelopment project. Projects should be concentrated to encourage “hot spots” and a logical redevelopment pattern that reinforces the historic downtown core and leads to the infilling of existing underutilized portions of the Downtown.

Of the six sites the following priorities are recommended. The highest priority should go to the Listman Mill site (R-1) and the Transit Center Site (R-2). Developing these two sites could lead to redevelopment of the entire Jay and King Street corridors. The second priority sites are the Sara Lee Building followed by the County Parking Lot site. Before any large-scale redevelopment is undertaken a decision needs to be made on whether or not to relocate the Oktoberfest Grounds. The Mobil Oil site (R-5) and Park Plaza site (R-6) are the third priority sites as they are further from the center of the Downtown. Preliminary planning for the Mobil site, in the form of public charettes, is recommended for the near term in

order to reach public consensus on this crucial development opportunity for the City of La Crosse.

The individual planning recommendations are presented later in this chapter. They are organized around planning districts and are given priority levels for implementation. As each of the six prime redevelopment sites are begun, the recommendations for the area around the redevelopment site should be implemented. For example, when redevelopment of the Listman Mill site and the Transit Center site occur the plan recommendations rated priority 1 in the “Bridge Landing” section should be implemented. The goal is to cluster activity around the key sites, generating a synergy to accomplish as much redevelopment activity in the area as possible, then moving on to the next key site.

The City of La Crosse and DMI have identified six major redevelopment sites for the Downtown:

- Listman Mill: 4.13 acres
- Sara Lee Building: 3.62 acres
- County Parking Lot: 2.25 acres
- Park Plaza: 5.89 acres
- Transit Center Site: 1.32 acres
- Mobil Oil Site: 65.97 acres



Fig. 9.1-Mobil Oil Site

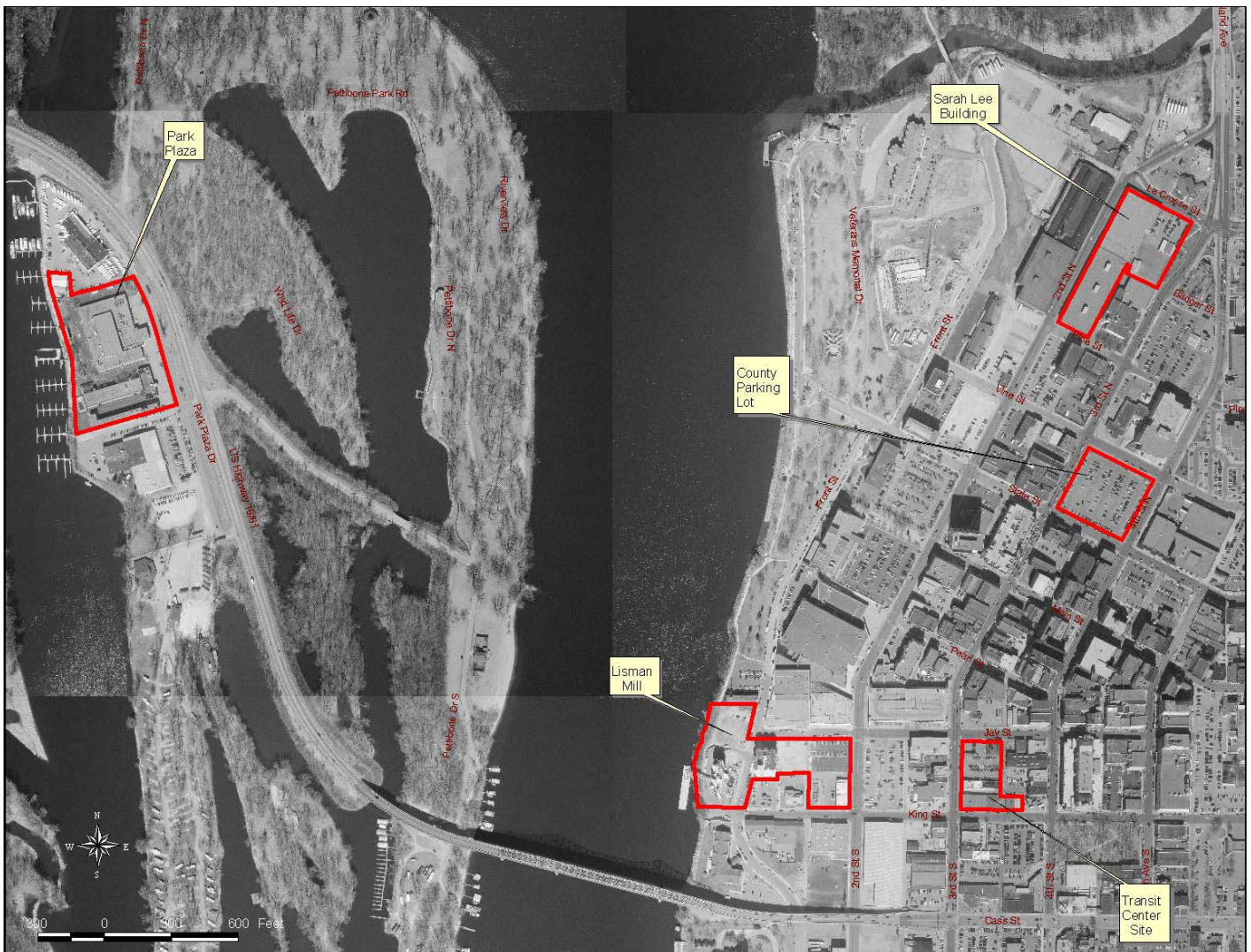


Fig. 9.2-Major Redevelopment Sites

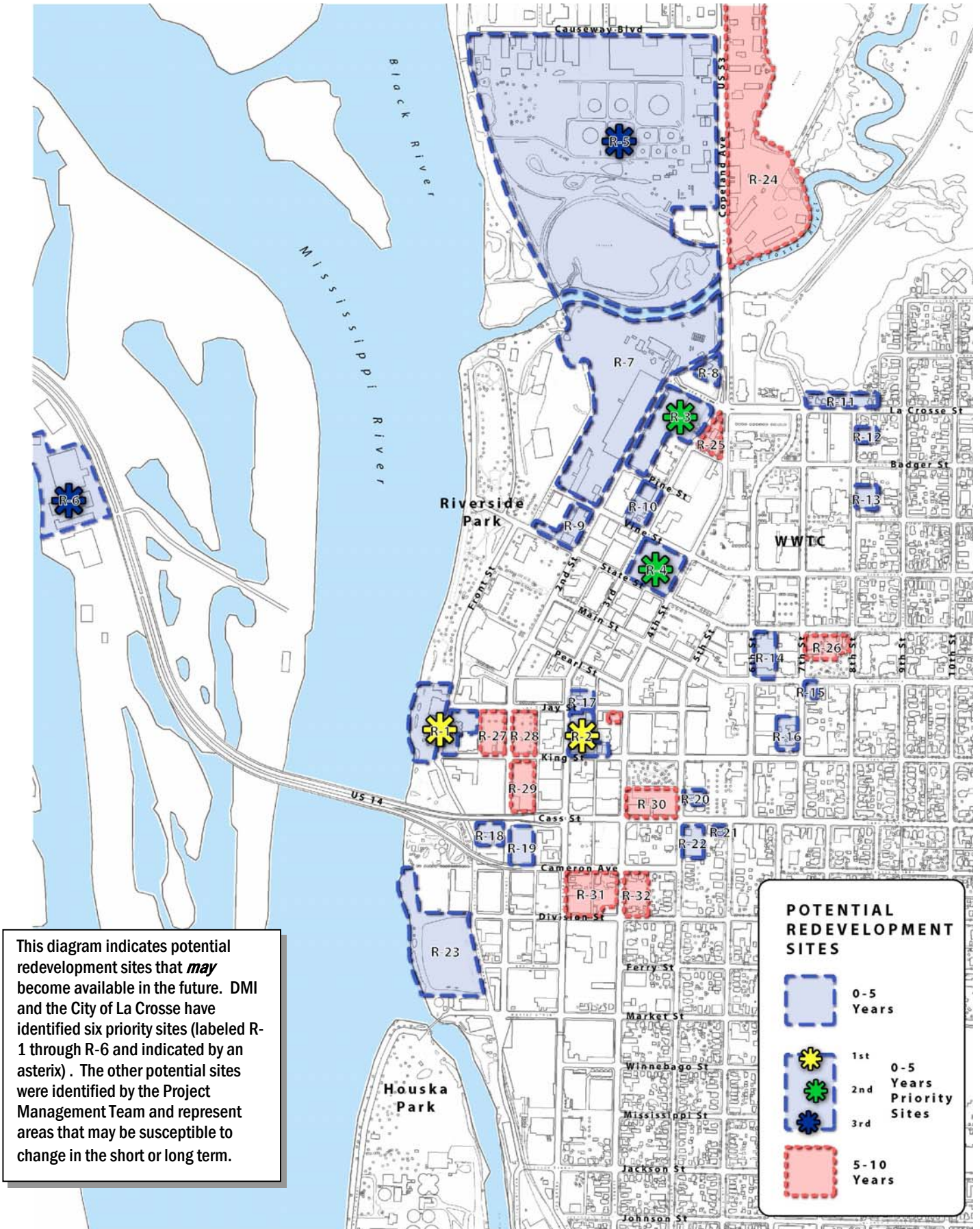


Fig. 9.3-Potential Redevelopment Sites

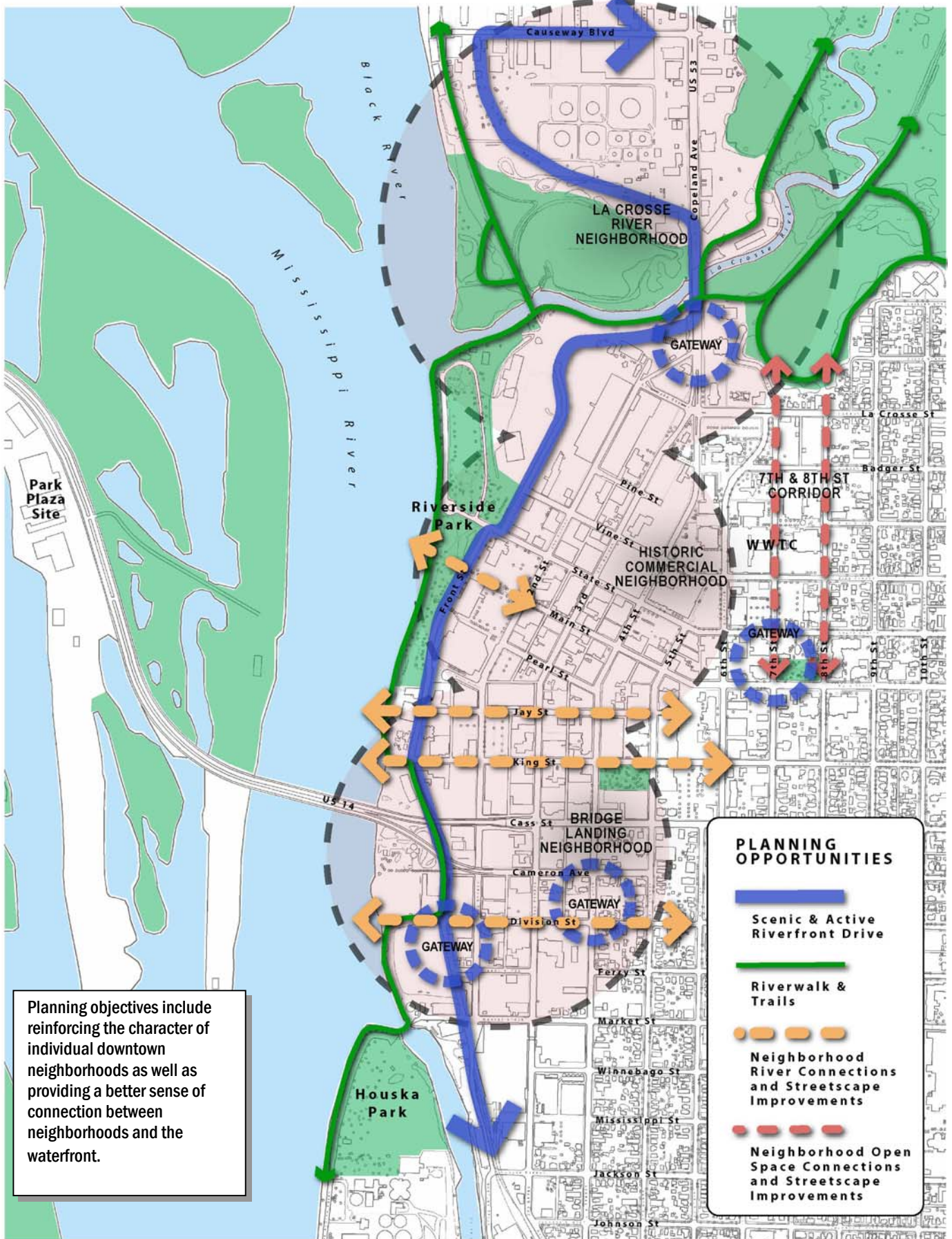
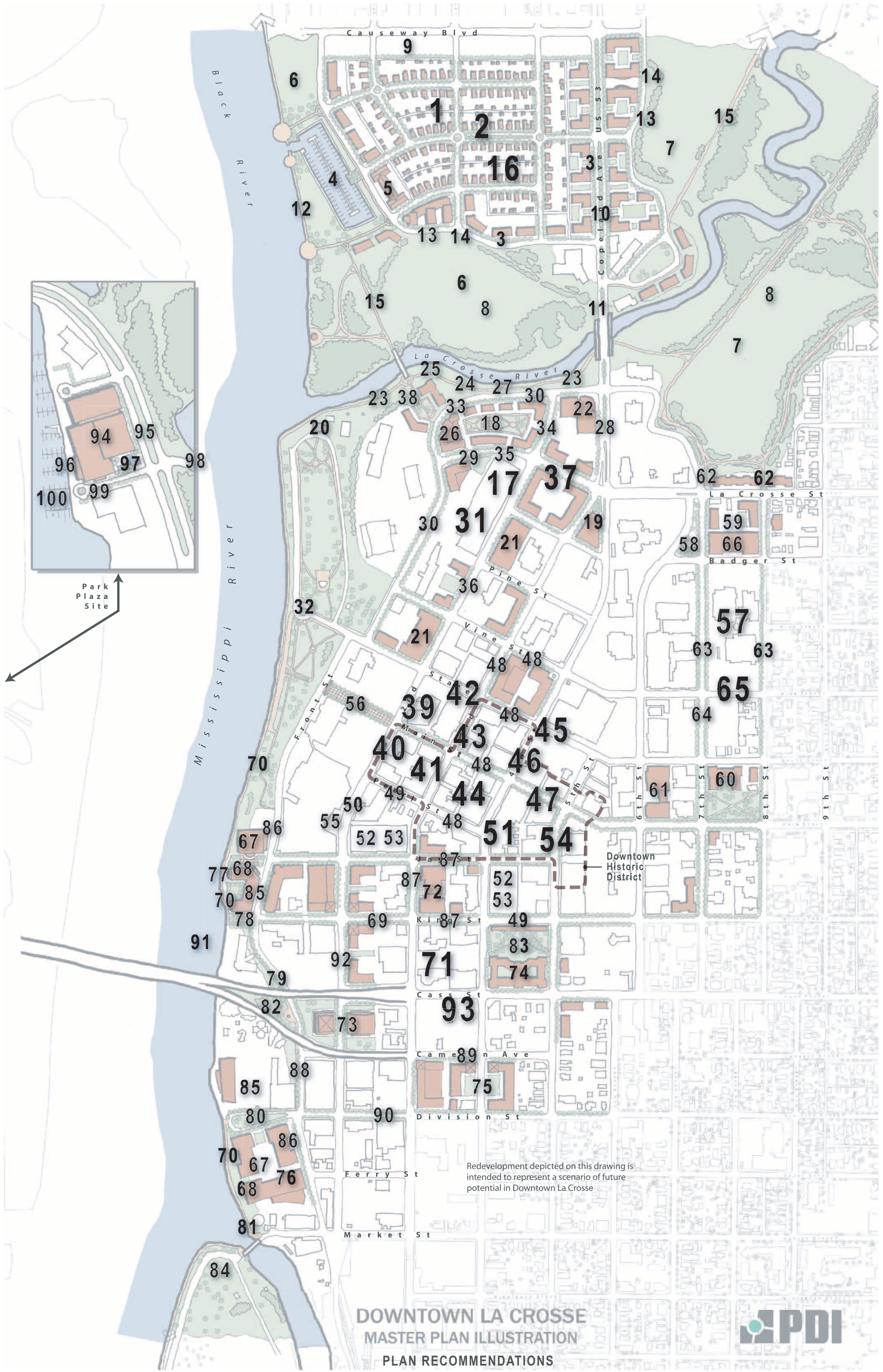


Fig. 9.4-Planning Opportunities

Planning Concept Illustration:
 Key redevelopment sites provide focal points around which other public and private investments are made. Redevelopment is focused on the neighborhoods to the immediate north and south of the Historic Commercial District creating the opportunity for new “gateways” into the downtown. Continued expansion of open space amenities in the form of streetscape projects, river walk extensions, natural open space, and bicycle and pedestrian trails is envisioned.



Fig. 9.5-Master Plan Concept



DOWNTOWN LA CROSSE
MASTER PLAN ILLUSTRATION
PLAN RECOMMENDATIONS



Redevelopment depicted on this drawing is intended to represent a scenario of future potential in Downtown La Crosse

City Vision 2020 Recommendations and Action Plan

short term priority (1)
 Mid-term priority (2)
 longer term priority (3)

Plan Recommendations

Responsible Party

CC-Common Council, DMI-Downtown Mainstreet Inc., PD-Planning Dept

La Crosse River North Neighborhood

Social and Economic Activity

1. Redevelop the "Mobil Oil" site (Redevelopment site #R-5) into a mixed-use new urban neighborhood consisting of a variety of both single family and multifamily housing, commercial uses including neighborhood retail, along with parks and open space. PD, DMI, CC

2. This area represents a once-in-a-lifetime opportunity to create an entire new and comprehensively planned neighborhood within walking distance from downtown. It is strongly recommended that the City of La Crosse and the community reach a consensus on an overall vision for the entire planning area before soliciting proposals from developers. An option to reach consensus would be to conduct a series of charettes or workshops to focus entirely on just this project area. The Charette should also include redevelopment parcel R-24 (area east of Copeland Ave.) as well. PD, CC

3. Higher density housing (townhouses, walk-up courtyard condo buildings, etc) is recommended along the edge of the development facing the park and the river. Higher density housing is also recommended to flank Copeland Boulevard. PD, DMI, CC

4. Build a marina along the Black River, near the proposed mixed-use development proposed for the Mobil Oil site. PD, DMI, CC

5. Retail uses are proposed directly across from the marina. These retail uses could be in the form of water-related businesses, restaurants, or small shops geared toward the needs of the new neighborhood. The retail area is envisioned as limited in scope and not intended to compete with the downtown. It could however become an attractive, small cluster of shops that take advantage of the waterfront location and altogether add to the vibrancy of the downtown as a whole. PD, DMI, CC

Environment and Landscape

6. Create a wetland park(Three Rivers Natural Area) to the north of the La Crosse River. Create public open space along the Black River to Causeway Boulevard. PD, DMI, CC

7. Create a wetland and park system along both banks of the La Crosse River to the east of Copeland Avenue. PD, DMI, CC

8. Develop an interpretive nature trail through the various natural open spaces. Involve local school and community groups in trail creation and stewardship. PD, DMI, CC

9. Create a landscape buffer between new development and existing industrial/commercial uses. PD, DMI

City Vision 2020 Recommendations and Action Plan

short term priority (1)
 Mid-term priority (2)
 longer term priority (3)

Plan Recommendations

Responsible Party

CC-Common Council, DMI-Downtown Mainstreet Inc., PD-Planning Dept

Visual Form and Character

- | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------|
| <p>10. Implement a streetscape project along Copeland Avenue from Causeway Boulevard to La Crosse Street. Convert the existing center left turn lane into a landscaped medial with street trees. Incorporate decorative lighting, special paving, and wayfinding signage to create a new “gateway” into La Crosse from the north.</p> | <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> | PD, DMI, CC |
| <p>11. Renovate the Copeland Avenue Bridge over the La Crosse River to enhance the “gateway” experience. Install decorative lights, railings, and planters to improve the current utilitarian character of the bridge.</p> | <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> | PD, DMI, CC |
| <p>12. Extend the riverwalk streetscape palette north along the Mississippi and Black River edge up to the proposed marina.</p> | <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> | PD, DMI, CC |
| <p>13. Provide the historic streetscape palette along public parkway drives.</p> | <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> | PD, DMI, CC |

Circulation

- | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------|
| <p>14. Provide a picturesque “riverside drive” along the edge of open spaces that parallel the river. Develop the drive as a single-loaded street (development on one side, public park space on the other).</p> | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | PD, DMI, CC |
| <p>15. Extend bike and pedestrian trails into all proposed open spaces and parks.</p> | <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> | PD, DMI, CC |
| <p>16. Use a grid street pattern to structure new redevelopment sites. This will allow the site to take on the character of the downtown. Suburban-style “office park” pod or cluster patterns are strongly discouraged. If this area is to be an extension of downtown it should look like an urban place with a clear interconnected street and block system. Incorporate alleys for service access.</p> | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | PD |

La Crosse River South Neighborhood

Social and Economic Activity

- | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------|
| <p>17. Redevelop site R-3 followed later by site R-4.</p> | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | PD, DMI, CC |
| <p>18. Consider options for long-term redevelopment that include both a renovated festival grounds and (more desirably) a mixed-use neighborhood consisting of residential along the river, corporate office sites, neighborhood-oriented retail.</p> | <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> | PD, DMI, CC |
| <p>19. Provide a visitor’s information center in this general vicinity. Since most visitors arrive via Copeland this area offers a “first stop” opportunity in a highly visible location where visitors could get maps and information on the city as well as directions to parking structures.</p> | <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> | PD, DMI, CC |

City Vision 2020 Recommendations and Action Plan

Plan Recommendations	Priority			Responsible Party CC-Common Council, DMI-Downtown Mainstreet Inc., PD-Planning Dept
	short term priority (1)	Mid-term priority (2)	longer term priority (3)	
20. Place a restaurant in the building currently utilized by the visitor’s center. (See the North Pond Café’ in Chicago’s Lincoln Park for a great example) .	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PD, DMI
21. Provide at least one parking structure for this area to alleviate parking needs along Front Street and to accommodate future development needs. Two potential locations for the structure(s) are indicated on sites R-2 and R-9. Require ground floor retail use along street edges of all structures.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PD, DMI, CC
22. Redevelopment site R-8 (at the corner of Copeland and the proposed extension of Front Street) would be an ideal “gateway” site, an attractive parcel for a corporate office building.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PD, DMI, CC
23. Provide a “sculpture walk” along the river walk (see also recommendation 25).	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PD, DMI, Citizens for the Arts Committee
24. Provide a canoe/kayak/water bike/paddle boat rental kiosk along the banks of the La Crosse River.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PD, DMI
25. Attract a bike rental business to locate in the area: take advantage of the access to bike paths.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PD, DMI
26. Encourage an “active retail” use to locate in the area such as an outdoor sport and recreation store (selling canoes, bikes, etc) This kind of retail business would complement the recreational activities available at the three rivers confluence.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PD, DMI
Environment and Landscape				
27. Provide additional landscape improvements along the river walk on the south side of the La Crosse River to create a parkway along the proposed extension of Front Street (see recommendation 33).	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PD, DMI, CC
28. Install a tree-planted median on Copeland from the intersection with La Crosse Street northward to the La Crosse River Bridge.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PD, DMI, CC
29. Plant street trees along all proposed redevelopment blocks.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PD, DMI, CC
30. Street trees and landscape along Front Street can be unique and special to signify the “Riverfront Drive.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PD, DMI, CC
Visual Form and Character				
31. Extend the historic streetscape fixture palette into the neighborhood as redevelopment occurs.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PD, DMI, CC
32. Develop additional wayfinding systems to direct visitors from the riverboat landing to the downtown. Place information kiosks at the landings to help orient and inform visitors.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PD, DMI, CC

City Vision 2020 Recommendations and Action Plan

short term priority (1)
 Mid-term priority (2)
 longer term priority (3)

Plan Recommendations

Responsible Party

CC-Common Council, DMI-Downtown Mainstreet Inc., PD-Planning Dept

Circulation

- | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------|
| <p>33. Extend Front Street along the south edge of the La Crosse River to connect with Copeland Avenue just south of the bridge.</p> | <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> | <p>PD, DMI, CC</p> |
| <p>34. Eliminate the diagonal connection of 2nd Street to Copeland. Instead, connect 2nd Street to the new Front Street Connection.</p> | <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> | <p>PD, DMI, CC</p> |
| <p>35. Extend La Crosse Street to the west of 2nd Street to connect with Front Street.</p> | <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> | <p>PD, DMI, CC</p> |
| <p>36. Provide parallel parking along both sides of Second Street from La Crosse Street southward to Division Street.</p> | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | <p>PD, DMI</p> |
| <p>37. Stripe individual parking stalls for all on-street parking. Consider marking stalls with a length of approximately 18 feet (as opposed to 25 feet), with every two stalls sharing a 7-foot navigation space to allow for a greater number of stalls per block face.</p> | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | <p>PD, DMI</p> |
| <p>38. Provide a bike trail information kiosk or “trailhead park” to offer a map of La Crosse, bike path information, and information on La Crosse attractions and shops.</p> | <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> | <p>PD, DMI</p> |

Historic Commercial Neighborhood

Social and Economic Activity

- | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------|
| <p>39. Promote infill development of vacant or under-utilized parcels. All new development is to be complementary to the historic character of the area. In general, encourage higher density uses of these sites.</p> | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | <p>PD, DMI, Heritage Preservation Commission</p> |
| <p>40. Couple parking expansion with redevelopment activity.</p> | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | <p>PD, DMI</p> |
| <p>41. Reduce impediments hindering 2nd and 3rd floor renovations of downtown existing structures. Assist property owners in learning about the State Historic Building code.</p> | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | <p>PD, Heritage Preservation Commission</p> |
| <p>42. Investigate shared vertical circulation between adjacent buildings wishing to utilize 2nd and 3rd floor spaces.</p> | <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> | <p>PD</p> |
| <p>43. Consider improving certain alleys to become pedestrian/service lanes. Consider assessing improvements to downtown as a whole, not just property owners.</p> | <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> | <p>PD, DMI, CC</p> |
| <p>44. Promote a balance of nighttime activities to provide an alternative to the college bar scene. A more diversified mix of attractions would include art and cultural attractions, fine restaurants, bars appealing to an older (after college) crowd.</p> | <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> | <p>PD, DMI</p> |

City Vision 2020 Recommendations and Action Plan

short term priority (1)
 Mid-term priority (2)
 longer term priority (3)

Plan Recommendations

Responsible Party

CC-Common Council, DMI-Downtown Mainstreet Inc., PD-Planning Dept

45. Address perceived inadequate maintenance and sanitation of downtown streets and sidewalks, particularly after bar time. Consider forming a Business Improvement District (BID) to take over cleaning, plowing of alleys, maintenance etc.)

PD, DMI, CC

46. Create and enforce design review standards for historic districts and properties.

PD, Heritage Preservation Commission

Environment and Landscape

47. Continue to encourage the use of planters to increase the amount of landscape within the downtown.

PD, DMI

48. Add hanging flower baskets to street light poles on streets running east/west. This would signify and enhance the character of streets leading to the river.

PD, DMI

Circulation

49. Investigate the potential for more on-street (angle or perpendicular) parking within the Historic Downtown: Consider angle parking along Pearl Street.

PD, DMI

50. Provide parallel parking along both sides of Second Street.

PD, DMI

51. Stripe individual parking stalls for all on-street parking. Consider marking stalls with a length of approximately 18 feet (as opposed to 25 feet), with every two stalls sharing a 7-foot navigation space to allow for a greater number of stalls per block face.

PD, DMI

52. Designate and reserve the lower levels of parking ramps for use by customers of retail establishments and visitors. Designate upper levels of parking ramps for downtown office workers and other all-day or long term users.

PD, DMI

53. Provide better signage directing parking ramp users to downtown destinations.

PD, DMI

Visual Form and Character

54. Create guidelines and regulatory mechanisms for sign regulation.

PD, DMI, CC

55. Add landscape improvements along the front (Second Street) façade of the La Crosse Center to create a more welcoming environment for pedestrians.

PD, DMI

56. Consider landscape modifications to the Main Street Mall (pedestrian mall between Front and Second Streets) to open up the middle of the space to allow a better view toward the water from the downtown. A gateway structure provided at the end of the mall on the east side of Front Street would enhance the sense of entrance into the downtown from the riverfront.

PD, DMI

City Vision 2020 Recommendations and Action Plan

short term priority (1)
 Mid-term priority (2)
 longer term priority (3)

Plan Recommendations

Responsible Party

CC-Common Council, DMI-Downtown Mainstreet Inc., PD-Planning Dept

7th & 8th Street Corridor

Social and Economic Activity

57. The City and WWTC should work together to improve the quality of the housing stock in the campus vicinity. Encourage high quality student housing. Contact UW Madison planning officials to learn how they were able to encourage high quality private sector student housing the the neighborhoods around the campus. Encourage more higher density student housing (townhouse style) nearer to campus. Require regular building inspections of housing to detect code violations. 1 PD, WWTC, DMI

58. Reinforce WWTC's "Front Door" planning concept: consider additional landscape improvements to triangle of land bordered by 6th/7th/Badger Street, encourage retail uses (preferably restaurants along the 7th Street when redevelopment occurs north of Badger St. 1 PD, WWTC, DMI

59. Create WWTC North "Gateway" redevelopment to provide a parking structure, high quality private sector student housing, retail, and connections to bike/pedestrian trails and open space systems. 1 PD, WWTC, DMI

60. Cluster high quality residential uses at the southern end of the corridor around the park near the intersection of Main and 7th. 3 PD, DMI

61. Encourage a mixed-use project on redevelopment site R-14, with commercial uses on the ground floor and residential uses above. 2 PD, DMI, CC

Environment and Landscape

62. Create trail connections at the ends of 7th and 8th Streets to link with the proposed nature trail system along the La Crosse River 2 PD, DMI

Visual Form and Character

63. Provide street trees and streetscape along 7th and 8th streets from Main Street northward to LaCrosse Street. 2 PD, DMI,

Circulation

64. Provide bicycle lanes along 7th Street leading from Main street northward to La Crosse Street. 2 PD, DMI

65. Stripe individual parking stalls for all on-street parking. Consider marking stalls with a length of approximately 18 feet (as opposed to 25 feet), with every two stalls sharing a 7-foot navigation space to allow for a greater number of stalls per block face. 1 PD, DMI

66. Require ground floor retail use along street edges of all proposed parking structures. 2 PD, DMI, CC

City Vision 2020 Recommendations and Action Plan

short term priority (1)
 Mid-term priority (2)
 longer term priority (3)

Plan Recommendations

Responsible Party

CC-Common Council, DMI-Downtown Mainstreet Inc., PD-Planning Dept

Bridge Landing Neighborhood

Social and Economic Activity

- | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------|
| <p>67. Redevelop "Listman Mill" site (R-1) as a mixed-use development with public access to the riverfront.</p> | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | <p>PD, DMI, CC</p> |
| <p>68. Encourage ground floor commercial (restaurant or retail) along portions of the ground floor of buildings along the river or public rights-of-way.</p> | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | <p>PD, DMI</p> |
| <p>69. Promote and attract art-oriented activities and businesses/institutions in the neighborhood, especially along King Street, which is envisioned as a "main street" for this neighborhood. This area would become known as an "Arts District," a neighborhood where visual and performing artists live, create, sell and share their artistic achievements. Related businesses like restaurants, coffee houses, markets, shops and museums would also exist in this synergy of arts, commerce and community. This recommendation echos a proposal by Citizens for the Arts, a civic group advancing the cause of the arts in La Crosse. Citizens for the Arts is the kind of organization that can become a vital component in implementing this vision. Continuing efforts to unify and coordinate the efforts of the arts groups within Citizens for the Arts will help create a strong and effective voice for the arts in La Crosse. It is suggested that Citizens for the Arts and the City organize workshops or seminars that feature presentations by individuals representing art advocacy groups, city departments, and developers from other cities.</p> | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | <p>PD, DMI, Citizens for Arts Committee</p> |
| <p>70. Provide a "sculpture walk": a series of sculptures or art pieces along the length of the river walk.</p> | <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> | <p>PD, DMI, Citizens for Arts Committee</p> |
| <p>71. As the Bridge Landing neighborhood redevelops, the overall character of this area would be one of the most diverse in the downtown and is expected to include a mix of new residential housing, converted "loft" housing, some light industrial/commercial uses, retail/restaurant establishments (not college oriented), and arts/cultural attractions.</p> | <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> | <p>PD, DMI</p> |
| <p>72. Redevelop transit center site (R-2) as a mixed-use project with ground floor commercial to enhance the pedestrian character of streets.</p> | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | <p>PD, DMI, CC</p> |
| <p>73. Treat the area between the two bridge ramps as a singular "gateway" redevelopment parcel. The area should be developed to be a large green space.</p> | <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> | <p>PD, DMI, CC</p> |
| <p>74. Redevelopment of site #R-30 offers the opportunity to add high-end residential overlooking Cameron Park.</p> | <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> | <p>PD, DMI, CC</p> |
| <p>75. Encourage infill courtyard housing in the vicinity of 4th and Division.</p> | <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> | <p>PD, DMI, CC</p> |

City Vision 2020 Recommendations and Action Plan

short term priority (1)
 Mid-term priority (2)
 longer term priority (3)

Plan Recommendations

Responsible Party

CC-Common Council, DMI-Downtown Mainstreet Inc., PD-Planning Dept

76. Redevelopment parcel # R-23 offers an opportunity to attract light industrial or commercial functions. Given the site's location along the river this area would be a great opportunity to create a "green" campus of companies utilizing sustainable practices in their operations and in the construction of the buildings. This would allow La Crosse to have a demonstration "incubator" project which could feature firms engaged in exploring emerging environmental technologies.

PD, DMI, CC

Environment and Landscape

77. From the current southern terminus of the river walk, construct a new river walk extension through the Logistics Health site to the point where King street terminates.

PD, DMI, CC

78. Construct a small public park or plaza at the end of King Street within the public right of way. Extend the river walk eastward through this public space to Front Street.

PD, DMI, CC

79. Construct a landscaped pathway along the western side of Front Street to continue the river walk pathway southward around the concrete plant to the point where Division Street ends.

PD, DMI, CC

80. Extend the river walk west to connect with the river's edge. Provide a new public park at the end of Division Street to allow access to the riverfront.

PD, DMI, CC

81. Continue the river walk south along redevelopment parcel R-23 to connect to Houska Park.

PD, DMI, CC

82. Construct a small public green space to the west of Front Street and between the bridge on and off ramps.

PD, DMI, CC

83. Provide additional landscape improvements to Cameron Park as redevelopment occurs.

PD, DMI

84. Provide additional landscape improvements to Houska Park as redevelopment of Parcel R-23 occurs and the river walk is extended. The streetscape features of the river walk should be extended into the park.

PD, DMI

Visual Form and Character

85. Surface parking lots between the River and Front Street should be considered an interim use and should be screened on their edges with landscape elements including shrubs, low brick walls, or ornamental fences. Long-term presence of surface parking along the waterfront is not recommended.

PD, DMI

86. Discourage blank walls or service access/loading along the river walk or public ways.

PD, DMI

87. Extend streetscaping to Jay, King, and 2nd Streets as outlined in the Wayfinding and Streetscape Guidelines.

PD, DMI, CC

88. Extend streetscaping along Front Street southward to end at Market Street.

PD, DMI, CC

City Vision 2020 Recommendations and Action Plan

short term priority (1)
 Mid-term priority (2)
 longer term priority (3)

Plan Recommendations

Responsible Party

CC-Common Council, DMI-Downtown Mainstreet Inc., PD-Planning Dept

89. Construct streetscaping along Cameron Street from 3rd to 5th Street. PD, DMI, CC

90. Construct streetscaping along Division Street from 5th westward to the river. PD, DMI, CC

Circulation

91. Investigate the feasibility of a "river taxi" which could run between Houska Park and the proposed Marina on the Mobil Oil site, stopping at several locations along the way. The water taxi could also stop at Pettibone Park and the proposed recreational/commercial attraction at the Park Plaza Site. PD, DMI, CC

92. Provide parallel parking along both sides of Second Street. PD, DMI

93. Stripe individual parking stalls for all on-street parking. Consider marking stalls with a length of approximately 18 feet (as opposed to 25 feet), with every two stalls sharing a 7-foot navigation space to allow for a greater number of stalls per block face. PD, DMI

Park Plaza Site

Social and Economic Activity

94. Develop redevelopment site R-6 as a recreational/commercial facility. Uses could include an indoor water park and hotel. A parking structure could also be accommodated on the site. PD, DMI, CC

95. The site, along with the beach and Pettibone Park could work together as a major recreational draw for the region. PD, DMI

Environment and Landscape

96. Provide a public river walk along the west side of the property. PD, DMI, CC

Visual Form and Character

97. Create a visual focal point at the southeast corner of the parcel, across from the road leading to the beach. PD, DMI

98. Continue riverwalk and streetscaping along the river in Pettibone Park. PD, DMI, CC

Circulation

99. Extend trolley service to the development and Pettibone Park. PD, DMI

100. Consider a water taxi service. PD, DMI, CC

10. GUIDELINES FOR REDEVELOPMENT

The following architectural and urban design guidelines are recommended for (re)development within Downtown La Crosse.

BUILDING HEIGHT

Building heights are regulated to create streets in character with surrounding development. Building height ranges are indicated for each Redevelopment Site. Building heights are identified by the number of stories above grade and given a minimum and maximum range. The ground floor should not be less than 12 feet from finished floor to finished ceiling but has no maximum height limit. Above the ground floor, a story is defined as a habitable level no more than 14 feet in height from finished floor to finished ceiling. When an upper story exceeds 14 feet in height, the additional height will count as an additional story.

For additions to existing buildings, the allowable minimum building height is the height of the existing building.

Because of their prominent locations, several sites have been designated as potentially prominent buildings and have taller minimum and maximum height ranges.

BUILD-TO LINE

Build-To Lines are established for Redevelopment Sites to ensure that building placements clearly define street edges and corners. The Build-To Line is a line parallel to (and within two feet of) the property line along which the facade of the building should be located. Facade is defined as any vertical, exterior face or wall of a building. For adaptive reuse of existing buildings, the Build-To Line is the existing building facade.

The percentage of the Build-To Line that should be met with building facade varies by Redevelopment Site. Building construction can vary from the Build-to Line to accommodate façade articulation including: arcades, entrances, balconies, and reveals.

The following elements can extend beyond the Build-To line: stairs, ramps, terraces, awnings, signs, bay windows, balconies, roof overhangs, lighting, foundations, footings, and similar elements.

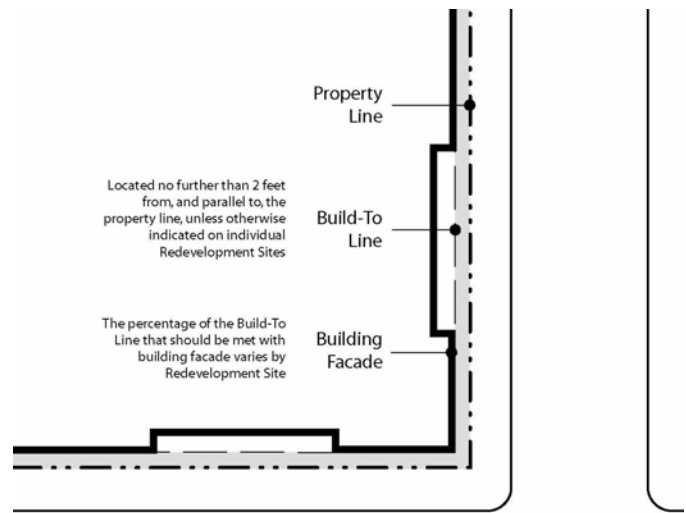


Fig. 10.1-Build-To Line

BUILDING COMPOSITION

Base, Middle and Top

Buildings should be composed to define base, middle and top elements. The base of the building anchors it to the ground and is the interface between the building and people and should be highly articulated. The transition between the middle of the building and the base and top should be articulated by use of contrasting materials, window openings, or ornamental elements. These horizontal bands form expression lines that give scale

and character to a facade. The top terminates the building against the sky and provides an opportunity to create an interesting silhouette.

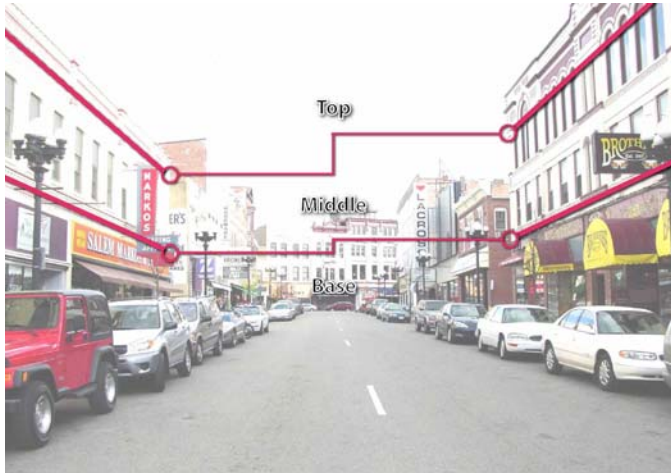


Fig. 10.2-Base, Middle, Top

Street Level Window Glazing

Street level facades should include visual features and design details that enrich the pedestrian experience. While visual interaction with all stories of the building is encouraged, visual interaction by means of clear, non-tinted windows (glazing) is required along the street frontage of a building. The amount and type of ground floor window glazing is as follows:

The area where clear, non-tinted glazing should occur is between 2 feet above grade to at least 8 feet above grade. Lower glazing (such as glazing extending to the floor) and/or higher-level glazing (such as transoms and clerestories) are encouraged. For exclusively residential buildings, ground floors should be raised a half level and the area where clear, nontinted glazing should occur is between 3 feet above the ground floor to at least 7 feet above the ground floor. The clear glazing zone is measured along the street frontage of the building and does not include service entries.

Percentage of defined zone to be glazed:

Commercial: at least 70%

Residential/Institutional: at least 50%

Industrial: No specific requirement, except for associated office uses. Office uses should be located on primary, active streets.

Street Activation

Where required glazing is provided along the ground floor, the area behind the glazing should consist of Street Activating Uses for a minimum of 12 feet in depth. Street Activating Uses are those open to the public including shops, restaurants, lobbies, and other service activities that move goods and people in and out of the building. Street Activating Uses can also include areas that are not open to the public yet still activate the street. Street Activating Uses do not include parking stalls and does not apply to residential uses on the ground floor.

Entries

Pedestrian entries should be provided for each distinct ground floor use (or tenant) along the street frontage. Shared ground floor entrance lobbies are permitted for upper story uses. Dominant corner entrances that maintain the Build-to Line are desirable on corner sites.

Service entries include truck docks, fire exit doors, areas for waste disposal, and areas for deliveries. Service entries should be located along alleys or in the rear of buildings and should not be located along street frontages unless no other access is available. Fully enclosed service entries are permitted along street frontages and should be designed to be consistent with other ground floor facade elements.

Vehicular parking entries, curb cuts, and driveways should not exceed 24 feet in width. Where the vehicle entry driveway crosses the sidewalk, the paving along the sidewalk should remain at the same typical height as the

adjacent sidewalks to create a level, non-interrupted path for pedestrians.

Gates/doors for possible nighttime closure should be recessed 4 feet from the building facade.

Materials

Enrichment of the pedestrian realm requires building materials (especially at the street level) to be of high quality, such as stone, brick, metal panel systems, and other durable materials. Materials such as EIFS (Exterior Insulation and Finish System) should not be used on the building base, and utility grade materials such as split face block are only allowed on rear, interior lot lines and alley frontages.

Building Articulation

Detailing should enhance the human scale qualities of the building. The building base should be distinctly noticeable from the middle portion of the building. Cornices, friezes, hoods, canopies or other expressive elements should demark the separation of these portions of the buildings. Awnings and light shelves are also encouraged to help create a more human scale to the building.

The base of commercial and other buildings should have additional expressive elements that enhance the building's relation to human scale. A change in material or detailing for the base can often achieve this goal. Lighting that illuminates the exterior of a building and highlights its design features is encouraged.

“Flat” facades should be avoided. When dissimilar materials of the exterior cladding meet, a distinct variation in surface plane should be present. For example, when a brick clad section meets up with a glass curtain wall, a variation in plane is generally needed to avoid the façade appearing too flat.

For residential uses, balconies, French windows, bay windows or similar features are encouraged on all units above the building base to further activate the street and give the upper façade articulation and interest.

Where parking structure facades are open for ventilation purposes, they should not have long, horizontal openings. The façade should establish a vertical pattern or create gridded or punched window-type openings in order for the structured garage façade to maintain a sense of scale and vertical proportion.



Fig. 10.3-High quality materials and articulated building facade

Roof gardens are permitted and encouraged. Occupied penthouses are permitted and do not count as an additional story if the penthouse occupies less than one-half of the roof area. Roof forms and elements that serve as visual landmarks special features and architectural lighting of roof top elements are encouraged.

Mechanical equipment should be screened and mechanical penthouses should be clad with material consistent with the overall design of the facades.

HISTORICAL CONTEXT AND STYLE

New and rehabilitated buildings within the Downtown Commercial Historic District should follow these guidelines as well as architectural standards established in the Design Review Guidelines prepared by URS. Buildings outside of the District, but still within the Downtown (especially those buildings directly adjacent to the district or outlying historic properties) should be responsive and sensitive to historic architecture. All Downtown buildings should adhere to the following, but particularly those adjacent to historic buildings:

Proportion

The use of proportion is intended to provide a sense of visual harmony among elements of a building. A well-proportioned building has component parts (windows for example) that have the same proportion as the other parts, (structural bays, panels, facades zones, etc.). A pattern of components with a greater height than width creates a preferable vertical proportion consistent with the building massing that is historically prevalent in Downtown La Crosse.

The building's massing and resulting surfaces should demonstrate consistent proportional harmonies that should be used in the development of the facade's composition and details.

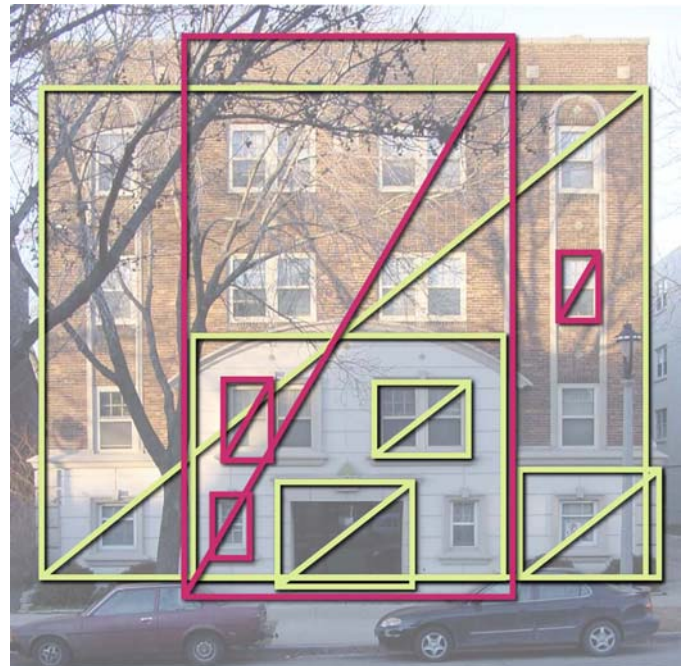


Fig. 10.4-Façade Proportion. This example shows a composition of building elements using two proportioning systems

Scale

In order to achieve an architectural composition responsive to surrounding historic context and human scale, distinctive compositional elements of buildings should be distinguishable from a distance of both near and far. The size and shape of these elements should reflect the scale of nearby historic buildings.



Fig. 10.5-The compositional elements of the contemporary building in the background (even as the building is taller) are organized into a similar scale as the historic buildings in front

Rhythm

In architectural composition, rhythm refers to the regular or harmonious recurrence of building elements. These patterns often reflect the building's repetitive structural bays, often with the end bays given special identity. This articulation of the facade helps provide scale by breaking the facade into smaller visual parts. The variation of rhythm from building to building reaffirms the individuality of each building, while the recurrence of an overall rhythm helps unify the facade.

The building's structural column lines should in some way be evident or expressed on its facade.



Fig. 10.6-Compositional rhythm as expressed through the building's structural bays

Surface Variation and Detail

Enhance the visual richness of surfaces and scale of facades with detailing at openings and corners, with material, color and textural changes. Express the products of current manufacturing technologies and building construction processes to produce an architectural expression of this time period while responding to surrounding historical context.

SPECIAL FEATURES

Because of their prominent locations, several redevelopment sites require special features such as unique forms, shapes, or facade elements that can be seen from a distance in order to terminate a vista or define gateways. These are identified for particular Redevelopment Sites.

SITE FEATURES

Outdoor areas, such as cafés, beer gardens and plazas should be constructed with materials consistent with those along the ground floor facade. Material such as poured in place concrete, stone, and masonry elements should be used. Wood railings, wood skirting and wood-decking should be avoided.

Retaining and garden walls should be constructed of poured in place concrete, or stone and brick masonry. Wood retaining walls and dry-stack block systems should be avoided.

Fencing should be decorative metal, masonry or other high quality materials.

Site lighting should be controlled to prevent glare from the light source onto adjacent properties of the public right-of-way.

ALLEYS

Alleys within the downtown should be improved to provide a pedestrian-friendly environment without compromising the service and access they provide to adjacent buildings and uses.

Alley improvements should include primarily decorative lighting, decorative paving, movable landscape planters and screening for trash/recycling receptacles. Improvements should not hinder vehicular transportation and should largely be located along the edges of alleys. Using decorative paving across an entire alley is an effective means of creating an attractive pedestrian environment, though accent application along the edges can be just as effective.

Priority for improvements should be given to alleys adjacent to surface parking lots, alleys that connect significant public places/destinations, and those along buildings that provide improved rear entrances.

SURFACE PARKING

Lot configuration

Parking lots should have a simple geometric shape, and strong edges that define them including decorative fencing/garden walls, landscaping, and lighting.

Decorative Fencing and Landscaping

Decorative fencing/garden walls and landscaping are required between the public right-of-way and any off-street parking, loading, and service areas where they are adjacent to the public right-of-way. The fencing/garden wall should be decorative, preferable with masonry piers at regular intervals. Ground plantings at the base of the fence is encouraged. In addition, regularly spaced trees (spacing not to exceed 25 feet between tree trunks) should be planted as part of the composition. Trees should be deciduous with a canopy in order to maintain sight lines into and out of the site for safety.

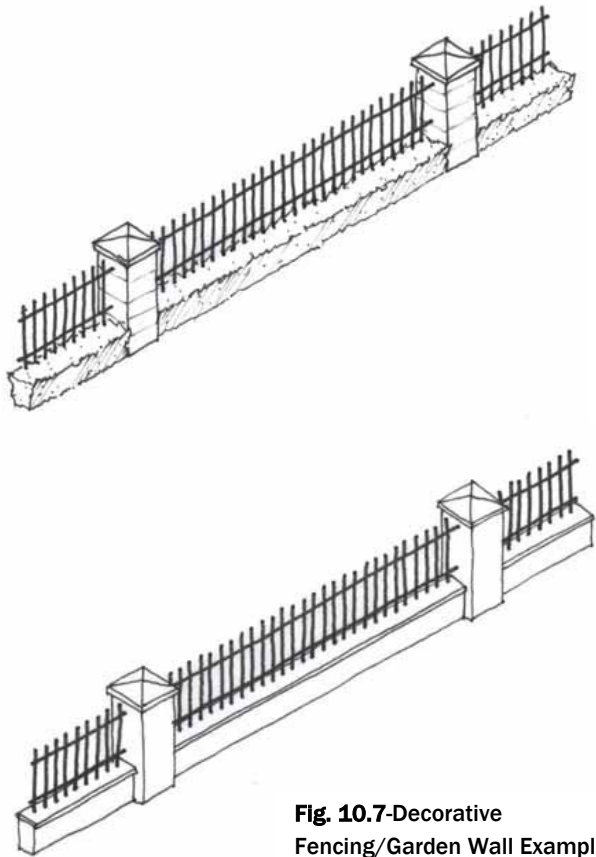


Fig. 10.7-Decorative Fencing/Garden Wall Examples

LA CROSSE RIVER NORTH NEIGHBORHOOD Redevelopment Site Specific Guidelines

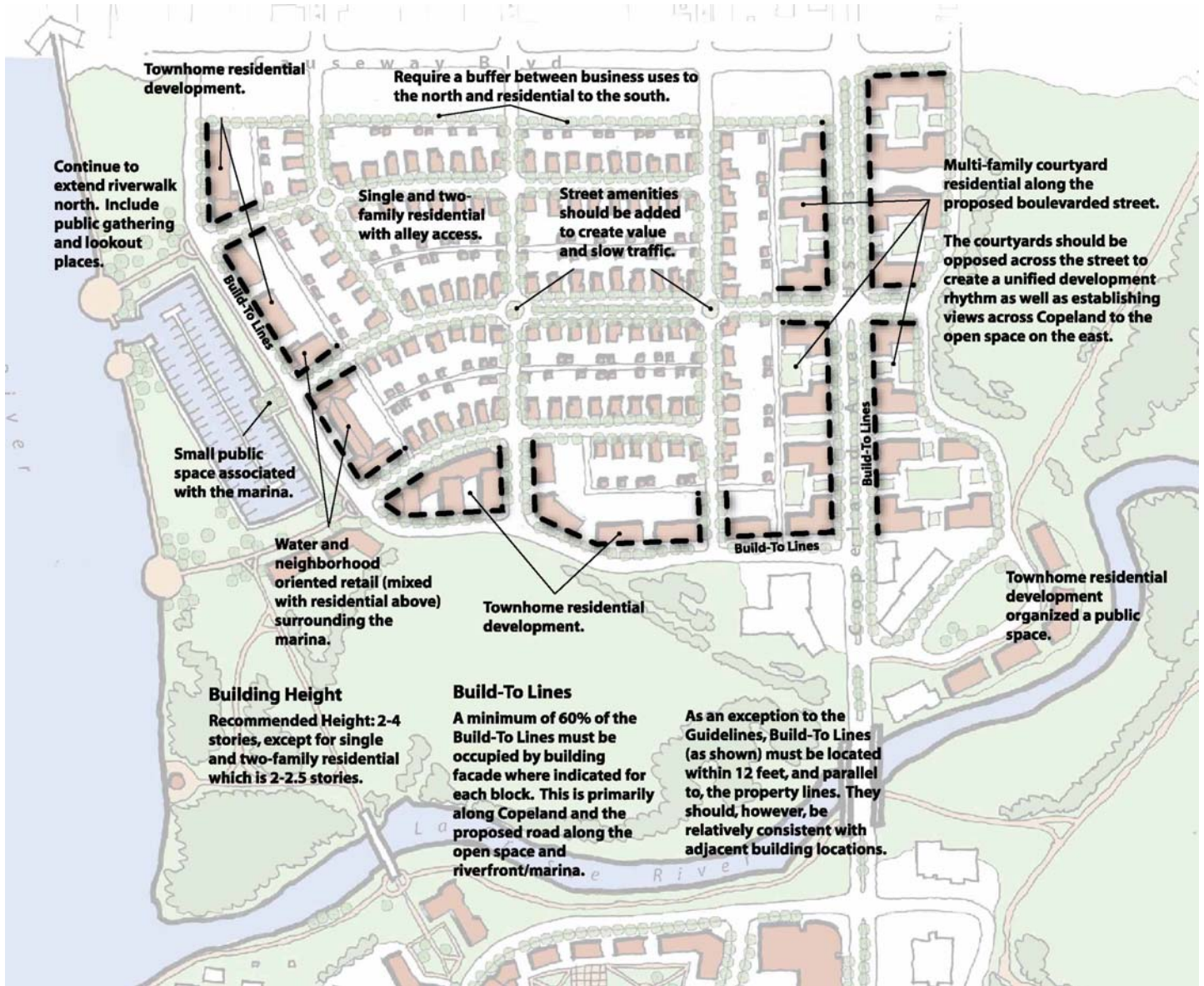


Fig. 10.8-La Crosse River North Neighborhood: Redevelopment Site Specific Guidelines

LA CROSSE RIVER SOUTH NEIGHBORHOOD Redevelopment Site Specific Guidelines

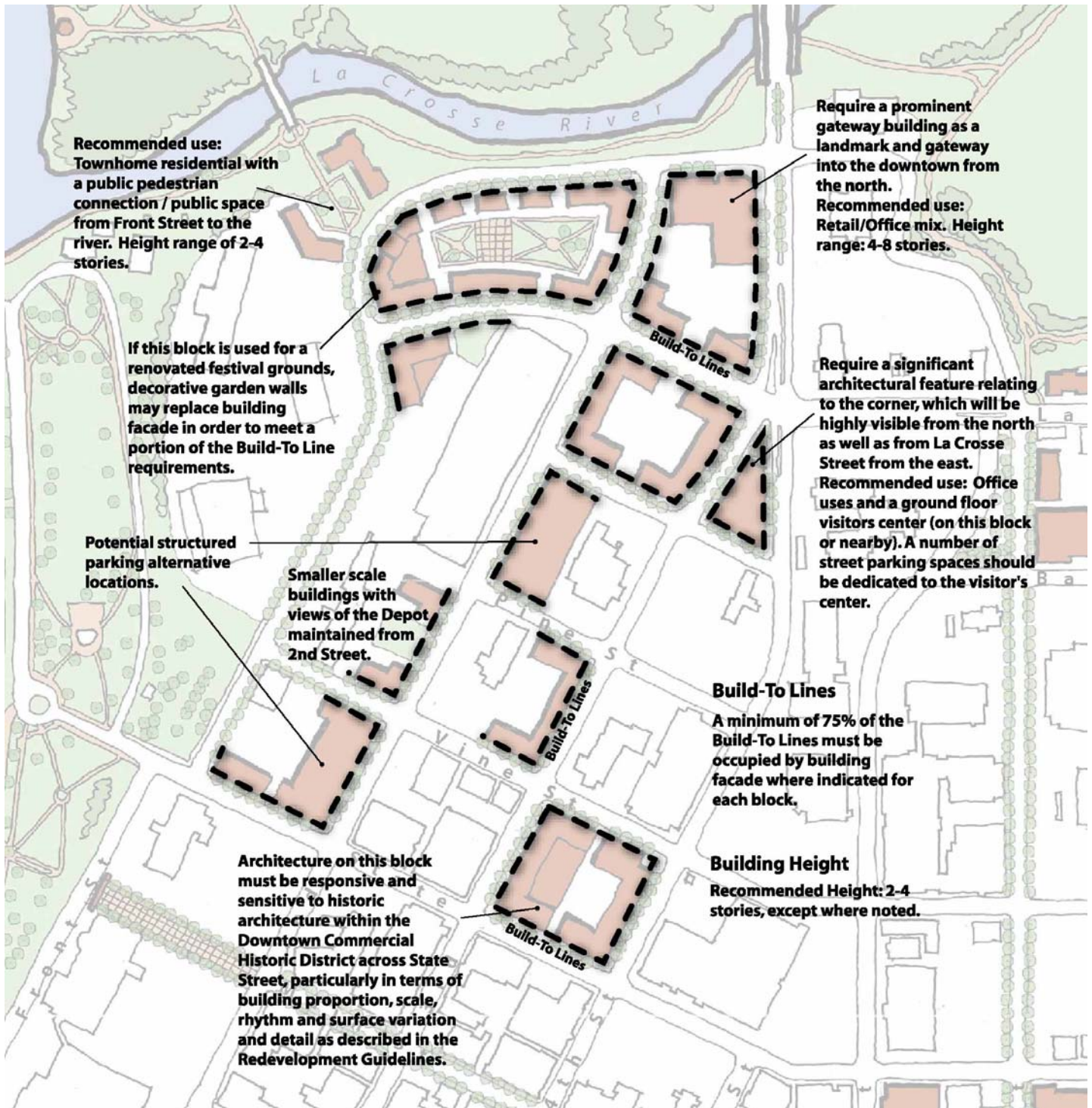
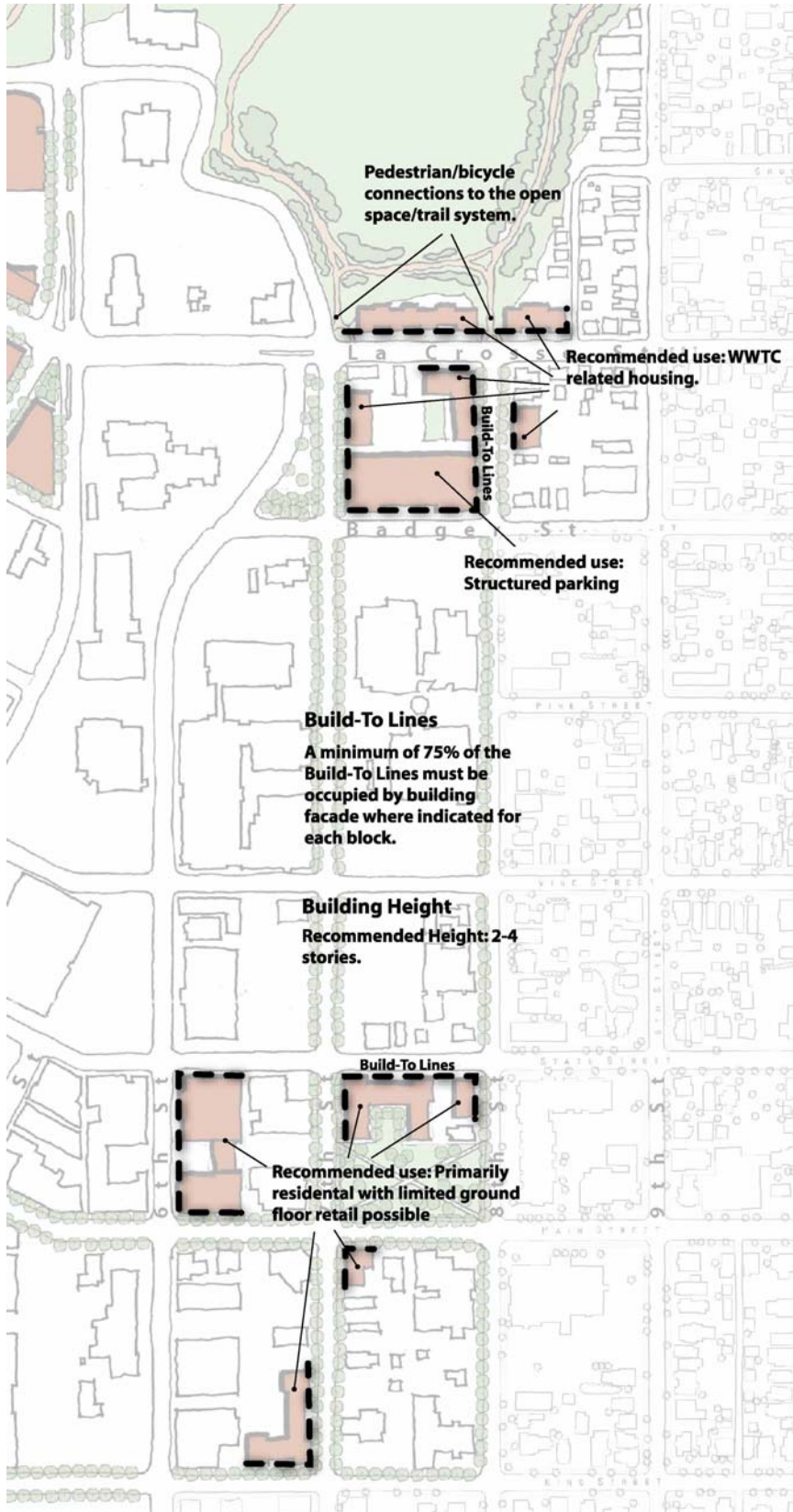


Fig. 10.9-La Crosse River South Neighborhood: Redevelopment Site Specific Guidelines

7TH AND 8TH STREET CORRIDOR Redevelopment Site Specific Guidelines



**Fig. 10.10-7th & 8th Street Corridor:
Redevelopment Site Specific Guidelines**

BRIDGE LANDING NEIGHBORHOOD Redevelopment Site Specific Guidelines

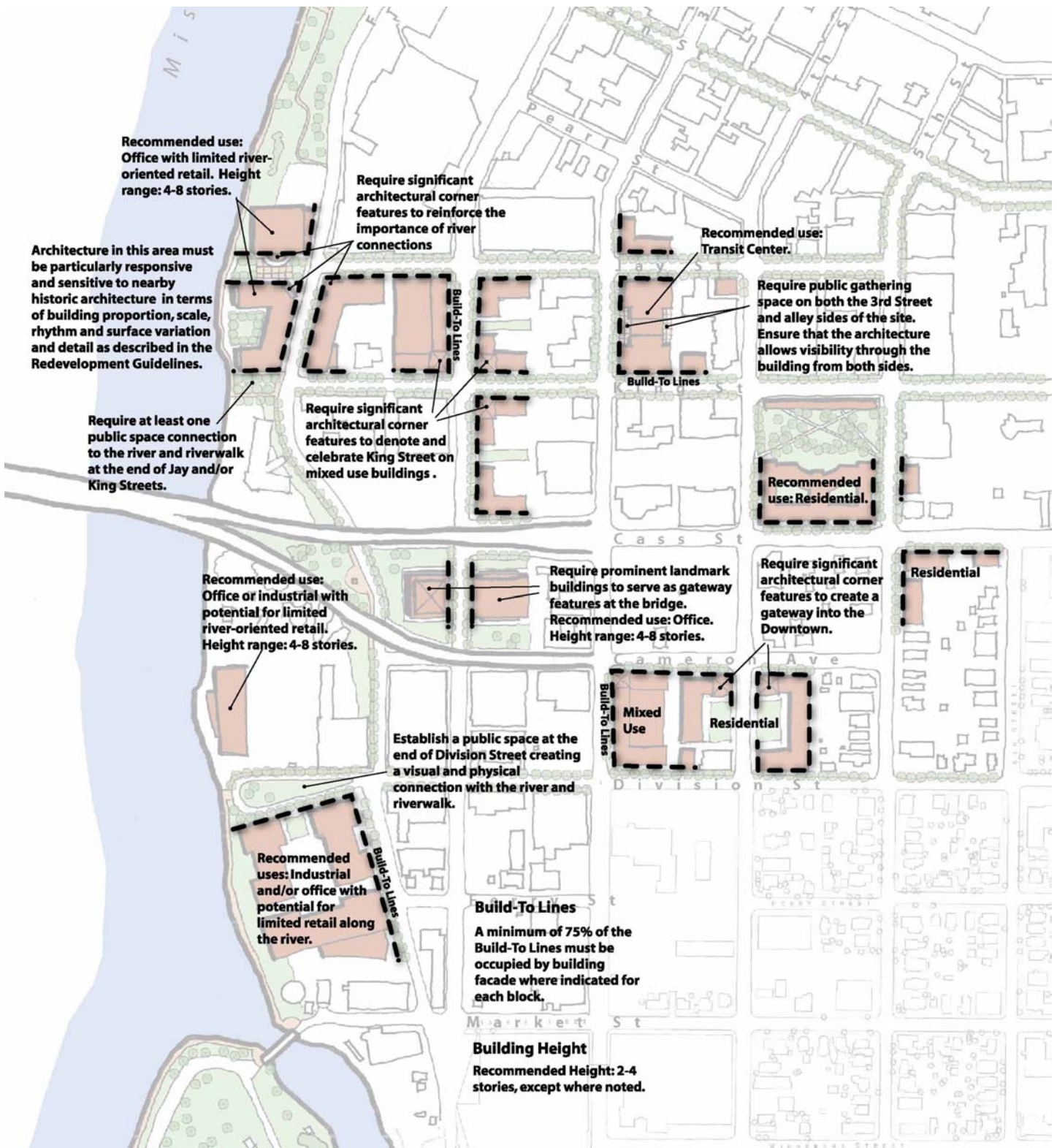


Fig. 10.11-Bridge Landing Neighborhood: Redevelopment Site Specific Guidelines

11. PROCEDURES FOR PROJECT MANAGEMENT

The City Vision 2020 plan contains many recommendations for implementation over the next twenty years. This planning document has provided a priority framework for implementing recommendations keyed to the six major redevelopment sites identified by the City of La Crosse and DMI. In addition urban design guidelines for site review of redevelopment parcels are included to ensure that new development positively contributes to the overall character of the Downtown. This chapter outlines suggested methods for operation and management, along with recommendations for conducting project approval and design review.

Recommendations for Project Approval and Design Review

The urban design guidelines outlined in this document apply to all new buildings and renovations within the Downtown. There are several different options that the City could pursue regarding design review. One method is to create an “Urban Design Commission” composed of city officials, design professionals, and citizen representatives. This method charges the commission with the responsibility of reviewing each project sometimes in two stages: a preliminary review of general building massing and layout followed by a second review of building details such as exterior materials and landscape. The commission either approves the design which then goes on to a planning commission or it rejects the project upon which the petitioner can appeal to the planning commission. Urban design districts are created to designate areas of a city requiring this extra level of review for development projects. Design guidelines are crucial so that developers can understand what the city wants in terms of design quality. The disadvantage of an Urban Design Commission approach is that it creates an additional layer of bureaucracy within the city approval process.

It is recommended that the City of La Crosse adopt a simpler approach, that of retaining an urban design consultant to perform the review function for projects within the Downtown but outside the Commercial Historic District. Redevelopment, new or renovation projects

within the Historic District would be reviewed by a separate preservation committee following the guidelines outlined in the Historic Preservation Plan authored by URS.

The urban design consultant’s fee would be paid by the developer or applicant pursuing the project. Each applicant would be expected to be familiar with the City Vision 2020 plan document and the guidelines specified for the project. If no specific site guidelines were noted for a particular parcel, the general guidelines would apply. The urban design consultant would hold a meeting with the applicant at the beginning of the design process to go over the master plan and the design guidelines applicable to the proposed project so that the City’s expectations are clear. Conducting this meeting early in the process can help avoid misunderstandings and perhaps reduce the total number of review meetings required. In some instances the consultant would conduct an interim review (depending on project size and scope) culminating with a final review and recommendation to be forwarded to the plan commission. Of course this does not guarantee that a commission will follow the consultant’s recommendation. The advantage of the consultant method of review is that the give and take between the applicant and the reviewer can take place in an informal one-on-one setting rather than in a more politicized and public committee format.

Initially, it is not practical or desirable to require every single project that comes along in Downtown La Crosse to follow a formal process of design review. It is therefore important to establish a method or “trigger” to select which (re)development projects should be required to follow the review process. Formal design review should take place for the following situations:

- Projects sites directly adjacent to or across the street from the border of the historic district.
- Project sites adjacent to or across the street from historic buildings not within the district itself
- All of the major redevelopment sites identified earlier in this document (R:1-R:32)

Taken together, these three development situations constitute an initial Urban Design District for Downtown La Crosse, subject to the guidelines and review processes

outlined in this report. In the future, the City may wish to expand the Urban Design District by establishing a specific geographic area within which all projects would be subjected to design standards and review. It is suggested that if the Urban Design District is expanded in this manner the City of La Crosse should consider writing more detailed urban design requirements and codifying them into an ordinance through what is known as a “form based code.” Form based codes focus on the physical character of buildings with particular emphasis on creating pedestrian-friendly street edges and harmonious streetscapes rather than on the actual use of the building.

Recommendations for Operation and Management

The City Vision 2000 plan recommended the current organizational system for managing the implementation process through the Project Management Team (PMT) The PMT determines which projects to implement and how to spend TIF funds. It is recommended that the same urban design consultant retained by the city to review redevelopment projects assist the PMT in evaluating on-going redevelopment progress and setting annual funding priorities.

After a decade of accomplishment, it would be an opportune time to step back and perform an organizational assessment of the strategic planning process for DMI, the PMT and the DMI foundation. A similar assessment of City departments and services should also be performed. In fact, the recent Economic Development Strategic Plan (April 15, 2004) contains a recommendation to “engage a service and organizational expert/consultant to work with the Mayor, City Council and City Executives to audit the City’s service delivery, committee structure and review processes.”

Improved communication and coordination between City department heads and private sector economic development organizations would be enhanced by twice-yearly “summits” in which City officials and department heads would meet with the business community to educate them about the City’s business assistance efforts, to assess how the City is performing, and to jointly discuss current issues facing Downtown La Crosse.

In the course of the planning process for City Vision 2020 input from the Downtown business community indicated concern about the need for a more active and organized approach to managing and promoting the Downtown commercial district. Concerns have been raised about the ability of the City to clean, maintain, and police the Downtown to the level desired by some in the business community. In order to address these concerns it is recommended that the Downtown businesses consider forming a Business Improvement District (BID) to augment the overall stewardship provided by DMI.

APPENDIX: EVALUATION OF PREVIOUS DOWNTOWN PLANS

During the planning process for City Vision 2020, previous plans concerning the Downtown were evaluated in order to determine outcomes and effectiveness. A summary and analysis of the evaluation appears earlier in this document in Chapter Three. Following below is the full evaluation worksheet which lists the major recommendations of the plans, the status of implementation, and notes regarding outcomes. In some cases because of the length of the plans only the major recommendations are listed. The plans evaluated include:

- **Confluence: The La Crosse Comprehensive Plan (selected sections) – 2002**
- **City Vision 2000 Historic Downtown La Crosse Wayfinding and Streetscape Guidelines – 1994**
- **La Crosse Commercial Historic District Historic Preservation Plan – 1996**
- **The City of La Crosse, Wisconsin, Parking Study – 1997**
- **City Vision 2000 Master Plan Update – 1996, 1999**
- **Washburn Neighborhood Plan – 2002**

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented Partially Implemented Not Implemented	Outcome / Notes
Confluence: The La Crosse Comprehensive Plan (selected sections)			
Land Use			
<p>Promote high-intensity office, retail, housing, entertainment, convention and public land uses, preferably in mixed-use buildings in Downtown. High priority is placed on providing attractive public amenities with strong pedestrian orientations. The density of housing in this category is expected to be greater than 15 housing units per net acre.</p>	2002	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	
<p>Give redevelopment and reinvestment priority to locations on the riverfront, in distressed neighborhoods and key activity centers. Opportunities exist for expanded and improved parks along the rivers, natural open space and attractive housing, offices or other activities that take advantage of the confluence of the two rivers. Areas include: Gateway, Market Square, the area north and west of City Hall, and the Riverside Area (includes the City's Riverside Redevelopment Project Area).</p>		<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
<p>Utilize funding programs and incentives such as matching grants, CDBG funds, and tax-increment financing (TIF) to facilitate site clearance and resale, façade rehabilitation, adaptive reuse, environmental remediation, and infrastructure improvements.</p>		<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
<p>Coordinate public actions and investments, such as property consolidation, road reconstruction, and provision of public utilities, to encourage and facilitate private investment in areas targeted for revitalization.</p>		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented Partially Implemented Not Implemented	Outcome / Notes
Develop and maintain an inventory of buildings and properties available for redevelopment or rehabilitation.		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	
Strengthen the role of downtown La Crosse as the economic, civic and entertainment heart of the region through continued support of downtown revitalization efforts. Implement City Vision 2000 Master Plan Update; Continue downtown physical improvements; and Promote Downtown.		<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Improve Land Use Compatibility. Minimize or eliminate land use conflicts through redevelopment of blighted, vacant or underutilized properties, enhanced buffering and screening, and improved building and site design. Amend zoning code, consider acquisition of property on a case by case basis, and continue to implement neighborhood plans.		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	
Maintain Traditional Urban Character. Support and foster public and private efforts to maintain the traditional character in established neighborhoods.		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	
Provide for institutional growth while protecting the character and integrity of surrounding neighborhoods. Require major institutions to develop and adopt master plans and serve as the liaison between the institutions and surrounding neighborhoods during the process of developing master plans.		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	
Foster maintenance and investment in private property to ensure established neighborhoods remain attractive, safe and comfortable places to live through proactive code enforcement, incentives and education.		<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented Partially Implemented Not Implemented	Outcome / Notes
Clean and restore underutilized urban and riverfront properties to viable commercial, residential, or recreational uses through the direction of the Redevelopment Authority.		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	
Capitalize on opportunities to develop more parks, housing, and offices along the riverfront while continuing to accommodate river-dependent industries.		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	
Urban Design			
Protect and enhance the quality of the significant natural features of La Crosse in order to strengthen the City's visual character and establish a contextual sense of place. Enforce development controls, purchase property and easements, protect key viewsheds and establish natural feature markers.		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	All wetlands owned by the city are being turned over to the DNR
Explore opportunities to enhance the appearance, ecology, and access to the riverfront through creation of more parks, trails and open space and careful site and building design.		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	
Accentuate the sense that La Crosse is composed of a variety of identifiable neighborhoods to foster a sense of place that distinguishes La Crosse from surrounding areas. Landmarks, gateways, wayfinding, and events.		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	Neighborhood signage has been developed for Sherman Park and Riverwest
Support and foster public and private efforts to improve established neighborhoods in a manner that respects their traditional character and keeps them attractive, safe and comfortable places to live through enforcement of design standards.		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented	Partially Implemented	Not Implemented	Outcome / Notes
Support implementation of the City's economic and social goals for downtown as expressed in the City Vision 2000 Master Plan.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Build an interconnected parkway system to help improve community appearance, property values and quality of life.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Improve the appearance of major road corridors to establish a positive image of La Crosse.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Rose Street Streetscaping completed
Parks, Recreation and Open Space					
Improve public access to rivers and streams in La Crosse by increasing access opportunities where appropriate and ensuring adequate protection to sensitive waters and shoreline.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Upgrade and expand the existing trail system and facilities to increase connections and access to the park and open space system and improve transportation routes for bicyclists.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	La Crosse River Valley Trail complete from Riverside Park to the Great Trail System
Improve connections between the City's waterfront, parks, open space areas, trails, and other places of significant interest to the community.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Upgrade and expand the existing trail system and facilities to increase connections and access to the park and open space system and improve transportation routes for bicyclists.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Create a network of parkways and boulevards on major arterial or collector roads to improve the City's overall appearance, calm traffic, and provide improved bicycle and pedestrian facilities.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented	Partially Implemented	Not Implemented	Outcome / Notes
Economic Development					
Focus economic development activity on redevelopment of existing “brownfield” and underutilized properties. Annually review potential projects to determine brownfield grants; complete current projects and prioritize key redevelopment sites.; use the redevelopment authority and focus on projects that offer a return on investment.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Century Tel project, ongoing efforts at Mobil Oil site
Promote the Historic CBD as an incubator for white-collar job growth in the City.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented	Partially Implemented	Not Implemented	Outcome / Notes
City Vision 2000 Historic Downtown La Crosse Wayfinding and Streetscape Guidelines					
Wayfinding					
Hire graphic designer to finalize paddelboat logo and typography into camera-ready artwork.	1994	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	War Eagle logo is done
Identify sign locations to determine quantities.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Mock-up and field test prototype signs to evaluate readability, colors, and conflicts with other signs.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Develop drawings and specifications for bidding the signs.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Produce shop drawings and full size mock-ups for approval.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Streetscaping					
Thoroughfare Streetscaping: Replace roadway lights with period lighting, plant street trees, and enhance gateways.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Historic/Riverboat District Streetscaping: Use historic period lights, floodlight architecture, add streetscape amenities (paving, benches, bollards, etc.), place street trees, screen parking and utilities, renovate Main St pedestrian mall, and enhance public nodes.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented	Partially Implemented	Not Implemented	Outcome / Notes
Central Business District Streetscaping: Add period lighting, use streetscape amenities sparingly, and add street trees and shrubs.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Riverwalk District Streetscaping: Add ornamental lighting and streetscape amenities (benches paving, landscpaing, etc.), add decorative lights to bike trails and interpretive signage.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Work is being done on interpretive signs for the river walk and on street name signs in the downtown. Both are expected to be completed in 2004.
Include public art in the overall streetscape theme.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented Partially Implemented Not Implemented	Outcome / Notes
La Crosse Commercial Historic District Historic Preservation Plan			
1996			
<p>Target specific buildings and facades for repairs and improvements, focusing priority on buildings to be considered to be of the twenty most significant historic structures in the Commercial Historic District.</p>		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	
<p>Continue to recruit new business for vacant buildings within the Commercial Historic District especially in vacant storefronts. Prioritize, and whenever possible, encourage the appropriate uses, especially in storefronts, of the district's most architecturally, culturally, and historically significant buildings.</p>		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	Work is mostly being done by DMI
<p>Explore opportunities for residential redevelopment as a desired use for existing upper floor vacant space with the Commercial Historic District. Examine techniques for combining narrow buildings, utilize opportunities for roof-top garden settings, pursue alleyway access to retrofit elevators and stairways. Property owners should pursue historic tax credits, federal housing tax credits and TIF via development agreements with the City.</p>		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	
<p>Pursue comprehensive redevelopment of key sites within, and adjacent to, the Commercial Historic District as model mixed use projects that contribute to the unique identity of the downtown and which provide future structured parking for the historic district. This includes the Multi-family Housing/Jay St Parking Ramp (SE corner of 4th and Jay), the Doerflinger/McDonalds Redevelopment Site (South of Main and 4th), and the Downtown Central Transit Center (NW corner of State and 4th). Also improve alley connections from the proposed Downtown Transit Center.</p>		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	<p>Multi-family Housing/Jay Street Parking Ramp project is completed. The Doerflinger project is in process. The Downtown transit center project has been relocated to 4th and Jay Street and is in process.</p>

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented	Partially Implemented	Not Implemented	Outcome / Notes
<p>Continue the development of an identity for the Commercial Historic District that distinguishes it as a unique place in the urban fabric through the implementation of streetscape improvements (City Vision 2000 Historic Downtown La Crosse Wayfinding and Streetscape Guidelines). Based on historical character and significance the following streets should be given priority: 1) Main St between 3rd and 5th; 2) 4th St between Jay and State; 3) Main St between 5th and 6th and between 2nd and 3rd (replace lighting) and 3rd St between Jay and Main; 4) 3rd St between Main and State and Jay and State from 3rd to the River; and 5) 5th within the district.</p>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	All streets completed
<p>Ensure compatibility of building construction and streetscape design along corridors which directly abut the Commercial Historic District.</p>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
<p>Establish historic theater uses in the Commercial Historic District's existing theaters, taking advantage of existing facilities and linkages to theaters outside the District, in an effort to market a "historic theater district." the following facilities should coordinate advertising: Pump House, La Crosse Center, Hollywood Theater, Rivoli Theater, La Crosse Community Theater, and the Brew Note (now Pickerman's).</p>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	The Hollywood Theater is now owned by the Children's Museum, the La Crosse Community Theater is looking into expansion space.

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented Partially Implemented Not Implemented	Outcome / Notes
<p>Develop east-west linkages to connect the commercial core of the Commercial Historic District with neighboring downtown districts, special activity areas, and the River, enhancing the general appeal of the area and promoting pedestrian activities. Neighboring area linkages should include, but not be limited to the Riverboat District and Pump House, the Riverwalk and La Crosse River District, the Freighthouse and the Heritage Depot Area. Continue to improve automobile access within and through the Commercial Historic District and pursue the development of the Downtown Transit Center. Establish a parking loop that provides convenient access distributing facilities evenly in outlying areas of the District.</p>		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	
<p>Strengthen outlying districts to stimulate activity in the Commercial Historic District, framing the historic downtown retail core with areas and corridors that will provide activities and jobs that will appeal to a wide variety of users. Specific areas include: the Pump House Area (develop into a waterfront arts/ civic district); the Heritage Depot Area (celebrate railroad heritage in development activities); and the La Crosse Center (continue development and expansion)</p>		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	La Crosse Center expansion has been completed

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented Partially Implemented Not Implemented	Outcome / Notes
The City of La Crosse, Wisconsin, Parking Study 1997			
Physical Improvements			
Install lighting at 2nd and Jay lot. All City lots should have adequate lighting.		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	Lighting installed at 2nd and Jay lot
Install clear signage to direct drivers to parking (coordinated with downtown wayfinding signage).		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	Some signs installed
Install directional signage at exit ramps or lots that fill frequently to alternate parking.		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	
Add an additional level (104 spaces) to the Main St ramp.		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	
Add 1.5 additional levels (360 spaces) to the La Crosse Center ramp including an elevator.		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	Design completed construction not funded
Install angle parking on the west side of Front St from State south to near Piggy's Restaurant.		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	Will not occur because streetscape has been installed
Management Improvements			
Limit on street parking spaces in core downtown to 2 hours for customers and visitors.		<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Develop and implement and educational/promotional campaign.		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented	Partially Implemented	Not Implemented	Outcome / Notes
Designate a parking space with a 30 minute time limit at ends of block faces.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Revise ordinance to prohibit moving a vehicle a few feet to avoid a ticket.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Increase parking fines.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Make 24/7 leased spaces available to downtown residents.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Utilize handheld ticket writers to increase enforcement efficiency and reduce paperwork.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Charge for parking longer than 2 hours in the Main St and Market Square ramps.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Maintain free 12 hour parking in the La Crosse Center ramp and in downtown lots.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	<div style="display: flex; flex-direction: column; align-items: center;"> Implemented Partially Implemented Not Implemented </div>	Outcome / Notes
City Vision 2000 Master Plan Update		1996, 1999	
La Crosse River District (A)			
A1-Front St (Century Tel/Riverplace Apts location):	Redevelop as mixed use: housing, corporate offices and structured parking that enhances the character of the river and adjoining historic properties. Incorporate pedestrian linkages to Riverside Park.	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	Structured parking in the area has not been implemented. The pedestrian linkages to Riverside park have been completed
A2-Machine Products Building:	Reuse for residential, office and/or retail. Improvements should complement area historic character. Pine St should be extended for pedestrian riverfront access. Surface parking should be provided on the south side of building for visitors.	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	
A3-Northern Engraving Building:	Redevelop for the long-term (demolition or rehab). Carefully consider views into the district and enhancing the district's entrance through historic design.	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	
A4-NW corner of Vine and 2nd:	Redevelop as mixed use: ground floor commercial/retail and upper floor residential.	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	
A5-SW corner of Vine and 2nd:	Redevelop as mixed use including structured parking.	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	
A6-County Parking Lot:	Develop a Transit Center with structured public parking that includes a trolley system, landscaped public space and private commercial development.	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	A new site for the transit center has been selected
A7-La Crosse River:	Develop a recreational boat dockage facility.	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	Facility developed at levee but not at the La Crosse River

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented Partially Implemented Not Implemented	Outcome / Notes
<p>A8-Oktoberfest Grounds: Redevelop as residential and commercial uses related to the La Crosse River and Front St. Relocate multi-purpose festival north of La Crosse River. Extend La Crosse St to Front St and include parking for redevelopment needs.</p>		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	Under discussion
<p>A9-Three Rivers Natural Area: Locate a 'Three Rivers Discovery Center' as part of the Conventions and Visitors Bureau Building. Install nature walks, interpretive signage and habitat enhancement north of the La Crosse River.</p>		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	Interpretive signage to be installed in 2004
<p>A10-Area within 2nd, 3rd, State and Pine: Develop as infill and historic rehab which includes ground floor retail/ commercial and upper floor residential.</p>		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	
<p>A11-North of La Crosse River: Develop multi-purpose festival grounds integrated with mixed use redevelopment including a potential new business park. Enhance the Copeland Ave/STH 53 as a major gateway corridor into Historic Downtown.</p>		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	Enhancements completed on portions of 53/Copeland
<p>A12-City/NSP properties (directly west of 2nd/Copeland): Develop long-term as a gateway building at the entrance to Historic Downtown and the Mississippi River. Landscape and add streetscape improvements in the short-term.</p>		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	
<p>A13-Mississippi Welding site (directly SW of 2nd/Copeland): Redevelop as commercial/retail.</p>		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	
<p>A14-Vine and Pine Streets: Develop streetscape improvements to establish pedestrian corridors that link WWTC and the City/County government offices to the riverfront.</p>		<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	Improvements done on Vine St. from 6th to 7th

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Plan Recommendations	Date	Implemented	Partially Implemented	Not Implemented	Outcome / Notes
A15-Copeland Park Trail Link: Develop a bicycle/pedestrian trail to link Historic Downtown over the La Crosse River to Copeland Park and the Trempeleau State Trail.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A16-La Crosse River Trail Link: Develop a bicycle/pedestrian trail to link Historic Downtown with UW-L, Hixon Forest and the Elroy-Sparta state trail.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A17-Copeland Avenue Gateway: Develop an entrance sign and landscape feature to Historic Downtown that includes enhancement of Copeland Ave Bridge and streetscaping and wayfinding improvements.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
A18-Riverside Park: Improve the historic band shell.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Civic Center District (B)					
B1-Main St Mall: Improve the Main St pedestrian mall to establish a physical and visual link between the Historic CBD and the Mississippi River including, lighting, bollards, furnishings, banners, landscpaing and removal of obstructions to views and circulation.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Decorative clock to be installed in 2004
B2-Civic Center Ramp: Expand by 300 cars and provide a climatized connection between the ramp and the Civic Center.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
B3-State Street: Improve streetscaping including lighting, banners, furnishings and landscaping to connect the Historic CBD and the Civic Center District with Riverside Park.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B4-Riverside Park: Construct a gazebo to enhance the park near the La Crosse Center.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Preferred gazebo location is now near the Convention & Visitor's Bureau at the trailhead

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Plan Recommendations	Date	Implemented	Partially Implemented	Not Implemented	Outcome / Notes
<p>B5-Riverwalk: Reconstruct the historic levee for large boat and recreational boat docking. Complete the riverwalk to create a public plaza and arrival point to Historic Downtown. Redesign and reconstruct the Riverside Park fountain.</p>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<p>B6-Radisson Hotel: Possibly expand Radisson Hotel to support the expanded La Crosse Center.</p>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
<p>B7-Heileman Parking: Reserve air rights for potential future construction of a single level parking deck over the existing lot to support the Radisson Hotel expansion and adjoining redevelopment needs.</p>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not going to happen as Heileman is now City Brewery
<p>B8-Jay St: Develop a pedestrian connection between the Pump House and the Civic Center via the existing alleyway.</p>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
<p>B9-Pearl St: Develop a pedestrian connection between Pearl Street and Riverside Park including special paving and landscape screening at the La Crosse Center service area.</p>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<p>B10-La Crosse Center: Develop streetscape improvements around the Civic Center to integrate it into the downtown streetscape character.</p>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Work has been done but additional effort is recommended to create a public plaza on Second Street
<p>B11-Front St: Improve the streetscape between the Cass St Bridge and the Freighthouse.</p>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Riverboat Entertainment District (C)					
<p>C1-Front and King Streets: Continue the CBD streetscape theme in the area between the Civic Center and the Cass St Bridge including removal of the overhead powerlines. Include streetscaping of King St to connect the District to key destinations in the CBD.</p>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Overhead power lines have been removed. King Street streetscaping has been completed. Front Street streetscaping from Jay to Cass has not been implemented

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented	Partially Implemented	Not Implemented	Outcome / Notes
C2-2nd St (south side between King and Jay): Construct a new parking ramp and a climatized walkway to connect to the La Crosse Center.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
C3-Riverwalk: Extend the riverwalk with lighting, banners and furnishings between Jay St and Isle La Plume. Begin negotiations with landowners for easements or acquisition.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Negotiations initiated
C4-North side of 2nd between Cass and King: Redevelop an existing surface parking area for the new EDS office building considering retail on King.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Some landscaping implemented
C5-Jay St at the River: Redevelop a riverfront site for entertainment and retail uses. Potential for either a floating dock or a permanent moored riverboat to serve as a museum, restaurant and entertainment facility.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Floating dock deemed unfeasible because of river currents
C6-Ferry St at the River: Develop for a bus and truck staging area and overflow parking to serve the La Crosse Center with shuttle bus service.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
C7-Cameron Ave and 3rd / Jay St and 4th: Construct CBD entrance features at the intersections including entrance signs, landscaping and wayfinding improvements.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Some work to be done as part of new bridge project
C8-North side of 2nd between Jay and King Streets: Acquire the NSP substation and adjoining properties to develop a Cultural Arts Block to fit with the Pump House. Possible uses: art galleries, museums, Imax theatre, specialty retail and visitor parking.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Possibly better use as a hotel with a skywalk connection to the convention center
C9-Cass St Bridge area: Redevelop surrounding area along 2nd and 3rd Streets with retail, office and residential.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Difficult to achieve because area now is known as a kind of "no man's land"

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented	Partially Implemented	Not Implemented	Outcome / Notes
C10-Cass St: Construct streetscape improvements to enhance the entrance to Historic Downtown from the new bridge.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Will be a part of new bridge project
Historic Central Business District (D)					
D1-Jay St: Improve streetscaping including lighting, banners, furnishings and landscaping to connect the CBD with the Riverboat Entertainment District and Civic Center District.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
D2: Add infill development and rehab existing structures to include ground floor retail/commercial and upper floor residential.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
D3-Doerflinger Building: Adapt and reuse for retail and residential use. The highest standards for historic preservation should be used.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
D4-Main St parking ramp: Expand to support the needs of retail customers and employees.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
D5: Encourage historic building owners to improve buildings and facades in accordance with the design standards for the Commercial Historic District.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
D6-Alleys: Improve with pedestrian streetscape improvements.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
D7-Main St and 7th: Develop an entrance feature to Historic Downtown including an entrance sign, landscaping and wayfinding improvements.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
D8-Main St: Add streetscaping improvements including lighting, banners, furnishings and landscaping to 9th St.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Implemented up to 7th Street

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented	Partially Implemented	Not Implemented	Outcome / Notes	
<hr/>						
<hr/>						
Washburn Neighborhood Plan	2002					
<hr/>						
Safety and Security						
Assist in the expansion of after-school youth activities: work with organizations that have programs for neighborhood children and involve student organizations within the neighborhood.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Work with the Police to educate and promote the neighborhood watch program.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Seek increased police patrol (specifically foot and bike) and increased funding. Seek an ordinance requiring addresses in alleys and develop a contact brochure.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Ordinance requiring addresses in alleys implemented	
Work with police and neighborhood watch to educate residents on identifying and reporting drug activity.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Work with police to discourage vandalism and break-ins through poactive crime prevention efforts.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Reduce gang activity by assisting in education, program support, and activities designed to foster family relationships, discipline, positive role models and support mechanisms.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Partner with police to develop strategies to decrease noise.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Public Infrastructure						
Develop an annual list of major traffic concerns and forward it to City engineer: traffic conflicts, pedestrian safety, and speed.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented	Partially Implemented	Not Implemented	Outcome / Notes
Work with the City to examine city services for improvement: street sweeping, sidewalk and street repairs, alley paving/plowing, and street/alley lighting.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Seek funding for additional street trees. Identify areas of need and recruit people to care for trees. Work with City to develop a 5-year plan.		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Work with Parks Dept. to develop green spaces, boulevards and pocket parks.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Create a centrally-located neighborhood park working with the Parks Dept.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Work with MTU and Viterbo to review bus routes and develop ridership encouragement programs.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Implement recommendations in the LAPC Transportation Plan with a major focus on bike lanes and routes.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Develop a marketing plan to address neighborhood perception.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Encourage non-surface parking in new development.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Develop a parking plan to alleviate congestion and improve the visual character of the neighborhood.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Support City efforts to require institutions to establish institutional growth boundaries.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented	Partially Implemented	Not Implemented	Outcome / Notes
Work with the City to identify appropriate locations and businesses for neighborhood-scale operation. Court possible businesses through marketing.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Work with Refuse and Recycling Dept. to review methods of waste collection and recycling and provide input on improvements.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Work with City to review dumpster location and frequency of collection requirements.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Continue to support the adoption and funding for an automated garbage collection system.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Property Maintenance and Housing					
Research all available options for tax credits and financing incentives related to rehab of quality older structures.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Report maintenance code violations to the City. Develop strategies to assist those with problems conforming. Support the use of a city-wide neighborhood concerns form.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Identify and contact (City task) all non-resident property owners regarding code enforcement.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Work with City and neighborhood to increase single-family or owner-occupied properties through conversion of rental homes, duplexes and triplexes.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

La Crosse City Vision 2020: Evaluation of Previous Downtown Plans

Plan Recommendations	Date	Implemented	Partially Implemented	Not Implemented	Outcome / Notes
Examine (City task) incentives and funding mechanisms for returning rental homes, duplexes and triplexes to owner-occupied status. Develop a database of rental properties for marketing to homebuyers.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Work with the City to develop and adopt design guidelines/review process.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Participate in pertinent neighborhood education programs.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Work with the City and other neighborhood associations to develop an alley maintenance/cleanup process and workload-sharing partnership.		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Retain and attract mid to higher income families. The City should examine incentives or tax breaks.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Develop a plan for the 10th and Cass St Neighborhood Historic District. Develop a zoning overlay for implementation. Encourage continued quality restoration both within and outside of the district.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	