

County Lot C Redevelopment

La Crosse County
La Crosse, WISCONSIN

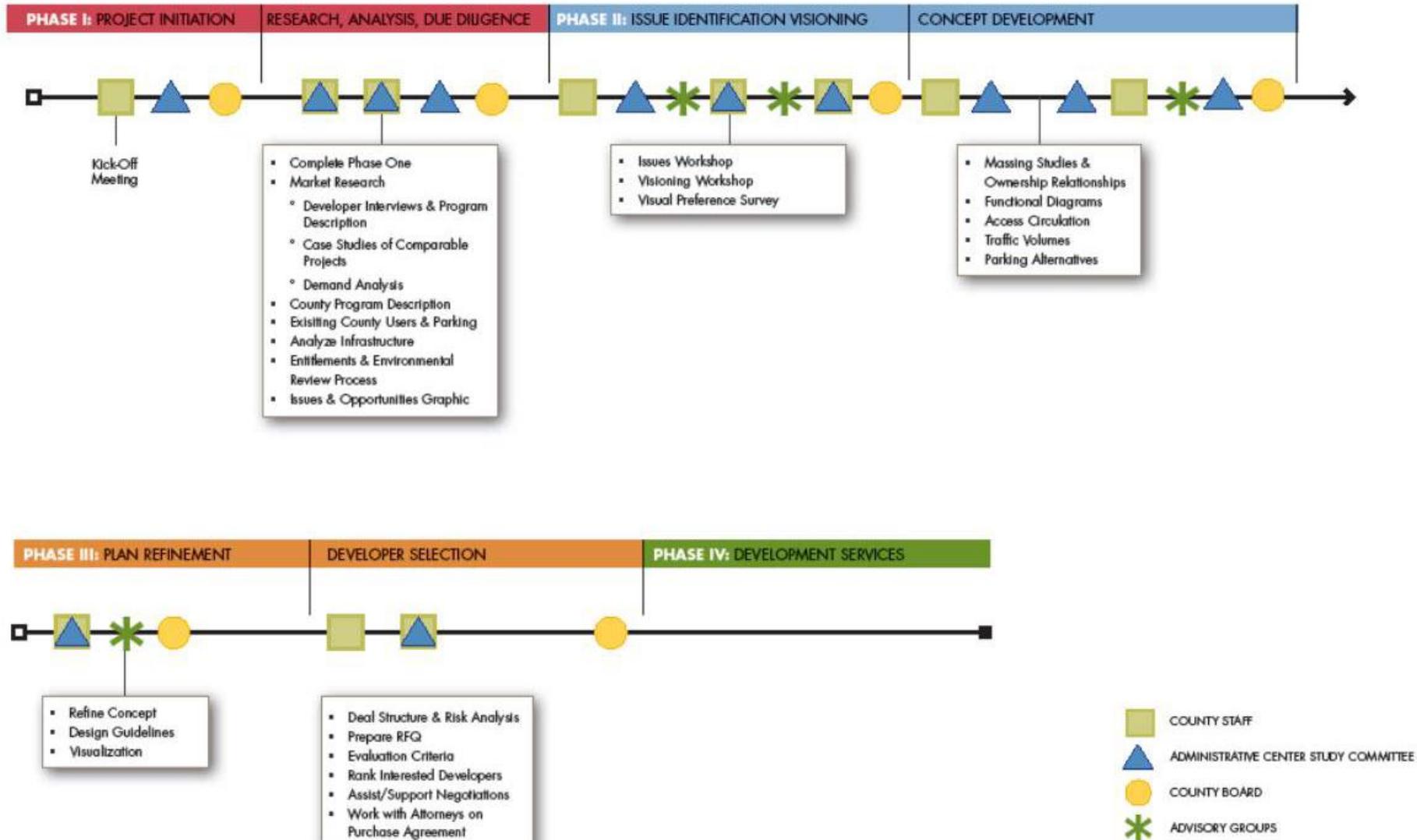


03.20.14

Orientation – What is the purpose of this process?

- La Crosse County is exploring ways to maximize the value of Lot C by completing analysis before seeking a developer partner
- The Advisory Committee has been invited to assist in this process

Process



Process Design

- **At every stage of the process the Committee and the Board can decide to stop and seek proposals from a developer or developers**
- **This decision will be guided by your input and broader community input and an assessment of the opportunity to continue to add value**

Summary of Committee Input to Date:

100% support for the process

- **Almost 70% support continuing as long as it adds value and clarifies expectations**
- **Remainder note developer should be engaged at some point**

Create Tax Base

- **71% - See rare opportunity to collaborate with the City and create tax base – should be high priority**
- **19% tax base is good, but other more important priorities**

Historic Character

- **76%** - Design should be sensitive to the historic district, but could include taller buildings, more contemporary features if there is a good reason to do so
- **19%** Compatibility with the historic district should be a major driver

Parking

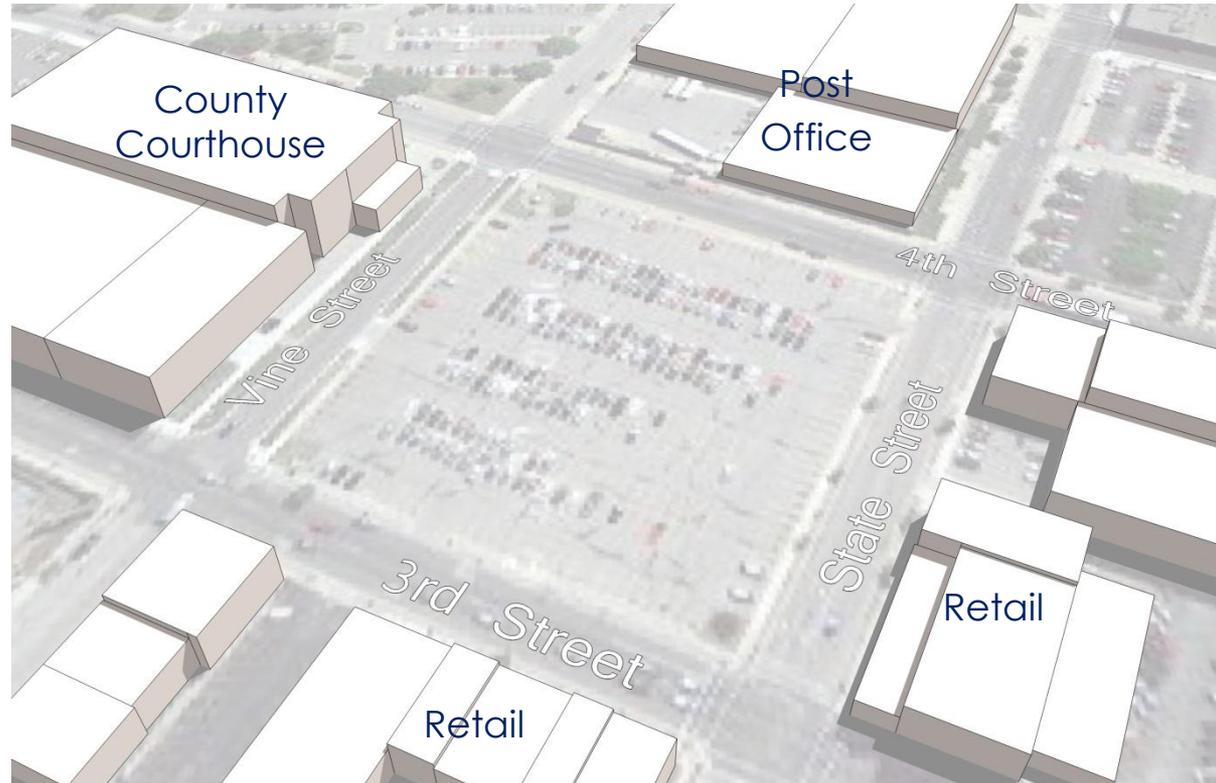
- **52%** - Parking is unavoidable component of the redevelopment process, figuring out how to pay for it and maintain it is a key piece of the puzzle.
- **33%** - redevelopment should include parking but it shouldn't drive the project
- Too early to tell...
- Don't assume TIF...

Open Space

- **33%** - Important to include public realm improvements – but open space may not have to be public
- **57%** - Depending on the mix of uses open space may be beneficial, would not have to be public

Existing Site

- **4th Street is roughly 10' higher in elevation than 3rd Street.**
- **Adjacent uses/ massing**
- **# of existing stalls**
- **Site access**
- **Relationship to urban fabric**
- **Structured parking informs site layout and massing**
- **Connectivity**



Ramp Assumptions

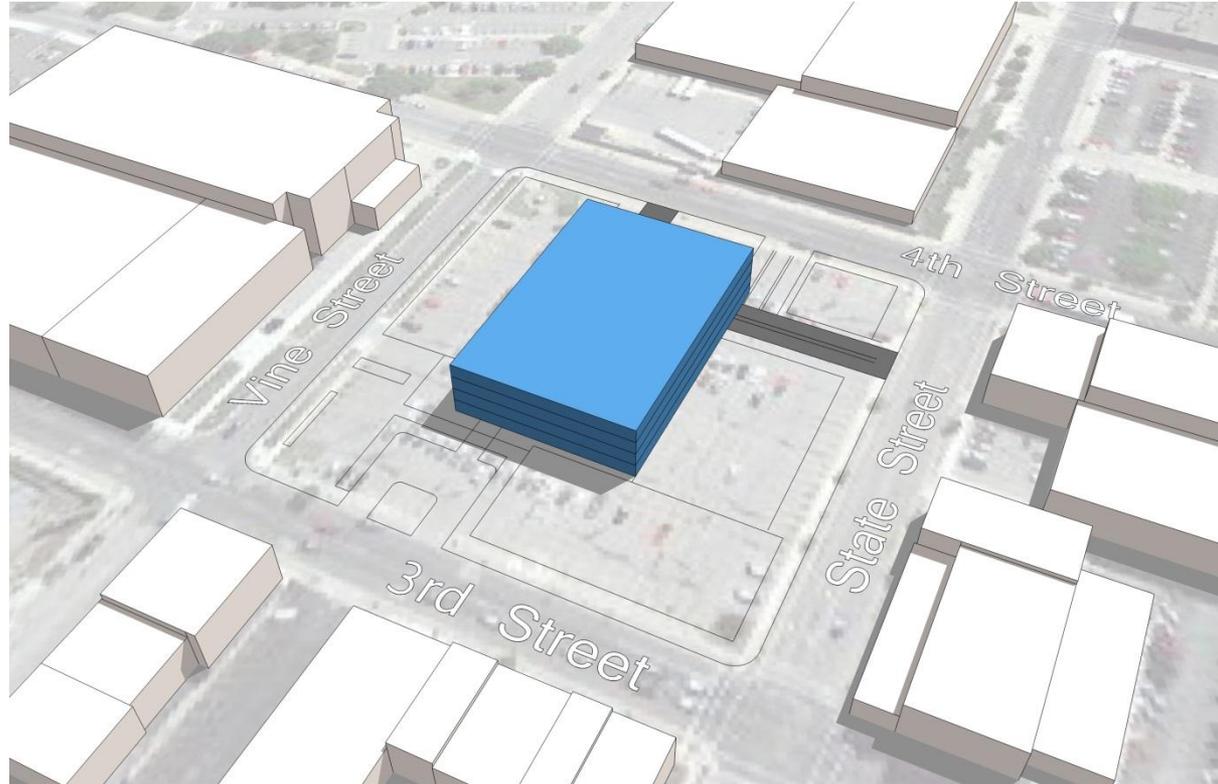
- **Consulted with Walker Parking Consultants to develop parking ramp options that best utilize the site**
- **280 parking spaces anticipated**
- **Level of service A (highest) parking geometry**
- **2-way 90-degree parking preferred**
- **10' elevation difference between 4th (high) and 3rd (low)**



Ramp Comparison

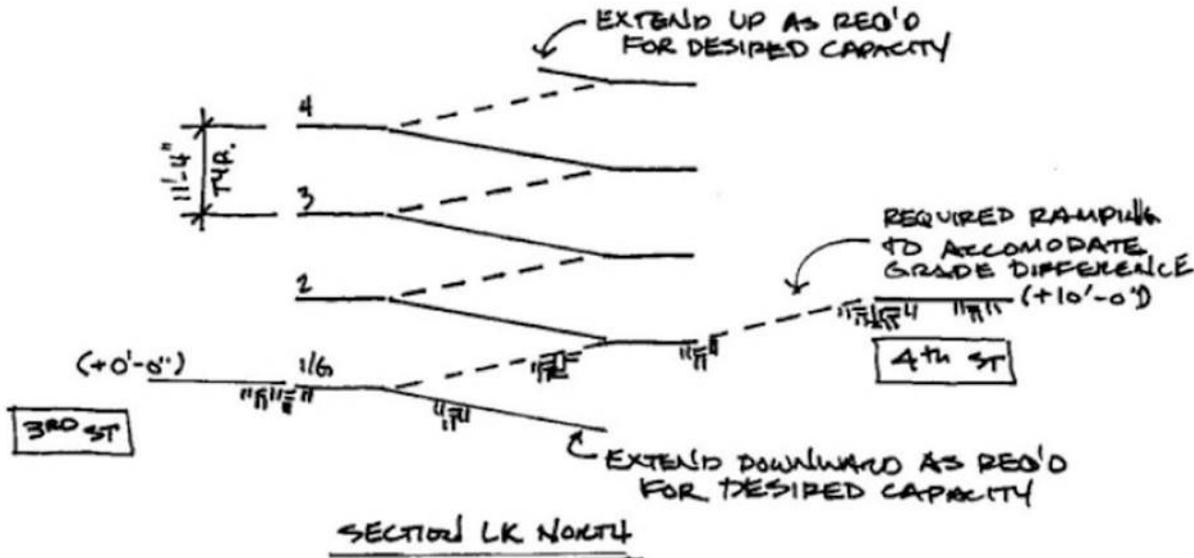
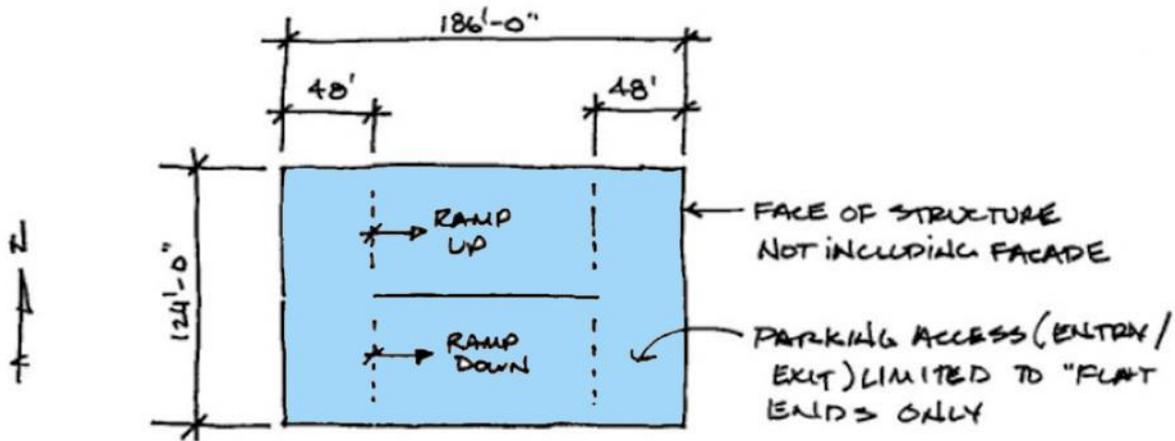
"Short" Option

- **124' wide x 186' long**
- **4+ Levels required**
- **Smaller footprint on site**
- **Moderate parking efficiency**
- **Both sides slopping (park-on/drive-on ramps)**
- **Use of grade difference more challenging**
- **Adjacent building access provided on ends only**



Ramp Comparison

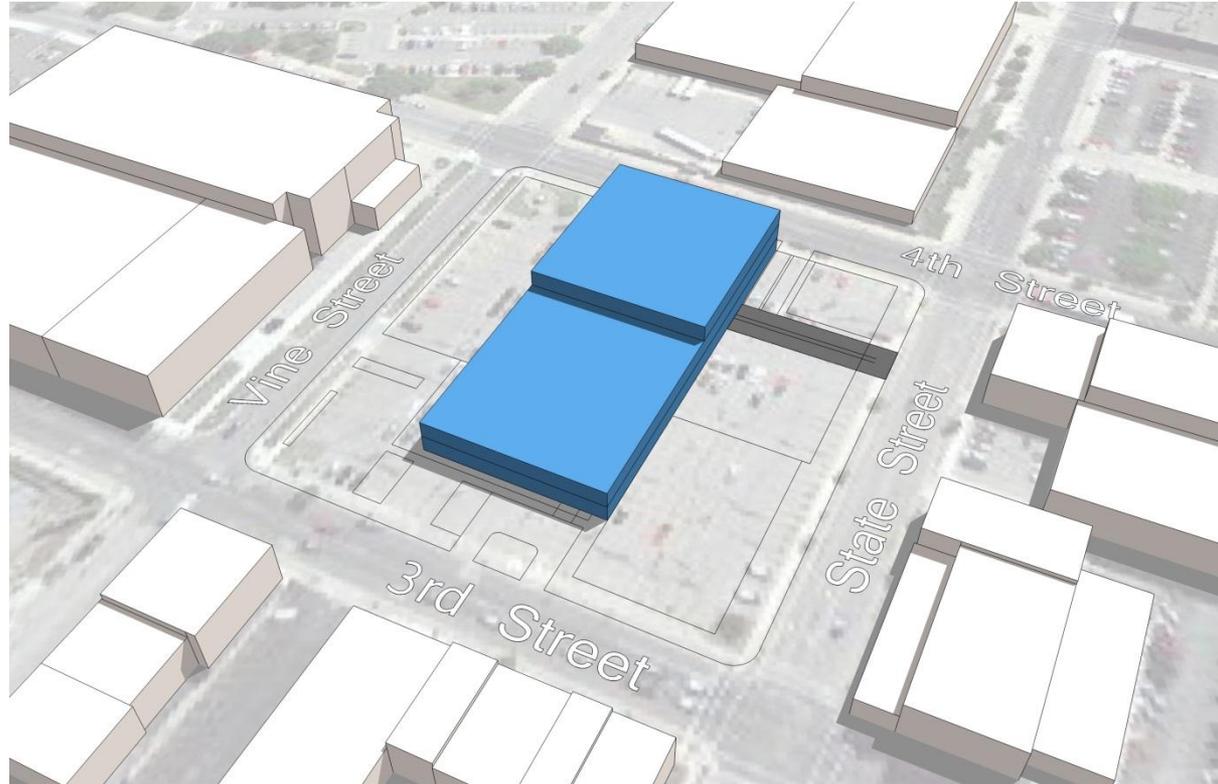
"Short" Option



Ramp Comparison

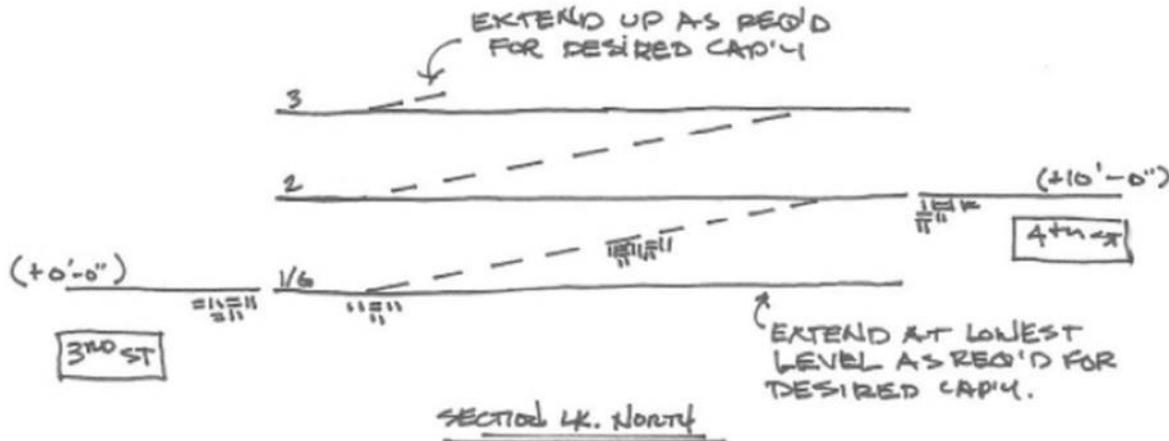
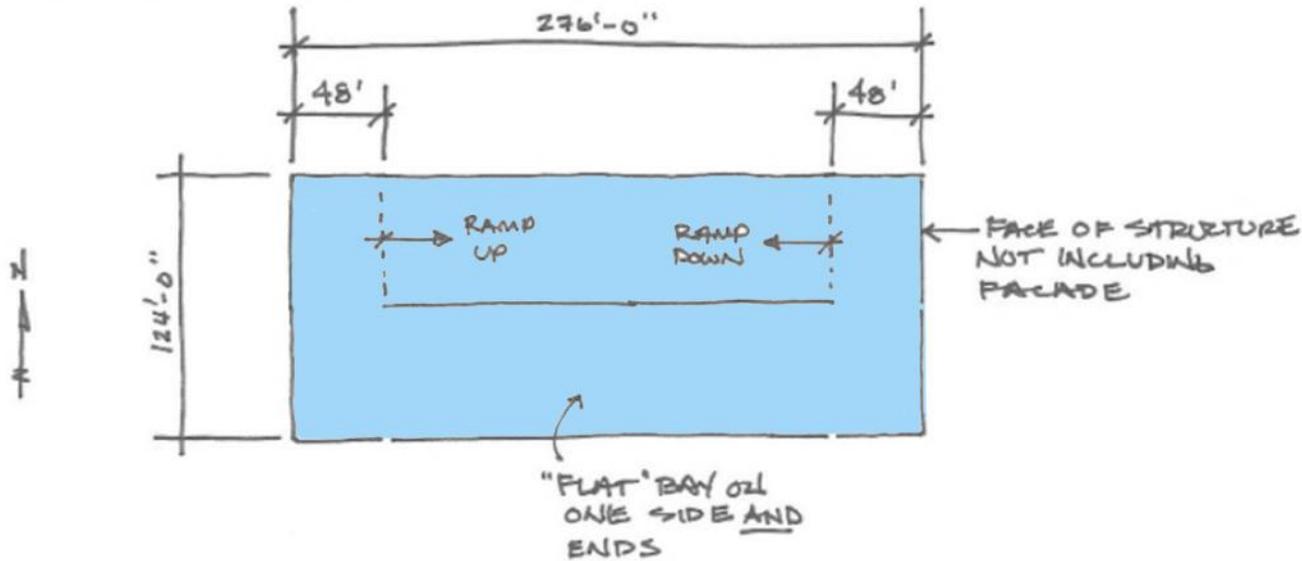
"Long" Option

- 124' wide x 276' long
- 2.5+ levels required
- Larger footprint on site
- Better parking efficiency
- Only one side slopping (park-on/drive-on ramps)
- Use of grade difference more intuitive
- Adjacent building access provided on "flat" side and on ends



Ramp Comparison

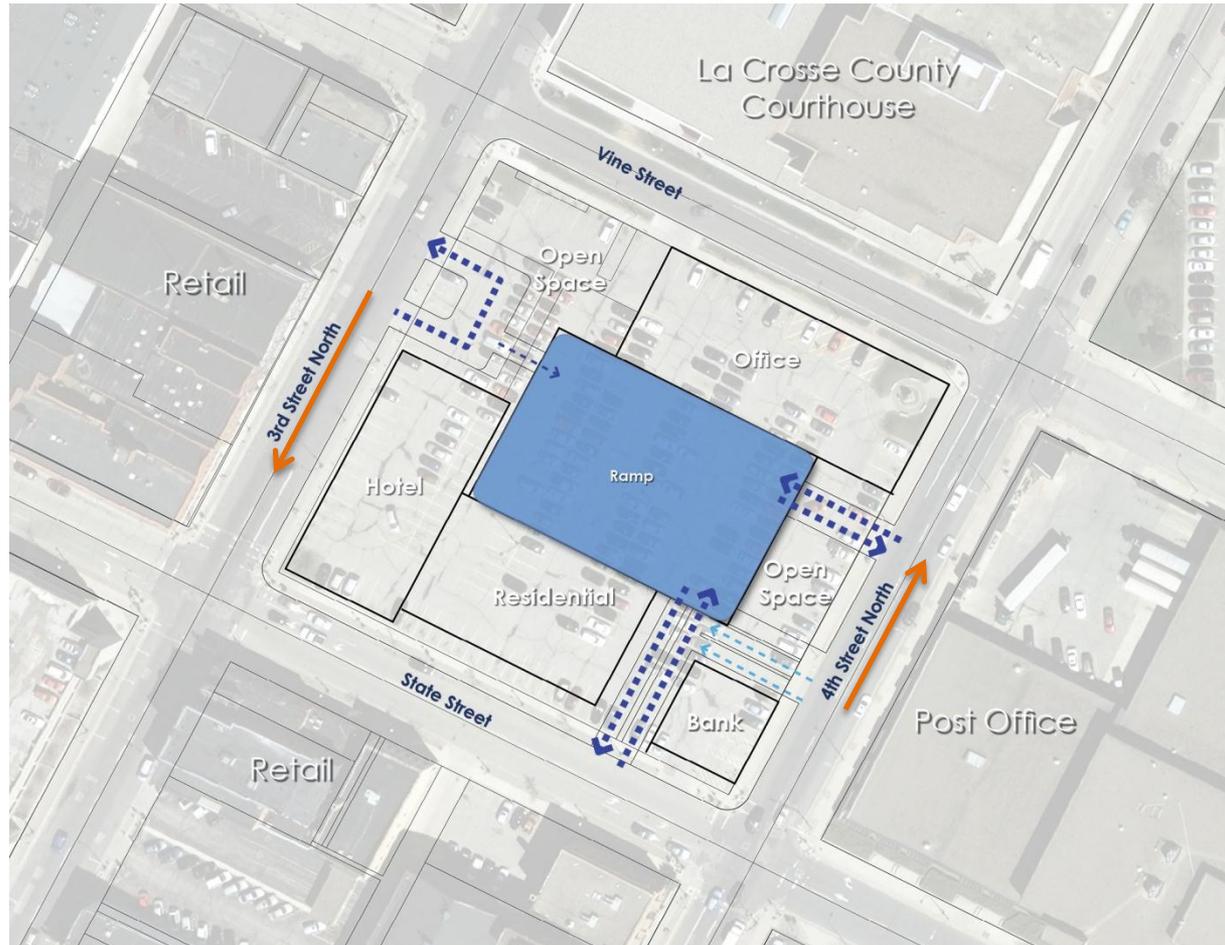
"Long" Option



Concept 1

Parking Structure Access

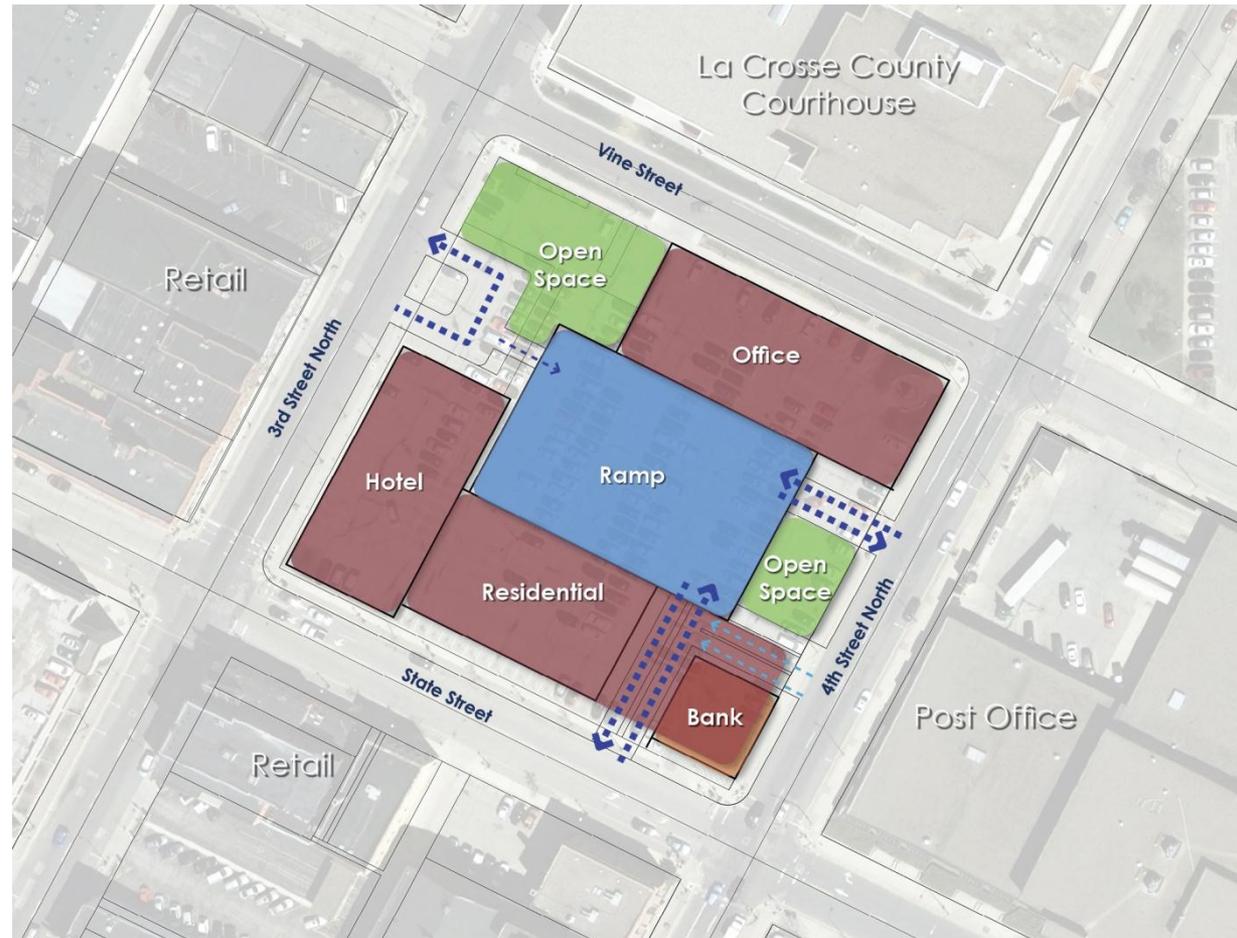
- “Short” ramp layout
- Ramp access from 4th & State
- Valet access from hotel drop-off
- Bank drive thru access from 4th street
- Bank drive thru exit thru ramp or out to State Street
- Designated bank parking stalls on 1st floor of parking ramp



Concept 1

Site Layout

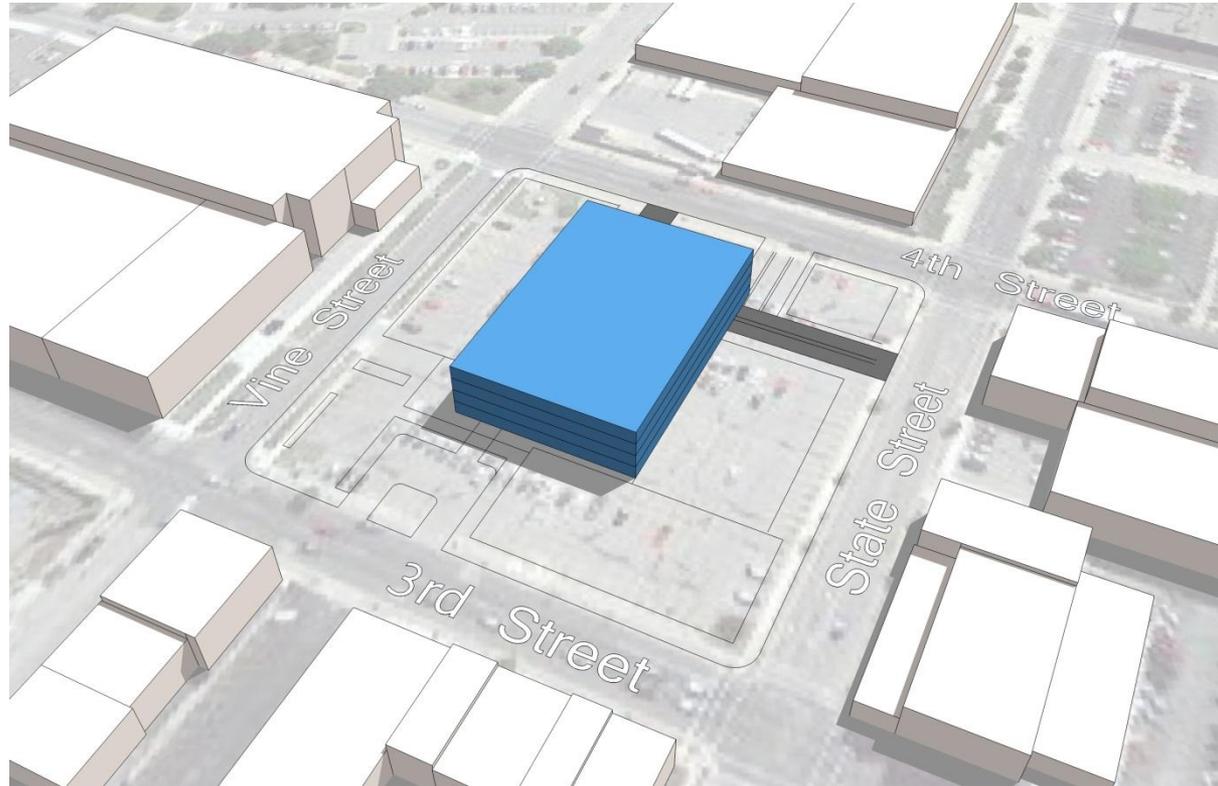
- Ramp located at the center of the site for easy access to all adjacent buildings
- Hotel and mixed use residential fronts existing retail
- Office fronts courthouse
- Open space creates pedestrian realm enhancements and develops a sense of place



Concept 1

Parking Structure

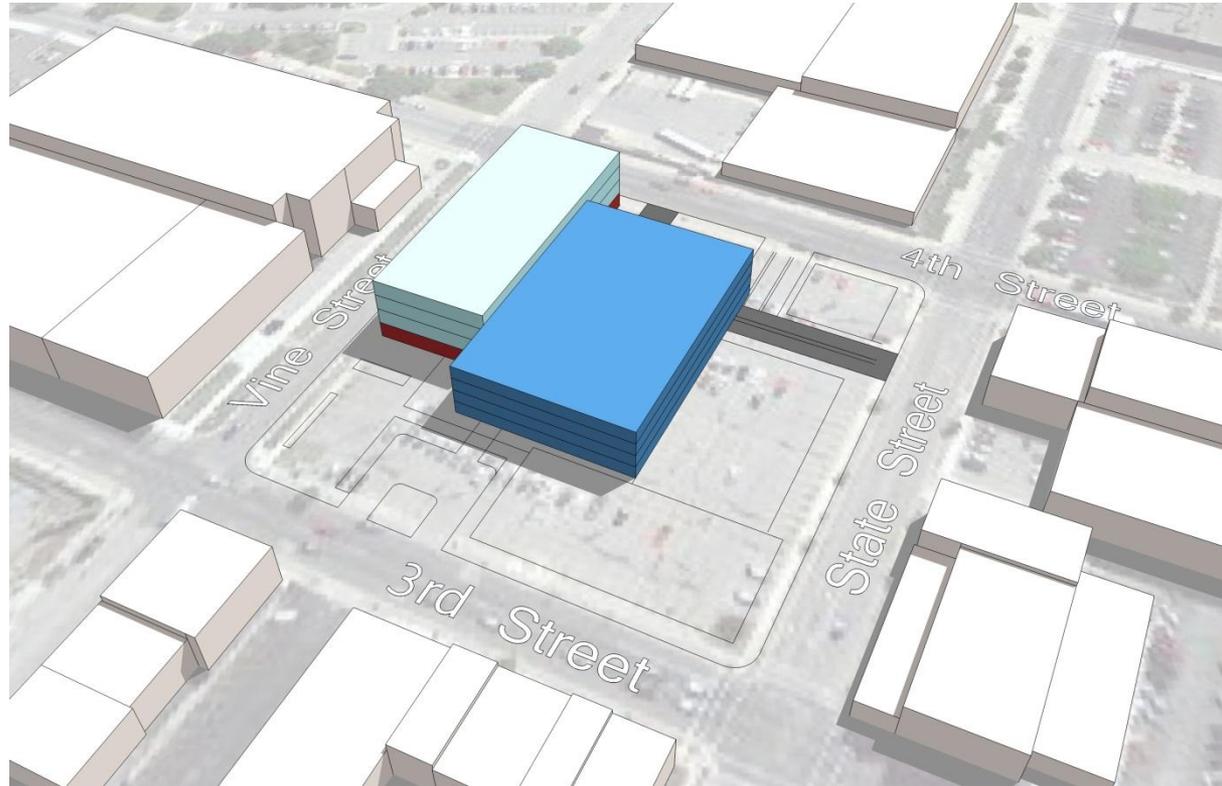
- **4+ levels**
- **124' x 186'**
- **Access from State and 4th**
- **Centralized ramp location limits views from streets and provides maximum access to adjacent buildings**



Concept 1

Mixed Use Office

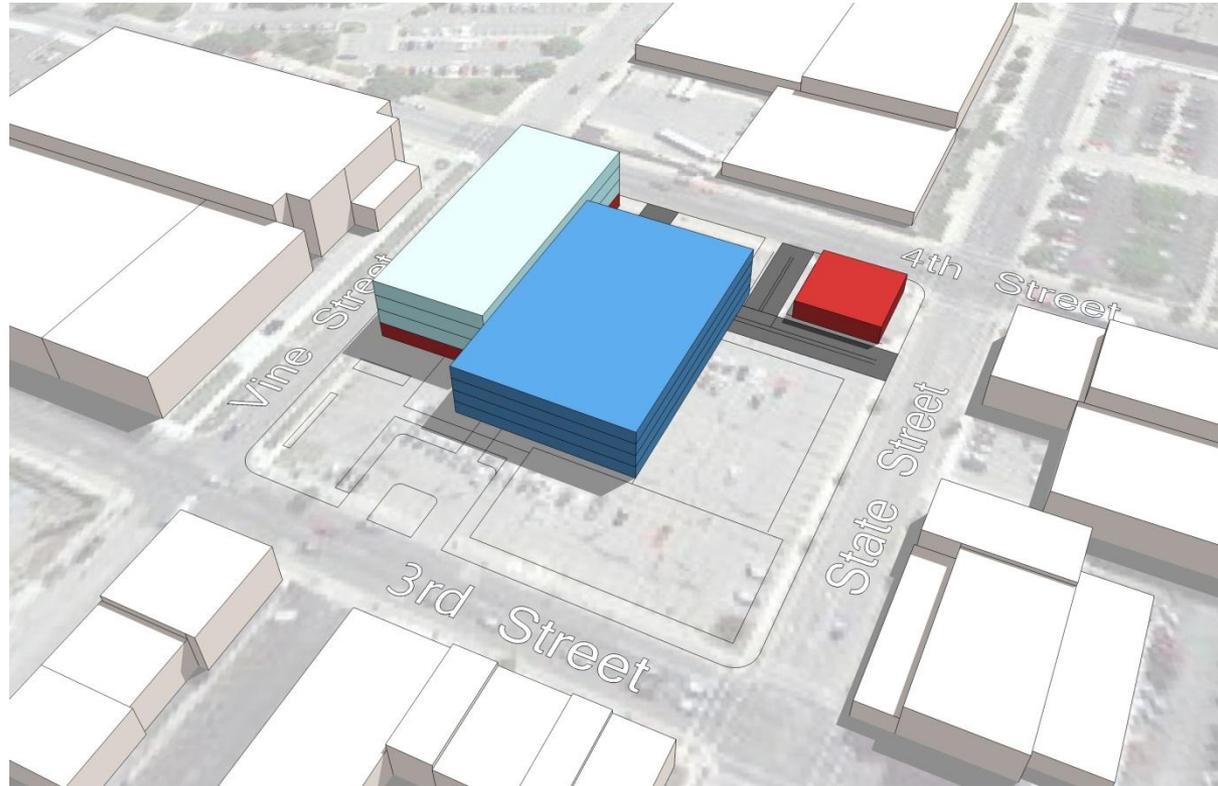
- **4 story building**
- **63,000 sf building**
- **Retail on 1st level with outdoor access to plaza**
- **3 floors of office on upper levels**



Concept 1

Bank

- Located on first floor of mixed use building
- Drive thru access from 4th Street
- 4,000 sf with potential for more with 2nd floor
- Parking provided in ramp



Concept 1

Mixed Use Residential

- **First floor retail /office space fronting State Street**
- **Drive thru access from State Street to parking**
- **Up to 9 stories of housing above retail**
- **130 units**



Concept 1 Hotel

- **Retail/ Restaurant on 1st floor**
- **65,000 sf building**
- **4 stories**
- **Drop off with valet access into parking structure**



Concept 1

Open Space

- **Urban plaza anchors the intersection of 3rd and Vine**
- **Variety of outdoor seating and dining**
- **Street trees, lighting and public art**
- **Flexible and programmable space**



Concept 1

Additional Residential

- **Future residential tower over Hotel**
- **Maximize visual access to River**
- **Building steps back from street**
- **10+ stories**



Concept 1

Streetscape/Public Realm

- **Streetscape improvements along all street frontages**
- **Enhance crossing at intersections**
- **Maximize tree canopy**
- **Provide “green” infrastructure**



Concept 1



Concept 1



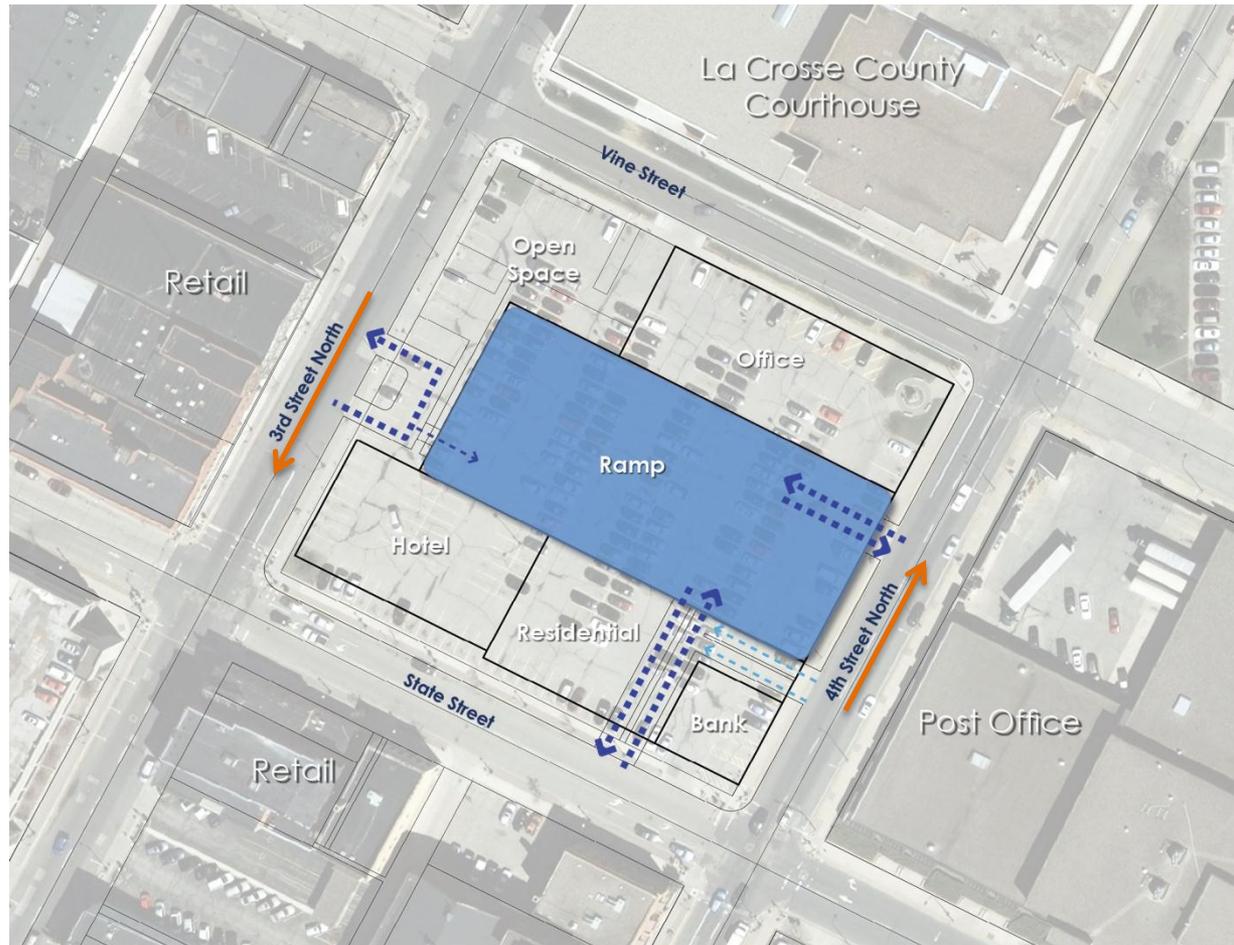
Concept 1



Concept 2

Parking Structure Access

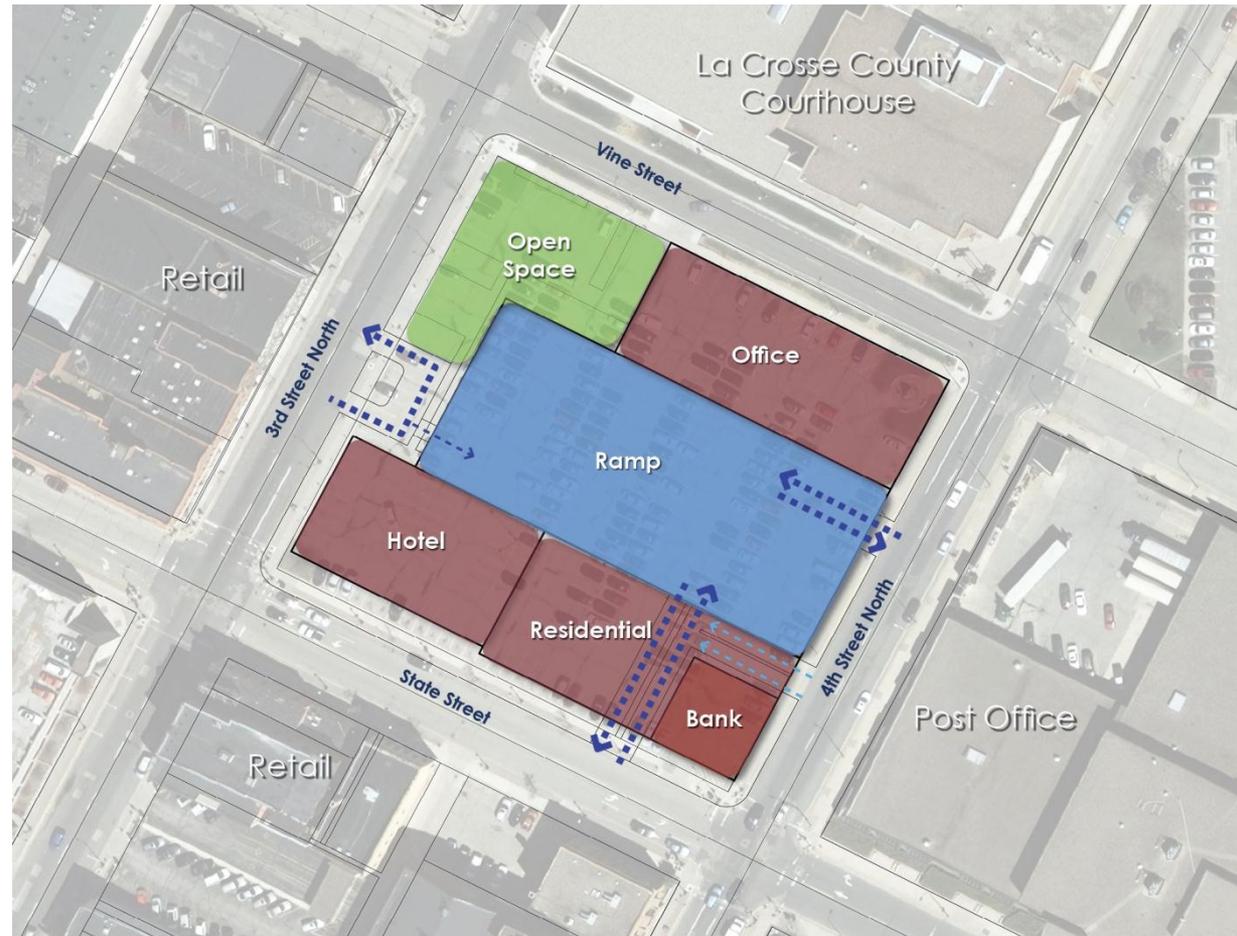
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- Ramp access from 4th & State
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- Bank drive thru exit thru ramp or out to State Street
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Concept 2

Site Layout

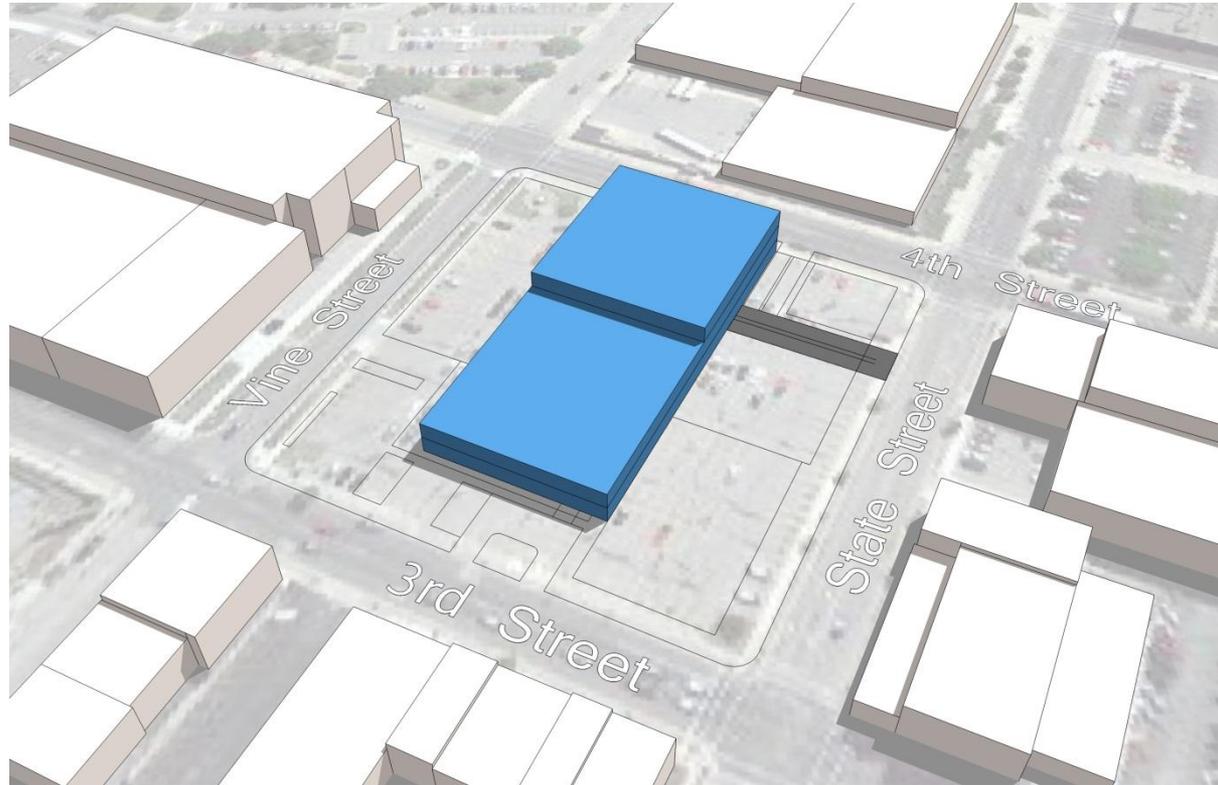
- Ramp located in center of the site
- Hotel and mixed use residential fronts existing retail
- Office fronts courthouse
- Open space creates pedestrian realm enhancements and creates a sense of place



Concept 2

Parking Structure

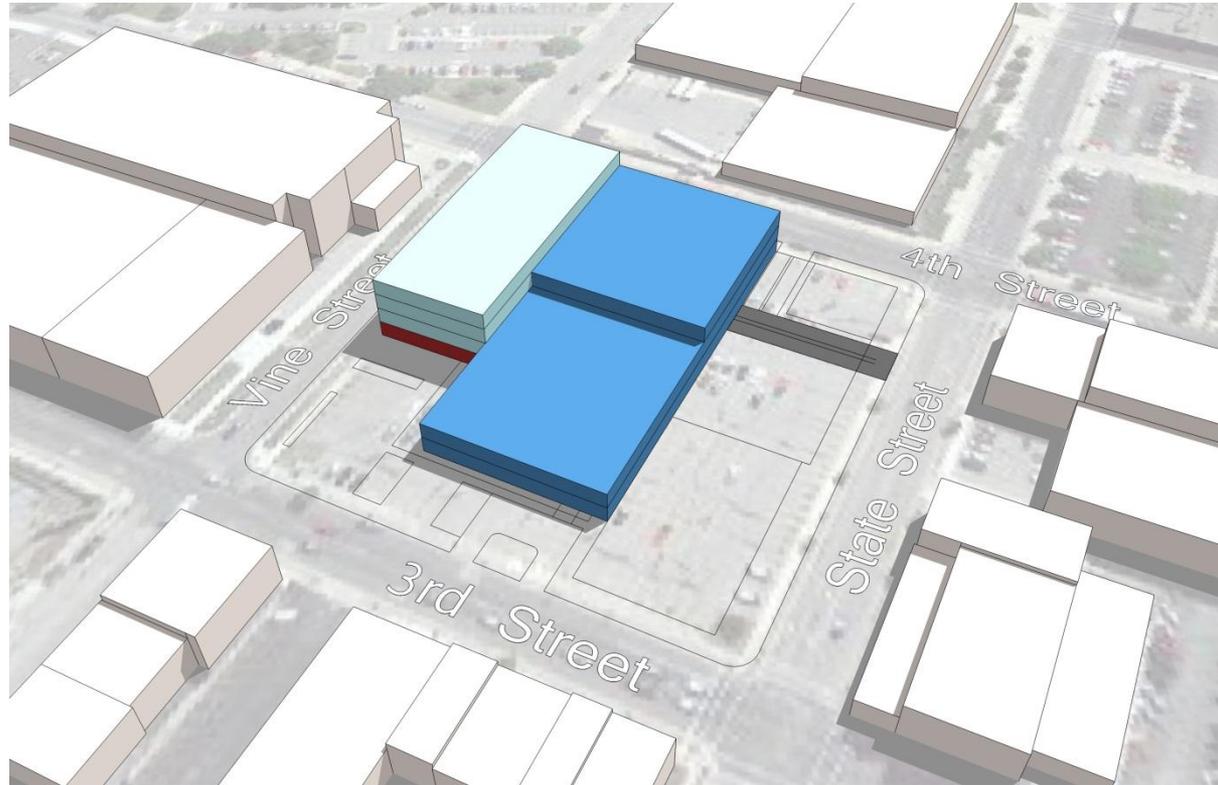
- **124' wide x 276' long**
- **2.5+ levels required**
- **Larger footprint on site**
- **Shorter structure with better parking efficiency**
- **Access from State and 4th**
- **Centralized ramp location limits views from streets**



Concept 2

Mixed Use Office

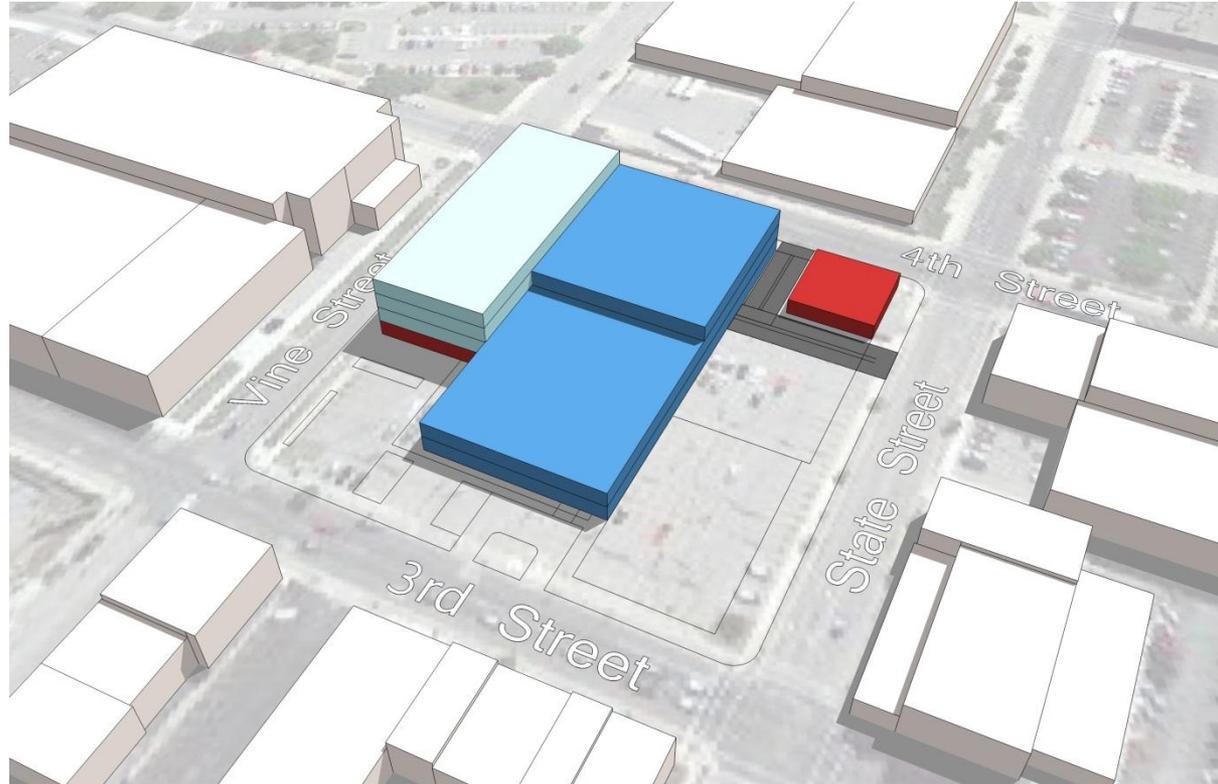
- **4 story building**
- **65,000 sf building**
- **Retail on 1st level with outdoor access to plaza**
- **3 floors of office on upper levels**



Concept 2

Bank

- Located on first floor of mixed use building
- Drive thru access from 4th Street
- 4,000 sf with potential for more with 2nd floor
- Parking provided in ramp



Concept 2

Mixed Use Residential

- **First floor retail /office space fronting State Street**
- **Drive thru access from State Street to parking**
- **Up to 9 stories of housing above retail**
- **105 units**



Concept 2

Hotel

- **4 story Hotel anchors corner of 3rd and State**
- **65,000 sf building**
- **Retail/ Restaurant on 1st floor**
- **Drop off and valet access into parking structure**



Concept 2

Open Space

- **Urban plaza anchors the intersection of 3rd and Vine**
- **Variety of outdoor seating and dining**
- **Street trees, lighting and public art**
- **Flexible and programmable space**



Concept 2

Additional Residential

- **Future residential tower over Hotel**
- **Maximize visual access to River**
- **10+ stories**



Concept 2

Streetscape/Public Realm

- Streetscape improvements along all street frontages
- Enhance crossing at intersections
- Maximize tree canopy
- Provide “green” infrastructure
- Opportunity to move buildings back from street to provide 20'+ wide sidewalk



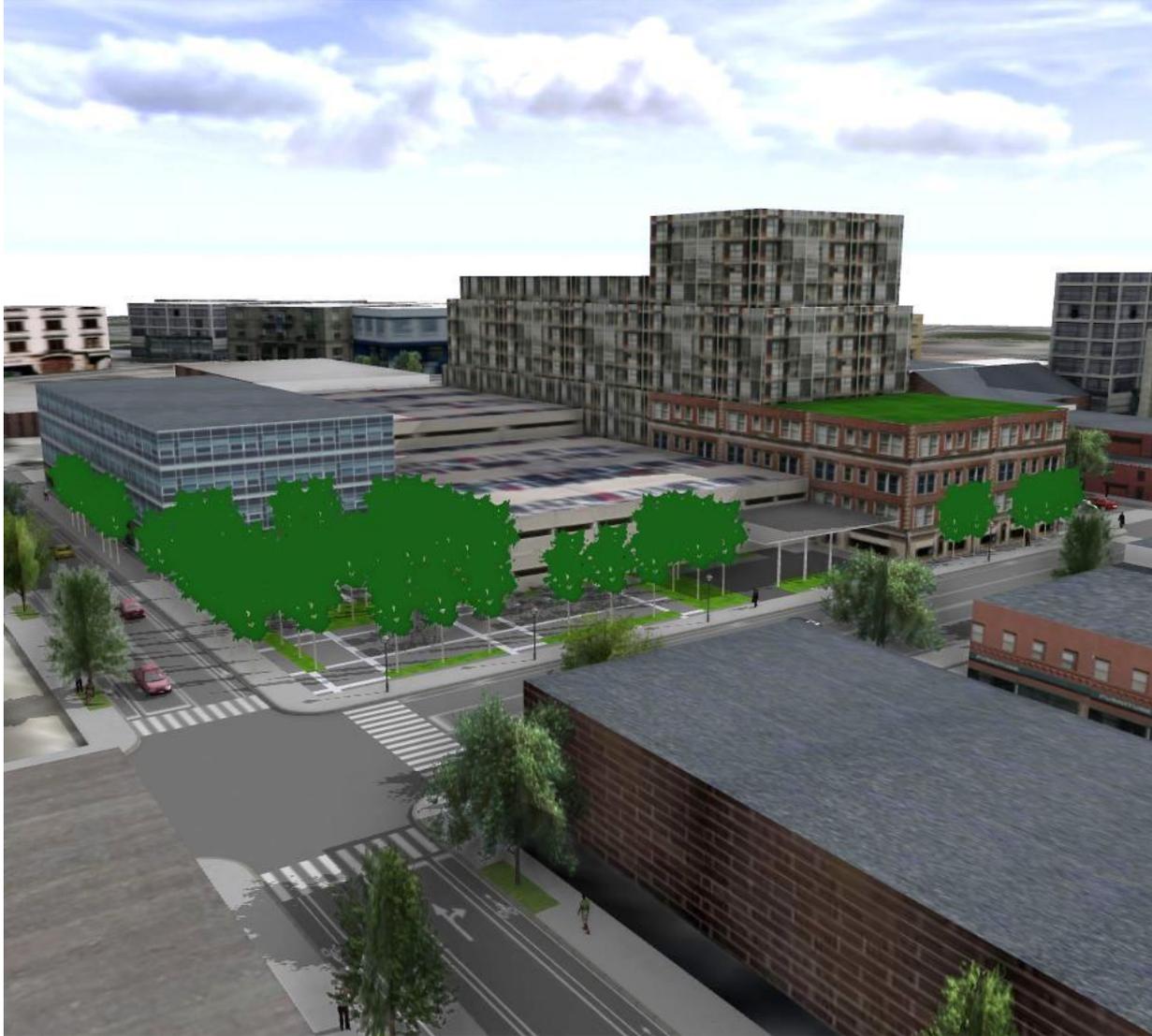
Concept 2



Concept 2

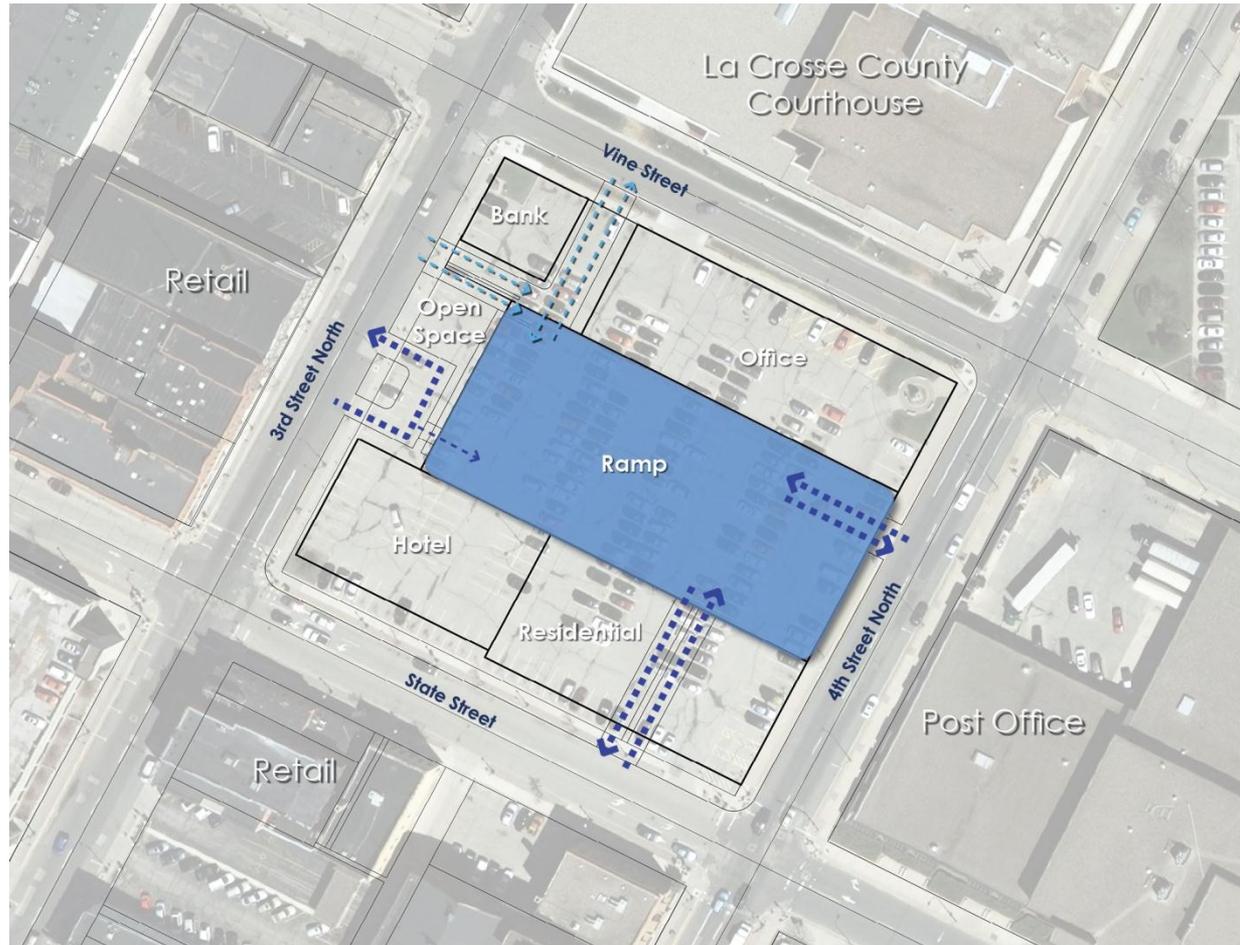


Concept 2



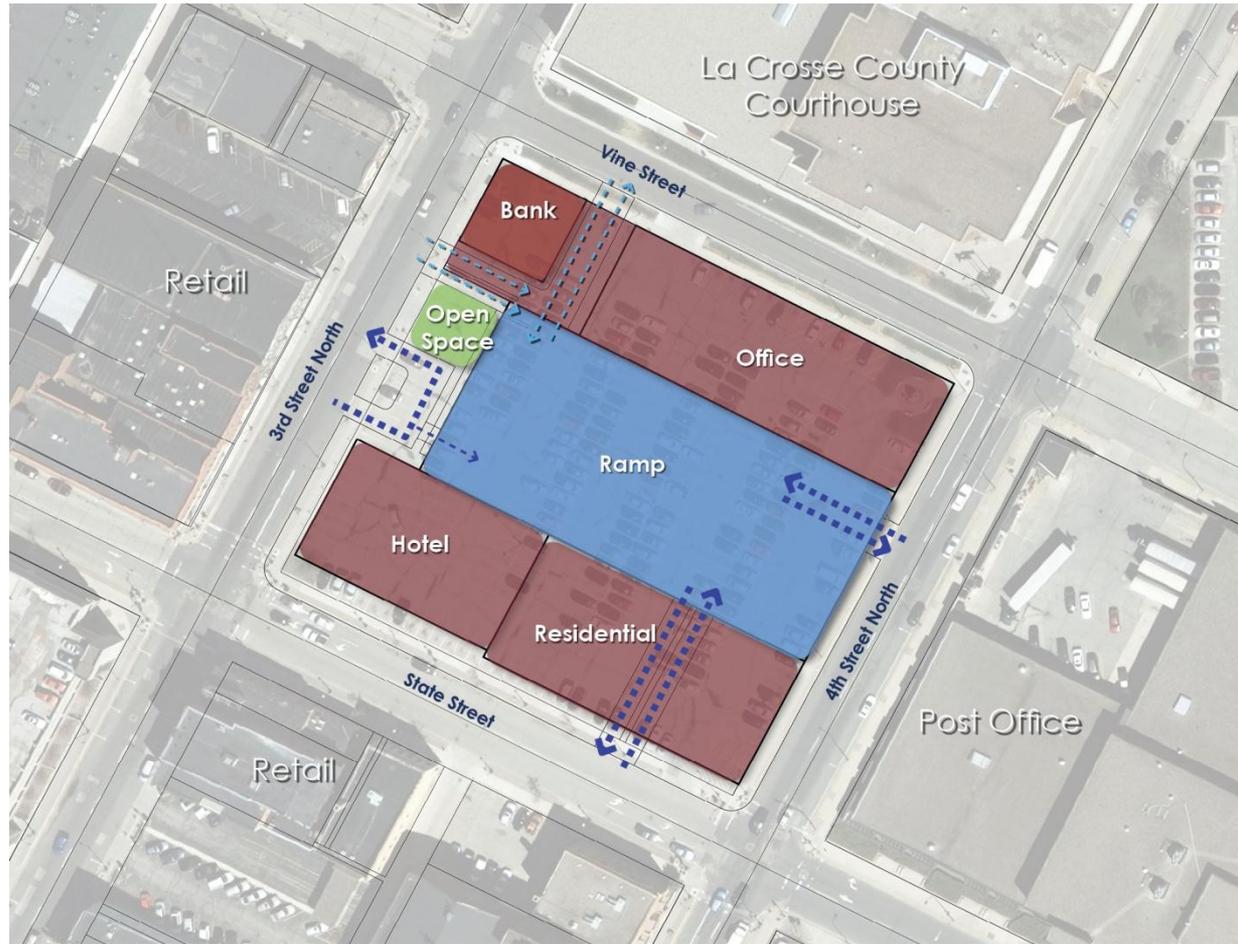
Alternate Bank Location

- Bank drive thru access from 3rd Street
- Bank drive thru exit thru ramp or out to Vine Street
- Designated bank parking stalls on 1st floor of parking ramp



Alternate Bank Location

- Located on first floor of mixed use office building
- Drive thru access from 3rd Street
- 4,000 sf with potential for more with 2nd floor
- Parking provided in ramp
- Bank could also function as a standalone building
 - Moving access from Vine Street east will create larger footprint for the bank building



Summary, questions & discussion

Next Steps

- Review and provide input into developer(s) RFQ; Selection criteria
- Provide opportunities for broader community engagement – MindMixer, public open house

http://lacrossewi.mindmixer.com/

ENVISION LOT C by MindMixer - Windows Internet Explorer provided by Stantec Consulting Ltd.

http://lacrossewi.mindmixer.com/

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ENVISION LOT C by MindMixer

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Ally Czechowicz

ENVISION LOT C
Share your ideas. Be heard. Build a better community.

Topics *Join the discussion and add to current topics. [View All Topics](#)*

Tax Base Creation & Stakeholder Collaboration COMING SOON!

 *How do you feel about this opportunity to generate tax revenue and collaborate with key stakeholders?*
La Crosse County owns Lot C and is seeking to not only put the land back on the tax roles, but to collaborate with the City and other stakeholders to maximize this opportunity. The majority of the...

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Historic Character COMING SOON!

Do you agree that any development on Lot C should be sensitive to this Historic Character?

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Questions/Comments?