

County Lot C Redevelopment

La Crosse County
La Crosse, WISCONSIN



02.19.14

Agenda

- 1** Introduction/ Orientation
- 2** Site Influences
- 3** Historic Context
- 4** Development Considerations
- 5** Market Analysis
- 6** Next Steps

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 development partner
- This Advisory Committee has been invited to assist the County in this process

Approach:

- Follow the same due diligence process and analysis that a developer would,
- Complete Market research
- Analyze development opportunities,
- Planning and regulatory requirements, and assess community support for preferred alternative

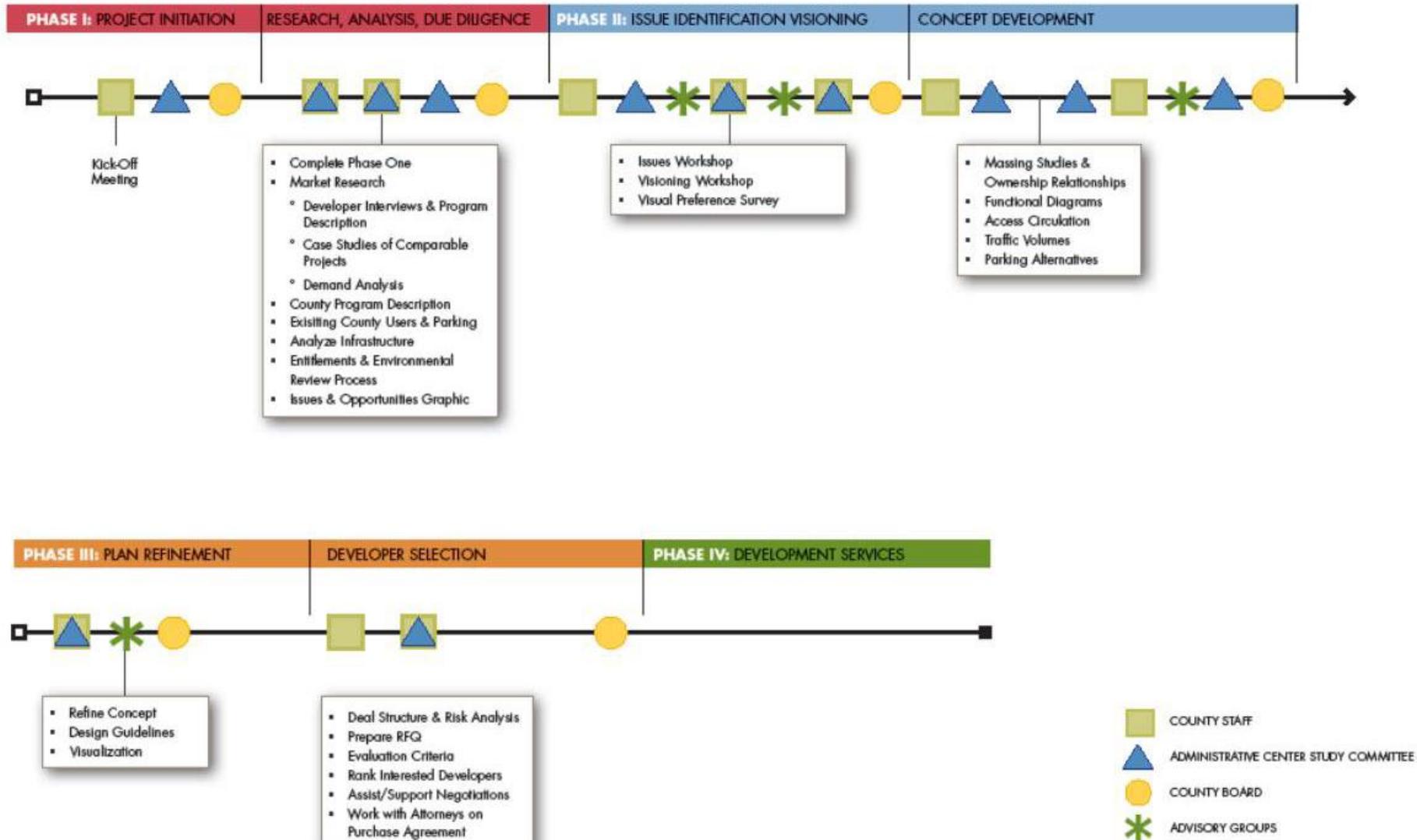
Objectives:

- Understand what is physically possible and is supported by existing and future market demand, and
- Resonates with community values and aspirations
- Eliminating as much uncertainty as possible and thus reduce risk for future investment partners

Key Points

- Neither the County Board nor the Committee are delegating their authority to this Advisory Committee
- Rather they are sharing this information with you and seeking your advice and counsel as they make the decisions that they will need to make

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

1 Introduction/ Orientation



Introduction/ Orientation

- Lacrosse is a special place with a rich past and a bright and promising future
- How can the development of this surface parking lot respect that past and help to enhance that future?

An aerial, black and white photograph of a city street grid. The image shows a dense arrangement of buildings, mostly rectangular in shape, with flat roofs. A central street runs vertically, flanked by other streets that intersect at right angles. Numerous cars are visible on the streets, and some buildings have signs or windows that are partially visible. The overall scene depicts a typical urban environment.

2 Site Influences

“The future influences the present just as much as the past”

~Friedrich Nietzsche





LOT C

3rd Street

Vine Street

Store Street

4th Street

Downtown Context



Vine Street

3rd Street

4th Street

State Street

LOT C

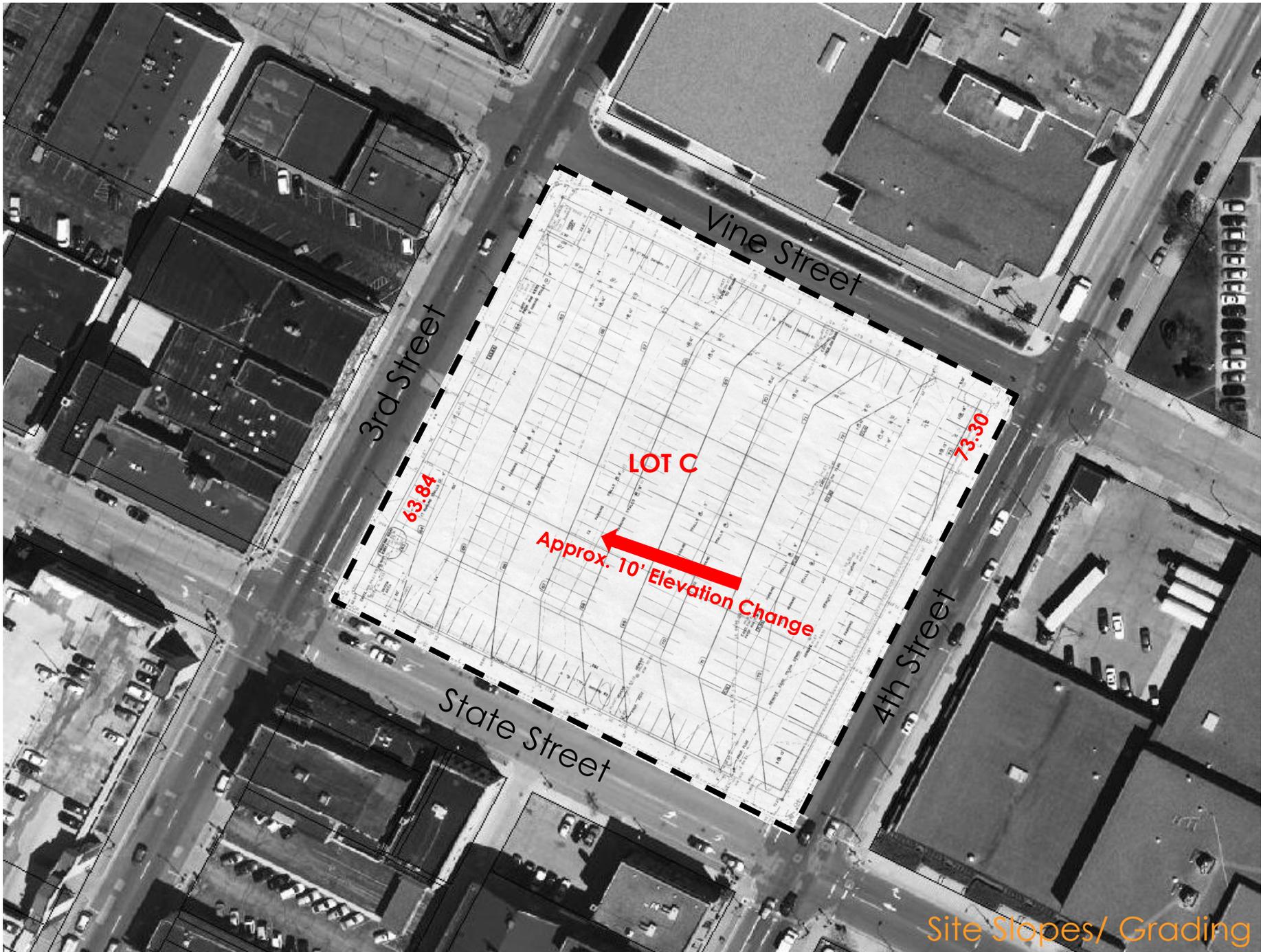
302'

303'

302'

323'

Site Dimensions



3rd Street

Vine Street

LOT C

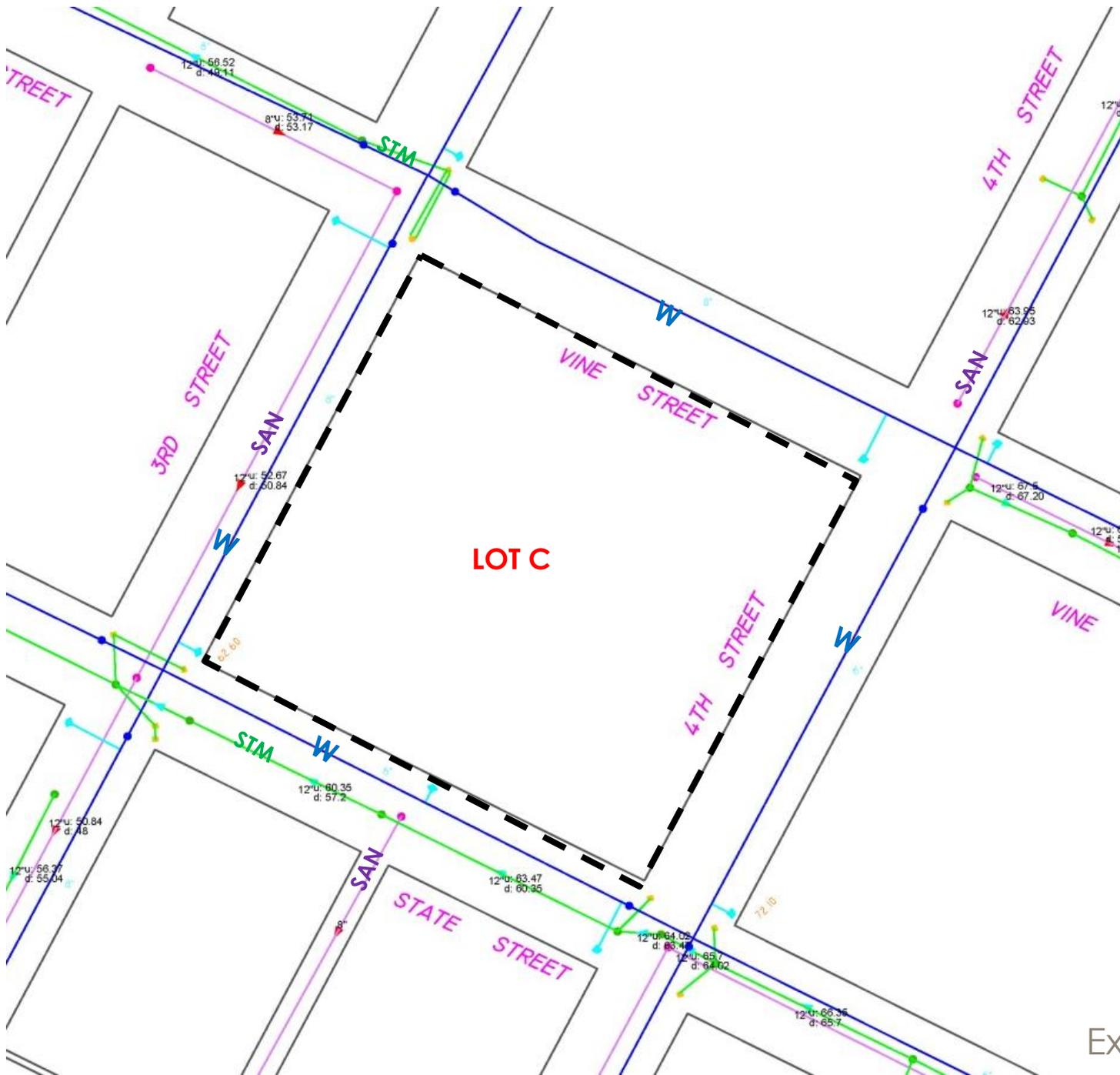
Approx. 10' Elevation Change

73.30

4th Street

State Street

Site Slopes/ Grading



Existing Utilities



View SE from 4th and State Street



View from State Street



View SW from 3rd and State Street



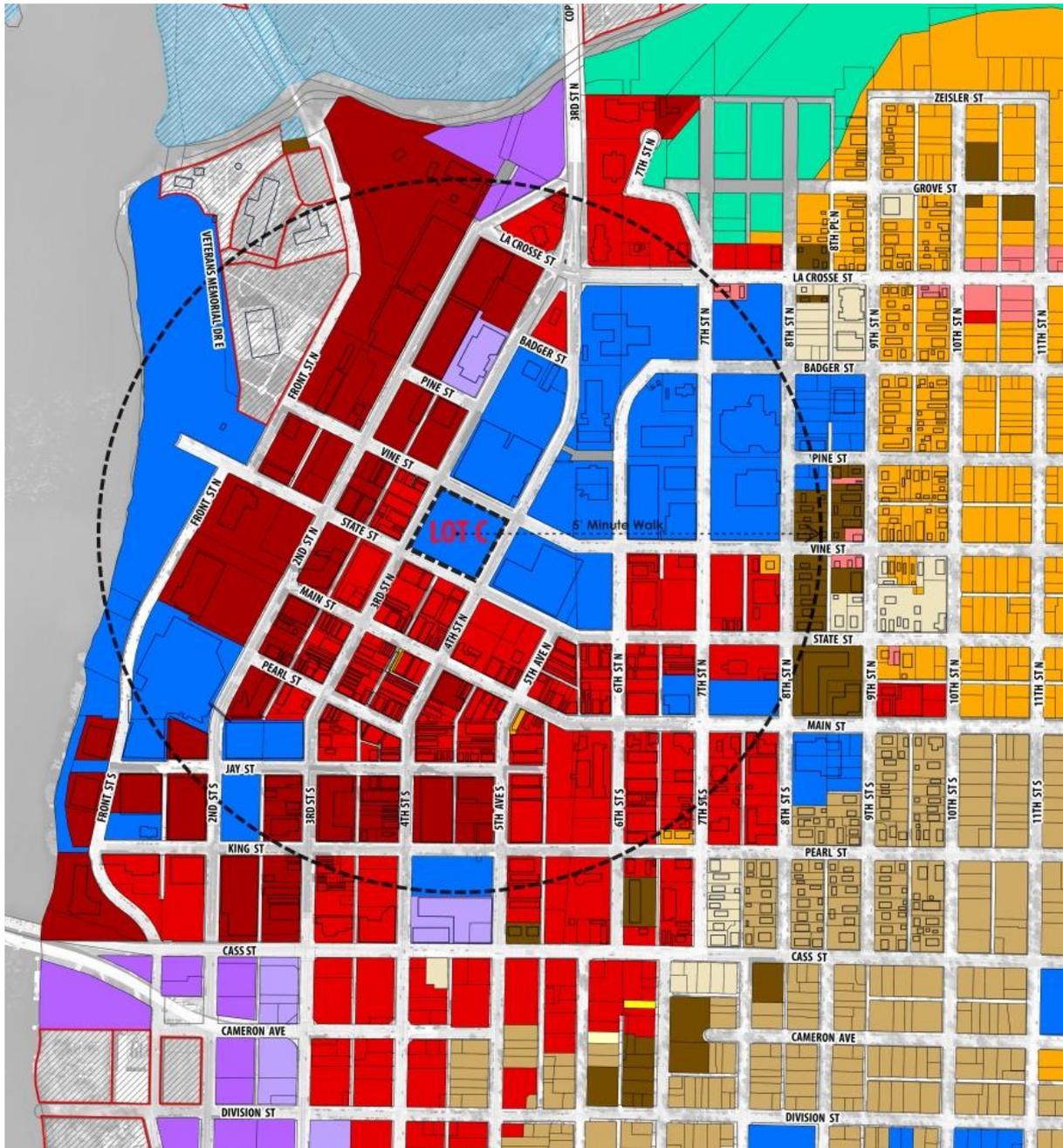
View NE from 3rd and Vine Street



4th Street North / Vine Street

Vine Street

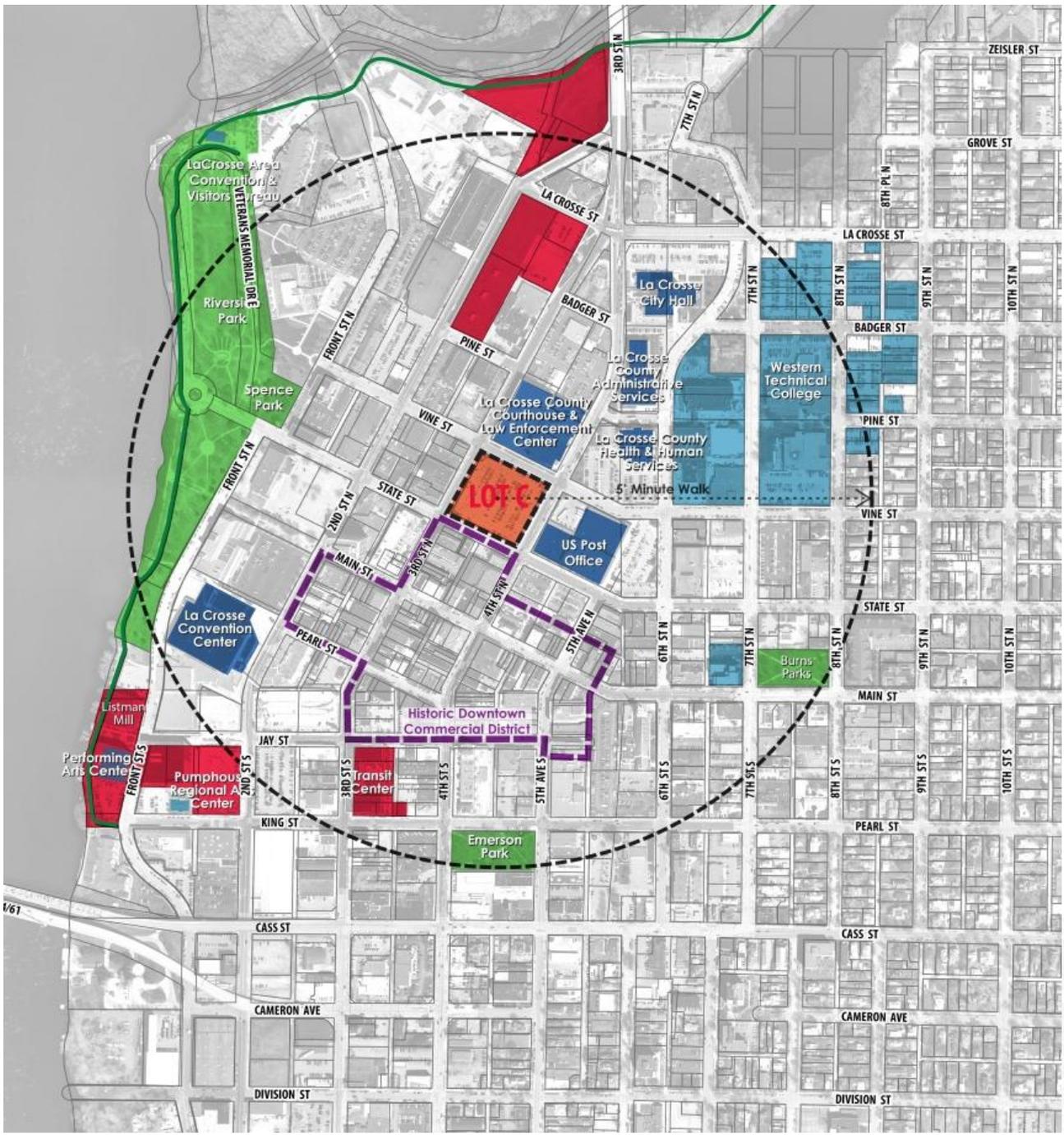
View SW from 4th and Vine Street



Zoning

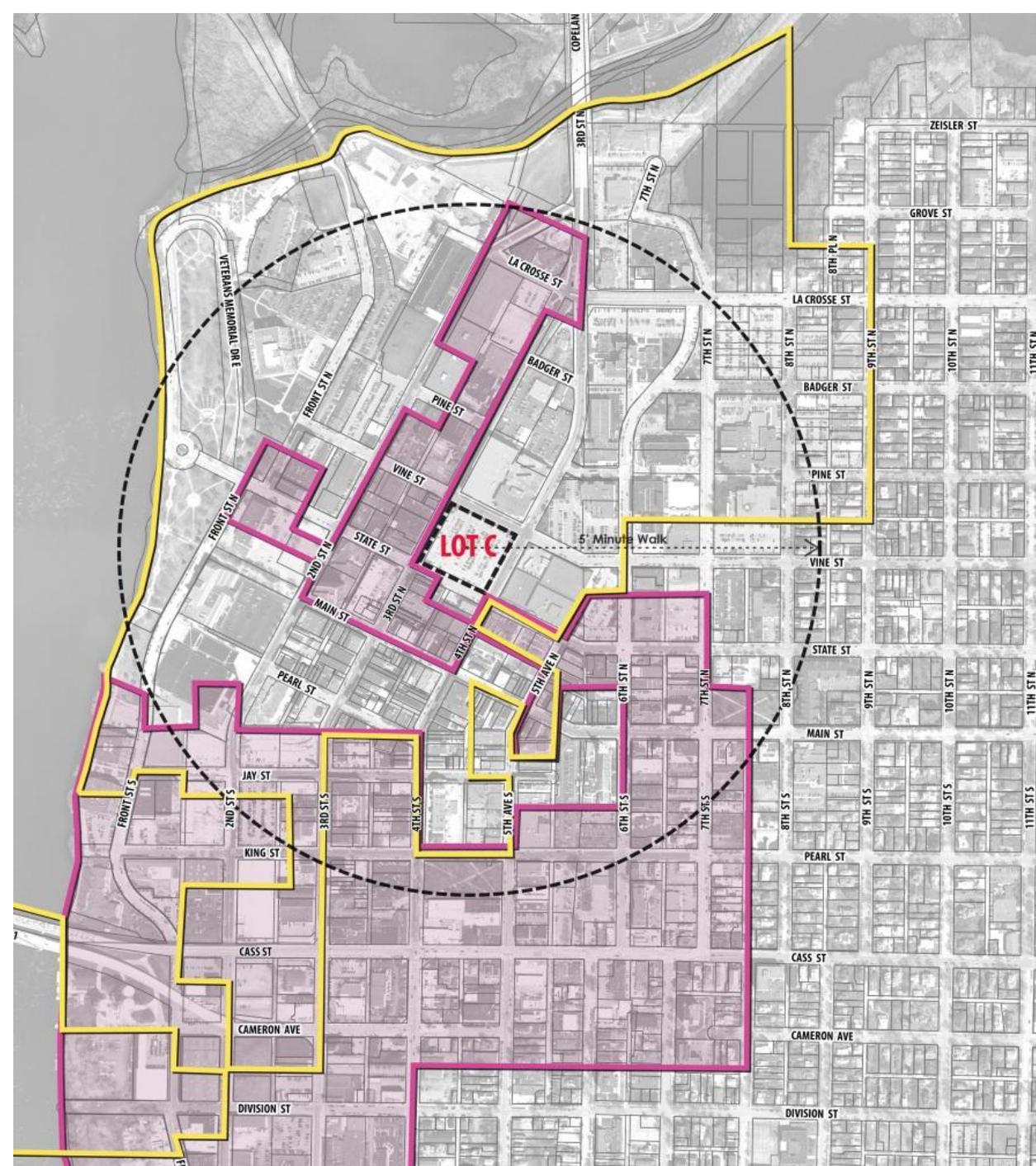
LEGEND

-  PD Planned Development
-  WR Washburn Residential
-  TND Traditional Neighborhood Development
-  R1/R4 Single Family/Low Density Multiple
-  M1 Light Industrial
-  M2 Heavy Industrial
-  AI Agricultural
-  CON Conservancy
-  FW Floodway
-  ROW Right-Of-Way
-  PL Parking Lot
-  C1 Local Business
-  C2 Commerical
-  C3 Community Business
-  R2 Residence
-  R3 Special Residential
-  R5 Multiple Dwelling
-  R6 Special Multiple
-  PS Public/Semi-Public Space



Context

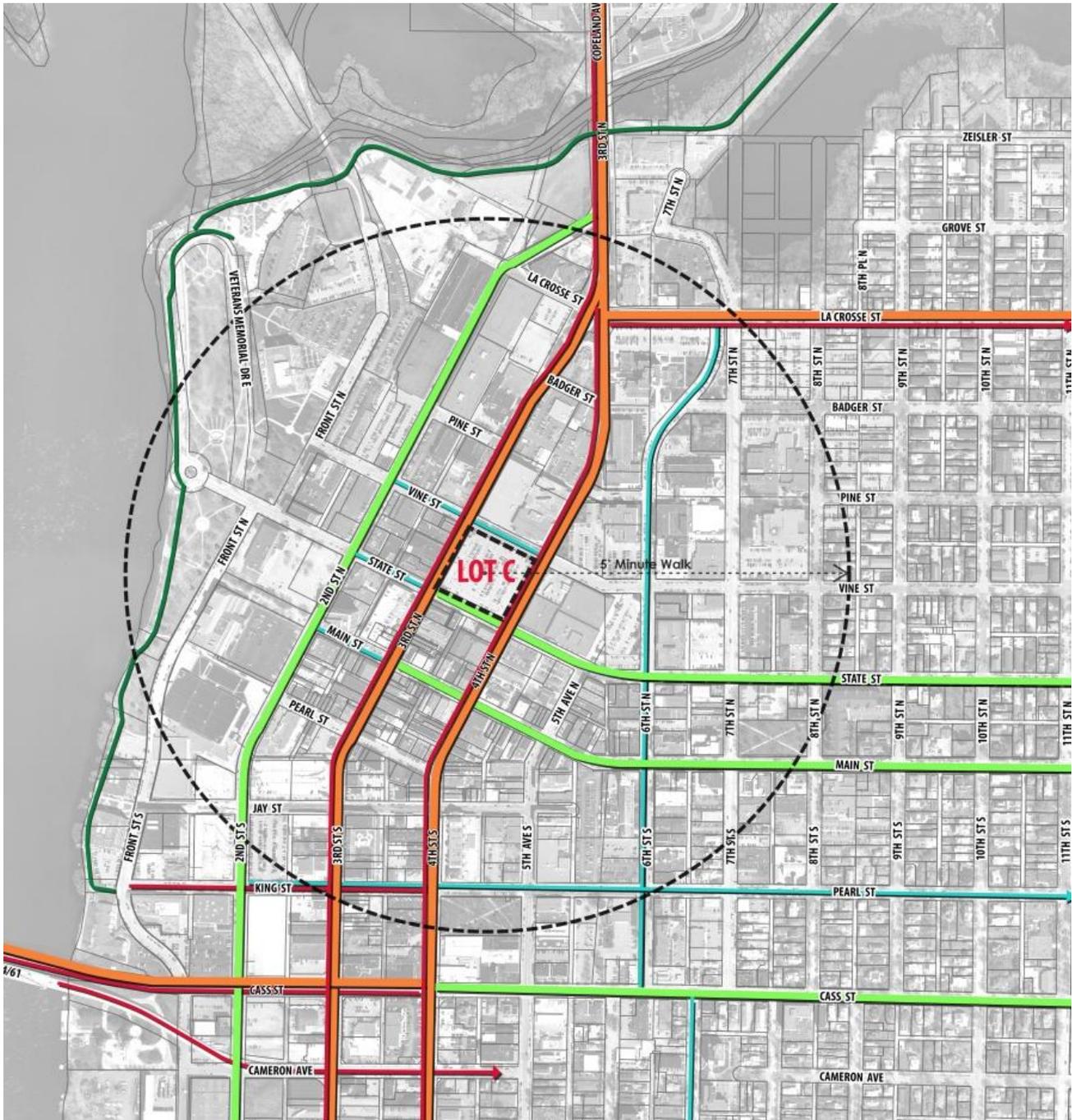
- LEGEND**
- Historic Downtown Commercial District
 - Public Facilities
 - Western Technical College
 - Major Redevelopment Site
 - Parks
 - Existing Trail



TIF Districts

LEGEND

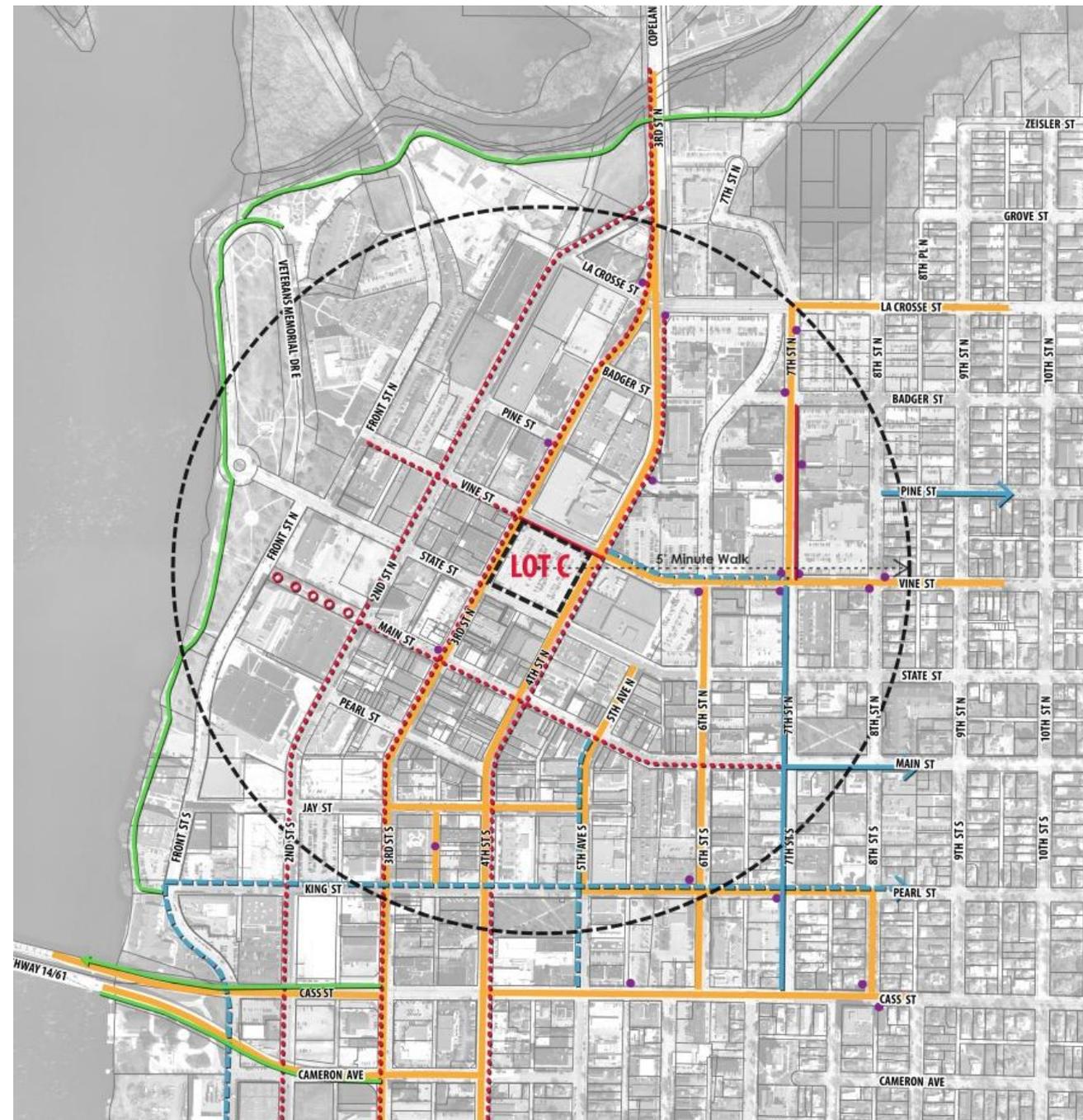
- TIF District 6 - City Vision
 - TIF District 11 - Gateway Redevelopment
 - TIF District 5 - Marriott
 - ⋯ Archaeological Sensitive Area
 - ⋯ Parking Assessment Zone
- 1,446 - On-Street Parking:
 2,648 - Public Off-Street Parking:
 4,074 - Public Parking:
 5,021 - Private Parking:
 9,115 TOTAL PARKING



Roadway Classification

LEGEND

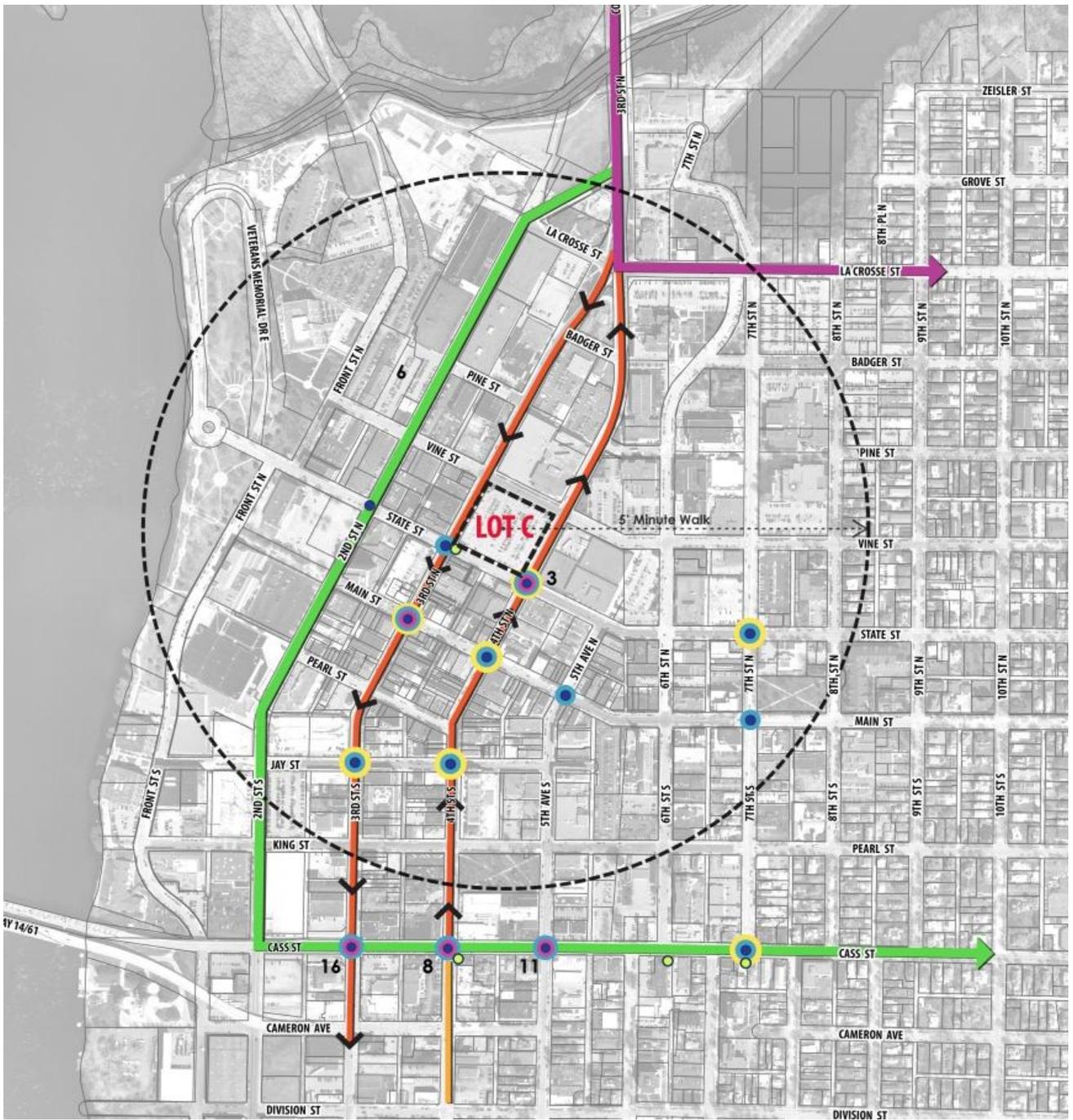
- NHS Route
- Principal Arterials
- Minor Arterials
- Collectors
- Existing Multi-Use Trail



Transit/ Multi-Modal

LEGEND

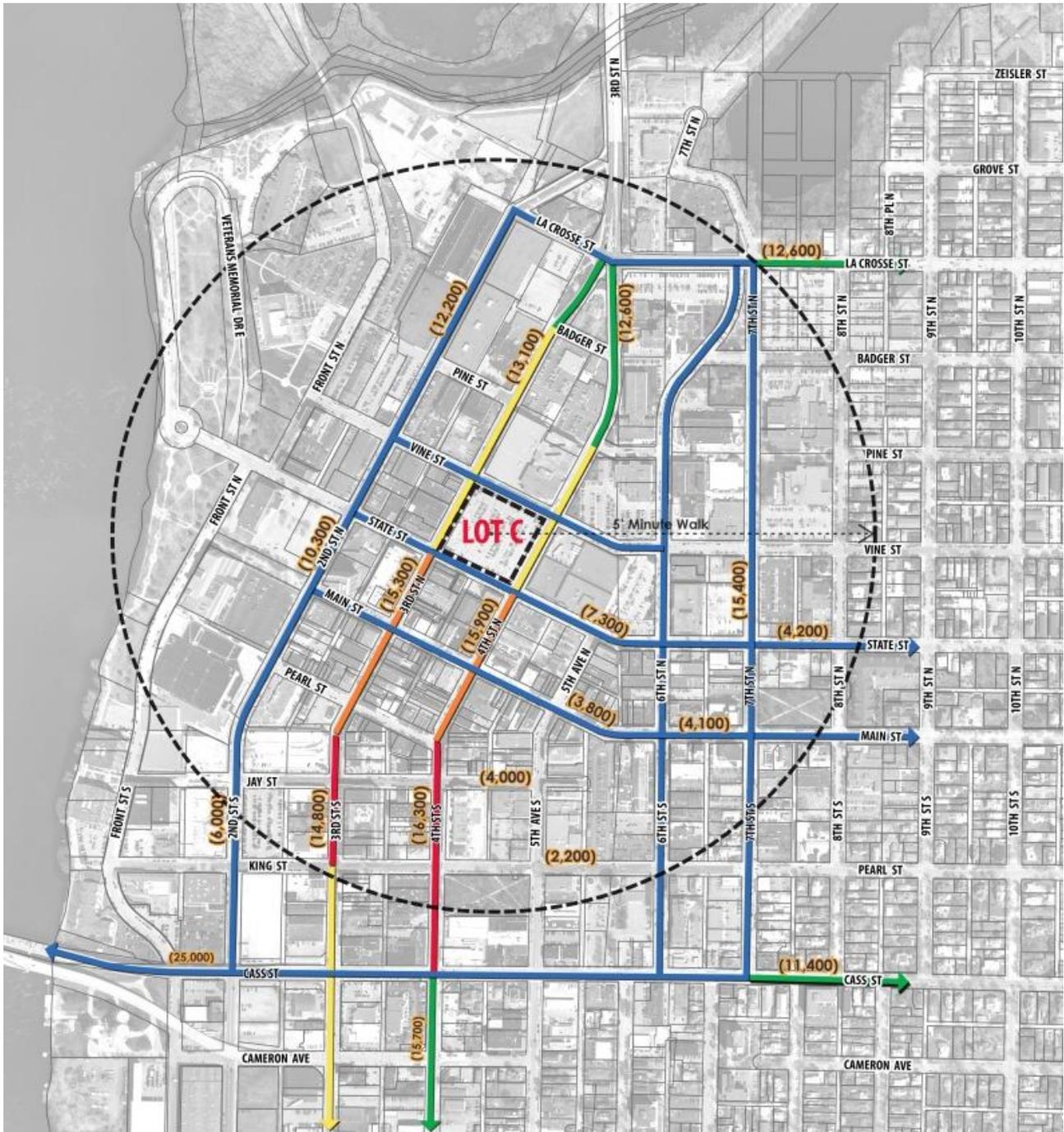
- Existing Bus Stops
- Existing Bus Routes
- Existing Bike Lane
- - - - Existing Shared Lane (Markings)
- Proposed Shared Lane (Marking)
- - - - Proposed Bike Lane
- ○ ○ ○ Proposed Bike Route Sign Only
- Existing Paved Trail



Traffic / Conflicts

LEGEND

- █ 4 Lane traffic
- █ 4 Lane Traffic with Center Turn Lane
- █ 3 Lanes of Traffic
- ➔ One Way Street/Access Management Corridors
- Pedestrian Crash Sites
- Signalized Intersection without Loop Detector
- Crash Site with 6 or more crashes (1997-1999)
- Bicycle Crashes
- Traffic Signals



LOS

LEGEND

- █ LOS B or Greater
- █ LOS C
- █ LOS D
- █ LOS E
- █ LOS F
- (2,200) 2020 Forecasted ADT's

3 Historic Context



Stoddard Hotel Site



Old Stoddard Hotel



2002

Library Site

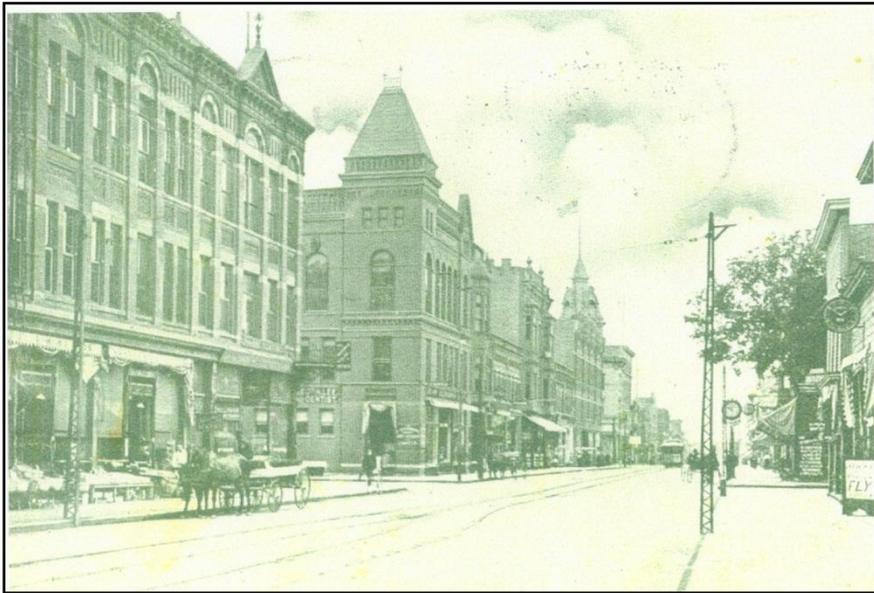


Old Public Library



2002 New Public Library

Main Street, Between 4th Street & 5th Street

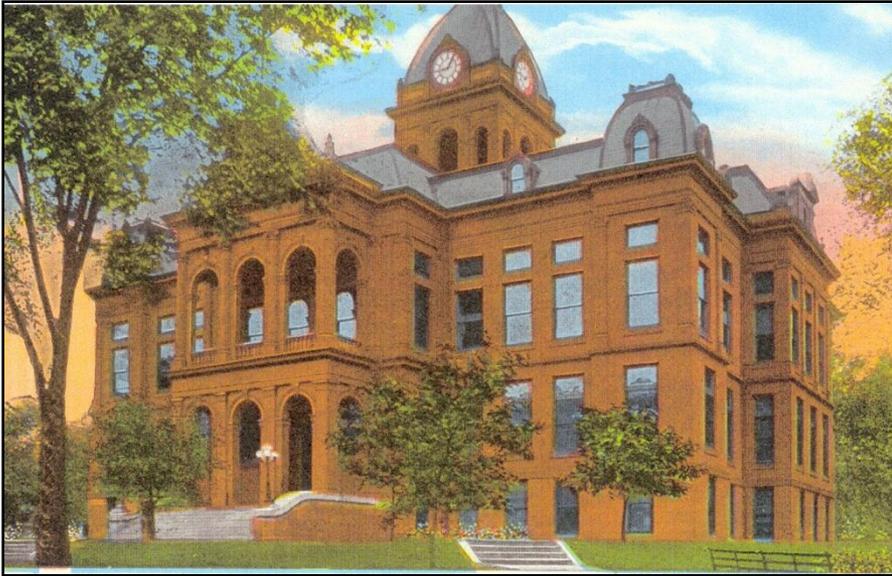


Old Streetscape



2002 Streetscape

Old County Courthouse Site

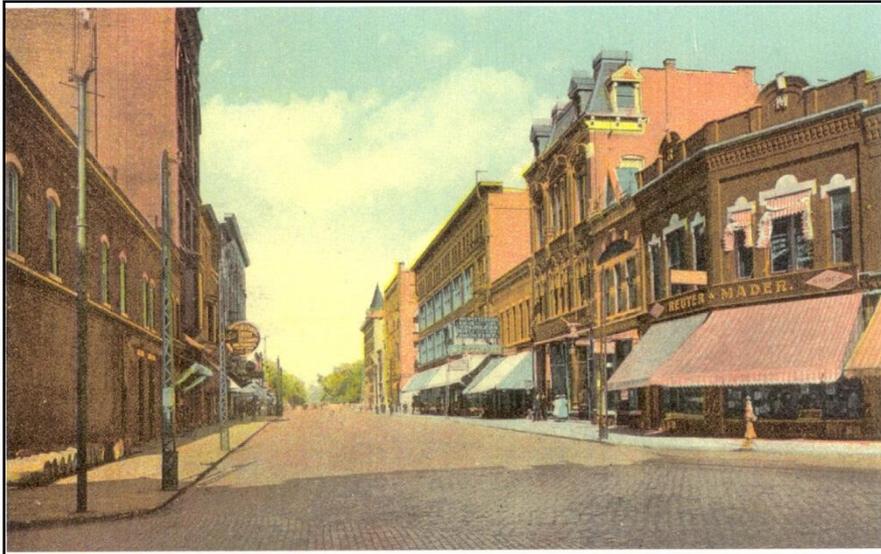


Old County Courthouse



2002 County Parking Lot C

4th Street at Pearl Street



Old Streetscape



2002 Streetscape

4th Street at State Street

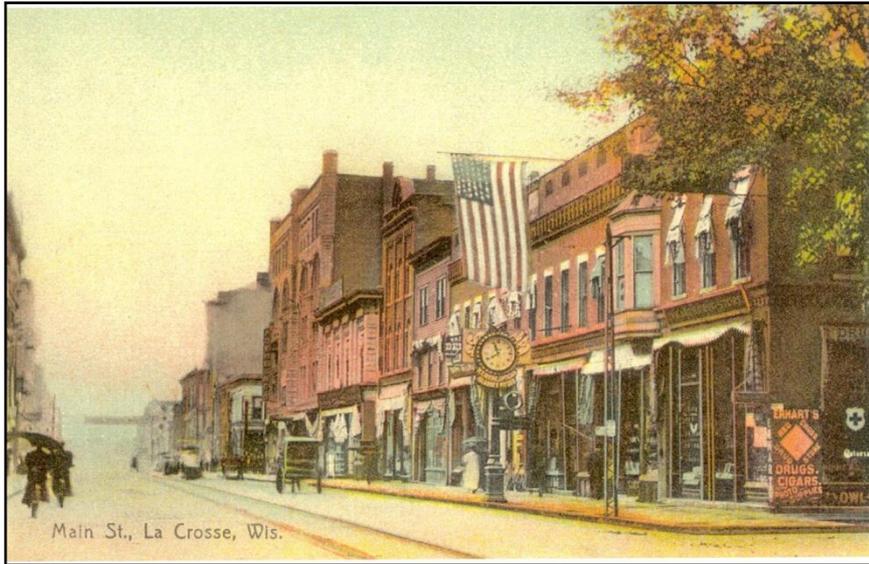


Old Streetscape



2002 Streetscape

Main Street at 4th Street

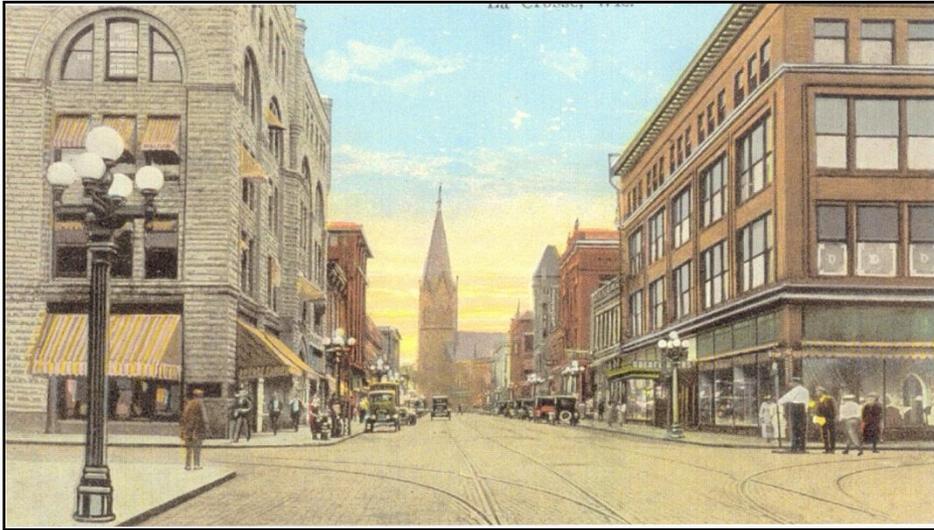


Old Streetscape



2002 Streetscape

Main Street, Between 4th Street & 3rd Street

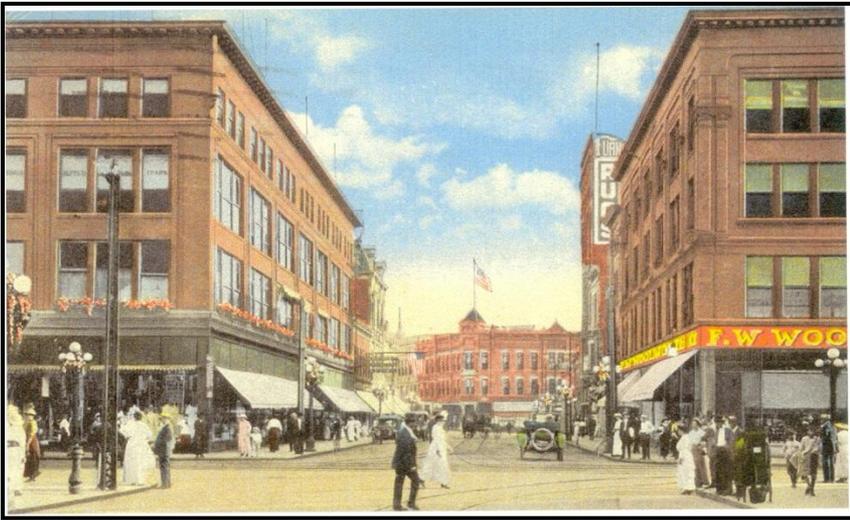


Old Streetscape



2002 Streetscape

4th Street, Between State Street & Vine Street

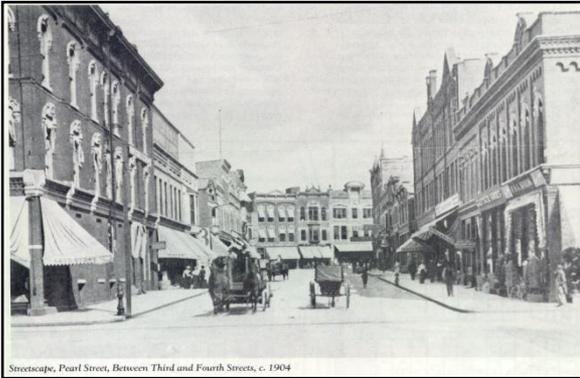


Old Streetscape

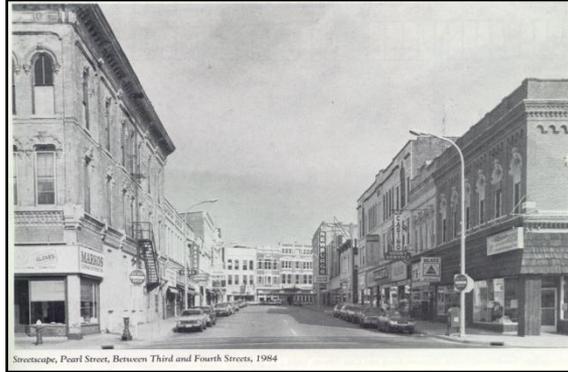


2002 Streetscape

Pearl Street, Between 3rd & 4th Street



Old Streetscape, 1904

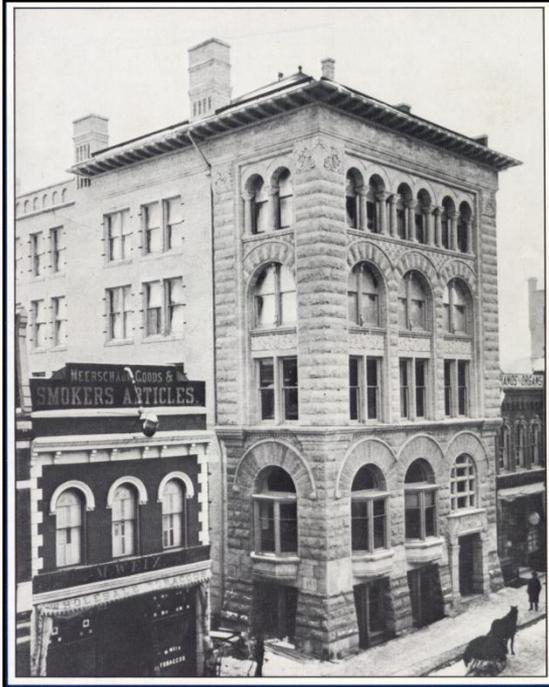


Old Streetscape, 1984

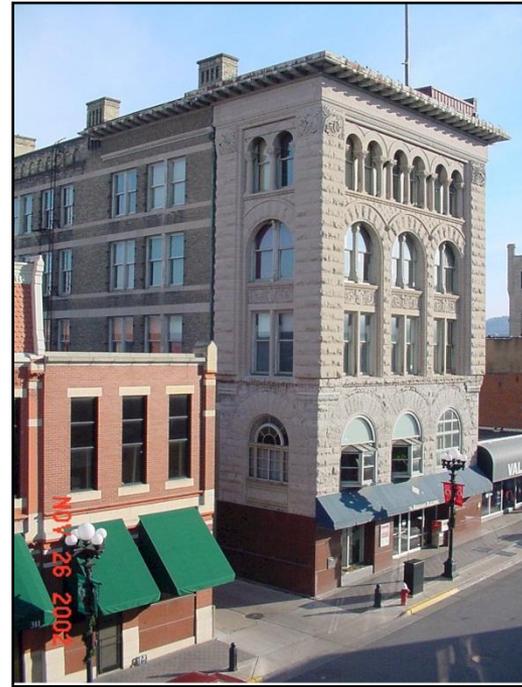


Streetscape, 2002

Batavion Building



Old Building 1910



Building 2002

South Front Street, Between King Street & Cass Street



Streetscape 1984



Streetscape 2002

201-205 South 5th Avenue



Exchange Building, 201-205 South Fifth Avenue, J. Mandor Matson, Architect, 1940 (photo 1984)

Old Building 1940



Building 2002

211-215 Pearl Street



Building 1984



Building 2002

401 Main Street



Alexander McMillan Building, 401 Main Street, 1885 (photo c. 1910)

Building 1910



Building 2002

609-615 Main Street



Building 1980



Building 2002

4 Other Development Considerations



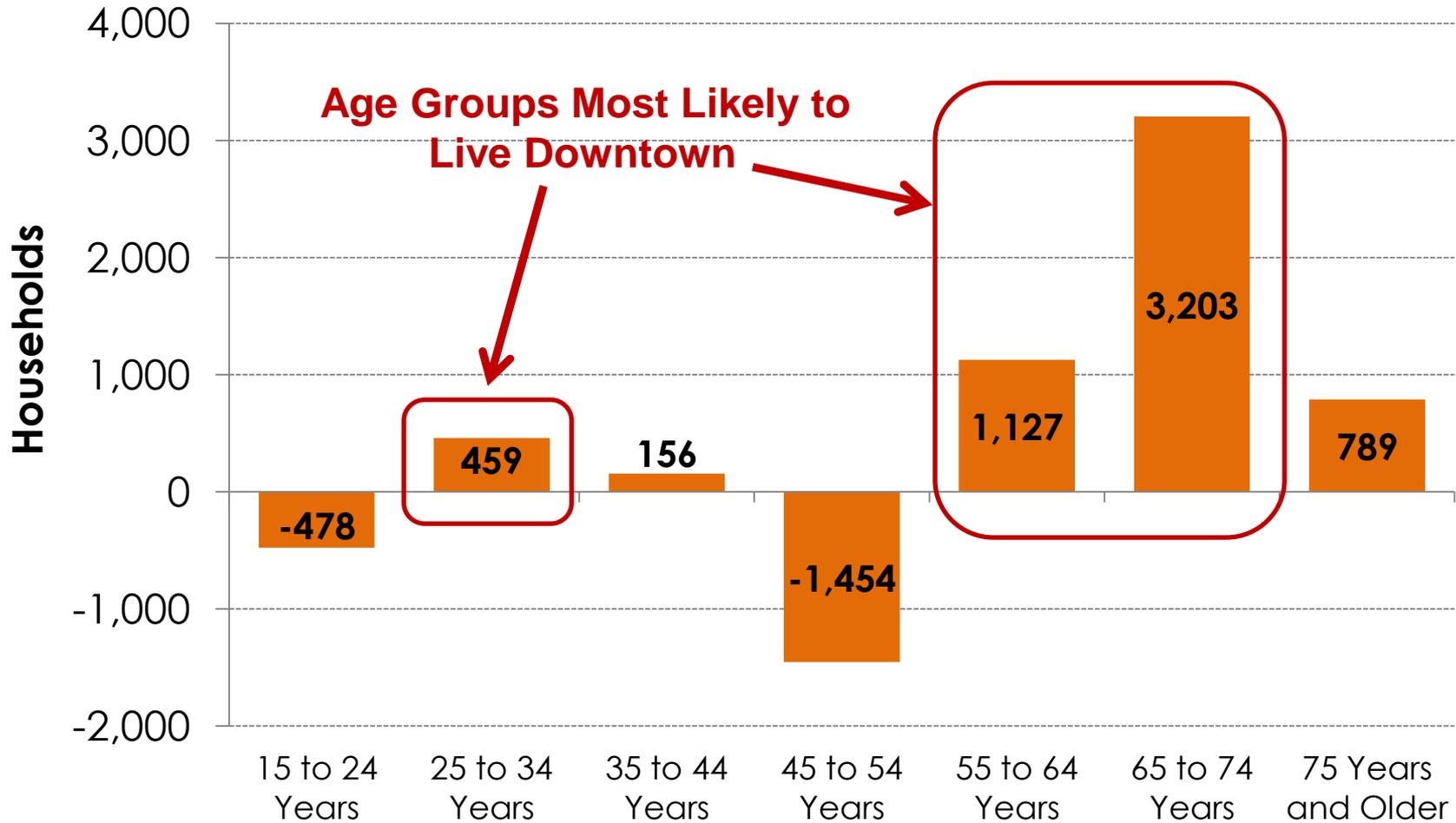
5 Market Research



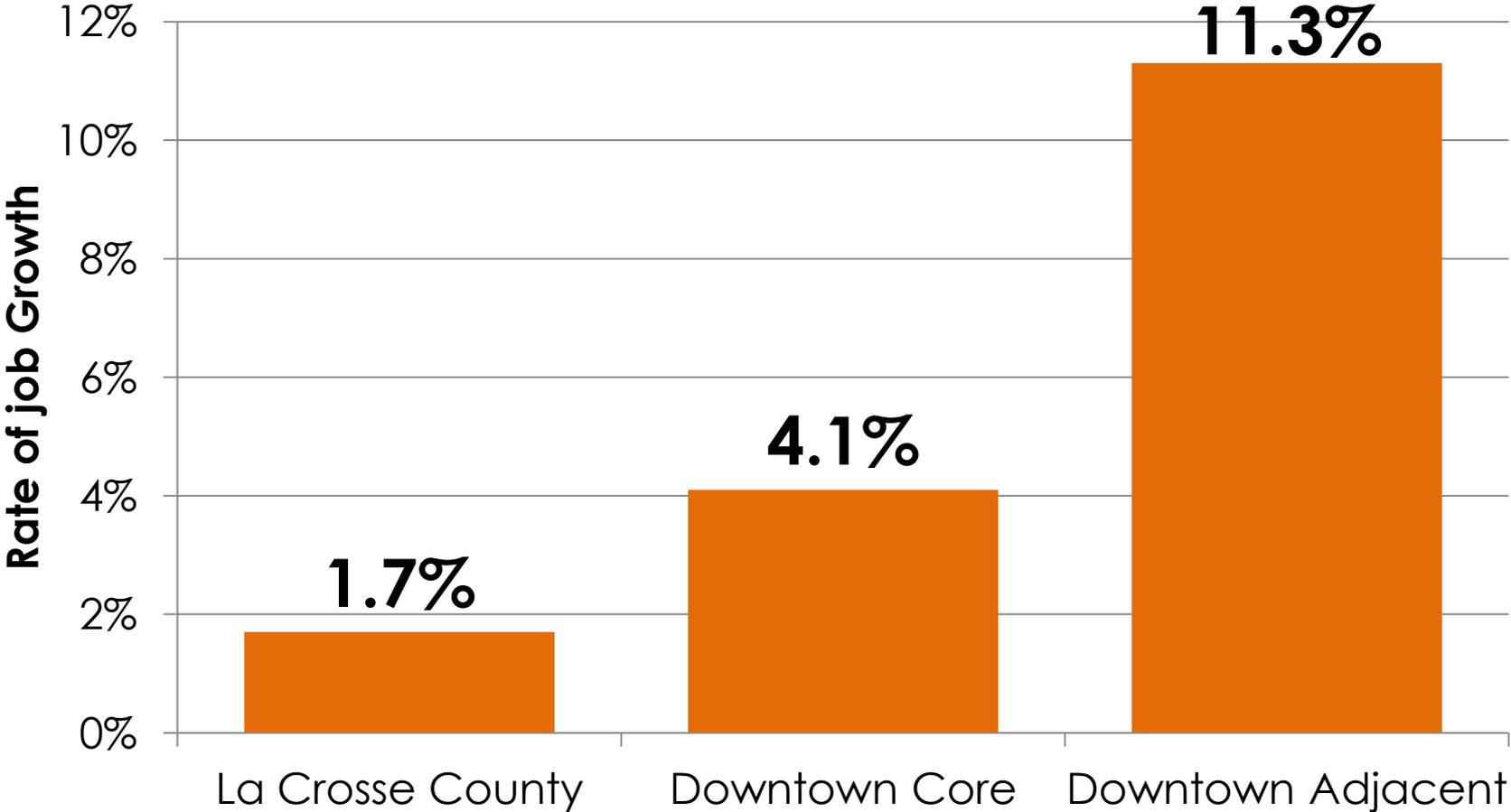
Market Research

- Growth Trends
- Downtown Mixed-Use Case Studies
- Stakeholder Interviews
- Conclusions

La Crosse County Forecasted Household Growth 2010-2020



Employment Growth 2007-2011

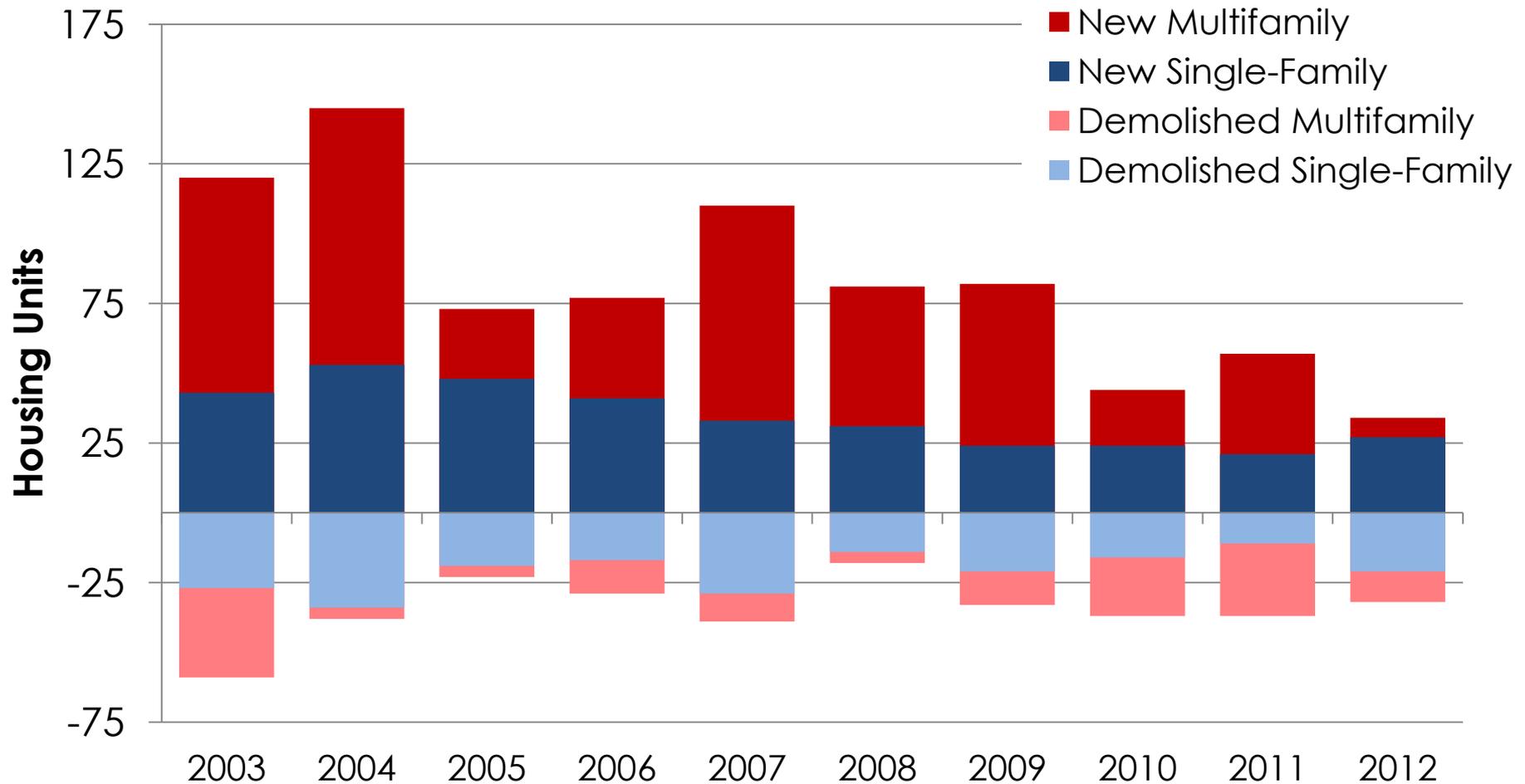


Source: US Census, Longitudinal Employer-Householder Dataset



Residential Construction Trends

City of La Crosse



Source: City of La Crosse, building permit data

Old Capitol Town Center

Iowa City, IA

- Public-Private-Institution Partnership
- 30-year old development, restructured in late 2000s
- City-owned garage
- Univ of Iowa adapted 2nd level of retail mall



Duluth Technology Center

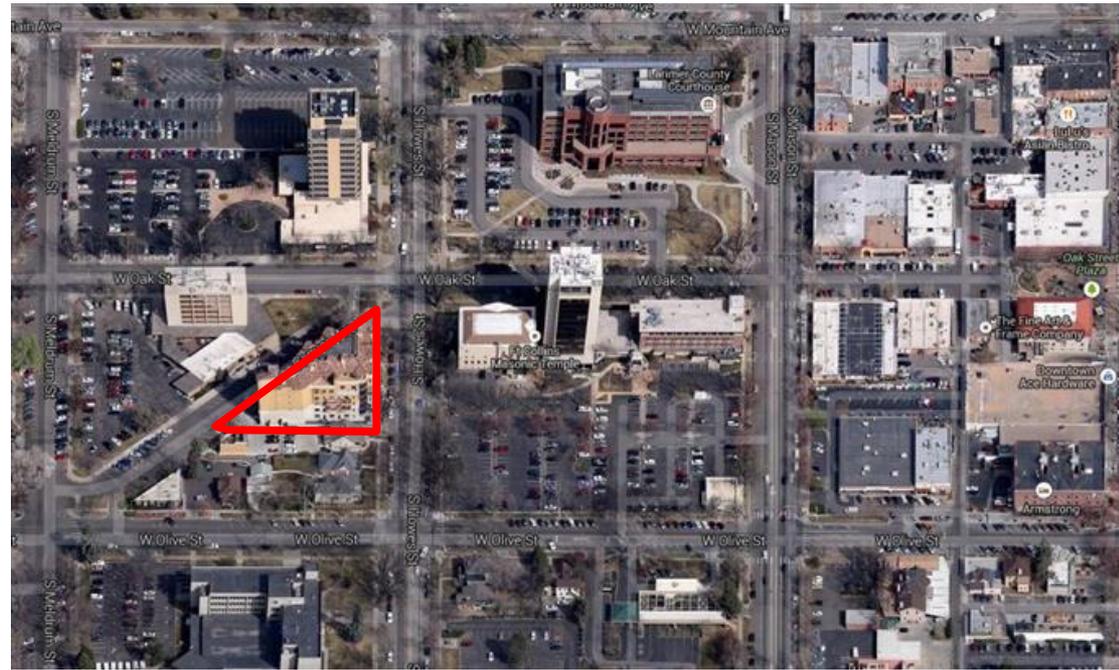
Duluth, MN

- Incubator concept with backing from U of MN
- Ground floor retail with offices
- \$25 million project
- City-owned garage
- Good occupancy
- Catalyst for other nearby development



Cortina Lofts Fort Collins, CO

- Entirely private development
- High-end condos above ground floor commercial
- High-income project helped cover cost of underground parking structure



Oyster School/Adams House Washington, D.C.

- Elementary school adjacent to luxury apartments
- New development on school land helped finance construction of a new school without any additional taxpayer dollars



Stakeholder Interviews

- Developers, end users, and other stakeholders
- Anonymity was preserved to encourage open dialog
- Site is considered very attractive
- Mixing and stacking of uses is feasible
- Market is ripe
- Parking is critical
- Potential uses include bank, hotel, housing, retail, and office
- Some level of public subsidy will likely be required

Conclusions

- Demographic and employment trends favor continued downtown development
- Case studies illustrate a variety of downtown mixed-use success stories that could inform decisions in La Crosse
- Stakeholders cite a strong willingness to develop in the downtown and on Lot C
- Shared parking facilities will be essential in order to maximize site efficiencies and defray project costs as much as possible
- Uses with strongest potential include:

Potential Mixed-Use Candidates

Use	Benefits
Hotel	Exceptional shared parking candidate; ability to pay towards land costs; potential cooperation for events (i.e. meeting room, lodging)
Workforce Housing	Strong demand; can bring in non-local public funds to fill financial gaps
Market Rate Housing	Good demand; rents/prices may not be quite high enough to support development without gaps
Retail/Dining	Should be smaller component of project, but would complement all other uses
Office	Major anchor other than a bank is unknown, thus more risk than other concepts; excellent shared parking candidate with hotel or residential

6 Next Steps

- VPS Analysis (March 6th)
- Development Program and Site Massing Study (March 20th)

Questions?