

PROTOTYPICAL DEVELOPMENT

This section establishes the basic program of prototypical development in downtown La Crosse during the next twenty years. The diagrams illustrate the desirable intensity of development to support growth and maximize the limited real estate in the heart of the community. Population growth and changing markets will continue to create a demand for new housing options for people who want to live in downtown, and want a product that doesn't exist in the market today. Economic development and diversification efforts will require new product types for changing trends. Despite this section emphasis on vertical growth, the plan's focus steers development through infill prototypical developments that respects their surroundings.

Again, the Development Opportunities Map identifies properties in downtown that present possibilities for redirection. The prototypical diagrams apply to these sites.

General characteristics of the prototypical developments include:

- High Intensity
- Medium-High Intensity
- Medium Intensity
- Low Intensity

HIGH-INTENSITY

The development of housing above office and commercial establishments adds vitality to business areas and increases the economic yield on the property. Nationally, more communities are finding that by mixing land uses, neighborhoods are more attractive to workers who are looking at quality of life criteria when determining where to settle.

Apartment buildings can be considered high-intensity uses, as well, assuming the structure is 5+ stories.

Eligible Placement. Any half-or full-blocks that are opportunity sites for redevelopment in the study area. The Hive (901 State Street) is a demonstration of quality high-intensity development east of 7th Street

MEDIUM-HIGH INTENSITY

Medium-high intensity uses include townhomes, rowhomes, and shorter apartment buildings. Commercial uses can be integrated and more likely located at the crossroads of major streets. Parking can be shared and located within the structure.

Eligible Placement. Many of the auto dealerships operating in downtown intend to remain downtown. These uses often seek settings that allow them to display more merchandise – vehicles. If these uses relocate, then this plan imagines that these

areas become a neighborhood, offering housing options unlike the current choices found in the downtown core or Washburn Neighborhood.

MEDIUM INTENSITY

Medium intensity uses include small lot single family uses that may be semi-attached with independent parking. The number of units per acre is greater than the surrounding neighborhood's single-family density. This housing type is unmet and offers a housing option for changing demographics in the La Crosse region. While the diagram shows a full-block redevelopment concept, a quarter of the concept can be adapted for select areas.

Eligible Placement. Medium intensity uses offers a transition from the downtown core to the historic neighborhoods.

LOW INTENSITY

This plan does not identify any low-intensity redevelopment unless individual properties within the single-family neighborhoods can support only a single-family residence. These instances usually consist of one or two adjacent properties surrounded by stable housing. A string of three or more "in-flux" properties are eligible for greater intensity development. In flux properties refer to vacant lots or dilapidated structures.