

IMAGINE

2040 LA CROSSE DOWNTOWN PLAN



- 1. Mobility**
- 2. Neighborhood Concepts**
- 3. Case for Downtown**

Policy Committee

- Case for Environmental Quality and Sustainability
- Snapshot of Past Plans
- Connecting Corridors Concept
- Green Technology Applications
- Group Discussion: What's missing?

People Committee

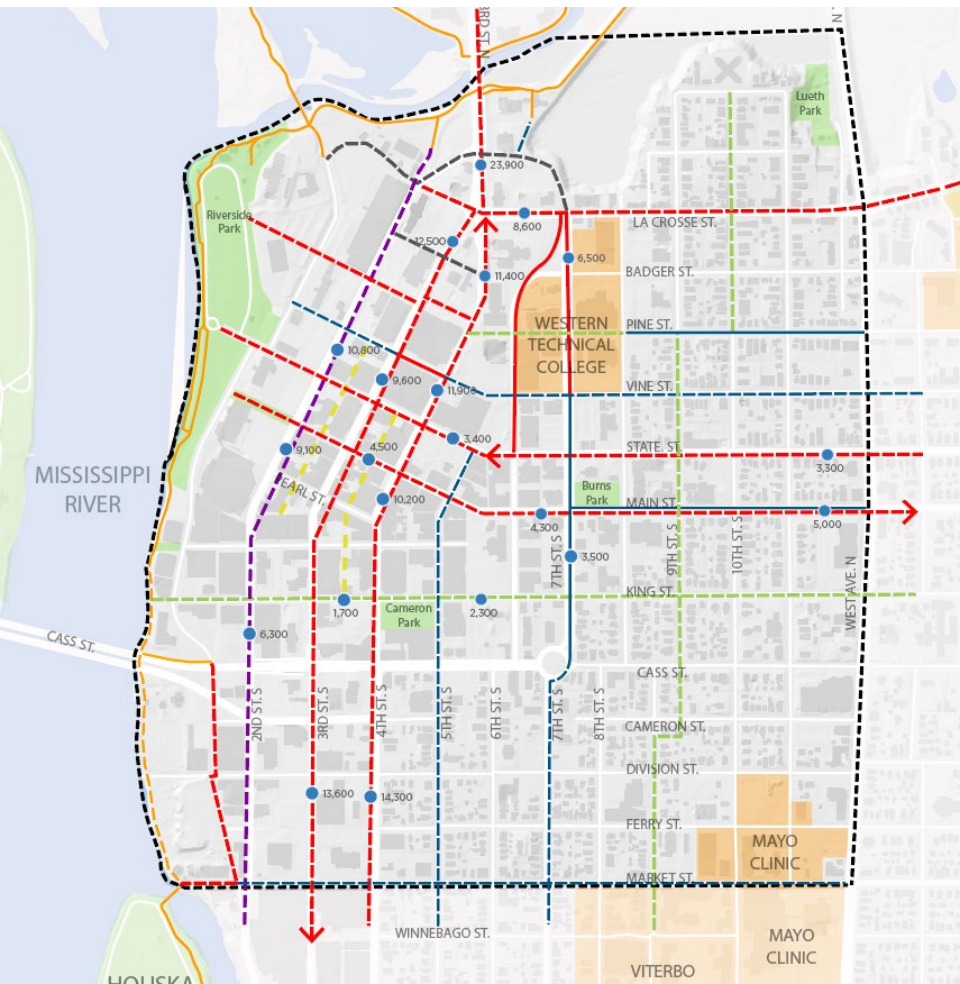
- Housing Insecurity
- Public Health/Safety

Capital Committee

- Mobility Network
- Demonstrations
 - DOT Project: 3rd and 4th Streets
 - 2nd Street Cycletrack
 - Main and State Street Sections
 - Festival Streets – Pearl and La Crosse Streets
- “Connector Corridors”
- Typical Intersection Treatments
- gAlleys



Mobility Network



25 numbered thumbnails representing presentation slides:

- 1: High Level Overview
- 2: Goals
- 3: Mobility Network
- 4: Main Street (North Side) Library
- 5: Main Street (North Side) Library
- 6: Main Street (North Side) Library
- 7: Main Street (North Side) Library
- 8: Main Street (North Side) Library
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- 24: Main Street (North Side) Library
- 25: Main Street (North Side) Library



5 Scenarios Narrowed to 3

SCENARIO 1B: 2ND STREET CYCLETRACK

Same as Scenario 1A but the street channel is narrowed to 40 feet



Evaluation

- Bicycles have a dedicated space, buffered from moving vehicles
- Risk of bicycles getting their signal from parked cars is removed
- Additional space for street trees
- 2nd Street connects over to the Grand River Trail and Greenway

Significant amount of impervious surface that increases stormwater runoff
Less space for parking on 2nd Street
Reduced parking on 2nd Street by about 70 stalls between Vine and Cass Streets



SCENARIO 2A: BIKE LANES ON 3RD AND 4TH STREETS

Add bike lanes on 3rd and 4th Streets, requiring removal of parking from one side.



Evaluation

- Bicycles have a dedicated space, buffered from moving vehicles by raised curb on one side
- Risk of bicycles getting their signal from parked cars is removed
- Additional space for street trees
- 2nd Street connects over to the Grand River Trail and Greenway

Significant amount of impervious surface that increases stormwater runoff
Reduction of parking on 3rd and 4th Streets
Bicycles have to cross roadway to get to a destination



SCENARIO 3: EXPANDED SIDEWALKS

Wider sidewalks with removal of parking.



Evaluation

- Significant amount of parking is gone on 3rd and 4th Streets
- Additional space for street trees and greenway connections
- Ability to include on-street and additional on-street
- Planned on-street trees, such as flowering trees
- Provides more shade to users
- Significant amount of impervious surface that increases stormwater runoff
- Large reduction in on-street parking on 3rd and 4th Streets
- Not enough pedestrian activity to fill sidewalk



SCENARIO 4A: CONVERT TO TWO-WAY CIRCULATION

Convert 3rd and 4th Streets to two-way circulation. A cycletrack on 2nd Street provides the primary bicycle movement.



Evaluation

- Bicycles have a dedicated space, buffered from moving vehicles
- Risk of bicycles getting their signal from parked cars is removed
- Additional space for street trees
- 2nd Street connects over to the Grand River Trail and Greenway



SCENARIO 4B: TWO-WAY WITH BICYCLE LANES

Convert 3rd and 4th Streets to two-way circulation. A cycletrack on 2nd Street provides the primary bicycle movement. Additional raised bicycle lanes are added to 3rd and 4th Streets, requiring removal of parking from one side.



Evaluation

- Bicycles have a dedicated space
- Additional space for street trees
- 2nd Street connects over to the Grand River Trail and Greenway



2nd Street Concept



2nd Street Concept



2nd and Main Street Intersection



2nd Street Concept (view from Vine looking south)



BEFORE



2nd Street Concept (view from Vine looking south)



AFTER

Scenario: 3rd and 4th Street Concept



Sidewalk width varies depending on WISDOT's Project (total reconstruction or just curb-to-curb upgrade)



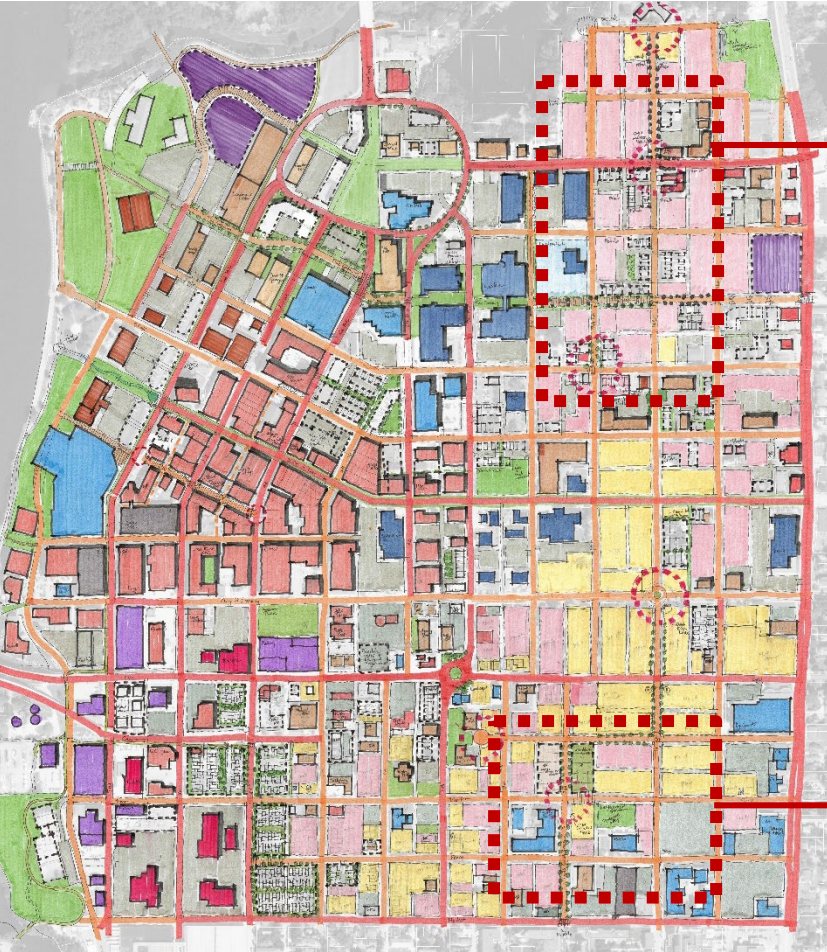
Scenario: Bike Lanes on 3rd and 4th Streets



Source: 3rd and 4th Streets Converted to 2 Way



Neighborhood Concepts



Former Goosetown Area



Washburn Neighborhood



Neighborhood Concepts: Former Goosetown Area



10th Street Node

Urban Multifamily/Mixed Use

North-South “Greenway”

Rowhouse Infill

**Pine Street
Woonerf/Development Corridor**

“Deep Lot” Concept

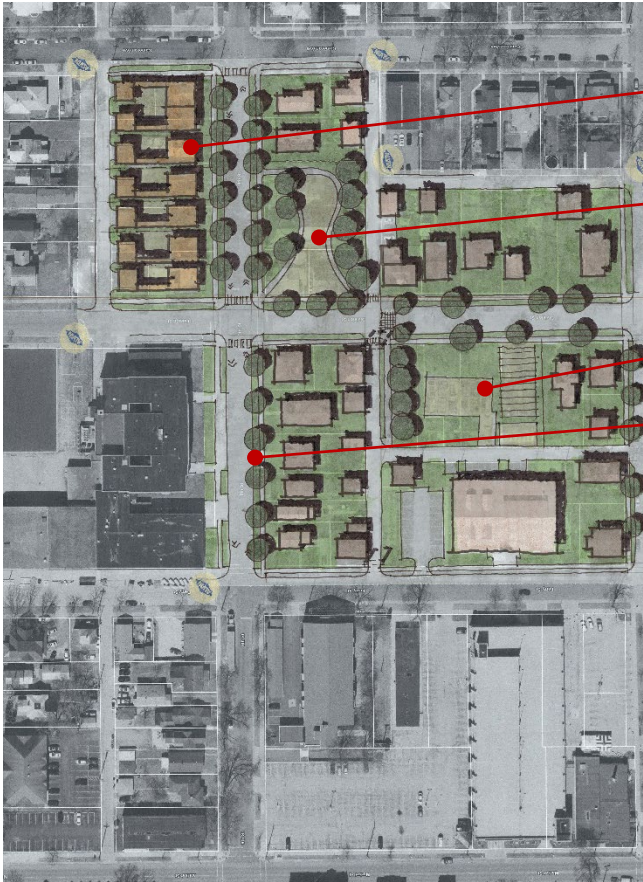
North-South “Greenway”

9th and Vine Node

Historic Row



Neighborhood Concepts: Washburn Neighborhood



Single-Family Patio Homes with ADU's

Neighborhood Playground

Community Garden

North-South "Greenway"



Case for Downtown

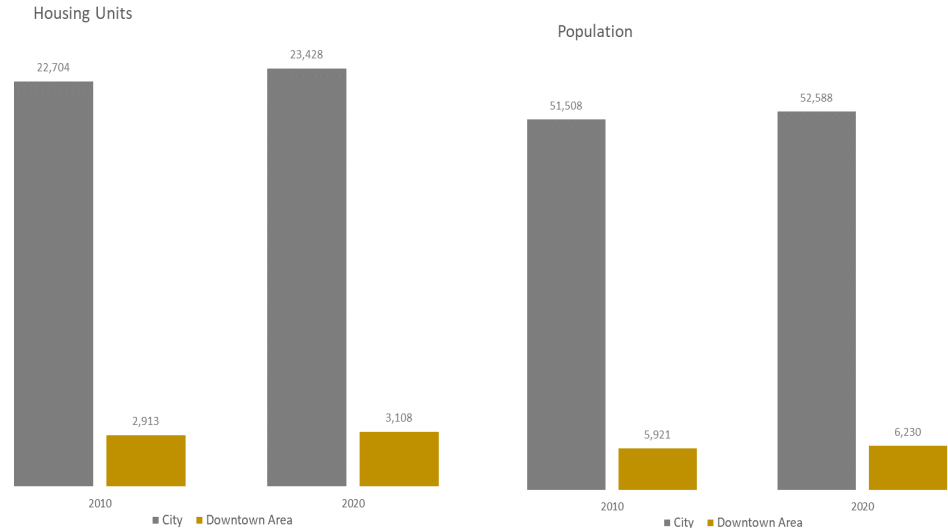
1. Holds a greater share of population growth
2. Accounts for a sizable share of commercial value
3. Generates a strong share of tax revenue
4. Provides a hub for employment
5. Supports daytime activity and nightlife
6. Proves the market for mixed-use development



Downtown: Holds a greater share of population growth

Downtown captured a greater share of population and housing growth over the past 10 years

- Downtown accounted for **29% of the city's population growth**, despite **only having 12% of city's population**
- Downtown has **13% of the city's housing units**, but captured **27% of housing growth**



Downtown: Accounts for a sizable share of commercial value

Downtown is the largest commercial activity center in the city with over one-third of the commercial property value, despite only having 11% of commercial land

- The Downtown has about 1/3rd of the city's retail, just under half the city's office, 1/3rd the city's multifamily housing, and just under half the hotel rooms.



Downtown: Provides a hub for employment



Downtown is a medical, educational and employment hub for the city.

- Nearly **one-quarter of the City's jobs** are in Downtown
- **Anchor institutions** provide strong employment bases and often have a need for supporting services/businesses - these institutions **create a significant economic base in the area** that further investment

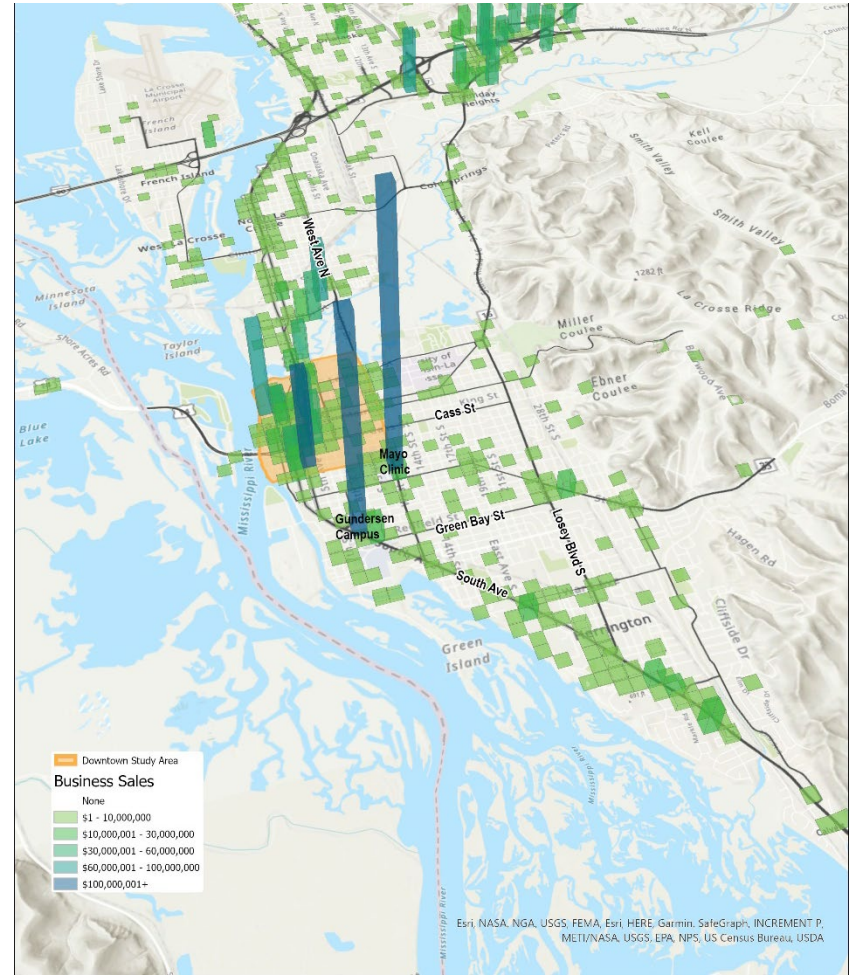
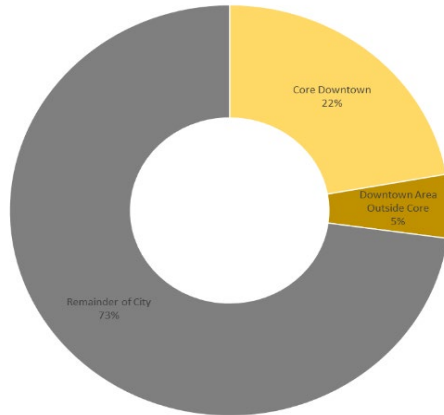


Downtown: Supports daytime activity and nightlife

Downtown is a major anchor for restaurants and bars

The Downtown Area accounts for **just over 1/4th** of all restaurants and bars in the city, with **nearly all** these establishments in the **core commercial area**

Share of Food Service/Drinking Businesses



Case for Downtown: Proves the market for mixed-use development



The development of recent mixed use projects including Belle Square, The Hub, and Landmark by the Rivers, have shown downtown's appeal for a variety of new uses, especially higher density residential development.

- These projects, constructed between 2016 and 2019, added over **250 new multifamily units to the area**, along with retail and office space

