

CITY OF LA CROSSE

Comprehensive Plan Writing

HKGi Team Interview | 12.20.2021



Presentation Topics

1. Team Overview & Introductions
2. Comprehensive Planning Experience
3. Project Approach
4. Community Engagement
5. Economic Development / Market Analysis
6. Natural Resources / Sustainability
7. Questions / Discussion

Team Overview + Introductions



The HKGI Team



- Comprehensive Planning
- Housing
- Urban Design
- Landscape Architecture
- Community Engagement



- Transportation Planning & Engineering
- Multi-Modal Transportation
- Civil Engineering
- Community Engagement



- Water/Wastewater Resources
- Natural Resources
- Civil Engineering
- Sustainability



- Economic Development
- Market Studies
- Demographic Analysis
- Competitive and Geospatial Analysis
- Data Analytics

Team Organization



Comprehensive Planning Experience



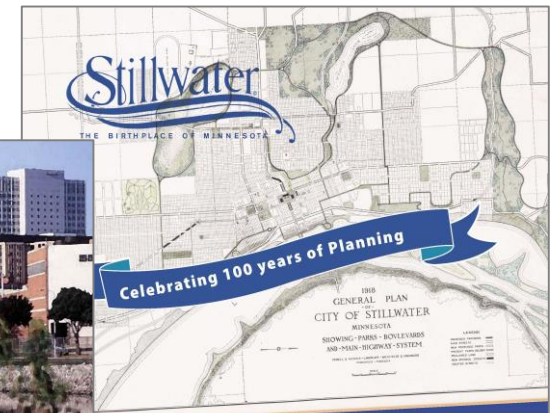
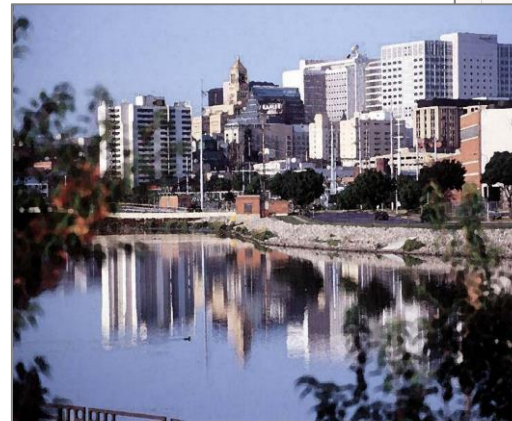
Comprehensive Planning Experience

- **Comprehensive planning is a core service for HKGi**
- **Project Manager and Principal-in-Charge are seasoned planners**
- **Six certified planners (AICP) on the team**



Comprehensive Planning Experience

- Our team knows this region - WI, MN, IA, MI, ND



**2040
Comprehensive Plan**

November 2019



City of Rochester, Minnesota

April 2018



State Road 16 Corridor
Redevelopment Study 2019

FINAL REPORT 3/28/2019



**RED WING 2040
COMMUNITY PLAN**

Sustainable. Healthy.
Accessible. Resilient.
Equitable.

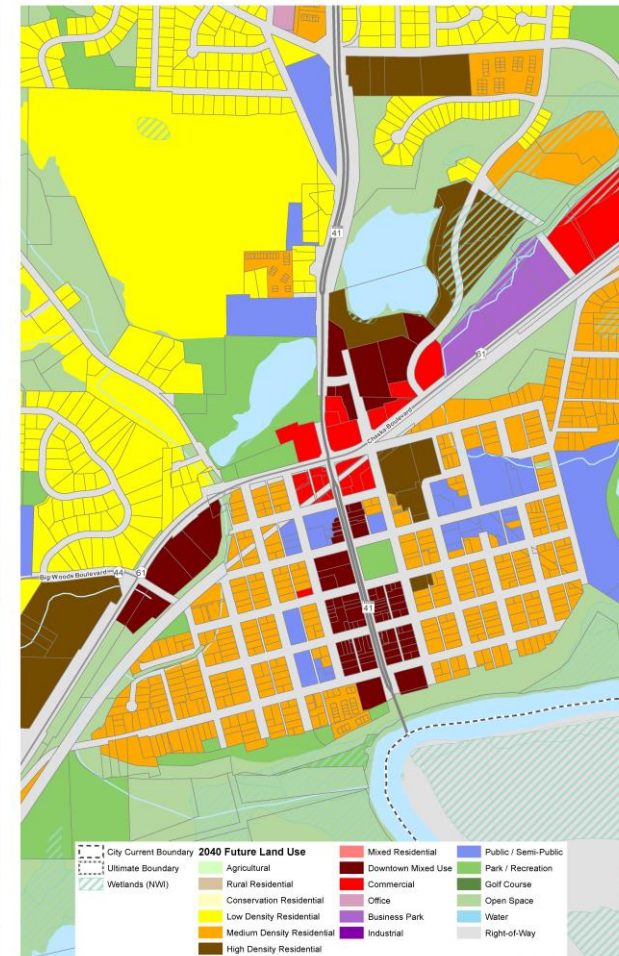
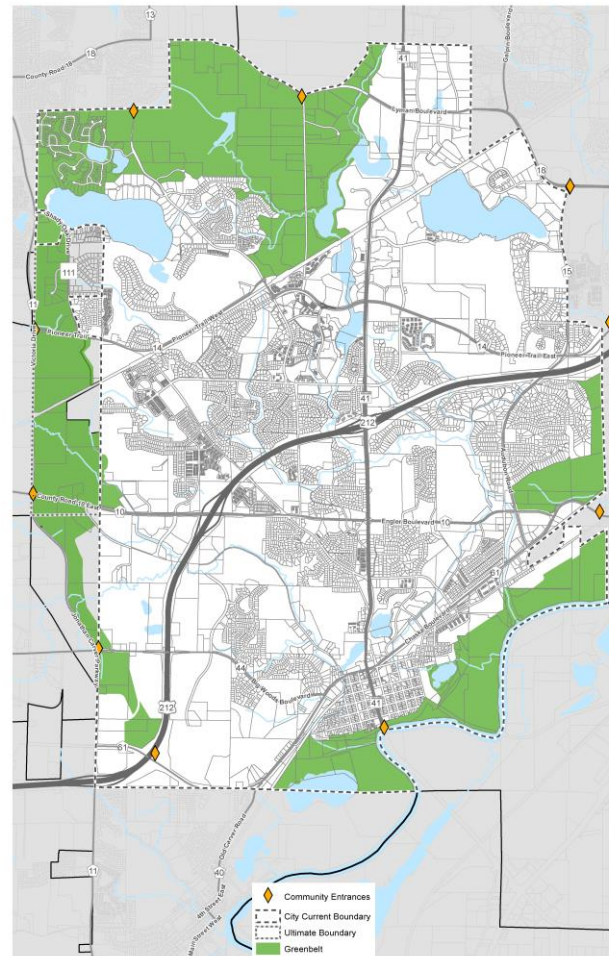
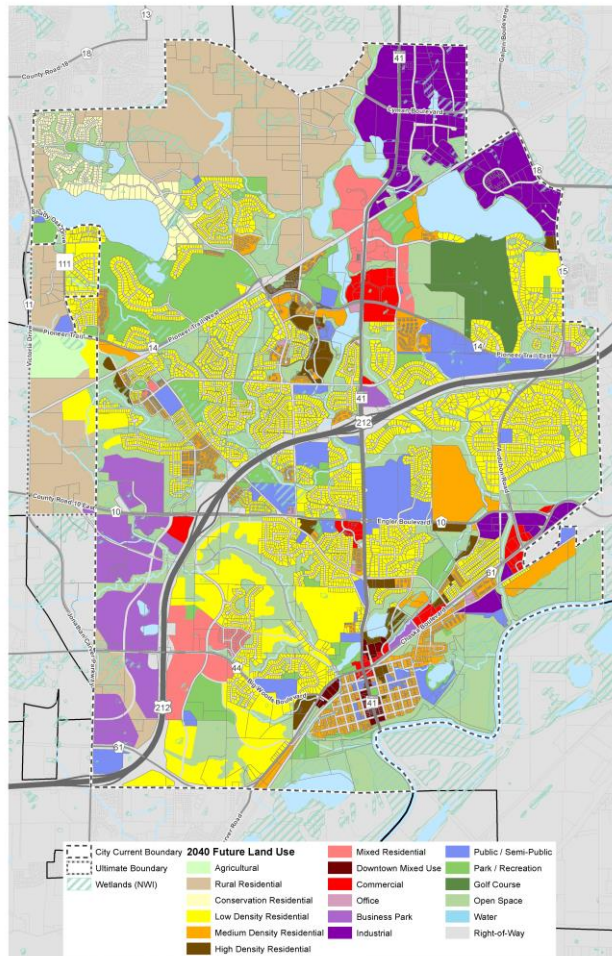
So all of Red Wing can thrive.

February 25, 2019

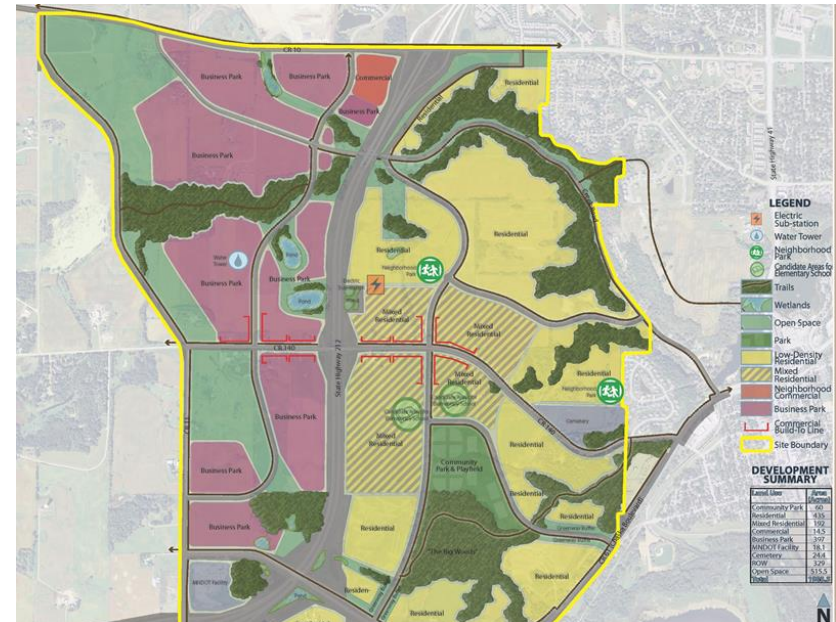
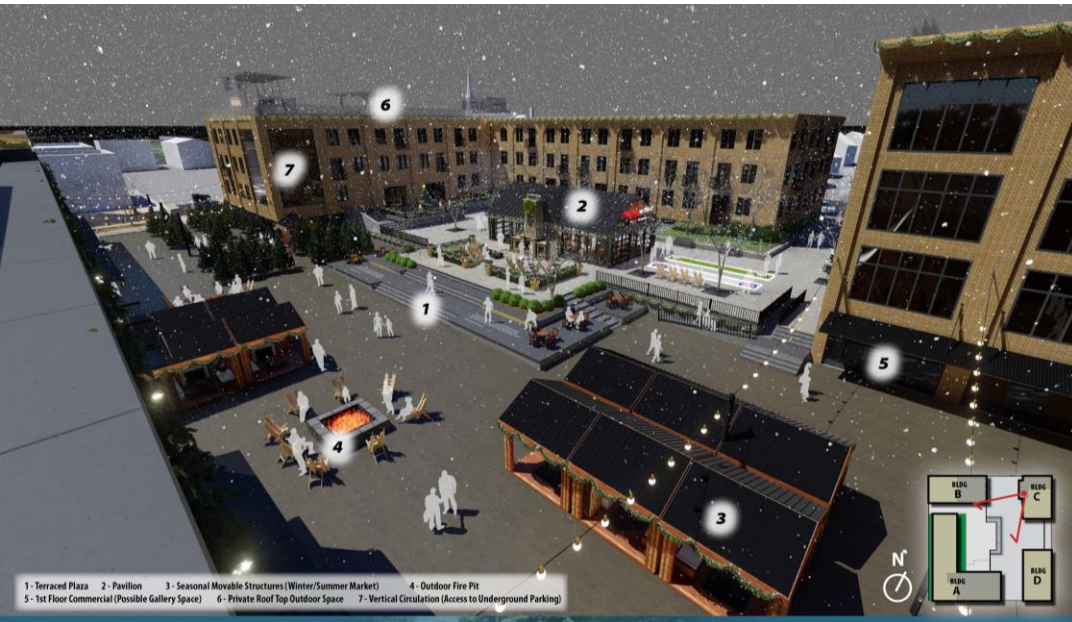
Experience in Regional Metropolitan Areas

- **La Crosse / Onalaska**
 - Also Winona Comprehensive Plan and Unified Development Code
- **Green Bay / Fox Cities**
- **Minneapolis and St. Paul (Twin Cities)**
- **Rochester**
- **Duluth / Superior**
- **Des Moines**
- **Fargo / Moorhead**

Chaska, MN | Comprehensive Plan



Chaska, MN | Comprehensive Plan



Red Wing, MN | Comprehensive Plan



LAND USE AND THE BUILT ENVIRONMENT

What would make Red Wing a better place to live?

1,126

responses across all 2017 community engagement events and surveys mentioned aspects of parks, recreation, and land use that would improve Red Wing. The top responses are shown to the right.



Improved Access to Affordable/ Healthy Food Options

2017 community engagement respondents indicated that Red Wing's grocery stores do not offer enough variety. Many mentioned wanting additional options like a co-op, Trader Joes, HyVee, or Kowalski's. The farmers market is very popular and respondents indicated expanded seasonal food offerings are desired. Access to fresh produce, local, and organic options are increasingly important to people. Since 2017, Red Wing has added an Aldi.



Better Community Planning

Many respondents to the 2017 Community Survey indicated that more focus on community planning and zoning would make Red Wing a better place to live. Decisions about land use and zoning have major impacts on the way the city grows and functions.



Balance Housing Supply and Demand

Participants in both the 2017 Community Survey and community engagement events said housing supply and demand is not ideal. Those not satisfied with available housing options reported desiring affordable housing first and foremost (26%), followed by senior housing (11%), starter homes (11%), mid-range homes (11%), bigger lots (11%), rental homes (11%), high-end housing (5%), and apartments (5%).

what we already have.

Division of RW Land Use



Source: City of Red Wing Community Development Department, 2017

Red Wing 2017 Report Card

Housing Shortage

Did You Know?

A 2014 study found less than 1% of apartments were available in RW buildings with 8 or more units.

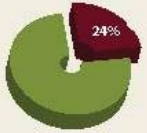
Source: Red Wing HRA Housing Needs Analysis, 2014

Cost of Getting Places

As residents, transportation is one of our largest household expenses. In Red Wing, median-income families spend an average 24 percent of personal income going to and from places.

Goodhue County's average is 26 percent; Minnesota's average is 23 percent.

Source: U.S. Dept. of Housing and Urban Development's Location Affordability Index, and U.S. Census Bureau American Community Survey-2013



Cost Burden of Housing

Red Wing mimics the county and nation in the number of residents who pay a large percent of their income on housing.

RW Residents Paying More than 30% of Income on Housing

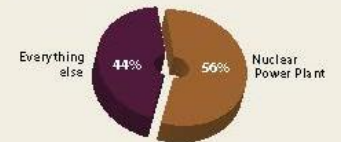


Source: U.S. Census Bureau American Community Survey 5-Year Estimates 2011-2015

Our Market Value Future

Red Wing has a strong tax base that depends strongly on Xcel Energy's Prairie Island Nuclear Generating Plant for those benefits.

Power Plant's Impact on Local Tax Base

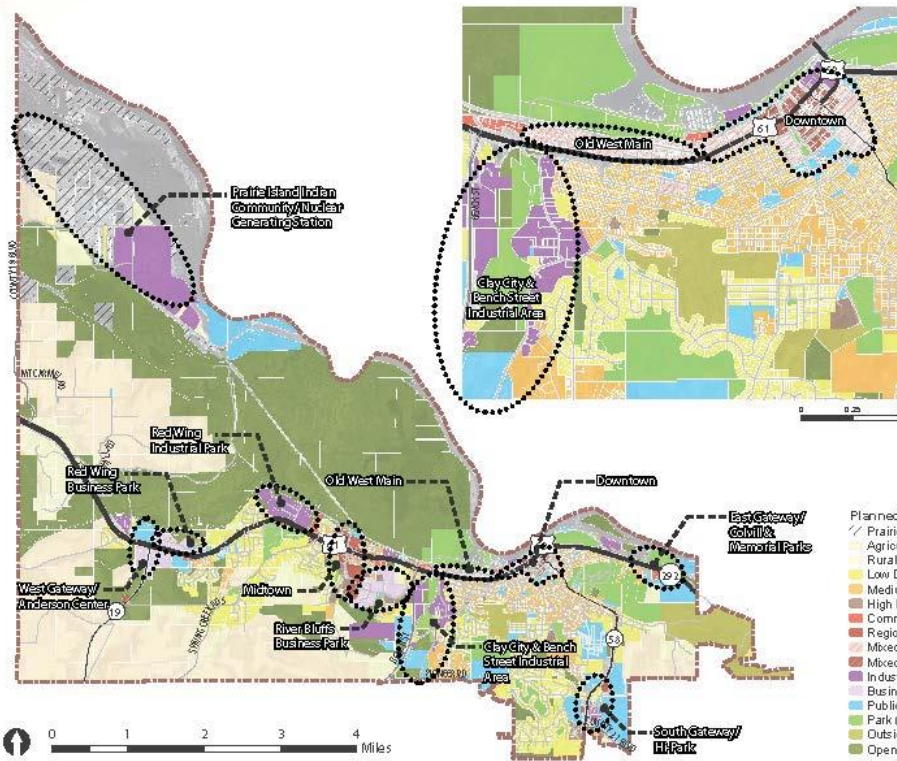


Source: City of Red Wing, 2017

The power plant's market value doubled between 2012 and 2017, an increase about twice as much as all other commercial/industrial properties combined.

Red Wing, MN | Comprehensive Plan

FIGURE 4.4. MIXED USE ACTIVITY CENTERS



- Planned Land Use
- Prairie Island Community
 - Agriculture
 - Rural Density Residential
 - Low Density Residential
 - Medium Density Residential
 - High Density Residential
 - Community Commercial
 - Regional Commercial
 - Mixed Use Corridor
 - Mixed Use Downtown
 - Industrial
 - Business Park/Innovation/Tech
 - Public/Semi-Public
 - Park (public)
 - Outside Recreation Facility
 - Open Space

OLD HANCOCK/ST. JOSEPH'S SCHOOL CONCEPTS



DRAFT SITE REDEVELOPMENT GUIDING PRINCIPLES:

Site Redevelopment Opportunities/Principles

- Pursue preservation and reuse of the existing school building for other uses
- Guide property redevelopment for medium density residential, institutional or office uses
- Expand the quantity and variety of housing options in the neighborhood, such as detached and attached courtyard housing, townhomes, small lot homes, or a small scale apartment
- Placement and scale of new buildings should complement character of surrounding single-family homes
- Design the site's parking and circulation in an efficient manner to increase developable space and yard space
- Provide an attractive buffer between new development and existing single-family homes



Concept Key Points

All Concepts:

- Maintain shared drive way to parking for existing residence to the north and new residents

Concept #1:

- Reuse school building for daycare / social services

Concept #2:

- Single Family Housing

Concept #3:

- Cottage Homes

Concept #4:

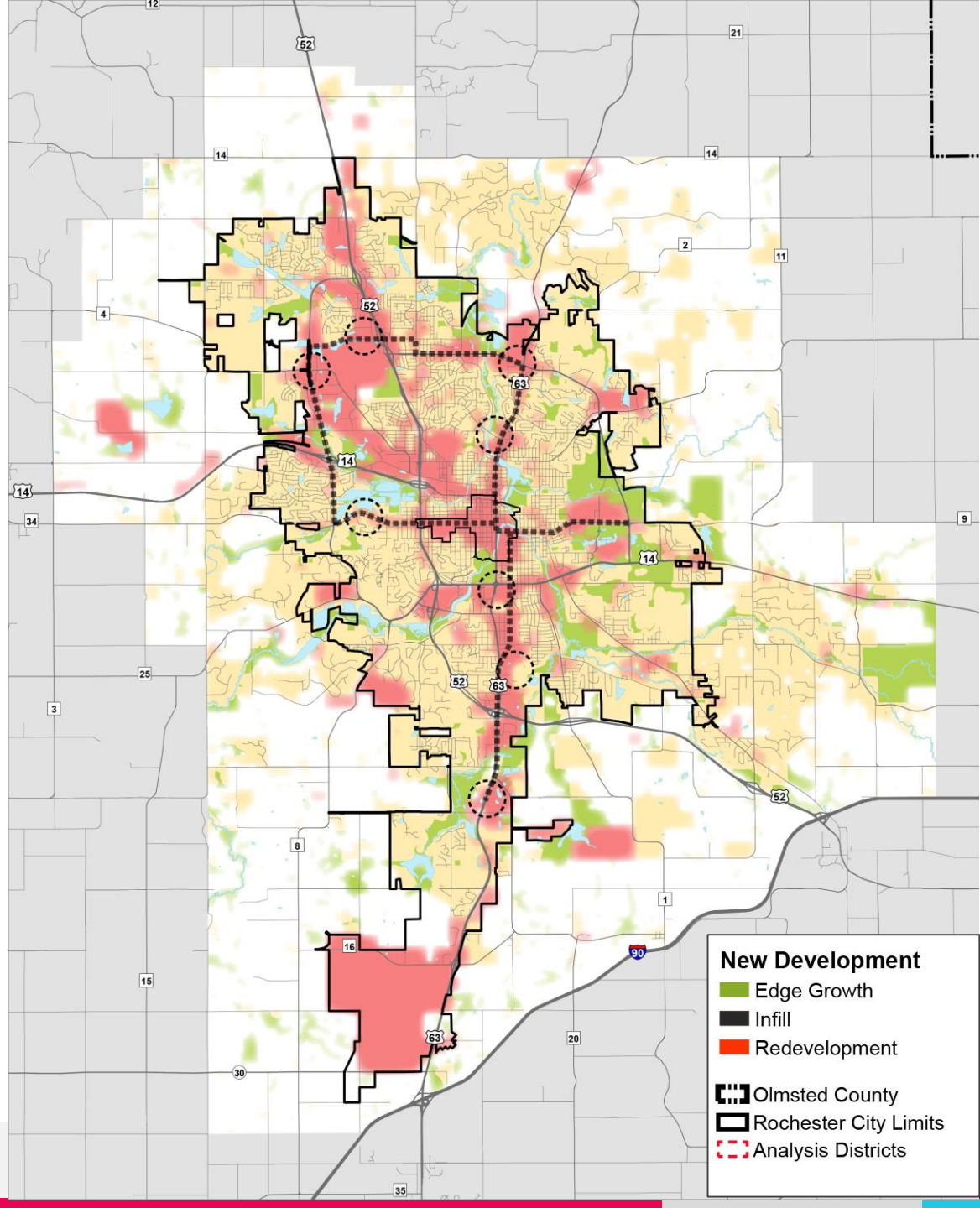
- Apartment Housing

PRECEDENT IMAGES



OLD HANCOCK SCHOOL/ST. JOSEPH'S SCHOOL CONCEPT REVIEW

Rochester, MN | Comprehensive Plan



Rochester, MN | Comprehensive Plan

SCENARIO SUMMARY

	Current Conditions	Continuation of Trends	Alternative Approach "Compact Growth"	
	Trends Scenario assumes continuation of recent growth trends and policies	"Dispersed Growth" vs.	Multiple Nodes/ No edge growth	Supernodes/ Limited edge growth
2040 GROWTH: POPULATION, JOBS, AND HOUSEHOLDS		50,000 new jobs	50,000 new residents	23,000 new housing units
PARKS PER CAPITA		32 acres per 1,000 residents		
DAILY VEHICLE MILES TRAVELED (VMT)	2.8 million VMT	4.4 million VMT 53% increase from current	4.1 million VMT 46% increase from current	4.1 million VMT 46% increase from current
DAILY VEHICLE HOURS TRAVELED (VHT)	92,000 VHT	155,000 VHT 67% increase from current	145,000 VHT 57% increase from current	143,000 VHT 54% increase from current
LANE MILES OF HEAVILY CONGESTED ROAD	6	100	75	86
LANE MILES OF SEVERELY CONGESTED ROAD	0	24	15	12
ACCESS TO HIGH FREQUENCY TRANSIT	20% of residents, 50% of jobs	27% of residents, 42% of jobs	48% of residents, 77% of jobs	53% of residents, 81% of jobs
DOWNTOWN ACCESS MODE SHARE (TRANSIT ONLY)	Current: 10% Goal: 23%	Current: 10% Goal: 23% Future: 14%	Current: 10% Goal: 23% Future: 23%	Current: 10% Goal: 23% Future: 23%
ANNUAL TRANSIT OPERATING COSTS	\$46 per capita \$3.24 per trip	\$51 \$177 per capita \$2.77 \$5.41 per trip	\$141 per capita \$4.36 per trip	\$107 per capita \$3.32 per trip
ANNUAL TOTAL TRANSPORTATION COSTS		\$422 \$510 per capita	\$488 per capita	\$459 per capita

SCENARIO SUMMARY

	Current Conditions	Continuation of Trends	Alternative Approach "Compact Growth"	
	Trends Scenario assumes continuation of recent growth trends and policies	"Dispersed Growth" vs.	Multiple Nodes/ No edge growth	Supernodes/ Limited edge growth
LOCATION OF NEW HOUSING		89%	69%	67%
ACCESS TO TRANSIT-SUPPORTIVE MIXED USE NODES OR DOWNTOWN	11% of residents, 27% of residents	9% of residents, 20% of residents	23% of residents, 56% of residents	19% of residents, 36% of residents
LAND CONSUMPTION		5,900 acres of greenfield development	4,600 acres of greenfield development (22% less than trends)	4,600 acres of greenfield development (22% less than trends)

December 3, 2015

For more information about the Rochester Comprehensive Plan, go to: www.rochestermn.gov/P2SCompplan or contact Jeff Ellerbusch at the Rochester Olmsted Planning Department at 507.328.7100, or email P2S@Rochestermn.gov

Project Approach



Project Approach

- **Provide the tools needed to facilitate a successful planning process**
- **Collaborate with the City / Media Consultant to choose the right mix of innovative community engagement techniques that fit La Crosse – four phases of engagement during the project**
- **Work closely with City Department Heads to understand existing conditions and assess plan element needs**
- **Develop a robust GIS database for land use and transportation planning**
- **Explore creative approaches to future scenarios for change and growth – infill development, redevelopment, and new edge growth**
- **Strategic market analysis**
- **Incorporate sustainability factors, and potentially other emerging topics**

Project Approach

Project Tasks

Task 1: Project Launch

Task 2: Prepare Existing Conditions Report & Mapping

Task 3: Conduct Community Visioning

Task 4: Explore Alternative Growth/Change Scenarios

Task 5: Converge on the Preferred Future Concept and Plan Element Directions

Task 6: Prepare Draft 1 of New Comprehensive Plan

Task 7: Prepare Draft 2 of New Comprehensive Plan

Task 8: Prepare Final Plan and Seek Approvals

Community Engagement

Phase 1

Phase 2

Phase 3

Phase 4

Project Schedule

- 18-month planning process
- Open to meeting the RFP's April finish date if desired

TASK	FEB'22	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN'23	FEB	MAR	APR	MAY	JUN	JUL	
Task 1 - Project Launch	█	█																	
Task 2 - Prepare Existing Conditions Report and Mapping (Engagement Phase 1)		█	█	█															
Task 3 - Conduct Community Visioning (Engagement Phase 2)					█	█													
Task 4 - Explore Alternative Growth/Change Scenarios (Engagement Phase 3)							█	█											
Task 5 - Converge on the Preferred Future Concept and Plan Element Directions									█	█									
Task 6 - Prepare Draft 1 of New Comprehensive Plan											█	█	█	█					
Task 7 - Prepare Draft 2 of New Comprehensive Plan (Engagement Phase 4)															█	█			
Task 8 - Prepare Final Plan and Seek Approvals																		█	█



Community Engagement Approach



Community Engagement Approach

- HKGi Team will create a Community Engagement Plan in collaboration with City Staff and the Media Consultant (part of Task 1)
- HKGi Team will provide a toolbox / menu of engagement options for the City to choose from
- 4 phases of community engagement
- Mix of in-person and online interactive opportunities during each engagement phase



Community Engagement | Community Events



Community Engagement | Pop-up Events



Community Engagement | Virtual Open House

Zoning Code Update | Roseville, | x | Roseville Zoning Map Update x | Virtual Room | Create Clive x | how to screenshot on thinkpad - x | +

createclive.com/surveys/virtual-room/

Apps Gmail YouTube Maps http://hkg-sql01/Vi... Translate News

Paused

Reading list

CreateClive

**86th Street Neighborhoods
Virtual Open House**

Scroll to explore each
station to the right

→

**ABOUT
THE PROJECT**

**PARKS &
OPEN SPACE**

REDEVELOPMENT

28 Click to add notes

Type here to search

12 15°F 9:13 AM 12/19/2021 33

Community Engagement | Story Maps

PLEASE TAKE THE VISION SURVEY! [Start Survey](#)



- [District Stories](#)
- [Process](#)
- [Team](#)
- [Provide Input](#)
- [Documents](#)
- [Contact](#)



Community Engagement | Social Pinpoint

Drag to comment > I have an idea I support this change I have concern for this change



INSTRUCTIONS

LAND USE DESCRIPTIONS

LAND USE CHANGE AREAS

FUTURE LAND USE

2040 COMPREHENSIVE PLAN INFORMATION

- DP - Business Park
- CIV - Civic
- COM - Commercial
- IND - Industrial
- MX - Mixed Use
- OFC - Office
- PRK - Park and Open Space
- RH - High Density Residential
- RL - Low Density Residential
- RM - Medium Density Residential
- RRR - Railroad
- TOD - Transit Oriented Development

Community Engagement | Mural

Winona Comprehensive Plan Update Steering Committee #1

October 28, 2021
Input Received



Winona Comprehensive Plan Update Steering Committee #1

October 28, 2021
Input Received



Community Engagement | Online Plan Review

Project Website Contact Us

Thrive 2040 Overview

Welcome to the City of Johnston's Thrive 2040 Comprehensive Plan overview. We have completed a final draft of the plan and are making the document available for you to view. A series of videos provides a brief recap of each plan chapter.

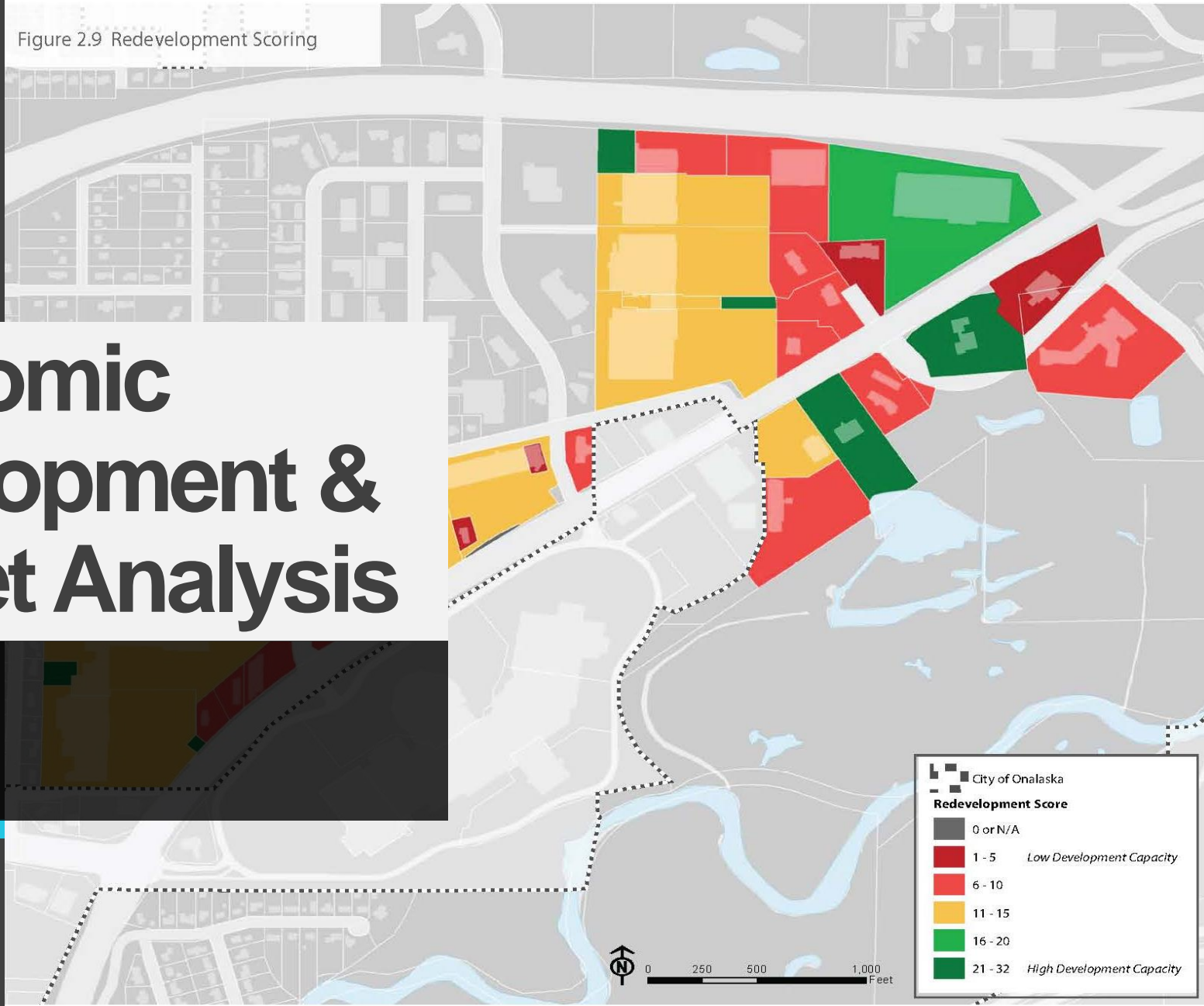
Please take time to scroll through the materials below. These include the full draft document in PDF form (150 megabytes), a full summary of community engagement, and a series of summary boards that provide a glimpse into each chapter of the plan. These boards are best viewed online so you can zoom in but also are available in person at City Hall through appointment.

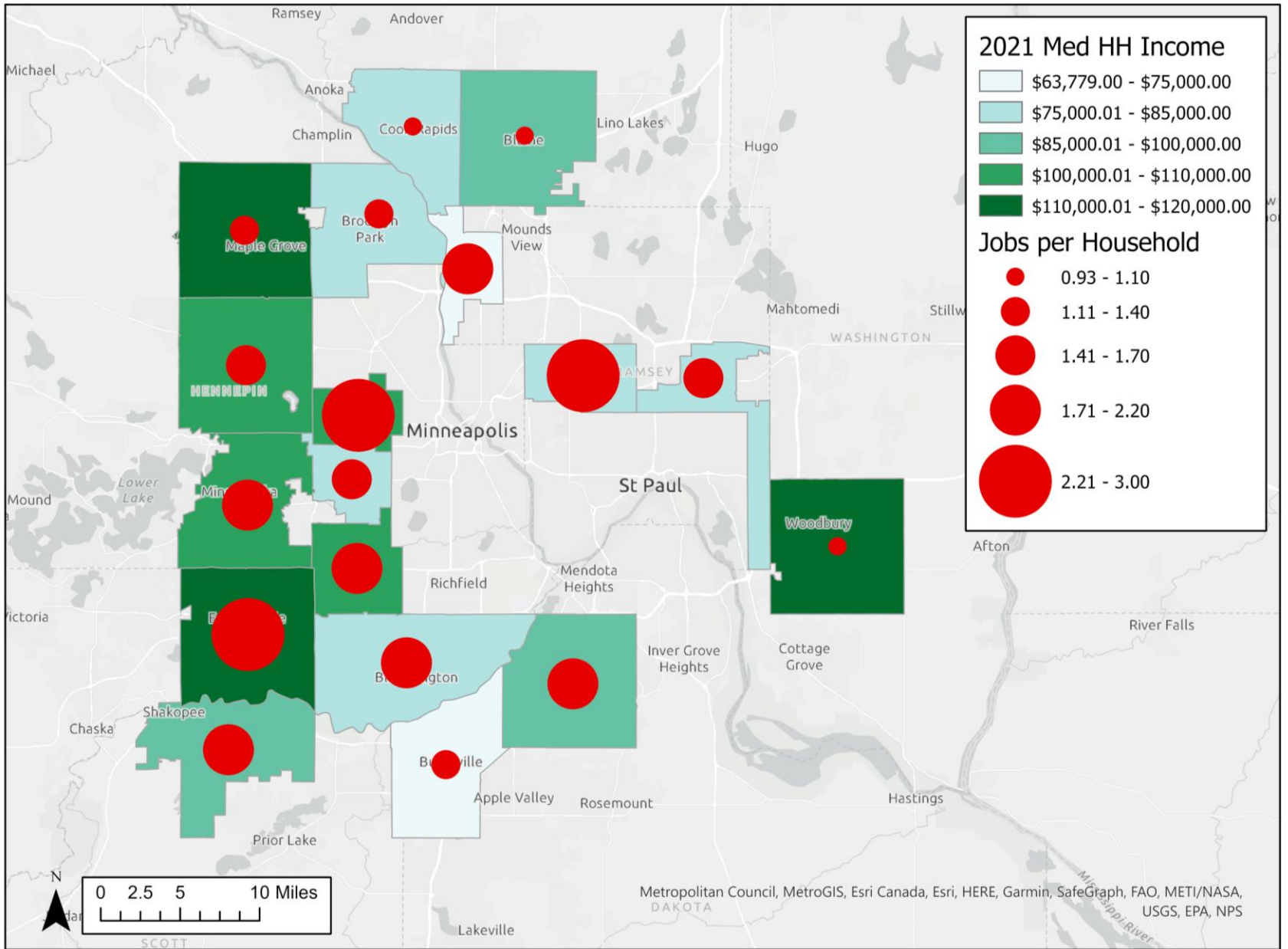
[Tour of the Thrive 2040 Overview](#)

[Full Document Files](#)

Figure 2.9 Redevelopment Scoring

Economic Development & Market Analysis





Red Wing
Primary County: Goodhue County

Portfolio Phase: Phase 1

County Seat:

Yes

Highest Traffic Intersection:

Main St, Hedin Ave

Traffic Vol.:

23,900

Largest Hospital:

Mayo Clinic Hospital - Red Wing (FKA Fairview Red) Licensed Beds:

50

Largest College in 10 Mile Area:

Minnesota State College-Southeast Technical-Red W Enrollment:

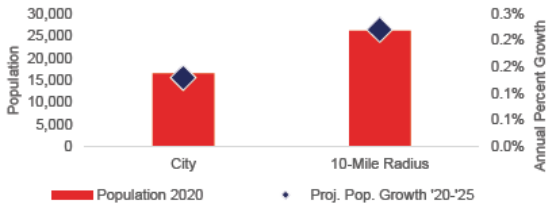
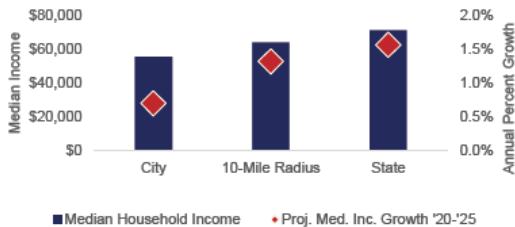
NA

Largest High School in 10 Mile Area:

Red Wing Senior High

Enrollment:

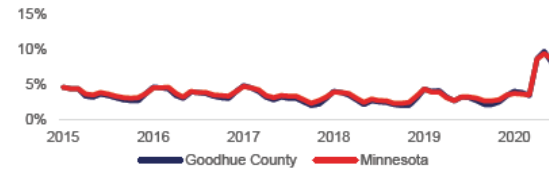
1,027

Population and Growth

Median Household Incomes

Key Metrics

	City	Portfolio Rank ¹	B/(P) State ²	10-Mile Radius	Portfolio Rank ¹	B/(P) State ²	State
Population 2020	16,589	6	---	26,225	13	---	5,750,797
Population 2025	16,701	6	---	26,521	13	---	5,987,731
Proj. Pop. Growth '20-'25	0.1%	24	-0.7%	0.2%	22	-0.6%	0.8%
Daytime Population	19,729	7	---	27,202	12	---	---
DT Emp. Ratio to Pop.	1.2	12	---	1.0	15	---	---
Median Household Income	\$55,689	9	-21.9%	\$64,036	5	-10.1%	\$71,267
Proj. Med. Inc. Growth '20-'25	0.7%	10	-0.9%	1.3%	6	-0.2%	1.6%
Median Home Value	\$182,683	8	-24.5%	\$204,809	9	-15.3%	\$241,823
Proj. Consumer Exp. Growth '20-'25	1.4%	20	-1.5%	1.9%	17	-1.0%	2.9%

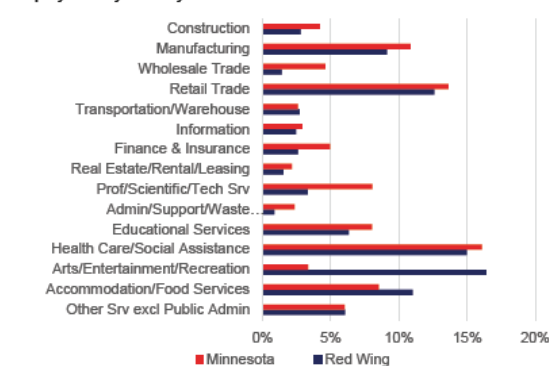
1. Portfolio group is the 27 markets in the Phase 1 analysis. 2. When two percentages are compared, it is the difference between the two. Percent difference otherwise.

Prepared for Rebound Enterprises by LOCI Consulting LLC. Sources: ESRI; LAUS Bureau of Labor Statistics; CMS Hospital file; IPEDS; and ESRI Traffic Counts.

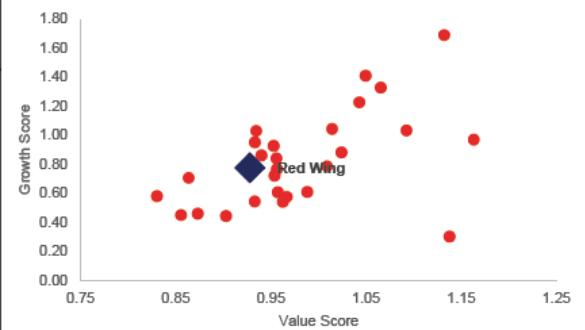
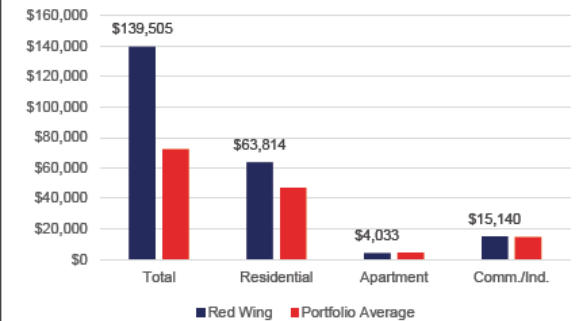
Unemployment Rate, 2015 to July 2020

Top 10 Employers

Name	Est. Employees
Capital Safety	550
Big Graphic	521
Mayo Clinic Health System In Red Wing	470
Goodhue County Historical Society Library	265
Correctional Facility	259
Red Wing Shoe Company Inc	220
Janesville Group	165
Fairview Seminary Home	144
Lutheran Services in America	140
St James	132

Top 10 Employers as a Percent of Daytime Employment: 14.5%

Employment by Industry

Market Prioritization
Market Category: Tier 2 **Value Score:** 0.93

Capacity Score: 0.55 **Growth Score:** 0.78

Comparison to Portfolio

Assessed Market Value per Capita

Notable Commercial Real Estate Transactions

Sale	Value	Sq. Ft.	Year
Applebee's Retail	\$760,000	5,219 Sq. Ft.	2019 Q4
310 Cannon River Ave Industrial	\$1,350,000	40,000 Sq. Ft.	2015 Q2

Lease	Type	Sq. Ft.	Year
1926 Old West Main St Office	New	61,000 Sq. Ft.	2018 Q2

Source: MNCAR

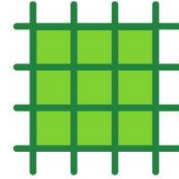
Natural Resources & Sustainability



Sustainability Drivers



•Net Zero Energy



Net Zero Sprawl



Net Zero Water



Net Zero Loss
Of Ecosystem



Net Zero Waste



Net Zero Heat
Island Effect



Conserving
Food Systems



Climate
Resiliency

Sustainability Plans

Burnsville's 2008
Sustainability Guide Plan Update



Sustainability Guide Plan



Table of Contents Introduction Chapters

- Environmentally Preferable Purchasing
- Product Stewardship
- Greenhouse Gas Reduction
- Sustainable Land Use
- Possible Partners & Funding Sources
- Performance Indicators
- Sustainable Transportation
- Renewable Energy
- Energy Efficiency
- Sustainable Building Practices
- Community Health
- Recycling and Waste Reduction
- Healthy Urban Forests
- Sustainability Education
- Surface & Groundwater Resources
- Innovative Opportunities

Implementation Activities

ACTIVITY / DESCRIPTION	Lead Department	Timeframe	Cost: I = Implementation A = Annual Cost	Potential Benefits
Strategy 1 – Focus on City Services				
A Increase the City of Burnsville's use of State and National Cooperative Purchasing Contracts that are committed to providing environmentally preferable products and services.	Recycling	Initial Plan	Existing Staff	Cost savings, Reduced environmental impacts
B Develop a list of environmentally preferred local vendors for city departments to choose from.	Recycling	Initial Plan	I = Sustainability Coordinator & Sustainability Team A = Existing Staff	Support of local business, reduced impacts
C Annually train Burnsville city staff responsible for purchasing on current EPP best practices.	Recycling	Initial Plan	I = Sustainability Coordinator & MPCA Staff A = Existing Staff and MPCA Staff	Reduced environmental impacts





For every chapter in the Burnsville Plan, the following sub-chapters were featured:

- ✓ *Strategies*
- ✓ *Implementation Activities*
- ✓ *Possible Partners & Funding Sources*
- ✓ *Performance Indicators*

Comprehensive Plans

Integrating Sustainability into Burnsville's 2040 Comprehensive Plan

Each chapter includes approaches for each sustainability area

Sustainability Area	Neighborhood & Housing Sustainability Approaches
 Energy Reduction	<ul style="list-style-type: none"> » Encourage smart energy controls » Continue to allow for solar access » Continue to allow for building-integrated solar systems » Support LEED elements for new buildings » Promote or encourage district energy alternatives
 Sustainable Water Supply	<ul style="list-style-type: none"> » Consider adopting water conserving fixtures or irrigation requirements or incentives » Consider harvest and use of stormwater out of ponds/waterbodies – public facilities, parks, golf course, private sites » Consider greywater reuse infrastructure – local and district-level » Continue to implement net zero stormwater discharge (over natural) standards (new/re-development) » Promote rain gardens and natural vegetative landscapes » Implement stormwater volume control in multi-use spaces (recreation, public spaces)
 Waste Reduction	<ul style="list-style-type: none"> » Consider recycled building material policy (demolition debris and diversion ordinance) » Continue to recycle street surfacing materials » Explore residential compostable waste collection » Review and update recycling and composting goals
 Sustainable Food System Opportunities	<ul style="list-style-type: none"> » Continue to allow for community gardens » Promote farmer's markets
 Efficient Use of Infrastructure and Land	<ul style="list-style-type: none"> » Consider mixed-use and diversity of housing stock » Increase density near transit and/or walkable centers » Allow for farming on a micro-scale and in public spaces » Create multimodal connected enhancements
 Natural Resource Conservation	<ul style="list-style-type: none"> » Ensure trail and passive park connections weaved into neighborhoods » Preserve natural areas (via acquisition, if needed)
 Climate Resiliency	<ul style="list-style-type: none"> » Allow for and support cool buildings (passive heating and cooling) » Promote the use of lighter color materials that absorb less heat



Questions / Discussion