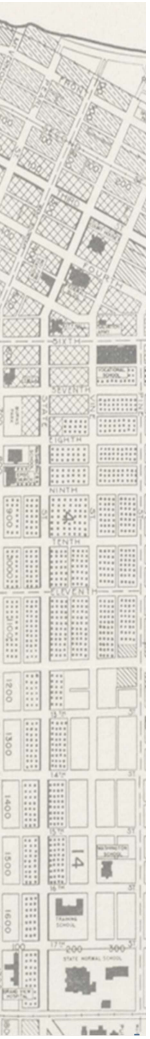
Character Area: *Downtown – Three Distinct Areas*



Three distinct areas assume that the zoning districts may also be more responsive to the character of each with the “main street” area requiring the most rigorous standards and regulations.

Downtown Area

Core

“Main street”

Character Areas: *Downtown Core/Building Frontage & Parking*

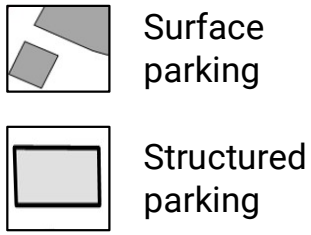
Active building frontage

Blank building wall

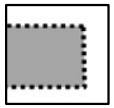
Surface parking

Structured parking

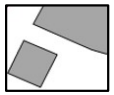
Character Areas: *Downtown Core/Parking Diagram*



Character Areas: *"Main Street"/Frontage & Parking Diagram*



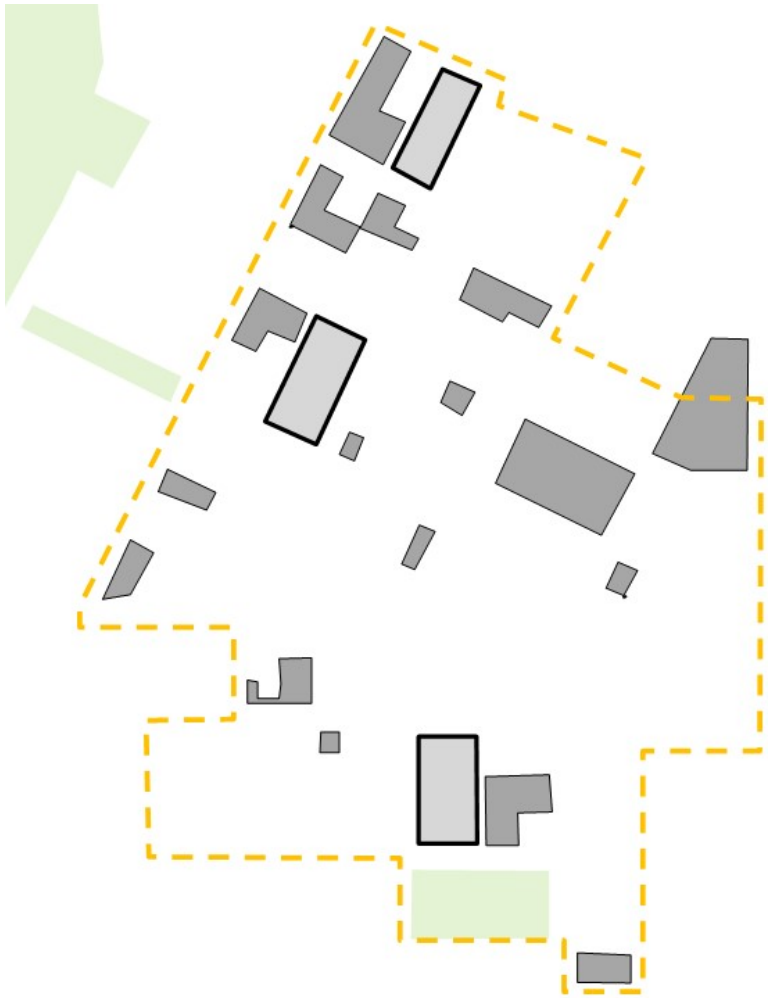
Structured parking



Surface parking

Active building frontage

Character Areas: *Main Street/Frontage & Parking Diagram*



The building frontage and parking diagram illustrates the key blocks of the downtown “main street” area. These block faces are the most walkable and pedestrian friendly places in downtown; zoning standards can be more specific about this built environment character and regulate future development to recognize these conditions and respond in similar ways.

Character Areas: *Building Standards*

Newer buildings at Jay and Front St share common design features and materials.

A recent residential building uses more clean, modern materials that are compatible with traditional buildings.

Renovations highlight the historic character of street level shopfronts; graphics obscure window transparency.

Street level façade works with the bay and window design but presents exposed parking to the street.

Super graphics that may or may not be appropriate for some "main street" building locations.

Recent residential building includes large setback from the street.

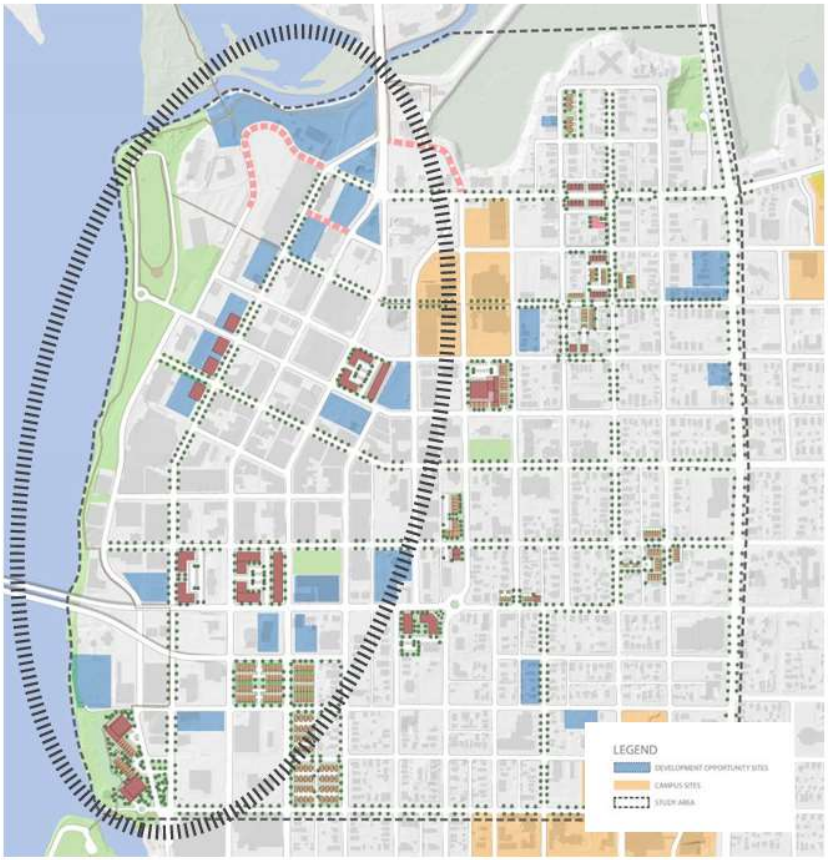
Character Areas: *Downtown Development Opportunities*

CORE CLUSTER CONCEPTS

This plan recognizes that sites may redevelop entirely differently than imagined in this plan, yet the plan illustrates possibilities that may complement downtown as a place to work, live, and visit.

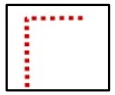
1. **Surface Parking Lots.** Privately owned parking lots could be redeveloped into a vertical mixed use. These sites are subject to concepts in the prototypical development diagrams.
2. **US Post Office Site.** Redeveloping the US Post Office site for a project that better contributes to the culture of downtown is a high-priority from the planning participants.
3. **Core Gateway.** Blocks located north of the bridge are candidates for signature projects like Belle Square.
4. **Houska Village.** A long-term vision for this area should protect the site until the market can support the project. The concept leverages the views of the Mississippi River and proximity to downtown.
5. **La Crosse River Area.** Sites near the La Crosse River can become prime for development by connecting La Crosse Street to Front Street.
6. **Salvation Army.** A redevelopment concept for a block that straddles the core of downtown and traditional neighborhood.

DEVELOPMENT CONCEPT MAP

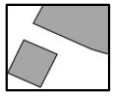


Character Areas: *Downtown Core/Frontage & Parking*

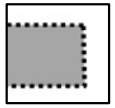
Active building frontage



Blank building wall



Surface parking



Structured parking