



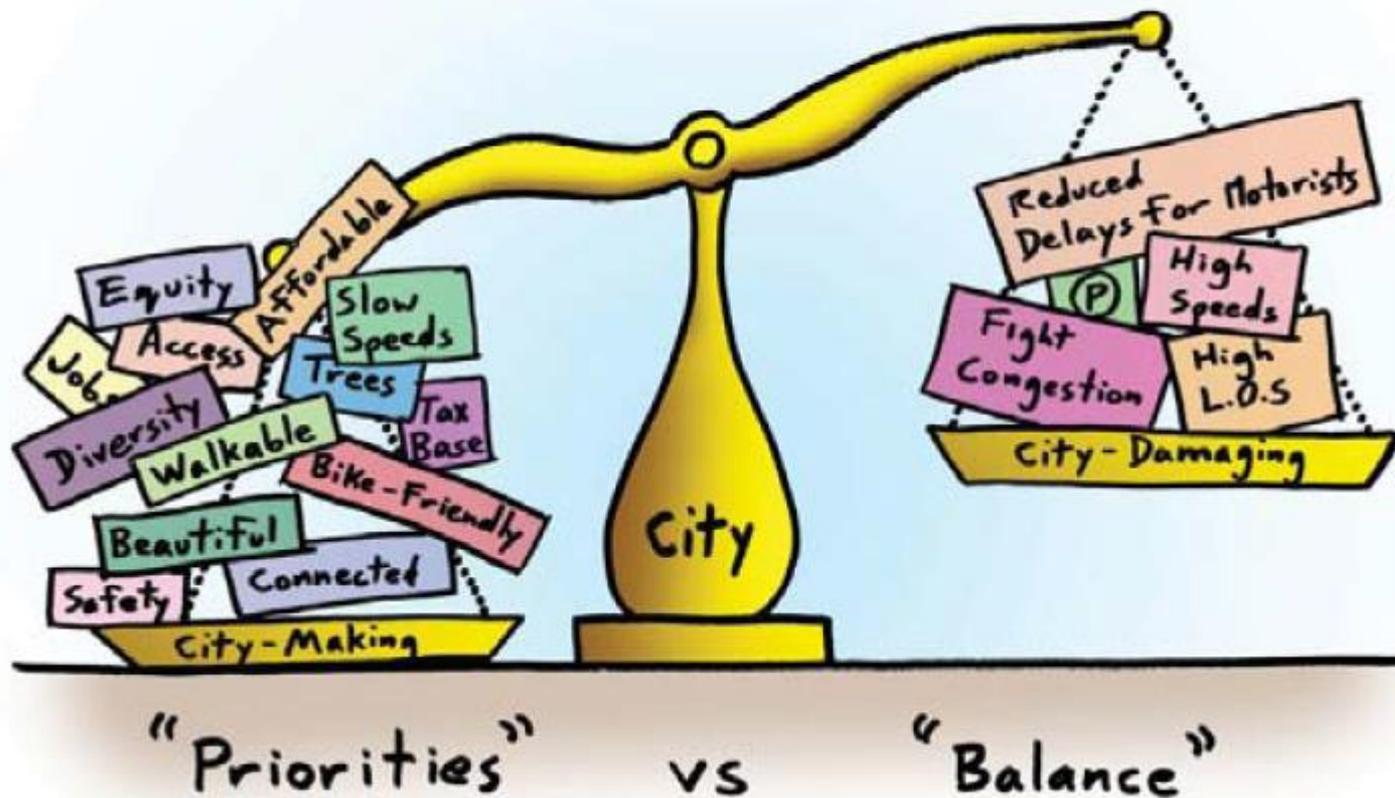
WIS DOT Plan

Three lane configuration, to I-90 on-ramp

October 19

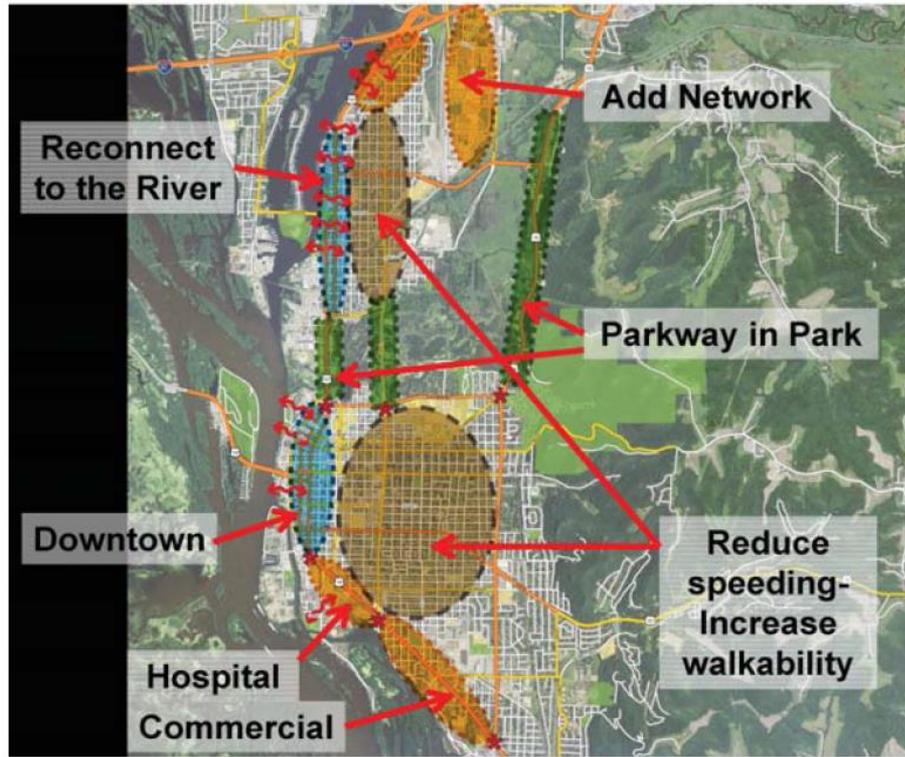
# TRANSPORTATION CORRIDOR PLANNING FOR IMPROVED LAND USE OUTCOMES

# City of La Crosse Transportation Vision





# City of La Crosse Transportation Vision

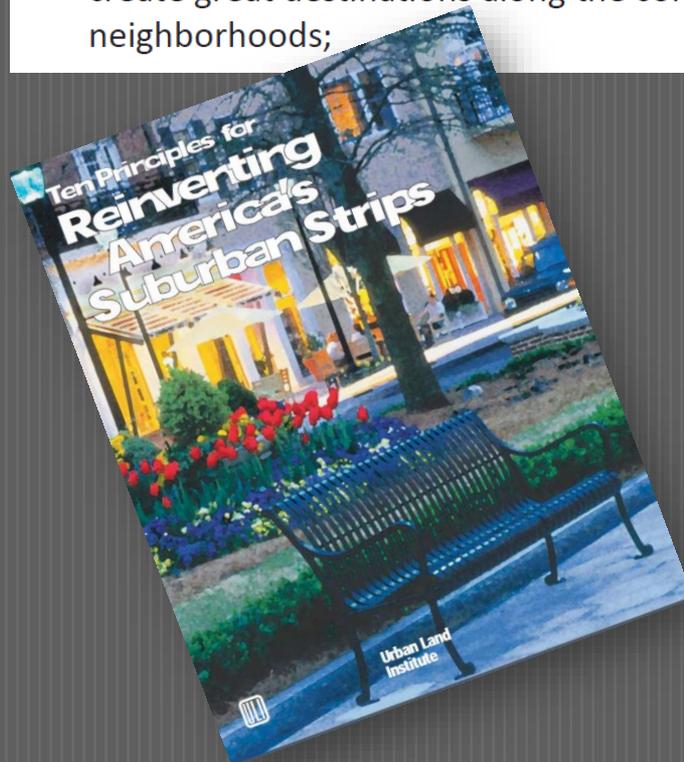


*Toole Design Group*

# City of La Crosse Transportation Vision

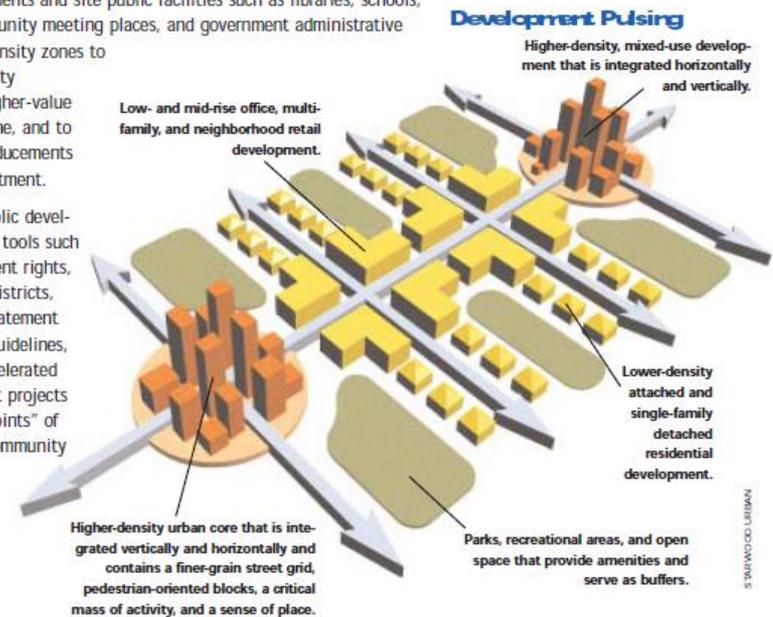
## Land Use:

- increase land use densities and mix where it can be served by existing transit services;
- require buildings to front and address the streets;
- create entry features and transitions at the edges of the city to announce to travelers that they have entered the City of La Crosse and to manage their expectation of speed (i.e., transition from suburban or rural to urban);
- use roundabouts for transitions between different contexts when longer transition distances are unavailable;
- create great destinations along the corridors, within the downtown and districts, and within the city's neighborhoods;



■ Direct public investments and site public facilities such as libraries, schools, cultural facilities, community meeting places, and government administrative centers in the higher-density zones to raise surrounding property values, to encourage higher-value land uses within the zone, and to serve as anchors and inducements for spinoff private investment.

■ Use the range of public development implementation tools such as transfer of development rights, business improvement districts, eminent domain, tax abatement policies, urban design guidelines, vertical zoning, and accelerated approval of development projects to achieve the "pulse points" of live/work, high-value community development.





# Corridor

## Land Use Opportunities and Constraints

- Floodplain
  - Existing Development Patterns
  - Investment Property Owners
  - Historic Development Patterns
  - Geographic Limitations
  - Housing Needs
  - Regulatory, Financial and P-5 Tools
  - Political Support
- 

# South Avenue



## CITY OF LA CROSSE SOUTH AVENUE MULTIMODAL ASSESSMENT



February 2018



# South Avenue

Map 14: Location of proposed pulse nodes of high energy mixed use development (buildings shown are existing)

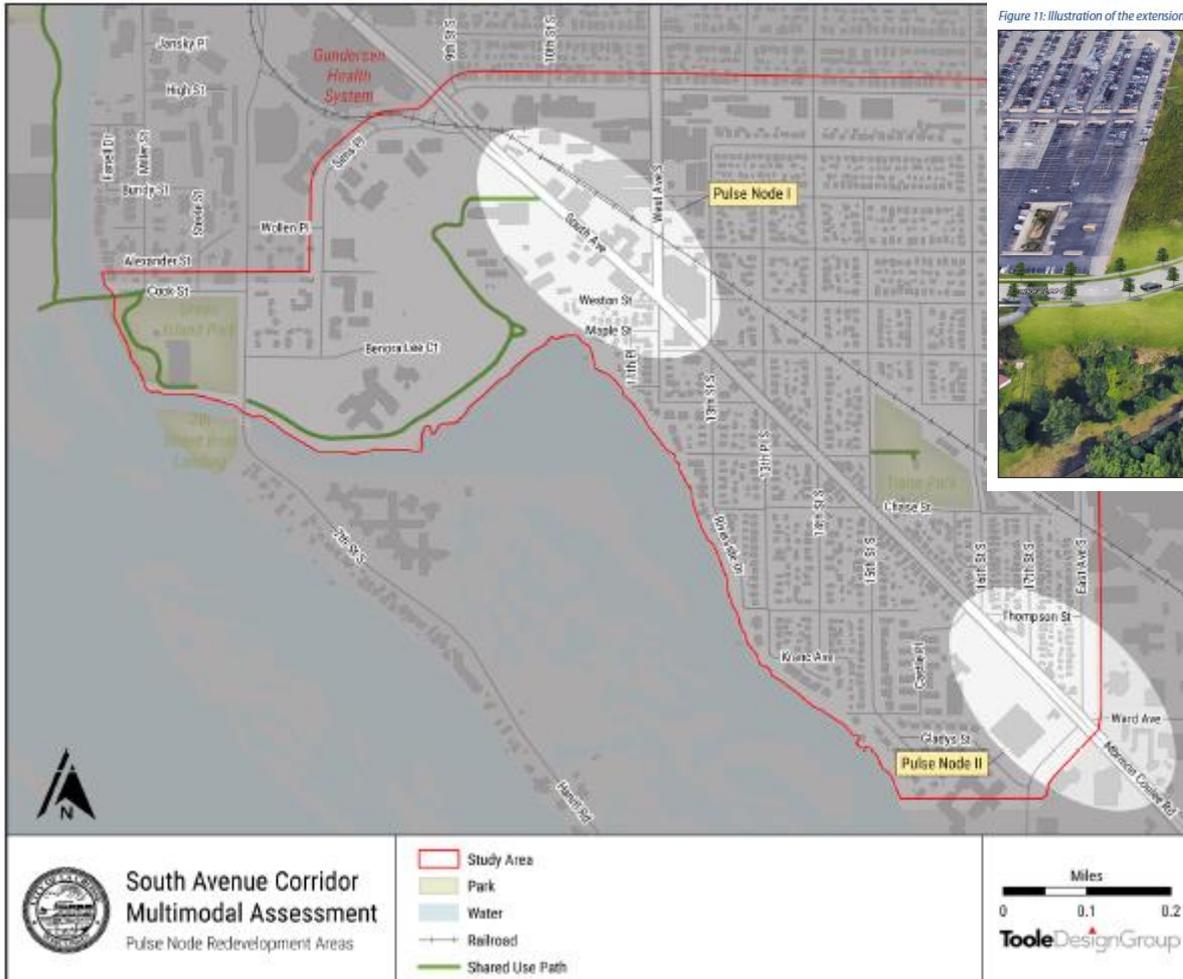


Figure 11: Illustration of the extension of Bennora Lee Court to Weston Street and the realignment of the VIP Trail



# City – Consultant – DOT Relationship



City of  
La Crosse



P+W  
ISG  
Toole



WisDOT



# The Virtuous Cycle



# Land Use – Transportation – Parking



# Induced Demand + TOD



Jeff Turner / Flickr

## California's DOT Admits That More Roads Mean More Traffic

ERIC JAFFEE NOV 11, 2015



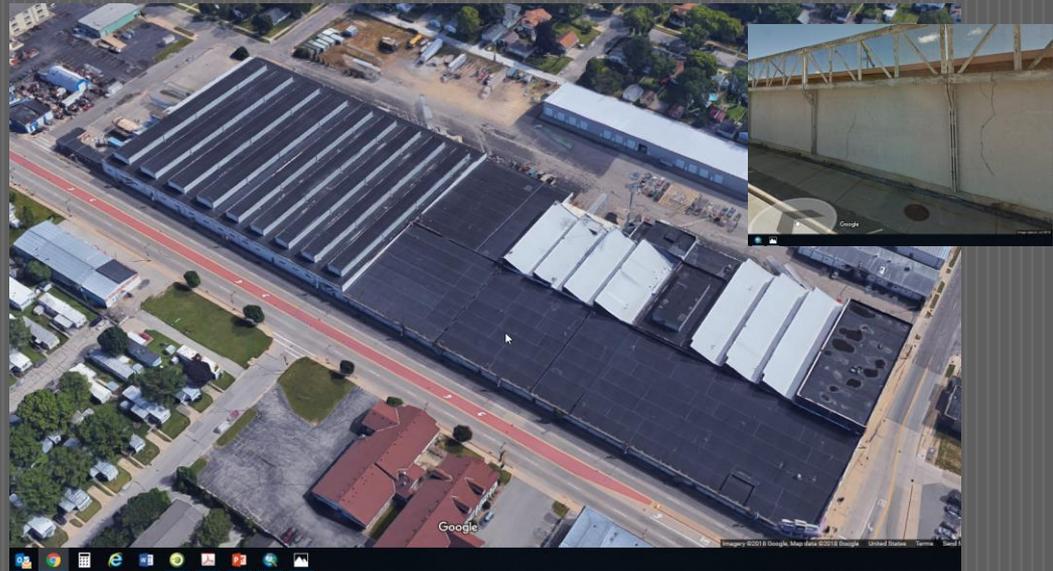
# La Crosse, WI

Here is a town of twelve or thirteen thousand population, with electric lighted streets, and blocks of buildings which are stately enough and also architecturally fine enough to command respect in any city. It is a choice town."

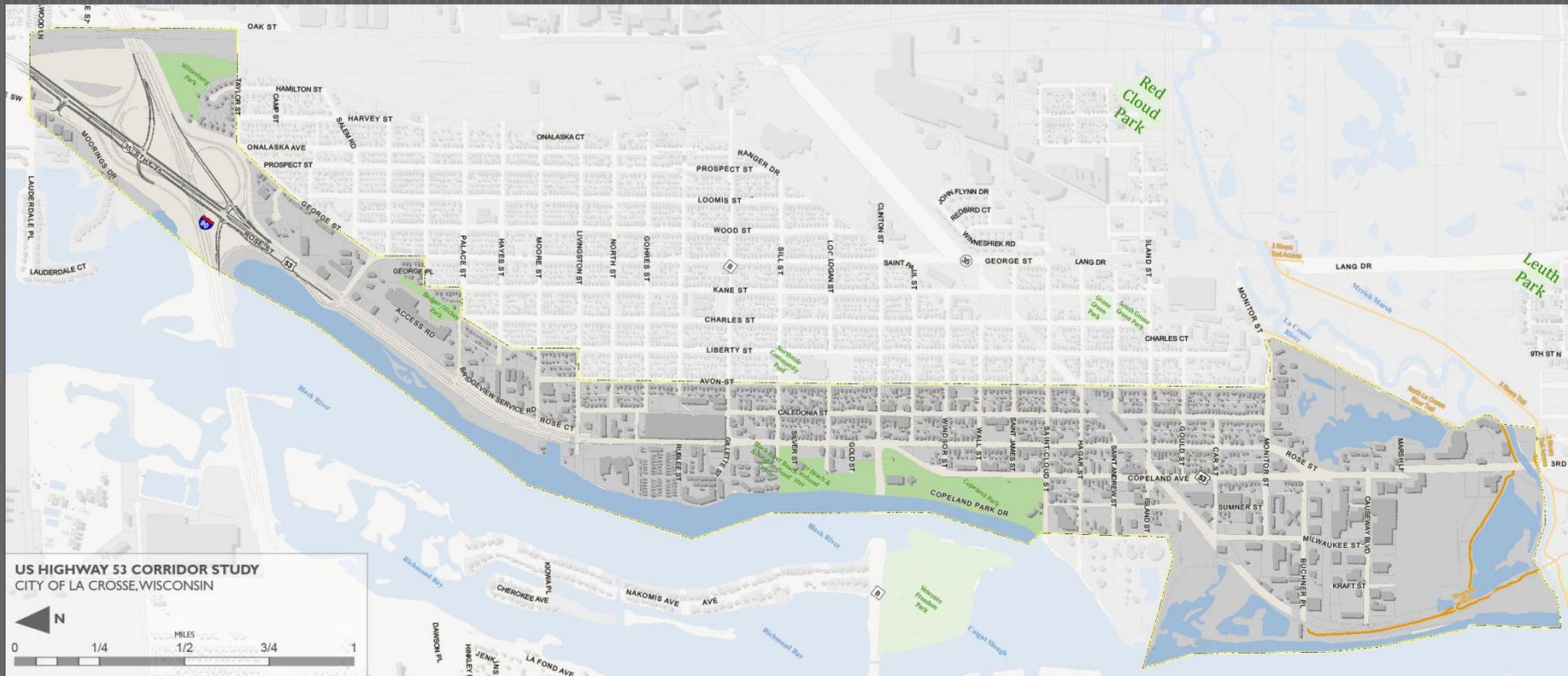
Mark Twain - Life on the Mississippi - 1896



# HWY 53 Corridor Master Plan



# HWY 53 Corridor Master Plan



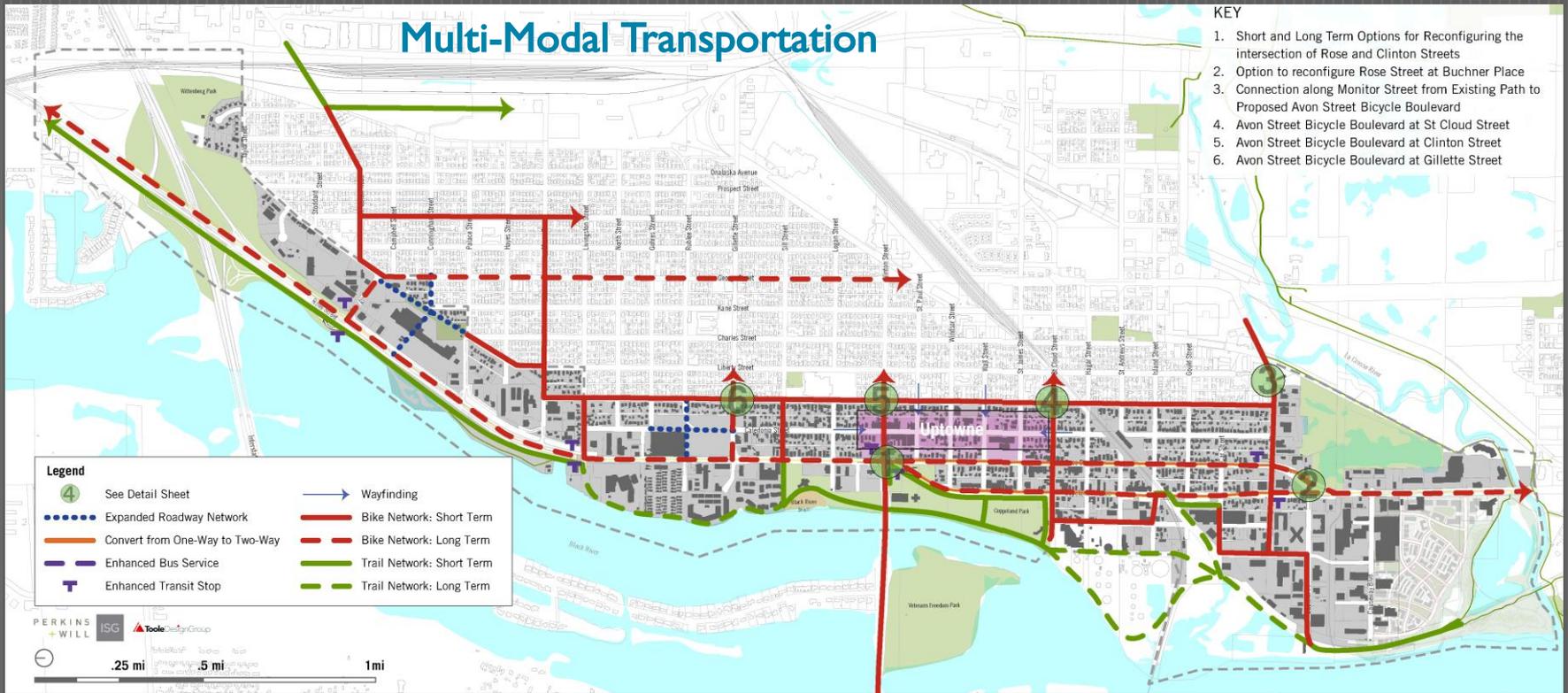
# HWY 53 Corridor Master Plan

COMMUNITY ENGAGEMENT





# HWY 53 Corridor Master Plan



# HWY 53 Corridor Master Plan

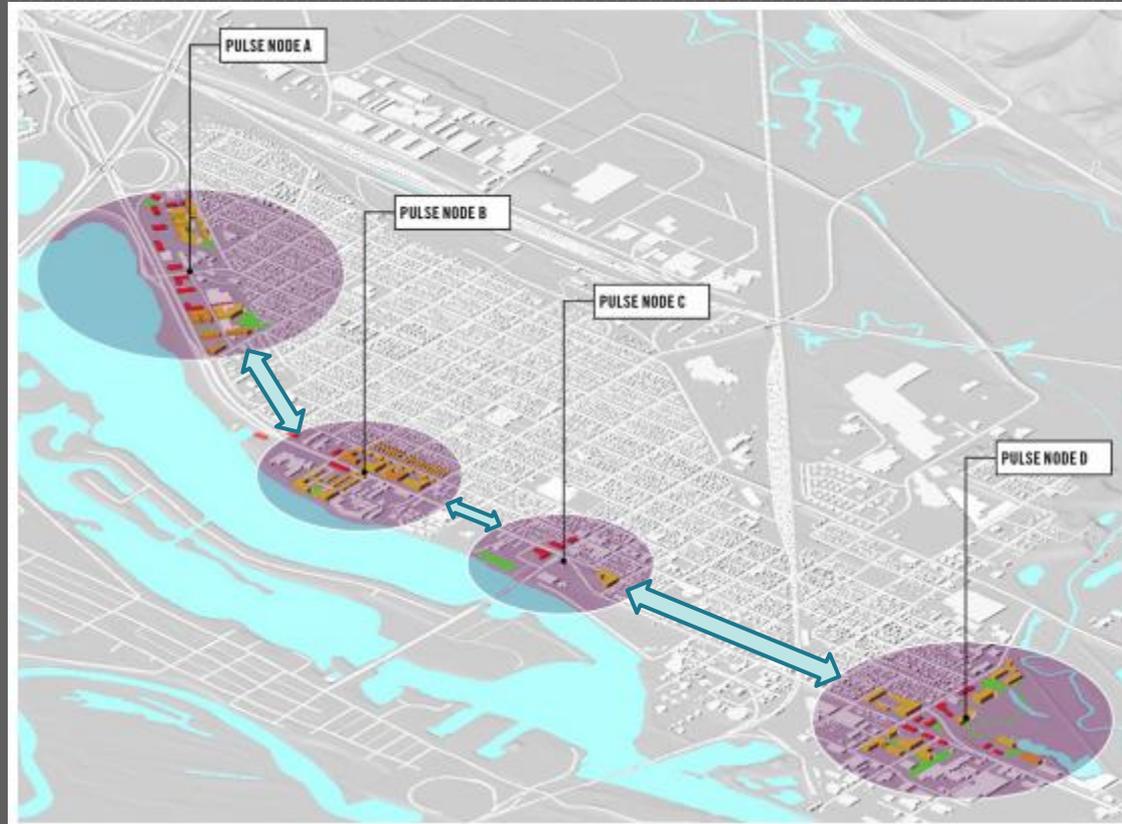
## Pulse Node A @ George Street

This node presents a great opportunity to create a mixed-use node by providing additional housing choices, restaurants, and businesses to serve surrounding residential neighborhoods. The pulse node is divided into two distinct redevelopment areas; the area north of George Street, and the area south of George Street, Bridgeview Plaza (area south of George Street).

- Create internal "ring road" by extending Salem Road from the neighborhood through redevelopment area to Taylor Street.
- Provide enhanced streetscape and public realm amenities.
- Create new mixed-use development area.
- Provide mixed residential (affordable, market rate and assisted senior living) multi-story buildings.
- Provide open spaces to the public, connected to residential developments.
- Provide mixed commercial buildings with shared parking opportunities.
- Extend Cunningham Street from the neighborhood out to Highway 53.
- Provide enhanced streetscape and public realm amenities.
- Create new mixed-use development area on the Bridgeview Plaza site.
- Provide mixed-use and multi-story buildings with first floor uses that activate the street.
- Create new mixed-use developments to enhance the street network and expanded Hickey Park.
- Extend Hickey Park thru mixed-use development site and connect to Highway 53.
- Provide expanded neighborhood recreation amenities and programming.
- Provide flexible space to host a variety of recreational and community festivals.
- Provide local street network (with on-street parking) around Hickey Park.
- Remove the southern portion of Bridgeview Plaza building and re-purpose northern portion for commercial uses.
- Define new north to south commercial street by connecting George and Palace street to allow for enhanced connectivity within the mixed-use development area.

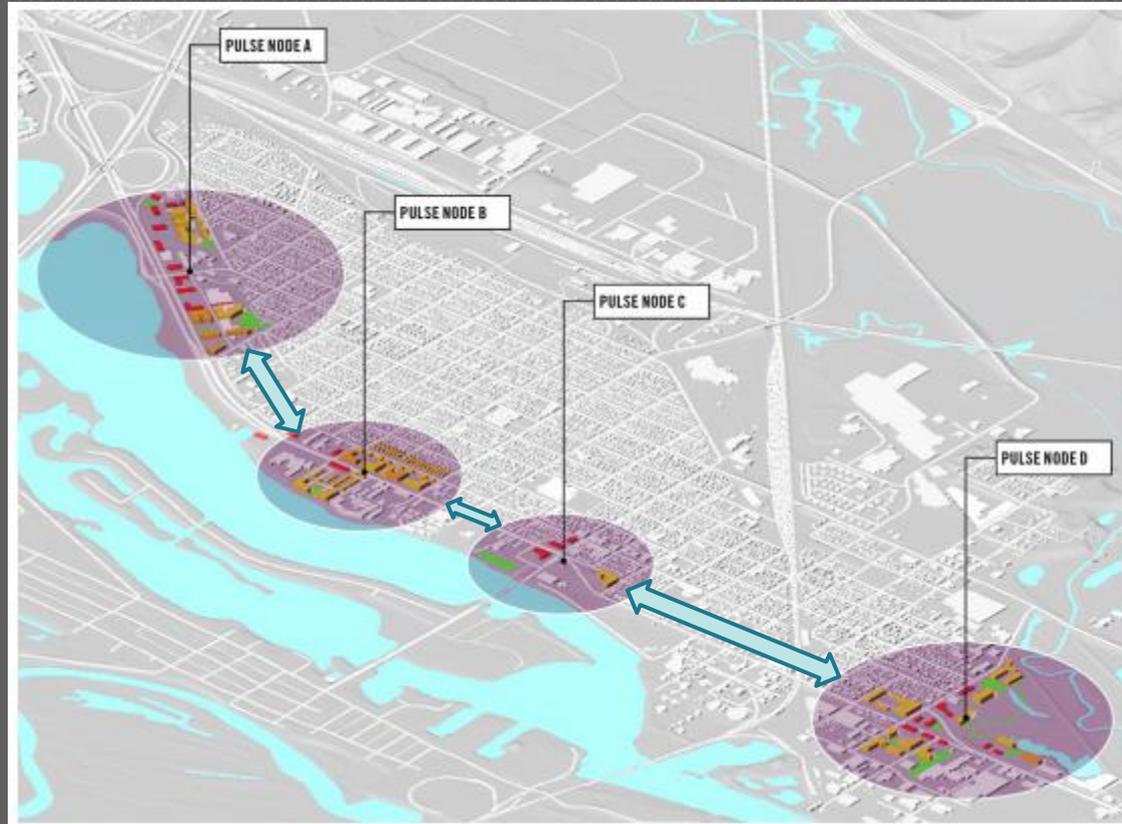


# USH 53 Pulse Nodes



- High-intensity, mixed-use
- Primary corridor intersections
- Linked by a continuous transportation corridor
- Different levels of activity

# USH 53 - Pulse Nodes



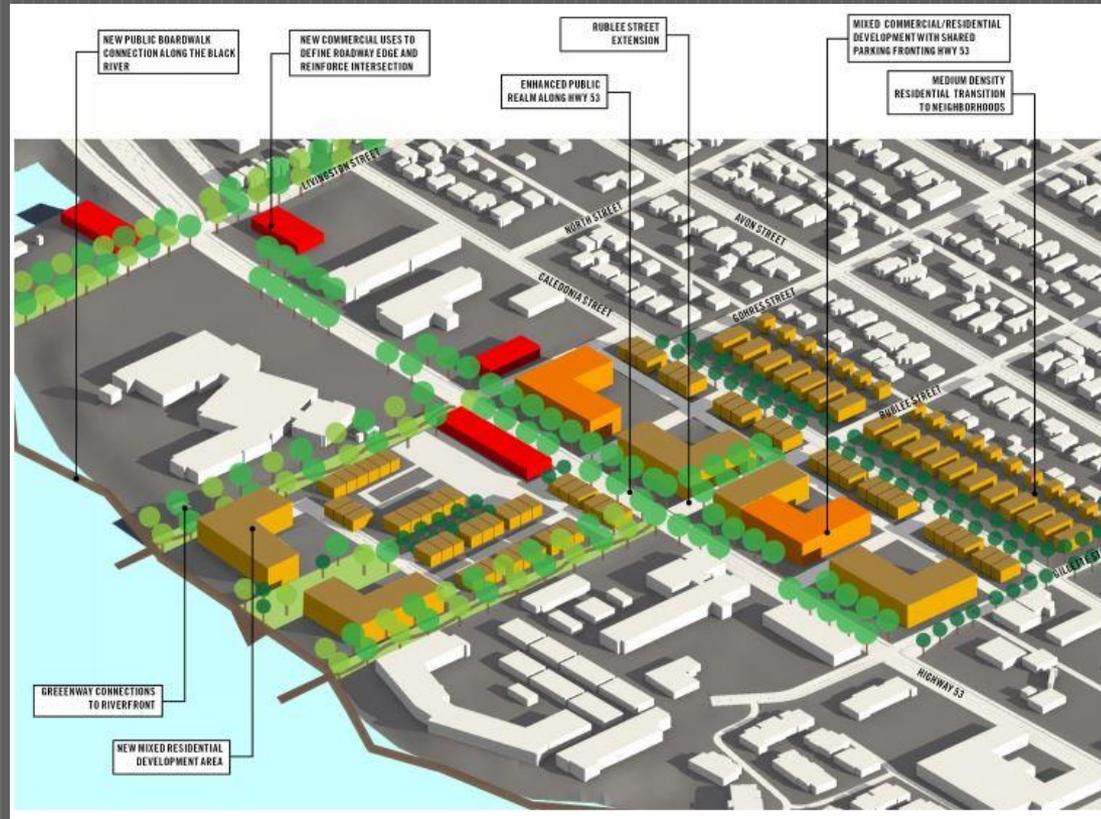
- Promote pedestrian activity and business vitality
- Rhythm to development, with distinct areas
- Create a greater sense of place

# USH 53 - Pulse Node A



- Busy interchange
- Tired strip mall
- Floodplain
- Riverfront
- Age-in-place opportunities
- Public space opportunities

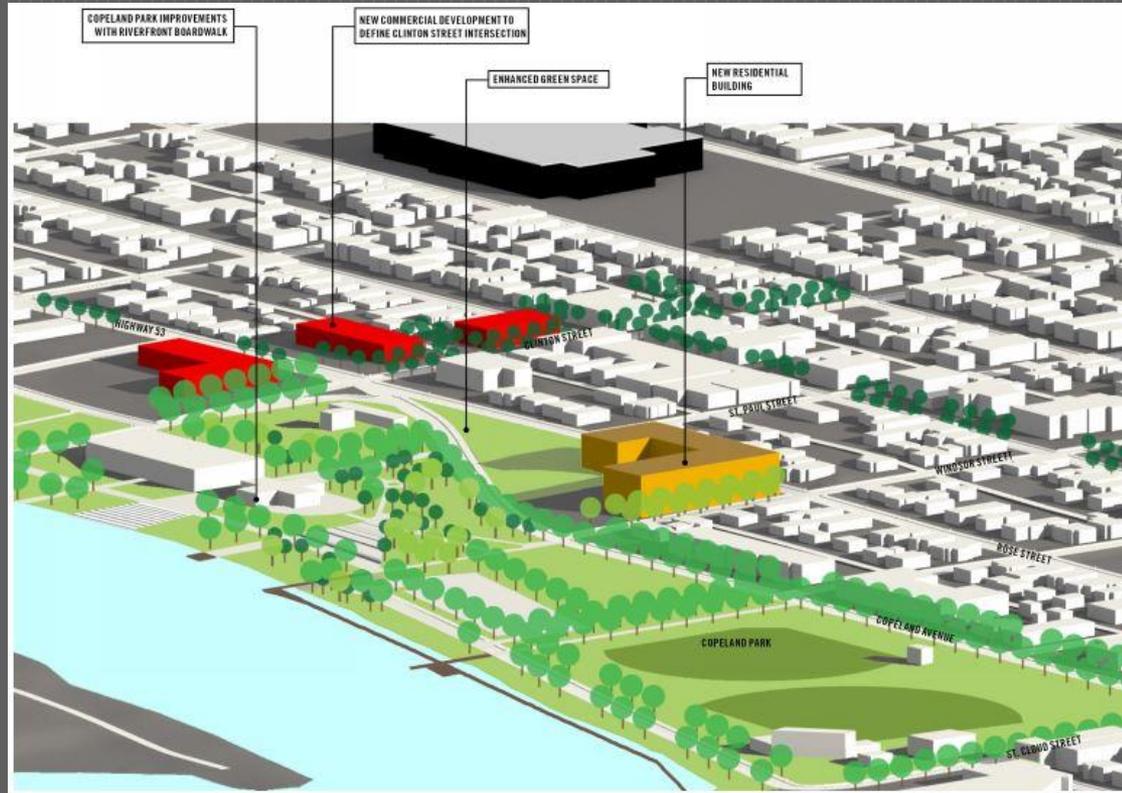
# USH 53 - Pulse Node B



- Mobile home park

- Industrial warehousing

# USH 53 - Pulse Node C



- Historic downtown
- Public space amenities
- Riverfront
- Secondary gateway

# USH 53 - Pulse Node D



- Floodplain
- Business cluster relocating
- Fire station redevelopment
- Transportation challenges



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