



Live
Ona
2040
ONALASKA
COMPREHENSIVE PLAN



WELCOME TO THE **WORKSHOP!**

TO PARTICIPATE:

1. Sign in and fill out a name tag
2. Grab your workshop supplies
3. Review and engage with the exhibits
4. The workshop exercises are also available through an online survey, share the link from the QR code with friends and family who are unable to attend!

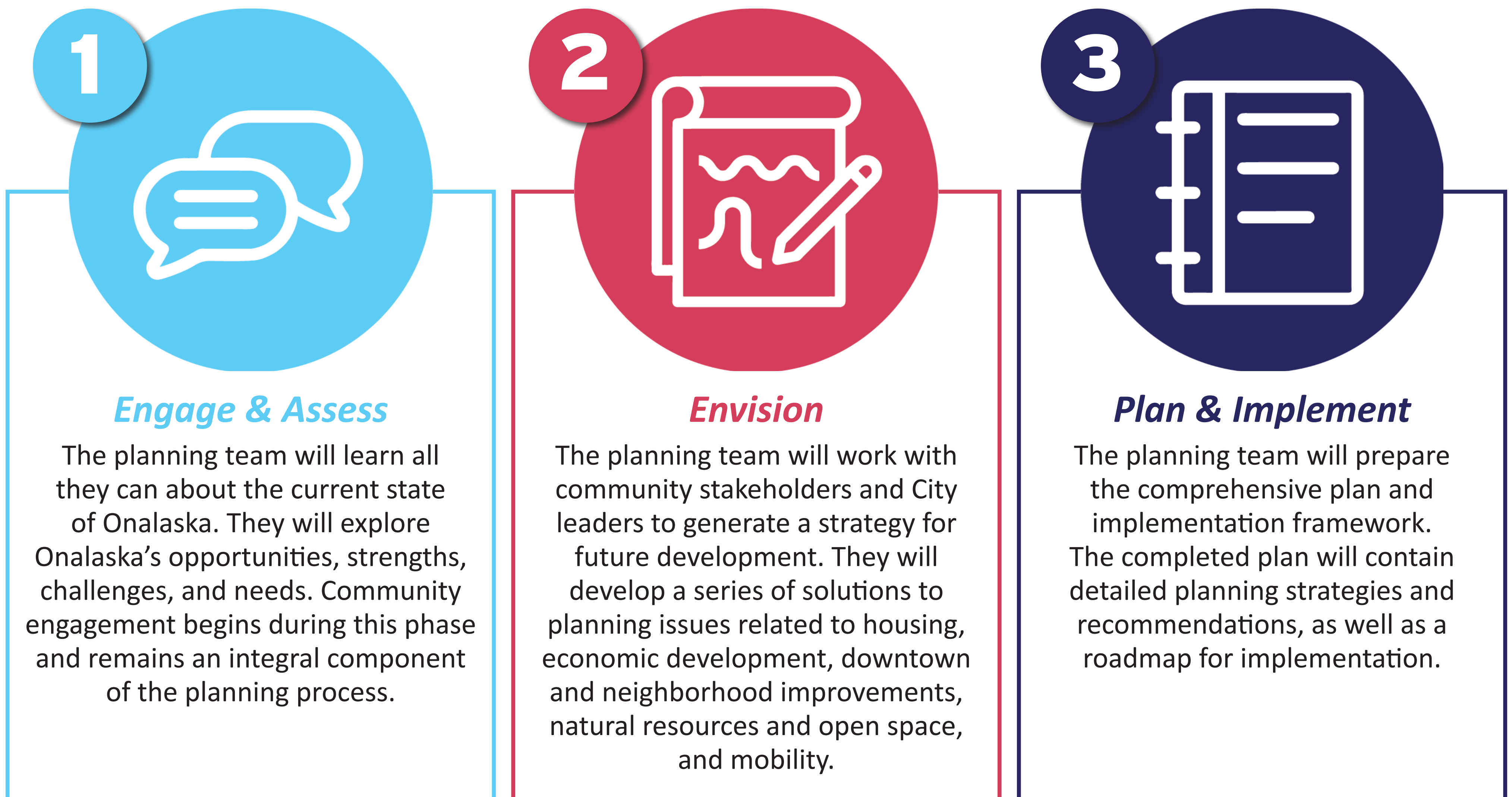


➔ www.LiveOna2040.com ⬅

SETTING THE STAGE

ONALASKA IS IN THE SECOND PHASE OF THE COMPREHENSIVE PLANNING PROCESS. EXPLORE THE BOARD BELOW TO LEARN MORE!

PROJECT TIMELINE



WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan is a strategic document that outlines the long-term vision, goals, and policies for the development and growth of a city, region, organization, or any other entity. It serves as a blueprint for guiding decision-making, land use, infrastructure, development, and various aspects of community and economic development over a specified period, typically ranging from 10 to 20 years.

WHAT DOES THIS MEAN FOR ONALASKA?

The Onalaska Comprehensive Plan will help guide the City forward by establishing a vision for Live Ona 2040. The Plan will touch upon things that impact the everyday lives of the community, including quality of life, parks and open space, economic development, city facilities, arts & culture, housing, and more. The plan will help the City capitalize on its assets while also addressing the needs of the community, including residents and businesses.

WHAT WE'VE HEARD

CHECK OUT THE ENGAGEMENT HIGHLIGHTS BELOW. IS THERE ANYTHING THAT SURPRISES YOU?

ENGAGEMENT BY THE NUMBERS

Phase 1 of the planning process was all about engagement and assessment of existing conditions. The numbers below illustrate the ways in which the community has been involved thus far!



KEY COMMUNITY THEMES THAT AROSE FROM PHASE 1

- » **Holistic Growth:** Preserving Onalaska's close-knit community feel as the City grows will be as crucial as many structural improvements like safer mobility and targeted residential development.
- » **Defining Downtown Onalaska:** The momentum generated by the Great River Landing and Dash-Park needs to be sustained and expanded.
- » **Onalaska's Identity:** Embracing its past, celebrating its present, and looking forward to its future can help the City break out and shine.
- » **Enhanced Mobility:** Onalaska's streets need to serve as more than just routes for vehicular traffic; they should mirror the community's vibrancy, energy, and aspirations.
- » **Harmonizing with Nature:** There is interest in expanding and better integrating recreational and environmental offerings.
- » **Expanding Onalaska's Housing Paradigm:** There's growing interest among residents for more housing opportunities and attainable living spaces.
- » **Arts, Culture, and Community in Onalaska:** Residents want to celebrate community spirit and shared experiences in the community, whether its local celebrations or more arts and cultural programming.
- » **Unlocking Onalaska's Development Potential:** With limited space available for expansion, the emphasis for Onalaska should be on optimizing redevelopment opportunities.

STATE OF THE CITY

THE LIVE ONA 2040 STATE OF THE CITY REPORT IS THE CULMINATION OF PHASE 1. CHECK IT OUT TO LEARN MORE ABOUT ONALASKA!

PROJECT OVERVIEW

The City of Onalaska completed its last comprehensive plan in 2015. Consistent with Wisconsin state guidelines recommending an update every ten years, the new Onalaska 2040 Comprehensive Plan project is currently underway. The purpose of the Comprehensive Plan is to provide a long-range policy framework to guide the City's land use and development decisions over the next ten to fifteen years. The comprehensive plan will be informed by analysis of Onalaska's existing conditions, as well as extensive community feedback from stakeholders, community members, staff, and the Long Range Planning Committee.

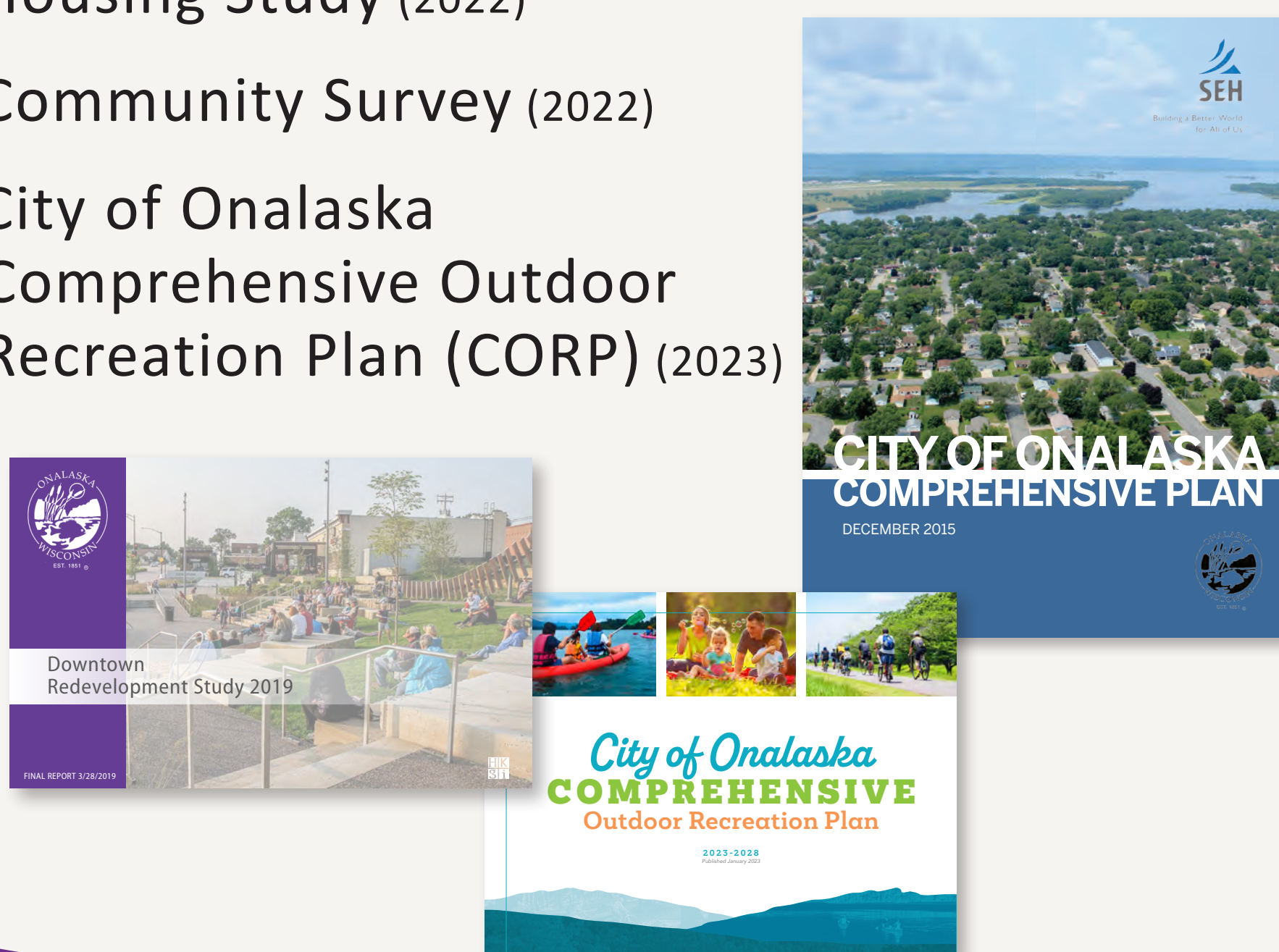


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Planning in Onalaska

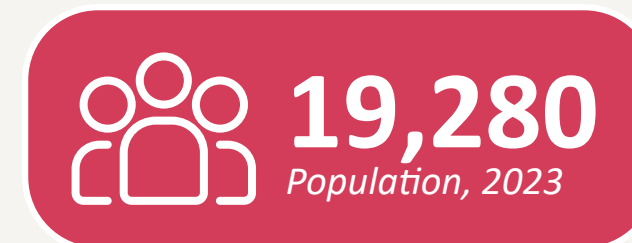
- » City of Onalaska Comprehensive Plan (2015)
- » Downtown Redevelopment Study (2019)
- » State Road 16 Corridor Study (2019)
- » Housing Study (2022)
- » Community Survey (2022)
- » City of Onalaska Comprehensive Outdoor Recreation Plan (CORP) (2023)



Demographic Snapshot

Onalaska's population has steadily increased over the past decade with a median age of 41 and roughly a quarter of the population 65+. The community is majority white (84%).

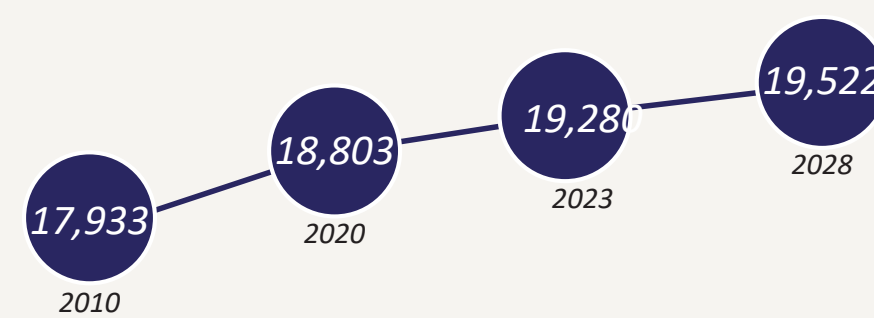
Population



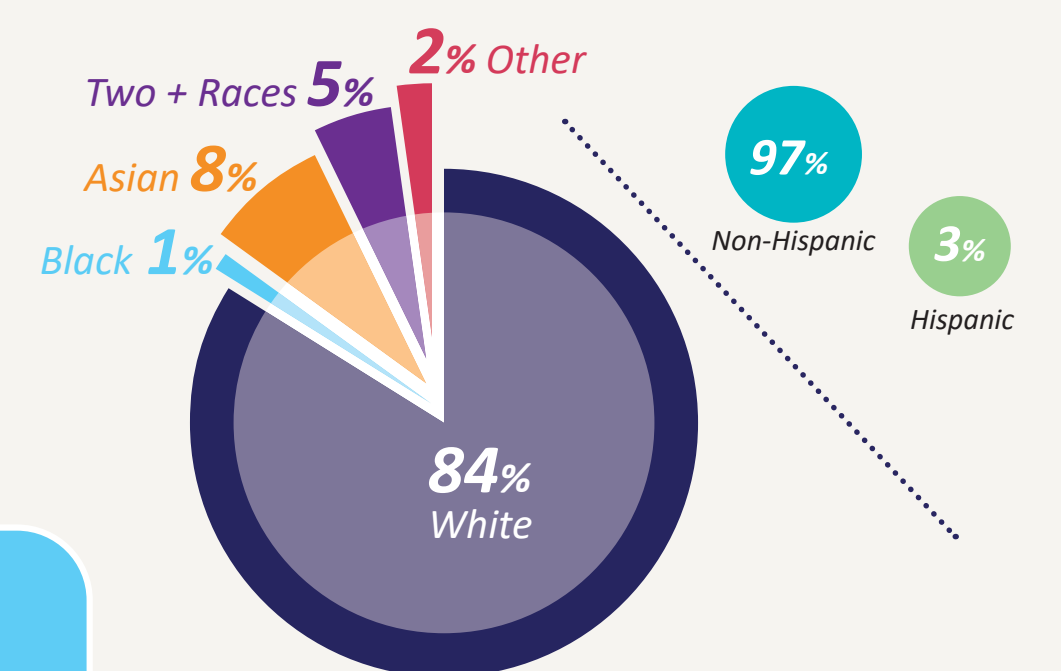
Population by Age, 2023



Population Trends



Race + Ethnicity Distribution, 2023



Households

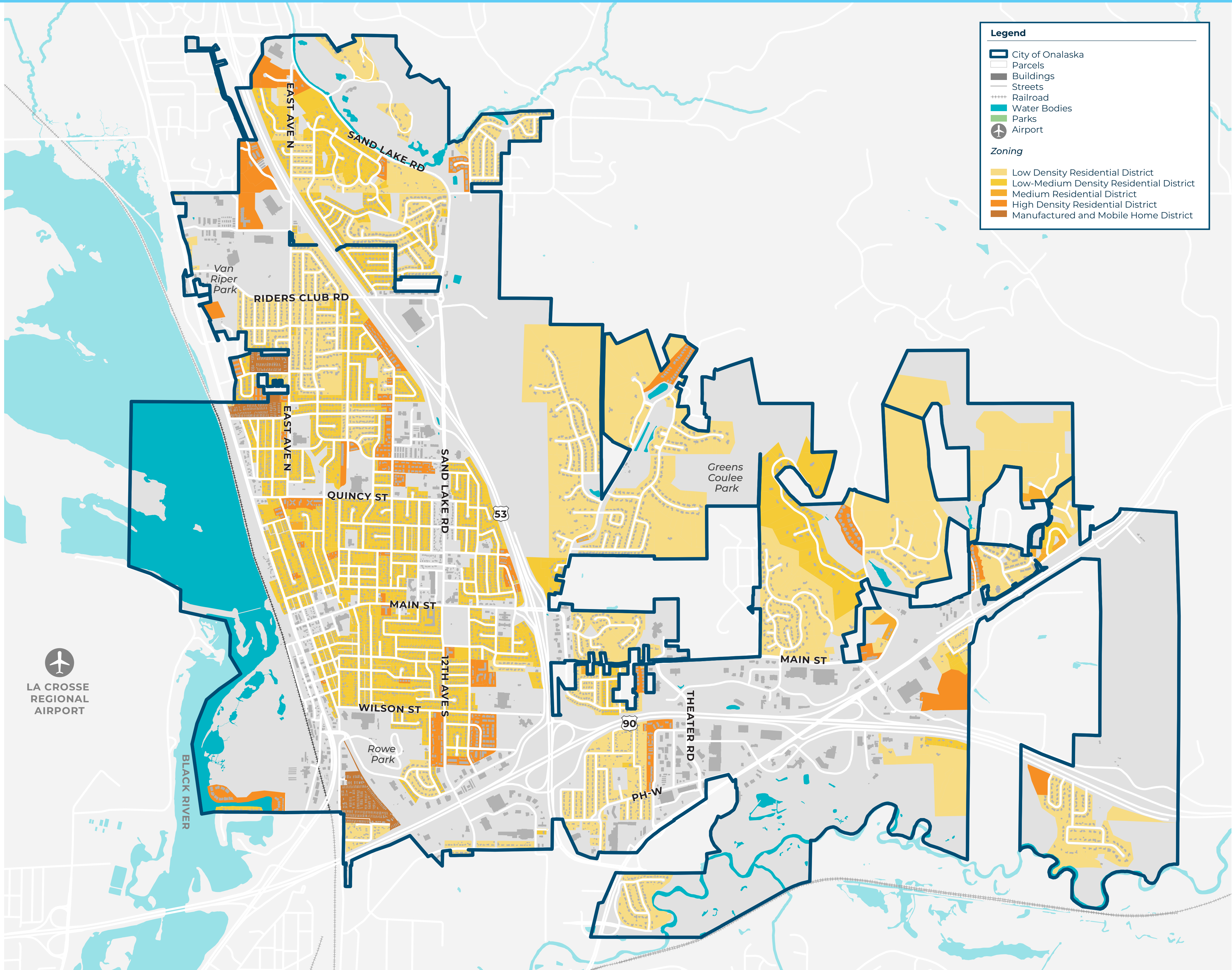


Visit the project website to view the full report!

www.LiveOna2040.com

ONALASKA'S HOUSING

THIS EXHIBIT EXPLORES THE STATE OF ONALASKA'S HOUSING MARKET.

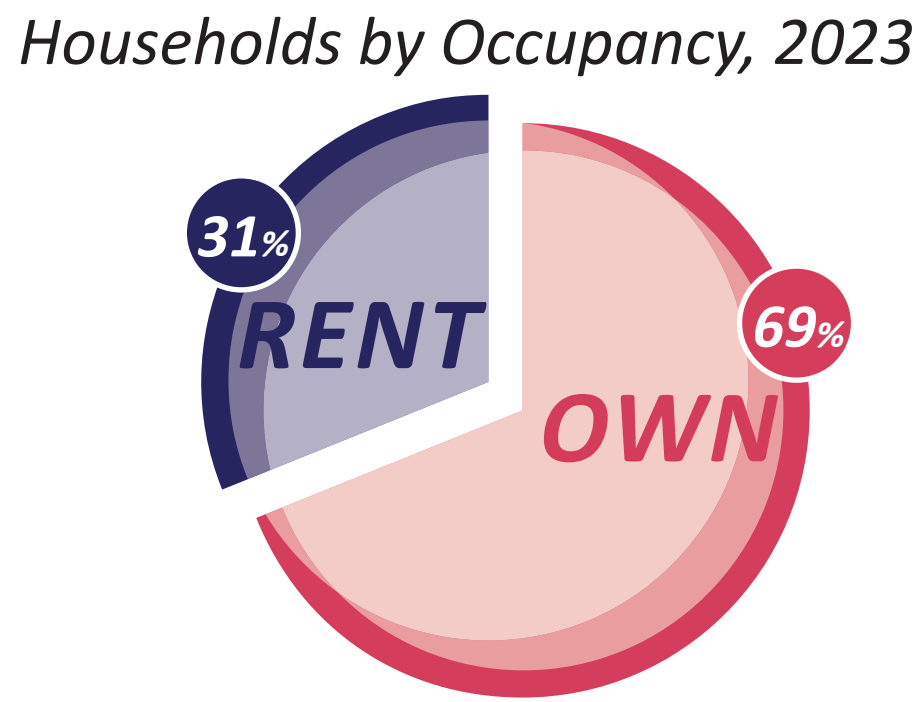
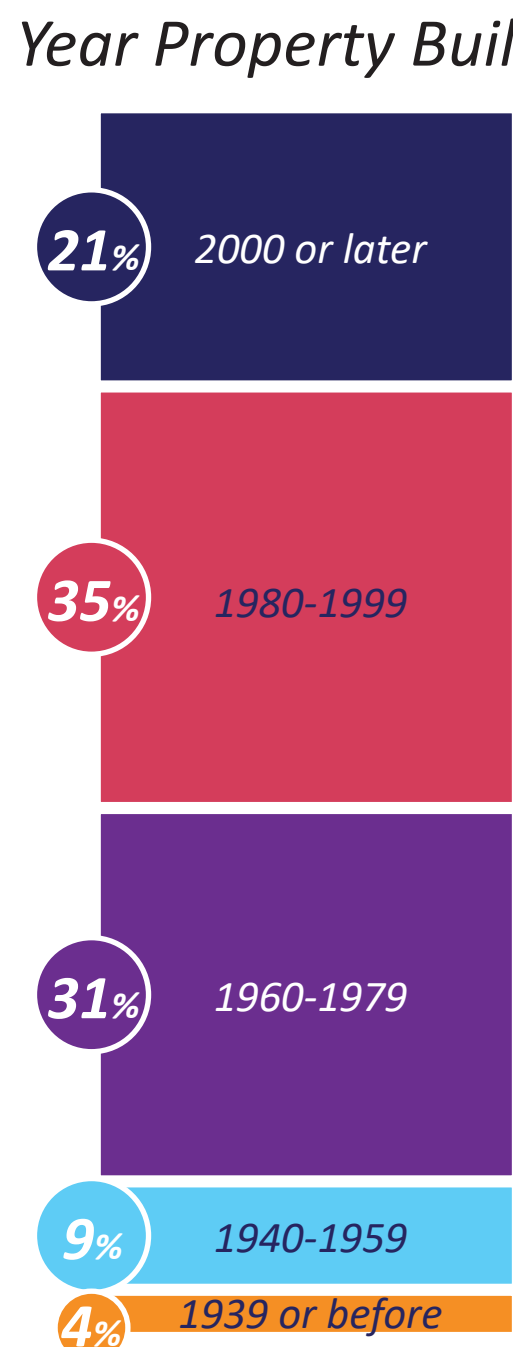
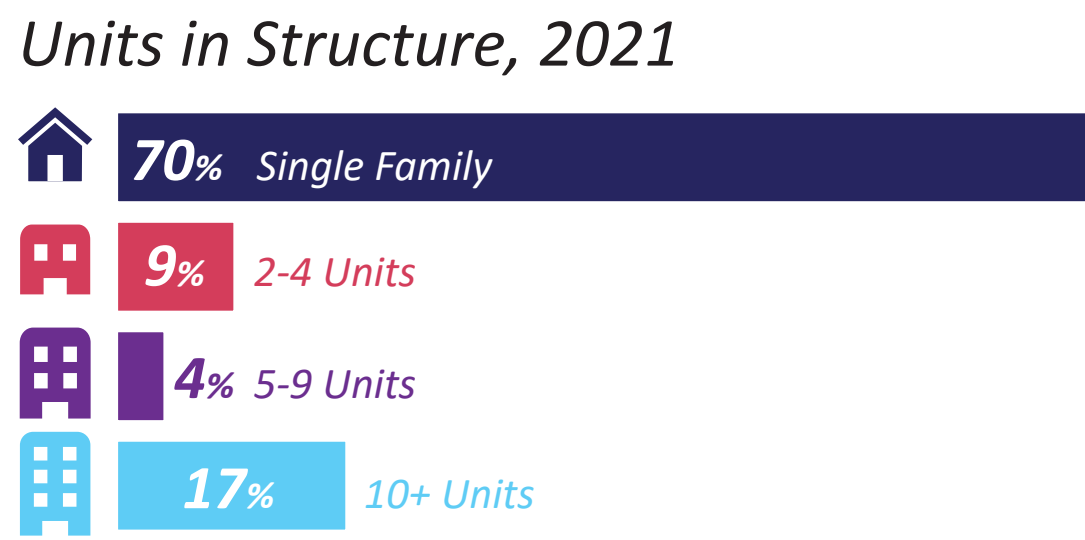


HOUSING AT A GLANCE

Onalaska has 8,680 housing units as of 2023, with an occupancy rate of 94%. Owner occupancy in Onalaska is 69%, almost the same as the 66% homeownership rate for the US.

The median home value in Onalaska is \$266,565, which is 37% more than the median home value in the City of La Crosse (\$194,514).

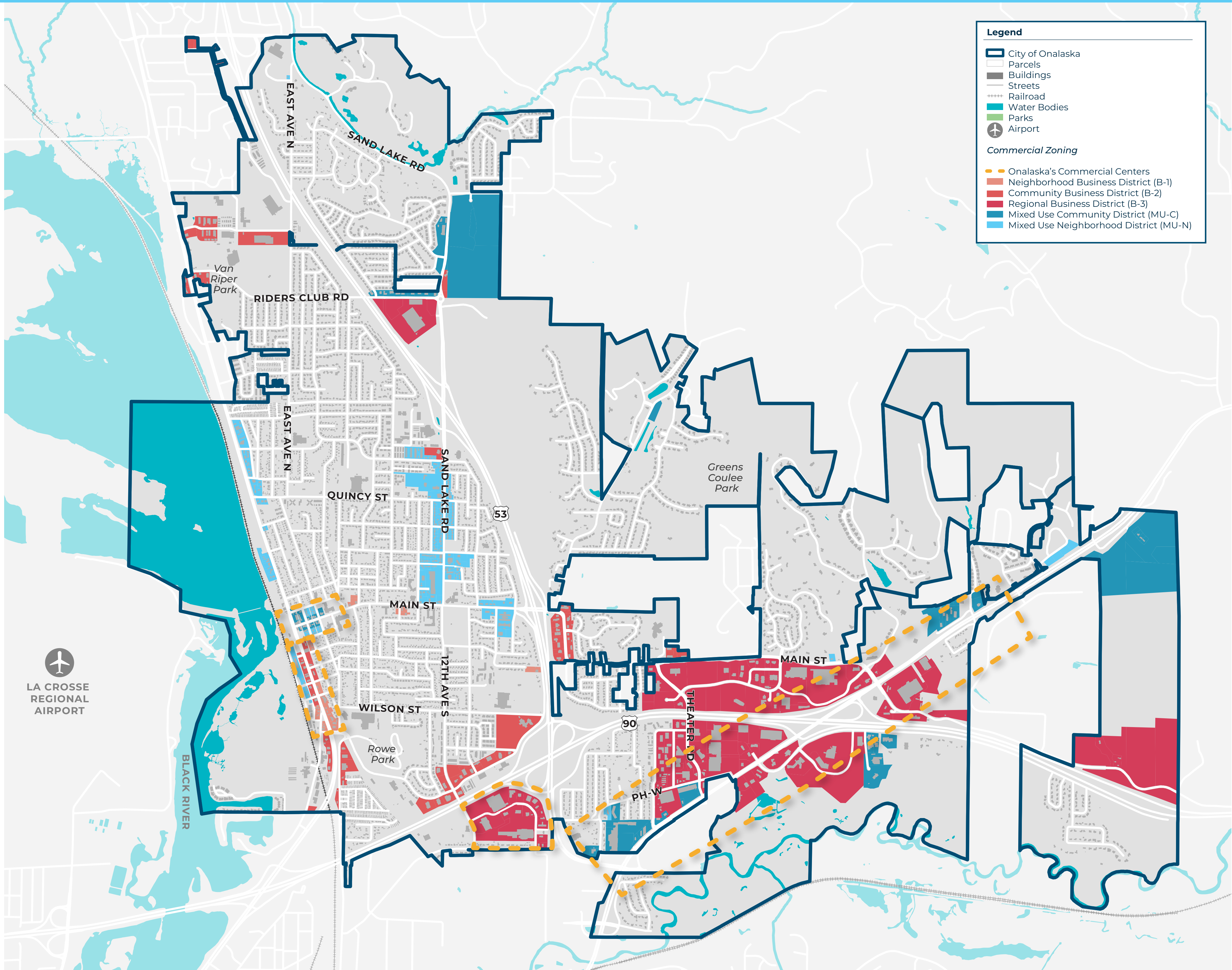
Onalaska's residential development market remains very active. Multi-family development varies more widely from year to year than single-family development.



Source: The data in the infographics come from Esri, ACS, U.S. Census: 2023, 2017-2021, 2010.

ONALASKA'S ECONOMY

CHECK OUT THE EXHIBIT BELOW TO EXPLORE THE STATE OF ONALASKA'S LOCAL ECONOMY.



LOCAL ECONOMY

- » **Downtown Core:** Contains about 29 businesses or institutional entities with City Hall as the largest anchor.
- » **2nd Ave South / Highway 35 Corridor:** 32 businesses or institutional entities on this corridor, with a relatively low density of retail or service uses.
- » **Highway 16 Corridor:** Auto-oriented retail and strip shopping centers hosting the majority of Onalaska's big box retailers, as well as other commercial uses.
- » **Crossing Meadows Mall:** Anchored by Sam's Club and Festival Foods.



801

Total Businesses, 2023

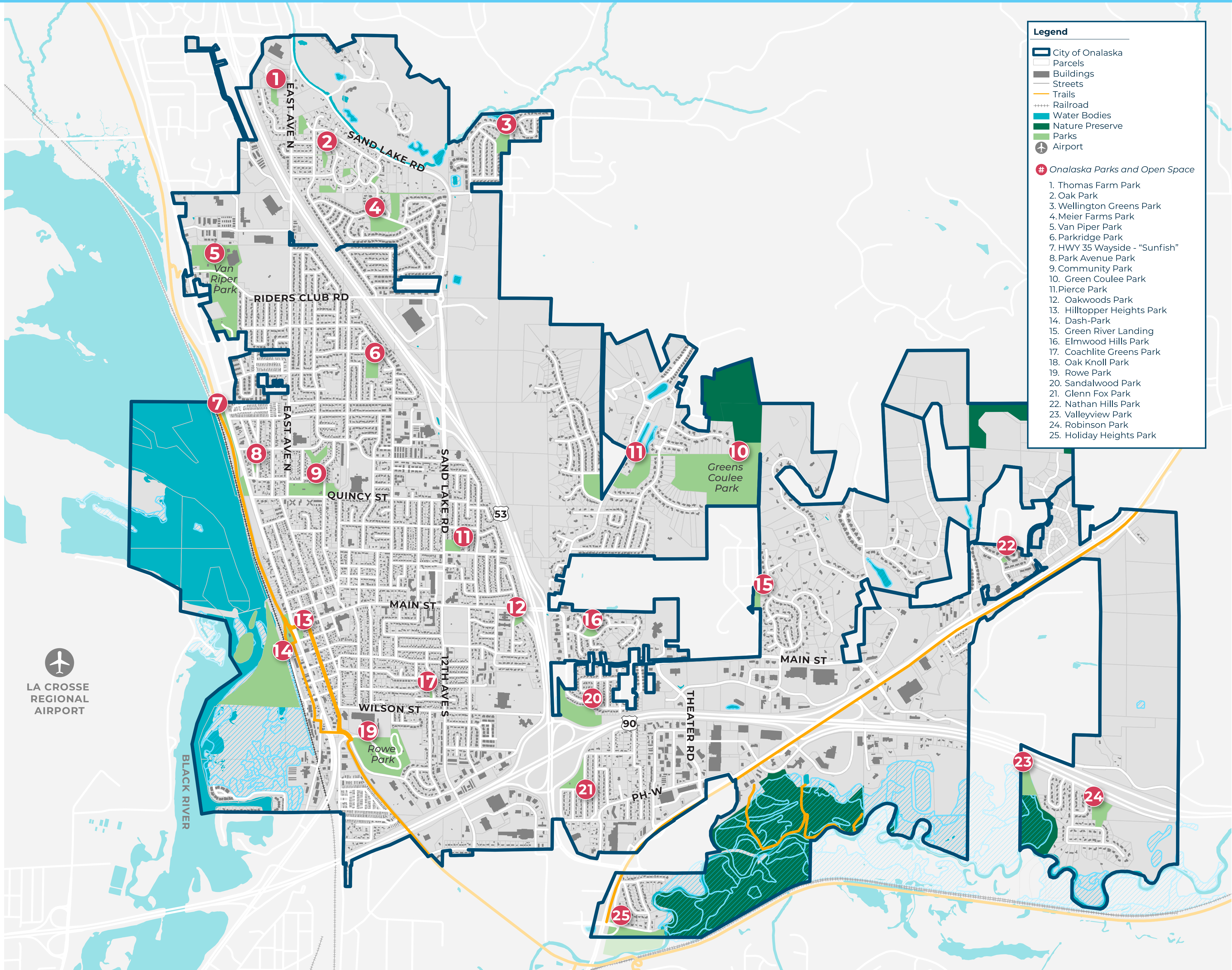
12,262

Total Employees, 2023

Source: The data in the infographics come from Esri, ACS, U.S. Census: 2023, 2017-2021, 2010.

PARKS, RECREATION, OPEN SPACE

PARKS, RECREATION, AND OPEN SPACE ARE AN INTEGRAL COMPONENT OF ONALASKA'S CHARACTER. PRESERVING THIS FEATURE IS CRITICAL.



LOCAL CHARACTER

- » **Neighborhoods:** The network of neighborhoods and subdivisions is a community asset that supports quality of life and creates connections.
- » **Natural Beauty & Local Identity:** Onalaska's distinguished location within the Driftless Region, marked by the bluffs and the Mississippi River, contributes to its identity.
- » **Downtown Onalaska:** Onalaska's downtown and the waterfront represent the greatest opportunity to create a special place in the community.

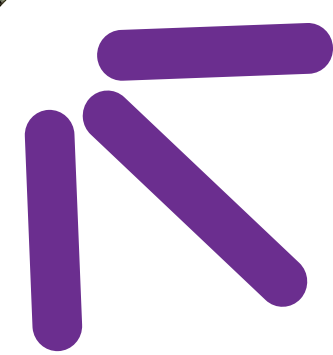


OBSERVATIONS

THE STATE OF THE CITY REVEALED THE FOLLOWING KEY OBSERVATIONS AND RECOMMENDATIONS THAT LED TO THE GOALS YOU WILL REVIEW IN STATION 3.

COMMUNITY CHARACTER

- **2nd Avenue:** Facilitate growth, development, and activation along this extension of downtown.
- **Expand R3 Zoning District:** This new zoning district represents a key opportunity to provide “missing middle”-scale housing that fills a gap between single family/ duplexes and large multifamily development.
- **Outdoor Activation:** Coordinate and facilitate outdoor community events, including in the winter, that celebrate the beauty of Onalaska’s setting along the river and among the bluffs.
- **Gateway Signs:** Enhance gateway signs at key entrance points to the community.
- **Design Review:** Incorporate a formal design review process for new development, create established design standards and guidelines.



MOBILITY & RECREATION

- **Connectivity:** Improve multi-modal access and connectivity to and through the downtown. Design and infrastructure can improve the pedestrian experience and remove barriers to waterfront access.
- **Park Maintenance and Improvements:** Staffing and resources are key issues identified in the 2023 CORP.
- **Great River State Trail:** The on-street portion of this trail in Onalaska is a great opportunity to show off the City’s commitment to cycling.
- **Complete Streets Policy:** Several street reconstruction projects are on the horizon in Onalaska. Now is the perfect time to revisit & refine the City’s Complete Streets Policy to make the streets safer for non-motorized users.



HOW DO YOU FEEL ABOUT THESE KEY OBSERVATIONS? ANY OTHERS YOU MIGHT INCLUDE? Use a sticky-note to share your thoughts.

PLACE STICKY NOTE HERE

THE FRAMEWORK

THE LIVE ONA 2040 COMPREHENSIVE PLAN IS STRUCTURED AROUND FIVE COMMUNITY PILLARS. EXPLORE THE BOARD BELOW TO LEARN MORE!

WHAT IS A PLANNING FRAMEWORK?

A Planning Framework serves as a blueprint or roadmap for achieving a community’s vision for the future. The Live Ona 2040 Comprehensive Plan Framework is organized around 5 Community Pillars that will be broken down into Goals, Strategies, and Actions to achieve the overall vision.



COMMUNITY PILLARS

Five community pillars represent the foundation of what makes Onalaska special, what residents value most about living there, and key elements of future growth and decision-making.



HOW DO YOU FEEL ABOUT THIS PLANNING FRAMEWORK AS A GUIDE FOR ONA 2040?

Use a sticky-note to share your thoughts.

PLACE STICKY NOTE HERE

COMMUNITY PILLARS

PILLAR STATEMENTS



PILLAR 1
COMMUNITY

As a tight knit, family-focused community, we recognize the value in creating a sense of place and belonging in Onalaska. We support a range of housing choices to meet residents' needs, as well as the importance of preserving the City's existing housing stock. We are committed to fostering local pride by enhancing the City's identity, celebrating our shared history, and improving the built form.



PILLAR 2
COMMERCE & DEVELOPMENT

We view the local economy as an asset for the whole community, providing residents and visitors with a wide range of goods, services, and employment opportunities. It is important that we review future land use, key commercial corridors, and commercial districts in the City to ensure the land use mix and regulatory framework that govern them reflect the community's evolving needs.



PILLAR 3
NATURE & RECREATION

We are committed to keeping the park system vibrant, supporting efforts to preserve open natural areas, and fostering an active outdoor lifestyle. Open space and outdoor recreation are a big part of what makes Onalaska special and brings people together.



PILLAR 4
CONNECTIVITY

Connectivity within Onalaska is important and we will utilize the City's strong grid street network as a building block to establish pathways to all parts of town for non-motorized transportation. Regional connectivity is also a big part of Onalaska's future. The City's location among active, growing communities on the Mississippi River requires a strong connection through communication and cooperation among government agencies.



PILLAR 5
CITY SERVICES

Onalaska maintains a strong culture of service for City residents. The provision of high-quality utilities, public safety, fire protection, and emergency medical services are continually identified as community assets. City facilities like the Omni Center and Aquatic Center also contribute to the quality of life in Onalaska. We recognize that continued support and investment in City Services represent a key pillar of the community's growth and success.



ON A SCALE OF 1 TO 3 DO THE PILLARS RESONATE WITH YOU AS A GUIDE FOR ONALASKA? Add a sticker to the scale.

NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3
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HAVE ANY OTHER THOUGHTS ABOUT THE PILLARS? Use a sticky-note to share your thoughts.

PLACE STICKY NOTE HERE

1. COMMUNITY

Onalaska’s sense of community and small-town feel are essential parts of the City’s character. This pillar identifies key elements that contribute to the sense of community and provides a path to grow and maintain them. The statement and goals below capture these elements and the city’s commitment to strengthening them.

GOALS	ON A SCALE OF 1 TO 3, SHOULD THIS BE A GOAL FOR LIVE ONA 2040? Add a sticker on the scale below.			ANY STRATEGIES COME TO MIND TO ACHIEVE THIS GOAL? Use a sticky-note to share your thoughts below.
COMMUNITY IDENTITY AND A SENSE OF PLACE				
<p>GOAL 1: Create a strong sense of identity in Onalaska for residents and visitors to the City.</p> <p><i>(Strategies may include gateway signs at city borders, a sister city program, and waterfront or park clean-up days)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
HOUSING				
<p>GOAL 1: Support new housing opportunities that provide alternatives to single-family detached residential units.</p> <p><i>(Strategies may include a rental registration program, expanding certain zoning districts, and facilitating ADU’s)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 2: Provide support for the maintenance, upkeep, and improvement of aging single-family homes that are an important part of Onalaska’s residential fabric.</p> <p><i>(Strategies may include developing a home maintenance program and supporting home rehabilitation)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 3: Increase mixed-use and multifamily housing options in and close to Downtown</p> <p><i>(Strategies may include targeted implementation of the R-3 and MU-C zoning districts)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
ARTS, CULTURE, AND COMMUNITY ENGAGEMENT				
<p>GOAL 1: Foster community pride among residents of all ages living in Onalaska.</p> <p><i>(Strategies may include more annual civic events focused on shared assets like local history, Winter Cities programming)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 2: Increase local government communication and outreach.</p> <p><i>(Strategies may include listening sessions in different parts of the City, updated communication tools)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
HISTORIC PRESERVATION / CELEBRATION				
<p>GOAL 1: Cultivate an appreciation of Onalaska’s architectural and cultural history.</p> <p><i>(Strategies may include programming like a Preservation Week, tour of historic buildings, and expanding access to local history)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	



ARE THERE ANY OTHER HIGH LEVEL GOALS YOU THINK WOULD SUPPORT ONALASKA 2040? Use a sticky-note to share your thoughts.

PLACE STICKY NOTE HERE

2. COMMERCE & DEVELOPMENT

The City of Onalaska has a diverse local economy. Retail and service businesses thrive along intense auto-oriented commercial corridors, smaller neighborhood-scale corridors, and in a pedestrian-scale downtown. Pockets of light industrial land uses throughout the City provide a base of manufacturing jobs and a strong healthcare sector provides even more, together accounting for more than a third of the jobs in Onalaska. Supporting these assets and identifying new opportunities to build on them are essential parts of the City’s future.

GOALS	ON A SCALE OF 1 TO 3, SHOULD THIS BE A GOAL FOR LIVE ONA 2040? Add a sticker on the scale below.			ANY STRATEGIES COME TO MIND TO ACHIEVE THIS GOAL? Use a sticky-note to share your thoughts below.
COMMERCIAL CORRIDORS				
<p>GOAL 1: Support Highway 16 as a destination for general retail for the local economy, while evolving into more mixed-use and lifestyle center concepts where viable.</p> <p><i>(Strategies may include exploring form-based code for the corridor and encouraging experience-based businesses)</i></p>	<p>NOT AT ALL 1/3</p>	<p>NEUTRAL 2/3</p>	<p>DEFINITELY 3/3</p>	
<p>GOAL 2: Improve the Sand Lake Road corridor to serve as a neighborhood-scale commercial destination in the heart of the City.</p> <p><i>(Strategies may include a streetscape plan, creating a destination for cyclists, and facilitating mixed-use development)</i></p>	<p>NOT AT ALL 1/3</p>	<p>NEUTRAL 2/3</p>	<p>DEFINITELY 3/3</p>	
DOWNTOWN ONALASKA				
<p>GOAL 1: Foster an environment in downtown Onalaska that supports entrepreneurship, investment, and redevelopment – and that differentiates downtown, economically and physically, from other commercial districts and corridors in the city.</p> <p><i>(Strategies may include facilitating “pop up” businesses downtown, establishing a downtown management program)</i></p>	<p>NOT AT ALL 1/3</p>	<p>NEUTRAL 2/3</p>	<p>DEFINITELY 3/3</p>	
FUTURE LAND USE PLANNING				
<p>GOAL 1: Foster an active, mixed-use Downtown and 2nd Avenue that provides a variety of shopping, dining, gathering, and living opportunities.</p> <p><i>(Strategies may include evaluating parking demand & supply, reviewing zoning regulations, property maintenance)</i></p>	<p>NOT AT ALL 1/3</p>	<p>NEUTRAL 2/3</p>	<p>DEFINITELY 3/3</p>	
<p>GOAL 2: Support Onalaska’s industrial districts</p> <p><i>(Strategies may include maintaining existing districts while supporting relocation within Onalaska, ensuring adequate buffering from residential areas)</i></p>	<p>NOT AT ALL 1/3</p>	<p>NEUTRAL 2/3</p>	<p>DEFINITELY 3/3</p>	



ARE THERE ANY OTHER HIGH LEVEL GOALS YOU THINK WOULD SUPPORT ONALASKA 2040? Use a sticky-note to share your thoughts.

PLACE STICKY NOTE HERE

2. COMMERCE & DEVELOPMENT

GOALS	ON A SCALE OF 1 TO 3, SHOULD THIS BE A GOAL FOR LIVE ONA 2040? Add a sticker on the scale below.			ANY STRATEGIES COME TO MIND TO ACHIEVE THIS GOAL? Use a sticky-note to share your thoughts below.
OPPORTUNITY SITES				
<p>GOAL 1: Explore opportunities to develop hotel and hospitality uses by the Omni Center <i>(Strategies may include identifying sites for commercial development, reviewing access to existing hospitality uses)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 2: Facilitate the redevelopment of the Mayo Clinic Site into a multi-use development that meets community needs. <i>(Strategies may include identifying types of housing in demand, evaluating the site for development potential)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 3: Facilitate the redevelopment of the Center 90 Shopping Center into a multi-use destination in the center of the City. <i>(Strategies may include reviewing opportunities for new open spaces and bike/ped amenities)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 4: Redevelop the City’s waterfront into an impactful open space and gateway for the community to enjoy and appreciate the Black River. <i>(Strategies may include evaluating tools to help construct the Boardwalk)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 5: Facilitate the redevelopment of the Nicolai properties to provide additional housing and commercial opportunities for the community. <i>(Strategies may include reviewing developable land, access points, and market demands)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
BUILT FORM / DESIGN REVIEW				
<p>GOAL 1: Achieve a high level of innovative and impactful design in the downtown and along key corridors in Onalaska. <i>(Strategies may include establishing an architectural review process for new development, sign code updates, design guidelines)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	

HOUSING & COMMERCIAL DIVERSITY THAT ONALASKA’S COMMUNITY WISHES TO SEE IN THE CITY!
Check out Station 4 for the opportunity site concepts that explore this land use diversity.



Different Housing Options



A Vibrant Downtown



Small-Scale Mixed-Use

3. NATURE & RECREATION

Onalaska’s location among the bluffs of the Mississippi River Valley and on the waterfront of the Black River and Lake Onalaska is a well-recognized asset in the community. The City invests in an expansive public park system, participates in bluffland preservation, and capitalizes on Lake Onalaska for year-round recreational and competitive events. Residents are passionate about bicycling and outdoor recreation and Onalaska is a key stakeholder in the regional bike trail network. Appreciation for nature and the outdoors is an essential part of Onalaska’s character.

GOALS	ON A SCALE OF 1 TO 3, SHOULD THIS BE A GOAL FOR LIVE ONA 2040? Add a sticker on the scale below.			ANY STRATEGIES COME TO MIND TO ACHIEVE THIS GOAL? Use a sticky-note to share your thoughts below.
ONALASKA’S PARK SYSTEM				
<p>GOAL 1: Maintain and improve Onalaska’s network of City parks and recreation facilities</p> <p><i>(Strategies may include reinvesting in the Adopt-a-Park program, implementing the City’s existing plans)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
REGIONAL BIKE TRAIL NETWORK				
<p>GOAL 1: Capitalize on the Great River Bike Trail’s presence in the City.</p> <p><i>(Strategies may include improving the on-street portion in Onalaska, strengthening signage and publications)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
ONALASKA’S WATERFRONT AND GREAT RIVER LANDING				
<p>GOAL 1: Create an accessible waterfront that provides a recreational asset for the entire community</p> <p><i>(Strategies may include improved walkways and trails, prioritizing Boardwalk construction)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
BLUFFLAND PRESERVATION				
<p>GOAL 1: Expand the amount of protected natural area and bluffland in and around Onalaska.</p> <p><i>(Strategies may include collaborating with partner agencies, connecting City-owned blufflands)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	



ARE THERE ANY OTHER HIGH LEVEL GOALS YOU THINK WOULD SUPPORT THE NATURE & RECREATION PILLAR?
Use a sticky-note to share your thoughts.

PLACE STICKY NOTE HERE

4. CONNECTIVITY

With its State Highways, Interstate 90, and an airport nearby, Onalaska is well-connected to the region. The adjacency to an established city like La Crosse and a high-growth community like Holmen means that strong connections and intergovernmental cooperation will remain an important part of comprehensive planning.

Connectivity within Onalaska itself is also important. Exploring opportunities to expand Onalaska’s non-motorized transportation network is an important part of this plan and reflects the community’s culture of bicycling and outdoor recreation, as well as sustainability and environmental awareness.

GOALS	ON A SCALE OF 1 TO 3, SHOULD THIS BE A GOAL FOR LIVE ONA 2040? Add a sticker on the scale below.			ANY STRATEGIES COME TO MIND TO ACHIEVE THIS GOAL? Use a sticky-note to share your thoughts below.
STREETS FOR ALL				
<p>GOAL 1: Strengthen Onalaska’s network of bike-friendly routes, on-street bike lanes, and bike trails. <i>(Strategies may include revisiting the City’s Complete Streets Policy,)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 2: Guide visitors and residents to key destination. <i>(Strategies may include improving community wayfinding, updating bi)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
MAIN STREET CORRIDOR				
<p>GOAL 1: Enhance Main Street to further establish this key east/west linkage through Onalaska. <i>(Strategies may include establishing a dedicated bike lane along Main Street,)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 2: Leverage the upcoming improvements planned by the Wisconsin Department of Transportation (WisDOT) along Main Street between 5th Avenue S and US 53. <i>(Strategies may include improving design to meet Onalaska’s goals, improving pedestrian safety)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
REGIONAL CONNECTIVITY / INTERGOVERNMENTAL COOPERATION				
<p>GOAL 1: Ensure Onalaska’s plans for growth and development will complement plans in neighboring municipalities and the broader region. <i>(Strategies may include revisiting border agreements with neighboring cities)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 2: Pursue partnerships with neighboring municipalities and agencies to continue to increase multi-modal mobility and transit accessibility throughout the region. <i>(Strategies may include working with La Crosse MTU on local routes)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	



ARE THERE ANY OTHER HIGH LEVEL GOALS YOU THINK WOULD SUPPORT ONALASKA 2040? Use a sticky-note to share your thoughts.

PLACE STICKY NOTE HERE

4. CONNECTIVITY

GOALS	ON A SCALE OF 1 TO 3, SHOULD THIS BE A GOAL FOR LIVE ONA 2040? Add a sticker on the scale below.			ANY STRATEGIES COME TO MIND TO ACHIEVE THIS GOAL? Use a sticky-note to share your thoughts below.
ROUTES TO SUCCESS				
<p>GOAL 1: Leverage transportation infrastructure to catalyze investment, boost sales and property values, as well as further broad community objectives related to mobility and quality of life.</p> <p><i>(Strategies may include enhancing pedestrian and biking infrastructure along key routes)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 2: Manage parking assets and establish new parking policy and design guidelines to support the success of businesses while right-sizing supply.</p> <p><i>(Strategies may include reviewing parking regulations, requiring bicycle parking)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	
<p>GOAL 3: Prepare for future mobility options.</p> <p><i>(Strategies may include preparing a readiness plan for alternate fuels, including hydrogen and electric vehicles)</i></p>	NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3	

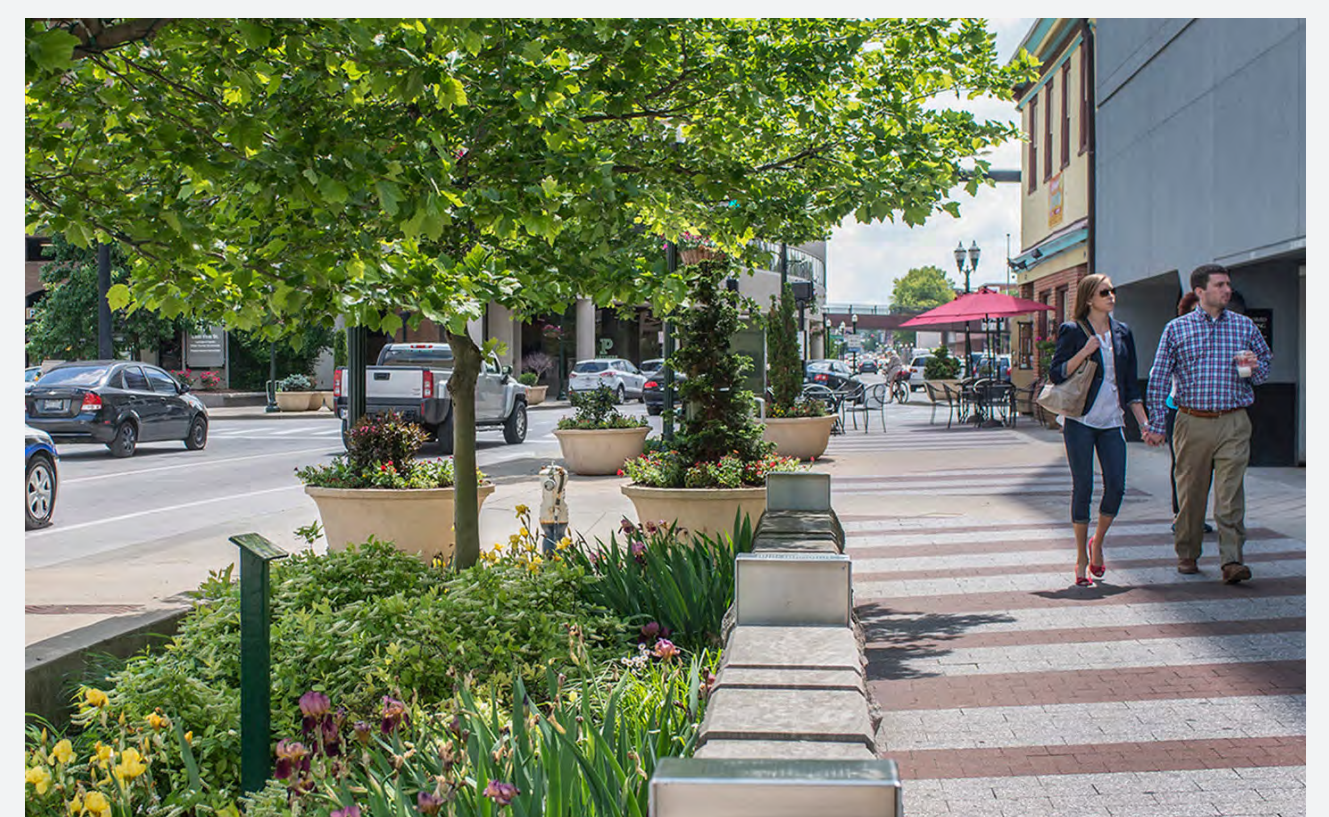
MOBILITY IMPROVEMENTS THAT ONALASKA'S COMMUNITY WISHES TO SEE IN THE CITY!



Separated Bike Paths



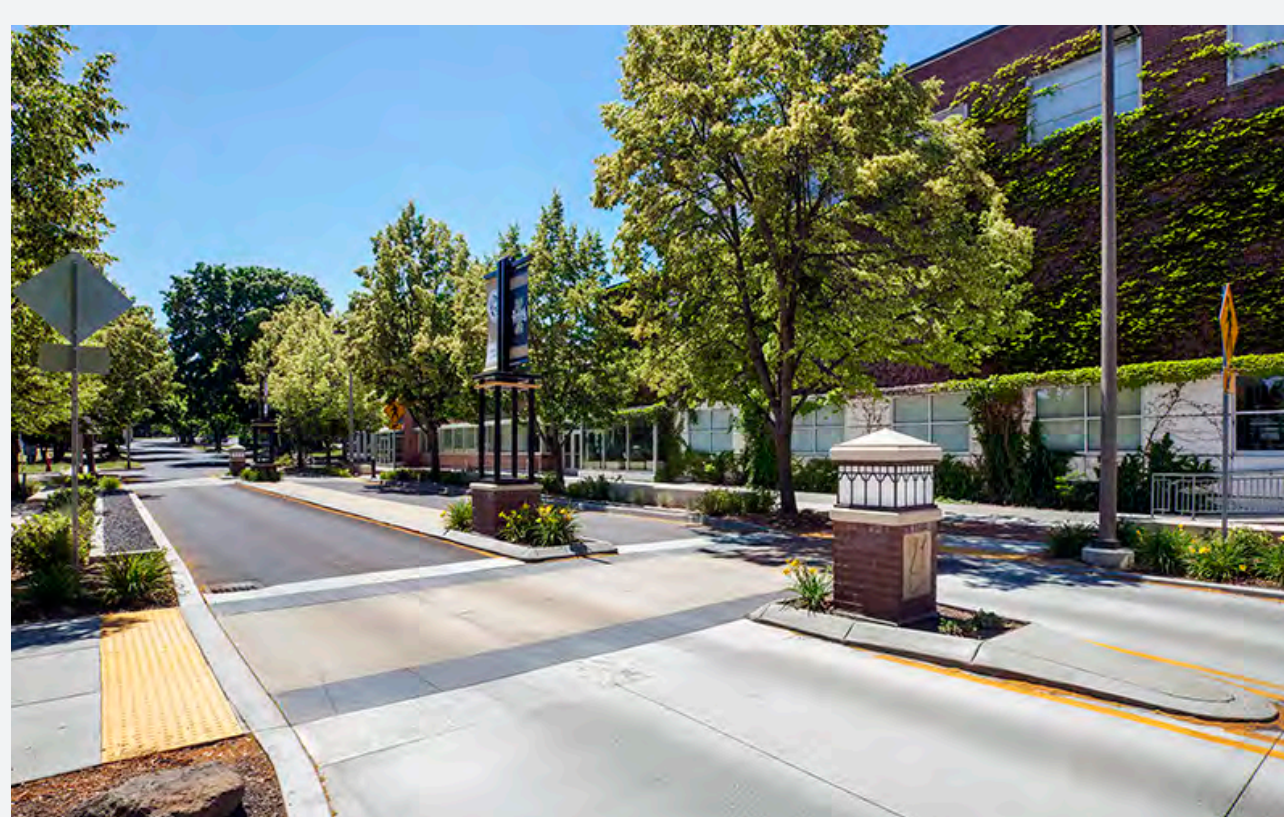
Multi-Purpose Paths



Dynamic Streetscapes



Bike Parking



Safer Crossings



Parklets & People Spots

5. CITY SERVICES

The City of Onalaska is committed to providing services that meet the needs of a growing, active community. From public utilities and the Police and Fire Departments to facilities like the Aquatic Center and the Omni Center, continued investment in these shared assets strengthens the City as a whole.

GOALS	ON A SCALE OF 1 TO 3, SHOULD THIS BE A GOAL FOR LIVE ONA 2040? Add a sticker on the scale below.	ANY STRATEGIES COME TO MIND TO ACHIEVE THIS GOAL? Use a sticky-note to share your thoughts below.
PUBLIC UTILITIES		
<p>GOAL 1: Public utility infrastructure will have the capacity to serve potential growth areas in Onalaska. <i>(Strategies may include evaluating utility capacity as growth occurs)</i></p>		
PUBLIC SAFETY		
<p>GOAL 1: Public safety departments will have adequate staffing and resources to serve the population over the next 10-15 years. <i>(Strategies may include reviewing locations for a second fire station, monitoring call volumes and resources)</i></p>		
COMMUNITY FACILITIES		
<p>GOAL 1: City-owned facilities will be maintained and upgraded to provide a high level of service to Onalaska residents over the next 10-15 years. <i>(Strategies may include investment in the Omni Center and Community Center)</i></p>		

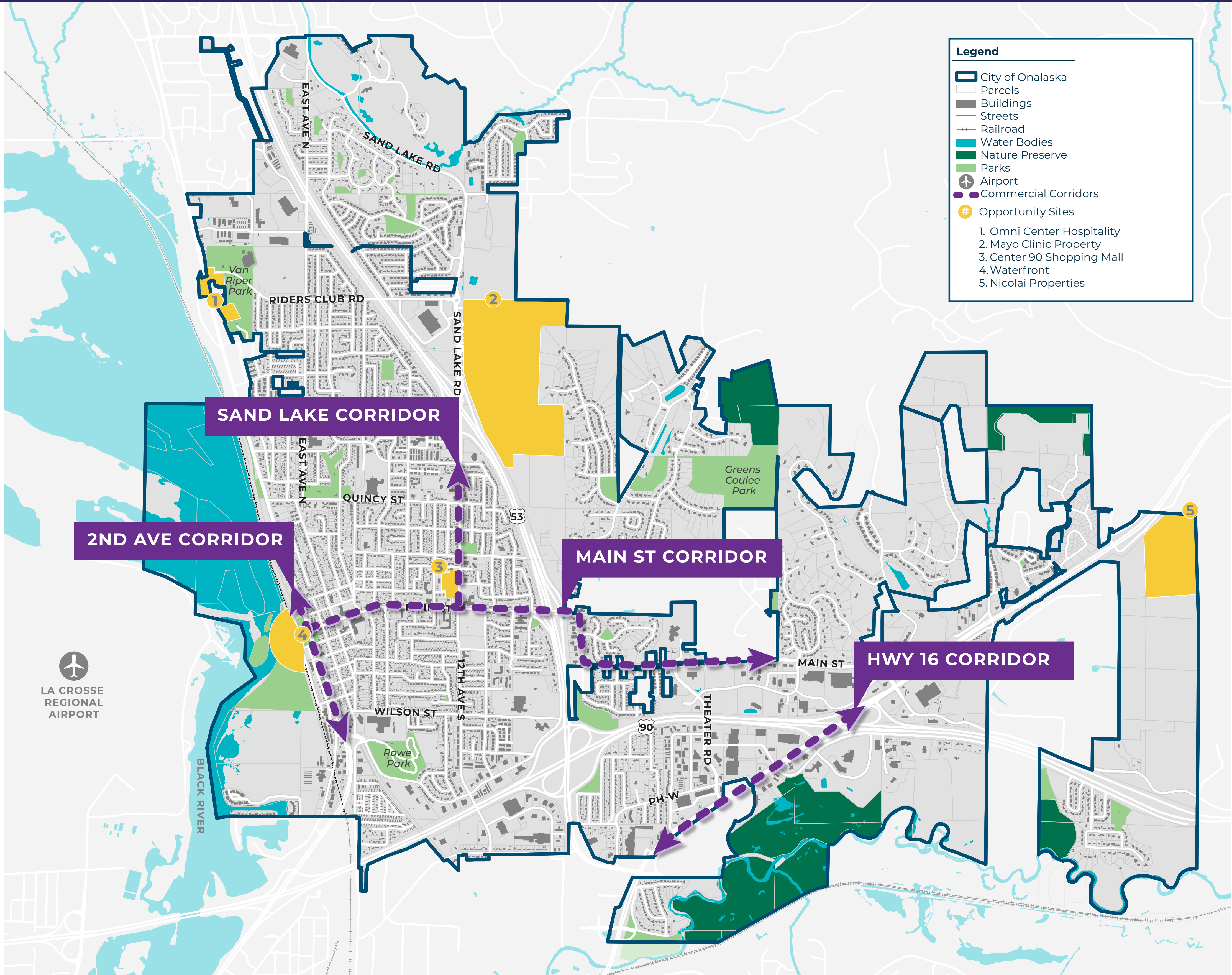


ARE THERE ANY OTHER HIGH LEVEL GOALS YOU THINK WOULD SUPPORT ONALASKA 2040? Use a sticky-note to share your thoughts.

PLACE STICKY NOTE HERE

OPPORTUNITY SITES

AN ANALYSIS OF LAND USES IDENTIFIED FIVE OPPORTUNITY SITES AND FOUR CORRIDORS WHERE DEVELOPMENT OF RESIDENTIAL, COMMERCIAL, INDUSTRIAL, AND/OR OPEN SPACE CAN BE IMPACTFUL.



DESIGN CONCEPTS

The following exhibits illustrate a series of concepts for opportunity sites 1, 2, 3, and 5. Explore the boards and share your thoughts about what you like and dislike. Is there anything not shown you'd like to see?



Are there other areas you'd like to see development ideas in Onalaska?

PLACE POST-IT HERE.

OMNI CENTER SITE

THIS CONCEPT ENVISIONS A NEW HOTEL OFF OF HIGHWAY 35 TO SUPPORT THE OMNI CENTER, AQUATIC CENTER, AND VISITORS LOOKING FOR ACCOMMODATIONS CLOSE TO THE GREAT RIVER TRAIL.



DESIGN CONCEPT 1

- 1 4-Story Hotel**
 - » 100-120 keys
 - » First floor amenity space, outdoor and indoor pool
 - » 115,000 GSF | 150 Parking Spaces
- 2 Detention Area**
- 3 Access Point**
- 4 Potential Secondary Access**
- 5 Emergency Access**

 ON A SCALE OF 1 TO 3, HOW WELL DO YOU LIKE THIS CONCEPT?
Add a sticker to the scale.

NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3
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 WHAT DO YOU LIKE BEST AND LEAST ABOUT THIS CONCEPT?
Use a sticky-note to share your thoughts.

BEST	LEAST
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OMNI CENTER SITE

THIS CONCEPT ENVISIONS A NEW TOWNHOME NEIGHBORHOOD OFF HIGHWAY 35 TO INTRODUCE NEW HOUSING OPTIONS AND TYPES TO ONALASKA.



DESIGN CONCEPT 2

- 1 Rear-Loaded Townhomes**
 - » 2.5- to 3-story townhomes with a 2-car garage per unit.
- 2 Detention Area**
- 3 Access Point**
- 4 Trail Connection to Park**

ON A SCALE OF 1 TO 3, HOW WELL DO YOU LIKE THIS CONCEPT?
Add a sticker to the scale.

NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3
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WHAT DO YOU LIKE BEST AND LEAST ABOUT THIS CONCEPT?
Use a sticky-note to share your thoughts.

BEST	LEAST
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OMNI CENTER SITE

THIS DESIGN CONCEPT ENVISIONS THE FULL BUILD-OUT OF THE CORNER OF RIDERS CLUB RD AND HIGHWAY 35 AS A NEW HOSPITALITY AND RESIDENTIAL HUB. THIS IS A LONG-TERM VISION AND WOULD REQUIRE ASSEMBLING PRIVATE PROPERTY AND ANNEXING UNINCORPORATED LAND.



DESIGN CONCEPT 3

- 1 4-Story Hotel**
 - » 100 keys with first floor amenity space, outdoor and indoor pool
 - » 100,000 GSF | 120-130 Parking Spaces
- 2 Restaurant**
 - » 5,000 SF commercial use fronting Highway 35
- 3 City Storage Facility**
- 4 Rear-Loaded Townhomes**
 - » 2.5- to 3-story townhomes with a 2-car garage
- 5 Detention Area**
- 6 Access Point**
- 7 Trail Connection to Park**

ON A SCALE OF 1 TO 3, HOW WELL DO YOU LIKE THIS CONCEPT?
Add a sticker to the scale.

NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3
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WHAT DO YOU LIKE BEST AND LEAST ABOUT THIS CONCEPT?
Use a sticky-note to share your thoughts.

BEST	LEAST
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MAYO CLINIC SITE

THIS CONCEPT ON THE MAYO CLINIC-OWNED PROPERTY INCORPORATES MIXED HOUSING TYPES WITH NEIGHBORHOOD SERVICING COMMERCIAL USES AND NEW TRAIL CONNECTIONS.



DESIGN CONCEPT

- 1 Neighborhood Serving Commercial**
 - » 1.7-acre retail lots with parking and rear-access
- 2 Rear-Loaded Townhomes & Duplexes**
 - » 2.5- to 3-story townhomes with a 2-car garage
 - » Formed around open green spaces and trail connections to the bluffs.
- 3 Small-Lot Single-Family Parcels**
 - » Surrounding a pocket park
- 4 Detention Ponds**



ON A SCALE OF 1 TO 3, HOW WELL DO YOU LIKE THIS CONCEPT?
Add a sticker to the scale.

NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3
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WHAT DO YOU LIKE BEST AND LEAST ABOUT THIS CONCEPT?
Use a sticky-note to share your thoughts.

BEST	LEAST
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SAND LAKE RD SITE

THIS DESIGN CONCEPT EXPLORES INTRODUCING RESIDENTIAL INFILL INTO THE SAND LAKE CORRIDOR AND STREETScape AND BEAUTIFICATION IMPROVEMENTS.



DESIGN CONCEPT

- 1 Corner 4-Story Mixed-Use Development**
 - » 40 residential units above first-floor covered parking and 2,500 SF of retail.
 - » Pocket park and community gathering space.
- 2 Corner 4-Story Mixed-Use Development**
 - » 44 residential units above first-floor covered parking.
- 3 Parking Lot & Sand Lake Landscaping Enhancements**
 - » New landscaping buffer, signage, marked crossings, and realignment of main entry.
- 4 Rear-Loaded Townhomes**
 - » 2.5- to 3-story townhomes with a 2-car garage
- 5 Streetscape & Cycling Improvements**



ON A SCALE OF 1 TO 3, HOW WELL DO YOU LIKE THIS CONCEPT?
Add a sticker to the scale.

NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3
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WHAT DO YOU LIKE BEST AND LEAST ABOUT THIS CONCEPT?
Use a sticky-note to share your thoughts.

BEST	LEAST
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NICOLAI SITE

THE NICOLAI SITE EXPLORES MIXED RESIDENTIAL PRODUCTS; ATTACHED TOWNHOMES, DUPLEXES, AND DETACHED SINGLE-FAMILY DEVELOPMENT CENTERED AROUND A GREAT POND AND OPEN SPACES.



DESIGN CONCEPT

- 1 Rear-Loaded Townhomes**
 - » 2.5- to 3-story townhomes with a 2-car garage
- 2 Rear-Loaded Duplexes**
 - » 2.5- to 3-story duplex with a 2-car garage
 - » Formed around open green spaces and trail connections to the bluffs.
- 3 Small-Lot Single-Family Parcels**
 - » Significant Tree Buffer Zones
- 4 Single-Family Cluster Housing**
 - » 60'x60' pads for cluster single-family housing with public open space between
- 5 Great Pond**



ON A SCALE OF 1 TO 3, HOW WELL DO YOU LIKE THIS CONCEPT?
Add a sticker to the scale.

NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3
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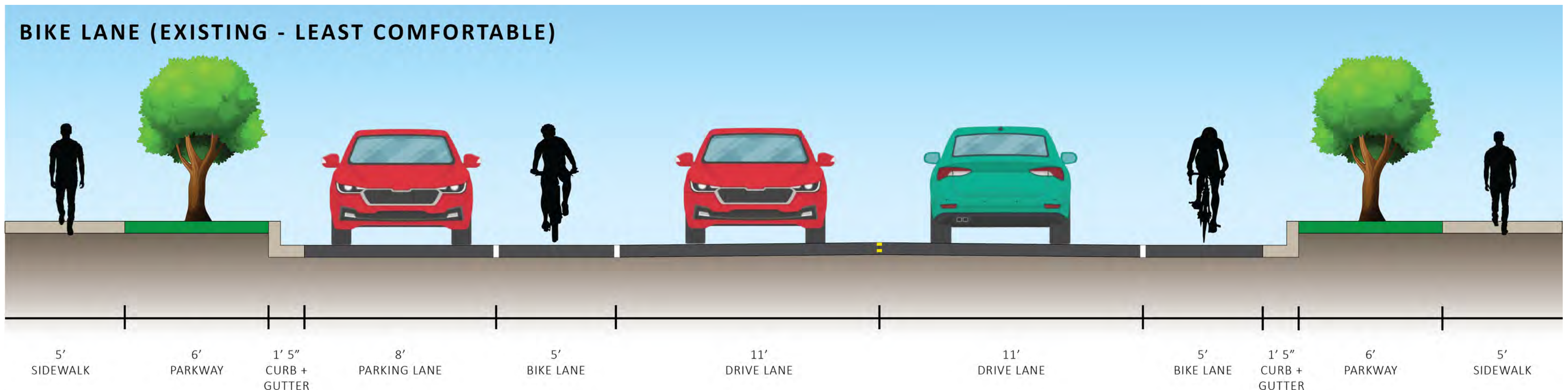


WHAT DO YOU LIKE BEST AND LEAST ABOUT THIS CONCEPT?
Use a sticky-note to share your thoughts.

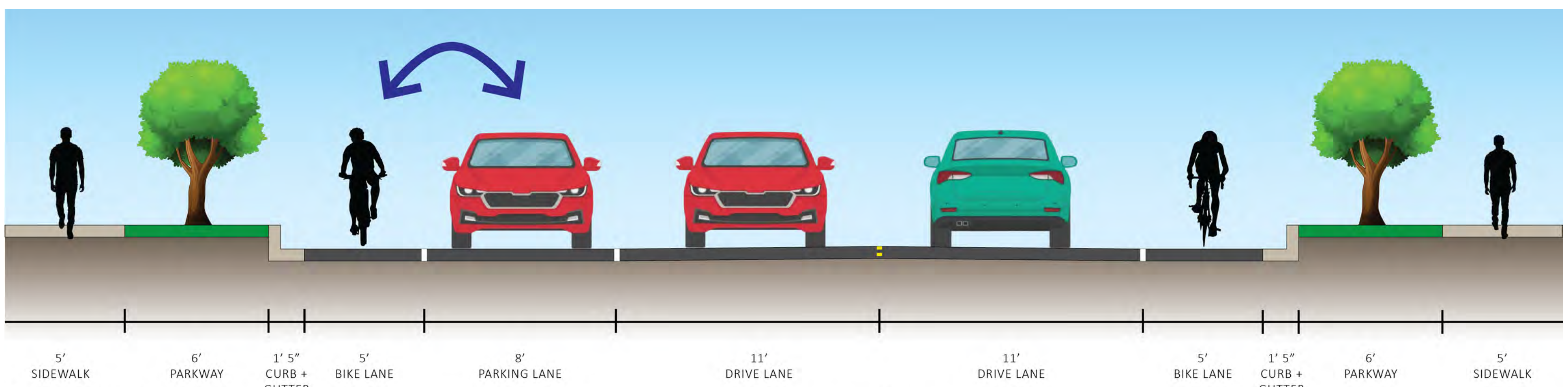
BEST	LEAST
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COMPLETE STREETS

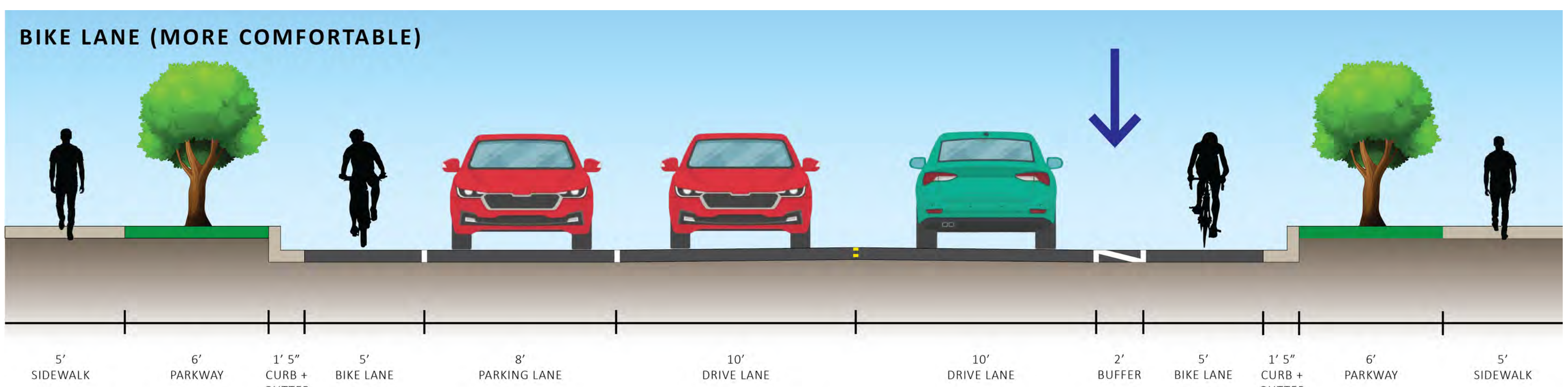
Complete Streets is an approach to planning, designing, building, operating, and maintaining streets that enable safe access for all people who need to use them, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. For Onalaska, this likely would mean the adoption of a policy that would require the City to review the design of any given street when that street comes due for repaving or reconstruction. The City would analyze the feasibility of incorporating accommodations that increase pedestrian, bicycle, and transit mobility while still maintaining automobile efficiency. Below is an example of what a Complete Streets redesign could look like along 3rd Avenue South, south of Main Street near Downtown.



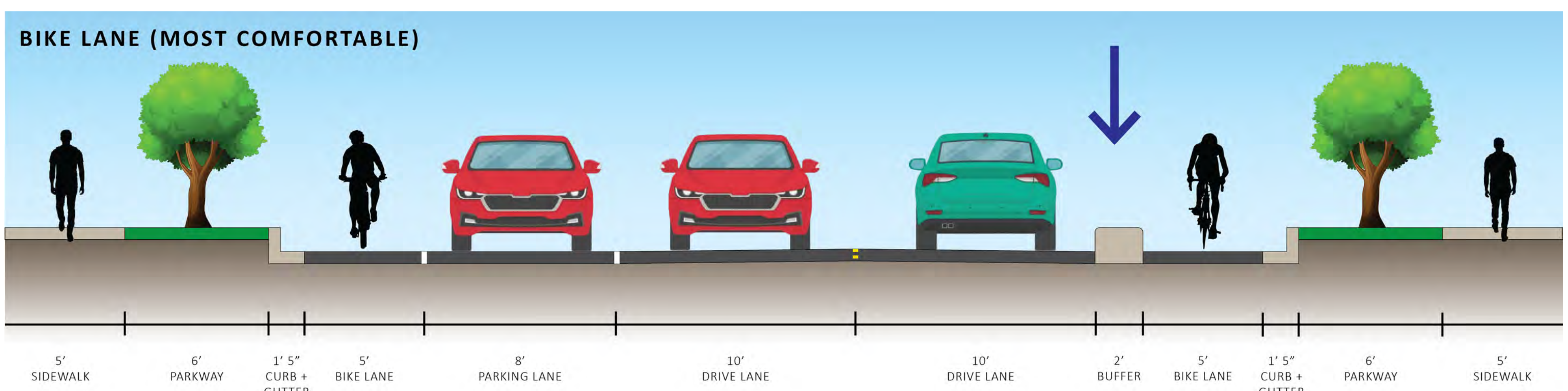
Note: Existing bike lanes along 3rd avenue south, bike lanes adjacent to travel lanes



Note: Bike lane and parking lane swapped, providing increased protection from travel lane



Note: Reduce travel lanes by 1 foot to calm traffic and add striped buffer between other bike lane and travel lane



Note: Transition striped buffer to concrete buffer, increasing protection



WHICH REDESIGN DO YOU THINK WOULD WORK BEST TO IMPROVE BIKING AND WALKING IN ONALASKA? Add a sticker to the scale.

LESS COMFORTABLE 1/3	MORE COMFORTABLE 2/3	MOST COMFORTABLE 3/3
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HAVE ANY OTHER THOUGHTS ABOUT COMPLETE STREETS? Use a sticky-note to share your thoughts.

PLACE STICKY NOTE HERE