

# How Implementation Happens

## Highway 53 Corridor Plan La Crosse, WI

---

May 16, 2017

# Popular Conception



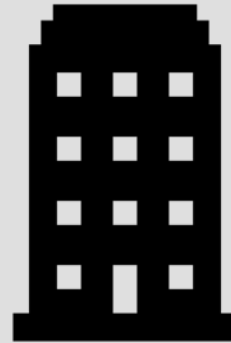
*Build war chest. Fund Projects.*

# The Reality



## Public Realm

Like streets, parks,  
streetscape, etc



## Development

New apartments, retail  
stores, office buildings



## Retail Vitality

Retail district marketing,  
façade improvements

*Implementation leadership and strategies  
vary by project and project type*

# Public Realm Improvements: Implementation

- Implementation will vary for things like:
  - Hickey Park and Copeland Park improvements
  - Traffic calming and intersection crossing improvements
  - Wayfinding
  - Bicycle improvements
- City's Capital Improvement Program (CIP) can play a role
- State and federal matching funding is available for some projects
- Local foundations or organizations can play a role



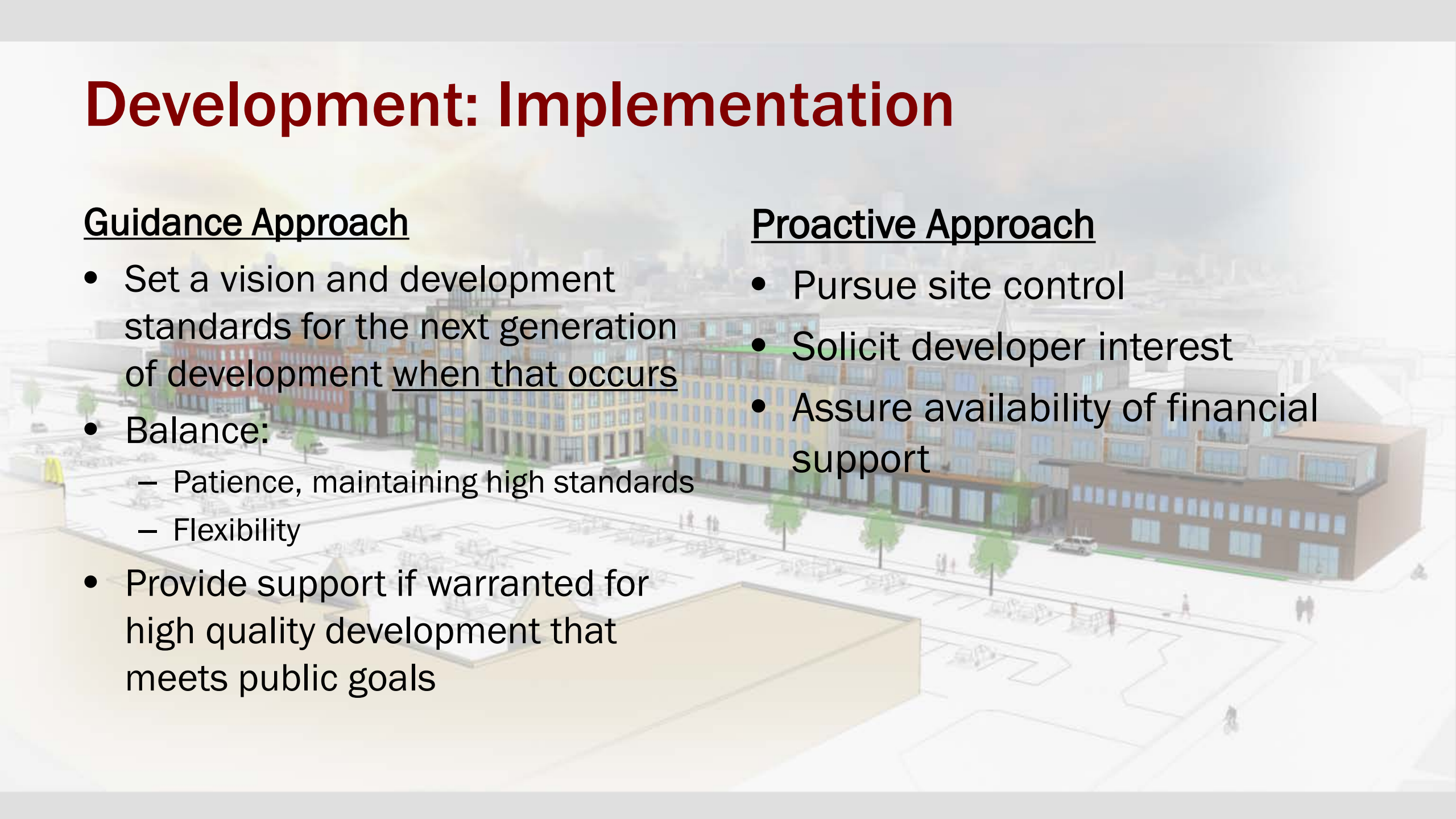
# Development: Implementation

## Guidance Approach

- Set a vision and development standards for the next generation of development when that occurs
- Balance:
  - Patience, maintaining high standards
  - Flexibility
- Provide support if warranted for high quality development that meets public goals

## Proactive Approach

- Pursue site control
- Solicit developer interest
- Assure availability of financial support



# Development: Implementation

- Funding for transformative development projects is organized by the developer
- Developer may pursue additional funding, through:
  - Tax increment financing
  - Affordable housing programs
  - Environmental cleanup programs
  - Land write-downs
  - Other public subsidies
- In Wisconsin property is rarely taken by eminent domain for redevelopment projects.
  - Publicly property acquisition almost always occurs through buying property from willing sellers
  - Eminent domain sometimes occurs for a new public facility like a new street or park.

# Retail Vitality: Implementation

- Business and property owner leadership
- Prioritize a few strategies that will make an impact. Such as:
  - Façade improvement program
  - Retail recruitment
  - Name the storefront district, and roll out a campaign to generate buzz
- Identify staff and resource commitments



# Implementation, General

## Most Important Factor

- Collective will, decision, consensus



## Attitude:

- Empowered, entrepreneurial



## Making the Case

- It's a partnership. Everyone is doing their part.
- Public investment is not excessive. It's focused and proportionate.
- It will make a difference
- The alternative is worse
  - Continued disinvestment
  - Missing the market cycle