

Future of the Blackhawk Junction Shopping Center

Thank You for Your Input!

The City of Prairie du Chien held a public meeting at January 6, 2020 to discuss the development opportunities for the Blackhawk Junction Shopping Center. There were 31 residents registered in attendance at the meeting. Participants were asked to share their level of interest in the following development opportunities by circling the response that most accurately described their opinion.

Responses are shown as total number selected as well as the percentage of those that responded with their level of interest for each opportunity shown.

	Very Interested	Interested	Somewhat Interest	Not Interested
BUSINESS TYPE -RESTAURANTS				
Coffee Shop	10 (40%)	6 (24%)	5 (20%)	4 (16%)
Deli	5 (22%)	10 (43%)	5 (22%)	3 (13%)
Supper Club	2 (11%)	4 (21%)	1 (5%)	12 (63%)
Casual Dining	7 (33%)	5 (24%)	4 (19%)	5 (24%)
Ethnic Food	1 (5%)	4 (19%)	9 (43%)	7 (33%)
Seafood Restaurant	1 (5%)	6 (29%)	3 (14%)	11 (52%)
Farm to Table	8 (35%)	7 (30%)	3 (13%)	5 (22%)
Small Plate/Tapas	1 (5%)	3 (14%)	7 (32%)	11 (50%)
Lunch Spot	4 (17%)	14 (61%)	2 (9%)	3 (13%)
Breakfast Destination	3 (14%)	9 (43%)	5 (24%)	4 (19%)
Dance Club	1 (5%)	2 (9%)	0 (0%)	19 (86%)
Sports Bar	2 (10%)	3 (14%)	2 (10%)	14 (67%)
Fast food/Drive-thru	0 (0%)	4 (19%)	2 (10%)	15 (71%)
Brew Pub	5 (24%)	3 (14%)	5 (24%)	8 (38%)
<i>Other: Outdoor Excursion Company</i>	1			
<i>Other: Mississippi Meats</i>	1			
BUSINESS TYPE -RETAIL				
Sporting & Outdoor Goods	1 (5%)	3 (14%)	7 (33%)	10 (48%)
Music & Books	3 (13%)	8 (33%)	5 (21%)	8 (33%)
Hardware/Home Improvement/Farm Supply	2 (10%)	6 (29%)	6 (29%)	7 (33%)
Grocery/Co-Op	17 (65%)	8 (31%)	0 (0%)	1 (4%)
Wine & Cheese/ Specialty Foods Retailer	2 (9%)	6 (27%)	9 (41%)	5 (23%)
Clothing & Shoes	8 (35%)	7 (30%)	5 (22%)	3 (13%)
Home Accessories	2 (10%)	9 (43%)	4 (19%)	6 (29%)
Vitamin Store/Community Pharmacy	2 (9%)	3 (14%)	4 (18%)	13 (59%)
Accessories & Jewelry	1 (5%)	5 (24%)	4 (19%)	11 (52%)
Arts & Crafts/Hobby Store	4 (17%)	9 (39%)	5 (22%)	5 (22%)
Electronics & Accessories	2 (10%)	3 (15%)	5 (25%)	10 (50%)
Thrift/Consignment	6 (27%)	3 (14%)	4 (18%)	9 (41%)
Car Wash	0 (0%)	2 (10%)	3 (15%)	15 (75%)
<i>Other: CAP office needs more room</i>	1			
BUSINESS TYPE -SERVICES				
Spa/ Health Club	6 (27%)	6 (27%)	4 (18%)	6 (27%)
Hair Salon/Nail Salon	3 (13%)	6 (26%)	6 (26%)	8 (35%)
Interior Design House	0 (0%)	3 (16%)	6 (32%)	10 (53%)
Yoga/ Dance Studio	7 (30%)	3 (13%)	6 (26%)	7 (30%)
Dry Cleaners	5 (22%)	9 (39%)	2 (9%)	7 (30%)
Banks and Financial Institutions	5 (23%)	5 (23%)	3 (14%)	9 (41%)
Real Estate and Insurance Offices	1 (5%)	4 (18%)	6 (27%)	11 (50%)
Corporate/Regional Headquarters	2 (10%)	3 (14%)	5 (24%)	11 (52%)

Continued on Back

Future of the Blackhawk Junction Shopping Center

UNIT TYPE - RESIDENTIAL				
Single-Family Homes	4 (17%)	6 (26%)	6 (26%)	7 (30%)
Duplex	7 (32%)	8 (36%)	3 (14%)	4 (18%)
Condominiums/Townhomes	9 (38%)	12 (50%)	1 (4%)	2 (8%)
Apartments	9 (38%)	7 (29%)	4 (17%)	4 (17%)
Senior Living	9 (39%)	6 (26%)	2 (9%)	6 (26%)
OCCUPANCY TYPE - RESIDENTIAL				
Owner-occupied (any unit type)	9 (41%)	9 (41%)	3 (14%)	1 (5%)
Rental (any unit type)	11 (50%)	6 (27%)	2 (9%)	3 (14%)
Affordable Housing (income-qualified, any type)	5 (24%)	3 (14%)	4 (19%)	9 (43%)
Supportive Housing (veterans, disabled, etc.)	6 (30%)	3 (15%)	5 (25%)	6 (30%)
PUBLIC SPACE AMENITIES				
Ice Rink	0 (0%)	2 (10%)	8 (40%)	10 (50%)
Playground	8 (35%)	8 (35%)	3 (13%)	4 (17%)
Farmer's Market	10 (38%)	9 (35%)	4 (15%)	3 (12%)
Interactive Fountain/Spray Pad	1 (5%)	4 (19%)	7 (33%)	9 (43%)
Public Art	4 (18%)	4 (18%)	7 (32%)	7 (32%)
Bike "Fix-it" Station	2 (10%)	5 (24%)	6 (29%)	8 (38%)
B-cycle Station	1 (5%)	5 (24%)	4 (19%)	11 (52%)
Stage/Events Area	3 (15%)	2 (10%)	5 (25%)	10 (50%)
Community Bulletin Board	3 (14%)	3 (14%)	7 (33%)	8 (38%)
Outdoor Dining	4 (17%)	8 (35%)	7 (30%)	4 (17%)
Wi-Fi	10 (45%)	4 (18%)	4 (18%)	4 (18%)
HOTEL AMENITIES- What services should a hotel on site provide?				
Meeting Space	4 (20%)	8 (40%)	2 (10%)	6 (30%)
Extended Stay	2 (10%)	8 (40%)	3 (15%)	7 (35%)
Business Center	3 (16%)	6 (32%)	4 (21%)	6 (32%)
Full Service Restaurant w/room service	4 (19%)	6 (29%)	5 (24%)	6 (29%)
Fitness Center	6 (29%)	6 (29%)	4 (19%)	5 (24%)
Shuttle Service	4 (19%)	6 (29%)	5 (24%)	6 (29%)
Business Center	3 (16%)	5 (26%)	6 (32%)	5 (26%)

Other Comments:

- Worker inflow: 3,368, outflow: 1,694, stay: 1,295
- High end consignment shop. Kohls department store
- Low income should be low priority. Small food shops & grocery should be considered. No banks, hotels, or sporting goods. Mass transit possibilities
- See Park Place in Hartford WI - beautifully designed with amenities close by.
- 3M has people coming through in a 2-year stay at PdC. Upper end rental apartments.
- Condos or apartments with possibly small shops on the ground floor - fitness, grocery/coop, coffee shop/deli. Good parking and garages. I would love to see Mississippi Meats be on the property and the fitness center.
- Need grocery on north end of Prairie. Keep rent, prices, expenses in the low-middle class range. Enclosed area for walking (small dog park?). Affordable housing a plus! Use solar power-passive-build with less door, windows to the north and west. Don't take away from businesses already here!@ Information about retail was helpful.
- I would love to see arts and crafts hobby store.
- Most suggestions are considered desirable, in life they tend to be marginal. This is a once in a lifetime opportunity. Town Centre, desirable accessibility. Sports, entertainment - not expensive membership access only.

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Group Exercise

Following the individual worksheets, participants at the public meeting were asked to answer and discuss the following within small groups.

What are your biggest concerns about redevelopment of the plaza?

- Higher density to contribute to tax base. Layout of property for flowage – place of gathering. Appeal to various ages. Modernize area – not like any other place in Prairie du Chien. What can this area support? Don't suggest 5* hotel – we can't support it. How do you accommodate the existing businesses?
- That this project turns into a mess or slum.
- High turnover of businesses.
- Keeping current businesses established and not add same retail to potentially put a business under.
- Keeping businesses that are there. That it won't happen. That we don't serve the neighborhood.
- Housing on the lower income side. Getting quality jobs in the area to support new development. Shoot too low for potential, not jumping on something that doesn't fit. Getting tax base back above what it was assessed at, support what goes there.
- Tax effort on community – must be negative or very low. Aim for single family/condo/townhome/apartment/senior 55+
- 24-40 unit apartment building – 2-3 bedrooms/2 baths, walk-in closets, attractive design, at least one elevator, designated parking plus indoor extra, and secure storage. (Building should include community room/outdoor amenities – BBQ, vegetable garden, etc. for residents) Would still like to see market/grocery and fitness center.
- Too grandiose of an idea! Make it realistic. Not duplicating what we have. Doing something that will weather change. Affordable housing isn't based strictly on income.
- Not listening to the average citizen. Prices will be too high. Traffic increase. Property values of home in the area. Are businesses really needed? Used by average citizen? Location is a plus.
- Traffic in the area will increase. Will bring more business into the area from Bridgeport. What kind of housing in area? Low housing. How will it affect the property prices of the area houses?
- I would love to see pet store that would draw people to come see the pets.
- Don't mess up the opportunity to create a great chance to establish a community space enjoyed by all. Keep Town Centre alive – make it attractive to most citizens. Don't be a "Ferryville," lined up on the side of the road.

What key community issue/problem/need could redevelopment of the plaza address?

- Green space – trees/shrubs/sidewalks. Ecotourism – bikes/kayaks/ATVs-UTVs – access to equipment.
- Young professionals, starter homes – own or rent?
- Housing issue. Green space – develop park space to accommodate current uses as well as new development. Important to development of a neighborhood.
- Stormwater. Larger commercial space. Accommodating businesses within the city to relocate and expand. Expand park area. Tie into downtown streetscape.
- Low cost commuter bus – among PdC business district (McGregor, Marquette)
- No apartments available in PdC!
- Hold on to more professionals to area. Draw more people to north of town. Cultural area to draw people.
- Affordable housing, more jobs.
- Avoid sprawl. Keep needed income levels affordable.

What is your big idea for redeveloping the plaza?

- Hub for transportation – park & ride. Trolley to sites.
- Get it cleaned up. Demolish old T.V. and bring soil remediation.
- Get improved/new businesses to serve the north east side community. Senior housing, mixed housing – townhouse/duplex (middle income working class). Green space for current families – make it part of the neighborhood. Open streets.
- New housing will be served by businesses.
- Several commercial – anchor the site, thinking to get away from layout that was there.
- Top bottom – senior housing top/small business bottom
- No place for 3M employees to rent when coming into town – especially if they aren't staying long time.
- Keeping the current tenants.
- Glad keeping businesses that area already there. Location is a plus – close to fire station and clinic. Eye appeal, but not too fancy. Community space enjoyed by all. Keep space available for future.

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Any other notes, ideas, or thoughts?

- How to get traffic flow from downtown to plaza? Grow the downtown area – connection with area. Strong marketing campaign to promote “uptown!” Positive spin.
- We have a direct interest in this. Our house is attached to this property (next to fire station). We don’t want this to be a dump.
- Support community tax base. Don’t compete with existing/established businesses. Preserve property value of existing residential area.
- The center does not simply serve the neighborhoods around it, it is part of the neighborhood.
- See Hartford, WI – Park Place
- Plus – close to fire station and clinic. Travel hub for area. Underground parking. Not complete with downtown – pull together. Meet community needs yet upscale and affordable. Room to expand local businesses. Need good homes.
- Would love to have food store and pet store.
- Obvious, I assume, but keep development in phases. Assess desires for different markets at different times.