

COMMUNITY CONVERSATION

Future of the Blackhawk Junction Shopping Center



MONDAY, JANUARY 6, 2020 | 6:30 PM - 8:00 PM

City Hall Community Room

214 East Blackhawk Avenue, Prairie du Chien, WI 53821

AGENDA

- Introductions and Presentation
- Vision Worksheets
- Small Group Discussion
- Report Out
- Final Thoughts and Wrap-up

VANDEWALLE & ASSOCIATES

- Multi-disciplinary team of designers and planners committed to rebuilding Great Lakes cities and economies
- Place Makers & Urban Designers
- Redevelopment Experts
- Understand the community – recent work on redevelopment timeline/strategy for Blackhawk Junction site



VANDEWALLE &
ASSOCIATES INC.



MEETING PURPOSE

- Outline planning process
- Learn about the Study Area
- Gather thoughts and ideas on assets, issues and opportunities

PROJECT GOALS AND OBJECTIVES

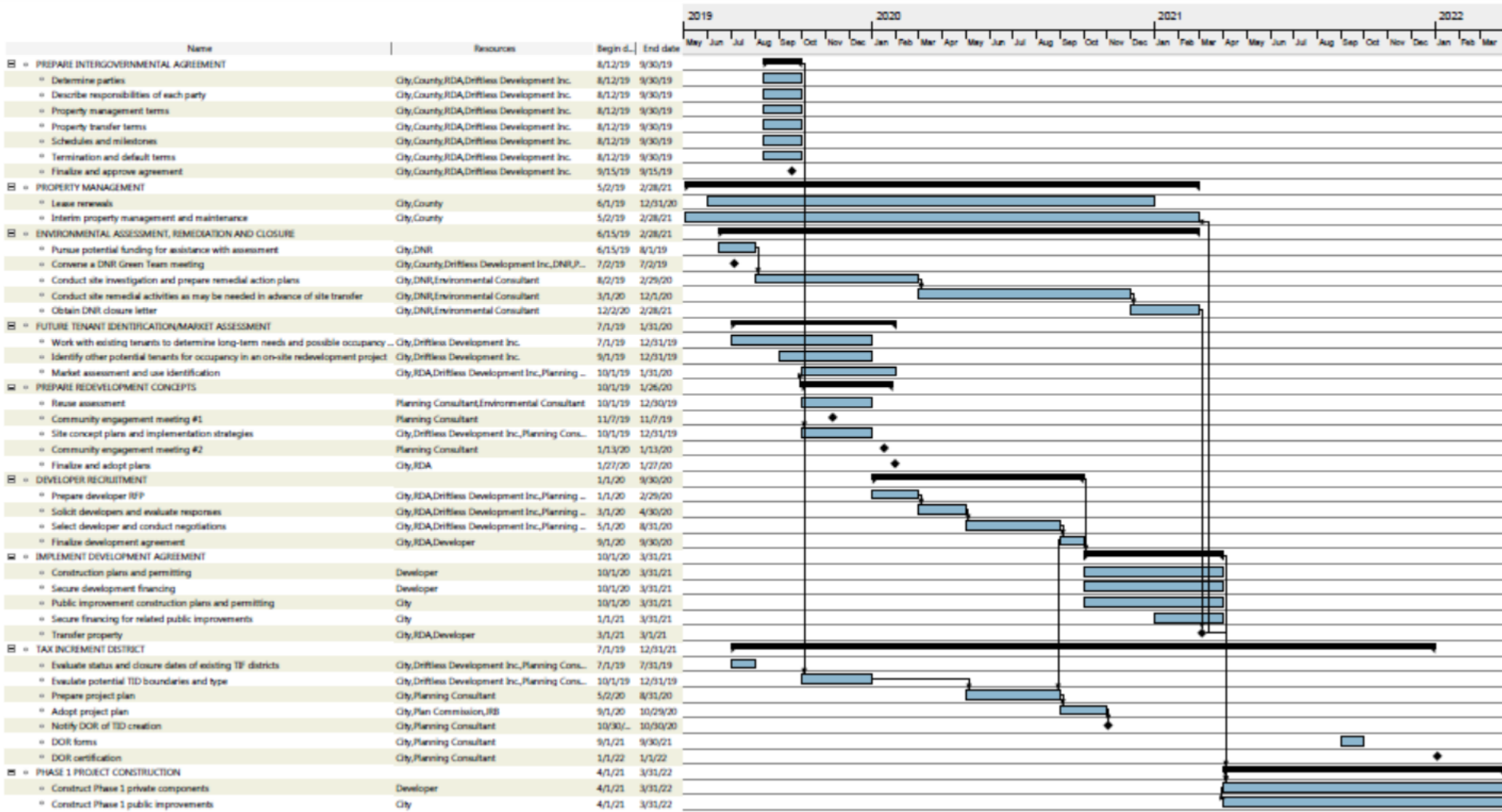
Wisconsin DNR grant funded project via USEPA

- Complete a reuse concept study for the site
 - identify realistic, near-term redevelopment opportunities that make sense for the community
- Public engagement
 - determine a preferred reuse concept for the site
- Implementation and funding strategy
 - Identify action steps, partners, and sources of technical and financial support

WORK COMPLETED TO DATE

- Market Analysis (UW-Extension And Driftless Development Inc.)
- Site Redevelopment Strategy & Timeline (V&A)
- Phase 1 Environmental Site Assessment (Bay West)
- Redevelopment Authority (RDA) acquisition of Blackhawk Junction site from Crawford County
 - Mostly vacant and tax delinquent since 2014
 - County-owned since June 2019
- City designation of site as “blighted area” under state law to facilitate redevelopment planning by RDA/Council

DRAFT REDEVELOPMENT TIMELINE



REDEVELOPMENT ACTION ITEMS

1. Prepare Intergovernmental Agreement
2. Property Management
3. Environmental Assessment, Remediation and Closure
4. Future Tenant Identification/Market Assessment
5. Prepare Redevelopment Concept Plans
6. Developer Recruitment
7. Implement Development Agreement
8. Tax Increment District (if necessary)
9. Phase 1 Construction

BACKGROUND





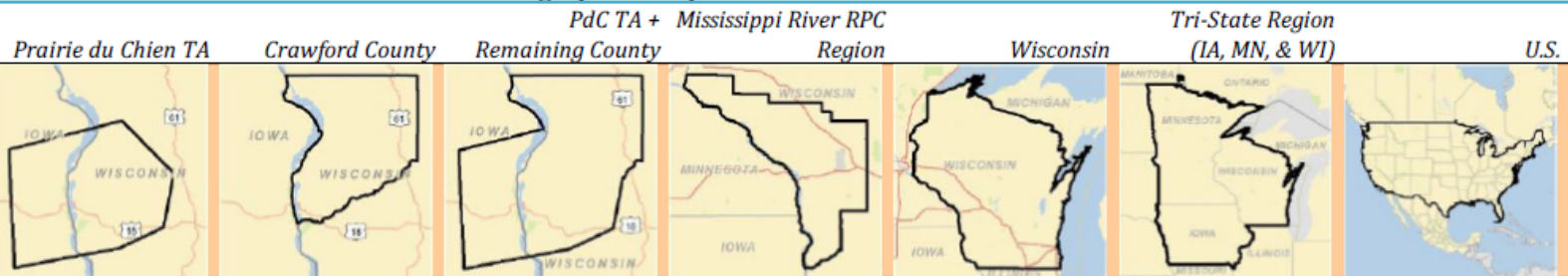
Market Analysis
Prairie du Chien
and nearby communities in
Allamakee, Clayton and Crawford Counties
2018
Community-led research to support business development



Draft June 29, 2018



Demographic Comparison



	Prairie du Chien TA	Crawford County	Remaining County	PdC TA + Mississippi River RPC Region	Wisconsin	Tri-State Region (IA, MN, & WI)	U.S.
Population							
2010 Population	20,850	16,644	26,084	317,068	5,686,986	14,037,266	308,745,538
2017 Population	20,731	16,729	26,173	326,160	5,824,481	14,628,076	327,514,334
% Annual Change '10-'17	-0.1%	0.1%	0.1%	0.6%	0.5%	0.8%	1.2%
Households							
2010 Households	8,637	6,812	10,865	125,069	2,279,768	5,588,571	116,716,292
2017 Households	8,615	6,844	10,931	129,023	2,341,973	5,819,011	123,158,887
% Change '10-'17	-0.1%	0.1%	0.1%	0.6%	0.5%	0.8%	1.1%
2017 Avg. HH Size	2.31	2.33	2.31	2.43	2.42	2.44	2.59
Housing							
2010 Owner Occupied	57.5%	58.5%	57.5%	63.9%	59.1%	62.7%	57.7%
2010 Renter Occupied	18.8%	18.9%	17.5%	26.2%	27.7%	25.9%	30.9%
2010 Vacant or Seasonal	23.6%	22.6%	25.0%	9.9%	13.1%	11.4%	11.4%
Median HH Income							
2017 HH Income	\$ 50,639	\$ 47,207	\$ 50,140	\$ 53,912	\$ 56,369	\$ 58,343	\$ 56,124
Per Capita Income							
2017 Per Capita Income	\$ 26,435	\$ 25,037	\$ 26,036	\$ 27,565	\$ 30,120	\$ 31,449	\$ 30,820
Household Composition							
2010 HH w/ children	27.3%	27.2%	26.9%	29.8%	30.6%	31.0%	33.4%
2010 Population by Age							
Median Age	44.0	44.6	44.9	38.4	38.4	37.9	37.1
18 +	77.5%	77.6%	77.7%	76.9%	76.4%	76.1%	76.0%
2010 Race and Ethnicity							
White	96.7%	96.6%	97.0%	94.1%	86.2%	87.0%	72.4%
Black	1.5%	1.8%	1.2%	1.0%	6.3%	5.1%	12.6%
Asian	0.3%	0.4%	0.3%	1.8%	2.3%	2.8%	4.8%
Other	1.5%	1.2%	1.5%	3.1%	5.2%	5.1%	10.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Hispanic	1.2%	0.9%	1.1%	2.2%	5.9%	5.3%	16.3%
2017 Education							
Population Age 25+	14,940	12,111	18,987	219,032	3,982,997	9,944,451	222,465,994
% Bachelors degree of higher	15.5%	11.1%	15.5%	24.2%	28.7%	30.7%	31.1%

DESIRED BUSINESS TYPES

2018 PDC MARKET ANALYSIS, UW-EXTENSION AND DRIFTLESS DEVELOPMENT INC.

- Book store
- Car wash
- Clothing
- Department store
- Dry cleaning
- Farm supply
- Grocery/co-op
- Arts & crafts/hobby
- Hardware/home improvement
- Sporting goods
- Microbrewery/distillery
- Thrift/consignment stores

Categories of Desired Economic Activity

Prairie du Chien's Comprehensive Planning Committee discussed the categories of economic activity desired on March 27 and April 15, 2003. The following types of businesses are desired:

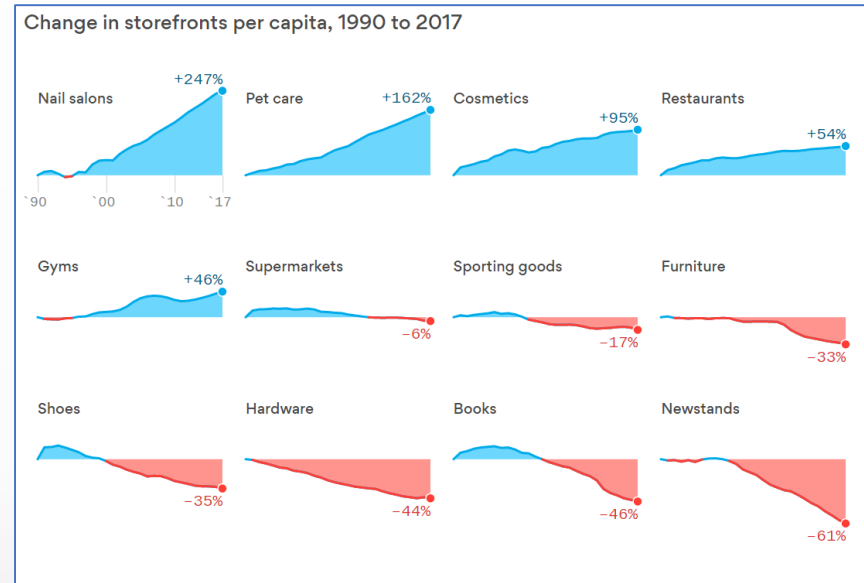
- Competition for Wal-Mart
- Outdoor dining
- Meat market
- Health food store
- Kind on natural environment (clean)
- High tech
- Higher pay industrial jobs
- College level jobs
- Federal land management field offices
- Indoor flea market
- High quality businesses in TIF districts
- Eco-tourism
- Mountain bike park trail
- Those complimenting existing businesses
- Grow local businesses
- Small niche retailers
- Theme (Local or Chain) restaurants
- Locally-owned restaurant
- Downtown businesses that are "open" at desired times
- Music store
- Book store
- Grocery store
- Day care
- Bakery
- Specialty college
- Sandwich/deli shop
- Boarding school
- Fish processing – retail and wholesale
- Wood Products - value-added manufacturing
- Locally grown food
- Food co-op
- Excursion dining
- Theatre/arts
- Cultural theme
- Gateway community
- Bike/canoe store
- Liberal arts college
- Bike trail to Madison
- Ice cream shop
- Fabric store
- Light manufacturing
- YMCA – youth recreation
- Cheese factory
- Micro-brewery
- Wildlife classes school
- Elder hostel



THE STATE OF RETAIL

“BIG PICTURE”

- Declining shopping mall visits
 - Dropped by 50% nationally between 2010 and 2013
- Rise of e-commerce
 - Online sales volume has grown 92% since 2013, significantly outpacing brick and mortar sales
- Retail closings
 - “mall chains” with many locations and high overhead are declining in real numbers and in average store size
 - hardware, clothing, books and other soft lines also struggling outside of high-income areas
- Retail openings
 - local services, personal care stores, discount retailers and dollar stores
 - The common theme: The offerings can't be easily replicated online.
- High retail vacancy and too much available space
 - Retail will never completely go away, but uses, ambiance and activity mix will change



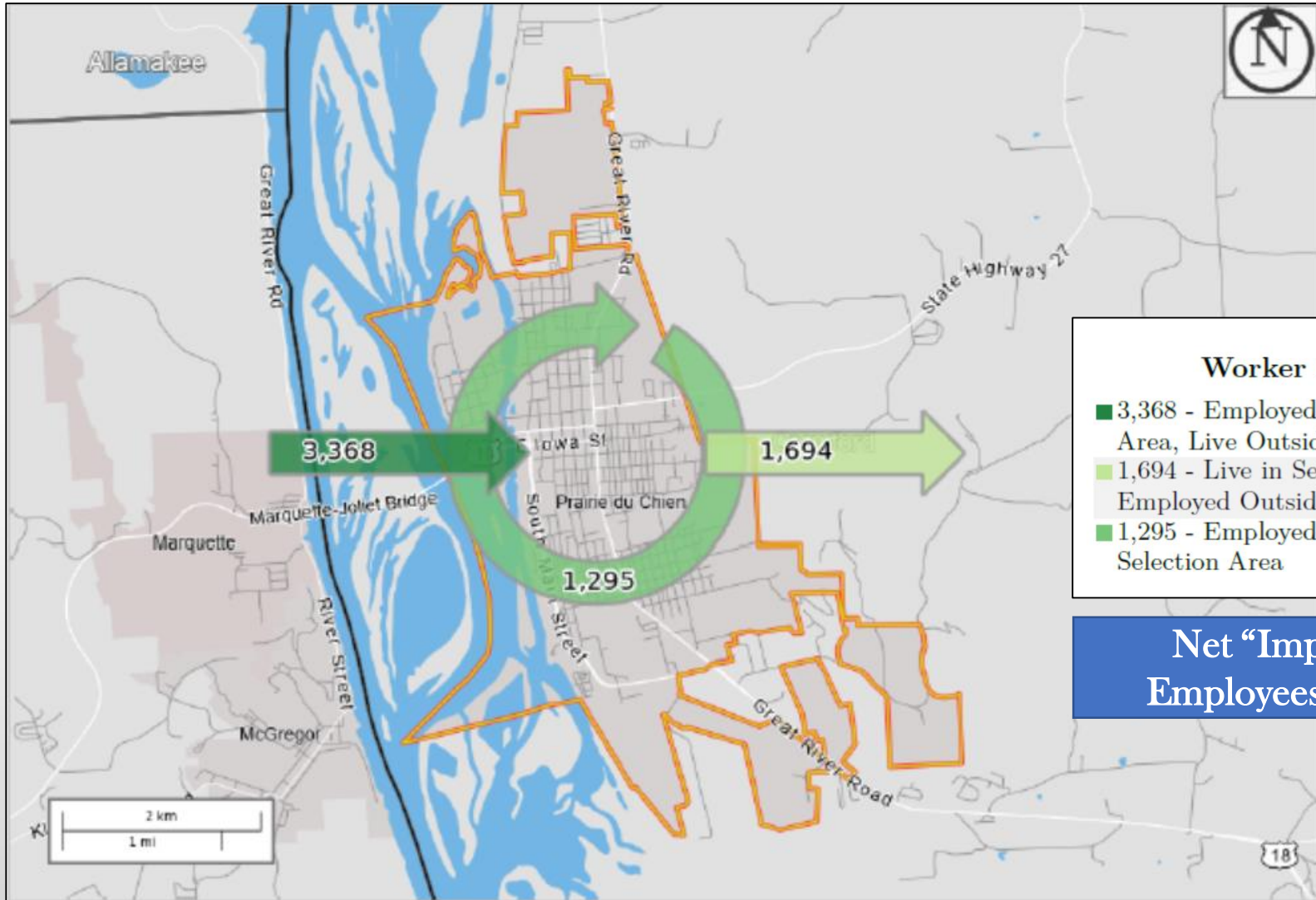
Data: Bureau of Labor Statistics, Federal Reserve Band of St. Louis; Chart: Axios

BY THE NUMBERS

- Between 1990 and 2017, the number of nail salons for every 100,000 Americans nearly tripled, from fewer than two to nearly seven.
- Pet grooming surged by one-and-a-half-times, and cosmetics almost doubled.

COMMUTER FLOWS

CITY OF PRAIRIE DU CHIEN, 2017



Worker Flows

- 3,368 - Employed in Selection Area, Live Outside
- 1,694 - Live in Selection Area, Employed Outside
- 1,295 - Employed and Live in Selection Area

**Net "Imported"
Employees = 1,674**

AREA CONTEXT

18

9,200+ Daily Vehicles

35

7,200+ Daily Vehicles

27

4,400+ Daily Vehicles

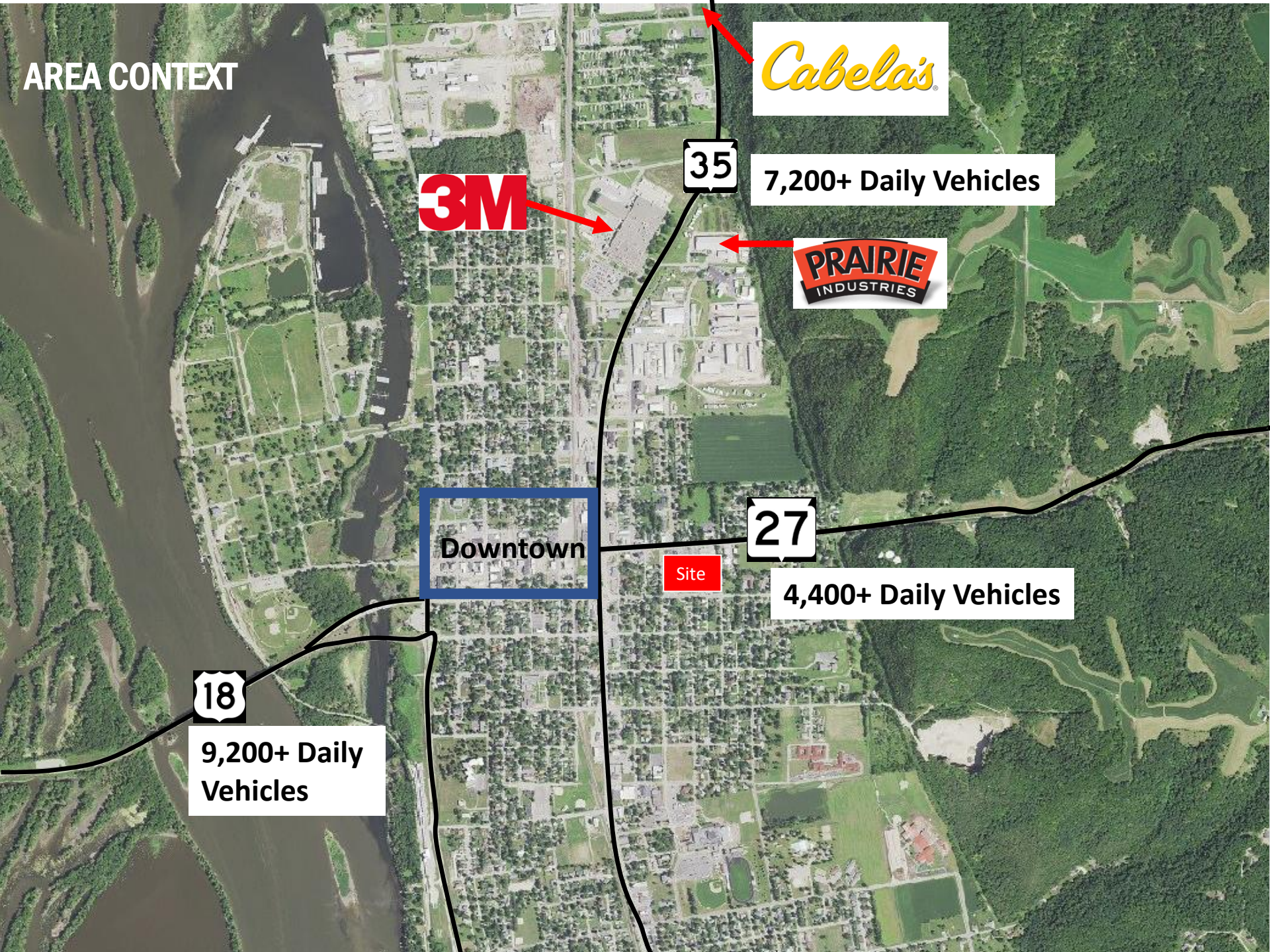
3M

Cabela's

PRAIRIE INDUSTRIES

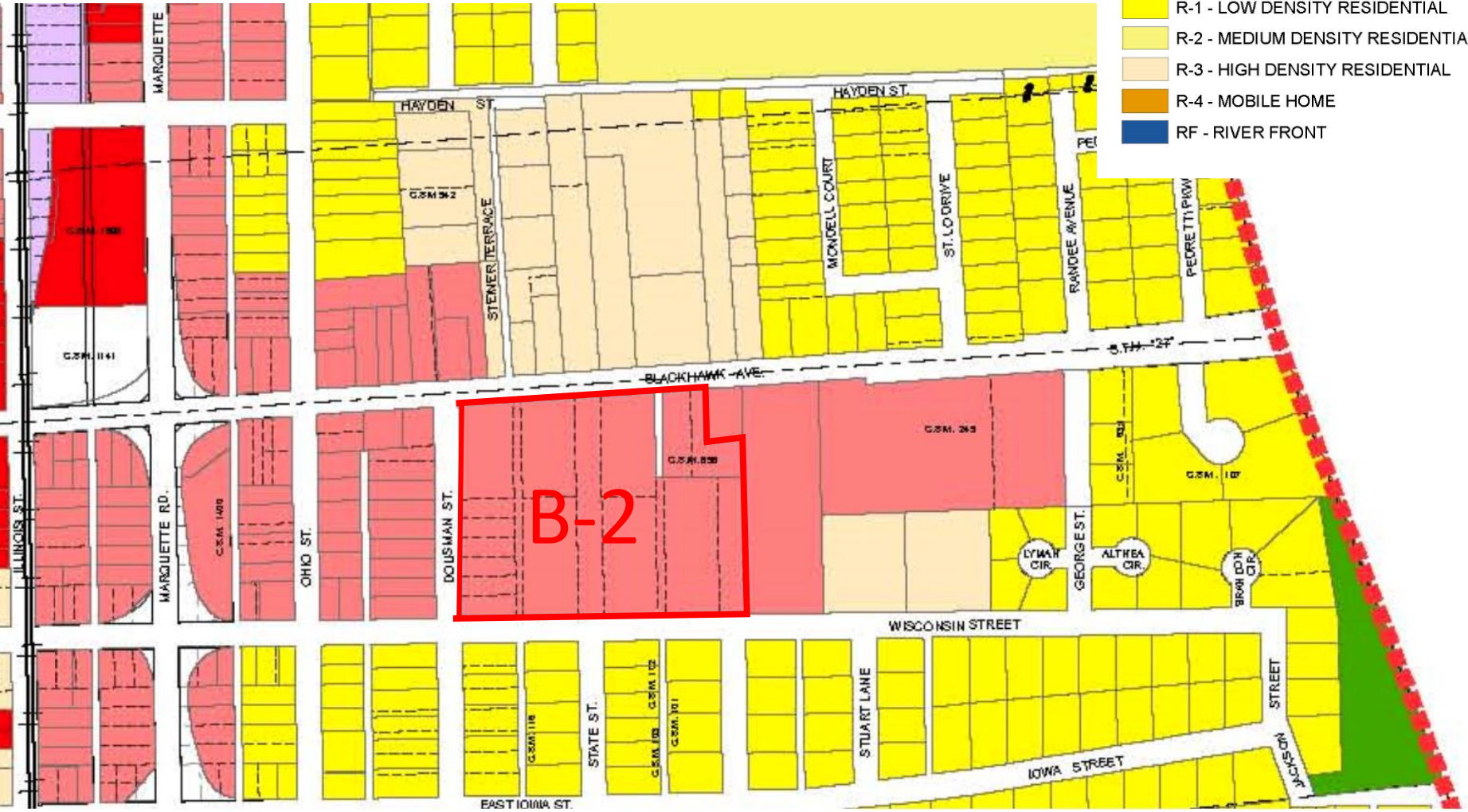
Downtown

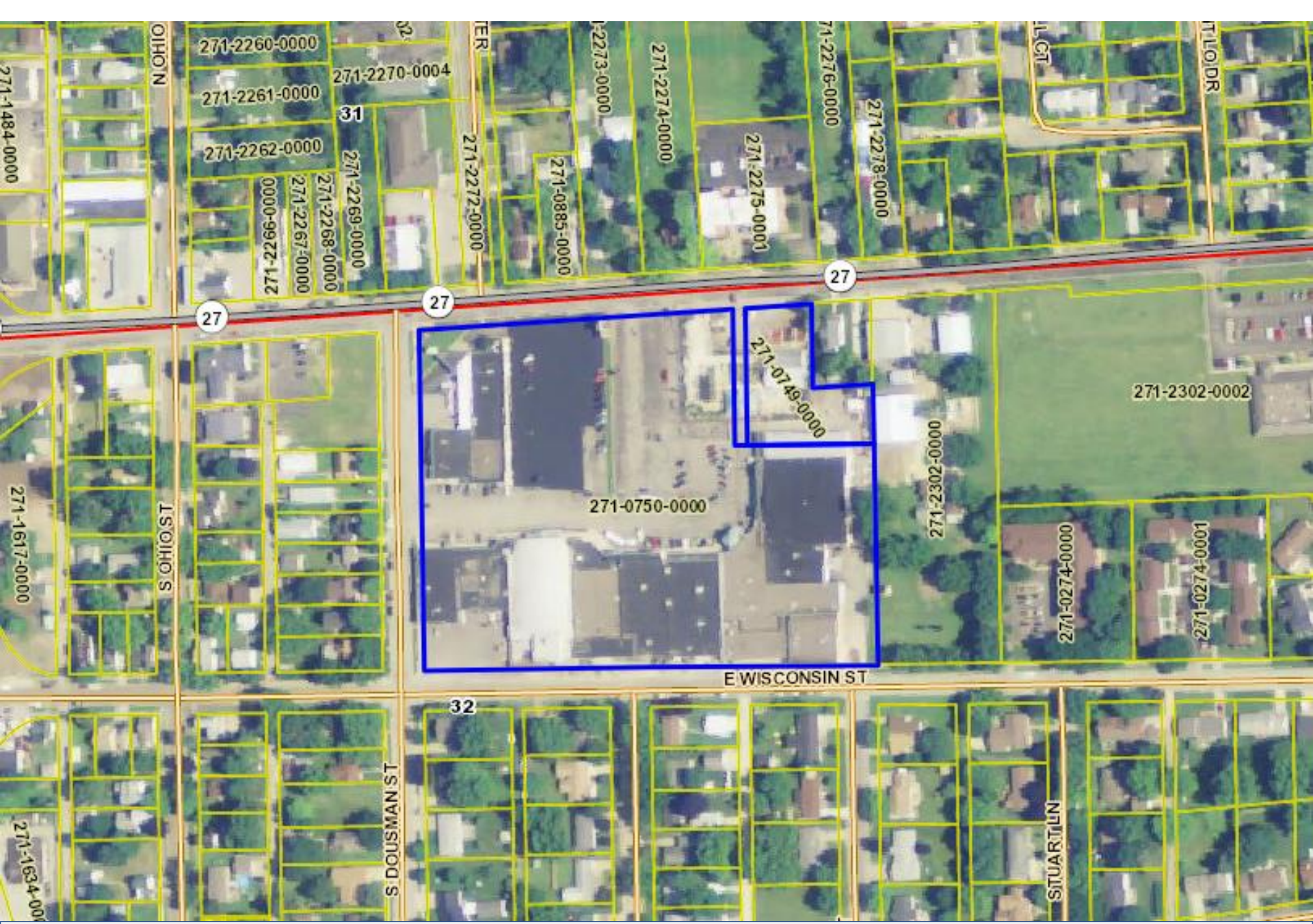
Site



ZONING

- AT - AGRICULTURAL TRANSITION
- B-1 - CENTRAL BUSINESS
- B-2 - HIGHWAY COMMERCIAL
- I-1 - INDUSTRIAL / NONMANUFACTURING
- I-2 - INDUSTRIAL / MANUFACTURING
- R-1 - LOW DENSITY RESIDENTIAL
- R-2 - MEDIUM DENSITY RESIDENTIAL
- R-3 - HIGH DENSITY RESIDENTIAL
- R-4 - MOBILE HOME
- RF - RIVER FRONT





BLACKHAWK JUNCTION (2013)



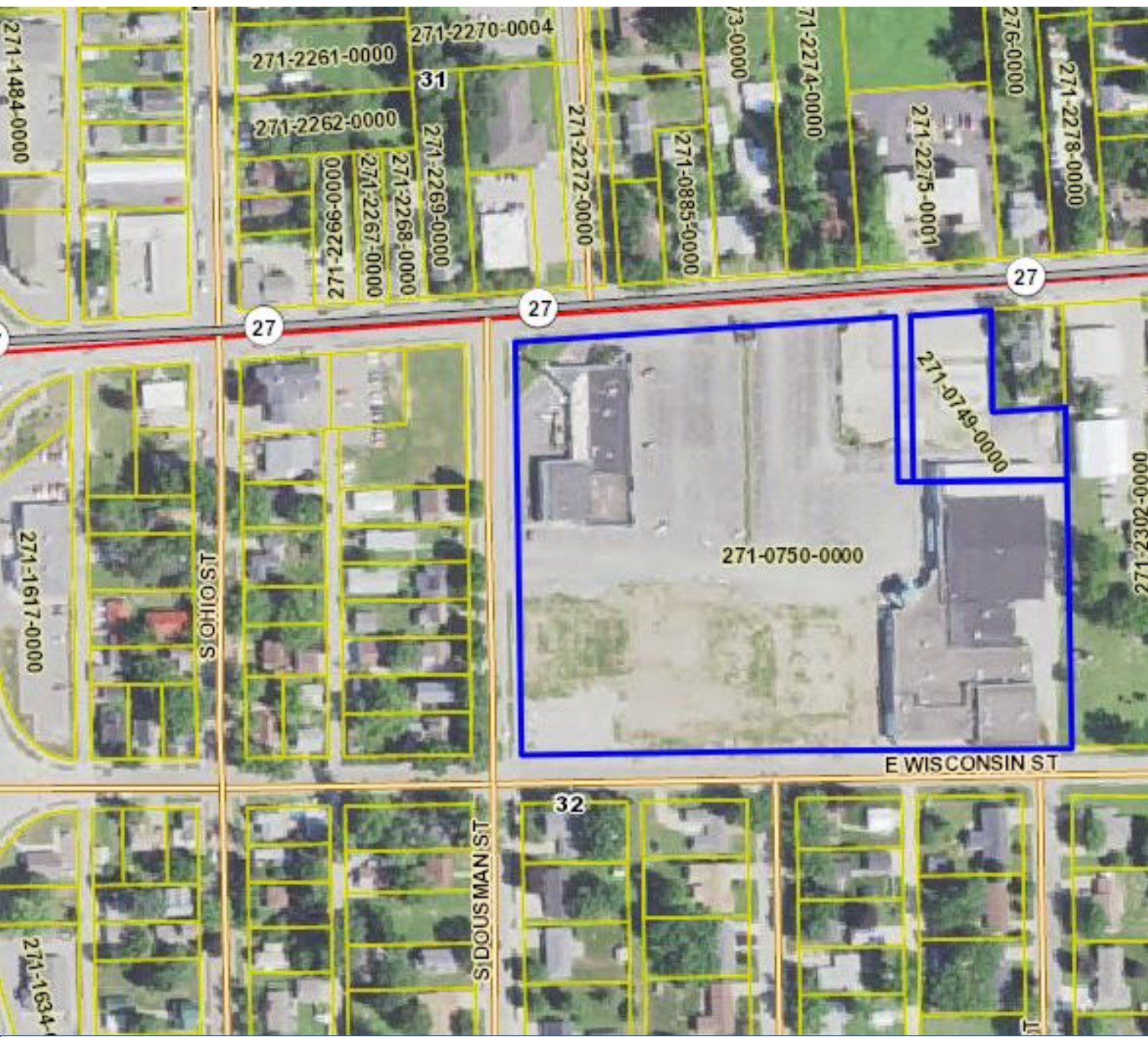
BLACKHAWK JUNCTION TODAY

Remaining Tenants



Vacant





- 9.13 total acres
- Former indoor mall/inline retail and service plaza
- Strong visibility from Hwy 27/Blackhawk Avenue
- Primarily residential development to the west and south, commercial/gov't uses along highway frontage

BLACKHAWK JUNCTION TODAY

ENVIRONMENTAL

- Former Blackhawk Dry Cleaners
 - 1991: soil & groundwater contamination found on site after contamination detected in two municipal wells
 - 2008-09: sampling confirmed soil & groundwater contamination
 - No environmental remediation to date
- Phase 1 ESA Results (December 2019)
 - examination of relevant records
 - interviews with owners, past owners and neighbors
 - inspection of the property in order to identify recognized environmental conditions
 - Facilitates City eligibility for state and federal grants/loans
 - Phase 2 and further site investigation will be required

VISION

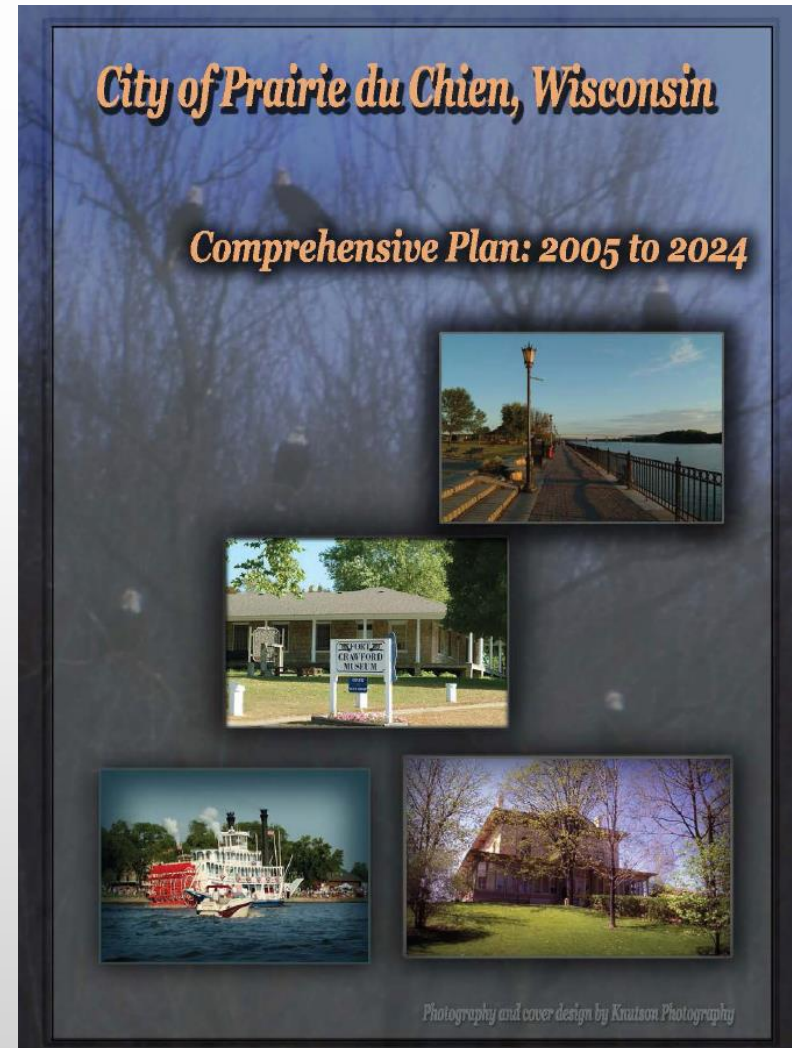
Background:

- *Region/Village Overview*
- *History of Blackhawk Junction*
- *Existing Conditions*

RELEVANT POLICY OBJECTIVES

CITY OF PRAIRIE DU CHIEN COMPREHENSIVE PLAN (2005)

- Encourage infill development to maximize the efficient use of existing services and facilities
- Avoid linear strip commercial development
- Promote compact development patterns
- Promote redevelopment of brownfields/ contaminated sites
- Encourage larger scale retail along major transportation corridors
- Locate complimentary land uses together to maximize overall economic function and foster a well-balanced tax base



HOUSING POLICY OBJECTIVES

CITY OF PRAIRIE DU CHIEN COMPREHENSIVE PLAN (2005)

- Locate residential areas and especially higher density development in close proximity to services, schools, and other community facilities
- Allow duplex units in some single-family residential areas
- Support construction of accessible housing for the elderly and physically disabled
- Encourage a variety of lot sizes, dwelling types, densities and price points
- Promote mixed-use development to capitalize on existing transportation facilities and other infrastructure
- Link jobs with residential areas and commercial uses
- Encourage developers to pursue quality infill projects
- Use deferred assessments and other incentives when warranted to help finance infrastructure in the development of vacant land

REDEVELOPMENT AND MIXED USE

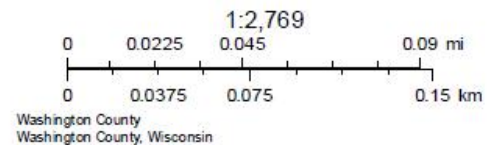
- Many communities are grappling with loss of “big-box” retailers, shopping malls and in-line shopping centers
- Large sites with lots of impervious surface that can accommodate any number of users
- Often located on/near major highways and commercial corridors
- Consumers increasingly looking for mixed use, live/work/shop/recreate areas, willing to trade space for proximity to active spaces

HARTFORD, WISCONSIN (POP. 15,329)



September 12, 2019

- Trails
- Public Open Spaces
- Current Parcel
- ⊕ PLSS Monument
- Road Centerline I, USH
- Road Centerline STH, CTH
- Road Centerline TWN, CVS, PVT
- Landhook
- Meander Line
- - - PLSS Boundary
- Plat
- Lot



HARTFORD, WISCONSIN (POP. 15,329)

Hartford Plaza Redevelopment Concept

Hartford, Wisconsin



HARTFORD, WISCONSIN (POP. 15,329)



FORT ATKINSON, WISCONSIN (POP. 12,505)



FORT ATKINSON, WISCONSIN (POP. 12,505)

HIGH STREET SITE REDEVELOPMENT CONCEPT REALIGNED STREET CONFIGURATION

Fort Atkinson, Wisconsin

DRAFT



TOWNHOMES

- 1,500 SF Footprint
- 2 Stories
- ~26 Units
- Parking: Garage

RESIDENTIAL 1

- 9,000 SF Footprint
- 3 Stories
- ~21 Units (1,200 Gross)
- Parking: ~24 Underground Stalls ~9 Surface Stalls ~33 Total Parking Stalls 1.5 Stalls/Unit Residential Req. (32)



MIXED USE

- 10,500 SF Footprint
- 3 Stories
- 1st Floor Commercial
- 2nd-3rd Floors Residential ~16 Units (1,200 Gross)
- Parking: ~28 Underground Stalls ~49 Surface Stalls ~77 Total Parking Stalls 1.5 Stalls/Unit Residential Req. (24) 1 Stall/200 SF Retail Req. (53)

RESIDENTIAL 2

- 10,500 SF Footprint
- 3 Stories
- ~24 Units (1,200 Gross)
- Parking: ~21 Underground Stalls ~15 Surface Stalls ~36 Total Parking Stalls 1.5 Stalls/Unit Req. (36)

RESIDENTIAL 3

- 15,500 SF Footprint
- 2 Stories
- ~24 Units (1,200 Gross)
- Parking: ~36 Surface Stalls 1.5 Stalls/Unit Req. (36)



CONDOMINIUMS

- 19,000 SF Footprint
- 4 Stories
- ~48 Units (1,500 Gross)
- Parking: ~48 Underground Stalls ~24 Surface Stalls ~78 Total Parking Stalls 1.5 Stalls/Unit Req. (72) 6 Parking Stalls for Park Visitors

LEGEND

- ENVIRONMENTAL CORRIDOR
- HYDRIC SOILS
- 100 YEAR FLOODPLAIN
- 500 YEAR FLOODPLAIN
- SANITARY GRAVITY MAIN

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DUPLEX



TOWNHOUSES



APARTMENTS



SENIOR



AFFORDABLE HOUSING

Who Needs Affordable Housing?*

- Families who pay more than 30 percent of their income for housing are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation and medical care.
- An estimated 12 million renter and homeowner households now pay more than 50 percent of their annual incomes for housing.
- A family with one full-time worker earning the minimum wage cannot afford the local fair-market rent for a two-bedroom apartment anywhere in the United States.

**U.S. Department of Housing and Urban Development*

AFFORDABLE HOUSING

- Units offered at lower-than-market-rate-rents based on certain eligibility criteria
 - Usually based on income or age
- May include Section 8 vouchers, Section 42 apartment buildings and public housing
 - Comes in all sizes and types
- “Workforce housing” for teachers, firefighters, nurses and other professionals
- Numerous state and local programs for promoting affordability
 - TIF, FHA Loans, CDBG, HOME, etc.

More this...



...than this:



- Roundtable format: 4-5 participants per table
- Fill out worksheet
- Group discussion on assets, issues, and opportunities for Blackhawk Junction
- Report out to larger group

SMALL GROUPS

NEXT STEPS

- Task 1: Project Coordination
- Task 2: Reuse Assessment
- Task 3: Community Engagement
 - Open House (February-March TBD)
- Task 4: Site Concept Plans & Implementation Strategies

THANK YOU