

4 REDEVELOPMENT CONCEPTS

Redevelopment projects can rejuvenate an area by providing signs of rebirth in districts that have previously fallen in disrepair. As discussed in *Chapter 3*, downtown Mauston has several sites that are prime for redevelopment. It is important that these sites are redeveloped to meet the City's and residents' vision for the downtown. One of the challenges of planning for redevelopment is envisioning how an area could be different than it is today. The following chapter presents conceptual development approaches for both blocks remediated by the City (known locally as the Vacuum Platers and Kastner blocks), as well as recommendations for improvements to Riverside Park.



4.1 VACUUM PLATERS / KASTNER BLOCK REDEVELOPMENT CONCEPTS

Mauston has expended considerable effort to acquire these properties, tear down the existing structures, and clean-up these two blocks. These steps, combined with their location, visibility and accessibility, results in sites that are ripe for redevelopment. The future land use and configuration of these mixed-use blocks are critical to Mauston's success. This is especially important at the Union and State Street corner, as it serves as a gateway "entrance" to the downtown.

The City recognizes that cooperation and flexibility are essential components of working with private developers on redevelopment projects. Therefore, this section provides multiple alternative layouts and building uses that meet the City's vision for the area, while reinforcing current zoning, design standards (see *Appendix D*), and the principles set forth in this Plan. Like the Downtown Design Standards, these design alternatives provide developers with many choices regarding building style, size, and configuration. Unlike the Downtown Design Standards, these alternatives are not part of the City's zoning ordinance and strict compliance is not required. Each alternative provides a concept plan that includes all the major components of a development, three-dimensional views providing general building massing and roof conditions, a description of the development, and a list of design features. Developers interested in building on these sites need not copy the concepts, but rather follow the design features associated with each alternative.

Vacuum Platers Block

The location of this site along the corner of two major roadways provides tremendous visibility to future businesses (approx. 1,700 vehicles entering the intersection at peak hour of the day in 2008). However, the block is approximately 1.2 acres in size, which limits the potential type and size of the development. The concepts shown assume parking is provided on-site, and therefore a two-story commercial building or three-story mixed-use building is achievable. Shared parking strategies utilizing other sites within 300 feet of the primary on-site parking lot could provide buildings up to four stories, per City zoning. An important similarity between each concept is holding the major corner of the site, in this case the intersection of State Street and Union Street. This can be achieved by either the use of architectural or green space features.

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The concept alternatives on the following pages utilize the current right-of-way configurations. During this planning process, WisDOT was in the planning phases of redesigning the Union/State intersection as part of the WI-58/82 redesignation project. The right-of-way for both State and Union Streets may be slightly altered due to this intersection redesign; however, these modifications should not affect the overall feasibility of any of the concepts presented.

Figure 4.1: Vacuum Platers Alternative One Concept



Alternative One includes a 1.5-story building fronting Union Street and a 3-story building fronting State Street. In total, the development provides 12,000 sq.ft. of commercial space at street level and 20 residential units (average size of 650 sq.ft. per unit). The parking lot has 58 spots, including three handicap spaces, with access points on La Crosse and Pine Streets. The main design features include:

- Mix of uses
- Architectural feature at Union/State corner
- Landscaped parking lot
- Variation in building plane and building height
- Building is setback to allow a wider pedestrian zone
- Building fronts the major streets (100% of State Street & 80% of Union Street)
- Parking areas are screened and located in the rear of the site

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Figure 4.2: Vacuum Platers Alternative Two(a) Concept



Alternative Two(a) includes a 2.5-story building fronting Union and State Streets with outdoor seating areas on both streets. There is a total of 18,000 sq.ft. of commercial space. The parking lot has 60 spots, including three handicap spaces, with access points on La Crosse Street, on State Street (*right-turn only*), and on Pine Street. The main design features include:

- Architectural feature at Union/State corner
- Landscaped parking lot
- Variation in building plane and building height
- Incorporate pitched and mansard roofs (*to help with the overall scale of the development*)
- Building is setback to allow a wider pedestrian zone
- Building fronts the major streets (*60% of State Street & 60% of Union Street*)
- Parking areas are screened and located in the side/rear of the site
- Provide outdoor seating areas with landscaped edges

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Figure 4.3: Vacuum Platers Alternative Two(b) Concept



Alternative Two(b) includes a 2.5-story building fronting Union and State Streets, totaling 28,000 sq.ft. of commercial space. The parking lot has 90 spots, including four handicap spaces, with access points on La Crosse Street, on State Street, and on Union Street (*right-turn only*). The main design features include:

- Architectural feature at Union/State corner
- Landscaped parking lot
- Variation in the building plane and building height
- Incorporate pitched and mansard roofs (*to assist with the overall scale of the development*)
- Building is setback to allow a wider pedestrian zone
- Building fronts the major streets (*90% of State Street & 60% of Union Street*)
- Parking areas are screened and located in the side/rear of the site

Due to the small size of this site, the City realizes that redevelopment of this block may require vacating Pine Street between State Street and La Crosse Street. If this concept was developed the western half of the street right-of-way would be given to the 338 E. State Street parcel. As a result, this land would have to be purchased from the property owner in order to meet the parking requirements for this concept. If Pine Street is closed, the City recommends that the sidewalk on the west side of Pine Street remain in order to provide pedestrian access through the new development (*as shown above*).

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Figure 4.4: Vacuum Platers Alternative Three Concept



Alternative Three includes a 3-story building fronting State Street and a 2-story building facing Union Street. In total, the development provides 20,000 sq.ft. of commercial space and 16 residential units (average size of 650 sq.ft. per unit). The parking lot has 81 spots, including four handicap spaces, with access points on La Crosse and State Streets. The main design features include:

- Mix of uses
- Green space at Union/State corner
- Landscaped parking lot
- Variation in the building plane and building height
- Building is setback to allow a wider pedestrian zone
- Building fronts the major streets (60% of State Street & 70% of Union Street)
- Parking areas are screened and located in the side/rear of the site

Due to the small size of this site, the City realizes that redevelopment of this block may require vacating Pine Street between State Street and La Crosse Street. If this concept was developed the western half of the street right-of-way would be given to the 338 E. State Street parcel. As a result, this land would have to be purchased from the property owner in order to meet the parking requirements for this concept. If Pine Street is closed, the City recommends that the sidewalk on the west side of Pine Street remain in order to provide pedestrian access through the new development (as shown above).

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Figure 4.5: Vacuum Platers Alternative Four Concept



Alternative Four includes a 1.5-story building fronting Union Street and a 1.5-story building fronting State Street, totaling 19,700 sq.ft. of commercial space. It is intended that this medium-box has a small retail/service tenant with an entrance on to Union Street. If the building doesn't have a primary entrance on to the major street(s) than the developer would have to go through the waiver process, per the design standards. Additionally a conditional use must be granted for a building that is less than two stories in height, per City zoning. The parking lot has 66 spots, including three handicap spaces, with access points on La Crosse and State Streets. The main design features include:

- Green space at Union/State corner
- Landscaped parking lot
- Variation in the building plane and building height
- Building is setback to allow a wider pedestrian zone
- Building fronts the major streets (60% of State Street & 70% of Union Street)
- Portions of the larger building (fronting Union) is hidden behind the building fronting State Street
- Parking areas are screened and located in the side/rear of the site

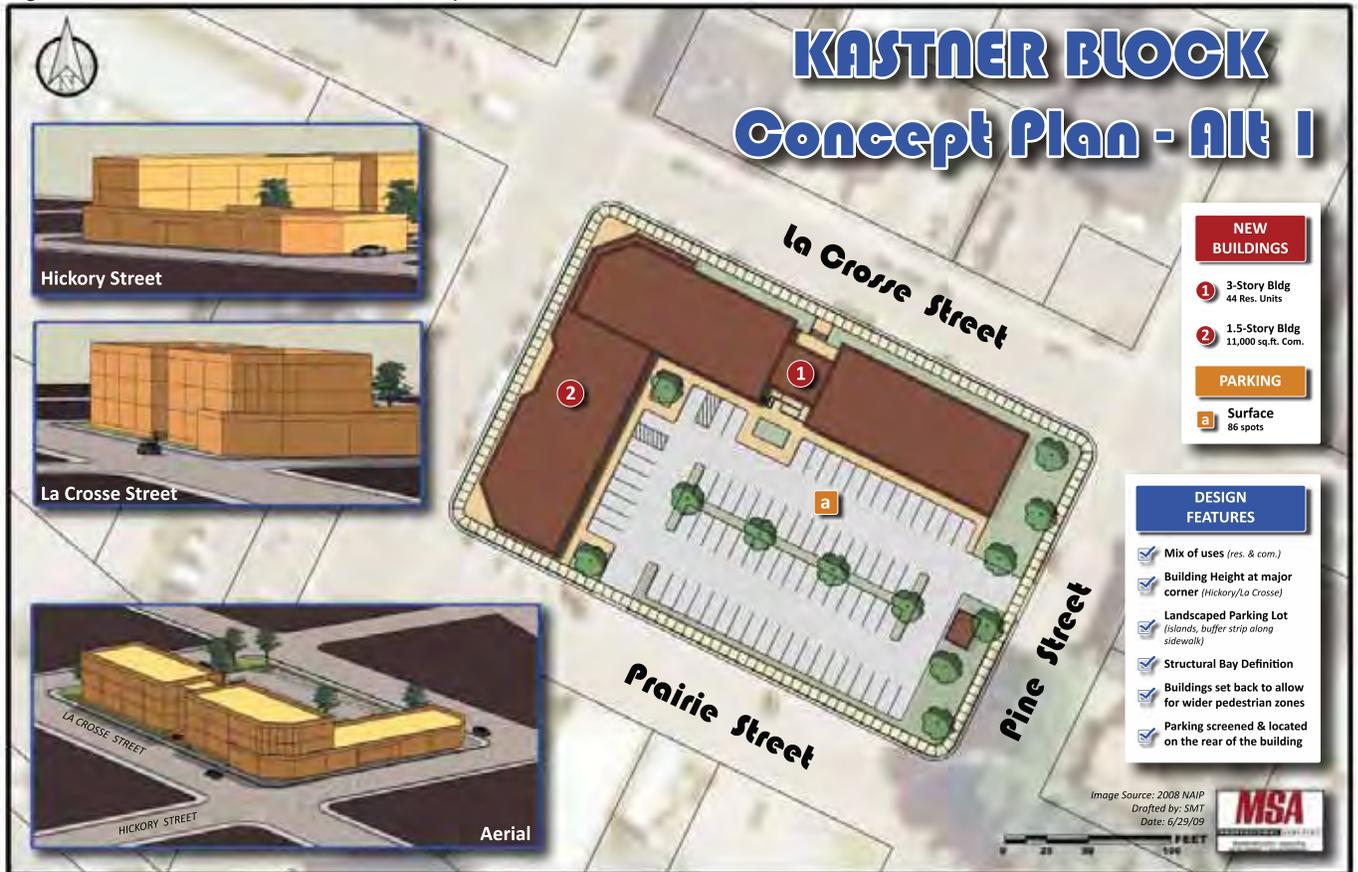
Due to the small size of this site, the City realizes that redevelopment of this block may require vacating Pine Street between State Street and La Crosse Street. If this concept was developed the western half of the street right-of-way would be given to the 338 E. State Street parcel. As a result, this land would have to be purchased from the property owner in order to meet the parking requirements for this concept. If Pine Street is closed, the City recommends that the sidewalk on the west side of Pine Street remain in order to provide pedestrian access through the new development (as shown above).

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Kastner Block

The development potential of the Kastner block is quite different than that of the Vacuum Platers block. While the site's internal location does not provide the same vehicular visibility as the Vacuum Platers block, the site does have better pedestrian visibility since it is situated adjacent to Juneau County Courthouse and Justice Center, which is the highest destination point within the Downtown. Additionally, this block is larger (approximately 1.5 acres), which offers the potential for bigger developments. An important similarity between each concept is holding the major corner of the site, in this case the intersection of La Crosse Street and Hickory Street.

Figure 4.6: Kastner Alternative One Concept

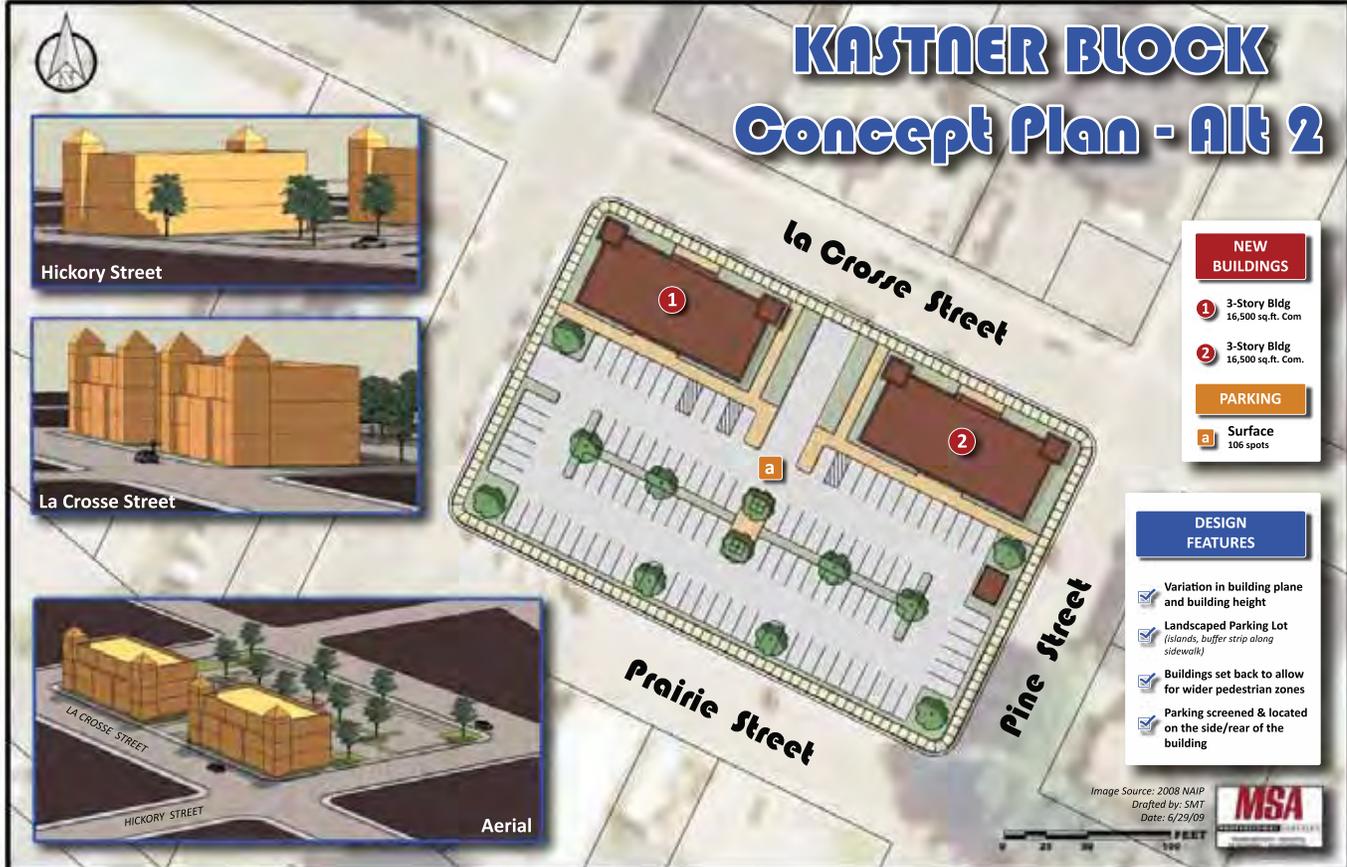


Alternative One includes a 3-story residential building fronting La Crosse Street and a 1.5-story commercial building fronting Hickory Street. In total, the development has 11,000 sq.ft. of commercial space and 44 residential units (*average size of 650 sq.ft. per unit*). The parking lot has 86 spots, including four handicap spaces, with access points on Prairie and Pine Streets. The main design features include:

- Mix of Uses
- Emphasize the building height at the corner of Hickory / La Crosse
- Structural bay definition
- Building is setback to allow a wider pedestrian zone
- Building fronts the major streets (*100% of Hickory Street & 90% of La Crosse Street*)
- Landscaped parking lot
- Parking areas are screened and located in the side/rear of the site
- Raise any residential unit at street level (*a minimum of 2.5 feet is recommended*)

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Figure 4.7: Kastner Alternative Two Concept

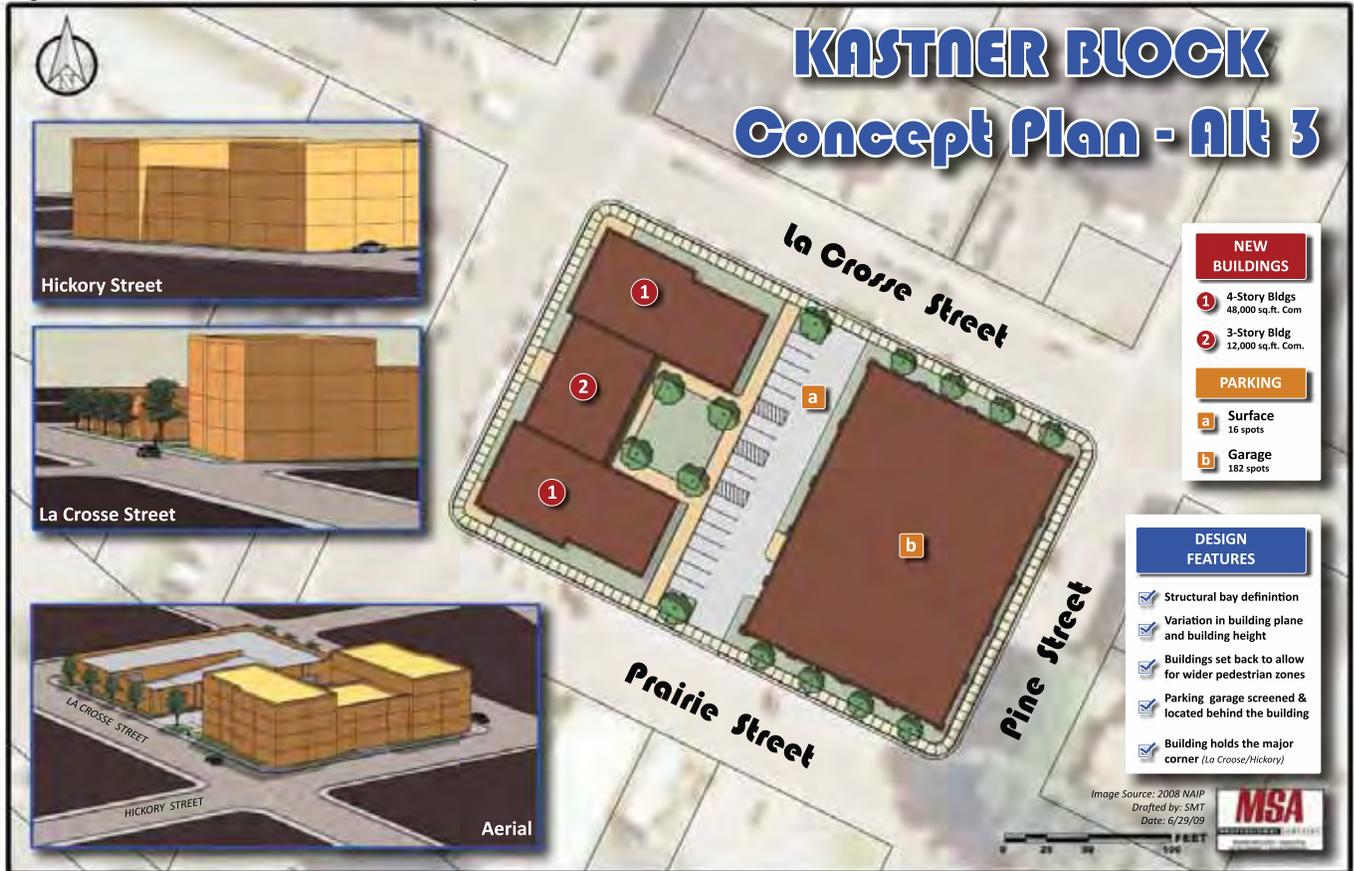


Alternative Two includes two 3-story commercial buildings fronting La Crosse Street totaling 33,000 sq. ft. In a situation where there are two major streets, as in this case, it is important to hold the corner of those two streets. This design will warrant discussion from Plan Commission in regards to a lack of building frontage on Hickory Street, per the design standards. The benefits of creating a “street wall” along La Crosse Street and holding the La Crosse/Hickory corner outweigh having a building fronting both streets and opening up the rest of the site to parking (see Alternative Four). In total, the parking lot has 106 spots, including six handicap spaces. Access is provided on La Crosse and Hickory Streets. The main design features include:

- Variation in the building plane and building height
- Building is setback to allow a wider pedestrian zone
- Building fronts at least one of the major streets (75% of La Crosse Street) and holds the major corner
- Parking areas are screened and located in the rear of the site
- Landscaped parking lot

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Figure 4.8: Kastner Alternative Three Concept

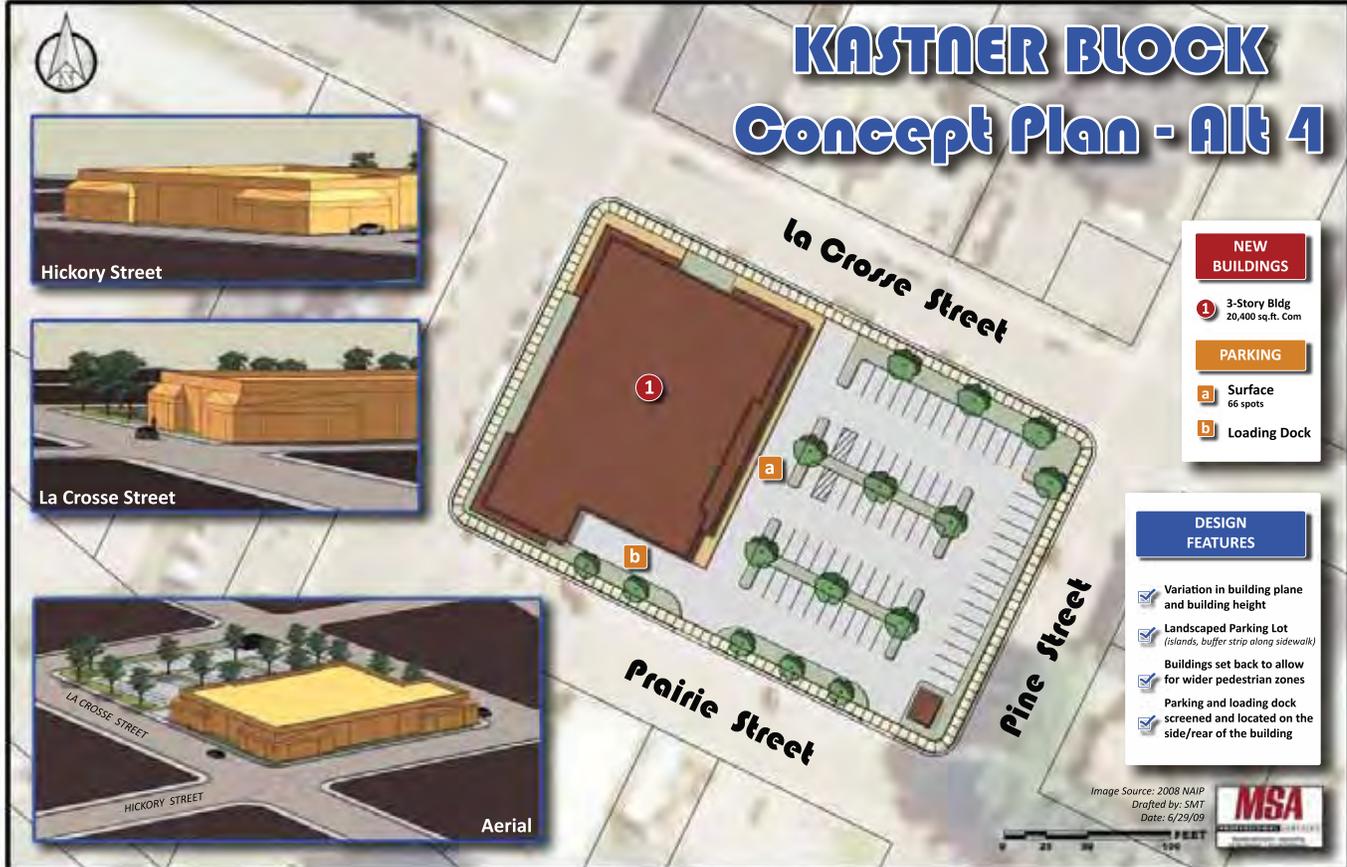


Alternative Three includes a commercial building of three and four stories that fronts on to Hickory Street. In total, the development provides 60,000 sq.ft. of commercial space. There is 16 parking spots, including six handicap spaces, behind the building with an additional 182 spots available in a two-story parking garage. Developing a parking garage can be cost prohibitive; therefore, it is likely that the feasibility of this concept will depend on additional redevelopment of the remaining industrial sites between Pine Street and Union Street. If this additional site is redeveloped some of the off-street parking requirements could be shifted to the centrally located parking garage on the Kastner block. The main design features include:

- Variation in the building plane and building height
- Structural bay definition in both the principal and accessory building (*parking garage*)
- Building is setback to allow a wider pedestrian zone
- Building fronts at least one of the major streets (*95% of Hickory Street*) and holds the major corner
- Parking garage is built behind the building and is screened with landscaping

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Figure 4.9: Kastner Alternative Four Concept



Alternative Four has a 1.5-story commercial building (totalling 20,400 sq. ft.) built to the La Crosse and Hickory intersection. It is intended that this medium-box has a small retail/service tenant with an entrance at the corner of La Crosse and Hickory. If the building does not have a primary entrance on to the major street(s) than the developer will have to go through the waiver process, per the design standards. Additionally a conditional use must be granted for a building that is less than two stories in height, per City zoning. There is 66 parking spots, including four handicap spaces, and a loading dock along Pine Street. Vehicle access is provided on La Crosse and Prairie Streets. The main design features include:

- A primary entrance is provided on the primary street(s), otherwise a waiver is required
- Variation in the building plane and building height
- Building is setback to allow a wider pedestrian zone
- Building fronts at least one of the major streets (75% of La Crosse Street) and holds the major corner
- Parking areas are screened and located in the rear of the site
- Landscaped parking lot
- Loading dock is set back and screened from the primary streets