



# Brice Prairie Master Plan

Town of Onalaska

Community Meeting #2

Sand Lake Elementary School

February 11, 2006

9 am – 11 am



## Agenda

- Background
- Master Plan Schedule
- Preliminary Concepts
- Flexibility and Opportunities
- Discussion and Critique
- Next Steps

Town Comprehensive Plan

**DISTRICT "A"**

**Conservation Growth Option**

**Moderate Growth Option**

**Growth Option**

**Legend:**

- Agriculture/Open Space
- Single Family Residential
- Commercial
- Industrial
- Environmental Corridors
- City and Village
- Conservation Residential
- Urban Transition Areas: Mixed Use
- Ag / Open Lands: Zoned Industrial: Targets for Purchase or PDR
- Existing Industrial Land in Transition to Residential or Open Space
- Conservation Light Industrial or Conservation Business Park
- Mixed Use Area

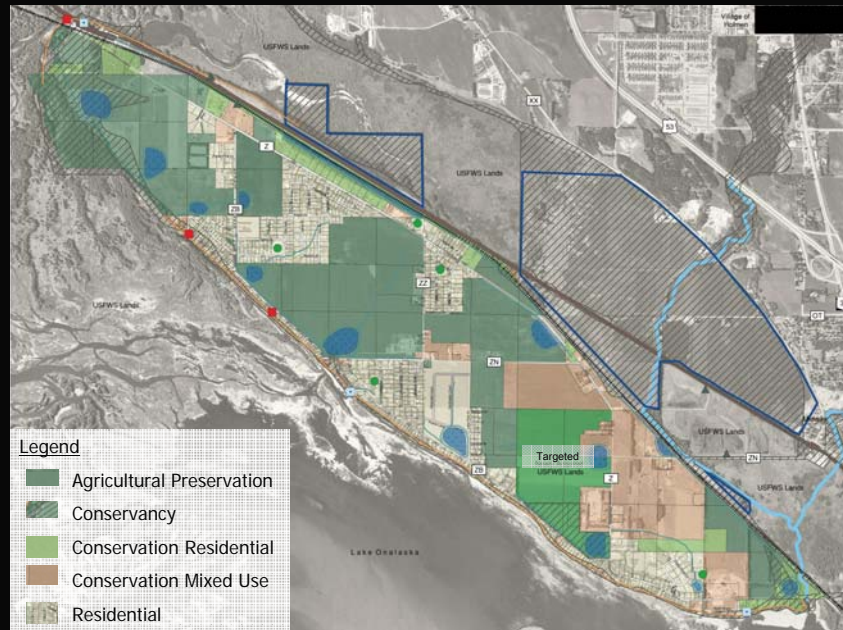
- Public participation and debate
- Preference for "Growth with Conservation"



Town Comprehensive Plan

**Brice Prairie Planning District Goals & Objectives:**

- Promote conservation, agriculture, and limited conservation-based development as preferred land uses.
- Explore policies, programs, and compensation mechanisms that will allow for alternatives to industrial uses for undeveloped properties with that zoning definition.
- Prohibit the rezoning of Exclusive Agricultural Zoning Districts.
- Ensure zoning is consistent with the Land Use Plan designation.
- Protect and enhance Brice Prairie's status as a recreational gateway to the Great River State Recreational Trail, Lake Onalaska, the Black River Bottoms and other areas within the Upper Mississippi National Wildlife and Fish Refuge.
- Encourage redevelopment opportunities to focus land use on conservation design principles.



**Brice Prairie Planned Land Uses**

***Protecting existing areas***

- Agriculture Preservation: preserve productive agricultural lands
- Conservancy: preserve environmentally sensitive lands
- Residential: protect existing neighborhoods



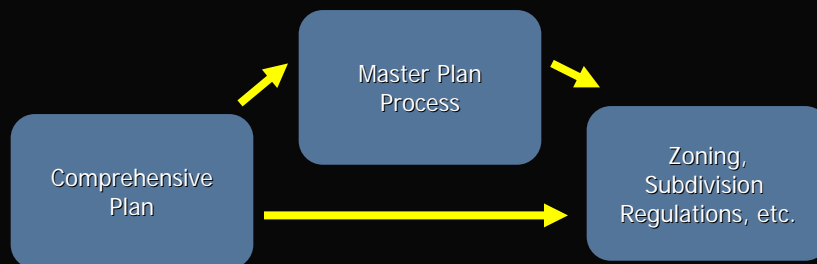
**Brice Prairie Planned Land Uses:**

*Accommodating new development*

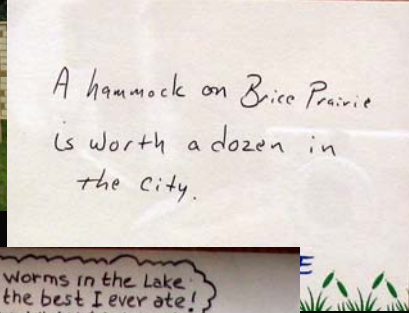
- Conservation Residential: residential with open space
  - Minimum 60% open space preserved
- Conservation Mixed Use: mixed-use areas with open space
  - Where Prairie residents and visitors can live, work and recreate
  - Mix of compatible uses:
    - Public and Non-Profit
    - Office
    - Commercial
    - Recreation
    - Residential
    - Open space
    - Education
    - Agriculture

**Why Master Plan?**

- Comprehensive plan already has significant detail
- Some areas need more attention to detail
  - town centers and other special areas
  - environmentally-sensitive areas
  - high growth areas and redevelopment areas



## Brice Prairie is a Special Place



## Project Schedule

### Master Plan Process

- Collect & analyze data
- Property owner & resident input
- Identify opportunities & constraints
- Design alternative concept plan(s)
- Select desired plan(s)
- Detailed plans, implementation strategies

### Brice Prairie Capacity Analyses

- Environmental capacity
  - Ground & surface water, wetlands
  - Habitat, impervious surfaces, shorelands
- Transportation
  - Access, efficiency and congestion
- Emergency services capacity
  - Fire/EMS & law enforcement



### Master Plan Process

- Collect & analyze data
- Property owner & resident input
- Identify opportunities & constraints
- Design alternative concept plan(s)
- Select desired plan(s)
- Detailed plans, implementation strategies

Meeting #1:  
January 28



## Community Meeting #1

- *What type of development is appropriate for the Prairie?  
Where should that development be?*
- *What types of open space should be protected?*
- *What does open space mean to you?*
- *What are your priorities?*
  - *For preservation*
  - *For development*



## Project Schedule

### Master Plan Process

- Collect & analyze data
  - Property owner & resident input
  - Identify opportunities & constraints
  - Design alternative concept plan(s)
  - Select desired plan(s)
  - Detailed plans, implementation strategies
- Meeting #1:  
January 28
- Meeting #2:  
Today

## Concept Similarities

- Created two concepts from your suggestions two weeks ago
- Similar approaches
  - Both create a Prairie Crossroads Community
  - Both protect important open space through Purchase of Development Rights
  - Both show USFWS and adjacent development
- Different assumption on the role of Purchase of Development Rights

## Crossroads Communities

- Rural homes clustered around a crossroads or small civic or commercial area (e.g., a church or neighborhood store) and surrounded by a large expanse of protected open space.
- Development is clustered; 60% open space.
- A mini-village - mix of types and sizes and can include residential, office, retail and commercial uses.
- Walkable, community gathering spot







US Fish and Wildlife Service

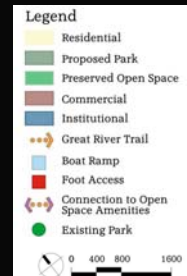
- USFWS in process to purchase 187 acres from Mathy Construction and Capitol Air Systems
- New USFWS regional headquarters would be on 12 acres; remaining acres left as open space
- USFWS serves as required open space for remaining Mathy and Capitol Air parcels



USFWS Ingersoll Wetlands Learning Center, Savanna District (IL)

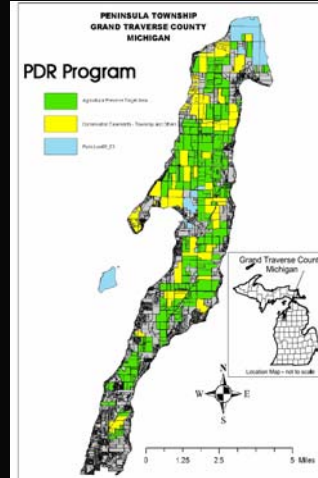


Conservation Residential



## Purchase of Development Rights

- 100% voluntary program – rights are purchased at negotiated value, land remains in private ownership
- Landowners *sell* to governments the development potential of their property, which is then devoted to conservation easements
- Conservation easements permanently protect open space and valuable ag land by restricting or prohibiting development



## Purchase of Development Rights



#### Concept Differences

- The Town support and funding for the PDR program is unknown
- Timing of PDR program commencement is unclear
- Amount of funding from regional, state and federal grants, private sources and Town property owners is uncertain

#### Concept A

- ✓ Concept A assumes a **strong** role for PDR
- Full commitment to the program by Town officials and residents
- Full funding and aggressive search for matching funds and partnering
- Regional, state, federal grants plus Town referendum on additional tax/fee
- Partnership with local land trust?

## La Crosse Blufflands Protection Program

- City of La Crosse and the Mississippi Valley Conservancy, a local nonprofit land trust, signed a formal agreement to join together to protect the community's blufflands.
- MVC acts at the "broker" for the program, working with landowners to purchase lands and easements in the blufflands overlooking La Crosse.
- In 2005, the La Crosse City Council approved \$275,000 for the program and MVC leveraged this funding through grants from DNR and private fundraising



## Concept A

- PDR Priorities for Concept A
  1. Environmentally-sensitive land – western tip including the former landfill and surrounding areas
  2. Agricultural Preservation areas – purchase the development rights to all farms in their entirety (willing sellers) and enable continued farming and open space

## Concept A

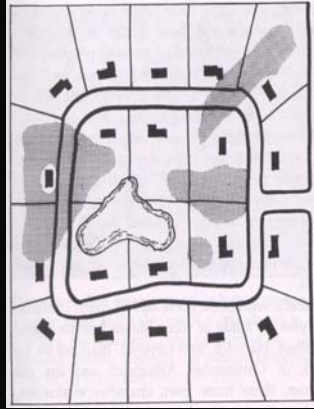


## Concept Differences

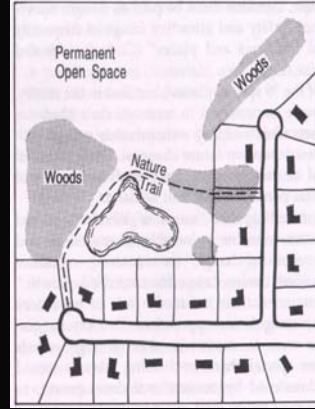
- ✓ Concept B assumes a weaker role for PDR
- Moderate PDR program funding allows the purchase of environmentally sensitive areas
- Allowance of other Agricultural Preservation areas to become Conservation Residential areas
  - Open space requirement: 60%



## Conservation Subdivisions



- Same # of lots
- 2 acre vs.  $\frac{3}{4}$  acre lots
- Private vs. common open space
- Natural features protected
- Trail & pond access
- 60% Open Space



## Character Images: Conservation Subdivisions





## Environmentally-Focused Golf Course Communities

- Golf courses do preserve open space, but typically create an environmental hazard due to the application of pesticides, etc.
  - The Prairie's current groundwater problems makes typical golf courses especially hazardous here
- Audubon International and other groups certify golf courses that meet standards for wildlife conservation, habitat enhancement and resource conservation

## Environmentally-Focused Golf Course Communities

- Audubon Signature Program: Legacy Courses at Cragun's near Brainerd, MN
- Audubon Cooperative Sanctuaries
  - 8 in Wisconsin, 15 in Minnesota and 9 in Iowa
  - Baraboo CC
  - Greenwood Hills CC, Wausau



# Concept B

**Existing Neighborhoods**

- No recommended changes to existing neighborhoods
- Aggressive buffers to development
- Existing street patterns extended into new development when appropriate
- Pedestrian connections to connect neighborhood with hamlet and open space amenities

**Hamlet Crossroads Community**

- Brice Prairie community center and identifying location
- Expanded community around existing store and Post Responders
- New user's mix of recreation-based retail, food and beverage, educational Town Hall, and residential, small public gathering spot
- Rural crossroads complementary site design and architecture
- Community welcome to permit higher density

**US Fish and Wildlife Center**

- Future La Crosse District Office Location
- Possible development uses: Office, small retail stores, (interpretive) museum, maintenance facility (approximately 10 acres)
- Private and conservation preserve (approximately 170 acres)
- Possible archeological sites preserved
- Serve as open space opportunities for remaining Hamlet & Capital Hill parcels. Remaining parcel to use include agriculture, residential & commercial

**Additional CTH 2 and CTH 2B Connection**

- Additional connection from CTH 2 and CTH 2B
- Review connections for alternative residential (downways and hamlets) to the private downways on the same road connections
- Provide space for pedestrians and bicycles

**Connections to Open Space Amenities**

- General areas for additional connections to Lake Monona and Great River Trail
- Coordinate additional pedestrian lake access with USFWS and DNR
- Coordinate with natural resources and risk groups
- Family Learning Center for additional connected lake viewing on Great River Trail

**Preserved Open Space**

- Most critical environmental areas preserved through purchase of Development Rights
- Allotments were based in purchase agreement
- Power CTR financial resources necessary

**Conservation Residential**

- Rural residential 40% of each site
- Located adjacent to existing residential to maximize open space
- Existing street networks extended into neighborhood expansion

**Conservation Open Space**

- Open space in use but preserved
- Some could require some public access
- Some could allow private open space for neighborhood use
- Trees could allow a golf course, which would support the recreation tourism of the Prairie. All golf courses should require environmental standards and Trees should require contribution by Audubon International

**Legend**

- Residential
- Proposed Park
- Preserved Open Space
- Commercial
- Industrial
- Great River Trail
- Road Right-of-Way
- Post Access
- Connection to Open Space Amenities
- Existing Park

**Brice Prairie, WI**  
Concept Master Plan B - Conservation Residential

SAA SCHREIBER / ANDERSON ASSOCIATES, INC.

# Concepts A and B

- Did we get it right?
- What are we missing?
- What are your thoughts on both concepts?
- Should the best of each concept be merged into one? Should one be thrown out?
- How much of future open space preservation should be public? How much should be private?

**Master Plan Process**

- Collect & analyze data
  - Property owner & resident input
  - Identify opportunities & constraints
  - Design alternative concept plan(s)
  - Select desired plan(s)
  - Detailed plans, implementation strategies
- Meeting #1:  
January 28
- Meeting #2:  
Today
- Next Weeks



## Brice Prairie Master Plan

Town of Onalaska

Community Meeting #2

Sand Lake Elementary School

February 11, 2006

9 am – 11 am

