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APPENDIX

- La Crosse County Zoning Map (Brice Prairie focus)
- Capacity Report with accompanying maps and figures:
 - Environmental
 - Transportation
 - Emergency Services
- Materials from January 28, 2006 Public Meeting: Base Map (includes Future Land Use designations); PowerPoint presentation; Sign In Sheets; Summary of Public Comments
- Concept A: Strong PDR Program
- Concept B: Conservation Residential
- Materials from February 11, 2006 Public Meeting: PowerPoint presentation; Sign In Sheets; Summary of Public Comments

Introduction and Process

This memorandum summarizes the master planning process for the Brice Prairie area of the Town of Onalaska. This work was completed in January and February 2006, with two public meetings at Sand Lake Elementary School in Holmen on January 28 and February 11. A public hearing was held in Onalaska Town Hall on April 13, 2006.

Items prepared for the master plan were:

1. Environmental Capacity Report
2. Transportation Capacity Report
3. Emergency Services Capacity Report
4. Concept A and Concept B
5. Brice Prairie Master Plan Map

This memorandum summarizes these materials. The full documentation for these items, including the public presentations and public comments from the January 28 and February 11 public meetings, is included in the Appendix.

The steps taken to create the Brice Prairie Master Plan:

- Collect and analyze data: Capacity reports concerning the environment, transportation and emergency services
- Public Workshop on January 28, 2006
 - Property owner and resident input
 - Identify opportunities & constraints
 - Design alternative concept plan(s)
- Public Workshop on February 11, 2006
 - Select desired plan
- Detailed plans, implementation strategies
- Public Hearing, April 13, 2006
- Adoption by Town Board, April 22, 2006

Brice Prairie Vision

The Town of Onalaska has created the following vision for Brice Prairie:

Brice Prairie is a culturally, environmentally and agriculturally significant area where people live in harmony with the land. Development and agricultural practices occur in a manner that maintains or enhances the natural environment. Significant archaeological resources and the cultural heritage of the Prairie are protected. Development is supportive of community economic, environmental and social objectives.

Vibrant, compact, healthy, diverse and safe neighborhoods are located on the Prairie. The neighborhoods are aesthetically designed and create a sense of place and community where residents interact with one another and the natural environment, which encourages a healthy lifestyle that allows for lifelong learning and interaction. Homes and businesses on Brice Prairie embrace green building standards, energy conservation and best management practices. A mixed-use trail system throughout Brice Prairie allows for safe outdoor activities such as hiking and biking. Wildlife habitat is protected and enhanced by clustering development. Open space corridors allow connectivity between the Upper Mississippi River National Wildlife and Fish Refuge and important upland habitats on Brice Prairie. Lake Onalaska and the Refuge are respected and protected for current and future generations to enjoy.

Because of the strong land ethic and the excellent access to the Great River State Recreational Trail, Brice Prairie is an ecological and recreational gateway to Lake Onalaska and the Upper Mississippi River National Wildlife and Fish Refuge. Natural resource-based businesses thrive on the Prairie and add to the residents' high-quality of life and healthy lifestyle, while at the same time enhancing Brice Prairie as an important and attractive destination for those who choose to pursue outdoor experiences and recreational activities.

Brice Prairie in the Town's Comprehensive Plan

In May 2005, the Town of Onalaska updated and adopted its Comprehensive Plan. The plan covered multiple aspects of the entire Town, including housing, transportation, utilities and community facilities, agricultural/natural/cultural resources, economic development, intergovernmental and land uses. In the Land Use analysis and on the future land use map, the Town was divided into Planning Districts. The Brice Prairie District was one of those planning districts.

During the Comprehensive Plan process, Town citizen participants considered three strategies for Brice Prairie's future: Conservation, Moderate Growth and Growth. The consensus that evolved out of that process was "growth with conservation" – the Prairie will continue to change and grow, but all growth must acknowledge and support the Prairie's environmental resources.

The Comprehensive Plan recommended the following goals and objectives for the Brice Prairie Planning District:

- Promote conservation, agriculture and limited conservation-based development as preferred land uses.

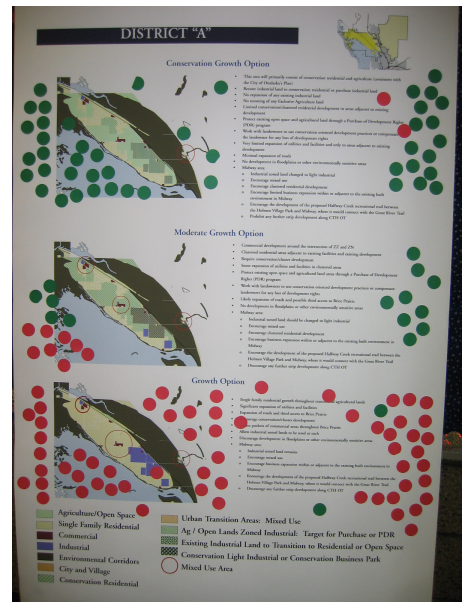
- Explore policies, programs and compensation mechanisms that will allow for alternatives to industrial uses for undeveloped properties with that zoning definition.
- Prohibit the rezoning of Exclusive Agricultural Zoning Districts.
- Ensure zoning is consistent with the Land Use Plan designation.
- 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.

The Future Land Use plan in the Comprehensive Plan established five future land use categories on the Prairie. Three of the categories protect the Prairie's existing character and resources:

- Agriculture Preservation: preserves productive agricultural lands
- Conservancy: preserves environmentally sensitive lands
- Residential: Protects existing neighborhoods

The other two future land use categories accommodate growth and change on the Prairie:

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



"Growth with Conservation": During the comprehensive planning process, residents preferred some growth but with significant conservation.

The Future Land Use categories generally describe the intent of future development on the Prairie. However, due to the environmental and infrastructure constraints on the Prairie, the Town is created a Master Plan for the Prairie to offer more discussion and detail on Brice Prairie's future and the form of new development.

Brice Prairie's Capacity for Future Growth

During the Comprehensive Planning process, Town residents indicated that the physical capacity for growth on Brice Prairie is a crucial concern. Many fear that the capacity of the Prairie may be reaching its limits. They worry that the Prairie may be approaching its "tipping point," the point at which major conditions change and the character of the Prairie will forever be changed. At what point will continued growth require a fundamental shift in the services that must be provided and the character of the Prairie? Those services include:

- Town Hall – staff, services
- Roads – safety, efficiency

- Emergency Services – response time, facilities
- Schools – classes, buildings
- Environment – water quality or water/sewer service
- Economically viable businesses
- Character – rural/suburban

To assist in understanding the capacity limitations on the Prairie, the Town created three capacity reports in preparation for the Master Plan process. The Brice Prairie Capacity Report assesses three measures of capacity – environmental, emergency service response time and transportation.

Although the details differ for each of the three categories, Brice Prairie is nearing its capacity in all three areas. Overall, limited capacity appears to be available for an unspecified amount of additional development on the Prairie, as long as it is done in an environmentally responsible manner, continued investments in emergency service staff and equipment are made and intersections and transportation connections are improved.

The Environmental Capacity portion describes the many environmental features located on the Prairie. Additional residential and non-residential development further strains the characteristic environmental features of the Prairie. In particular, groundwater is likely the primary limiting resource on the Prairie. Groundwater is a chief concern because of the dependence of Prairie residents and businesses on groundwater, the permeable Prairie soils that are particularly susceptible to contamination and the contamination that has already occurred.

The Emergency Services Response Times Capacity portion notes that emergency service providers from the Village of Holmen and La Crosse County can only use two access points to the Prairie and that railroad traffic occasionally blocks that access. Despite these obstacles, response times to the Prairie are currently acceptable. However, given additional residential and non-residential growth on the Prairie, additional investment in fire and EMS staff and equipment is needed and a reconsideration of police services is necessary.

The Transportation Capacity portion concludes that the Prairie's current roadway network can accommodate a moderate amount of additional development. Key intersections are expected to exhibit additional congestion that may meet minimal transportation standards but may not be acceptable to Prairie residents, business owners and emergency service providers. Neither a third roadway connection to STH 35 nor an additional lane on CTH Z and CTH ZN are necessary, but the Prairie roadways will require repaving and perhaps some widening. Additional roadway segments and connections on the Prairie can ease congestion along the shoreline.

The full Brice Prairie Capacity report is included in the Appendix. The full report includes many recommendations for the Town. Many of these recommendations are incorporated into the Master Plan, but others are concerned with plan implementation.

Public Workshop, January 28, 2006

SAA led a public workshop on January 28 at Sand Lake Elementary School, attended by approximately 42 Town residents. At that meeting, the master plan process was described, the results of the capacity reports were summarized and residents participated in table discussions. In particular, the residents were asked for their preferences regarding:

- 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?

The presentation shown at the January 28 workshop and the resulting public comments are included in the Appendix.



January Workshop at Sand Lake Elementary School. Town residents discussed and described their vision for Brice Prairie.



Master Plan Concepts

SAA created two draft concepts for the Master Plan. These two concepts reflect the Prairie's desired future as described by both the Comprehensive Plan and by residents at the public workshop and the capacity constraints on the Prairie, Concepts A and B are included in the Appendix to this report.

These two concepts are similar in many ways. Both create a Prairie crossroads community in the location preferred by most workshop participants. Both protect important open space on the Prairie through a purchase of development rights program. Both show the expected U.S. Fish and Wildlife (USFWS) parcel purchase and the resulting form of development on adjacent parcels.

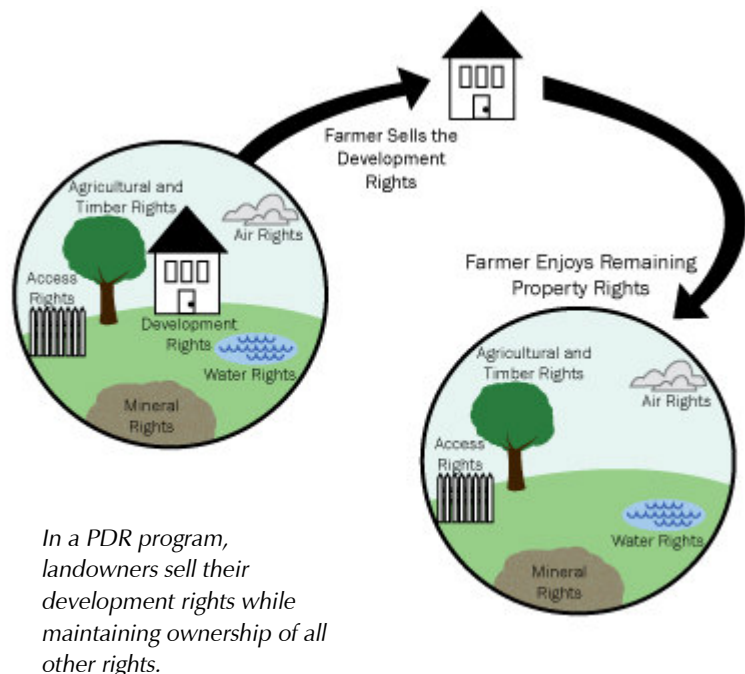
The two concepts differ primarily on a contentious issue that emerged during the first community workshop: what should be the role of a Town purchase of development rights program?

In a purchase of development rights (PDR) program, the development rights are separated from the ownership of land. The willing landowners sell the development rights to another organization, which could be a town, county, state or non-profit agency.

PDR programs are 100% voluntary --- the individual sellers and purchasers negotiate agreements and the land remains in private ownership. The allowable uses on the site – most likely uses that would protect open space and valuable agricultural lands – are listed in the individual development rights purchase agreements.

Successful PDR programs have the full participation and support of the community. The community should participate in an analysis of the necessity and scale of a potential PDR program in the Town of Onalaska. The two Brice Prairie concepts support the community conversation about a potential town-wide PDR within the framework of Brice Prairie.

- Concept A is a depiction of the policies described in the adopted Comprehensive Plan, supported by an aggressive and fully-funded PDR program. The open spaces on parcels with a Future Land Use designation of Agriculture Preservation (and zoned Transitional Agriculture) are preserved through the purchase of development rights.
- Concept B assumes that there is not an aggressive and fully-funded PDR program. It is assumed that the Town, unable to finance the preservation of open space, would allow the



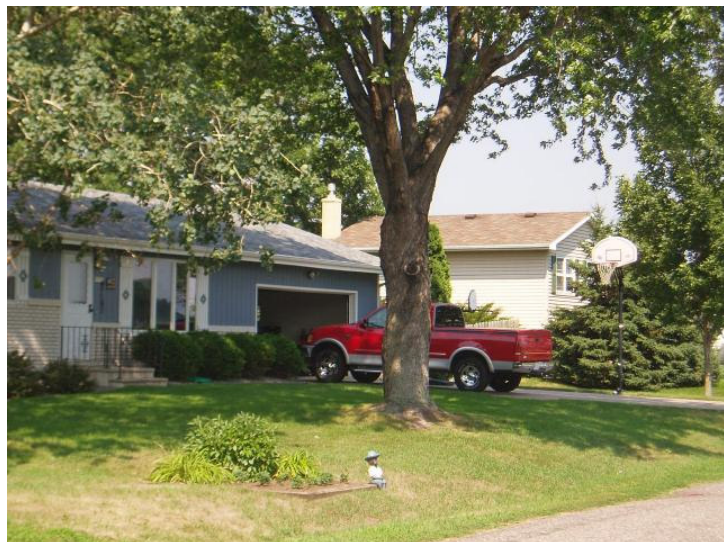
parcels with a Future Land Use designation of Agriculture Preservation to change to a Conservation Residential designation. Concept B depicts widespread conservation residential development, following the Town's Comprehensive Plan guidelines.

The two concepts are similar on those issues that were fully addressed during the creation of the Comprehensive Plan, the preparation of the Brice Prairie capacity reports, and existing land use patterns:

- Existing neighborhoods
- Environmentally sensitive areas
- Hamlet cross-roads community
- USFWS, Mathy and Capitol Air
- Additional connections

Existing Neighborhoods

Both concepts recommend supporting and strengthening the Prairie's existing neighborhoods. These neighborhoods should be appropriately buffered if changes occur on land that is currently open space. As new neighborhoods are created, the existing street pattern should be extended into new development where appropriate. Existing pedestrian linkages that connect existing neighborhoods with the proposed hamlet crossroads community and open space amenities should be maintained and additional linkages created.



Existing Brice Prairie neighborhoods are supported and strengthened.

Environmentally Sensitive Areas

The environmental experts that contributed to the Environmental Capacity report identified the northwestern tip of the Prairie as particularly important to preserve. The experts recommended this area be prioritized for PDR purchases from willing sellers. The Environmental Capacity report recommends a potential 20+ acre conservancy or recreational area that is contiguous with the Town-owned Onalaska Municipal Landfill Superfund site and is compatible with the adjacent Lake Onalaska and the Upper Mississippi River National Wildlife and Fish Refuge.



Hamlet Crossroads Community

Both concepts feature a community crossroads development at the corner of CTH ZN and ZZ. During the workshop, a community crossroads was described as:

- 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 clustered to conserve at least 60% open space.
- A mini-village - mix of types and sizes and can include residential, office, retail and commercial uses.
- A walkable, community gathering spot

The character of the hamlet crossroads community is similar to existing rural crossroad communities throughout La Crosse County. The closest example is Midway, which houses the Onalaska Town Hall, a handful of businesses, a bar, homes and a trailhead. Other crossroad communities in the county are Mindoro (in the Town of Farmington, which features the Town Hall, school, convenience store, farmers' co-op and homes), St. Joseph's Ridge (in the Town of Greenfield, which features a school, restaurant, grocery store and monastery), New Amsterdam, Stevenstown, Burns, Middle Ridge Barre Mills and Newburg Corners.

A possible Brice Prairie crossroads community is depicted on the next page. Since the land uses and the development form in the crossroads community will be different from the rest of the Prairie, this area can become the Brice Prairie community center and will be its identifying location. Community well/septic should be encouraged as this would permit the higher density development needed to make the area pedestrian-oriented.

The Brice Prairie crossroads community evolves from the existing convenience store and Brice Prairie First Responders building on CTH ZN. The master plan shows expanded commercial uses on land that is currently zoned



A prototypical hamlet. A collection of a public gathering spot, a civic use and neighborhood retail surrounded by residential and open space.

commercial. The uses should be limited to those that support the Brice Prairie vision, which could be retail uses that are recreation-focused, including recreation-oriented retail and a bed and breakfast.

The Prairie Drive/Elm Street neighborhood could be extended to the south to add a residential component to the crossroads community. Civic uses are frequent anchors of rural crossroads communities, and the Brice Prairie hamlet could feature a relocated Town Hall, a library, a church or another similar use. The development should be focused around a small public gathering spot and preserved open space.



Midway is an example of a hamlet crossroads community.

- Legend**
- Residential
 - Proposed Park
 - Preserved Open Space
 - Commercial
 - Institutional
 - Great River Trail
 - Boat Ramp
 - Foot Access
 - Connection to Open Space Amenities
 - Existing Park
 - Low Lying Recharge Areas

*Hamlet Crossroads
Community (excerpt from
Concept A)*



USFWS, Mathy and Capitol Air

The USFWS is in process of purchasing approximately 183 acres on Brice Prairie for a future La Crosse District Office. On approximately 13 acres, the USFWS will build offices, a small visitors' center, a classroom/meeting room and a maintenance facility. On the remainder of the parcel (including an area with possible archeological resources), the USFWS plans to re-create a sand prairie preserve.

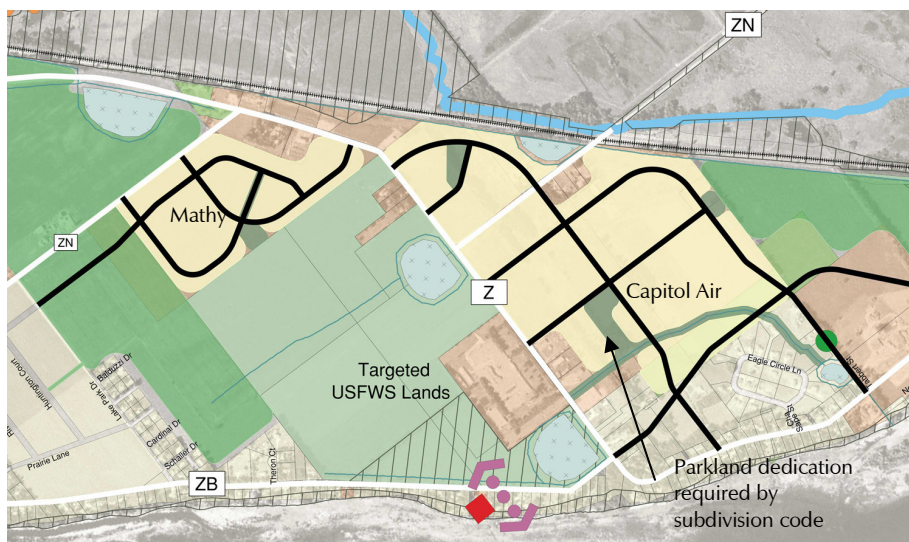


The USFWS center could be similar to this USFWS Ingersoll Wetlands Learning Center in the Savanna District (IL)

The USFWS is purchasing this land from two Prairie landowners – Mathy and Capitol Air. These landowners can then develop the remaining land. The Comprehensive Plan requires that most development on the Prairie preserve 60% of each development as open space. Through an agreement with the Town, the USFWS prairie preserve will serve as that required 60% open space. Through that same agreement, the possible future land uses for the Mathy and Capitol Air parcels include agriculture, residential and commercial uses.

The master plan depicts an example of how the USFWS and adjacent parcels could develop, with residential development adjacent to the targeted USFWS parcel. In addition to the Comprehensive Plan's requirement for open space, the Town's subdivision code requires a dedication of developable land to the Town for park, school or other public uses at a rate of 2,178 square feet per dwelling unit. The park dedication amount and location is conceptually shown. The residential street system should be connected internally and have multiple connections to CTH Z and ZN, for the convenience, safety and efficiency of motorists and pedestrians.

Any public trail system that may be present on the USFWS sand prairie should connect to the existing Lake Onalaska foot access at Clearwater Cabins. The CTH ZB crossing should be made safe and inviting for pedestrians.



USFWS, Mathy and Capitol Air (excerpt from Concept A)

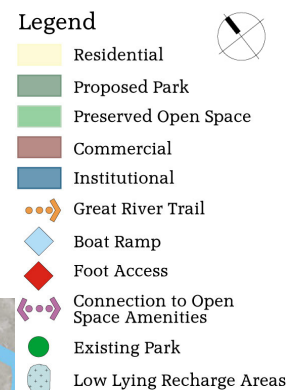
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Additional Connections

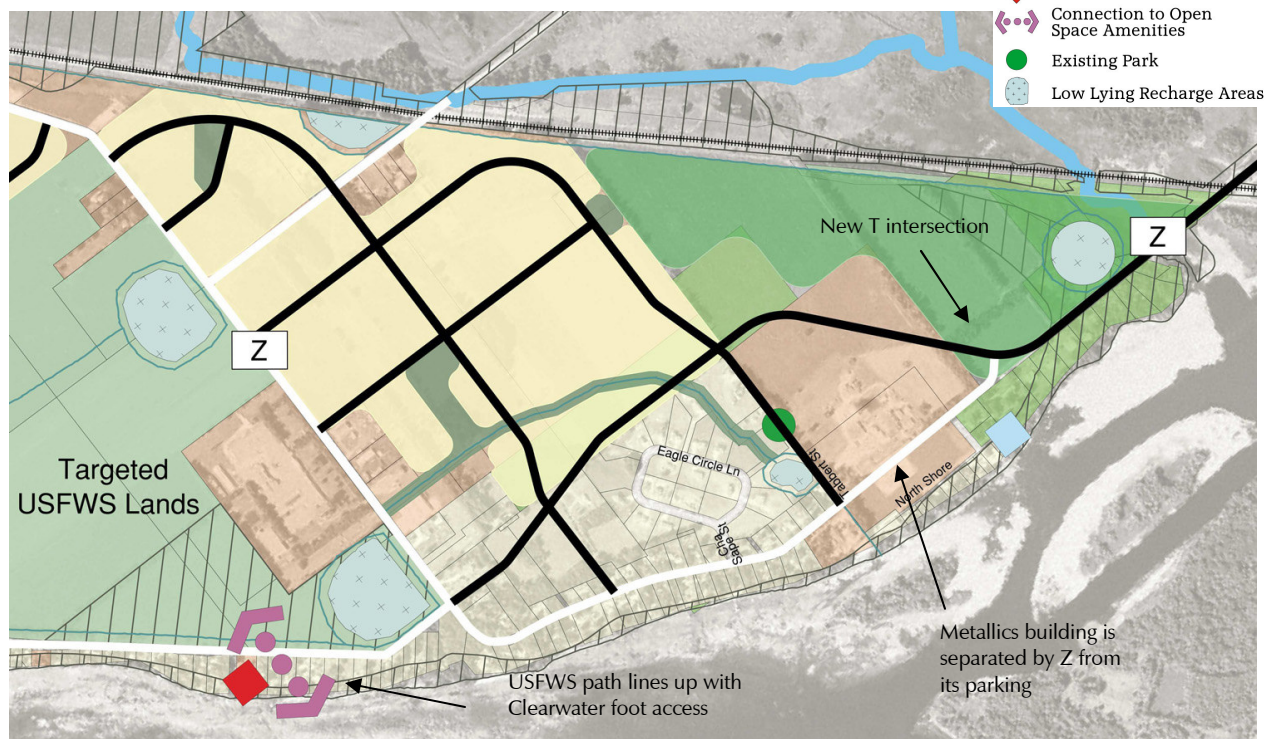
Both concepts include additional connections for motorists and pedestrians. The Transportation Capacity report identified the portion of CTH Z between the wetland crossing and the Z/ZB intersection as congested due to the great number of shoreline driveways that connect to the road and the configuration of Metallics and their employee parking. The capacity report recommends an additional connection between CTH ZB and the CTH Z wetland crossing that would parallel CTH Z. Connections to the new road segment should be restricted to public road connections and major driveways only. The new connection should provide safe space for both pedestrians and bicyclists.

The Town should work with the County and railroad operators to create an additional pedestrian/bicycle connection to the Great River Trail. Workshop participants suggested a connection at the Oak Grove Family Learning Center as a pedestrian/bicycle extension of CTH ZZ. In conjunction with this new trail access, CTH ZZ should be designed to allow safe and comfortable bicycling between the Great River Trail and the hamlet community crossroads at CTH ZZ and CTH ZN.

Both concepts and the master plan show possible road connections and extensions (depicted by black lines). These connections are only conceptual in nature and are included in the concepts to demonstrate the principles of the preferred road network. The streets should be connected to one another, allowing efficient movement for motorists and pedestrians. To preserve the Prairie's rural character, new streets should be no wider than necessary but still allow both safe driving and biking. As parcels develop/redevelop, the landowner and the Town/County will determine the alignment of new and extended roadways in conjunction with these principles.



Additional Connections (excerpt from Concept A)



Concept A: Strong Role for PDR

The primary difference between Concept A and Concept B is the size of the role that PDR will play on the Prairie. Concept A assumes a full commitment to a PDR program by Town officials and residents. Participants at the community meetings preferred Concept A and it is the base for the Brice Prairie Master Plan (page 17).

In Concept A, the scope of the acquisition of development rights broadens. In addition to the environmentally critical lands that are preserved in both concepts, Concept A assumes that all parcels that are designated Agricultural Preservation on the Future Land Use map (and zoned Transitional Agriculture) are preserved as open space. The PDR program could purchase the development rights of the entire parcel or could only purchase the development rights for a portion of the parcel to create an adequate buffer between agricultural and other uses. The individual PDR purchase agreements would specify allowable uses; the Comprehensive Plan goals and objectives envision that the current farming operations continue on the Prairie and critical rural viewsheds are preserved.

Concept A assumes the Town and residents will provide full funding to the program and the program administrator will be aggressive in searching for matching funds and partnering agencies. The program will take full advantage of regional, state and federal grants and an additional tax/fee on Town residents.

The Town may partner with an experienced and capable local land trust such as the Mississippi Valley Conservancy. A working local example of this type of government/land use trust partnership is the La Crosse Blufflands Protection Program. The City of La Crosse and the Mississippi Valley Conservancy have signed a formal agreement to collaborate to protect the community's blufflands. The non-profit land trust acts as 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 the land trust leveraged this funding through grants from DNR and private fundraising.

Concept A assumes a strong PDR program. All environmentally critical lands and all parcels designated Agricultural Preservation in the Town's Comprehensive Plan.



Concept B: Conservation Residential

Concept B assumes that only moderate amounts of funding are available for a PDR program and that the Agricultural Preservation areas are experiencing development pressure. As common in both concepts, the critical environmental areas are preserved. However, in the absence of a strong PDR program, this concept assumes that parcels on Brice Prairie that are zoned Transitional Agriculture would indeed make that transition to residential.

Concept B assumes that the Town would allow conservation residential development on these parcels. For conservation residential on the Prairie, the Comprehensive Plan requires a design that “generally maintain(s) 60% open space.” As depicted in the graphic on the next page, in conservation design, the same number of residential lots is allowed as permitted in the underlying zoning. However, the lots are clustered so that greater amounts of connected open space are preserved. The most environmentally sensitive areas of the site are designated open space, and the remaining 40% is allotted for residential use.

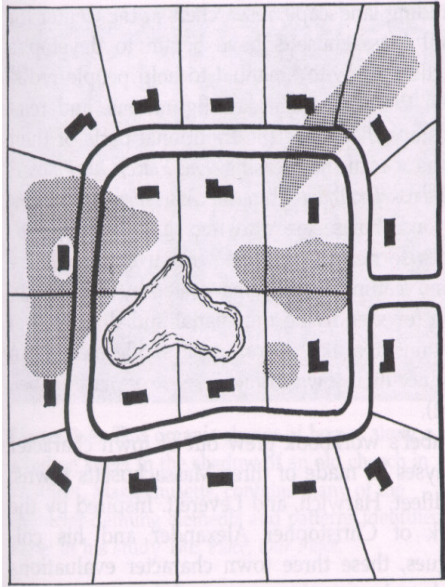
This type of development, called conservation subdivisions, is becoming a common method to plan new neighborhoods in environmentally important areas. There are many examples of conservation subdivisions in the nation and the Midwest, including these three examples:

- Clearwater Conservation, City of Onalaska: The development has 51 homes on 110 acres, with 59% open space preserved. The original farmstead is preserved and the development has a gardening cooperative.
- The Preserve, Hunter’s Bay, WI: With 41 homes on 185 acres, this conservation subdivision has 65% open space preserved, including 65 acres of wetland marshes. The development includes a 1-mile segment of Ice Age National Scenic Trail.
- Prairie Crossing, Gray’s Lake, IL: This large development at the edges of the Chicago metropolitan area has 395 homes on 677 acres. Open space preserved is 69%, with 395 acres permanently protected. The development features an organic farm and on-site public charter school.

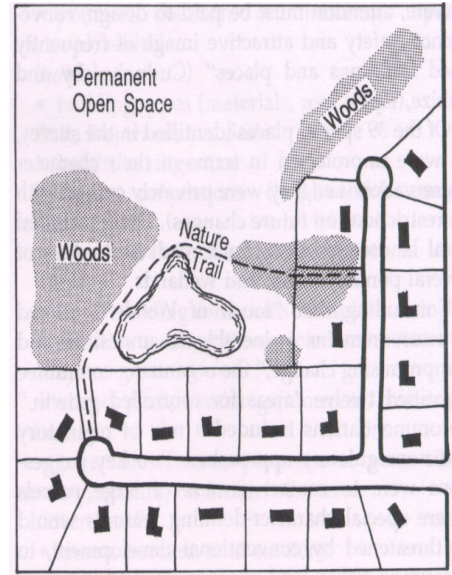


Clearwater Conservation (above), Prairie Crossing (below)

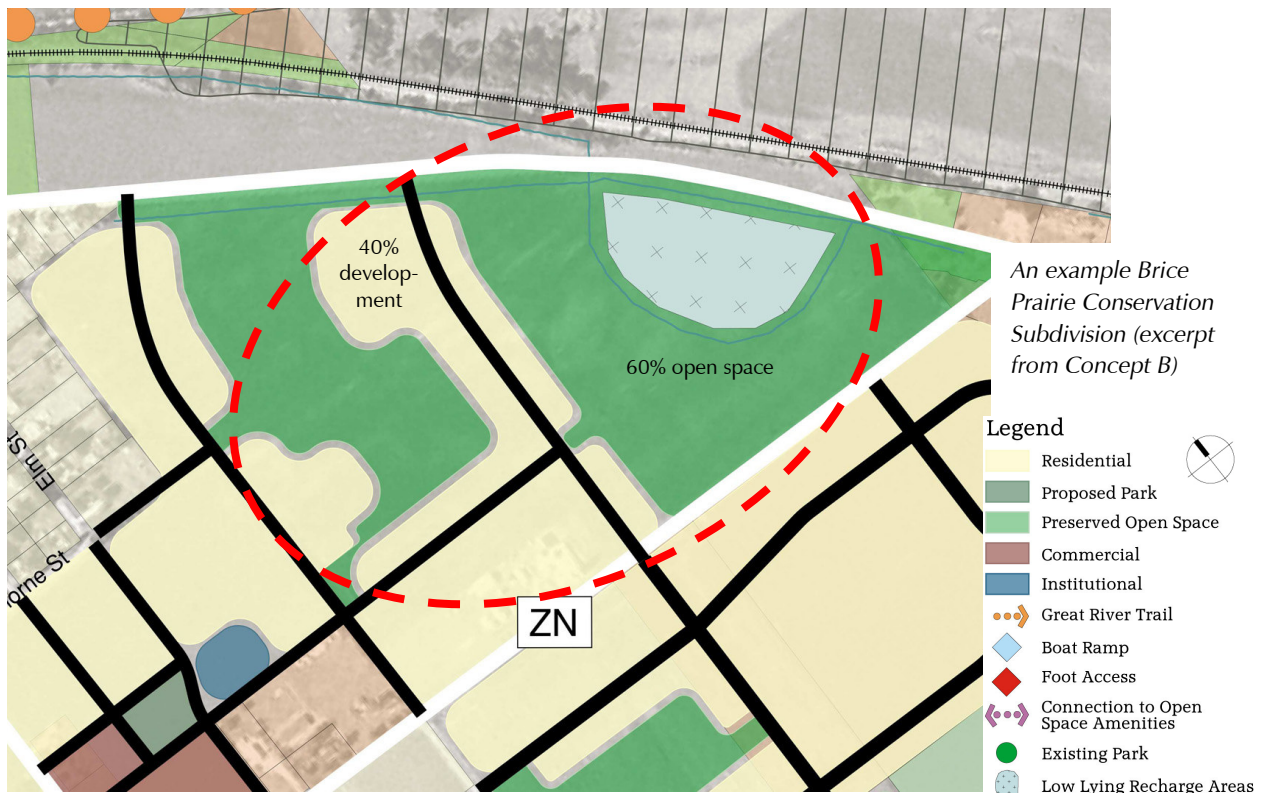




In conservation subdivisions, the same number of lots is permitted, but they are clustered to protect connected open space.



Below is an example conservation subdivision between CTH Z and CTH ZN from Concept B. The depiction is conceptual -- the location and amount of open space could be similar to the figure but must be determined on a parcel-by-parcel basis. Additionally, the street network and connections are conceptual; however, they demonstrate the principles of a connected street network.



In Concept B, 60% of developments are preserved as open space. The Town's subdivision and zoning codes will specify what kinds of uses can occur in the open spaces of conservation subdivisions. Other municipalities have permitted a wide range of open space uses, but all uses should pursue the goal of permanently preserving open spaces.

The Town of Onalaska has several options:

- Town could require public access to preserved open space: Walking and/or biking trails would preserve open spaces while allowing public access. Allowing public access assumes that public funds have been used to acquire or maintain the open space.
- Town could permit the open space to serve the new adjacent neighborhood: The open space becomes the property of the homeowners of the new neighborhood, likely through a homeowner's association. The homeowners would be responsible for maintaining the open space, but would get full use of it, pursuant to the Town's regulations on open space use.
- Town could permit active open space: Given the expected high cost of providing for increased growth on the Prairie (through utility provision and transportation improvements), it is likely that residential developers and/or homeowner's associations will be seeking to generate profit from the preserved open space.

There are a handful of examples of active open spaces in rural areas. Some municipalities allow rural businesses, such as a small-scale agricultural production (e.g. an organic farm), hunting/camping, roadside farm stands, etc. The presence of these commercial uses changes the character of rural areas so permitting them should be done with care.

Another example of active open space is a golf course. The golf course, which could be either public or private, would provide some profit from the open space and likely would attract a higher income homeowner than is currently on the Prairie. As noted by participants at the February

Legacy Courses at Cragun's, Brainerd, MN, certified for wildlife conservation, habitat enhancement and resource conservation



11 workshop, golf courses and golf-oriented subdivisions would dramatically change the character of Brice Prairie.

As described in the Environmental Capacity report, conventional golf course management would damage the environmental resources of the Prairie, particularly the groundwater. Conventional golf course management typically creates an environmental hazard due to the application of pesticides. Some national organizations, including Audubon International, certify golf course design and management that meet standards for wildlife conservation, habitat enhancement and resource conservation. The nearest golf course to southwest Wisconsin that has been certified under the Audubon Signature Program is the Legacy Courses at Cragun's near Brainerd, MN. There are also multiple Audubon Cooperative Sanctuaries nearby, with 8 in Wisconsin, 15 in Minnesota and 9 in Iowa, including Baraboo Country Club and the Greenwood Hills Country Club in Wausau.

Public Workshop, February 11, 2006

SAA led a public workshop on February 11 at Sand Lake Elementary School, attended by approximately 26 Town residents, to describe the two concepts, participate in a discussion with Town representatives and residents to determine a preferred concept.

In particular, the residents were asked for their preferences regarding:

- 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 future open space preservation should be public? How much should be private.



February Workshop at Sand Lake Elementary School. Town residents debated the merit of Concepts A and B.

The presentation shown at the February 11 workshop and the resulting public comments are included in the Appendix. The discussion was wide-ranging, but a consensus did emerge. There was general support for a mixed-use hamlet crossroads community, and connections to the lake and the trail were important. Most felt that the amount of development shown in Concept B changed the character of Brice Prairie too much. Concept A received more support from those attending the workshop.

In particular, there was detailed discussion about a possible Town PDR program. Participants questioned the future cost of providing the urban services that will be necessary should significantly more development is permitted on the Prairie. Many participants felt that the immediate cost of purchasing development rights now would be less than the future infrastructure costs. Most participants advocated for a strong PDR program at the Town level.

Brice Prairie Master Plan and Town Recommendations

In response to the comments made by participants at the February workshop, SAA edited and updated both concepts and created the Master Plan graphic, which is on the next page. The Master Plan operates within the construct of the Comprehensive Plan, but provides more details on the intended character of development and preservation on the Prairie.

The Master Plan does not provide site level design details – these details are left to property owners as they develop or redevelop their parcels. The depictions on the Master Plan, including the accompanying character photos, demonstrate the principles and intended character, but the Town elected officials should interpret these principles as each development plan is presented to them.

It is recommended that the Brice Prairie Master Plan be adopted by the Town Board and amended into the Town Comprehensive Plan. The Master Plan recommends the following Town actions:

- Create an aggressive Purchase of Development Rights program. Actively seek out funding from a variety of sources to supplement an open space preservation tax for Town property owners. Consider the magnitude of providing urban infrastructure to future growth when assessing PDR fees.
- Do not allow zoning changes on parcels that are zoned Transitional Agriculture to zoning categories other than Exclusive Agriculture. One exception: Allow the rezoning of Transitional Agriculture land between the commercial parcels and the Prairie/Elm neighborhood to a residential zoning district to help create the hamlet crossroads community.
- When the Mathy and Capitol Air parcels develop, encourage an internally and externally connected street network and the arrangement of uses (including the location of required park dedications) to support the goals of the USFWS center and open space.
- Explore with La Crosse County public works an additional road connection between CTH ZB and the CTH Z wetland crossing. The timing and construction of the roadway could coincide with the development of the Capitol Air parcels.
- In conjunction with La Crosse County, DNR and the railroad, explore the creation of an additional pedestrian crossing over the rail tracks from the Oak Grove Learning Center to the Great River Trail.
- When locating Town offices or other civic uses, consider the hamlet crossroads community location at CTH ZZ and CTH ZN. Purchase/require a small public park within the hamlet location as part of locating a civic use.
- Evaluate the zoning and subdivision codes for two new forms of development. First, assess if the codes will adequately permit a pedestrian-oriented development pattern in the hamlet crossroads community (shallow building setbacks, sidewalks, parking at the side or behind buildings, pedestrian-scaled signage, neighborhood commercial retail uses, block sizes, etc.). Second, assess if they will adequately permit Conservation Residential and Conservation Mixed Use development as described in the Comprehensive Plan. If the codes do not permit these types of development, the Town could change its zoning and subdivision codes, possibly through a Joint Planning Area agreement with the City of Onalaska.
- Work with USFWS to coordinate their possible public access to the preserved open space with the existing pedestrian lake access at Clearwater Cabins.
- When Prairie roadways are resurfaced, redesigned or otherwise changed, balance the need for safe biking on Brice Prairie roadways with the desire to maintain a rural character.

- Consider the recommendations of the Environmental, Emergency Services and Transportation Capacity Report. The recommendations vary from broad policy statements to specific actions by the Town and Brice Prairie residents.



1 Existing Neighborhoods

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

2 Hamlet Crossroads Community

- Brice Prairie community center and identifying location
- Expanded crossroads community around existing store and First Responders
- A mix of recreation-focused retail, bed and breakfast, Municipal Building, residential and a small public gathering spot
- Rural crossroads complimentary site design and architecture
- Community well/septic to permit higher density

3 US Fish and Wildlife Center & Adjacent Parcels

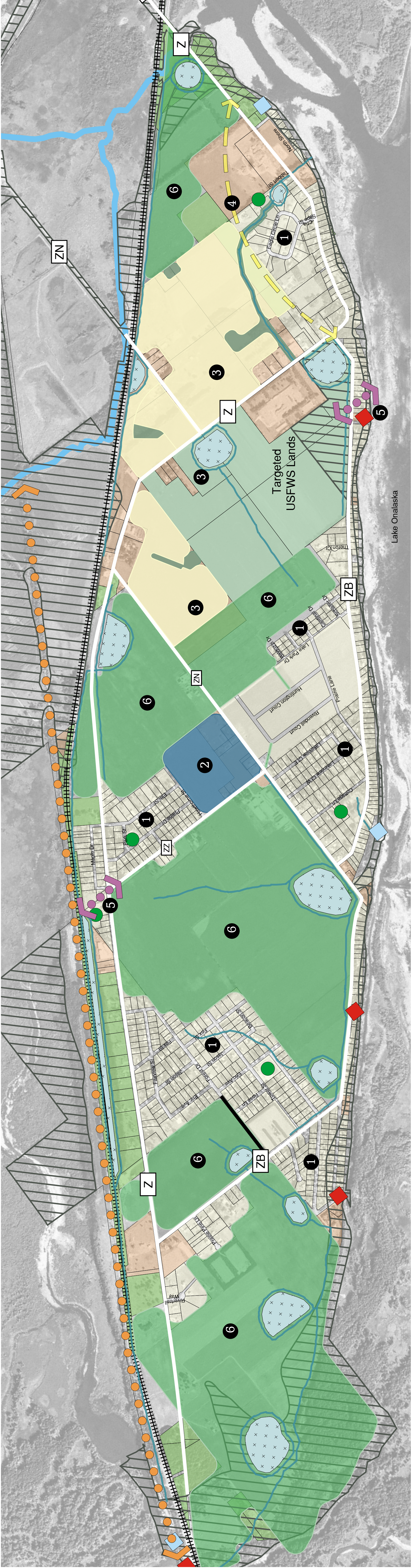
- Future La Crosse District Office Location
- Possible development uses: Offices, small visitors center, classroom/meeting room, maintenance facility (approximately 13 acres)
- Prairie and conservation preserve (approximately 170 acres)
- Possible archeological areas preserved
- Serves as open space requirement for remaining Mathy & Capitol Air parcels. Remaining possible uses include agriculture, residential & commercial

5 Connections to Open Space Amenities

- General areas for additional connections to Lake Onalaska and Great River Trail
- Coordinate public trails on USFWS site plan with Clearwater foot access
- Coordinate with railroad operators and Oak Grove Family Learning Center for additional centralized bike crossing to Great River Trail
- Ensure safe biking on CTH ZZ to connect Hamlet and Great River Trail

4 Additional CTH Z and CTH ZB Connection

- Additional connection from CTH Z wetland crossing to Prairie
- Relieve congestion for shoreline residential driveways and Metallics
- No private driveways on the new road connection
- Provide space for pedestrians and bicyclists



Legend

- Residential
- Proposed Park
- Preserved Open Space
- Hamlet Crossroads Community
- Great River Trail
- Boat Ramp
- Foot Access
- Connection to Open Space Amenities
- Existing Park
- Low Lying Recharge Areas
- Potential CTH Z & CTH ZB Connection



6 Preserved Open Space

- Development rights purchased on environmentally sensitive areas and existing farms
- Farm operations can continue
- Other permitted open space uses detailed in the PDR purchase agreement and tailored for each parcel
- Permitted uses should protect environmental features and maintain critical viewsheds

Brice Prairie, WI Master Plan

