



PLATTEVILLE, WI

2010 Downtown Revitalization Plan



Prepared by the Platteville Redevelopment Authority
with assistance from MSA Professional Services, Inc. and AECOM
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Platteville residents, property owners, and business owners attended meetings, reviewed draft materials, and submitted comments that have improved this Plan.

Executive Summary

This plan is a guide to help City officials and economic development professionals attract and direct investment in Downtown Platteville in ways that support the long term viability and sustainability of the downtown economy.

Our vision:

Downtown Platteville is a vibrant place and the cultural heart and identity of the community. A diverse business mix is thriving and profiting. Arrival to the downtown district is distinctive and appealing, and parking is easy to find. Visitors discover reasons to linger and explore, and more people are choosing to live downtown.

Our core objectives:

- 1) Add new residential, retail, and office space and tenants to the downtown area
- 2) Establish attractive gateway features that indicate arrival into the downtown area
- 3) Reinforce the historic character of Main Street
- 4) Provide an adequate supply of parking for downtown residents, customers, and employees



Chapter 2 - Existing Conditions

A review of current and past plans and studies revealed the following highlights

- Parking and retail vitality have been issues of concern for decades, dating back at least to the 1977 Downtown Plan
- Past market analyses (1999, 2001) identified demand for hotels/motels, restaurants, home furnishings, specialty foods, and apparel
- The current draft of the City's Comprehensive Plan touches on many issues relevant to the downtown. Most notable are objectives for:
 - More rental housing and student housing
 - Improved and extended downtown streetscaping and landscaping, including improvements to gateway corridors
 - Improved downtown wayfinding and parking signage
 - More public art and arts events downtown
 - Protect and enhance the historic character downtown
- Residents want more local retail, dining, and entertainment options, and a majority of residents support increased residential density near UW-Platteville (2009 Community Survey).
- A September 2009 study affirmed demand for affordable rental housing in Downtown Platteville.
- An October 2009 survey of UW-Platteville students identified the following:
 - There are many students living off campus in or near the downtown.
 - Two-thirds of students would consider living downtown, and 60% of students currently pay less than \$400 per month for housing.
 - Majorities of the student population spend less than \$20 each week on groceries, and less than \$10 each week on either restaurants or general retail. Monthly

student spending is generally less than \$20 in the entertainment, clothing, and household furnishing categories.

Interviews and public input at the beginning of this process revealed many ideas and concerns, including these highlights:

- The University is a key economic driver for the City and region, but student housing demand is putting pressure on neighborhoods around the campus.
- The downtown historic character is very important, but there is a somewhat adversarial relationship at present between the Historic Preservation Committee and business interests.
- Parking availability is a concern, especially long-term/overnight resident parking.
- There is interest in infill development and structured parking.

An urban design assessment identified the need for improved gateway features and corridors, especially from the south (Water Street). A parcel-by-parcel inventory confirmed generally good property conditions with a few exceptions, but relatively low property improvement values in important places, especially along Water Street.

A review of traffic data revealed changes since 2000 likely due to the construction of the US 151 bypass and the return of two-way traffic to Main Street. Most notably, traffic increased on Main Street (within downtown), East Mineral, and far West Main; and traffic decreased on Chestnut and near West Main (between downtown and UW-P).



Chapter 3 - Market Analysis

This planning process included a new downtown market analysis of residential, retail, and office market conditions. Highlights include:

General Observations:

- Platteville is part of a three-state/three-county economic region with an economy based on agriculture, manufacturing, and tourism.
- Population trends are moving in the right direction, and unemployment is relatively low compared to state and national data.
- UW-Platteville growth is important
- Retail and office markets will be slow to recover from the recession.

Key Retail Market Findings:

- There is an estimated 351,000 SF of downtown street-level space
 - 25% of this is restaurants and bars
 - 16% is food and beverage retailers
 - 14% is office space

Figure 3.8: Downtown Street Level Inventory



- Approximately 34,000 SF is vacant - about 8% of inventory. A healthy market has some vacancy, and this is a good number, compared to 12% national retail vacancy rate.
- Citywide retail is strong in general merchandise

and building materials, strong but declining in restaurants and grocery, and weak in sporting goods, hobby, and apparel.

Key Office Market Finding: Professional services are underrepresented in Platteville.

Key Residential Market Findings:

- There are about 286 downtown housing units (1.3% of city total)
- Condo values are relatively high in the city, compared to conventional single family homes, but none of these units are downtown.
- There is a shortage of UWP student housing, and 66% are willing to live downtown
- 50% of UWP faculty/staff live outside city

Market Study Conclusions and Recommendations:

- Improve marketing and promotion of the region in cooperation with Dubuque and Jo Daviess Counties.
- Work to attract retail/services in several categories, including restaurants, home renovation, art galleries and gift shops, specialty foods, and consumer services.
- Identify successful retailers in similar markets and encourage them to open a location in Platteville.
- Renovate City Hall and the theatre, and direct other public facility investments to the downtown, including the library, the fire station, and any new community center spaces. These civic uses will support and catalyze additional private investment.
- There is market demand for new downtown housing, including student housing and condominiums

Chapter 4 - Master Plan

This chapter is the core of the plan. It addresses where and how the City would like redevelopment to occur, and how traffic, parking, and historic preservation are to be addressed.

Future Land Use

The land use map (Figure 4.1) identifies most of the downtown area for mixed-use development, allowing retail, service, office, civic, and residential uses to occur anywhere within these areas. Along Main Street, from Broadway to Elm, ground floor retail or service uses are preferred. The east and west fringes of the planning area are identified for high-density residential use. Several current commercial parcels are designated for future park and open space use, including the Garvey

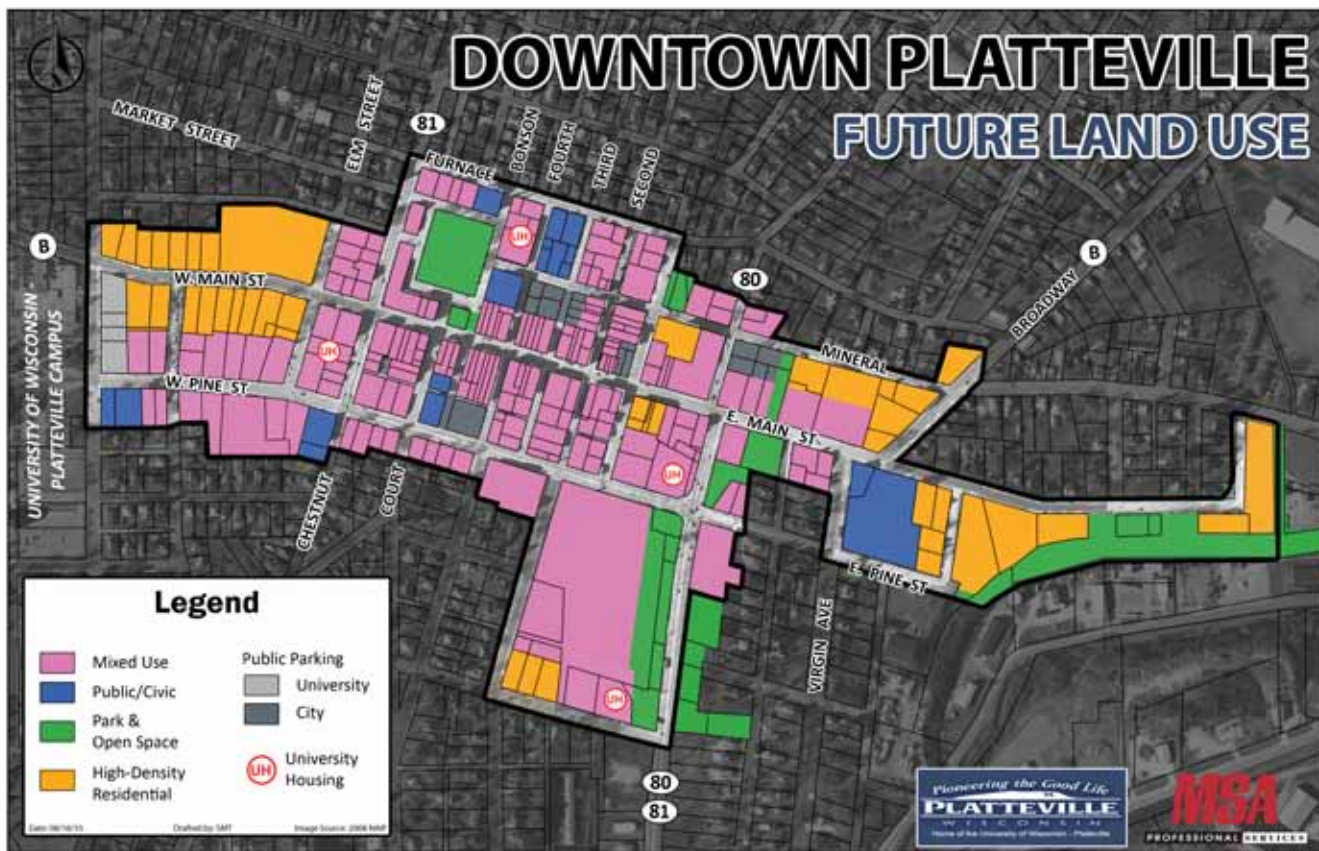
Service site in front of City Park and a greenway along Water Street. Four sites are identified as preferred locations for parking and/or parking structures.

Historic Preservation

The historic character of downtown Platteville is one of its most important features. The Historic Preservation Commission (HPC) will work collaboratively with Plan Commission, City Council, and property owners to find ways to balance business success and preservation/restoration of historic structures. Strategies to pursue this balance include:

- Include a property or business owner on the HPC
- Review/adjust the development review process to ensure early HPC consultation
- Make explicit in the Historic Preservation

Figure 4.1: Future Land Use Map



Ordinance a proactive, problem-solving role for the HPC to help property owners find affordable solutions to preservation requirements

- Create and distribute to property owners informational materials about historic preservation requirements and resources.
- Amend the Historic Preservation Ordinance to provide guidance on dealing with the proposed demolition of historic structures within a designated historic district.

Design Standards

The City currently regulates commercial and multifamily residential development with architectural standards that are not entirely appropriate for the downtown area. This plan recommends the creation of a modified set of site and building design standards that respect and enhance the unique aspects of the downtown area. There are three distinctive subareas within the downtown planning area, each of which should have differing design standards. Draft standards are attached as an appendix to this plan.

Figure 4.2: Design Standards Tiered Boundaries



University-Related Housing

UW-Platteville enrollment has been growing in recent years, and more growth is anticipated. University leaders recognize the need for more housing for a range of students and employees, but they are constrained in their ability to build

new housing on campus and are instead seeking alternative solutions, including private housing off campus.



Recently completed UW-Milwaukee off-campus housing with retail along the ground level

The City would like to see new student housing built to reduce the conversion of single family homes to rental properties, and as much of this new housing as possible should be in the downtown area.

The Future Land Use map (Figure 4.1) offers four locations designated as preferred sites for University-related housing within the downtown area, though there are other sites that may also work well.

Parking

The primary parking issue to be addressed is the lack of adequate long-term/overnight parking for residents. A secondary issue is the desire for more convenient parking for daytime visitors. The City does not presently have off-street parking requirements in the Central Business District (CBD) and is therefore responsible to manage parking demand for these properties. The City will consider the following strategies to manage parking demand:

- Create a parking permit system
- Create more parking, especially parking structures
- Provide high-turnover, short-term parking in key locations along Main Street
- Amend the zoning ordinance to require off-

street parking or, preferably, a fee in lieu of parking, in the CBD

- Improve parking signage
- Ongoing employee education to prevent employee use of the most convenient parking

Traffic

This section identifies strategies to anticipate and mitigate traffic congestion resulting from increased development, both within the downtown and along the access routes to downtown.

- Complete a comprehensive traffic impact analysis for all new development proposed in this plan
- Create and promote safe bike and pedestrian routes to make these alternative transport modes more attractive.
- Create a UW-Platteville Downtown Shuttle that also links students to remote parking lots

Redevelopment

Around the core of historic buildings that define Downtown Platteville are sites that could (and in some cases should) be redeveloped in the coming decades. This section identifies and prioritizes the most important opportunities for changes to downtown properties, in three categories: Taxable Development, Parking, and Green Space. Many of these projects will depend upon the interest and initiative of private landowners and developers - this plan is a vision to inform those private efforts and to help guide City review of development proposals.

Taxable Development

Water & Main

All four corners of this intersection could be redeveloped at greater density, with retail or service uses on the ground floor and residential or office on upper floors.

Pioneer Ford

The dealership’s prime location at the corner of Water and Pine Streets is a significant opportunity to better welcome its customers and downtown visitors in general. The site could be redeveloped as a car sales showroom with parking on the roof. Alternatively, should Pioneer sell the site, it could be a taller, mixed-use development.

McGregor Plaza

McGregor Plaza is an important component of the downtown economy, especially the current grocery store, but the site design is not suited to a walkable downtown setting. To better utilize this site and establish a more urban and pedestrian-friendly environment, several new buildings should be built in the existing parking area. Infill development may require the addition of structured parking.

Furnace Street (Feed and Fuel)

The gas station at the corner of Second Street and Furnace Street is a redevelopment opportunity whenever the current use ends. The location is most appropriate for residential use due to the light traffic and nearby single-family homes.



Example of multi-family housing with downtown character.

City Park Square

The Century Link building, which houses telecom switching equipment, is not a great fit for the location as it has few windows and limited activity along the Park facade. Should Century Link (or

its successors) ever choose to move from this location, it is an excellent site for any of several uses, including civic, office, or high-density residential, including University-related housing.

Library Block

The library block includes the Platteville Public Library, and a mix of parking, office, and residential uses. This entire block could be redeveloped as a mixed-use, public-private development including underground parking, the Platteville Public Library and commercial spaces on the first floor, and residential or office spaces on upper floors.



Example of mixed-use development with retail, residential, and a library center.

East Main Street

There are two large sites on the north side of East Main Street that could be redeveloped in a variety of ways to strengthen the urban fabric here. The preferred uses include commercial or office uses on Main Street and residential use facing onto Mineral Street.

Broadway Street

The northwest and southwest corners of the intersection of Mineral and Broadway are neither attractive nor entirely compatible with the surrounding single-family homes. Though small, both sites could be redeveloped with multi-family housing, up to two stories in height.

West Pine Street

The south side of Pine Street between Fourth Street and Chestnut Street features a series of

buildings that either are, or once were, single family homes. These parcels should be allowed to convert to commercial use, but the existing structure should be reused as much as possible, or new structures should be designed to blend into the neighborhood context.

Parking Structures

This plan proposes three sites for construction of structured parking owned and managed by the City.

S. Bonson Street Parking Structure

The existing City parking lot at the south end of Bonson Street is the City’s best immediate opportunity to build a parking structure.

Water and Mineral Parking Structure

This site, currently occupied by two single-family homes, is a good option for the provision of parking to support higher-density development at the Water and Main intersection.

Third and Mineral Parking Ramp

Another City lot with potential for additional parking is the existing public lot at the corner of Third Street and Mineral Street, behind City Hall. This is a great place for tiered parking because the topography would allow two levels of parking without a ramp.



Example of two-story parking ramp.

Green Space

There are two key opportunities to enhance the Downtown district with new green spaces.

City Park and Garvey's Service

If and when Garvey's Service closes, the City has an opportunity to establish a stronger link between Main Street and City Park. This site and the adjacent segment of Bonson Street could be converted to open space with a combination of green landscaping and hardscape public plaza,

Water Street Greenway

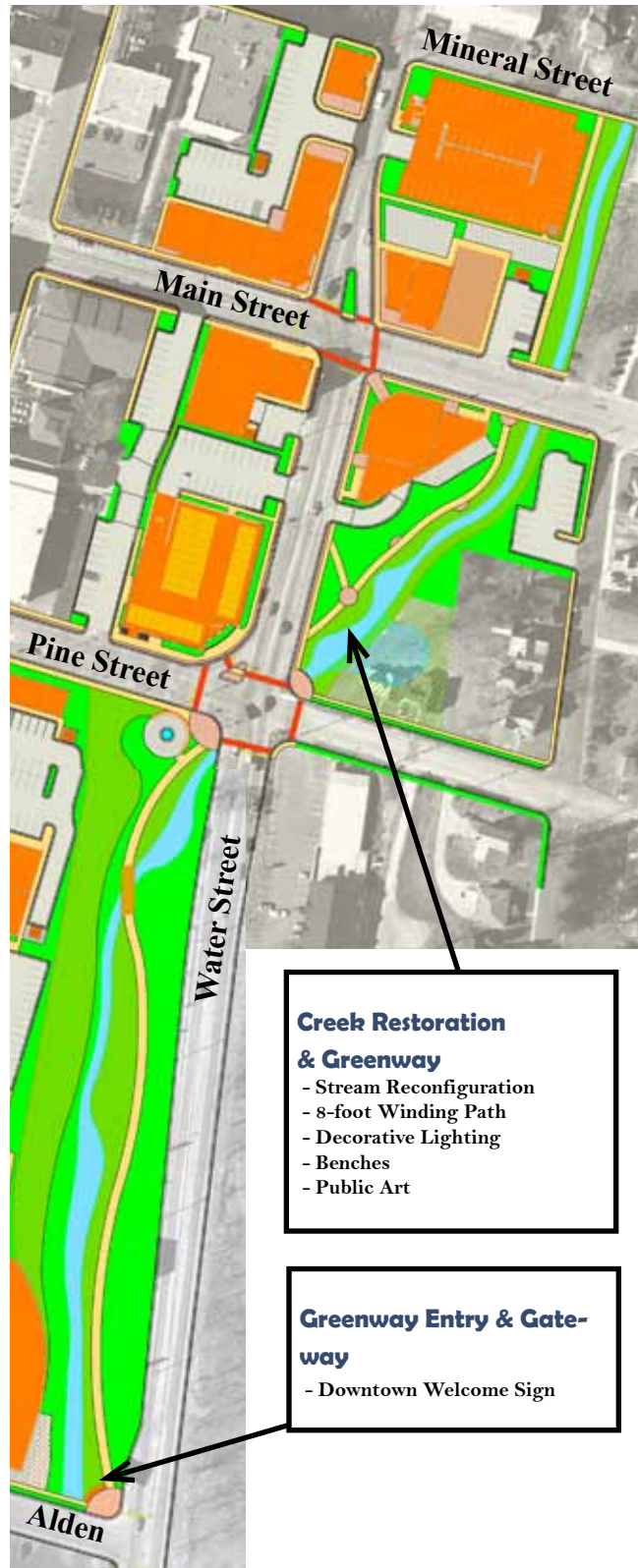
A tributary of the Rountree Branch, this creek flows from north to south under Mineral Street and Main Street and then parallel to Water Street down to Business 151. At present this waterway is mostly buried from just north of Main Street to Business 151. Where exposed for a block along Water Street south of Pine Street it is channelized and hidden from view behind a narrow strip of commercial buildings and parking lots.

The City has an opportunity to improve the ecological function of this waterway and create a more welcoming front door to the Downtown by restoring this waterway as part of a formal greenway.

Chapter 5 - Action Plan

This chapter isolates and organizes the many actions identified in the plan. It also provides guidance on the use of funding methods to implement projects, including tax incremental financing, public bonding, a business improvement district, grant programs, and public/private partnerships.

Figure 4.9: Water Street Greenway



CHAPTER 1

INTRODUCTION

- 2 *Guiding Principles*
- 2 *Planning Process*
- 3 *Downtown Planning Area*

Platteville (pop. 10,575) is the largest city in Grant County and is home to the University of Wisconsin - Platteville. It lies along the US-151 corridor between Dubuque, IA (approximately 20 miles away) and Madison, WI (approximately 75 miles away). Platteville has a very successful industrial park, which is home to variety of industrial and commercial businesses that provide employment opportunities for the entire region. UW-Platteville, known for its engineering, industrial technology and agricultural programs, is the City's largest employer and has played a prominent role in shaping the community.

The City has experienced a period of expansion and economic growth over the past few years, most visibly including the addition of significant retail space at the east edge of the City. During this time, the City has strived to maintain its historic downtown area, which is listed on the National Register of Historic Places and is a part of the National Main Streets Program. Many downtown areas have successfully weathered this transitional period by retaining their community's financial institutions, professional offices, and government functions. This is largely the case in Platteville, but the effort to attract investment and keep storefronts full is an ongoing struggle.

This planning document is intended to function as a guide to help City officials and economic development professionals attract and direct investment in Downtown Platteville in ways that support the long term viability and sustainability of the downtown economy. It serves to meet the following objectives, identified at the beginning of the planning process:

Figure 1.1: Regional Map



Objective 1: Identify retail business types that have the potential to successfully expand in or be recruited to downtown.

Objective 2: Identify the housing types most appropriate for the downtown area and the most appropriate locations for various types of new housing.

Objective 3: Determine appropriate locations for infill development and redevelopment within the downtown and establish design guidelines that will protect and enhance the unique character of downtown Platteville.

Objective 4: Evaluate downtown parking needs and identify strategies to meet and manage parking demand.

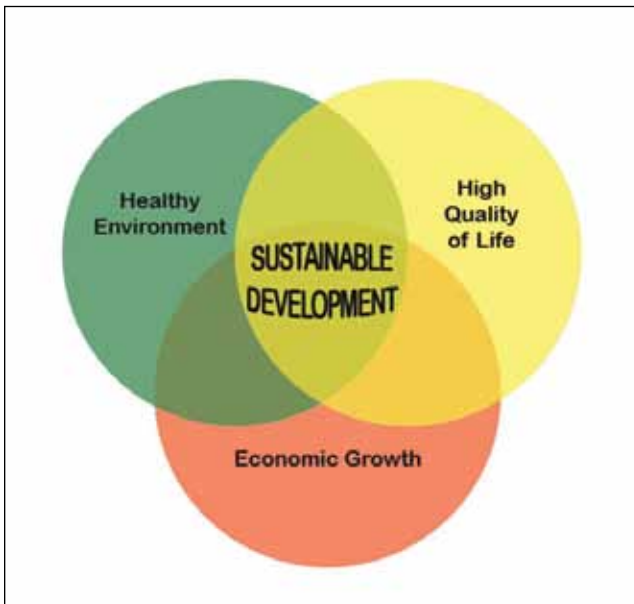
Chapter 1 Introduction

Objective 5: Provide an achievable implementation strategy for all recommendations, including the identification of partners, potential funding sources, an evaluation of current incentive programs, and recommendations for new development incentives - financial and other - to encourage sustainable investment and growth.

1.1 GUIDING PRINCIPLES

Urban communities are complex, made up of many interrelated spaces and functions. The spaces within which we live our lives are formed and changed over time by the interplay of economic, environmental and social forces. In a sustainable community economic prosperity finds balance with environmental protection and quality of life considerations, and this balance is maintained over time. In a sustainable community, businesses thrive and people are out in public throughout the day and throughout the year, working, socializing and recreating. This plan is created with these principles in mind.

Figure 1.2: Sustainable Development Diagram



1.2 PLANNING PROCESS

This Plan was discussed and developed through a series of Steering Committee meetings between May and October 2010. All meetings were public meetings and noticed as such. In addition, the downtown business owners and patrons were expressly invited to attend and participate in the public informational meetings via posters and flyers distributed to businesses. Draft materials were also posted on the City website during the planning process.

Project Milestones

Steering Committee Kickoff
May 5, 2010

Stakeholder Interviews
May 6-7, 2010

Public Input Open House
May 27, 2010

Steering Committee Meeting – Market
Analysis Review
July 7, 2010

Steering Committee Meeting –
Redevelopment Analysis Review
September 1, 2010

Steering Committee Meeting –
Implementation Plan Review
October 6, 2010

Public Open House and Presentation,
November 17, 2010

RDA/Plan Commission/Historic Preservation
Commission Recommendations
December 6, 2010

Common Council Adoption
TBD

1.3 DOWNTOWN PLANNING AREA

As shown in Figure 1.3, the study area for this planning effort focused primarily on the commercial and mixed-use properties that make up the core of the downtown. A secondary “peripheral study area” featuring mostly residential properties east and west of the downtown core was also evaluated. The peripheral area was included in this planning process because of its adjacency to the downtown and UW-Platteville campus, its location along heavily traveled roadways (i.e. Pine Street, Water Street, Main Street), and its potential to be redeveloped with new uses and/or increased density.

Figure 1.3: Planning Area Map



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CHAPTER 2

EXISTING CONDITIONS

- 5 Existing Plans
- 7 Stakeholder Input
- 9 UW-Platteville Student Survey
- 10 Urban Character and Context

A crucial early step towards establishing a vision and promoting redevelopment in downtown Platteville is analyzing the existing environment. This analysis includes the following steps.

Step 1: Review prior planning documents relevant to the downtown area

Step 2: Consult stakeholders to identify issues and opportunities in the downtown area

Step 3: Consider UW-Platteville student opinions about downtown as represented in the 2009 Student Survey (*implemented as part of this planning process*)

Step 4: Document and evaluate the physical design characteristics of the downtown area

Step 5: Document and evaluate the economic characteristics of the downtown area (Chapter 3)

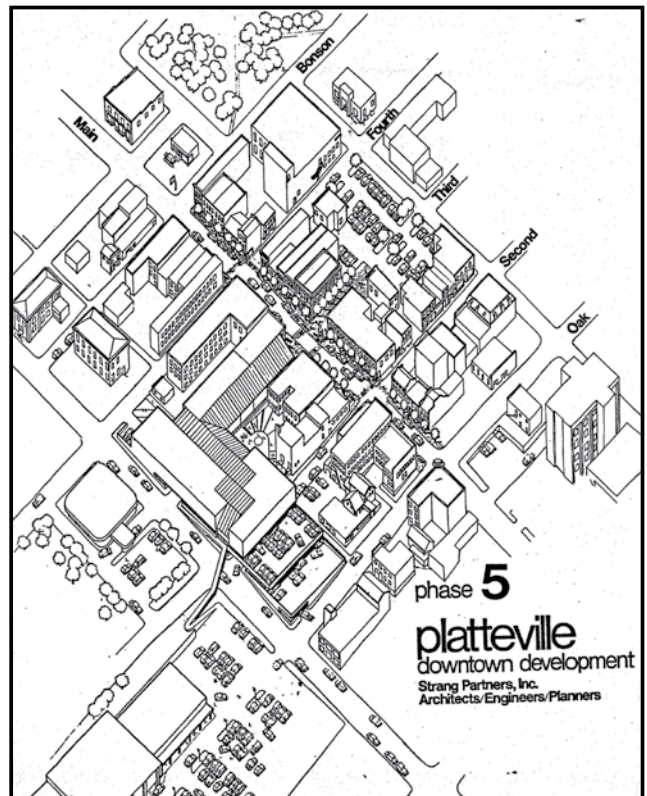
2.1 EXISTING PLANS

There have been multiple planning processes over the past few decades that address some aspects of this portion of Platteville. The visions crafted and decisions made in those plans are acknowledged here and are incorporated and referenced as appropriate in this plan.

Platteville Downtown Plan (1977)

Initiated by the City's downtown TIF district, Strang Partners rendered architectural, engineering, and planning services for the downtown master plan. This master plan was broken into five phases, incorporating wider sidewalks with streetscaping elements (i.e. trees, benches, trash receptacles), building a parking ramp and pedestrian bridge

over Pine Street, and increasing the retail/commercial space by 60,000 square feet (with additional parking). The plan also suggested creating an identifiable symbol/logo as an integral part of revitalizing the downtown area.



Platteville Land Use Study (1999)

The purpose of this study was to suggest potential land uses for undeveloped real estate across from Platteville's existing Industrial Park. The study surveyed current businesses from the yellow pages found at www.yahoo.com and by surveying existing business owners. The results of the study

Chapter 2 Existing Conditions

suggested that there was a demand for beauty salons, department stores, grocery stores, hotels/motels, and restaurants. There seemed to be an abundance of bars/taverns, bed & breakfasts, gas stations/c-stores, and senior care facilities.

Downtown Market Analysis Report (2001)

This report provided Platteville business and community leaders information regarding the current local retail and service markets and communicated the opportunities for expansion and/or starting a business in Platteville. The findings suggested that specialty foods, apparel, auto supplies, furniture/home furnishings/appliances, eating places and antiques/used furniture stores are under represented in the city compared to 21 comparable communities. The report also noted that UW-Platteville students represent a major market opportunity (as over 1,000 new freshmen enter the school every year), and University visitors (i.e. parents and friends) are often overlooked or underestimated.

Platteville Comprehensive Plan

(Current plan adopted 2001, Update in progress)

This plan was created and adopted to meet Wisconsin's Smart Growth law. It is a guidebook for the future development of the City, covering nine planning elements (i.e. transportation, land use, housing). In general, the plan is organized by three main components; 1) existing conditions; 2) vision, goals, objectives and polices; 3) future land use. This plan is currently being updated. The following goals and polices relevant to the downtown area are from the current draft plan.

Housing

- *Provide an adequate supply of quality rental housing units to meet the needs of the community.*
- *Maintain and improve the quality and condition of existing housing.*
- *Protect the historic character of historic homes and neighborhoods.*
- *Provide...a variety of housing choices in terms of type and cost.*

Agricultural, Natural and Cultural Resources

- *Recognize, restore, and preserve cultural, historic and archaeological sites.*

Economic Development

- *Diversify the economic base of the area by attracting and growing new businesses.*
- *Concentrate efforts on retaining and expanding existing businesses.*
- *Enhance the downtown business climate.*
- *Partner with UW-Platteville on programs and approaches to strengthen the business environment.*
- *Attract more tourists to Platteville.*
- *Encourage an entrepreneurial environment.*

Transportation

- *Create and maintain a transportation system that moves vehicular traffic safely and efficiently.*
- *Create and maintain a transportation system that provides a variety of safe and efficient transportation choices.*
- *Create and maintain a transportation system that is accessible to all users.*
- *Integrate parking into transportation and land use decisions.*

Utilities and Community Facilities

- *Maintain an efficient and responsive parks system and provide recreational opportunities to all citizens in the community.*

Intergovernmental Cooperation

- *Identify area-wide resources of all types and use in an efficient, cooperative manner.*

Land Use

- *Plan for the orderly and efficient development of corridors.*

Platteville Community Survey (June 2009)

This survey was conducted as part of the Town and City of Platteville Comprehensive Plan update. All property owners, renters, and UW-P students were invited to take the survey over a six week period. Relevant responses included the following:

- *Strong desire for more affordable housing (rental and homeownership)*
- *Most respondents feel UW-P should provide more on-campus housing and even more believe they should partner with the City to produce off-campus housing*
- *Strong desire for a the City to create a large cultural event or festival annually*
- *Overall dissatisfaction with local retail, dining, and entertainment options in the City, especially amongst the non-university respondents*
- *72% of the respondents agreed that additional bike/walking paths should be created throughout the City*
- *Non-college respondents were more satisfied with downtown parking than college student respondents*
- *College students strongly disagreed that on-street parking near UW-P should have time restrictions, other respondents disagreed as well, but to a lesser extent*
- *Most respondents agreed that more parking opportunities should be provided for commuter students*
- *60% of the respondents agreed that population density should be increased near the UW-P campus to accommodate student needs*

Market Study for Affordable Rental Housing in Downtown Platteville

(September 2009)

This study by the Wisconsin Partnership for Housing Development considered the feasibility of affordable rental housing (with a possibility of a commercial component) within the downtown central business district. The study considered two specific projects on two specific sites.

The first project was located on the 700 block of Chestnut on a 1.45-acre site. There were two alternatives provided for this site. Alternative One would house 32 two- to four- bedroom units (ranging from 700-1,400 sq.ft. in size), costing approximately \$4 million (\$126,250 cost per unit). Alternative Two would house 40 studio to three-bedroom units (ranging from 600-850 sq.ft. in size), costing approximately \$4 million (98,875 per unit).

The second project was located at 285-295 W. Main Street on a 0.12-acre site that would house 12 residential units with a clinic on the main floor, costing approximately \$1 million (\$88,333 cost per unit).

Funding sources suggested for the above projects include CDBG Small Cities Loan Program, New Market Tax Credits, Historic Tax Credits, and Brownfield Grant funds.

After reviewing the existing market conditions in Platteville, the study concluded that the units in the proposed developments, particularly the one with the greatest number of units, will have a slow absorption rate; however, it appears that there is a greater need for affordable units (below 80% of area's median income) than market rate units, which would work to the advantage of the development. To minimize the developer's risk the study suggests a development of a small project or a multi-phased large development.

2.2 STAKEHOLDER INPUT

Involving the people who are directly affected by a downtown plan is an important step - people who work, live, shop, and play in the area have important insights about how the downtown functions and what should be considered for change. In the beginning of this planning process, the consultant team interviewed key stakeholders and conducted an open house event for anyone with an interest in the process. This section discusses the outcomes of these meetings and

Chapter 2 Existing Conditions

the comments and suggestions made.

Interviews

In early May 2010, Jason Valerius (MSA Professional Services, Inc.) and Chris Brewer (AECOM) met with the Steering Committee for the first time and also interviewed 18 downtown stakeholders, including City staff, downtown business owners, realtors, bankers, developers, historic preservationists, and representatives of the Platteville Chamber of Commerce, Platteville Main Street Program, Platteville Area Industrial Development Commission, and UW-Platteville. These interviews were conducted with the assurance that we would not quote or attribute specific comments by participants - we sought candor.

Through these interviews the consultant team developed a more nuanced understanding of existing conditions in the downtown area. In general the mood of interviewees can be characterized as “cautious optimism”. There are many successes to point to and a strong foundation to build upon. A summary follows.

Community Identity

- *Platteville residents see the City as a unique community, with few other cities that serve as benchmarks for comparison*
- *Downtown is one of the most important visitor attractions in Platteville*

UW-Platteville

- *The University is an important economic anchor for the City and the region*
- *University policies encouraging enrollment growth while building no additional on-campus housing are having an obvious impact on the private housing market in Platteville, including many conversions of owner-occupied to rental properties and pressure to build higher-density housing near campus*
- *The University has a history of efforts to keep student expenditures on campus, however there is optimism about the incoming Chancellor's statements and attitudes regarding the University's relationship with the City and the downtown*

Regional Relationships

- *Dubuque is a frequent shopping/eating/socializing destination for many, especially students - it is an easy 20-minute trip*
- *While proximate to Galena and Dubuque, regional cooperation is in its infancy*

Urban Design

- *Platteville lacks meaningful gateways, particularly to the downtown*
- *The downtown topography offers obvious opportunities for efficient underground parking*

Historic Preservation

- *The successful preservation of a large set of historic downtown buildings thus far is a significant contributing factor in residents' positive feelings about the downtown*
- *There are strong opinions for and against the role of historic preservation efforts in the downtown area*
- *The development review process is somewhat dysfunctional right now with respect to historic preservation - review for historic preservation issues occurs too late in the process and preservation advocates are viewed as obstructionists*

Housing

- *The downtown area supports significant upper floor rental residential use*
- *Students are willing to live downtown, and up to a block or two north of downtown, but not much further away*

Parking

- *The inadequate supply of 24-hour parking options for downtown apartment residents is a problem for residents and for downtown business patrons (due to long-term parking in spots that could serve short-term needs)*

Economic Development Coordination

- *The Chamber of Commerce and the Main Street Program are making a renewed effort to collaborate and coordinate their efforts.*
- *Downtown merchants have generally been reluctant to get involved in coordinated efforts that support the entire downtown area. One example is resistance to coordinated or extended hours of operation.*

Open House

On May 27, 2010, City staff and Jason Valerius (MSA Professional Services, Inc.) held a public open house to discuss the future of the downtown. Attendees provided the following feedback:

Things to Change

- *Add more flowers, trees, and shrubs*
- *Add more infill development (similar to Cannery Square in Sun Prairie)*
- *Close off street to make a pedestrian mall*
- *Reduce the influence of the Historic Preservation Commission in the downtown area*

Things to Protect

- *Keep library where it currently exists*
- *Existing businesses (for example the Kohn's Auto Body)*
- *Entrepreneurs / good and new ideas*
- *City Park*
- *Historic Avalon Theatre*
- *Downtown historic architecture*
- *Eagle Garage (1914) and adjoining building*

Parking

- *Provide parking ramp for tenant use as well as shoppers*
- *Increase "off" Main Street parking that is available for residential tenants and business employees*
- *Use the topography to create a two-level parking structure with possible public/private partnership to provide development on the third and fourth level (above the parking levels)*
- *City should implement a parking pass program for the Main Street area (similar to what UW uses) with parking permits available for purchase by business workers within the area*

Streetscaping

- *Add new sound system on street lights to add atmosphere*
- *Install a kiosk (near Garvey's) as a place to post events and information*
- *Need crosswalk between City Park and City Hall*

Other Notes

- *Convert existing police station "sally port" to public restrooms for activities in park and for public shopping downtown*

- *Have extended business hours beyond the 10am - 5pm (stay open until 8pm) and possibly mandating standard hours*
- *Have a theme for downtown that is consistently used on a regular basis*
- *Remove all non-food and speciality retail shops and close Main Street to vehicular movement (such as State Street in Madison)*
- *"Niche" market businesses are needed like the existing coffee shop, wine store, computer store, bike shop (need a bookstore)*
- *Have street entertainment on Saturday evenings with businesses staying open later*
- *Build a new fire station at Water/Main (replacing Subway, auto repair shop, and adjacent SF home)*

2.3 UW-PLATTEVILLE STUDENT SURVEY

In October 2009, five students from UW-Platteville conducted an online survey of UW-Platteville students, with assistance from MSA Professional Services. In total, 746 students responded to the survey (more than 10% of the student body), which is a statistically significant sample. The respondents represented all levels of the student body with 36% from the freshmen class, 20% from the sophomore class, 19% from the junior class, 25% from the senior class, and 6% from graduate level students. 98% of the respondents are full-time students and 56% are currently living off campus. The results from the survey are as follows:

Housing

- *Nearly half of respondents (47%) identified the location of their housing as within the UWP campus area. Another 43% reported living in the downtown (65%) or in a neighborhood around downtown (37%). Just 9.5% lived outside central Platteville.*
- *The majority of the students pay \$300-399 (27%) or \$500-599 (20%) a month for housing and utilities*
- *Students' determining factor for where to live is cost (other significant aspects are walking distance to campus, convenient parking, and quality of design/finishes)*
- *Approximately 26% of the respondents remain*

Chapter 2 Existing Conditions

in their off-campus housing during the summer (which amounts to 1,700 students)

Downtown

- *Over 80% of respondents walk two or fewer times a week through the downtown (with 50% of the respondents visiting less than once per week)*
- *Two-thirds of the respondents would consider living downtown if the opportunity existed, however concerns regarding parking, yards (for pets), housing conditions, and cost has limited those opportunities*
- *Most of the respondents do not shop in the downtown area with the exception for buying groceries and visiting restaurants/bars*
- *Comments suggest students shop primarily at Walmart and/or other stores around Walmart which are cheaper than downtown stores*
- *Students reported a lack of entertainment options downtown (except for recreational drinking) and lack of chain restaurants and quality stores*

Shopping & Entertainment

- *Outside of their meal plan, most of the respondents do not spend much on groceries, at restaurants, and on general retail and personal services during the school year (majority less than \$20 per week). The same holds true for money spent on entertainment, clothing, and household furnishings.*
- *The top ten stores frequented by the respondents (in order) are Piggly Wiggly, Bars, Steve's Pizza, Los Amigos, Badger Brothers, Craft Stores, Milio's, Driftless Market, Avalon Cinema, and Liquor Store*
- *New downtown businesses that students would most like to see include dine-in restaurants, a chain department store, a grocery store, and a convenience store*

See *Appendix B* for the complete survey results and report.

2.4 URBAN CHARACTER AND CONTEXT

A key purpose of this plan is to provide guidance for property owners, developers, and city officials and staff on the preferred location and design of redevelopment projects in the downtown area. Such guidelines should be grounded in an understanding of the downtown as it exists in 2010. This section offers an assessment of the current character of the downtown district, including an identification of assets to protect and shortcomings to overcome.

District Definition

A district is a cohesive area with an identifiable character. Building uses, types and styles and streetscaping establish this character. As conversations with Platteville residents quickly reveal, there are different opinions about what parts of the City are included in Downtown Platteville. For some people, downtown is really just Main Street between Water Street and Elm Street, including the blocks north and south of that segment of Main Street, plus the blocks around City Park. This is the narrowest definition of "downtown", and it roughly corresponds with the official historic district. Others include in their mental maps one or more of the following areas also featured in Figure 2.1 below :

- East Main Street to the Mining Museum
- McGregor Plaza
- Water Street south to Alden Avenue
- Main St. and Pine St. between Elm St. and the UW-Platteville campus (Hickory Street)

The difficulty in determining just where Downtown Platteville begins is due to the lack of clear entry features. At this time there are few cues, either in streetscape design or landmark buildings, that signal arrival in the downtown district. This is an opportunity for improvement.

Despite the lack of a clear edge in some places, most would agree that the district is characterized by the following key features:

- Historic structures
- Key civic buildings, especially City Hall and the

Library, but also including the police station and the fire station and the Mining Museum

- City Park
- A diverse mix of uses, including service, retail, and residential (as visible in Figure 2.1 Existing Land Use Map below)
- Multiple religious facilities, including Christian Community Center, First English Lutheran Church, and First Congregational Church

Some people also consider UW-Platteville part of the Downtown Platteville identity. Though a district unto itself due to its size and configuration, there is no question that this neighboring district is an influence on the character of the downtown district.

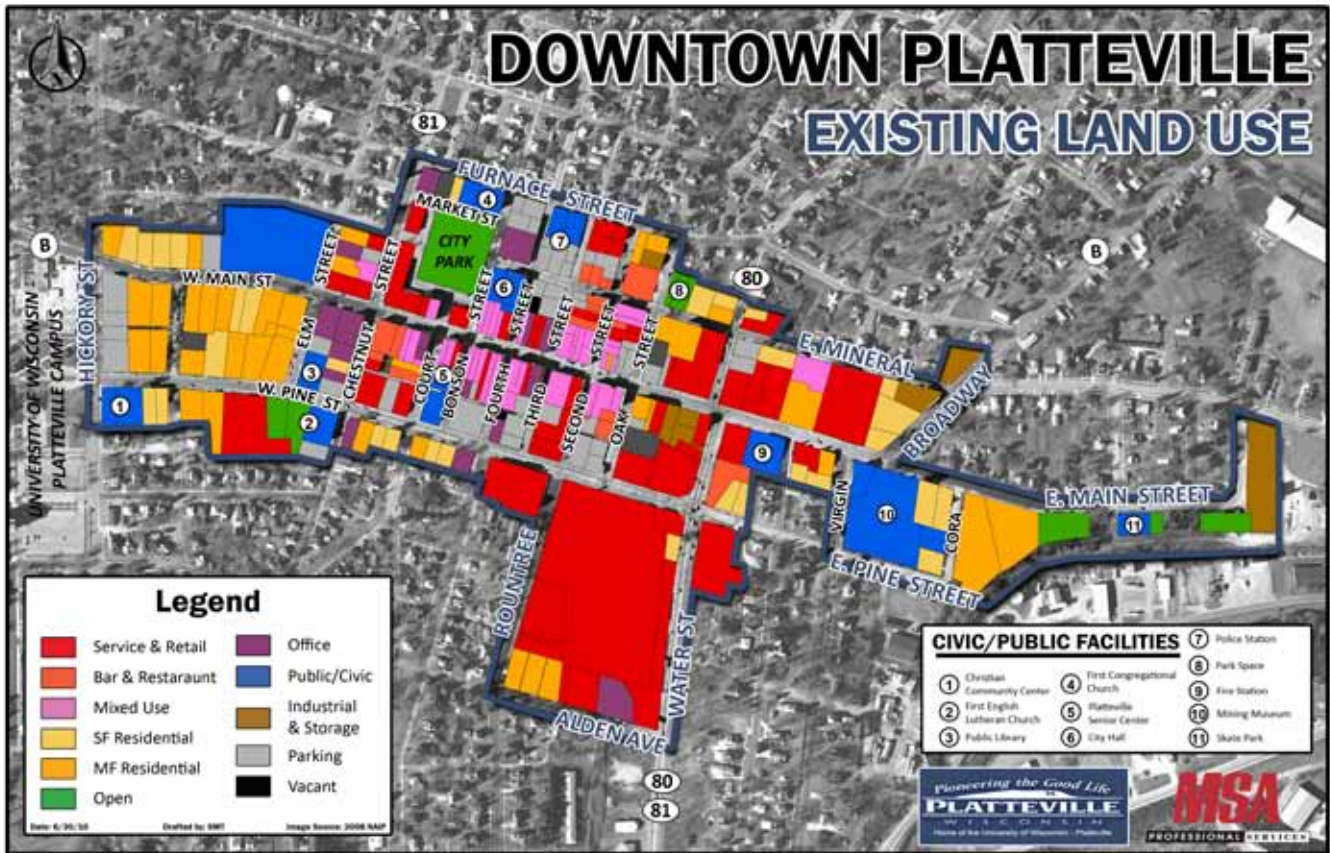
Streets and Spaces

The district character is strongly influenced by the design of each street, including not only dimensions and configuration of the street itself and any sidewalks, but also building sizes and setbacks. A street is a public thoroughfare, but it is also a public space that can be either inviting or unappealing.

In general, any city’s downtown is comprised of three types of streets - primary, secondary, and tertiary - each with a unique function and use.

- Primary Streets carry the majority of traffic through the downtown and are usually the most critical for establishing the downtown character. Main building entrances are most likely to be oriented toward these streets and curb cuts for access minimized for safety and appearance. In the downtown core these streets usually feature minimal building

Figure 2.1: Existing Land Use Map



Chapter 2 Existing Conditions

setbacks and a consistent street wall of buildings built to the minimum setback line.

- **Secondary Streets** provide alternate routes for travelers and provide access to parcels for parking and loading. The consistent street wall is broken by driveways and parking in many places.
- **Tertiary Streets** are minor roadways that handle light traffic and help to complete the grid system, providing access to parcels. In a downtown context, the majority of these roads are side streets with few main building entrances and limited pedestrian features (e.g. awnings, large windows, etc.).

counts. Pine and Chestnut Streets (designated as WI-81) carry approximately the same amount of traffic as Water Street. Main Street carries only 4,000-6,000 vehicles per day, but is the heart of the downtown business district.

Below are descriptions of these primary streets, including the overall character and streetscape features present. Streetscape is simply the landscape of the street - it can be barren or inviting. Common streetscape improvements include trees, shrubs, benches, planters, crosswalks, fountains, and special light fixtures.

Figure 2.2 displays downtown Platteville's existing street hierarchy. The primary streets within the downtown area are Water Street, Pine Street, Chestnut Street, and Main Street. Water Street is the primary gateway into the downtown (designated as WI-80) carrying 7,000-14,000 vehicle a day based upon 2007 WisDOT traffic

Water Street

Streetscape: *painted crosswalks*

Sidewalks: *narrow w/ no terrace (w/ no sidewalks along hillside south of Pine St.)*

Land Use: *service, mixed use, & storage (w/ a couple residential properties)*

Primary Character: *single-story suburban-type development w/ significant setback (except at Main St. the buildings have minimal setback & are multi-storied)*



Pine Street

Streetscape: *stamped concrete crosswalks, crosswalk medians, & decorative lighting (at Chestnut)*

Sidewalks: *average width w/ terrace (paved and grass sections)*

Land Use: *public, com., mixed use, parking, & res. (single- & multi- family)*

Primary Character: *two story buildings w/ minimal setback (except near Water St.)*



Figure 2.2: Road Hierarchy Map



Chestnut Street

- Streetscape:** stamped concrete crosswalks & decorative lighting (at major intersections)
- Sidewalks:** average width w/ paved terrace
- Land Use:** service, office, mixed use, & parking
- Primary Character:** one to two story buildings w/ minimal setback



Main Street

- Streetscape:** stamped concrete crosswalks, decorative lighting, trash receptacles, & bike racks
- Sidewalks:** wide w/ paved terrace
- Land Use:** service, office, mixed use, & parking
- Primary Character:** multi-storied buildings w/ no setback



Chapter 2 Existing Conditions

Traffic

Since the year 2000, there have been a few significant changes in Platteville traffic patterns. Most significant was the construction of the US-151 bypass, completed in 2005. There are three exits off the new US-151 bypass (CTH-D, WI-80/81, and Dubuque Road) with the east and west exits connecting through the City to form Business US-151. The middle exit, WI-80/81, is the extension of Water Street. There are three major arterial streets that feed into downtown from Business 151: S. Chestnut, S. Water Street (WI-80/81) and E. Mineral Street. The bypass has apparently affected where and how people access downtown. Figure 2.3 below shows an increase in traffic along Mineral Street (from the east) and Chestnut Street (from the south), while traffic along Water Street (from the south) has decreased slightly.

Another significant traffic change is the conversion of Main Street from one-way to two-way traffic in 2008. This change has increased traffic on Main Street, reflected in the traffic counts shown in Figure 2.3.

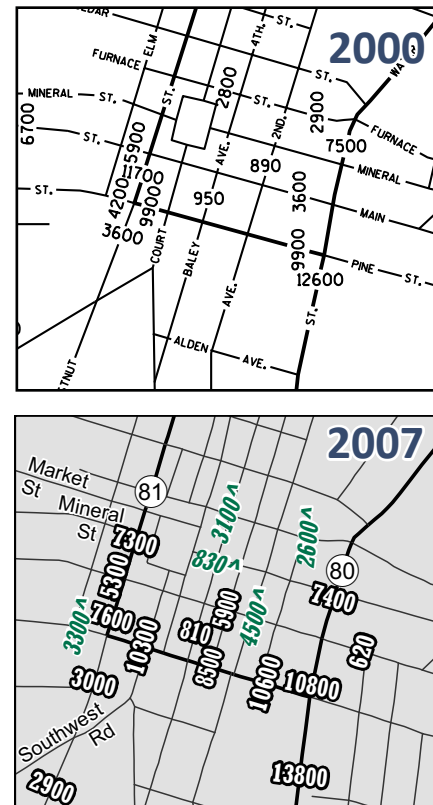


Figure 2.3: 2000-2007 Traffic Counts

In Downtown						
In Area	Street	Near	Annual Average Daily Traffic			Change (00-07)
			2000	2003	2007	
SW	Chestnut Street	between Main and Pine	11,700	8,700	7,600	-35.0%
	Pine Street	between Chestnut and Elm	4,200	3,300		-21.4%
W	Main Street	between Chestnut and Elm	5,900	5,600	5,300	-10.2%
	Main Street	just east of Hickory St.	6,700	5,400	4,900	-26.9%
SE	Water Street	just south of Pine St.	12,600	11,000	13,800	9.5%
	Pine Street	just west of Water St.	9,900	8,700	10,600	7.1%
C	Pine Street	between Court and Chestnut	9,900	7,900	10,300	4.0%
	Main Street	between 2nd and Water	3,600	4,500	5,900	63.9%
	Furnace Street	between Baley and Court	2,800	3,100		10.7%
	4th Street	between Main and Pine	950	670	810	-14.7%
NE	2nd Street	between Main and Mineral	890	830		-6.7%
	Furnace Street	between 2nd and Water	2,900	2,600		-10.3%
	Water Street	between Mineral and Furnace	7,500	6,300	7,400	-1.3%

Around Downtown						
From Area	Street	Near	Annual Average Daily Traffic			Change (00-07)
			2000	2003	2007	
NORTH	Adams Street	just west of Chestnut St.	8,100	7,300	6,800	-16.0%
	Lancaster St.	just south of Washington St.	5,600	4,900	5,800	3.6%
	Water Street	just south of Pitt Street	5,600	4,600	5,800	3.6%
	Broadway Street	between Mineral and Furnace	3,000	3,400	3,500	16.7%
SOUTH	Chestnut Street	just south of Pine St.	3,600	4,100	3,000	-16.7%
	Chestnut Street	just north of CTH-D	1,800	2,500		38.9%
	Water Street	just north of CTH-D	13,700	12,700	13,200	-3.6%
WEST	CTH-B (main)	west of College Drive	1,400	1,600		14.3%
EAST	Mineral Street	just east of Broadway	3,900	4,500		15.4%
	Mineral Street	just west of Eastside Rd.	2,800	3,700	3,800	35.7%

Source: WisDOT

Buildings & Parcels

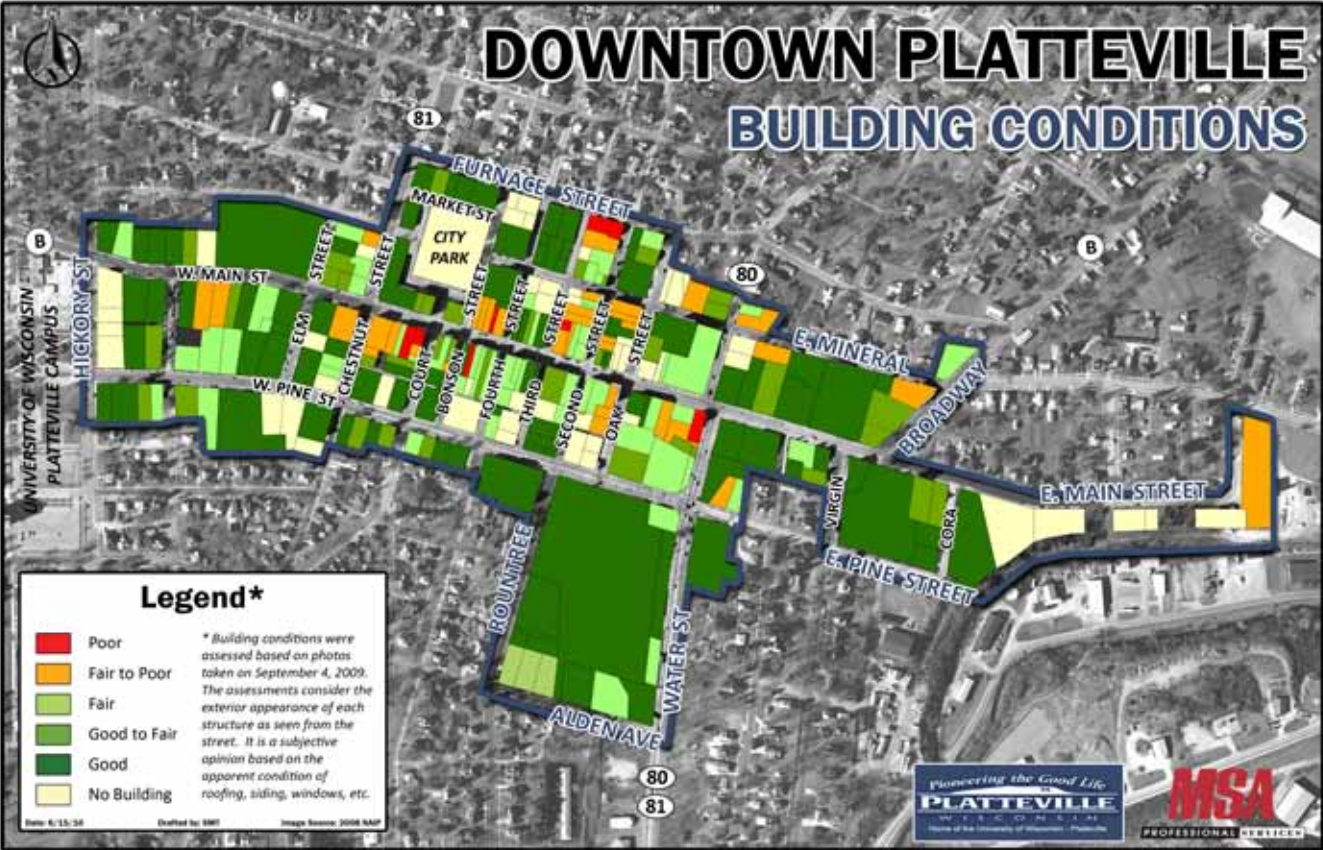
Individual parcels/buildings can have a lasting impression on a person’s perception of an area, either positively or negatively. For instance, a building could be so well-designed, unique, or historically significant that it is the first thing someone thinks of when someone mentions the City of Platteville. Examples of a parcel/building that can leave a negative impression would be a poorly designed or dead public space, a rundown/falling apart building, or a large vacant parcel.

Building Conditions

In general, buildings within downtown Platteville are in good condition. There are several parcels that are vacant or are currently being used for parking. The majority of these parcels are located along Pine Street between Oak and Bonson, along E. Main Street east of Cora Street, and on Hickory Street between Main and Pine Streets (University parking).

There are also parcels with dilapidated buildings that detract from the character of the downtown area. Building condition was evaluated based only on the exterior appearance of each building as viewed from the street. Based on this subjective evaluation there are buildings in “poor” or “fair to poor” condition sprinkled throughout the downtown district, as shown in Figure 2.4. For more information on the downtown properties see Appendix A.

Figure 2.4: Building Conditions Map



Chapter 2 Existing Conditions

Property Assessment

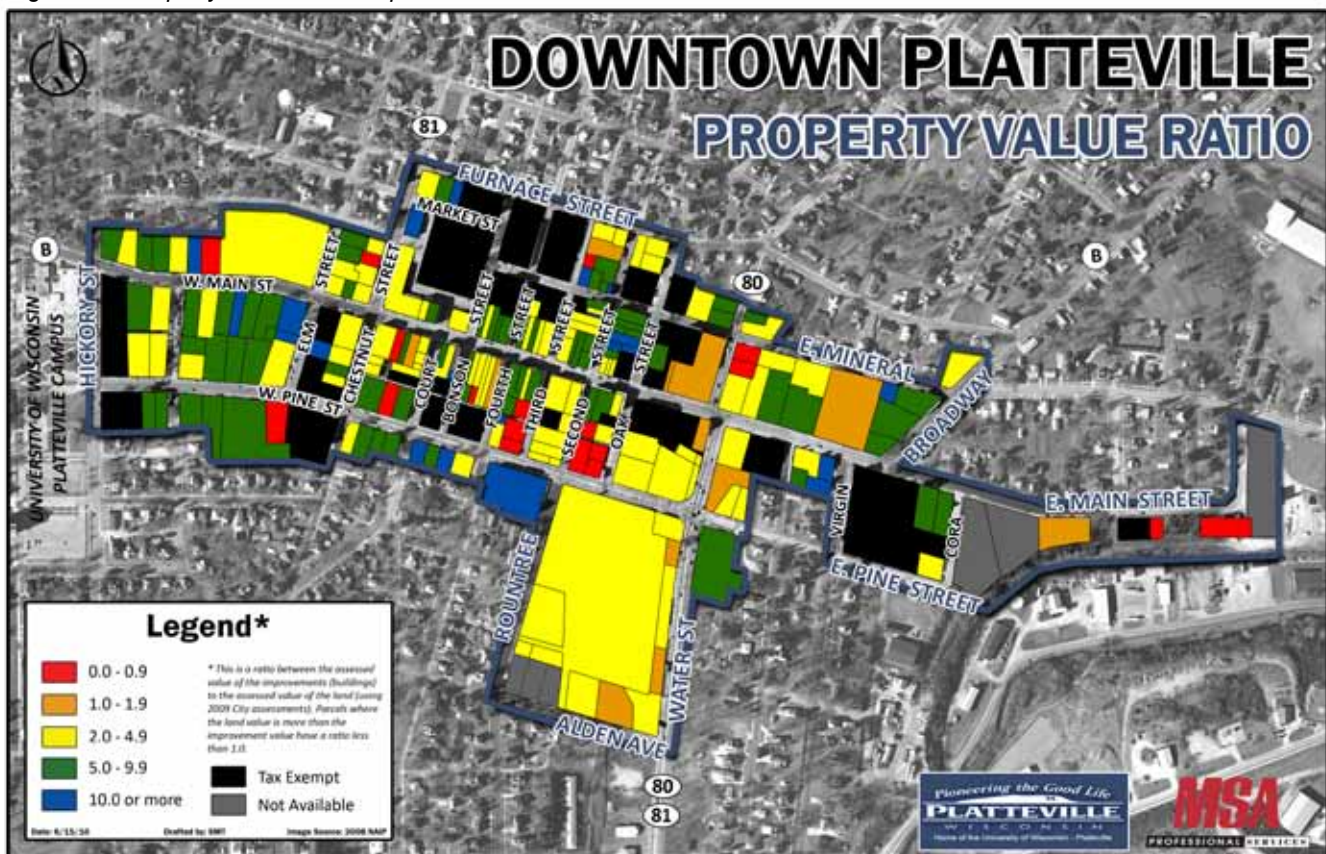
Land and improvement (building) values are assessed annually and provide an objective evaluation of the state of private property in the City. Based on the 2009 aggregate assessed values (*excluding tax exempt parcels*), downtown Platteville total property value is \$50.57 million. The total land value in the downtown is \$9.45 million (*approximately \$260,000 per acre*) with a total improvement value of \$41.12 million (*an average of \$165,796 per parcel*).

Figure 2.5 illustrates the relationship between the value of improvements and the value of the land for each downtown parcel. A low number is an indication of opportunity for redevelopment - it means that the parcel is not contributing strongly to the tax base and the cost to remove and replace existing improvements is relatively low. Parcels in red or orange have low value ratios and are the best redevelopment opportunities.

There are two important trends that are evident:

1. A significant portion of the downtown is tax exempt. As stated, public/civic buildings are an asset to downtown; however, it is important to limit further expansions that will affect the revenue generated downtown. Additional public parcels should only be created where the public good outweighs the losses in tax revenue.
2. Parcels near major intersections (i.e. Water and Main, Water and Pine, Chestnut and Main) have generally lower values than parcels within the heart of downtown. This is counterintuitive and an opportunity for the City, as these are high-visibility parcels that should be attractive for redevelopment.

Figure 2.5: Property Value Ratio Map

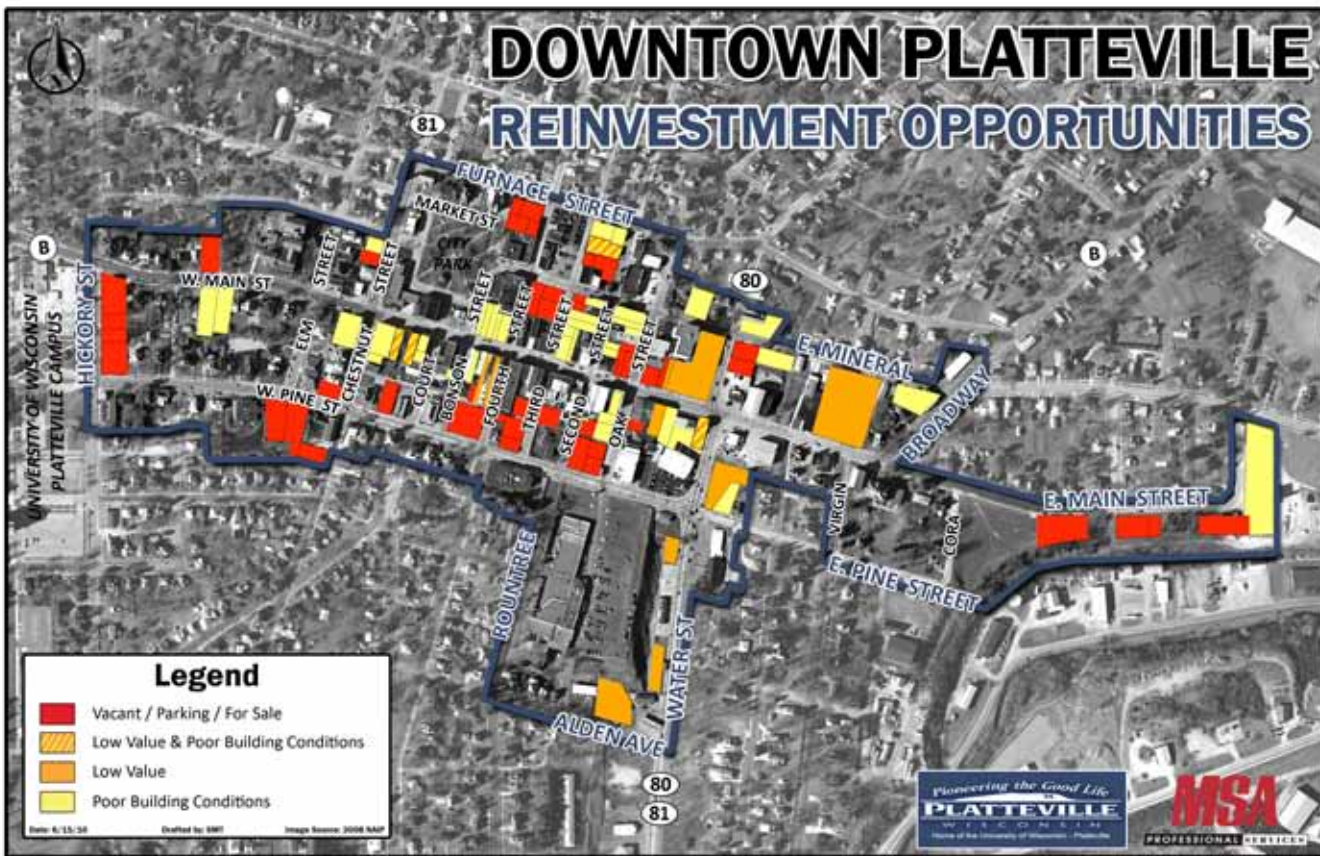


Reinvestment Opportunities

The downtown area includes a number of parcels that offer significant opportunities for reinvestment. The parcels that are strong candidates for reinvestment/redevelopment are either vacant or are for sale, have low improvement value (relative to land value), and/or have buildings that are in poor condition. See *Figure 2.5* for a map of such opportunities within the downtown area. For specific information on these parcels, such as address, parcel size, and 2008 assessed values, refer to *Appendix A*.

- Red parcels are the most viable for redevelopment, as they do not have structures on the site or they are properties that are currently for sale.
- Orange parcels are viable for redevelopment, but do have buildings on the site and are not currently for sale; however, the improvements (buildings) have less value than the land (see *Figure 2.5*).
- Yellow parcels are less viable for redevelopment, as the parcels are not for sale and have buildings with significant value; however, the building exteriors are in poor condition (see *Figure 2.4*) and would benefit from investment, at least to improve the exterior appearance.

Figure 2.6: Reinvestment Opportunities Map



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CHAPTER 3

MARKET ANALYSIS

19	<i>Key Interview Findings</i>	26	<i>Office Analysis</i>
19	<i>National Economics</i>	26	<i>Residential Analysis</i>
20	<i>Regional Socioeconomics</i>	28	<i>Conclusions & Recommendations</i>
24	<i>Retail Analysis</i>		

The Downtown Market Analysis was completed by Chris Brewer of AECOM. This is a summary of the Market Analysis Report presented to the Downtown Plan Working Group.

Data Sources

Interviews (see Section 2.2 - Stakeholder Input)

2009 UWP Student Survey (see Section 2.3 - UW-Platteville Student Survey)

MSA/AECOM Property Inventory

Federal Sources

- *US Census / Bureau of Labor Statistics*
- *Bureau of Economic Analysis / FDIC*

State Sources

- *WI Office of Workforce Development*
- *WI Office of Administration*
- *WI Department of Revenue*
- *Wisconsin Realtors Association*

Local Sources

- *City of Platteville / Platteville Main Street*
- *Riverlands Partnership*
- *SW Wisconsin Regional Planning Commission*

3.1 KEY INTERVIEW FINDINGS

- Platteville is a unique community, with few other cities that serve as benchmarks for comparison
- UW-Platteville has a significant influence on the region, and has the fastest growth in enrollment in recent period
- While proximate to Galena and Dubuque, regional cooperation is in its infancy, in spite of market opportunity
- Platteville lacks meaningful gateways, particularly to the downtown
- The downtown area supports significant upper floor rental residential use, and these units generate demand for off-site parking

3.2 NATIONAL ECONOMICS

The current recession is having a profound effect on the national economy. The following structural changes and impacts are still in process:

- Savings rate growth from 2% toward 7% of income
- Household wealth has fallen back to 1995 levels
- Home values have fallen back to 2003 levels
- Home ownership rates are declining
- Revolving credit outstanding has dropped by \$92 billion
- Financial sector damage is reducing access to capital
- Next 2 years: Evolving public sector fiscal impact

Chapter 3 Market Analysis

3.3 REGIONAL SOCIOECONOMICS

Demographic Comparisons

Platteville

- 10,182 residents / per capita income: \$22,418
- Median age: 24.4 / average household size: 2.25

Within 15 miles

- 35,580 residents / per capita income: \$21,600
- Median age: 35.5 / average household size: 2.44

Within 30 Miles

- 133,600 residents / per capita income: \$23,900
- Median age: 39.1 / average household size: 2.41

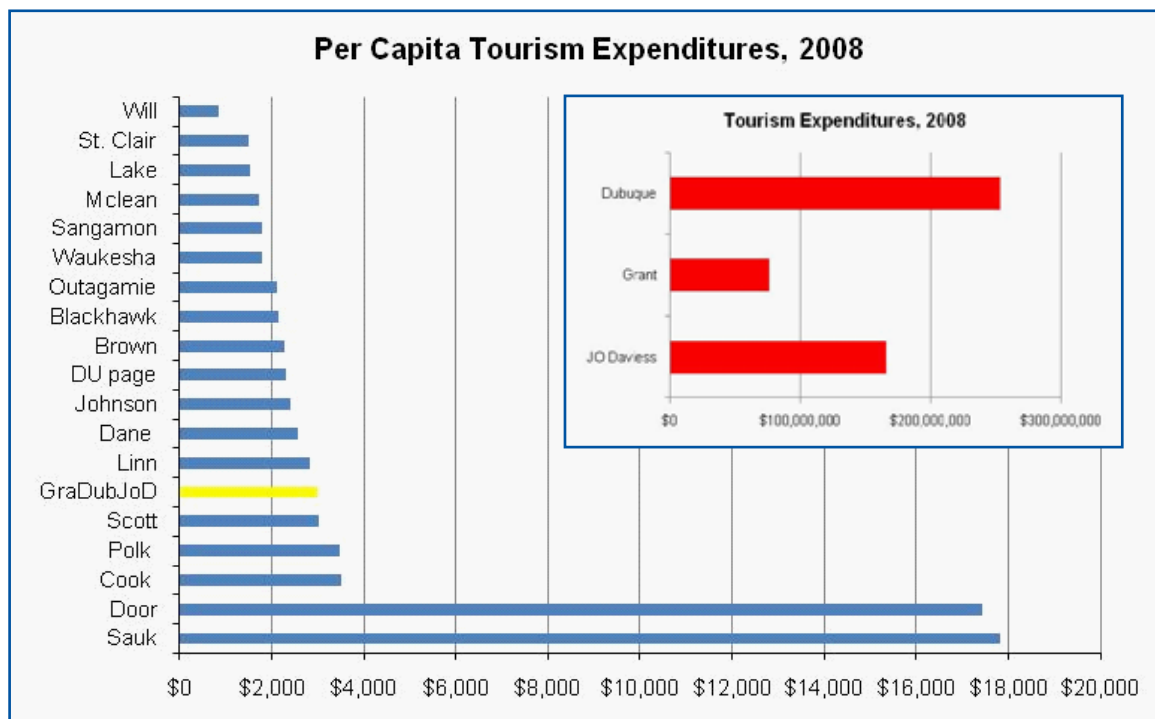
Within 60 miles

- 715,000 residents / per capita income: \$27,100
- Median age: 37.7 / average household size: 2.39

Regional Economic Development Context

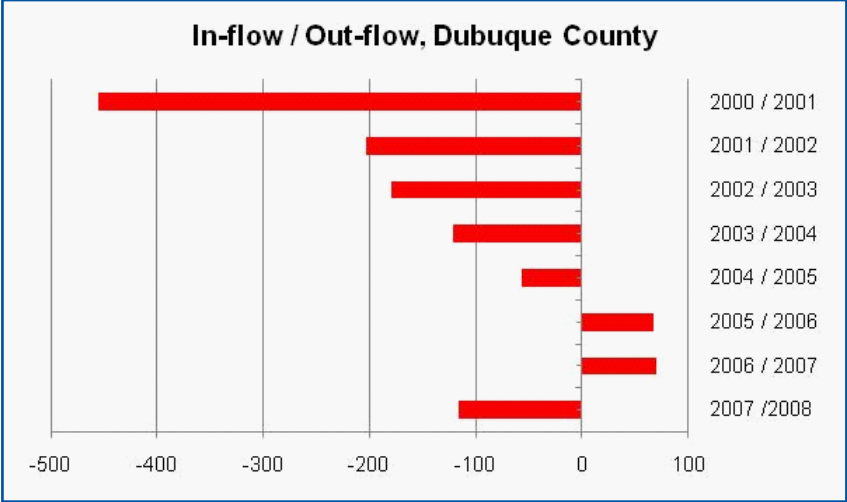
- Region includes Illinois, Iowa, and Wisconsin
- Relatively isolated from major urban centers
- Multi-state market creates challenges
- Each state tends to look inward
- Dubuque & Platteville – Notable university presence
- Median age in region is older than national average
- Cornerstones: agriculture, manufacturing, and tourism
- Per capita tourism expenditures in the three-county/three-state region (Grant, Jo Daviess, Dubuque) are among the highest in the three states.

Figure 3.1: 2008 Per Capita Tourism Expenditures



Migration

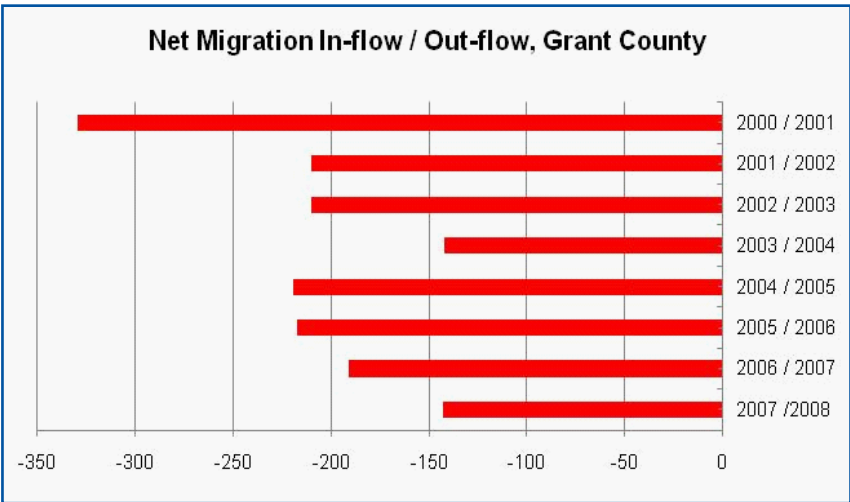
Figure 3.2: In-flow/Out-flow, Dubuque County



Dubuque is the anchor

- Regional recovery since 2000 is significant
- IBM expansion is impacting the region positively
- Downtown revitalization continues

Figure 3.3: In-flow/Out-flow, Grant County



Grant County migration is negative, but the trend is positive

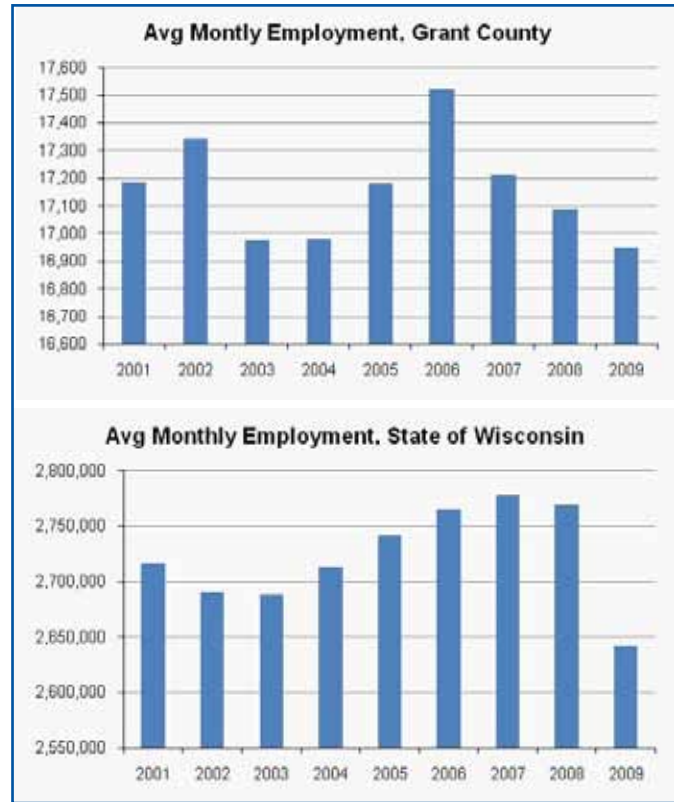
Chapter 3 Market Analysis

Employment Growth

Employment across Grant County is down, to 2003 levels; however the rate of decrease is less than the State (see Figure 3.4).

- Employment growth generally drives real estate demand.

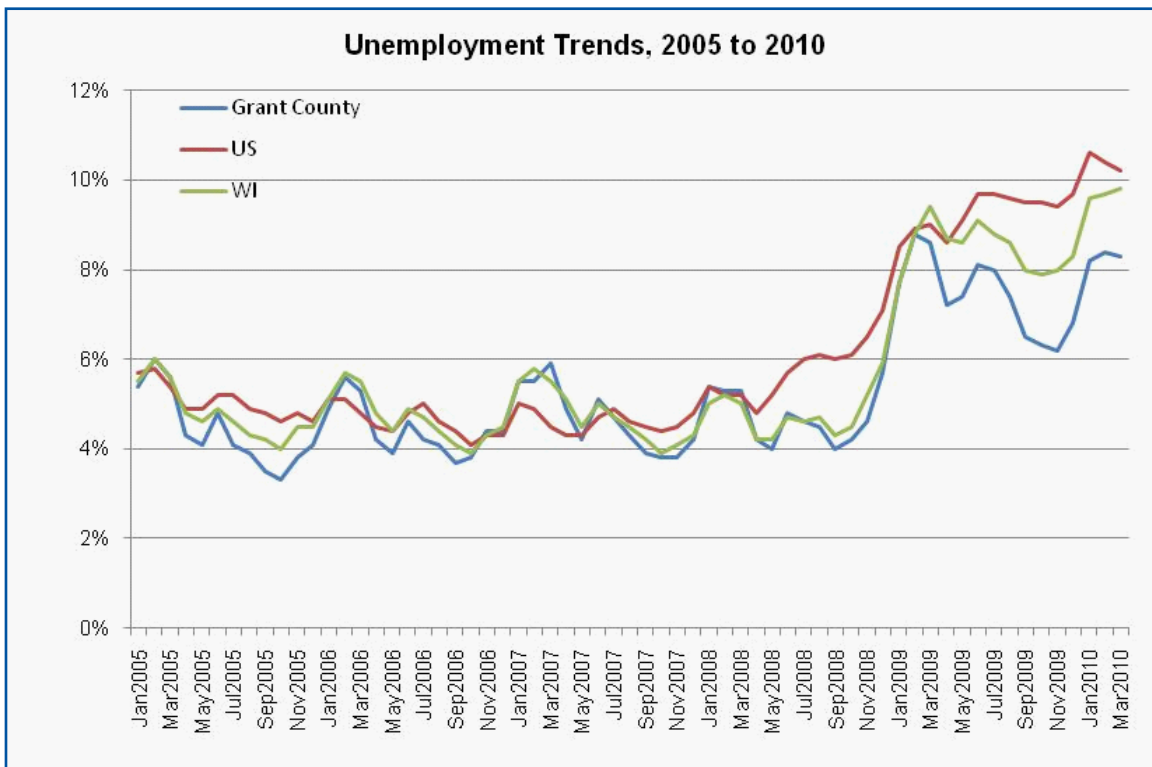
Figure 3.4: County & State Avg Monthly Employment



Unemployment

Unemployment is lower here than in the State and the Nation (see Figure 3.5).

Figure 3.5: Unemployment Trends, 2005-2010



UW-Platteville Influence

- Enrollment growth has been 3.8% annually - fastest in UW system
- Growth appears linked to decreased state funding, finding new ways to generate revenue – (Tri-State Initiative)
- Increase of 1,600 full-time and 590 part-time since 2000
- Target of 8,600 students (745 more FT/PT) by 2015
- On-campus housing capacity of 2,700 beds - many off-campus student residents, and more coming

Student Spending

- Average Platteville Household Disposable Income: \$36,500
- Average UWP Student Disposable Income: \$4,500
 - *1/8th of a household*
 - *#1 expense – Groceries*
 - *#2 expense – entertainment & apparel / accessories*
 - *#3 expense – Restaurants & household furnishings*
- Students tend to be “value” focused
 - *For housing choice, cost is #1 and walking distance is #2*
 - *Typical housing cost per month is about \$300*
 - *A majority of students prefer a downtown location, subject to cost*
 - *About 50% of students go home 1-2 times per month*
- Analysis shows no apparent connection between distance to campus and price for rental apartments.

General Observations

- This is a dynamic regional market in transition
- Unemployment is low
- Job creation has been slow
- Regional in-migration has steadily improved
- Impact of IBM in 2009 and beyond
- Dubuque, JoDaviess, and Grant combined are a Tourist destination
 - *Need to organize / cross market*
 - *Tri-State Tourism Council*
- Regional recovery will be slow
 - *Office and retail market recovery will be slow*
- Forecast – approach pre-recession employment levels by 2013
- UW Platteville influence
 - *Significant enrollment growth through Tri-State Initiative*
 - *200 more students predicted by 2015*
 - *Challenging financial climate*
- Downtown Platteville is a key office employment cluster for the region.

Chapter 3 Market Analysis

3.4 RETAIL ANALYSIS

Year-to-date sales tax collections have stabilized but not grown (see Figure 3.6). Grant County Pull factor growth from 1.3 to over 1.5 (see Figure 3.7). This is attributable to Walmart and Menards.

Retail Location Quotient

Location Quotient is the relationship between local per capita sales and statewide per capita sales. Values above 1.0 mean that segment is well-served in the local market, and values under 1.0 mean that the segment is under-served (see Figure 3.8).

- Platteville is strong in general merchandise and building materials (reflects the presence of Walmart, Menards, and Farm & Fleet in the market)
- Restaurants and grocery segments are well served, but share has decreased slightly over the 2000-2009 period
- Growth in market share of regional spending is the key
- Sporting goods, hobby, and apparel appear under-served

Figure 3.6: Grant County Sales Tax Collection, 2005-2010

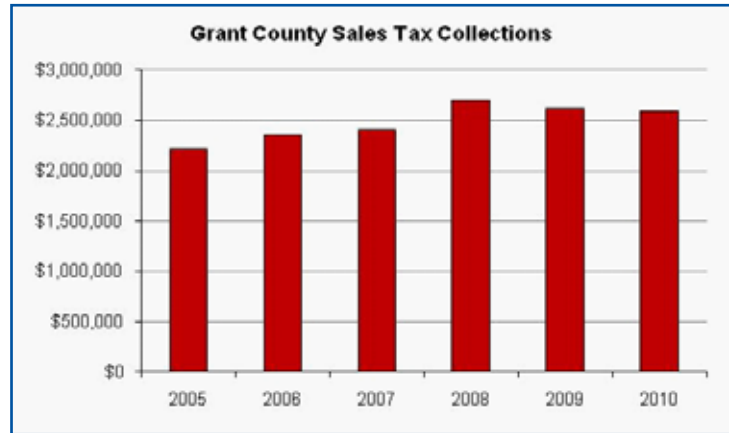


Figure 3.7: County Retail PII Factor Analysis, 2005-2010

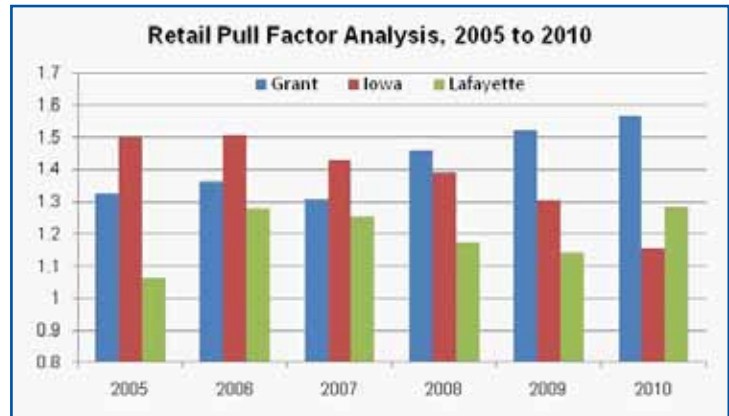
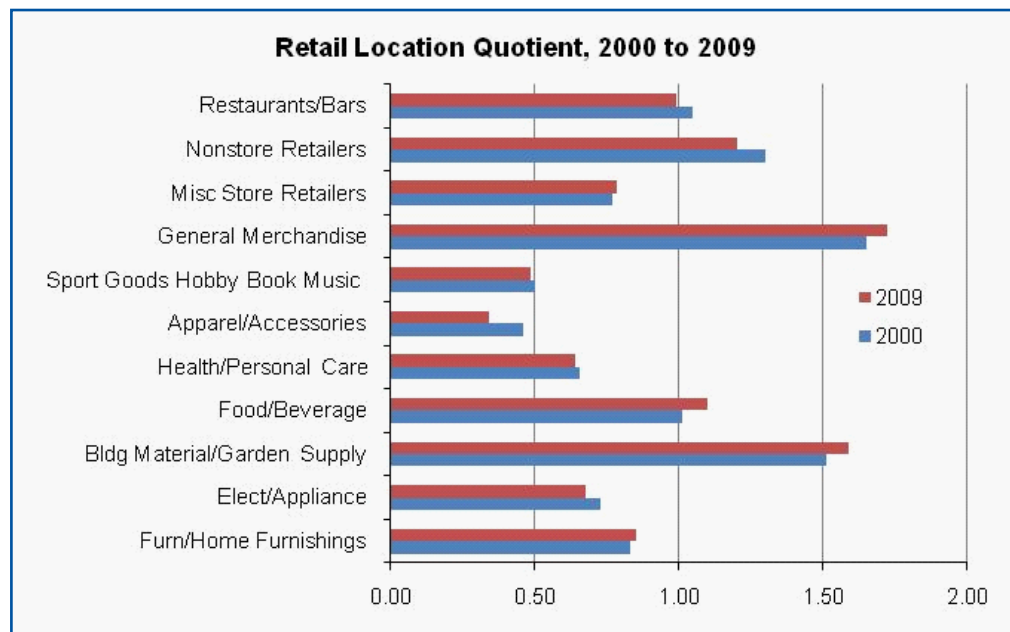


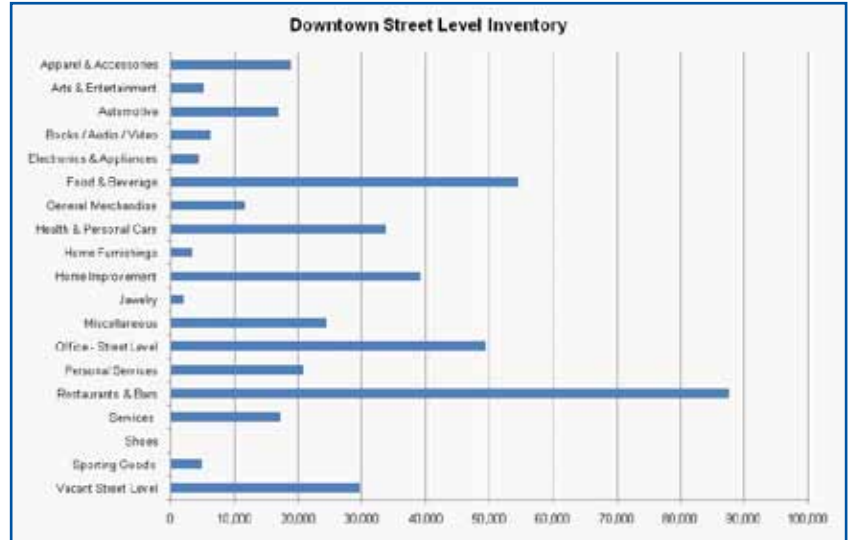
Figure 3.8: Retail Location Quotient, 2005-2009



Downtown Retail Inventory

- Total Downtown Inventory: 848,200 gross sf Includes all uses
- Downtown Street Level Retail Inventory: 350,800 SF 51%: Food / Beverage, Home Improvement, Restaurants / Bars
- Street-level office use: 46,600 SF
- Vacant storefront space: 34,000 SF – 8% of inventory (National retail vacancy is about 12.5%)
- Stand alone office buildings: 74,700 SF (banks)
- Upper floor residential: 284,000 SF – 286 housing units (Represents only about 1.3% of City housing inventory)

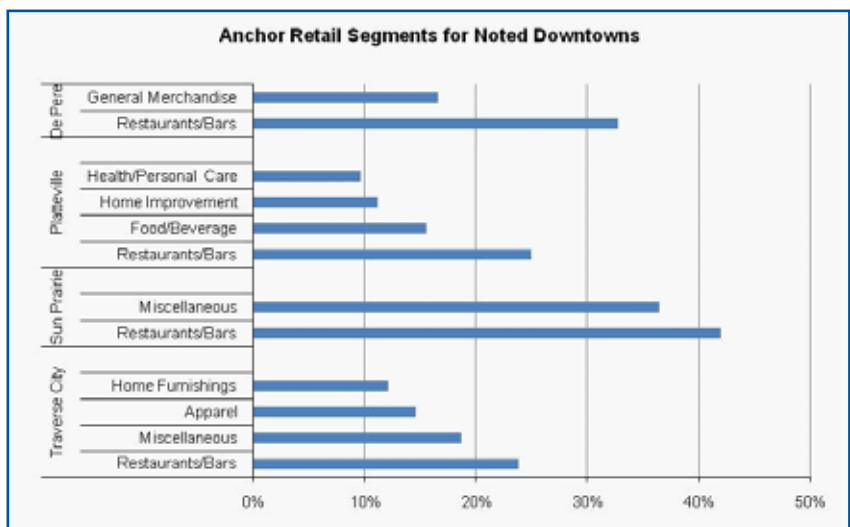
Figure 3.9: Downtown Street Level Inventory



Downtown Retail Inventory Benchmarks

- Benchmark cities include Traverse City, MI; De Pere, WI; and Sun Prairie, WI.
- Sun Prairie – known for downtown sewing and knitting stores (key cluster of stores)
- Traverse City – known for restaurants and gift shops
- De Pere – known for restaurants and bars
- Following charts highlight comparisons in inventory (Note that automotive is excluded from all tables)

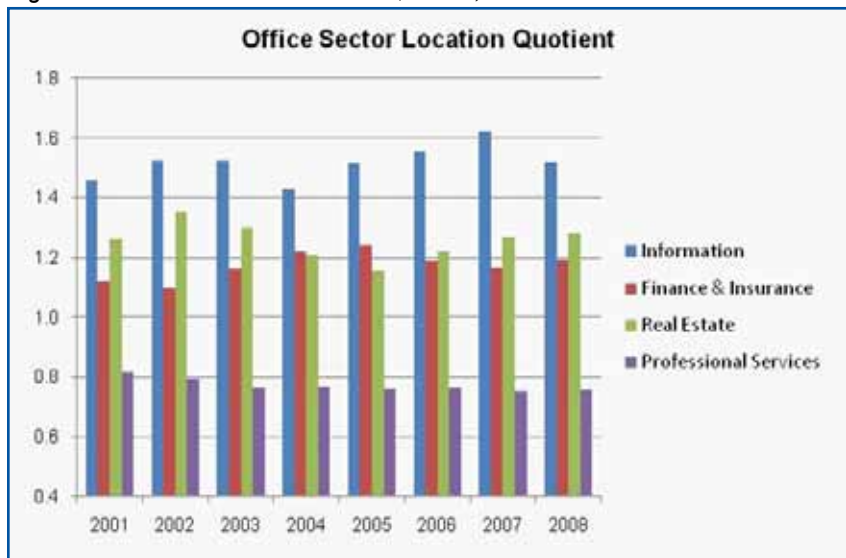
Figure 3.10: Anchor Retail Segments for Noted Downtowns



Chapter 3 Market Analysis

3.5 OFFICE ANALYSIS

Figure 3.11: Office Sector Location Quotient, 2001-2008

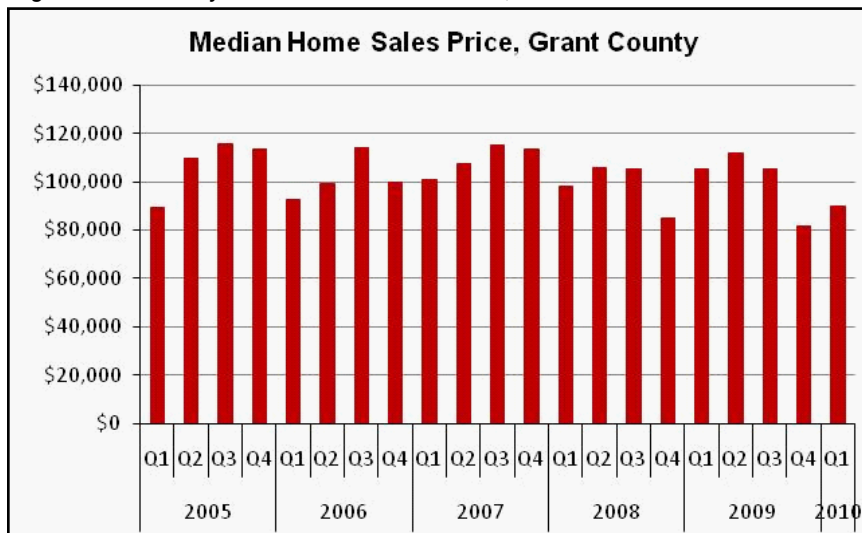


- Professional services are under-represented
- Other sectors are over-represented, compared to WI

3.6 RESIDENTIAL ANALYSIS

County Residential Value Trends

Figure 3.12: County Median Home Sales Price, 2005-2010



Grant County residential values have trended downward since 2007 but have stabilized recently.

Local Owner-Occupied Pricing

Single Family Trend Since 2007:

- Total transactions: 512
- Average price: \$115,000
- Average unit size: 1,649 square feet
- Average sales price / square foot: \$69.84

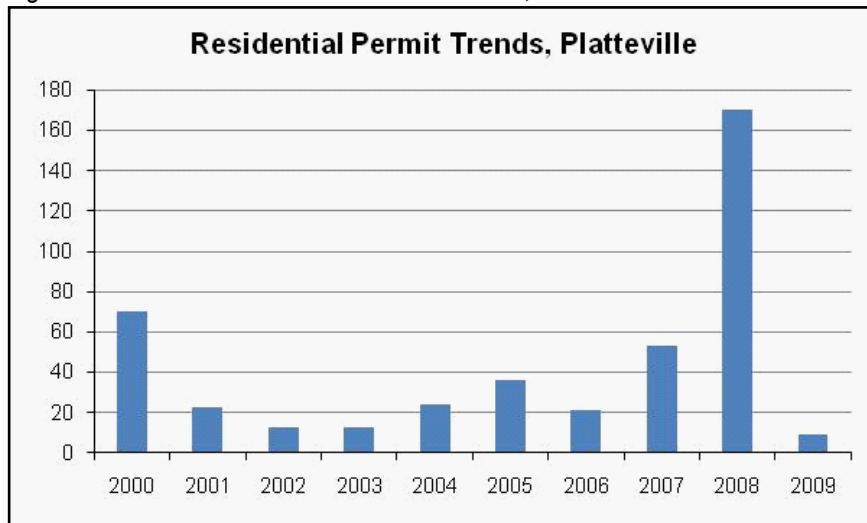
Condominium Trend Since 2007:

- Total transactions: 25
- Average price: \$182,000
- Average unit size: 1,863 sq ft
- Average sales price / sq ft: \$97.75

Condominium average unit sizes are 11% larger, but the sales price premium is 29% - this indicates an opportunity for reasonably priced condominium units.

Local Rental Pricing (Sample data)

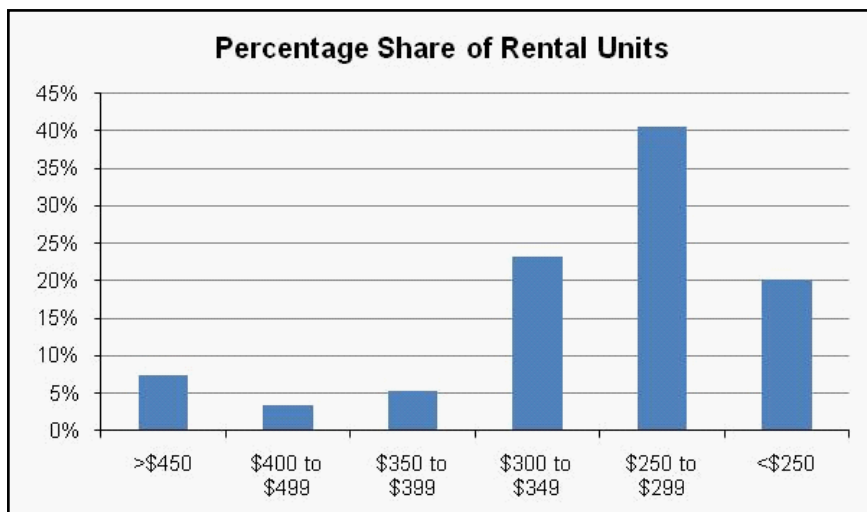
Figure 3.13: Platteville Residential Permit Trends, 2000-2009



- 34% of sample is priced above \$300 / month / bedroom
- Recent construction – pricing \$350 per bedroom
- New on-campus housing pricing at \$500 per month, with a waiting list (SW Dorm)

Local Construction Trends

Figure 3.14: Platteville Percentage Share of Rental Units



- Overall average of 43 new units per year (24% single family / 76% duplex / multi-family)
- 2008 was a big year for apartment buildings

Key Residential Market Factors

- Dubuque continues to be challenged by housing needs generated by IBM
- Downtown Platteville offers no condominium housing units
- There are few modern rentals
 - Older 2nd floor residential units are renting at rates comparable to street level retail space (\$8-9 per square foot)
 - Renovated units (Bailey Building) going for \$12-\$14 per sf /year
- The condo market is immature, but the premium is real (compared to single family), while sales prices are 58% higher, the units are only 12% larger.

3.7 CONCLUSIONS AND RECOMMENDATIONS

Regional Promotion

At the broadest level, there is an ongoing need to better organize cross marketing, especially towards the tourism industry between Dubuque, Jo Daviess and Grant Counties (Tri-State Tourism Council). While the Platteville Area Chamber of Commerce and Grant County Tourism are supportive of this effort, more resources could be needed, as Grant County is the smallest of the three markets, but has the most to gain from cooperation.

Main Street Program

The Main Street Program should focus on the following:

1. Work with building owners to reduce street-level office use (move to side streets and/or upper floors). One way this will happen is through increases in the lease rates for street-level space on Main Street due to retail success in the district.

2. Develop special events/programs that bring customers to downtown businesses.
3. Facilitate conversations between building owners, tenants, and city, to build consensus around project recommendations, with the long term goal of a greater role for Main Street in tenanting decisions.
4. Identify retailers in similar markets who are interested in opening a 2nd or 3rd location (Traverse City, MI; De Pere, WI; Sun Prairie, WI could be examples).
5. Tenanting options should either build from existing strengths (restaurants, sporting goods), or focus around efforts to grow clusters. Retail clusters that could work well in this setting include:
 - Home Renovation (plumbing and electrical supplies and furnishings, kitchen and bath cabinets and furnishings, specialty fixtures and treatments)
 - Art Gallerys and Gift Shops (art dealers, wine shops, florists, one-of-a-kind gifts, etc.)
 - Consumer Services (dry cleaners, medical services, bank/financial services, small drug stores, hair salons, local restaurants, postal services, etc.)

Short-term trends in retail are also appropriate to feature and encourage as part of the overall mix. Current possibilities include Fair Trade stores, wine and cheese shops, olive oils and spices, and even 24-hour health clubs or family fun centers (featuring a variety of games and activities for all ages, including things like mini-golf, laser tag, arcade games, rock climbing, and batting cages)

6. Consider a business improvement district for dedicated Main Street Program funding.

UW-Platteville and the Downtown

The City should continue conversations with UW Platteville to explore the possibility of a permanent university presence in the downtown area (e.g. a University bookstore and community outreach center). The student-run store approved in late 2010 to occupy a Main Street storefront is an excellent start.

City Initiatives

1. Make strategic decisions with the library and fire station sites. Our preference would be that the Library remain downtown, reflecting the fact that these kinds of facilities generate demand at different times of day from different age groups, and can support special event and program attendance. If there is new construction in the downtown area for either facility, that investment can be used to catalyze private investment in the immediate vicinity.
2. Renovate City Hall and engage with partner organizations to study renovation options for the theater, such that it can be used for entertainment and special events. This is a special building that should continue to serve public purposes. The theatre is a good opportunity to support business interests - performing arts spaces link closely with demand for restaurants and other entertainment. Also, utilize the former police station space to provide public restrooms to support downtown events.
3. Locate any new community center and/or public meeting spaces in the downtown district, either in City Hall (if some municipal departments are relocated) or in another building. Note that such spaces could be created as part of a larger, taxable private development from which the City leases the space.
3. Provide additional parking in the downtown area, particularly for monthly parkers.

4. Identify key sites for residential development in the downtown area to reduce student housing pressure on adjacent neighborhoods and increase density downtown.
5. Continue aggressive code enforcement of converted single family homes into multiple apartments, focusing on utilities and safety.

Housing Developer Considerations

The housing market assessment suggests that, with continued growth in UW – Platteville enrollment, the opportunity remains to develop student housing. Assessments noted premiums in per bedroom rents for apartments, regardless of condition, in the downtown area, at \$350 to \$500 per bedroom per month. The assessment also noted that pricing for apartments in general does not correspond to relative walking distance from the university. In this context, we believe that there is a segment of students that are interested in modern apartments, and will pay slightly more for them, based in part on walking distance to campus and other amenities.

While downtown has numerous rental options, there are no condominiums. With the greater region seeing modest growth, related to IBM employee relocations in Dubuque, we expect that a modest market opportunity for downtown condominiums will evolve. For condominiums, access to parking will be more important, however.

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CHAPTER 4

DOWNTOWN MASTER PLAN

31	<i>Downtown Vision & Objectives</i>	37	<i>Downtown Public Uses</i>
32	<i>Future Land Use</i>	37	<i>Downtown Streetscaping</i>
33	<i>Historic Preservation</i>	38	<i>Parking Strategies</i>
34	<i>Design Standards</i>	41	<i>Traffic Strategies</i>
35	<i>University-Related Housing</i>	42	<i>Redevelopment</i>

This chapter presents the City’s vision for the future of the downtown area, including a vision statement, planning objectives, preferred land uses, historic preservation, building size and form guidelines, and parking solutions. This vision will be realized incrementally, over time, through a series of public and private projects. Completion of each project will require specific action steps and a source of funding. Action steps and funding recommendations are described in Chapter 5.

This Plan is intended as a more-detailed companion to the city’s Comprehensive Plan, also in development at the same time as this plan. To ensure consistency between the two plans it is important to note the Goals, Objectives, and Policies identified in the Comprehensive Plan that apply to the downtown area.

The following items are excerpted from the Draft Comprehensive Plan:

Economic Development

Goal 4: Enhance the downtown business climate

Objective 4.1: Implement a downtown revitalization plan

Objective 4.2: Create distinctive entrances into the downtown

Objective 4.3: Encourage the rehabilitation of existing structures to be consistent with the historic character of the downtown

Objective 4.4: Build customer base through an improved retail mix

Transportation

Policy 28. Develop and implement a downtown parking management plan that balances the needs of customers, employees, and residents.

Land Use

Goal 2: Encourage a sustainable planned development pattern throughout the Town and City.

Objective 2.4: Preserve and enhance Main Street as the civic, retail core of the community.

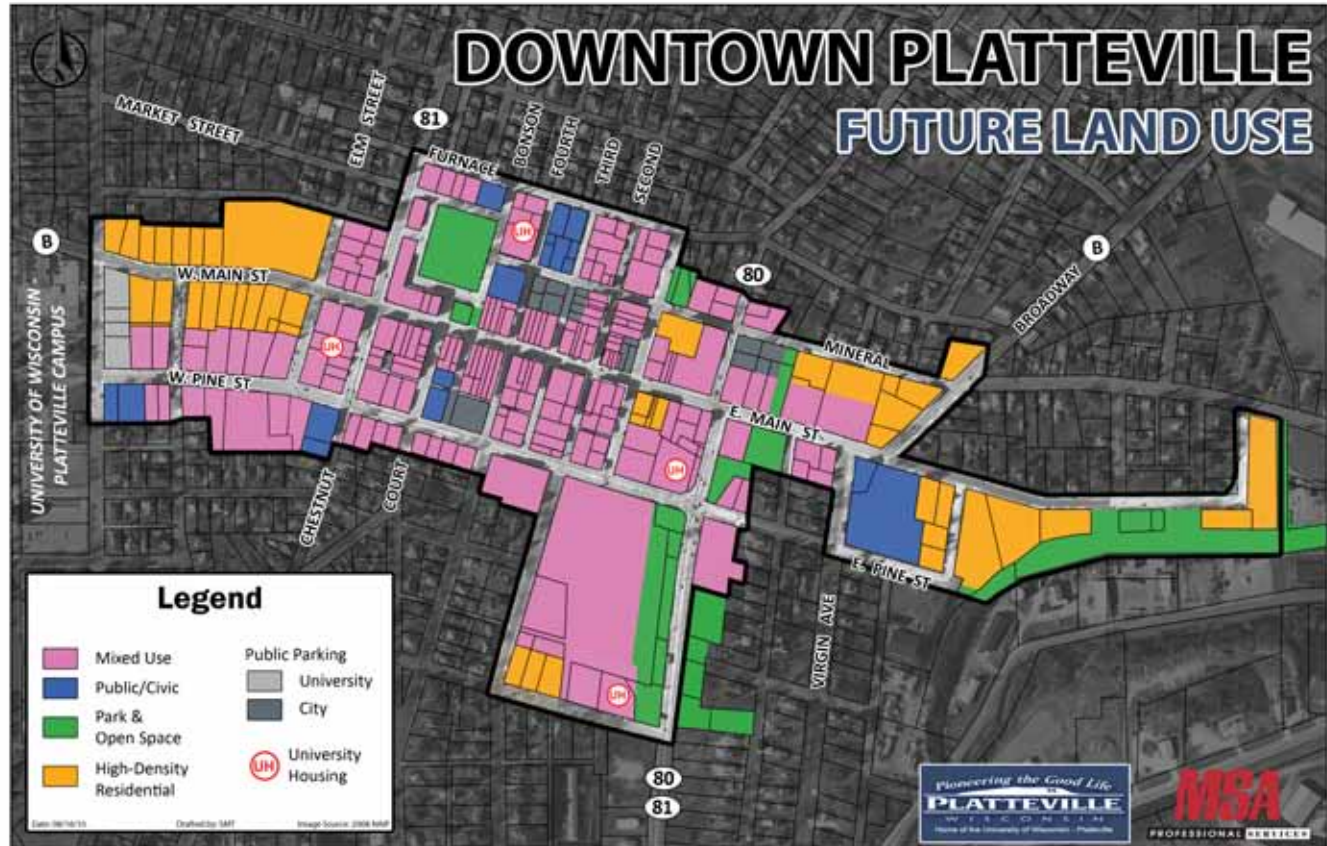
Objective 2.6: Encourage infill development to occur within the City.

4.1 DOWNTOWN VISION & OBJECTIVES

“Downtown Platteville is a vibrant place and the cultural heart and identity of the community. A diverse business mix is thriving and profiting. Arrival to the downtown district is distinctive and appealing, and parking is easy to find. Visitors discover reasons to linger and explore, and more people are choosing to live downtown.”

Chapter 4 Downtown Master Plan

Figure 4.1: Future Land Use Map



This Master Plan seeks to implement the following objectives:

- 1) Add new residential, retail, and office space and tenants to the downtown area
- 2) Establish attractive gateway features that indicate arrival into the downtown area
- 3) Reinforce the historic character of Main Street
- 4) Provide an adequate supply of parking for downtown residents, customers, and employees

4.2 FUTURE LAND USE

The City desires a mixed-use downtown district, consisting of retail, service, office, civic, and residential uses (including university-related housing development described in Section 4.5). In general, any of these uses may occur anywhere within the Downtown Planning District, with a few exceptions. Along Main Street, from Broadway to Elm, the first-floor use should be a retail or service business. New office and residential uses are strongly discouraged along this important pedestrian shopping street. Also, there are several sites that will continue to serve as civic uses, including City Hall, the Police Department, the Post Office, the Mining Museum, City Park, and several churches. Figure 4.1 is the Future Land Use Map for the downtown area.

4.3 HISTORIC PRESERVATION

The historical character of downtown Platteville is one of its most important features. When the Main Street Commercial Historic District was created in 1990 nearly 60 buildings were recognized as contributing to this historic character. The intact collection of brick commercial buildings, many of them now more than 100 years old, is both noteworthy and beautiful. The City's historic buildings represent an earlier era of economic vibrance, and their preservation is both dependent upon and necessary to continued economic success in the downtown area.

The City intends to preserve this architectural heritage, and to help owners protect and restore these buildings over time. The City also intends to facilitate adaptive reuse of historic buildings and complete redevelopment of non-historic buildings in and near the historic district. Both types of new investment will require a collaborative effort between the City and property owners to ensure the historic integrity of the district while also enabling the economic viability of each project. The City's Historic Preservation Commission (HPC) should be involved in the early stages of any project in the Historic District, and the Commission should help property owners find design solutions that balance historic integrity with economic viability.

This plan is intended to enhance the vitality and economic success of the downtown area. In most cases the historic character and historic structures support that success – they make downtown Platteville unique and are part of the draw for customers. But those buildings come with challenges and costs, and from time to time a property owner may conclude that a building is not economically viable and propose to demolish and replace the building. For those buildings designated as “contributing structures” when the downtown historic district was created, there should be a clear policy in place to establish a process by which alternatives to demolition can be sought.

The City will pursue the following strategies to improve the coordination of historic preservation

and economic development efforts.

Historic Preservation Strategy 1: *Add a business owner to the HPC*

Common Council and the Historic Preservation Commission will work together to revise the Historic Preservation Ordinance (Chapter 27) to encourage the inclusion of a downtown business owner and/or property owner on the Commission.

Historic Preservation Strategy 2: *Early consultation with HPC*

The Planning Director and Historic Preservation Commission will collaborate with Plan Commission on a review of the development review process and procedures to ensure early consultation with the Historic Preservation commission for listed historic properties and properties in any of the historic districts.

Historic Preservation Strategy 3: *Proactive HPC support to move projects forward*

The Historic Preservation Commission will collaborate with the Planning Director to revise the Historic Preservation Ordinance and/or the City's project forms and procedures to specifically encourage proactive problem-solving by the Commission to help applicants find affordable solutions that preserve historical integrity.

Historic Preservation Strategy 4: *More property owner education efforts*

The Historic Preservation Commission will review current educational/promotional materials and develop new materials as necessary to inform owners about the Historic Preservation Commission, the significance of protecting historic buildings within Platteville, and available funding sources to protect and/or restore historic facades/buildings. These should be actively distributed to owners from time to time.

Historic Preservation Strategy 5: *Revise ordinance to address demolition*

The City will consider amending the Historic Preservation Ordinance to provide guidance on dealing with the proposed demolition of contributing structures. The new section may include the following components:

- A specific “delay of demolition” period, starting when an application for demolition is submitted, during which the Historic Preservation Commission can work with the owner to seek alternatives to demolition.
- A list of information to be submitted with an application for demolition of a contributing historic district structure with which the Commission can evaluate the economic viability of the structure, including ownership, appraisals, purchase and debt service details, property income and expenses data, rehabilitation estimates, and an engineer’s report on the structural integrity of the building.
- Exceptions to allow demolition without delay if the building poses an imminent threat to the health or safety of the public.

4.4 DESIGN STANDARDS

The City currently regulates site and building design in the downtown area through the City’s zoning ordinance, Chapter 22 of the City Code. There are six zoning districts that allow development within the Downtown Planning Area, and each specifies a maximum building height and a minimum building setback. In addition to these basic parameters, Chapter 22 features architectural standards for all commercial and multifamily developments in the City. Because these standards were written for parcels of many different sizes and settings, they are not always appropriate to the downtown district.

This plan recommends the creation of a modified set of site and building design standards that respect and enhance the unique aspects of the downtown area. There are three distinctive

subareas within the downtown planning area, each of which should have differing design standards, as explained below and in Figure 4.2. Draft standards are attached as an appendix to this plan.

Downtown Area

Design character in this district varies widely, including, for example, two- and three-story brick buildings built right to the sidewalk, single-story commercial buildings set back behind parking, and single family bungalows with front porches. The intent of this zone is to establish a more uniform approach to site design that will reinforce an urban, pedestrian-friendly street environment, while continuing to allow for variety and flexibility in building design.

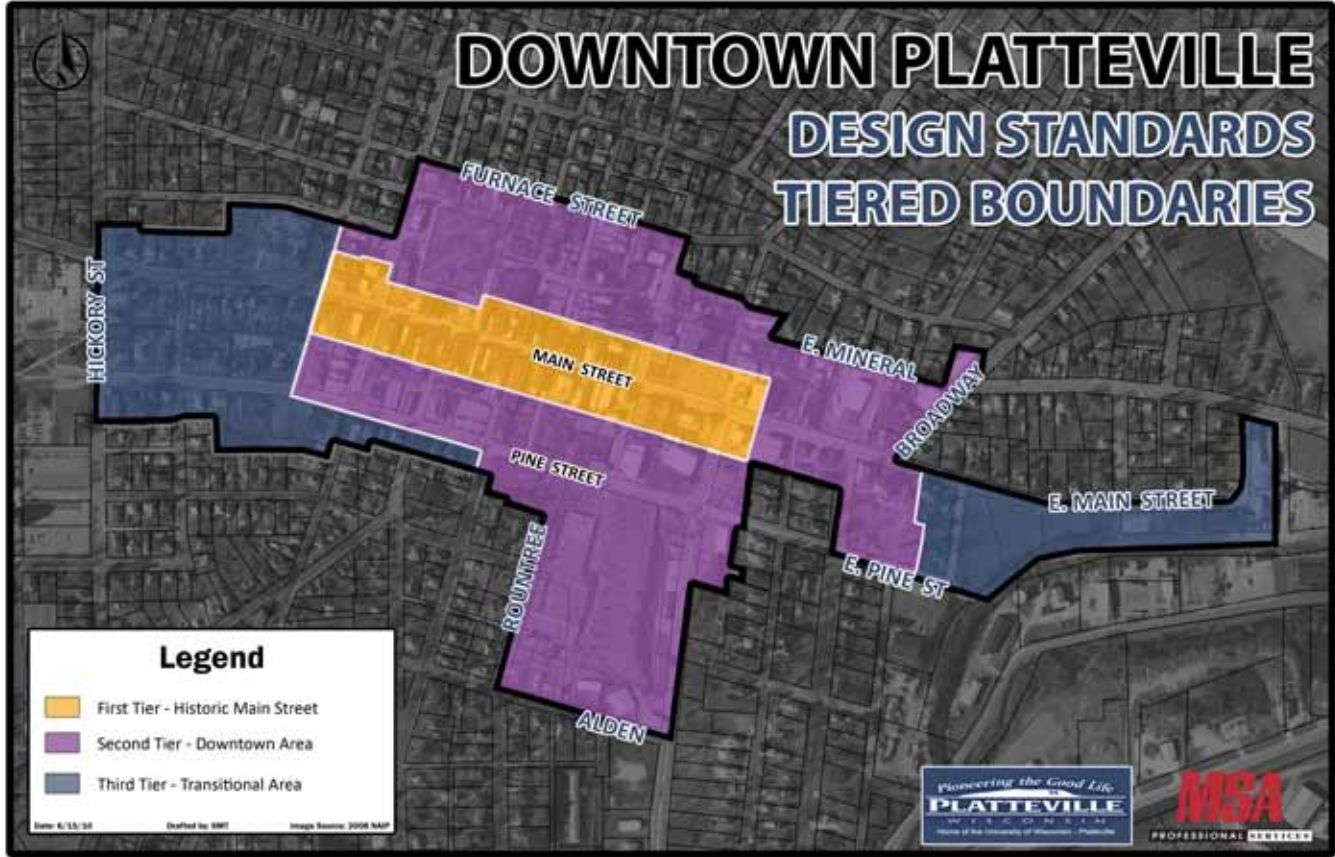
Historic Main Street Area

This zone is comprised of properties abutting Main Street between Elm Street and Water Street, including all four corners at Main and Water. This area features many of the properties officially part of the downtown historic district. The dominant design character is two- to three-story brick buildings built right to the street edge and featuring ground floor retail or service space behind large windows. Architectural styles are predominantly Federal, Italianate, and Romanesque. The intent of this zone is to ensure that new buildings reinforce and complement the historic downtown core. New development should be of similar scale to historic buildings and should utilize similar rhythms, though architectural style will not be regulated.

Transitional Area

This zone incorporates transitional areas east and west of the Downtown Area. The intent of these areas is to preserve the existing residential character by requiring pitched roofs and deeper setbacks from the street.

Figure 4.2: Design Standards Tiered Boundaries



4.5 UNIVERSITY-RELATED HOUSING

UW-Platteville enrollment has been growing in recent years, and more growth is anticipated. UWP’s Growth Agenda Goals include enrollment growth of 745 more on-campus undergraduate students by 2015-2016 and 1,866 more by 2025-2026. The new Chancellor, Dennis Shields, has indicated the potential to accelerate this schedule.

Recently, increased student housing demand has been met in two ways. First, many single-family homes have been converted to student apartments in the neighborhoods around campus, often with occupancy that exceeds the limits of City ordinances. This has been somewhat destabilizing to these neighborhoods and other residents would like to reverse this trend. Second, there have been a few new rental offerings for students, including new construction southwest of campus, conversion of the Governor Dodge Hotel

to apartments, and a few additional second-floor units in the downtown area.

University leaders recognize the need for more student housing, but they are constrained in their ability to build new dorms on campus by tight budgets and slow capital project processes. Instead, the University is seeking the development of more student housing in two ways.

First, they have formed a Real Estate Foundation, an independent entity that can raise funds, acquire property, and build and operate facilities for the benefit of the University. This is a common model across the country, and has been used recently with success by UW-Milwaukee to meet student housing needs (as shown on the right).

Second, the University is looking to the private sector and/or the City to initiate projects that include student housing, and they are open to partnering with developers in a variety of ways

Chapter 4 Downtown Master Plan

to make projects viable, such as by locating administrative, outreach, or bookstore/retail functions within off-campus projects.

This sort of public-private partnership has become much more common over the past few decades as a strategy to overcome University capital budget limitations, reduce and distribute liability in financing/bonding the project, and avoid the amount of time/expenses needed to meet State University bidding procedures.

The City would like to see new student housing built to alleviate pressure on the neighborhoods, and as much of this new housing as possible should be in the downtown area, where pedestrian facilities are good and students would have convenient access to downtown restaurants and retail offerings.

It is important to recognize that the housing demand is more diverse than simply “student housing”. University officials note current and growing need for a spectrum of housing options to accommodate the diverse needs of older undergrads, graduate students, postdoctoral fellows, junior faculty, and visiting faculty. They would like more of their staff to live in Platteville instead of commuting from other communities as far away as Dubuque or Madison, and they see opportunity for all of these needs to be met downtown. The University would like to see more condominiums, more rental units of varying sizes, and even a downtown hotel that offers both conventional rooms and extended stay suites. It is possible that a single building could incorporate a variety of residential unit types, and be designed for flexibility to respond to shifting demand.

The Future Land Use map (see Figure 4.1) offers four locations designated as preferred sites for University-related housing within downtown Platteville. Each of these sites could accommodate a mixed-use development with ground-floor retail or service space and upper-floor apartments. These sites have been selected in part because they are in prominent locations,



Recently completed UW-Milwaukee University Housing with retail along the ground level



either at key intersections or facing City Park. There are other sites that could also accommodate these uses quite well, including the four corners at Main St. and Water St.

- **Library Block (currently the Platteville Public Library and res/com properties)**

This site is just two blocks from the University and offers ample space for new development if the current buildings are removed. This development could house the City’s public library (as it is currently located on this block) and retail along the ground floor, with mixed residential uses above.

- **135-195 Bonson Street (currently CenturyLink)**

This site is just five blocks from the University and offers ample space for new development if the current building is removed. Student housing would help to enliven City Park with much more foot traffic throughout the school year. Ground floor retail could be supported by the student activity.

- 70 S. Water Street (currently Pioneer Ford)**
This site is seven blocks from the University. It offers high visibility and convenient access to McGregor Plaza shopping. The ground floor space facing the corner of Water and Pine (State Highways 80 and 81) could be used as the Pioneer Ford showroom or other retail use, and the slope of the site allows for structured parking between the retail and the residential levels.
- 140 Alden Avenue (currently MAST Water Technologies)**
This site is nine blocks from the University. New development on this site could take advantage of the topography to offer access on the first floor at Alden Avenue and access on the third floor to/from McGregor Plaza. A new building of at least four stories in height could become an excellent gateway feature to the downtown area, especially if coupled with the creation of a greenway along Water Street between Alden Avenue and Pine Street.



Example of dorm housing with retail along the ground floor.

4.6 DOWNTOWN PUBLIC USES

As recommended in Chapter 3, the City will direct public investments to the downtown area whenever appropriate to help catalyze redevelopment and attract additional investment. The priority projects that can further enliven the downtown are the library and a new community center, as these each will attract

residents to downtown. A secondary project to consider locating within the downtown planning area is the fire station. This use does not draw people downtown, but a major new building can spark interest and build momentum for private investment. It may also be appropriate to relocate the fire station outside of downtown, especially if private redevelopment and investment is already occurring within the downtown planning area.

When considering new library or community center investments, the City will consider partnering with private developers to incorporate these public spaces within larger, mixed-use projects. This is a more direct strategy to leverage new private development and investment.

4.7 DOWNTOWN STREETSCAPING

As part of efforts to improve the downtown gateways, the current streetscaping theme will be extended along Water Street between Alden Ave. and Mineral Street. The improvements will also be extended to other streets in and around the historic downtown core whenever those streets are reconstructed. However, the block of Second Street north of Main Street will receive special treatments that differ from the rest of the downtown area to reinforce the unique character of that block. Different lighting and pavement (possibly cobblestone) will be considered.



Example of cobblestone street (Charleston, SC).

4.8 PARKING STRATEGIES

Downtown parking has been an issue of concern and discussion for decades. A series of parking studies through the years have documented a wealth of on-street and off-street spaces, yet complaints persist. As noted in interviews and public input meetings during the current planning process, the primary parking problem is a lack of long-term parking for downtown residents. There are now an estimated 286 downtown residential units, yet many buildings have no off-street parking and residents struggle to find appropriate overnight and long-term spots.

A second and related complaint is from downtown visitors that cannot find a parking space within reasonable distance from their destination. Opinions vary widely as to what a “reasonable” distance is, and that is part of the challenge of providing “adequate” parking.

At present there are no off-street parking requirements in the Central Business District, the zoning district that encompasses most of the downtown area. Some downtown property owners have opted to provide off-street parking for customers in the interest of convenience and to be on a level playing field with competitors that are required to provide off-street parking. But for many downtown uses, especially historic Main Street properties, the responsibility to meet and manage parking demand falls to the City. This section features strategies the City will consider to manage downtown parking demand.

Parking Strategy 1: Create a Parking Permit System

Downtown residents should have the option to buy permits that will guarantee a legal place to park at all times. Portions of City lots should be reserved for this purpose, possibly starting with the small lot directly behind City Hall that has become available since the



Police Department relocated.

In the near term, prior to creation of any new parking lots or structures, the City should seek a lease agreement with the owners of McGregor Plaza to offer stalls in underutilized areas of their parking lot for resident permit parking.

The City should also consider a permit system for downtown employees. This system could be used to help direct employee parking to designated areas that do not conflict with customer parking. For this system to be successful, time limits will need to be enforced on streets and lots intended for customer parking - otherwise employees will ignore the permit system.

Parking Strategy 2: Create More Parking

One answer to a parking shortage (real or perceived) is to create more parking. Removing taxable development to add low-density surface parking is undesirable - it reduces revenues and damages the urban character of the downtown area. The alternative is to concentrate parking in multi-story structures. Three such structures are proposed in Section 4.8.

Structured parking is a costly solution that should be pursued only if there is also a revenue stream from permits and meters to offset (in part, at least) the borrowing and maintenance costs for such facilities. However, that revenue does not necessarily need to be generated in the parking structure itself. The City should charge for convenience and offer less convenient parking at less cost. All downtown public parking is part of a system, and the costs and revenues should be distributed however necessary to optimize performance.

A review of recent parking structure costs and studies reveals an average capital cost of about \$20,000 per parking space, including about \$15,000 per space construction cost and 30-40% soft costs (planning, design, permitting, financing). Annual operating costs average \$100 per space

for enforcement and \$500 per space for lighting and maintenance.

Platteville is unlikely to cover parking structure costs with user fees in the near future – there will need to be some sort of subsidy, certainly for the capital costs and possibly for the operating costs.

Structured parking typically becomes cost effective when land prices exceed \$1 million per acre (from “Parking Matters”, 2006). Land prices in Downtown Platteville currently range from about \$50,000 to \$950,000 per acre with an average of \$262,000 per acre. It may still not be the right time for public structured parking, though private structured parking as part of redevelopment projects may be both feasible and necessary to the viability of those projects.

As an interim step until structured public parking becomes feasible, it may be necessary to create more off-street surface parking. Potential locations for new off-street surface parking include:

- The two parcels on the south side of West Pine Street between First English Lutheran Church and Clare Bank
- The southeast corner of Mineral Street and Water Street
- The east side of Third Street north of Main Street, opposite the current public surface lot. This may also include closure of the street to incorporate the street right-of-way into a larger parking lot.

**Parking Strategy 3:
Provide Short-Term Parking**

Main Street should include a few short-term parking stalls (e.g. 15-minute limit), preferably near corners. Coffee shops, florists, and markets all have customers that want to get in and out quickly, but this change should be made



only in consultation with business owners to confirm interest.

**Parking Strategy 4:
Require Off-Street Parking with New Development**

At present there are no off-street parking requirements in the Central Business District. When non-historic sites are redeveloped, that new development should be required to provide off-street parking, though not necessarily on the same site. The best scenario is a limited amount of on-site parking, possibly including an underground garage, and payment of a fee in lieu of on-site parking for the balance of the projected parking demand. The City can then use those fees to cover the capital costs of new lots or ramps to accommodate the new demand. This arrangement is better than requiring all development to meet all projected demand on-site, because shared lots can meet the shifting parking needs of multiple sites more efficiently.

**Parking Strategy 5:
Improved Parking Signage**

Public parking should be easy to find. Blue and white signs with a large “P” should be posted along Main Street and Pine Street to guide visitors to the public lots.



**Parking Strategy 6:
Ongoing Employee Education**

Downtown employees should not be parking on a public street or lot within a block of Main Street. Employee turnover necessitates an educational effort on a regular schedule (semi-annual preferred) to identify the most appropriate places for employees to park.

Other Strategies:

Use Parking Areas Efficiently

As fuel efficiency has become a priority, many people are driving cars less than 16 feet in length. Look for opportunities to gain additional spaces by designating some rows for compact cars only. These spaces are also appropriate for most electric vehicles. The provision of public charging stations (or utilities to accommodate future installation) should be considered when building new parking lots or structures.



Encourage Alternative Transportation Options

Automobiles will be the dominant form of travel in Platteville for the foreseeable future, but there are some people willing to travel by bike and by foot, especially students. The City and property owners can mitigate car parking demand by encouraging biking and walking.

Walking can be encouraged with a continued commitment to safe sidewalks and crosswalks. A good example of pedestrian-friendly street design is the colored concrete crosswalks with median refuges on Pine Street (shown below).



Biking can be encouraged with better designation of bike routes and lanes, and with designated bike parking at apartments and businesses. At present there are no designated routes between the campus and downtown, or anywhere in the downtown area. There is little room to add bike-

only lanes, but the City should consider marking shared lanes that indicate to bikers and drivers that bikes have the right to ride in the street.

Regarding bike parking, the City should continue to enforce a requirement for designated bike parking options at apartments. The City has also installed a limited number of bike racks along Main Street (shown below), and these should be monitored in the spring and fall to evaluate their use. If frequently full, and if bikes are also locked to other features, more bike racks should be added.



Charge for (some) Parking

All parking has a cost, including the value of the land required, the opportunity cost of not using that land for development, and the paving and maintenance of each parking space. In a dense urban environment these costs are high, and drivers *should* be expected to cover at least a portion of these costs. However, in most communities like Platteville (and many larger, more urban cities too), the City and merchants are doing everything possible to attract customers and visitors to the downtown area and are reluctant to charge for parking.



While it may not be possible to charge for all parking, the City should consider charging for the best parking, especially as demand for spaces increases on Main Street. Price influences behavior. Many people will choose to park further away to avoid paying the fee, and this will make more stalls available for those that are willing to pay for convenience. The target limit for parking

occupancy is 85%. If more than 85% of the Main Street spaces are often occupied, prices should be raised until occupancy during busy periods drops below 85%.

Ensure nighttime safety

All downtown users should feel safe walking to or from their cars after dark. Adequate lighting should be provided along pedestrian routes, especially near parking lots. New lighting should be full cut-off, dark-sky compliant, to eliminate unnecessary glare.



4.9 TRAFFIC STRATEGIES

This Plan establishes steps to revitalize the downtown with the intent of increasing business activity and residential development. Section 4.9 describes a series of proposed new development projects. This additional development will stress the downtown street grid, especially key intersections that are already congested. This section identifies strategies to anticipate and mitigate traffic congestion resulting from increased development, both within the downtown and along the access routes to downtown.

Downtown Traffic Observations

As indicated by the traffic count data in Chapter 2, traffic volumes shifted after the street reconstruction and restoration of two-way traffic

to Main Street and Pine Street. Based on 2007 counts, Main Street now carries about 65% more traffic than in 2000, while Pine carries about 10% more traffic. Stakeholder comments indicate that the Water St./Main St. intersection is the most congested downtown intersection, with significant backups occurring during a.m. and p.m. rush hours. Another difficult intersection is Alden Ave. at Water Street, where left turns onto Water can be very difficult.

The City will consider the following strategies to anticipate and alleviate congestion problems:

Traffic Enhancement Strategy 1: *Add traffic controls at intersections along Main Street (as needed)*

Because there is only limited traffic on the secondary and tertiary streets that cross Main Street, there are no stop signs on Main between Water Street and Chestnut Street. It would be an advantage to some Main Street properties if traffic controls become necessary at some point along this stretch, as they make adjacent property more visible to drivers and more valuable to retailers. For this reason it may be desirable to focus traffic on a specific cross street so that traffic controls at Main Street become necessary. Fourth Street is a good candidate, as it could eventually provide access to parking structures both north and south of Main Street.

Traffic Mitigation Strategy 1: *Complete a comprehensive traffic impact analysis for all new development proposed in this plan*

The potential traffic impact of each new development should be understood before the city grants regulatory approvals. The City will consider a comprehensive traffic impact study that identifies improvements that may be needed to allow direct access to each site, as well as wider system impacts and needed improvements as development occurs. A comprehensive evaluation of all proposed projects will allow the City to plan

for improvements well in advance of their need, and it will reduce the burden on developers in the development process.

Traffic Mitigation Strategy 2: *Create and promote safe alternative travel opportunities*

Some traffic can be mitigated by making walking and biking safe throughout and near the downtown area. People who live near downtown, especially students, will be more likely to leave their cars parked if they can safely get around without those cars. A bike/pedestrian plan should be created and adopted with the intent to upgrade both bike and pedestrian facilities throughout the downtown area, plus routes extending to other parts of the City, especially to the UWP campus. This should be coordinated with the 2009 Platteville Safe Routes to School Plan.

Pedestrian safety at the intersection of Pine and Oak continues to be a concern, primarily for elderly residents crossing Pine to reach the grocery store. The City will consider installation of a pedestrian-activated warning device to encourage drivers to yield to pedestrians. If and when traffic counts into McGregor Plaza at this intersection increase due to infill development, a full traffic signal will be considered.

Traffic Mitigation Strategy 3: *Create a UW-Platteville Downtown Shuttle*

Downtown merchants and the University should jointly consider creation of a UW-Platteville Downtown Shuttle to improve student access to and from the downtown area. This shuttle will make downtown shopping and living more attractive to students. The University should actively support this concept as part of its strategy to allow student housing needs to be met off-campus. Potential funding sources include the Main Street Program, a new Business Improvement District, and UW-Platteville Student Segregated Fees.

4.10 REDEVELOPMENT

The heart of Downtown Platteville is the historic district - a set of buildings that should be preserved and maintained in their present form (with adaptations as necessary) for generations to come. But around that historic core, in every direction, are sites that could (and in some cases should) be redeveloped with new structures and configurations in the coming decades. This section identifies and prioritizes the most important opportunities for changes to downtown properties.

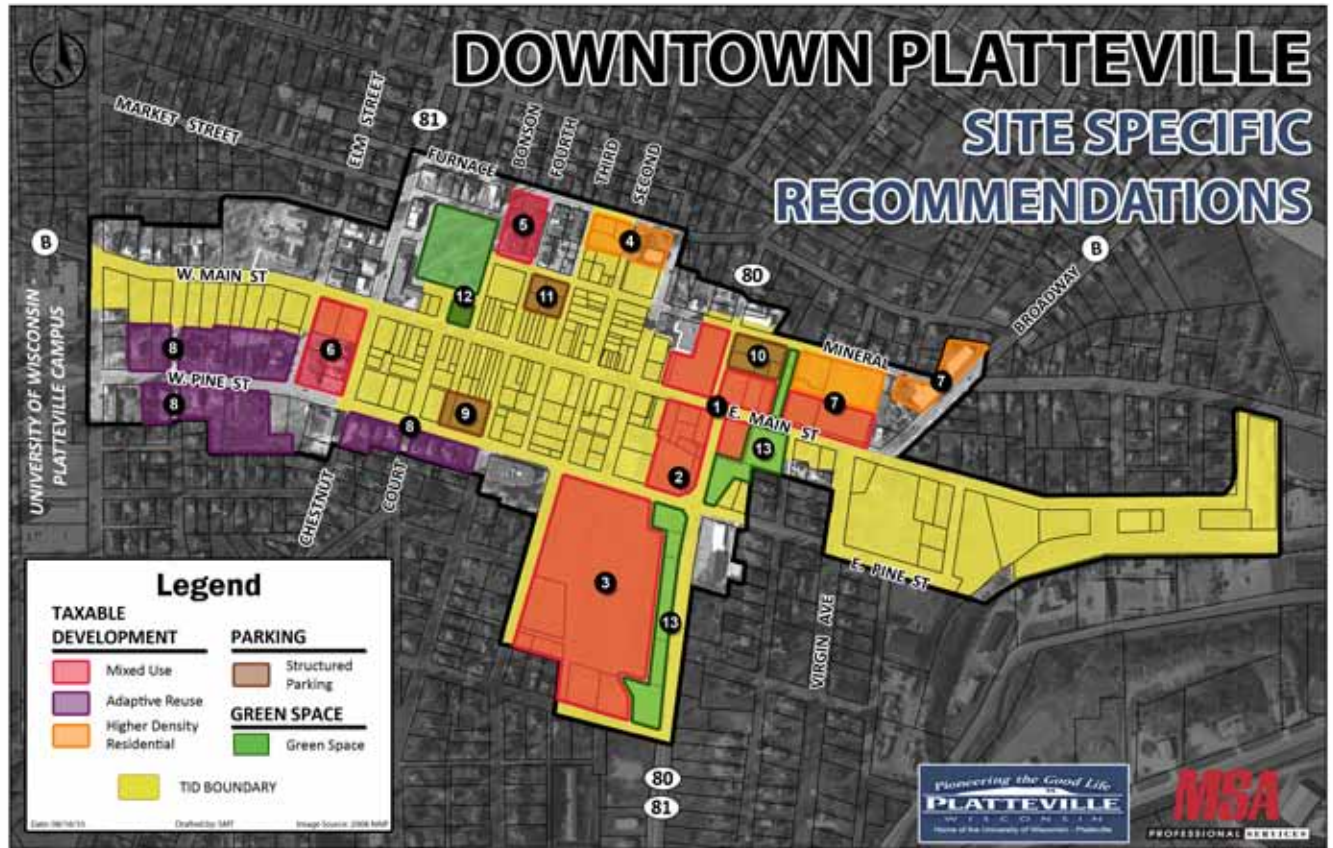
Many of these projects will depend upon the interest and initiative of private landowners and developers - this plan is a vision to inform those private efforts and to help guide City review of development proposals.

As shown in Figure 4.3 on the subsequent page, the redevelopment opportunities are organized into three categories: Taxable Development, Parking, and Green Space.

Taxable Development

Each of the following projects would result in new taxable development in the downtown area. It is generally assumed that these projects can and will be initiated by private landowners and developers, but the Redevelopment Authority may choose to take an active role with property acquisition and assemblage in some cases.

Figure 4.3: Site Specific Recommendations Map



Redevelopment Site #1 - Water & Main



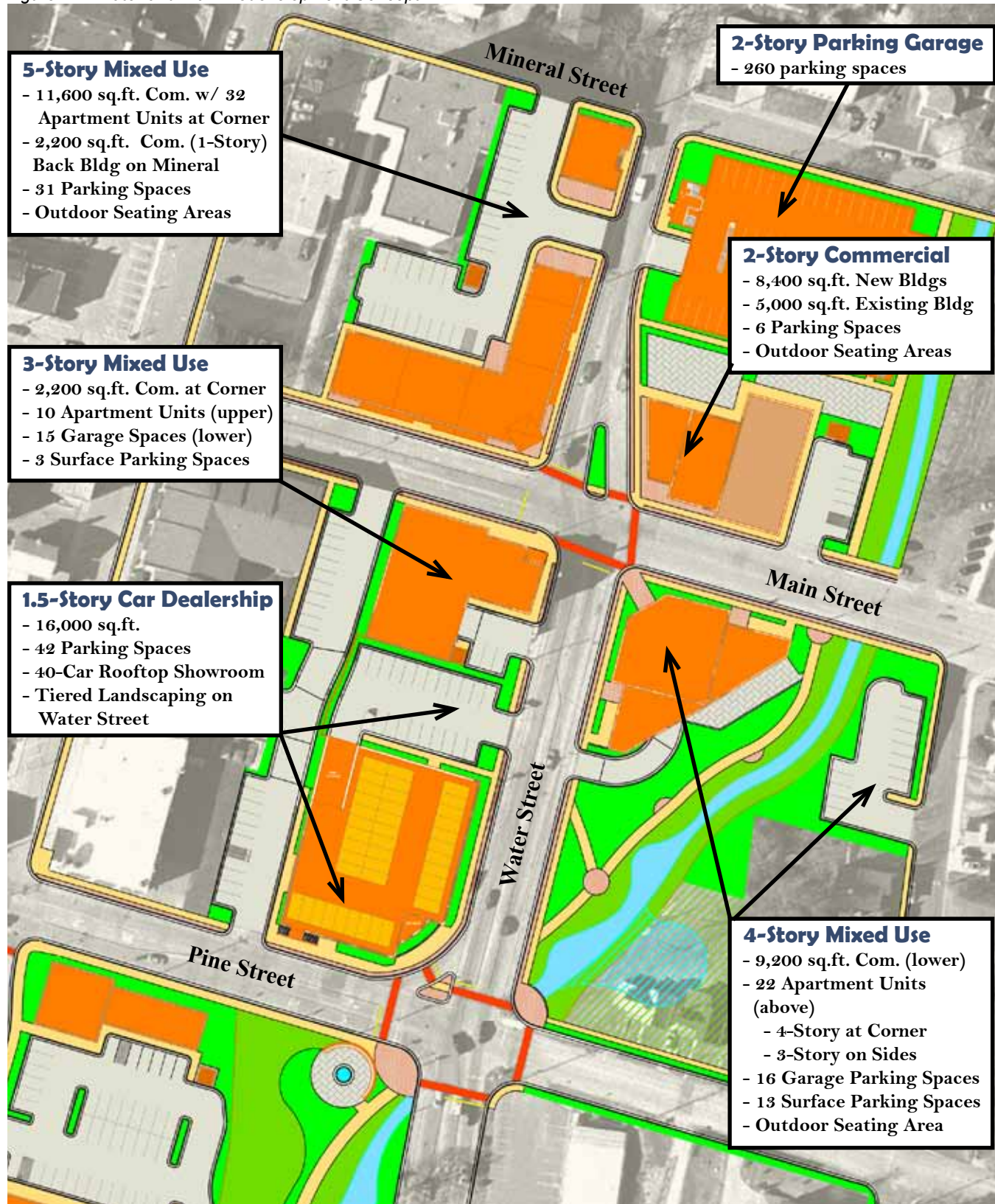
All four corners of this intersection could be redeveloped at greater density, with retail or service uses on the ground floor and residential or office on upper floors. New buildings on these

sites should be built to the corner with parking behind the building. The minimum height for new development should be two stories, and the maximum of five stories (70 feet) as long as the upper stories are set back from the lower three stories. An example of how such new development could be configured is shown in Figure 4.4.

Note that most existing buildings would be removed, including the current Fire Station. Only the brick building at 230 E. Main St. would be preserved in this concept. In total, the concept provides 38,000 sq.ft. of street-level commercial space and up to 64 residential units, or an additional 88,800 sq.ft. of commercial space, on the upper floors. Parking is provided on surface lots and in underground garages. Both southern corners can use the topography to provide underground parking easily accessed from the downhill side of each building. A portion of parking the necessary parking for each site can provided on-site (84

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Figure 4.4: Water and Main Redevelopment Concept



spots) with additional parking provided off-site in a new public facility at the southeast corner of Mineral and Water, discussed further later in this section.

Area residents value the existing hardware store at the northwest corner. This specific use could stay on its current lot in a new building at the corner, or it could relocate to another building at the intersection.

The converted residential building at the southwest corner of the intersection should be evaluated for historical significance to clarify if and how this site can be redeveloped.



Example of mixed-development with the top story set back from the primary facade.

Redevelopment Site #2 - Pioneer Ford

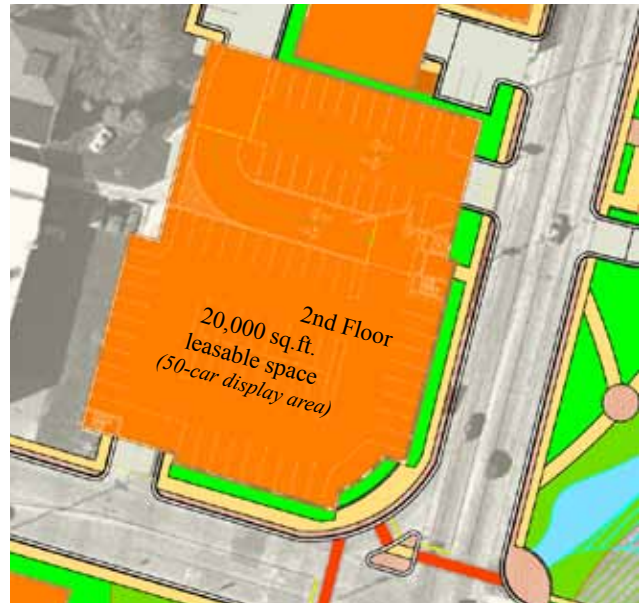


Though no longer typical in a downtown setting, the City’s downtown car dealership is an important member of the downtown economy and community. The dealership’s prime location is an

obvious asset, but this corner site is not currently utilized to its full potential. The dealership has a significant opportunity to better welcome its customers and downtown visitors in general.

As shown in Figure 4.4 on the previous page, this can be accomplished by redeveloping the site with a showroom built right to the corner with additional outdoor vehicle display space on the roof, accessible from the north without a ramp due to the topography of the site. Another alternative would be to work with the City in a public-private partnership to build a parking garage with a two-story 36,000 sq.ft. showroom/office space facing both Water and Pine Streets (as shown in Figure 4.5). In total, the parking structure could provide approximately 350 spaces with parking spaces underground, along the first floor incline, on the third and fourth floors, and on the roof.

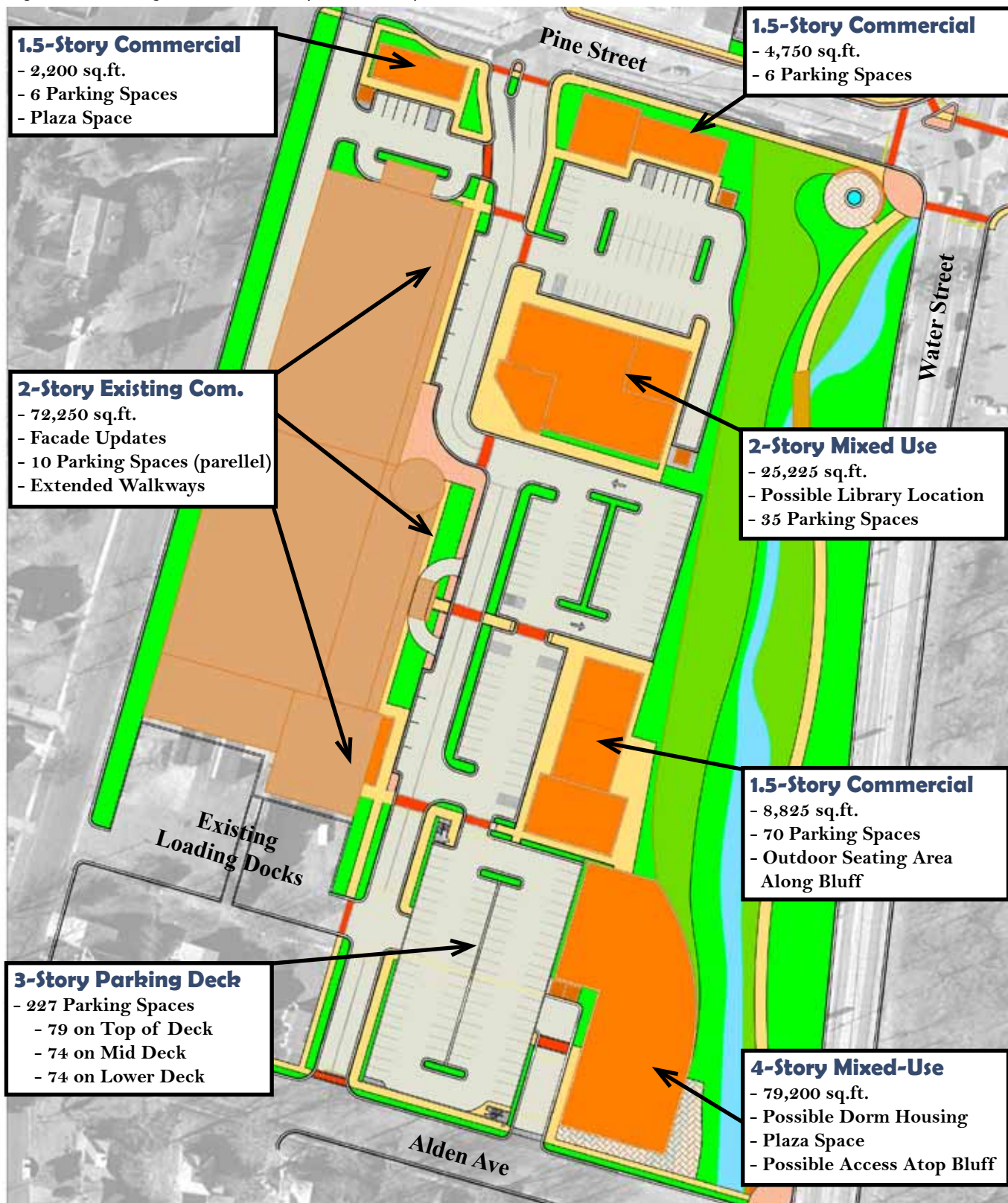
Figure 4.5: Parking Garage w/ Leasable Space Concept



Should the dealership sell this property and the City chooses not to purchase and build a parking garage with leasable office/retail space, this site is an ideal location for a 3-5 story development with underground parking. Land use could include retail, service, office, and/or residential based on market demand.

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Figure 4.6: McGregor Plaza Redevelopment Concept





Example of (display) parking above a dealership space.

Redevelopment Site #3 - McGregor Plaza



Though ill-suited to the downtown environment in its present form, McGregor Plaza is an important component of the downtown economy, especially the current grocery store. At present the Plaza is set back from all streets behind an expanse of underutilized parking, and pedestrian access is somewhat marginal, provided simply with pavement markings across the parking lot.

To better utilize this site and establish a more urban and pedestrian-friendly environment, several new buildings should be built. As illustrated in Figure 4.6 on the subsequent page, the site can support more

activity and establish a more urban environment with the addition of buildings close to Pine Street. There is also space to infill a portion of the parking lot with another new building, which could create the impression of a public street through the center of the plaza. This building and another new building in the southeast corner of the site would be visible from Water Street, improving the exposure and prominence of the development. A 4-story student housing development, or a smaller office building (not illustrated in 4.4), can be built along Alden Avenue and the restored greenway, providing a presence at one of the major gateways to downtown. In total, the development could support an additional 75,000 to 100,000 sq.ft. of retail/commercial space.

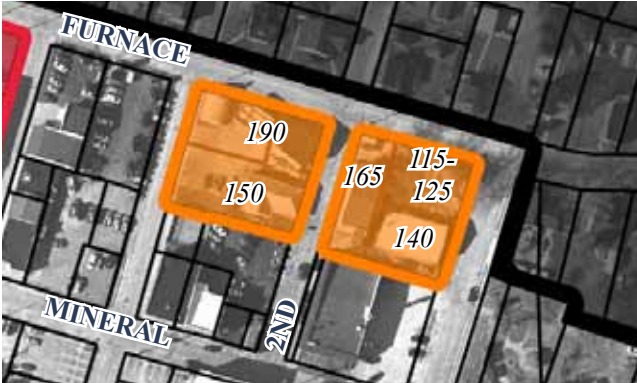
While there is too much parking right now (based on observation of empty stalls), the new buildings will generate more parking demand. One new parking area can be created by building a parking ramp just south of the plaza on the current Wonder Wash car wash site. The topography here would allow for three levels of parking without the need for a ramp. Access can be provided on Alden Avenue (for the lower tier), along the access drive from Alden Avenue (for the middle tier) and atop the bluff adjacent to existing surface parking (for the upper tier). A second option (not illustrated in Figure 4.5) is to provide a two-level parking structure at the east edge of the site, with the option of lower-level access directly from Water Street.



Example of a retail center designed much like an urban street with buildings lining sidewalks.

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Redevelopment Site #4 - Feed and Fuel



Though still a functional part of the downtown economy, the gas station at the corner of Second Street and Furnace Street (190 N. Second St) is unattractive and not ideally located due to the relatively low traffic volumes on these streets. The site is a redevelopment opportunity whenever the current use ends. The location is most appropriate for residential use due to the low visibility and single-family homes across the street. Redevelopment will likely require environmental remediation due to the history and use of the site.

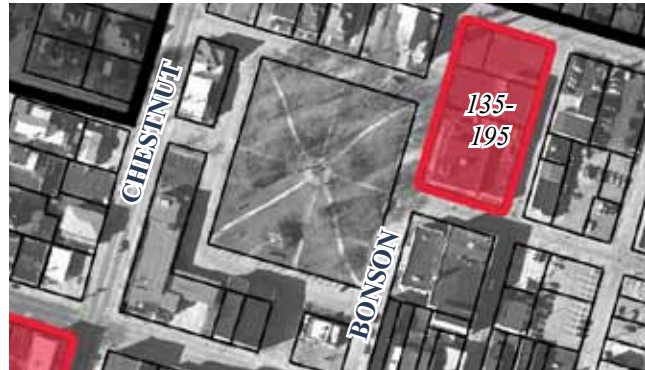
As shown in Figure 4.4, there is an additional parcel south of the Feed and Fuel, currently A-C Service (150 N. Second St), that could also be incorporated into a redevelopment project to create a more viable site. Across Second Street to the east are three more parcels (165 N Second St, 1115-125 E. Furnace St, and 140 N Oak St) that could also someday be redeveloped for higher-density housing, including an existing, nondescript apartment building, a single-family home, and a large shed-style garage.

These sites are appropriate for 2-3 story structures in either a townhome or apartment/flat configuration. They could be either owner-occupied condominiums or rental units, depending on market demand. The front door(s) could face onto any of the available streets, but any parking entrance should be from one of the north-south streets (not Furnace Street) to minimize impact on the single-family homes across Furnace.



Example of multi-family housing with downtown character.

Redevelopment Site #5 - Century Link



City Park is currently framed by buildings, which is good - they help to define the space of the park. Most of these buildings face the park and use this important civic space as a front yard, including City Hall, the First Congregational Church, and several historic homes. This relationship between building and green space benefits both the building and the space. A few buildings, however, fail to take advantage of their location in this way, as discussed below:

The Century Link building (135-195 Bonson Street), which houses telecom switching equipment, is not a great fit for the location as it has few windows and limited activity along the Park facade. Should Century Link (or its successors) ever choose to move from this location, it is an excellent site for any of several uses, including civic, office, or high-density residential, including University-related housing.



Example of mixed use development built around a public square.



Example of mixed-use development with retail, residential, and a library center.

Redevelopment Site #6 - Library Block



The library block includes the Platteville Public Library, several parking areas, the former Cunningham hospital now apartments and offices, and several single family homes, most of which have been converted to commercial/office use. This block, either the south portion or all parcels, could be redeveloped as a mixed-use, public-private development including underground parking, the Platteville Public Library and commercial spaces on the first floor, and residential or office spaces on upper floors. This is a viable site for private student housing, especially due to its proximity to the University.

Redevelopment Site #7 - Broadway & Main



East Main Street

This plan includes East Main Street to Broadway Street as part of the downtown area, though at present the urban feel begins to fade quickly east of Water Street. There are two large sites on the north side of the street that could be redeveloped in a variety of ways to strengthen the urban fabric here: 315 E. Mineral St, 280-310 E. Main St (Deb’s Fashion to Fix) and 350 E. Main St. (Eastman Cartwright Building Center). Both buildings are just one story in height and each features warehouses and/or storage along Mineral Street across from single-family homes. These sites could be redeveloped at greater density, up to three stories in height. The preferred uses include commercial or office uses on Main Street and residential use facing onto Mineral Street.



Example of small mixed-use development that hugs the sidewalk.

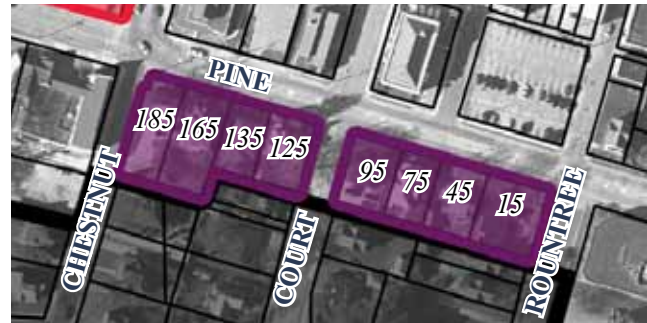
Broadway Street

Though the “official” route to downtown from the highway is Business 151 to 80/81 (Water Street) and then up the hill to Pine Street or Main Street, many visitors arriving from the east use the shorter route offered by Mineral Street. Upon reaching the edge of the downtown at Broadway Street, these visitors are greeted by an older metal-sided, mixed-use building and a self-storage facility. These uses are neither attractive nor entirely compatible with the surrounding single-family homes. Though small, both sites could be redeveloped with multi-family housing, up to two stories in height.



Example of a multi-family development that fits in with a neighborhood consisting of single- and two-family units.

Redevelopment Site #8 - West Pine Street



Pine Street between Fourth Street and Chestnut Street, as well as properties on Pine Street between Elm and Hickory, features a series of buildings that either are, or once were, single family homes. These homes are of varying design, though most are two stories tall and have front porches. Such buildings can often be converted to commercial use, especially small professional practices such as law, accounting, or dentistry (as is the case with 185 W. Pine). Such conversion is appropriate given the location of these homes on a busy street. However, it is also appropriate to preserve the single-family character of the buildings, as this provides a nice transition from the mixed-use, higher density downtown district to the single-family neighborhood behind this row of homes. These parcels should be allowed to convert to commercial use, but the existing structure should be reused as much as possible. Should new construction be deemed appropriate (as might be the case where the existing home is a plain, single-story building), any new buildings should be designed to blend into the neighborhood context, including pitched roofs, two stories, and porches.



Example of a residential home adapted for office use.

Parking Structures

There are two fundamental approaches to providing adequate parking for both downtown residents and downtown visitors. One is parking management techniques to optimize the use of available spaces - as discussed in Section 4.7. The second approach is to add more spaces. While there are some short-term strategies to manage current demand with the current supply of spaces, the addition of new development to the downtown area will create demand for more parking spaces. This plan proposes three sites for construction of structured parking owned and managed by the City.

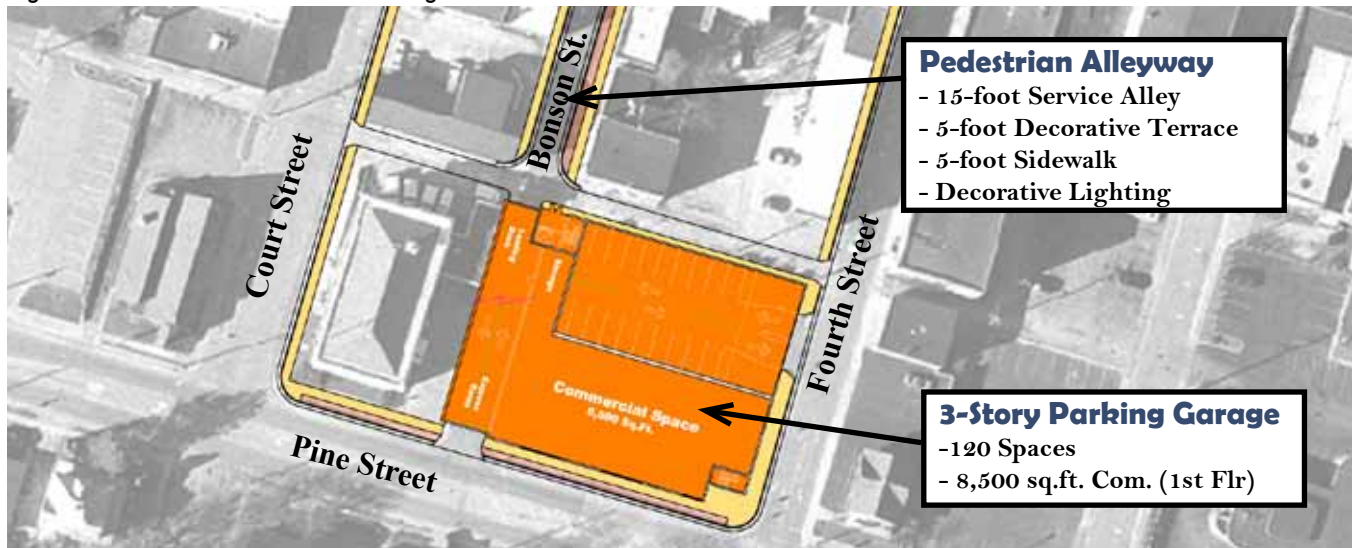
The existing City parking lot at the south end of Bonson Street (75 S. Bonson St) is the City's best immediate opportunity to build a parking structure. The small block sizes throughout the Downtown area make structured parking more difficult to achieve, and this site at least offers a full 1/2 block already under City ownership. There is also the opportunity to reclaim the street for an expanded parking structure. As illustrated in Figure 4.7, a structure on this site could be extended into Bonson Street, with the entrance at that intersection. The structure could include 8,500 SF of retail space on the ground floor facing Pine Street, and a total of about 120 parking spaces. This compares to about 48 spaces currently available on the site. The optional retail space would improve the pedestrian environment along Pine Street and it could help to finance the structure. This structure may be an appropriate place both for daytime visitors and for long-term and overnight parking for downtown residents.

A 120-space structure is estimated to cost \$2.3-2.5 million, plus \$72,000 in annual operating costs (2010 dollars).

Redevelopment Site #9 - S. Bonson Street Parking Structure



Figure 4.7: South Bonson Street Parking Structure



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Example of a parking ramp with ground floor retail.



Example of two-story parking ramp.

Redevelopment Site #10 - Water and Mineral Parking Structure



One aspect of the proposed redevelopment at the intersection of Water and Main Street is the limited space for off-street parking relative to the density proposed. To compensate for this shortcoming while still allowing such development to proceed and succeed, the City should strongly consider creation of a public parking lot, and eventually structured parking, at the southeast corner of Water Street and Mineral Street. The surface lot could be configured to provide approximately 70 spaces with the possibility of a future 2-story parking structure providing 260 spaces with spaces underground and on the roof. This would require the acquisition and clearing of 245 E. Mineral and 85 N. Water and acquisition of 210-250 E. Main and 65 N. Water parking areas. The combined assessed value of those parcels in 2009 was approximately \$170,000.

A 260-space structure is estimated to cost \$5.0-5.5 million, plus \$150,000 in annual operating costs (2010 dollars).

Redevelopment Site #11 - Third and Mineral Parking Structure



Another City lot with potential for additional parking is the existing public lot at the corner of Third Street and Mineral Street, behind City Hall. In principle this is a great place for tiered parking because the topography would allow two levels of parking without a ramp. The upper level would be accessible from Mineral Street and the lower level from the middle of the block. The key to making this work on this site is the ability to acquire and clear 65 N. Fourth Street and utilize the entire north end of the block for parking. This will allow for two double rows of parking on each level.

The City will also discuss and evaluate the potential to close Third Street and acquire more land on the east side of the street to accommodate expansion of this lot.



Example of two-level tiered parking structure with no ramp.

Green Space

There is, at present, little green in Downtown Platteville. There are no street trees, and some blocks have little or no green plants of any kind. In this context, the green spaces that do exist have added importance. There are two key opportunities

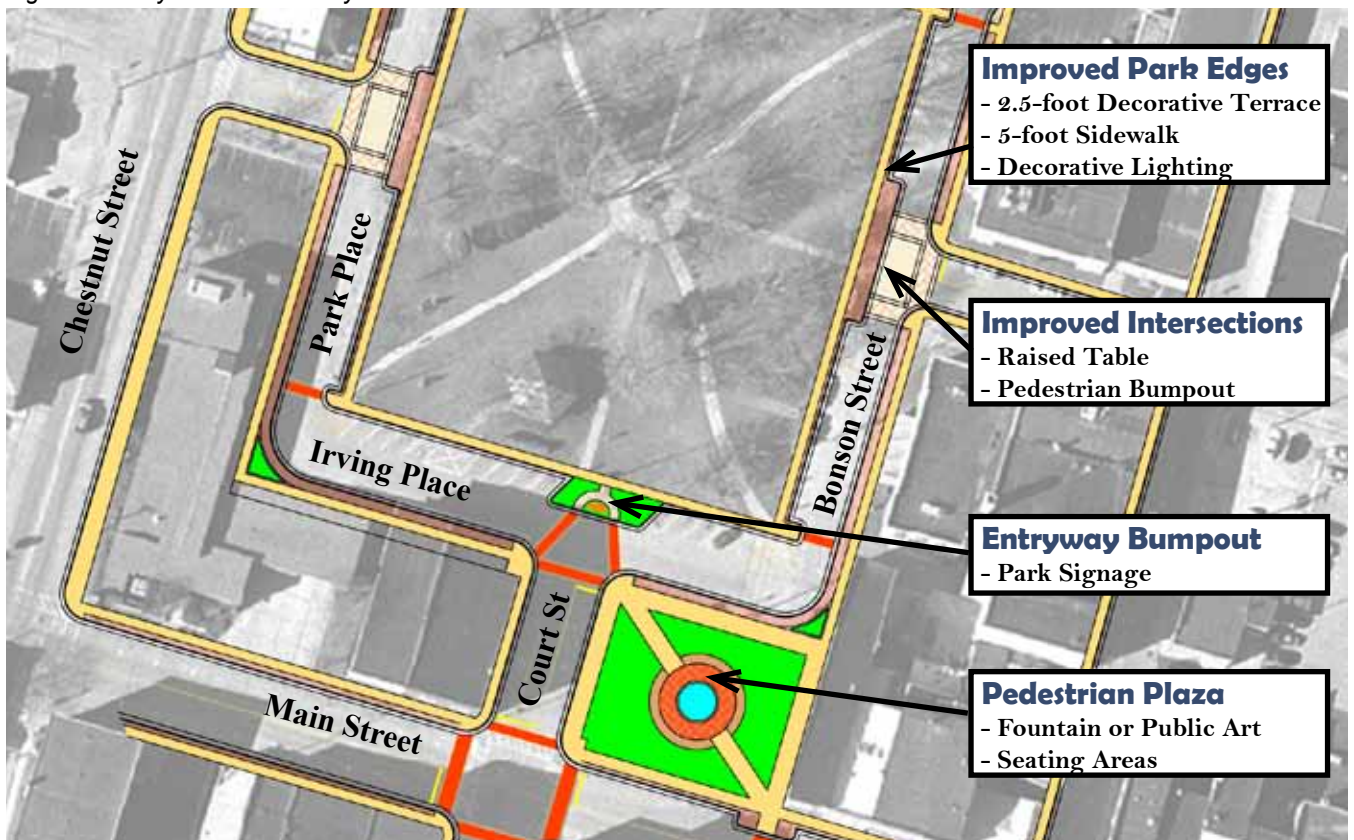
to enhance the Downtown experience with new green spaces.

Redevelopment Site #12 - Garvey's Service and City Park



Long-term trends indicate that downtown service stations like Garvey's Service are difficult to sustain due to ever-increasing regulation of fuel tanks and competition from larger businesses offering a wider range of products and services. At present Garvey's is a viable and valued

Figure 4.8: City Park and Garvey's Service Site



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business that enables patrons to shop downtown while they wait for their vehicles. The City is not encouraging the closing or relocation of this business. However, if and when it does close, the City has an opportunity to establish a stronger link between Main Street and City Park.

As illustrated in Figure 4.8 on the previous page, this site and the adjacent segment of Bonson Street could be converted to open space (with closure of Bonson at this location linked to a closure at Pine Street for the proposed parking structure next to the Post Office). This space, which could be a combination of green landscaping and hardscape public plaza, could inject a bit of green into the Main Street corridor, open up views to and from the park, and become a pleasant outdoor gathering space that accomodates both official public events and casual daily use.

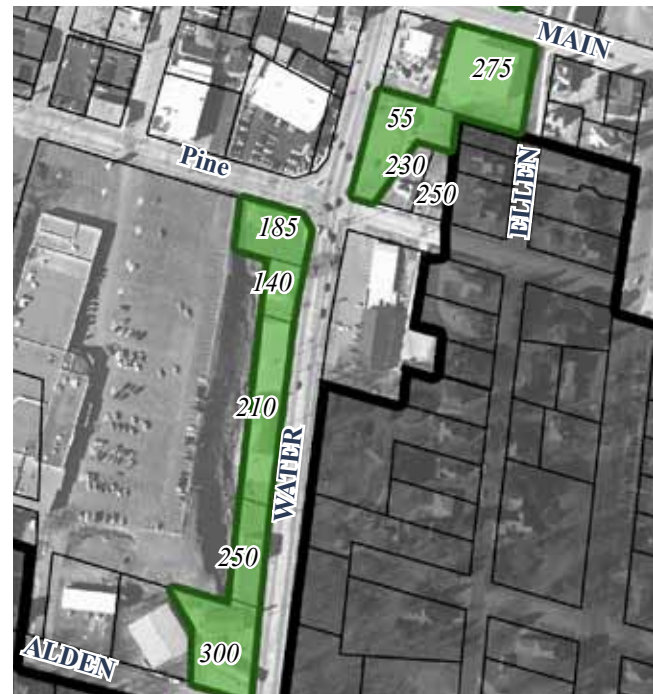
The City will consider all options if and when this site becomes available, including the possibility of a small visitor center or full private development on the site, but the green space option is preferred as a means to enhance the connection to the park and make this part of Main Street distinctive.

There is also the opportunity to improve the pedestrian experience all the way around City Park. including bump-outs near interesections with marked crosswalks (with either change of material or paint), entryway signage at the end of Court Street, and decorative lighting. These are illustrated in Figure 4.8.



Example of a pocket green space with a central feature.

Redevelopment Site #13 - Water Street Greenway



Many visitors to Downtown Platteville probably have no idea that there is a creek running through the downtown. A tributary of the Rountree Branch, this creek flows from north to south under Mineral Street and Main Street and then parallel to Water Street down to Business 151. At present this waterway is mostly buried from just north of Main Street to Business 151. Where exposed for a block along Water Street south of Pine Street it is channelized and hidden from view behind a narrow strip of commercial buildings and parking lots.

The City has an opportunity to improve the ecological function of this waterway and create a more welcoming front door to the Downtown by restoring this waterway as part of a formal greenway. As illustrated in Figure 4.9 (on the previous page), this greenway would extend from Mineral Street to Alden Avenue and feature paths and landscaping along much of the route. This would require the acquisition and clearing of several parcels, including all those along Water between Pine and Alden. Though costly, this

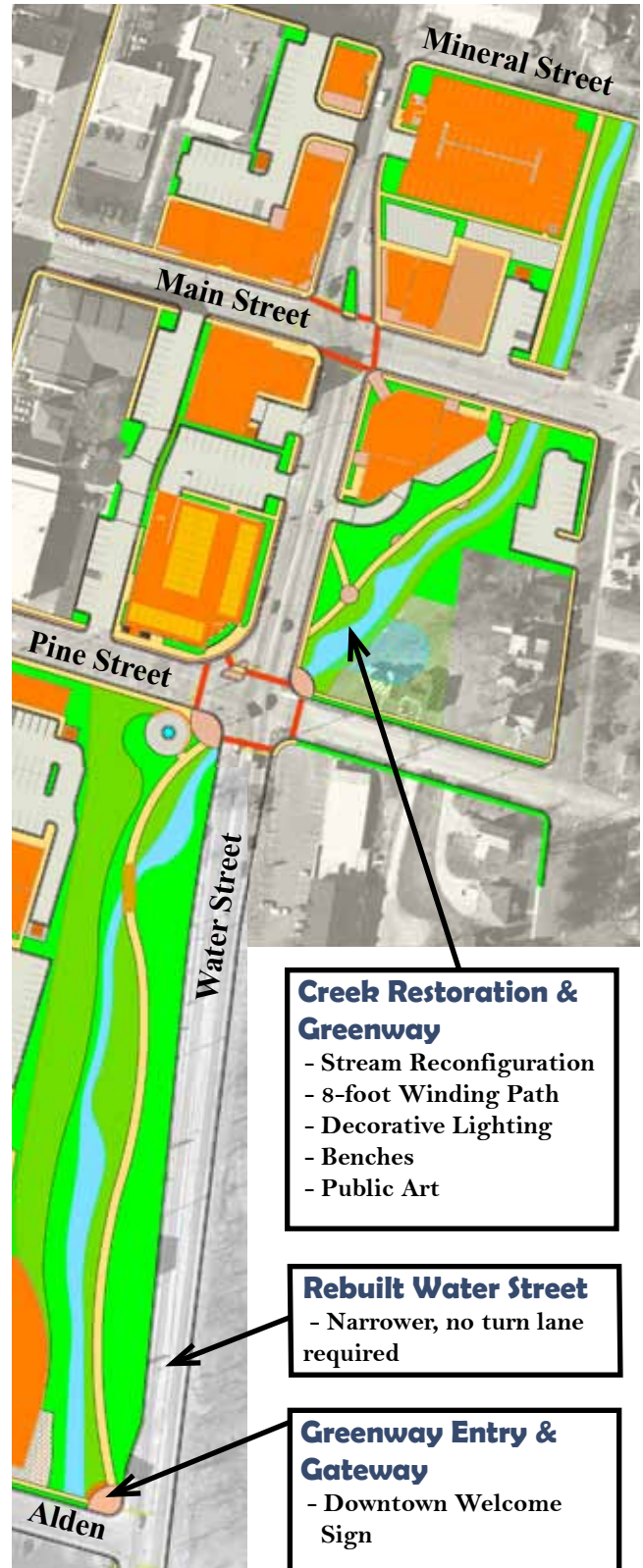
project has potential to improve water quality in this watershed by incorporating best management practices such as biofiltration swales and basins that cleanse the water before depositing it into the creek. It is likely that the City will have more than 10,000 residents in the 2010 Census and will come under the jurisdiction of more stringent water quality standards set by the Environmental Protection Agency. This project could become part of the City-wide water quality master plan.

The bike path can be linked to the regional bike path system, helping to connect the downtown to that system via Water Street to the south and Main Street to the east.



Example of a green space with a bridge crossing a creek.

Figure 4.9: Water Street Greenway



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CHAPTER 5

ACTION PLAN

55 *Housing*

56 *Economic Development*

57 *Historic Preservation*

58 *Urban Design*

58 *Parking*

59 *Traffic & Transportation*

60 *Redevelopment Projects*

61 *Funding Strategies*

63 *Action Item List*

This Downtown Revitalization Plan offers both short- and long-term actions to achieve the vision for the future of the downtown, which can be summarized as “more development, more profit, more people.” Action items are drawn from the Economic Analysis and the Master Plan:

- Housing (H)
- Economic Development (ED)
- Historic Preservation (HP)
- Urban Design (UD)
- Parking (P)
- Traffic and Transportation (TT)
- Redevelopment Projects (RP)
- Funding Strategies (FS)

Accompanying each action is a designation of responsible parties and a preferred timeframe for completion. See pages 63-34 for a summary table of all actions items discussed within this chapter.

5.1 HOUSING

This plan identifies market demand for several types of housing, including condominiums and student apartments. The City encourages this development to occur in areas that are pedestrian-friendly and that offer convenient access to shopping and entertainment amenities. Because the city and the downtown economy will benefit from the creation of more downtown residential units, the City will consider the following actions to encourage housing development.

Action H-1

Work with property owners to actively promote potential redevelopment sites for residential use (or mixed use), especially the proposed University-related housing sites identified in *Figure 4.1 Future Land Use Map*.

Responsible Parties: *Platteville Redevelopment Authority, Property Owners, and UWP*

Completion Target: *Ongoing*

Action H-2

Aggressively enforce existing City codes regulating rental housing to ensure occupant safety and neighborhood stability, especially as more units are constructed.

Responsible Parties: *Building Inspector and City Council*

Completion Target: *Ongoing*

5.2 ECONOMIC DEVELOPMENT

The City seeks to attract retail and residential investment and grow sales in the downtown area. The following actions will be considered:

Action ED-1

Cross market Platteville and Grant County with Jo Daviess and Dubuque Counties through the Tri-State Tourism Council.

Responsible Parties: Main Street Program, Platteville Area Chamber of Commerce and Grant County Tourism

Completion Target: Immediate and ongoing

Action ED-2

Work with downtown building owners to reduce street-level office uses on Main Street. These uses should be directed to upper floors, side streets, and Pine Street.

Responsible Parties: Main Street Program and Building owners

Completion Target: Immediate and ongoing

Action ED-3

Continue to organize and promote special events that bring customers downtown.

Responsible Parties: Main Street Program and Chamber of Commerce

Completion Target: Ongoing

Action ED-4

Develop a specific strategy to recruit successful local retailers in comparable communities to open a second or third location.

Responsible Parties: Main Street Program and Chamber of Commerce

Completion Target: 2011

Action ED-5

Seek businesses that either build from existing strengths (restaurants, sporting goods), or are focused around efforts to grow clusters (home renovation, art galleries and gift shops, consumer services).

Responsible Parties: Main Street Program

Completion Target: Ongoing

Action ED-6

Collaborate with UW-Platteville to establish a permanent, physical downtown presence for the University.

Responsible Parties: City Council and UWP Chancellor

Completion Target: 2012

Action ED-7

Make strategic decisions regarding the library, fire station, and any new community center spaces that support downtown economic success.

Responsible Parties: City Council

Completion Target: Ongoing

Action ED-8

Renovate City Hall and engage with partner organizations to study renovation options for the theater, such that it can be used for entertainment and special events.

Responsible Parties: City Council

Completion Target: 2016

5.3 HISTORIC PRESERVATION

The City seeks to improve the integration of historic preservation interests and economic development interests in Downtown Platteville. The following actions will be considered:

Action HP-1

Revise the Historic Preservation Ordinance (Chapter 27) to encourage the inclusion of a downtown business owner and/or property owner on the Commission.

Responsible Parties: *Planning Director, Plan Commission, Historic Preservation Commission, and City Council*

Completion Target: 2011

Action HP-2

Review and adjust as appropriate the development review process and procedures to ensure early consultation with the Historic Preservation commission.

Responsible Parties: *Planning Director, Plan Commission, Historic Preservation Commission, and City Council*

Completion Target: 2011

Action HP-3

Revise the Historic Preservation Ordinance and/or the City's project forms and procedures to specifically encourage proactive problem-solving by the Commission to help applicants find affordable solutions that preserve historical integrity.

Responsible Parties: *Planning Director, Plan Commission, Historic Preservation Commission, and City Council*

Completion Target: 2011

Action HP-4

Develop educational/promotional material that informs residents about the Historic Preservation Commission, the significance of protecting historic buildings within Platteville, and available funding sources to protect and/or restore their historic facade/building.

Responsible Parties: *Historic Commission, Plan Commission, and City Council*

Completion Target: 2011

Action HP-5

Amend the Historic Preservation Ordinance to provide guidance on dealing with the proposed demolition of contributing structures.

Responsible Parties: *Historic Commission, Plan Commission, and City Council*

Completion Target: 2011

Chapter 5 Action Plan

5.4 URBAN DESIGN

This plan recommends the creation of detailed design standards to ensure that redevelopment projects reinforce the unique downtown character. The following actions will be considered:

Action UD-1

Adopt Downtown Design Standards with specific building height guidance as an overlay district in Platteville's Zoning Ordinance. A draft version is attached to this plan as Appendix C.

Responsible Parties: *Planning Director, Historic Commission, Plan Commission, City Council*

Completion Target: 2011

Action UD-2

The City will offer financial incentives as feasible, including facade improvement loans or grants and/or Tax Incremental Financing assistance to help property owners comply with design standards.

Responsible Parties: *Planning Director, City Council, Redevelopment Authority*

Completion Target: *Ongoing*

Action UD-3

The streetscaping theme will be extended along to other streets in and around the historic downtown core whenever those streets are reconstructed with the block of Second Street north of Main Street receiving special treatments that differ from the rest of the downtown area.

Responsible Parties: *Planning Director, City Council, Redevelopment Authority*

Completion Target: *Ongoing*

5.5 PARKING

This plan identifies a set of strategies the City will consider to improve downtown parking options for all users. Those strategies are repeated here with an indication of responsible parties and completion targets.

Action P-1

Create a Parking Permit System for downtown residents.

Responsible Parties: *City Council, Main Street Program*

Completion Target: 2011

Action P-2

Provide Short-Term Parking spaces on Main Street.

Responsible Parties: *City Council, Main Street Program, Individual Business Owners, and Parking Commission*

Completion Target: 2011

Action P-3

Establish a Platteville Parking Authority to manage off-street parking facilities in the downtown area. This can be funded by permit fees and a Business Improvement District.

Responsible Parties: *City Council*

Completion Target: 2012

Action P-4

Build a parking structure at Pine and Fourth.

Responsible Parties: *Redevelopment Authority or Parking Authority, and City Council*

Completion Target: *December 2013*

Action P-5

Acquire land to establish a parking lot or structure at the southeast corner of Water and Mineral. Consider use of pervious pavers/pavement in parking stalls to help the City meet stormwater quality requirements.

Responsible Parties: *Redevelopment Authority or Parking Authority, and City Council*

Completion Target: *2013, or earlier if needed for nearby development*

Action P-6

Amend the zoning ordinance to require parking or a fee in lieu of parking for all downtown development.

Responsible Parties: *Planning Director, Plan Commission, City Council*

Completion Target: *2011*

Action P-7

Create a Business Improvement District to fund the construction of new parking lots and structures.

Responsible Parties: *Main Street Program, Downtown property owners, City Council*

Completion Target: *2011*

Action P-8

Improve wayfinding signage for off-street downtown parking.

Responsible Parties: *Public Works Department*

Completion Target: *2011*

Action P-9

Provide employee education on downtown parking practices.

Responsible Parties: *Main Street Program*

Completion Target: *Ongoing, at least annually*

5.6 TRAFFIC AND TRANSPORTATION

This plan identifies strategies the City will consider to expand downtown transportation options and to anticipate and alleviate traffic and congestion problems associated with increased downtown development. Those strategies are repeated here with an indication of responsible parties and completion targets.

Action TT-1

Commission a comprehensive traffic impact analysis for all new development proposed in this plan. Consider establishing a traffic impact fee based on the results of this study.

Responsible Parties: *Platteville Redevelopment Authority, and Property Owners*

Completion Target: *Ongoing*

Action TT-2

Create a bike and pedestrian plan for the downtown area.

Responsible Parties: *Planning Director, and Plan Commission*

Completion Target: *2012*

Action TT-3

Work with the University to establish a UW-Platteville Downtown Shuttle to improve student access to and from campus, the downtown area, and remote parking options. Potential funding sources include the Main Street Program, a new Business Improvement District, and UW-Platteville Student Segregated Fees.

Responsible Parties: *Main Street Program/ Business Improvement District, UWP Segregated University Fee Allocation Commission*

Completion Target: *Begin discussions in 2011*

5.7 REDEVELOPMENT PROJECTS

This plan identifies a series of possible new uses for downtown sites, including both higher-density development and removal of existing development to improve stormwater function and create green space. Strategies the City will consider to achieve these changes follow, organized by redevelopment site. Not every redevelopment project described in Chapter 4 is addressed here, as some of the projects are lower priority sites that do not warrant a proactive City role in redevelopment at this time.

Pioneer Ford “Downtown Gateway” Redevelopment Project

Action RP-1

Meet with Pioneer Ford owners to discuss long-term intentions and redevelopment options for the Pine Street and Water Street corner. Evaluate the viability of either a mixed-use building or a dealership with rooftop parking that can someday be converted to other retail or office use.

Responsible Parties: *Platteville Redevelopment Authority, and Pioneer Ford*

Completion Target: 2011

Main and Water Redevelopment Project

Action RP-2

Meet with property owners to discuss short-term and long-term intentions and business relocation options.

Responsible Parties: *Platteville Redevelopment Authority, and Property Owners*

Completion Target: 2011

Action RP-3

Determine the historical significance and status of 195 E. Main St.

Responsible Parties: *Historic Commission*

Completion Target: 2011

Action RP-4

Consider property acquisition through direct purchase or eminent domain to prepare and sell sites for redevelopment.

Responsible Parties: *Platteville Redevelopment Authority*

Completion Target: 2013

McGregor Plaza Redevelopment Project

Action RP-5

Meet with McGregor Plaza owners to discuss long-term intentions and infill/redevelopment options for the site.

Responsible Parties: *Platteville Redevelopment Authority, and McGregor Plaza owner*

Completion Target: 2011

Feed and Fuel Redevelopment Project

Action RP-6

Meet with property owners to share the City's vision and discuss long-term intentions for the site.

Responsible Parties: *Platteville Redevelopment Authority, and Feed and Fuel owner*

Completion Target: 2011

Action RP-7

Commission a Phase I and II Environmental Site Assessment to evaluate this parcel for environmental concerns.

Responsible Parties: *Platteville Redevelopment Authority*

Completion Target: 2012

Water Street Greenway

Action RP-8

Meet with property owners to discuss long-term intentions for each property, and to share the City's vision.

Responsible Parties: *Platteville Redevelopment Authority*

Completion Target: *2011*

Action RP-9

Acquire parcels for demolition using TIF funds if and as they become available for direct purchase

Responsible Parties: *Platteville Redevelopment Authority*

Completion Target: *Ongoing*

Action RP-10

Work with the Wisconsin Department of Natural Resources to identify and apply for grant opportunities to fund property acquisition and stream restoration along Water Street.

Responsible Parties: *Platteville Redevelopment Authority*

Completion Target: *Ongoing*

5.8 FUNDING STRATEGIES

Many of the projects identified in this plan have a cost associated with them. The following funding options may be utilized.

Tax Incremental Financing

Action FS-1

Though this Tax Incremental District (TID) should have a bright future if some of the proposed redevelopment projects are completed, there is limited tax increment available at this time to fund projects. The City can remedy this by enabling a donation from the successful Wal-Mart TID to the less-successful downtown TID.

Responsible Parties: *City Council*

Completion Target: *2011*

Public Bonding for a Revolving Loan Fund

Action FS-2

With interest rates at historic lows the City/RDA should consider borrowing money to establish a revolving loan fund that supports downtown housing and retail development

Responsible Parties: *Redevelopment Authority and City Council*

Completion Target: *2011*

Business Improvement District

Action FS-3

Make an informed decision to create or not create a Business Improvement District to fund any or all of the following: parking facilities, the Main Street Program, downtown beautification.

Responsible Parties: *Main Street Program and City Council*

Completion Target: *2011*

Public-Private Partnerships

Action FS-4

The City will consider active participation in redevelopment projects to help them move forward. Examples include:

- The City or RDA can acquire land, prepare it for redevelopment, and solicit redevelopment proposals.
- The City can assist with low-cost financing or provide incentives using TIF funds.
- The City can commit to a long-term lease within a private development for a public space such as a library or community meeting rooms.

Responsible Parties: Redevelopment Authority, Planning Director, and City Council

Completion Target: Ongoing

Viable Grant Programs

Action FS-5

There are many, many grant programs to which the City or developers could apply to help fund the projects identified in this plan. The following programs are most likely to award money to these projects and should be pursued to help move projects forward:

- CDBG-Public Facilities (to build a new senior center or reconstruct Water Street and associated utilities in the downtown area)
- CDBG-Housing (for upper floor apartment conversions)
- Stewardship Program (park land acquisition and park and trail improvements). Note that this program is funded through 2020, but may not be further extended.
- CDBG-Blight Elimination / Brownfield Redevelopment (BEBR) (to assess and/or remediation environmental contamination)

It is important to note that grant opportunities should be considered and pursued very early in the design process for any project. Successful grant applications are dependent upon the fit of the project to the objectives of the funding program, and it is often possible to add features or uses to a project to improve its fit for the program. The City can seek grant funding on its own through the efforts of City staff, or it can contract with a grant specialist (individual or firm) to identify and qualify opportunities and prepare applications. It is imperative that the grant writer establish a dialogue with the designated contact for each viable grant program. The grant program contact will help qualify potential projects and will usually offer advice on how to improve the fit of the project to the goals of the program.

Responsible Parties: Redevelopment Authority and Planning Director

Completion Target: Ongoing



ACTION		2011	2012	2013	2014	2015	2016
H-1	Work with property owners to actively promote potential redevelopment sites for residential/mixed use, especially those proposed in Figure 4.1.	———— ongoing ————					
H-2	Aggressively enforce existing City codes regulating rental housing to ensure occupant safety & neighborhood stability.	———— ongoing ————					
ED-1	Cross market Platteville & Grant County w/ Jo Daviess & Dubuque Counties through the Tri-State Tourism Council	———— immediate & ongoing ————					
ED-2	Work with downtown building owners to reduce street-level office uses on Main Street (directing them to upper floors, other streets).	———— immediate & ongoing ————					
ED-3	Continue to organize & promote special events that bring customers downtown	———— ongoing ————					
ED-4	Develop a specific strategy to recruit successful local retailers in comparable communities to open a store in downtown Platteville.						
ED-5	Seek businesses that either build from existing strengths or are focused around efforts to grow clusters.	———— ongoing ————					
ED-6	Collaborate with UW-Platteville to establish a physical downtown presence for the University.						
ED-7	Make strategic decisions regarding the library, fire station, and community center space that support downtown economic success.	———— ongoing ————					
ED-8	Renovate City Hall and engage with partner organizations to study renovation options for the theater.						
HP-1	Revise the Historic Preservation Ordinance to encourage the inclusion of a						
	Review & adjust the development review process & procedures to ensure early consultation w/ the Historic Preservation Commission.						
	Revise the Historic Preservation Ordinance &/or the City's project forms and procedures.						
	Develop educational material regarding Historic Preservation Commission & significance of protecting historic buildings.						
	Amend the historic preservation ordinance to provide guidance on dealing with proposed demolition of contributing structures.						
	Adopt Downtown Design Standards into the Platteville Zoning Ordinance (draft version attached to this plan).						
	Offer financial incentives (façade improvement loans or grants &/or TIF assistance to help property owners comply w/ design standards.						
	The streetscaping theme will be extended on other streets in & around the historic downtown core with special treatments on 2nd Street.						
	Create a Parking Permit System for downtown residents.						
	Provide "short-term" parking spaces on Main Street.						
	Establish a Platteville Parking Authority to manage off-street parking facilities in downtown area (can be funded by permit fees & BID).						
	Build a parking structure at Pine and Fourth.						
	Acquire land to establish a parking lot or structure at the southeast corner of V & Mineral.						
	Amend the zoning ordinance to require parking or a fee in lieu of parking for all downtown development.						
	Create a Business Improvement District.						
	Install wayfinding signage for off-street downtown parking.						
	Provide employee education on downtown parking practices.						

———— ongoing ————
 ———— ongoing ————

———— ongoing, at least annually ————

Chapter 5 Action Plan



ACTION		2011	2012	2013	2014	2015	2016
TT-1	Commission a comprehensive traffic impact analysis for all new development proposed in this plan. Consider traffic impact fee.	— ongoing —					
TT-2	Create a bike & pedestrian plan for the downtown area.						
TT-3	Work w/ University to establish a UW-Platteville Downtown Shuttle.						
RP-1	Meet w/ Pioneer Ford owners to discuss long-term intentions and redevelopment options for the Pine/Water corner.						
RP-2	Meet w/ property owners of parcels abutting Main & Water to discuss short-term and long-term intentions and business relocation options.						
RP-3	Determine the historical significance and status of 195 E. Main Street.						
RP-4	Consider acquisition of parcels abutting Main & Water Streets.						
RP-5	Meet w/ McGregor Square owners to discuss long-term intentions and infill/redevelopment options for the site.						
RP-6	Meet w/ Feed & Fuel owners to share the City's vision & discuss long-term intentions for the site.						
RP-7	Commission a Phase I & II Environmental Site Assessment of the Feed & Fuel property to evaluate this parcel for environmental concerns.						
RP-8	Meet with property owners along the proposed Water Street Greenway to discuss long-term intentions for each property & share vision.						
RP-9	Acquire parcels along the proposed Water Street Greenway for demolition if and as they become available for direct purchase.	— ongoing —					
RP-10	Work with Wisconsin DNR to identify and apply for grant opportunities to fund property acquisition & stream restoration along Water Street.	— ongoing —					
FS-1	Pursue a one time transfer of funds from the Wal-Mart TID to the Downtown TID.						
FS-2	Consider borrowing money to establish a revolving loan fund that supports downtown housing and retail development.						
FS-3	Consider creating a Business Improvement District (BID) to fund downtown initiatives.						
FS-4	The City will consider active participation in redevelopment projects to help them move forward.	— ongoing —					
FS-5	Pursue grant programs to help move projects forward, especially CDBG and DNR funding.	— ongoing —					