

BUILDING THE GREAT RIVER LANDING

PROJECT PRINCIPLES, GOALS, PROGRAMMING & DESIGN CHARRETTE



E-NEWSLETTER #1 – Thursday, October 23, 2014

THE GREAT RIVER LANDING: ONE STEP CLOSER...

UPDATE ON RECENT ACTIVITIES

- **July - August 2014** – Stakeholder meetings with various groups and agencies to provide background data on the project area.
- **August 20, 2014** – Waterfront Committee Kick-Off Community Meeting.
- **September 29 - October 1, 2014** – Performed 3-day charrette workshop to determine goals, principles, programming, site alternatives and a preferred plan.



Illustration of an entry plaza at Main Street & State Road 35

CHARRETTE PROCESS: DAY 1

On September 29, the design charrette team began the 3-day charrette workshop with the City and public input by developing a set of goals and principles for the project. These were reviewed with the Onalaska Waterfront Committee in the morning and presented to the public at the evening meeting the same day.

GOALS

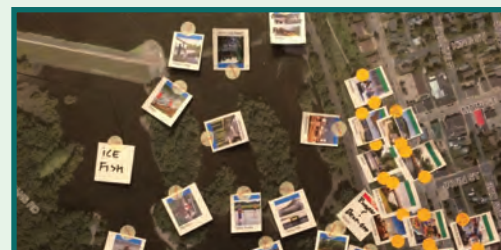
- A highly accessible river
- An active riverfront connected to a vibrant downtown
- A design in harmony with nature and ecology
- Support and enhance education and awareness of history, culture and environment
- Balance creative vision and market reality
- Community supported policies, plans and projects

PRINCIPLES

- Create a Destination
- Provide a Range of Uses and Activities
- Enhance and Promote Riverfront Environment and Ecology
- Economically Viable and a Sustainable Return on Investment
- Increase and Enhance Connections
- Address and Enhance Public Safety
- Respect and Promote Heritage and Culture
- Embrace Resiliency
- Ongoing Community Engagement

At the community meeting, the charrette team conducted an interactive “SimWaterfront” exercise for the public to determine project program elements and their spacial relationship to the site. The public was then asked to prioritize program elements in a “dotting” exercise as they left the public workshop. Additionally, the City of Onalaska recreated this same exercise with local high school students the following morning.

A variety of maps and ideas were generated through this exercise to develop site plan alternatives on Day 2.



Charrette: Day 1 Photos

CHARRETTE PROCESS: DAY 2

On September 30, the design charrette team synthesized the results from the previous day's programming exercise to develop a list of core programs and site plan alternatives. These items were reviewed with the Onalaska Waterfront Committee in the early afternoon to develop a consensus plan for the project. Additionally, stakeholders and public were invited to join the charrette team in the studio to provide more input and refine the programs and designs for the site.

CONSENSUS PROGRAM

- Boardwalk – beach to spillway with fishing platforms
- Nature trails and viewing
- Paddle basin
- Log rolling
- Minimal support structure(s)
- Outdoor classroom
- Habitat enhancement and interpretation
- Trailhead with parking
- Public square/market
- River overlooks/vegetative management
- Mixed-use development
- Bridge over railroad tracks
- Civic feature
- Cultural/historic interpretation
- Emergency access



Plan Alternatives

CHARRETTE PROCESS: DAY 3

On October 1, the design charrette team developed and refined the consensus plan for the Great River Landing. In addition to the site plan on the right, the charrette team also developed character renderings for the site that are shown below.



Character Renderings



Consensus Plan for the Great River Landing

NEXT STEPS

SCHEMATIC DESIGN PLAN & 30% CONSTRUCTION DOCUMENTATION

- October 27, 2014, 4:00pm – Community Development Authority Meeting (at City Hall Fire Department Training Room)
- November 3, 2014, 6:00pm – Waterfront Committee Meeting (at Irving Pertzsch Elementary School Community Room)
- November 11, 2014, 7:00pm – City Council to consider Final Great River Landing Schematic Design Plan (at City Hall Council Chambers)

COMMENTS? QUESTIONS? PLEASE CONTACT:

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LOOK FOR THE NEXT E-NEWSLETTER #2 IN WINTER 2014.

