



COPELAND PARK MASTER PLAN

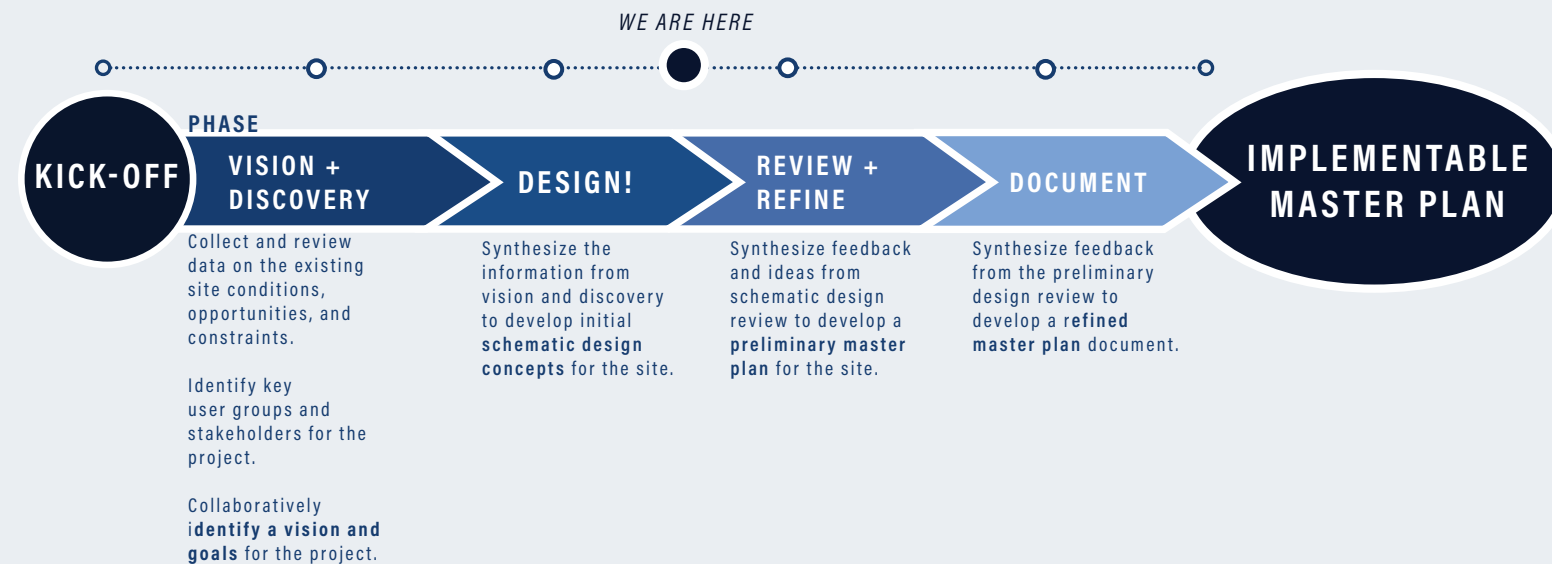
PHASE 1: COMMUNITY ENGAGEMENT SUMMARY +
INITIAL CONCEPTS

LA CROSSE, WISCONSIN
AUGUST 10TH, 2022

WHAT IS A MASTER PLAN?

A **MASTER PLAN** is a **LONG-TERM VISION** (20 year) for the Park's preservation and improvement. This vision includes **recommendations** on the preservation of existing features, improved circulation and site connections, new features or amenities, natural resources, maintenance, and other design opportunities.

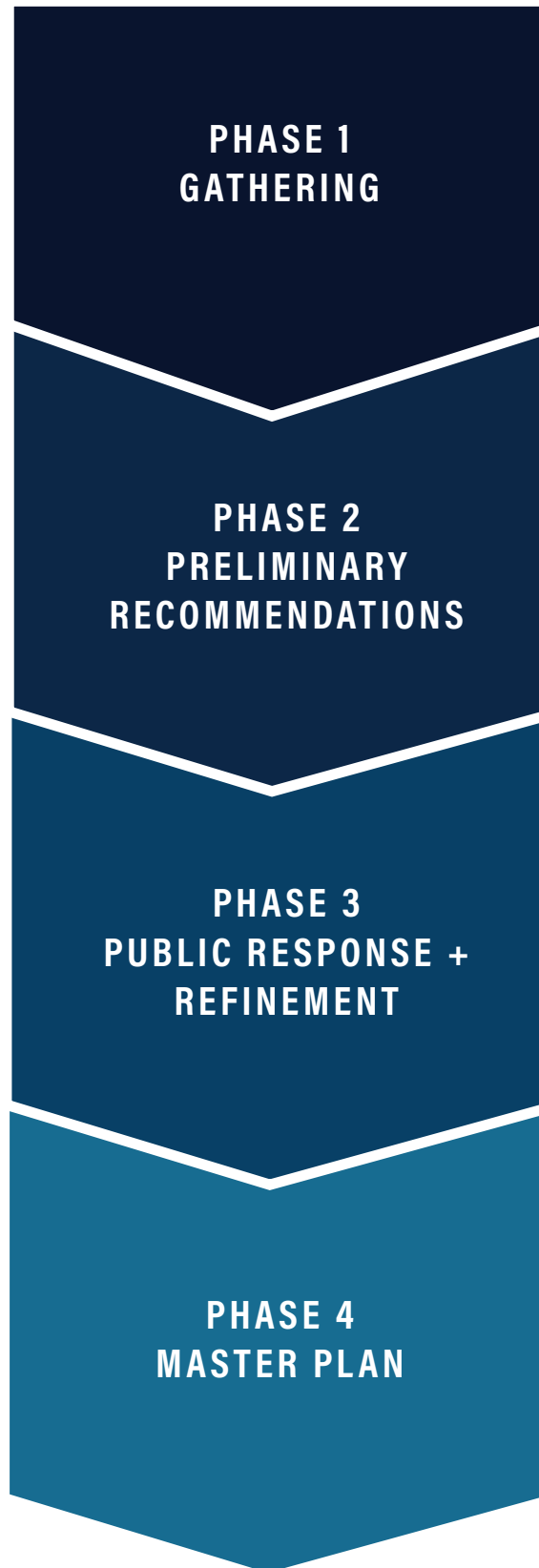
PROCESS



CONTEXT | LOCATED 1.5 MILES NORTH OF DOWNTOWN LA CROSSE, COPELAND PARK IS UNIQUELY POSITIONED ON THE BANKS OF THE BLACK RIVER AND ALONG WISCONSIN'S GREAT RIVER ROAD, US HIGHWAY 53, A MAJOR GATEWAY INTO THE CITY. THE PARK IS CONNECTED TO THE WESTERN EDGE OF THE LOWER NORTHSIDE AND DEPOT NEIGHBORHOODS.

COMMUNITY ENGAGEMENT

ENGAGEMENT PROCESS



The purpose of **PHASE 1 ENGAGEMENT** was to gather information on the existing uses and condition of the park, community wants and needs, barriers for use, regulatory requirements, concurrent planning efforts, and connections to larger regional systems. Feedback was elicited from the general La Crosse community, adjacent neighborhood associations and businesses, elected City officials, community organizations, and governmental agencies. Information gathered during this phase will be used to develop the preliminary Master Plan recommendations.

PHASE 1 TOOLS

<p>PROJECT WEBSITE </p> <p>Launched in April 2022, the project website - hosted through Social Pinpoint - provides ongoing engagement on the project process, events, and general updates. There were 400 unique visits to the website during phase 1 engagement.</p>	<p>DIGITAL COMMUNICATION </p> <p>The City of La Crosse posted project announcements, engagement invitations, and event notifications through the City's Facebook page.</p> <ul style="list-style-type: none"> • FB post on April 25 reached 3,122 • FB post on June 1 reached 354 • FB post on May 26 reached 1,331 <p>The City also sent out project announcement and engagement event invitations to over 6500 individuals on the Park and Recreation Department ENews.</p>
<p>ONLINE SURVEY </p> <p>An online survey and comment mapping tool was hosted on the project website from May 1 to June 15th. 96 people engaged with and provided feedback on at least one of the tools.</p>	<p>COMMUNITY ORGANIZATIONS </p> <p>Design team members lead engagement conversations at 9 community organization presentations. These included the adjacent neighborhood associations, the Boys and Girls club, and the Logger Baseball Club.</p>
<p>COMMUNITY CHARETTE </p> <p>An in-person community event and visioning session was hosted on June 1st. 22 community members attended the event and participated in the visioning exercise.</p>	<p>LISTENING SESSIONS </p> <p>The design team had one-on-one conversations with during phase 1 engagement. These meetings included elected officials and representatives from governmental agencies, businesses, and non-profits.</p>

PHASE 1 THEMES

- The park is an important community resource and gathering space that is in need of overall updates and enhancements.
- Logger Field is a unique amenity and regional destination. Any future plans should support its continued use.
- Improve park infrastructure and amenities to support large community/regional events in the park.
- Create pedestrian and programmatic connections to the river front.
- Diversify park amenities to support all-age, all-ability, and all-season use.
- Improve lighting, park circulation, and other infrastructure to support user safety and deter unwanted behaviors such as vandalism, bathroom break-ins, and drug use.
- Remove and replace highly used but out-of-date park amenities - including playground and restrooms - to meet current safety and sustainability standards. Remove picnic pavilion.
- Improve trail and pedestrian connections and crossings. Particularly, address trail under Clinton Avenue overpass.
- Remove or redesign parking and vehicle circulation along Copeland Park Drive.
- Plan for ongoing and future flooding concerns along Copeland Park Drive.

COPELAND PARK

ONLINE SURVEY RESULTS

ADMINISTERED THROUGH PROJECT WEBSITE



95

COMMUNITY MEMBERS COMPLETED THE SURVEY

EXISTING CONDITIONS

- 25%** COPELAND PARK HAS AMENITIES FOR USERS OF ALL PHYSICAL ABILITIES
- 36%** COPELAND PARK IS WELL MAINTAINED AND CLEAN
- 39%** COPELAND PARK AMENITIES REFLECT THE CURRENT INTERESTS AND NEED OF THE COMMUNITY
- 51%** COPELAND PARK FEELS SAFE
- 54%** COPELAND PARK AMENITIES ARE IN GOOD CONDITION
- 58%** COPELAND PARK HAS AMENITIES FOR USERS OF ALL AGES
- 70%** COPELAND PARK HAS AMENITIES I WANT TO USE
- 80%** COPELAND PARK IS AN IMPORTANT GATHERING SPOT IN THE NEIGHBORHOOD

TOP 5'S

WHAT AMENITIES HAVE YOU OR YOUR FAMILY/FRIENDS USED WHEN VISITING THE PARK?

1. SPLASH PAD
2. PLAYGROUND
3. OPEN LAWN
4. RESTROOMS
5. PICNIC SHELTER

WHAT SHOULD BE THE TOP PRIORITIES OF THE MASTER PLAN?

1. UPDATE PARK AMENITIES AND REMOVE OUT OF DATE PARK FEATURES
2. IMPROVE SIDEWALKS AND TRAIL CONNECTIONS
3. INCREASE CONNECTION (PROGRAMMING AND CIRCULATION) TO THE RIVERFRONT
4. IMPROVE AREAS AND INFRASTRUCTURE FOR COMMUNITY EVENTS
5. PROMOTE PHYSICAL ACTIVITY & WELLNESS

WHAT OTHER PARK AMENITIES WOULD HAVE THE MOST POSITIVE IMPACT ON THE COMMUNITY?

1. COMMUNITY EVENT AREA
2. UPDATED PLAYGROUND
3. WALKING LOOP
4. IMPROVED RIVER ACCESS
5. AMPHITHEATER OR OTHER PERFORMANCE SPACE

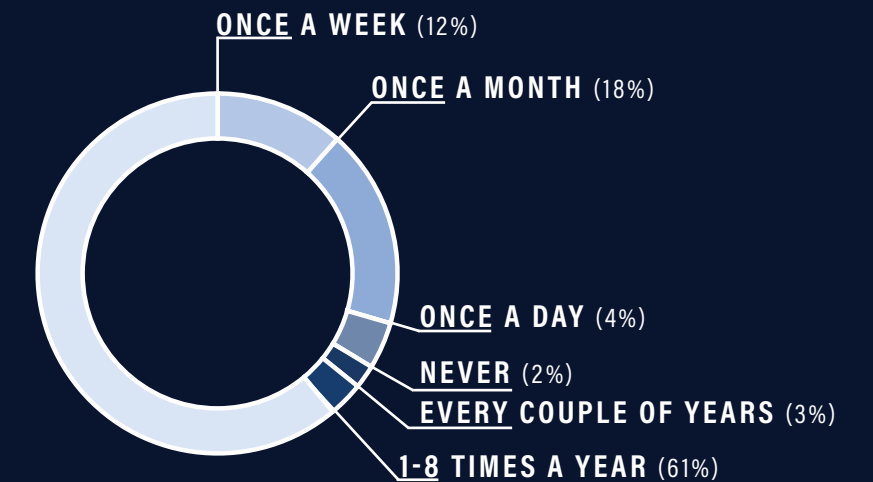
WHAT NEW PARK FEATURES OR AMENITIES WOULD MAKE YOU WANT TO VISIT COPELAND PARK?

1. COMMUNITY EVENT AREA
2. IMPROVED RIVER ACCESS
3. AMPHITHEATER OR OTHER PERFORMANCE SPACE
4. WALKING LOOP
5. UPDATED PICNIC SHELTER

RESPONDENTS



HOW OFTEN DO YOU VISIT COPELAND PARK?



BIG THEMES

GATHERING + EVENTS



RIVER CONNECTION



WINTER PROGRAMMING



WALKABILITY



INCLUSIVITY



COMFORT + SAFETY



COMMENT MAPPING SURVEY

ADMINISTERED THROUGH PROJECT WEBSITE

- IMPROVE TRAIL AREA UNDER THE BRIDGE. CONCERN OF SAFETY (CURVE OF TRAIL, SIGHT LINES, AND LIGHTING)
- HISTORIC EDUCATION OPPORTUNITY
- REMOVE OR REDESIGN STRUCTURE. IT IS DARK AND DIRTY. REPLACE WITH A TRADITIONAL BEER GARDEN.
- CANOE/KAYAK STORAGE AREA OPPORTUNITY
- IMPROVE PEDESTRIAN CONNECTION ACROSS HW-53
- DIVERSIFY AMENITIES - NOT JUST TENNIS
- CREATE BICYCLE TRAIL CONNECTION TO MARSH TRAILS AND DOWNTOWN
- IMPROVE PLAYGROUND. CONCERNS ON NEEDLES AND SAFETY
- REMOVE, REPLACE, OR REDESIGN ROAD. FAST TRAFFIC AND LACK OF PEDESTRIAN INFRASTRUCTURE



COPELAND PARK

COMMUNITY CHARENTE - SWOT

IN-PERSON EVENT

STRENGTH

1. Logger Field
2. Great activities - tennis, splash pad
3. Boathouses are unique feature
4. Built in infrastructure +amenities (kitchen/bathrooms/shelter/tennis)
5. Historic Interpretation represents railroad heritage
6. Splash pad- destination and highly used
7. Tennis Courts do not flood
8. River
9. Hockey rink

WEAKNESS

- | | |
|---|--|
| 1. Lighting | 8. Building is in poor condition and underutilized |
| 2. Security | 9. Poor access to train |
| 3. North entrance-lacks entrance, sidewalk ends | 10. Copeland Park Drive floods |
| 4. Lack of parking - particularly around Logger Stadium | 11. Need exit for events |
| 5. Lack of access to restrooms | 12. Need bridge over Black River |
| 6. Boathouse leases | 13. Event parking |
| 7. Tennis Court Seating | |

OPPORTUNITY

- | | | | |
|--|--|---|-------------------------------|
| 1. Relocate ball field to Copeland West to create expanded parking | 12. La Crosse Shoreline Railroad Museum (canopy over locomotive) | 24. Youth Activities | Riverside |
| 2. Light up train installation | 13. Update buildings | 25. Move Buildings | 34. Move pavilion to south |
| 3. Walking trail/track around the park | 14. More picnic area/benches | 26. New buildings | 35. Improve baseball diamond |
| 4. Increase fishing opportunities | 15. Enhance playground area | 27. New event space in the south end of the park to host big events/bring in performers | 36. Stoplight at intersection |
| 5. Food Truck area | 16. Bring back boathouses | 28. Boardwalk south of boathouses | |
| 6. Water Fountain | 17. Art | 29. Bike trail | |
| 7. Band Stand | 18. Signage | 30. Entrance Improvements | |
| 8. Businesses tied to the park - farmer's market | 19. Walk along the river | 31. Move building to south end of the park | |
| 9. Water front walkway | 20. Athletic complex | 32. Road access into park from Wall | |
| 10. Improved restrooms | 21. Veterans tribute | 33. Paddle wheel boat connection to | |
| 11. Refurbish ball diamond | 22. Flood mitigation | | |
| | 23. Add additional field | | |

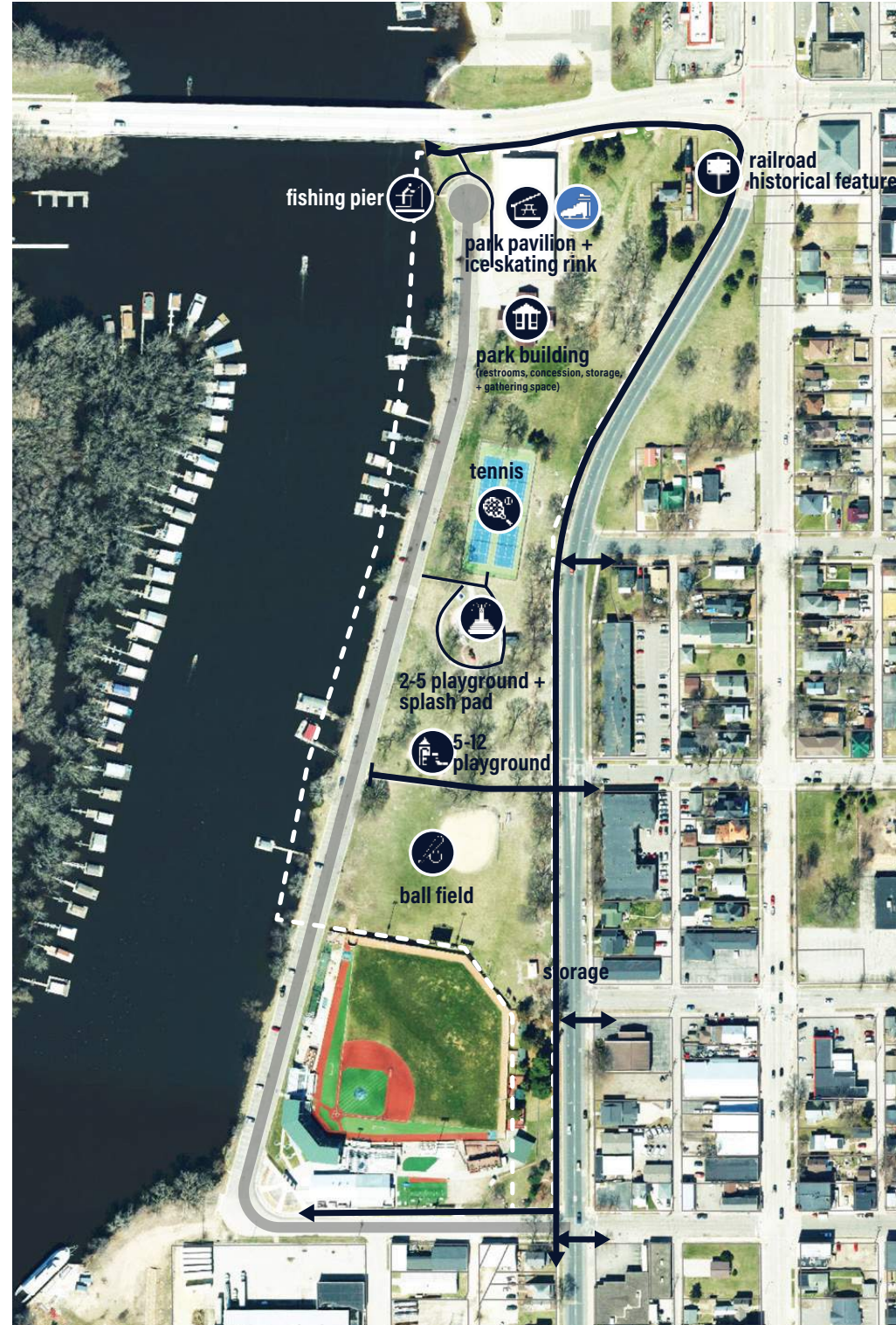
THREAT

- | | |
|--|--------------------------|
| 1. Security | 9. Traffic along Clinton |
| 2. Chemical fire/spill from Hydrite Chemical | |
| 3. Boathouses limit access to river | |
| 4. Flooding | |
| 5. Perceived Safety | |
| 6. Dog activity | |
| 7. Groundwater | |
| 8. Material when Mississippi is dredged | |

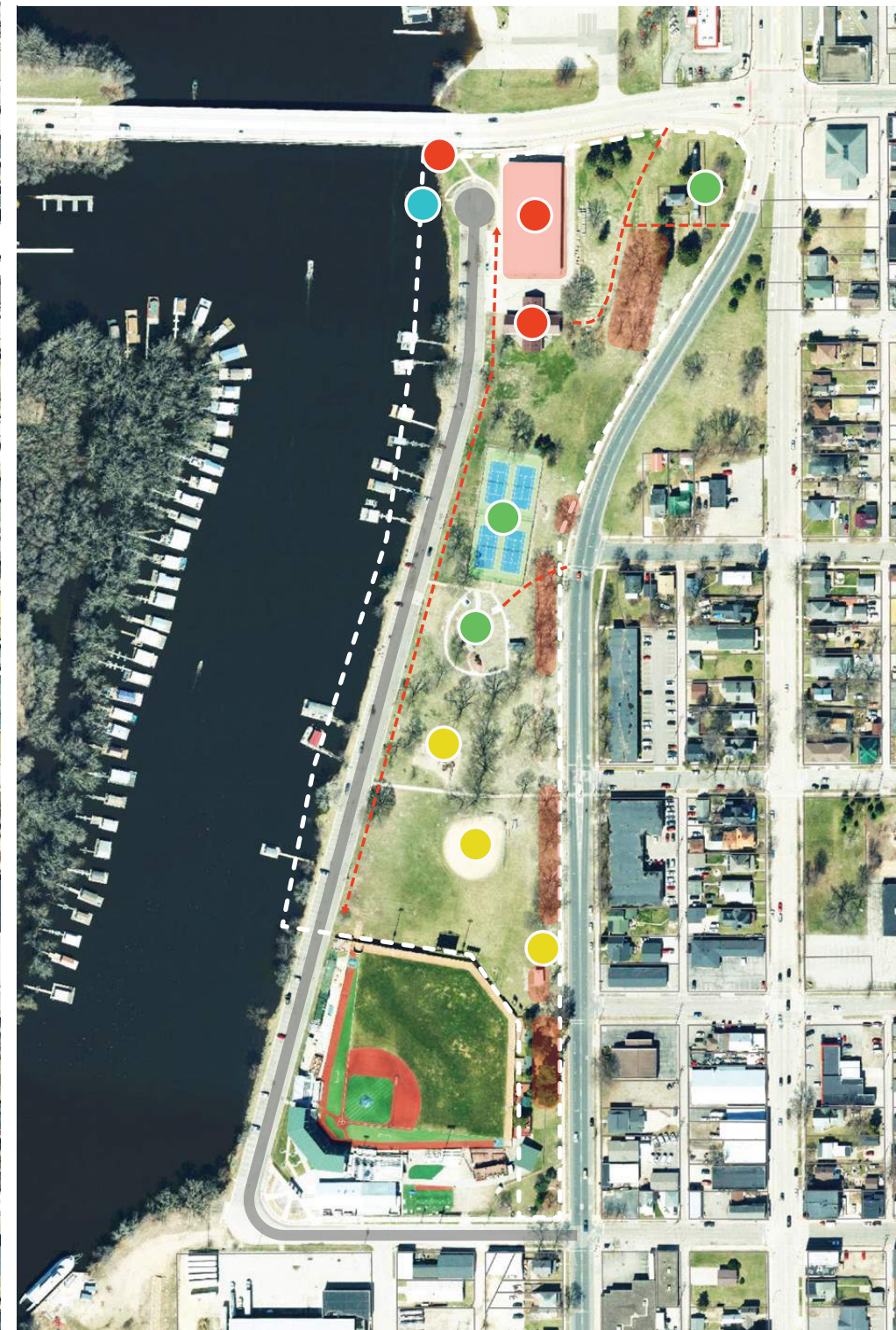


SITE ASSESSMENT

PROGRAMMING + CIRCULATION



CONDITION



- good
- current project
- fair/need for improvement
- poor/safety concern
- needed circulation improvement
- visibility barrier

SITE ASSESSMENT RECOMMENDATIONS

Copeland Park is a central community and recreational resource in North La Crosse. Located on the Black River - part of the larger Mississippi River watershed - the park is a valuable community recreation and open-space resource.

To better support the diverse uses of the park in coming years, primary improvements of the Master Plans could include:

1. Creating inviting and clear park entrances and wayfinding
2. Improved site circulation and trail connections including new sidewalks, connections between site amenities, regional trails, and ADA accessible routes
3. New restroom close to highly used amenities - splash pad and ball fields.
4. Flexible open-space and gathering areas to support large and small-scale community events
5. Expanded play-area for all ages and all abilities within the heart of the park
6. Updated infrastructure (flexible seating, restrooms, utilities) to better support events and performances as well as everyday use
7. Areas for passive recreation infrastructure (walking paths and benches) and views of nature within the park
8. Removal of unused or out-of-date park features
9. Expanded green-infrastructure and ecological features to support the health of the adjacent river

Additionally, the park's unique features - such as the Logger's Ball Park - are regional draws. The park could be designed to support larger group gatherings or expansion of event activity.



Be the Destination

Provide unique, four-season amenities that support everyday and special event use

Support a range of community gatherings and events

Leverage the unique location and amenities that make the park special



Celebrate the River

Improve ecological conditions of the river bank, including plant communities and habitat potential

Create visitor access and touch points to the river

Expand green infrastructure through the site to improve runoff



Welcome In + Connect Out

Improve park entrances and connections to adjacent neighborhoods

Extend trail connections throughout the park to support larger regional trail planning efforts

Improve pathways between park amenities

Rebalance multimodal circulation throughout the park



Know the History Plan for the Future

Leverage the park's unique role within the larger park system

Preserve or improve amenities that are loved and highly used

Implement resiliency design standards to protect amenities from increased flooding

Build upon its long established role as a community gathering space

MASTER PLAN VISION

Connecting the Northside

CONNECTING

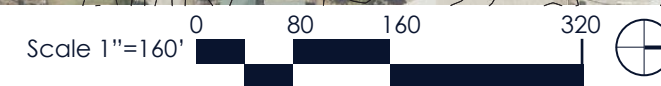
La Crosse

EXISTING SITE



EXISTING SITE FEATURES

- A SPLASH PAD
- B FISHING PIER
- C TENNIS COURTS
- D LOCOMOTIVE INSTALLATION
- E TRAIN BUILDING
- F STORAGE BUILDING
- G HOUSEBOATS
- H PAVILION
- I PARK BUILDING
- J 5-12 PLAYGROUND
- K 2-5 PLAYGROUND
- L PICNIC AREA
- M BALL DIAMOND
- N SHORELINE ACCESS



CONCEPT 1: LIGHT TOUCH

VISION

BE THE DESTINATION

CELEBRATE THE RIVER

WELCOME IN AND CONNECT OUT

KNOW THE HISTORY AND PLAN FOR THE FUTURE



PROPOSED SITE AMENITIES

- 1 PARK BUILDING
- 2 ALL-ABILITY, ALL-AGE PLAY AREA
- 3 PICNIC SHELTER
- 4 ENHANCED MULTI-USE BALLFIELD
- 5 ENTRY PLAZA
- 6 LOCOMOTIVE INTERPRETATIVE PLAZA
- 7 FLEXIBLE FIELD
- 8 KAYAK RENTAL
- 9 RIVER OVERLOOK PIER + SHELTER

PARKING + CIRCULATION

- 10 REALIGNED ROAD + PARKING
- 11 TRAIL-HEAD
- 12 8' MULTI-USE TRAIL
- 13 NEW PARK PATHWAYS
- 14 IMPROVED TRAIL AT ROAD OVERPASS
(LIGHT ART INSTALLATION, TRAIL REALIGNMENT)

ECOLOGY

- 15 NATIVE PLANTINGS + STORMWATER ECOLOGICAL BUFFER
- 16 EXPANDED AND DIVERSIFIED TREE CANOPY
- 17 POLLUTION BUFFER ZONE
- 18 LOW-MOW SEEDING

EXISTING + PLANNED SITE FEATURES

- A SPLASH PAD
- B FISHING PIER
- C TENNIS COURTS
- D LOCOMOTIVE INSTALLATION
- E TRAIN BUILDING
- F STORAGE BUILDING
- G HOUSEBOATS (TWO HOUSES RELOCATED TO ALLOW FOR PUBLIC RIVER FRONTAGE)
- H PIER

IMPACT SCALE



CONCEPT 2: RIVER WALK

VISION

BE THE DESTINATION

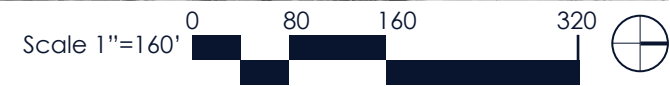
WELCOME IN AND CONNECT OUT

CELEBRATE THE RIVER

KNOW THE HISTORY AND PLAN FOR THE FUTURE



- PROPOSED SITE AMENITIES**
- 1 PARK BUILDING (W/OVERLOOK DECK)
 - 2 ALL-ABILITY, ALL-AGE PLAY AREA
 - 3 PAVILION (WITH SKATE RINK)
 - 4 ENHANCED MULTI-USE BALLFIELD
 - 5 ENTRY PLAZA
 - 6 LOCOMOTIVE INTERPRETATIVE PLAZA
 - 7 FLEXIBLE FIELD
 - 8 RIVER OVERLOOK PIER
 - 9 RIVER SIDE NATURE EXPLORATION + LEARNING TRAIL
 - 10 BOAT LAUNCH PLAZA
 - 11 COMMUNITY PLAZA + PERFORMANCE
- PARKING + CIRCULATION**
- 12 REALIGNED ROAD + PARKING
 - 13 ADDITION PARKING AREA
 - 14 TRAIL-HEAD
 - 15 10' MULTI-USE TRAIL
 - 16 NEW PARK PATHWAYS
 - 17 IMPROVED TRAIL AT ROAD OVERPASS (LIGHT ART INSTALLATION, TRAIL REALIGNMENT)
- ECOLOGY**
- 18 EXPANDED NATIVE PLANTINGS + STORMWATER ECOLOGICAL BUFFER
 - 19 EXPANDED AND DIVERSIFIED TREE CANOPY
 - 20 POLLUTION BUFFER ZONE
- EXISTING + PREVIOUSLY PLANNED SITE FEATURES**
- A SPLASH PAD
 - B FISHING PIER
 - C LOCOMOTIVE INSTALLATION
 - D TRAIN BUILDING
 - E STORAGE BUILDING
 - F HOUSEBOATS (FOUR HOUSES RELOCATED TO ALLOW FOR PUBLIC RIVER FRONTAGE)
 - G PIER
- IMPACT SCALE**
- LOW HIGH



CONCEPT 3: RIVERSIDE PAVILION

VISION

BE THE DESTINATION

CELEBRATE THE RIVER

WELCOME IN AND CONNECT OUT

KNOW THE HISTORY AND PLAN FOR THE FUTURE



PROPOSED SITE AMENITIES

- 1 PARK BUILDING
- 2 OPEN-SIDED PARK PAVILION
- 3 ALL-ABILITY, ALL-AGE PLAY AREA
- 4 POND (STORMWATER + EDUCATIONAL)
- 5 COMMUNITY DECK
- 6 LOCOMOTIVE INTERPRETATIVE PLAZA
- 7 ENTRY PLAZA
- 8 FLEXIBLE FIELD
- 9 RIVER OVERLOOK PIER
- 10 RIVER SIDE NATURE EXPLORATION + LEARNING TRAIL
- 11 BOAT LAUNCH PLAZA

PARKING + CIRCULATION

- 12 REALIGNED ROAD + PARKING
- 13 ADDITION PARKING AREA
- 14 TRAIL-HEAD
- 15 10' MULTI-USE TRAIL
- 16 NEW PARK PATHWAYS
- 17 IMPROVED TRAIL AT ROAD OVERPASS
(LIGHT ART INSTALLATION, TRAIL REALIGNMENT)

ECOLOGY

- 18 EXPANDED NATIVE PLANTINGS + STORMWATER ECOLOGICAL BUFFER
- 19 EXPANDED AND DIVERSIFIED TREE CANOPY
- 20 POLLUTION BUFFER ZONE

EXISTING + PREVIOUSLY PLANNED SITE FEATURES

- A SPLASH PAD
- B FISHING PIER
- C LOCOMOTIVE INSTALLATION
- D TRAIN BUILDING
- E STORAGE BUILDING
- F HOUSEBOATS (FOUR HOUSES RELOCATED TO ALLOW FOR PUBLIC RIVER FRONTAGE)
- G PIER

IMPACT SCALE



LA CROSSE
WISCONSIN

Architecture + Engineering + Environmental + Planning
August 10th, 2022
ISG Project: 26486

CONCEPT 4: COMMUNITY FAIR

VISION

BE THE DESTINATION

CELEBRATE THE RIVER

WELCOME IN AND CONNECT OUT

KNOW THE HISTORY AND PLAN FOR THE FUTURE



PROPOSED SITE AMENITIES

- 1 PARK BUILDING
- 2 BOARDWALK PLAZA AND SMALL CRAFT BOAT DOCK
- 3 LAKESIDE PAVILION, BOARDWALK, AND PERFORMANCE AREA
- 4 LINEAR PLAZA W/ ELECTRICAL HOOK-UPS
- 5 FLEXIBLE EVENT LAWN
- 6 ALL-ABILITY, ALL-AGE PLAY AREA
- 7 PICNIC GROVE
- 8 BOARDWALK RIVER TOUCHPOINT
- 9 TENNIS+PICKLEBALL COURT
- 10 ENTRY PLAZA
- 11 LOCOMOTIVE INTERPRETATIVE PLAZA
- 12 PICNIC SHELTER
- 13 RIVER SIDE NATIVE PLANTING TRAIL

PARKING + CIRCULATION

- 14 REALIGNED ROAD + PARKING
- 15 TRAIL-HEAD
- 16 10' MULTI-USE TRAIL
- 17 NEW PARK PATHWAYS
- 18 IMPROVED TRAIL AT ROAD OVERPASS (LIGHT ART INSTALLATION, TRAIL REALIGNMENT)

ECOLOGY

- 19 NATIVE PLANTINGS + STORMWATER ECOLOGICAL BUFFER
- 20 EXPANDED AND DIVERSIFIED TREE CANOPY
- 21 POLLUTION BUFFER ZONE

EXISTING + PREVIOUSLY PLANNED SITE FEATURES-

- A PLASH PAD
- B FISHING PIER
- C LOCOMOTIVE INSTALLATION
- D TRAIN BUILDING
- E STORAGE BUILDING
- F PIER

IMPACT SCALE



WINTER PROGRAMMING

VISION

BE THE DESTINATION

CELEBRATE THE RIVER

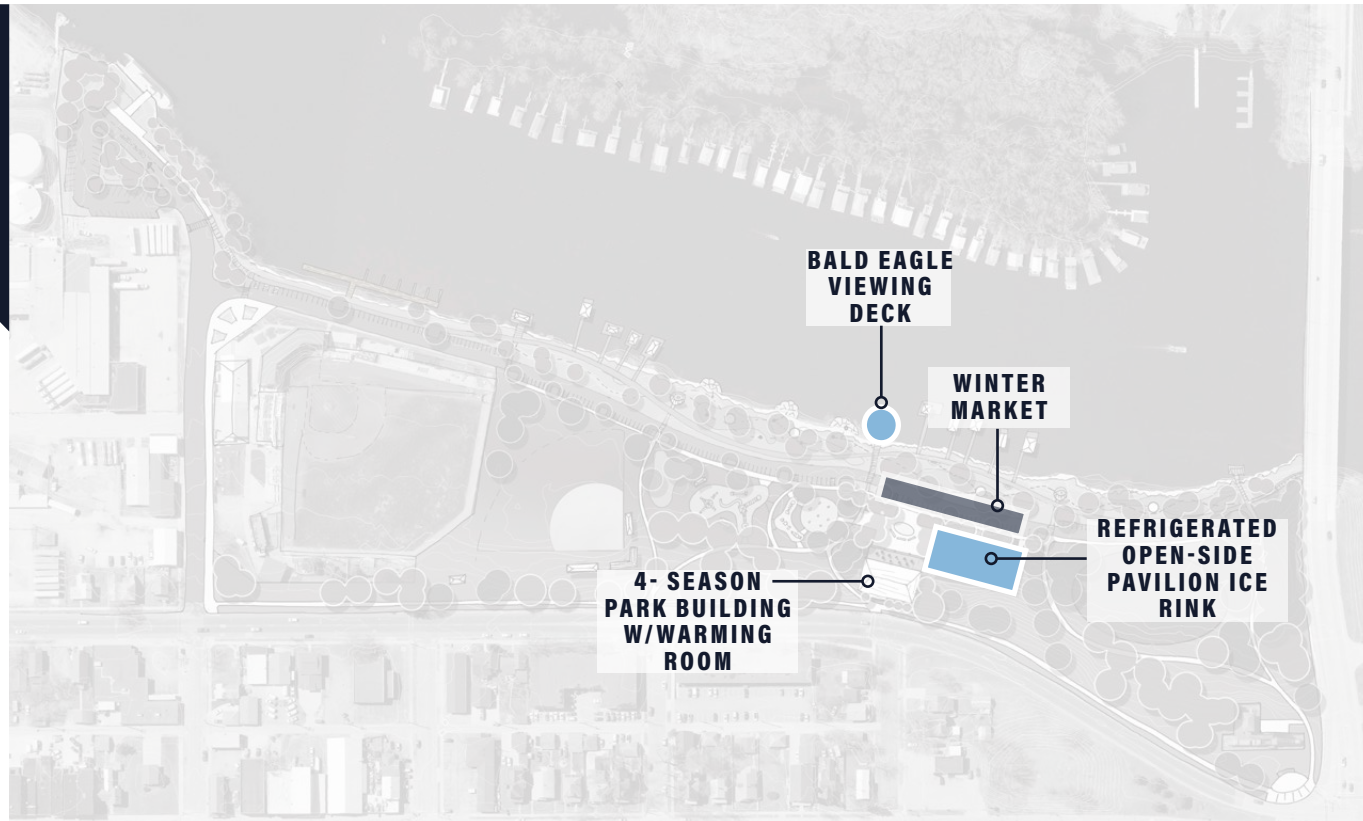
WELCOME IN AND CONNECT OUT

KNOW THE HISTORY AND PLAN FOR THE FUTURE

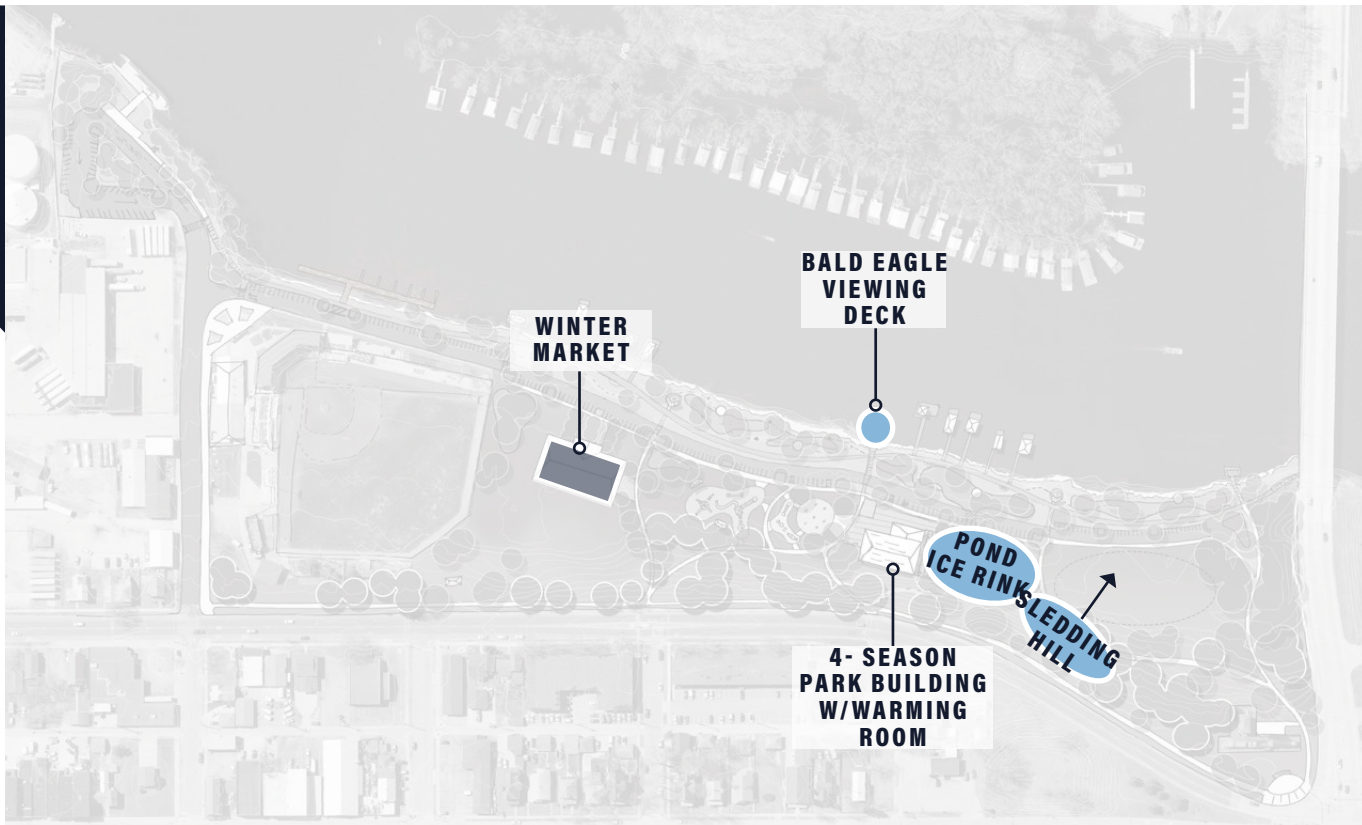
CONCEPT 1



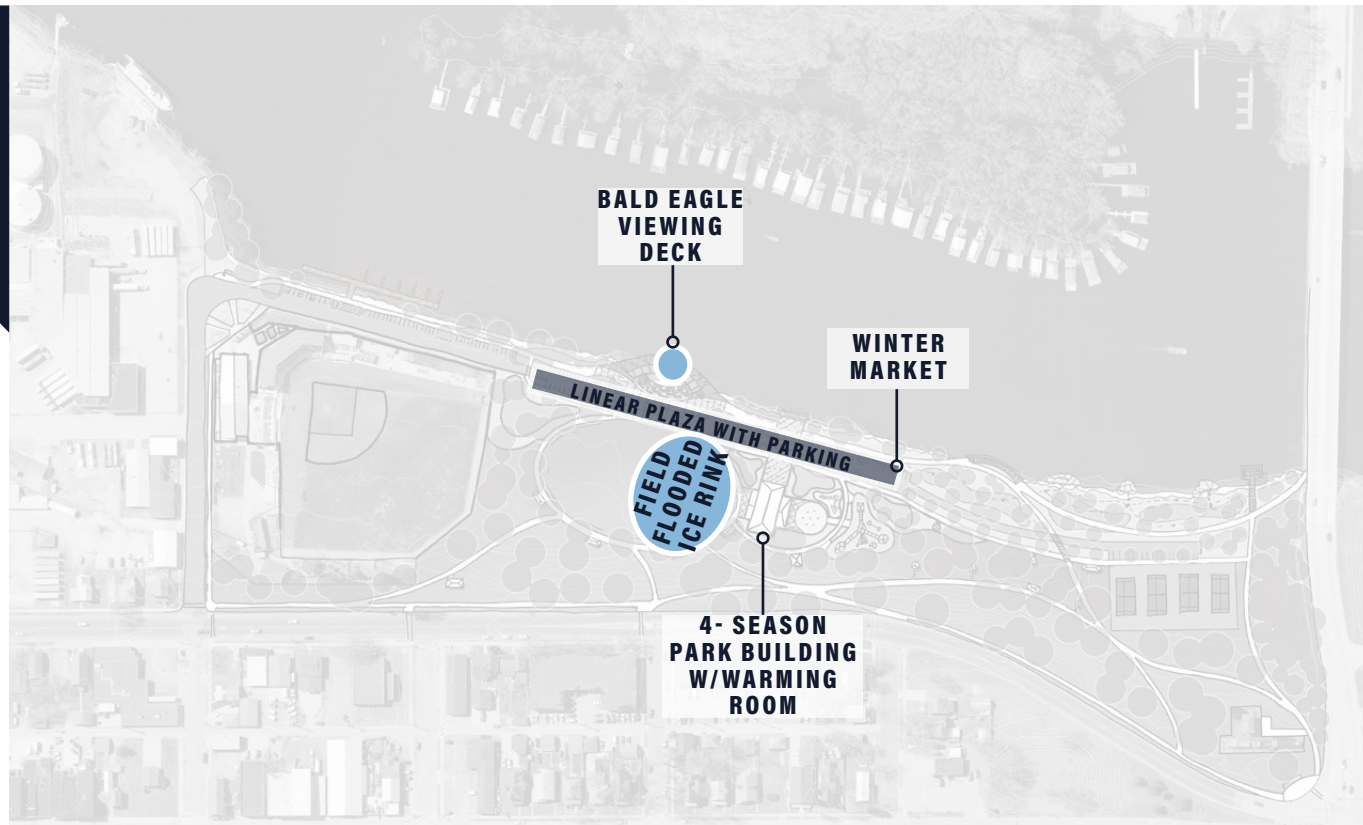
CONCEPT 2



CONCEPT 3



CONCEPT 4



STORMWATER+FLOOD MITIGATION

VISION

BE THE DESTINATION

THE RIVER

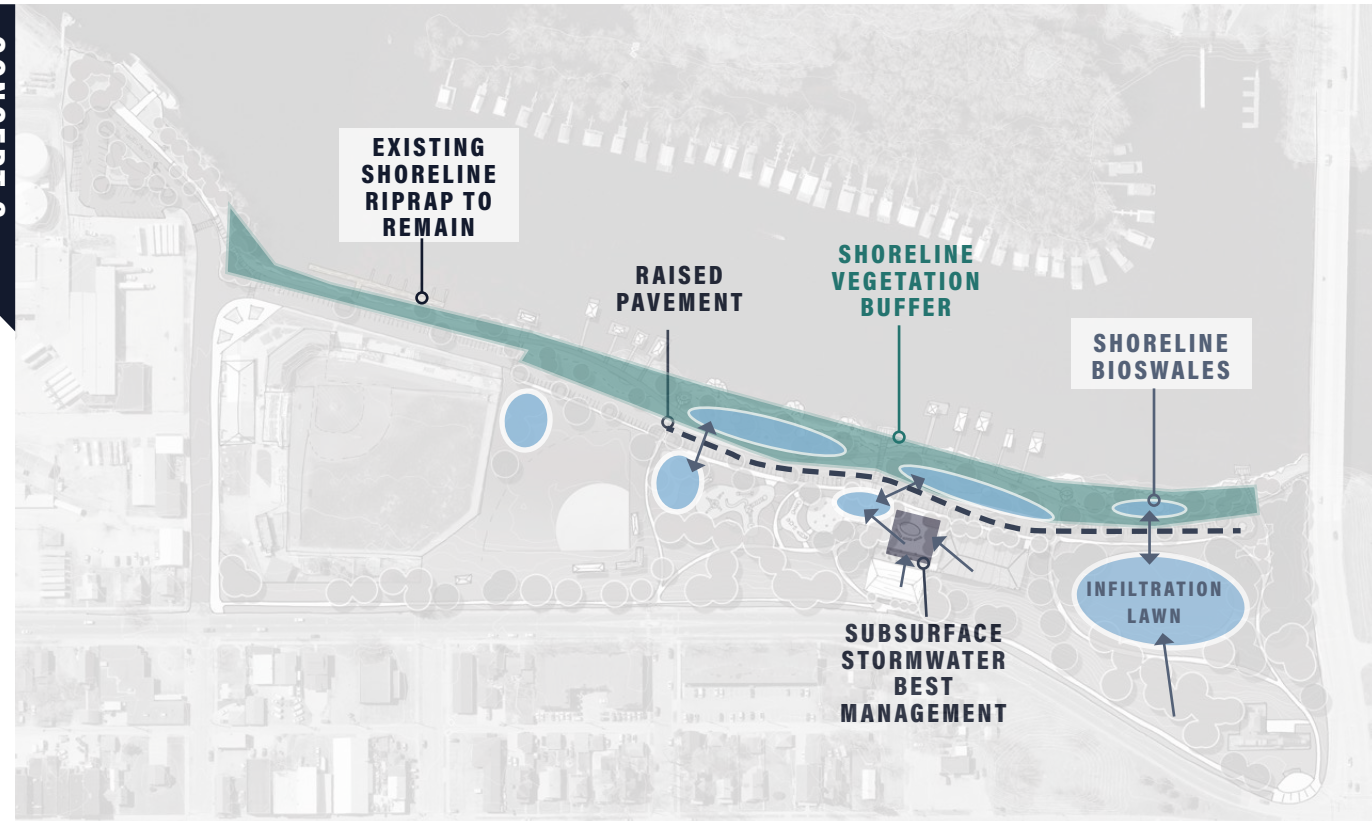
WELCOME IN AND CONNECT OUT

KNOW THE HISTORY AND PLAN FOR THE FUTURE

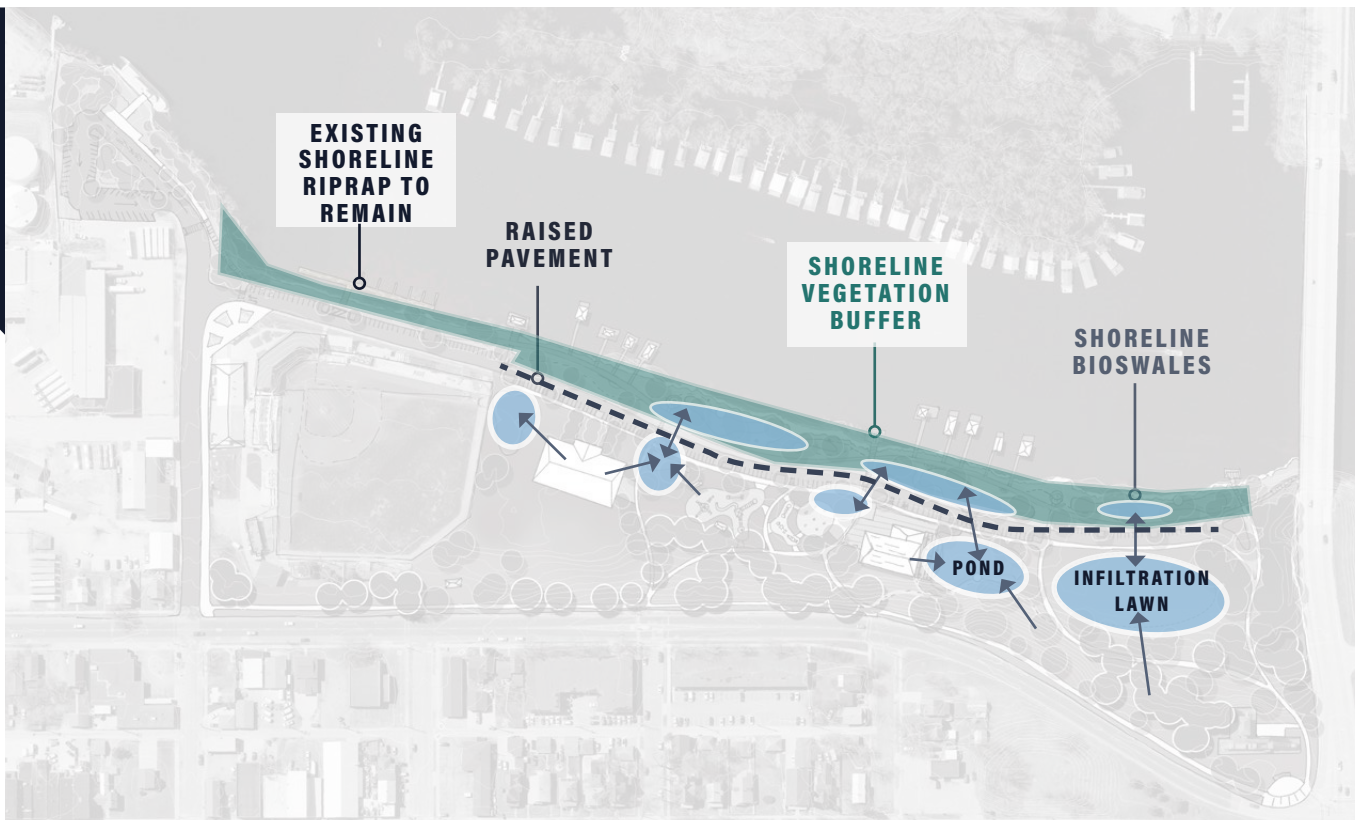
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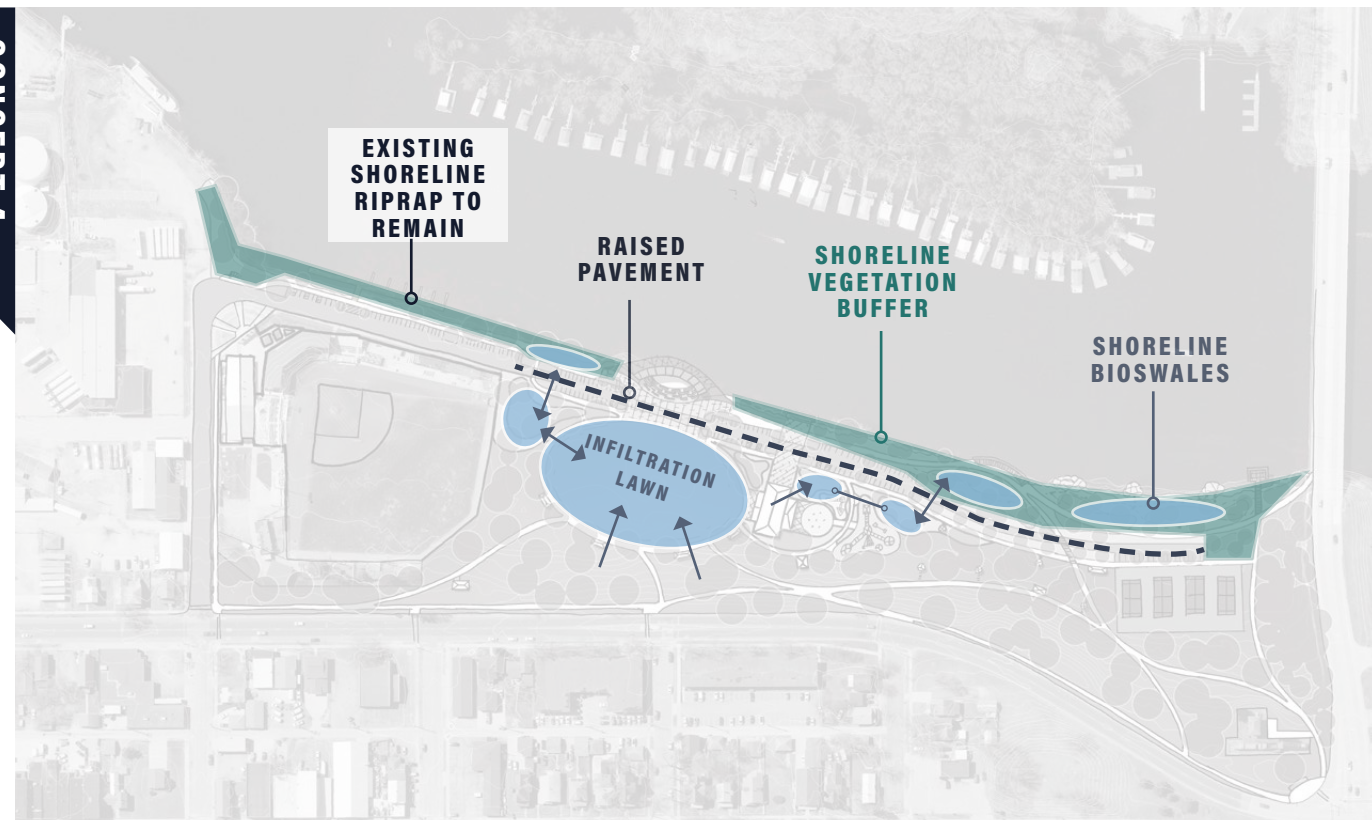
CONCEPT 2



CONCEPT 3



CONCEPT 4



PRECEDENT IMAGES

INCLUSIVE PLAY AREA (ALL-AGE, ALL-ABILITY)



GATHERING SPACES



TRAILS + PATHWAYS



RIVER CONNECTIONS



WINTER PROGRAMMING



PARK BUILDINGS

