Report on city plan covering the general problems in their relation to the war memorial. 1919

LaCrosse Wisconsin

Report on CITY PLAN Covering the General Problems in their relation to the WAR MEMORIAL

Prepared For
LACROSSE WAR MEMORIAL COMMISSION

JOHN NOLEN CITY PLANNER
HARVARD SQ. CAMBRIDGE MASS.

RETURN TO.

WALTER S. WOODS
321 So 14TH STREET
LACROSSE. WIS.

HALE, SKEMP, NIETSCH, HANSON & SCHNURRER
ATTORNEYS AND COUNSELORS AT LAW

QUINCY H. HALE
THOMAS H. SKEMP
R. E. NIETSCH
ERNEST O. HANSON
RUDOLPH G. SCHNURRER

L. E. SHEEHAN
ROBERT C. SKEMP

PHONE 4-3540

515 STATE BANK BUILDING
LA CROSSE, WIS.

April 20, 1954

La Crosse Public Library
La Crosse, Wisconsin

Attention: Miss Thurow

My dear Miss Thurow:

For a number of years I was a member of the City Plan Commission of the City of La Crosse. At one time Civil Engineer Walter Woods was the City Engineer of the City of La Crosse. He took a keen interest in the development of the city. Frank Hixon, a member of the lumber family, was President of the La Crosse Chamber of Commerce in 1919 and at that time hired John Nolen, City Planner, of Cambridge, Massachusetts to draw up a plan for the erection of a war memorial in honor of the City's effort in the first world war. Mr. Hixon also had in mind that in constructing a war memorial, it might well include a beautification of the entire down town city area.

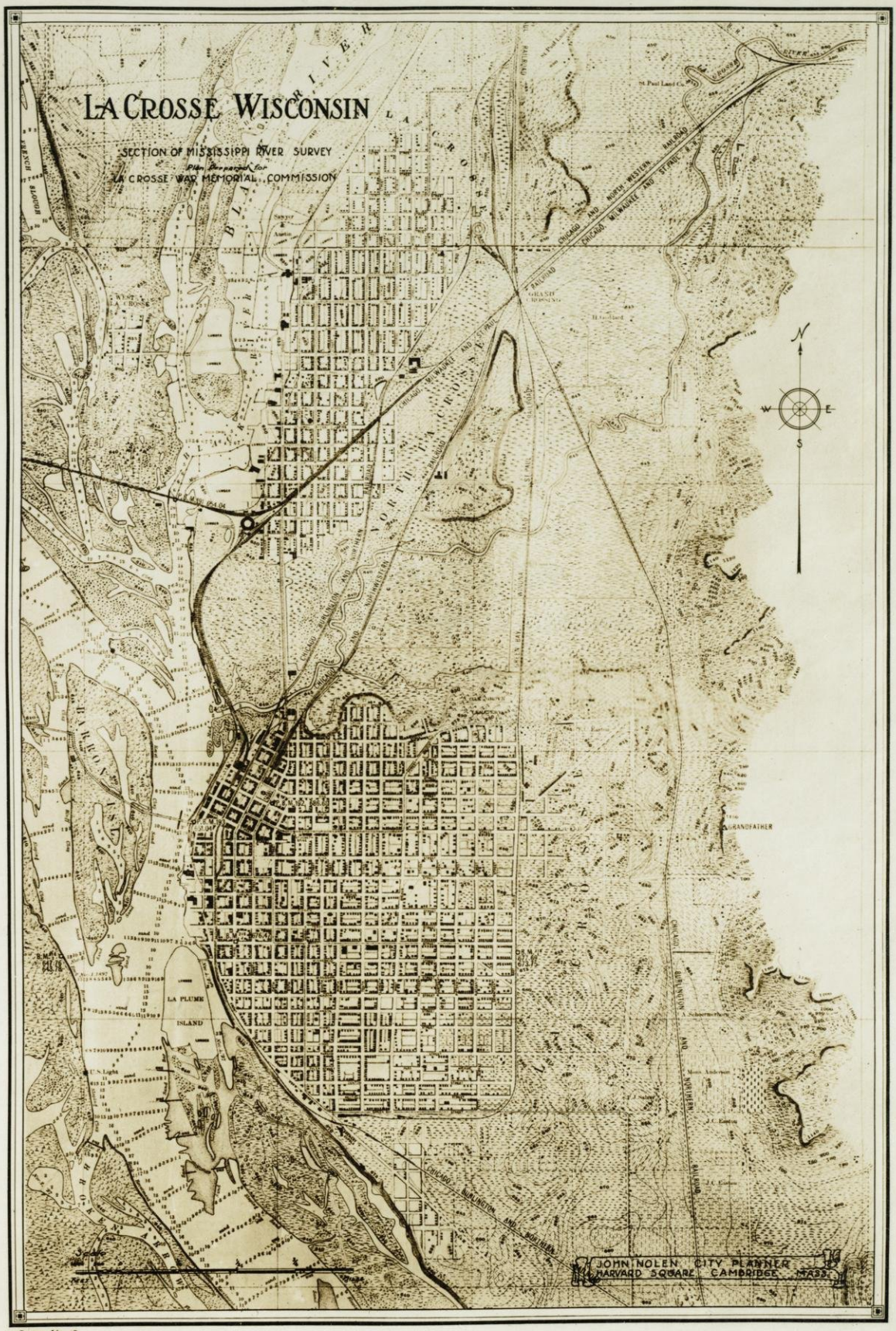
At that time, John Nolen was one of the top city planners in the world and had served as a consultant in connection with the beautification of cities, both in the United States and in Europe. Mr. Nolen came to La Crosse with his corp of assistants and prepared a report which was presented to the La Crosse War Memorial Commission. There were very few copies of this report prepared. One was given to Walter S. Woods who at that time, I believe, was the Assistant City Engineer. He gave his copy to me after I had been on the City Plan Commission for a number of years.

It seems to me that this report is of sufficient interest and historical value that it should be kept in the Public Library. I am very glad that you agree with my idea on this matter, and I am delivering to you herewith the following: "Report on City Plan Covering the General Problems in Their Relation to the War Memorial", prepared for the La Crosse War Memorial Commission by John Nolen, City Planner, Harvard Sq., Cambridge, Mass. I appreciate your making the vault of the Public Library available for storing this book.

Yours very truly,

Q. H. Hale

QHH-hdw
Enc. 1


LA CROSSE WISCONSIN
SECTION OF MISSISSIPPI RIVER SURVEY
Plan Prepared for
LA CROSSE WAR MEMORIAL COMMISSION
BLACK RIVER
LA CROSSE
CHICAGO AND NORTH-WESTERN RAILROAD
CHICAGO, MILWAUKEE AND ST. PAUL R.R.
CHICAGO, MILWAUKEE AND ST. PAUL RAILWAY
GRAND ISLAND
LA PLUME ISLAND
GRANDFATHER
CHICAGO, BURLINGTON AND NORTHERN RAILROAD
N
W
E
S
JOHN NOLEN, CITY PLANNER
HARVARD SQUARE, CAMBRIDGE, MASS.

PLAN No. 10

LA CROSSE WISCONSIN

REPORT ON CITY PLAN

Covering the General Problems

In their Relation to the

WAR MEMORIAL

JOHN NOLEN CITY PLANNER

Cambridge Mass.

1919

THE LA CROSSE WAR MEMORIAL COMMISSION

Chairman . . . . . .Frank P. Hixon
Vice Chairman. . . . . L.C. Colman
Secretary. . . . . .James R. Kinsloe

Representing the Chamber of Commerce -
J.M. Holley, J.E. McConnell, G.Van Steenwyk

Representing the City -
A. A. Bentley, Wm. Torrance.

Representing the County -
Walter C. Winter, Abel N. Moore.

Representing the Park Commission -
F. L. Easton

Resolution adopted by the Commission

"Resolved, That it is the sense of this meeting that in view of the problems of the city in connection with school buildings, and their location, and in order that no mistake be made in the proper form and location of the proposed Soldiers' and Sailors' Memorial, that a complete city plan be secured before any further action is taken."

CONTENTS

PART I

PART II

LIST OF PLANS AND SURVEYS SUBMITTED

General City Plan
Main Thoroughfares
Zone Plan

War Memorial (South Side)
North Side Community Center

City Map
Building Distribution Survey
Public Utilities Survey
Population Survey
Valuation Survey
Section of Mississippi River Survey

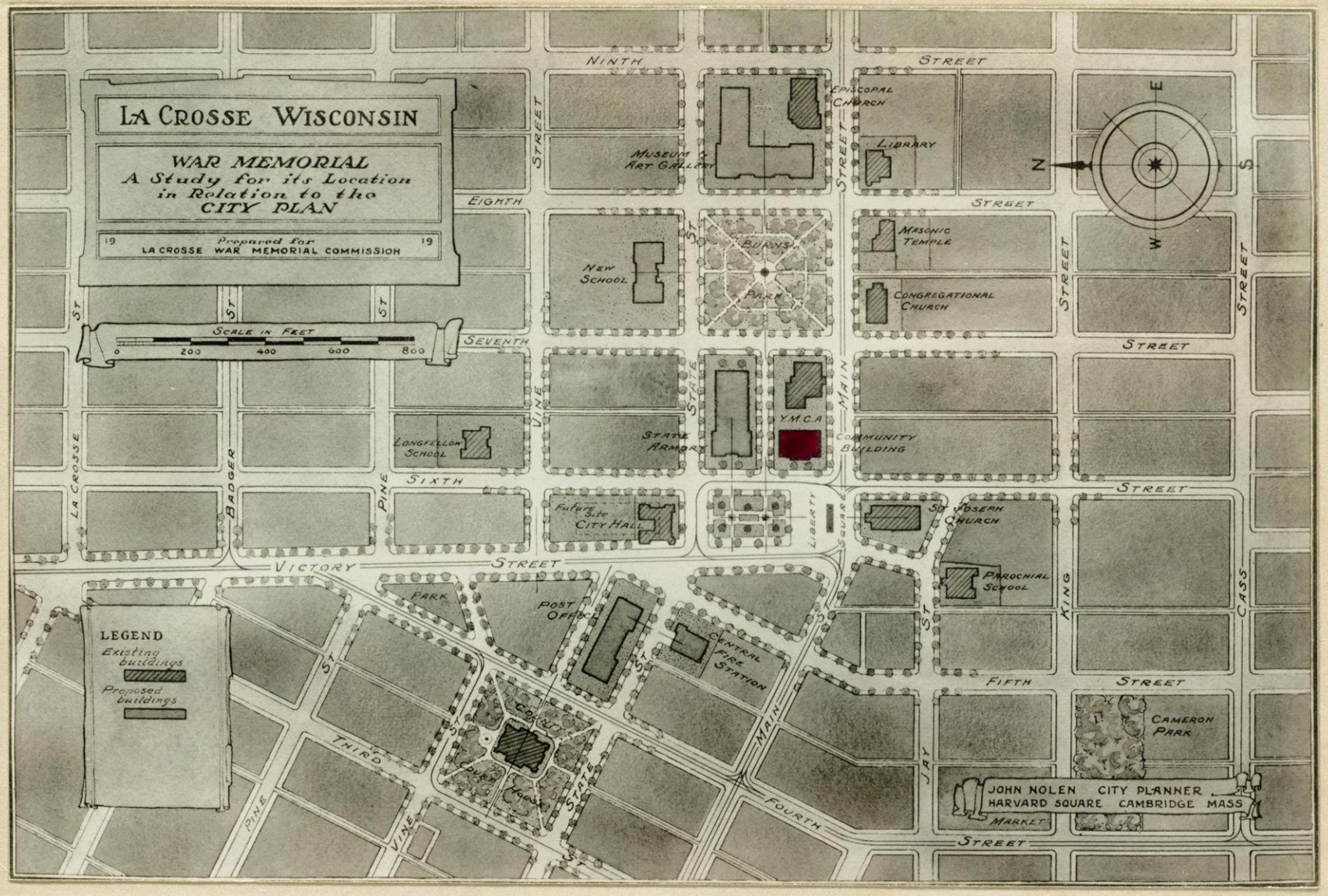
Regional Map
Population (Regional)
Valuation (Regional)

All the Plans and Surveys are reproduced in this report except the Zone Plan and the North Side Community Center.

PART I

REPORT TO THE WAR MEMORIAL COMMISSION

WAR MEMORIAL PLAN


LA CROSSE WISCONSIN
WAR MEMORIAL
A Study for its Location in Relation to the CITY PLAN
19 Prepared for 19
LA CROSSE WAR MEMORIAL COMMISSION
SCALE IN FEET
0 200 400 600 800
LEGEND
Existing buildings
Proposed buildings
NINTH STREET
EIGHTH STREET
SEVENTH STREET
SIXTH STREET
FIFTH STREET
FOURTH STREET
THIRD STREET
VICTORY STREET
MAIN STREET
CASS STREET
KING STREET
JAY STREET
LA CROSSE ST
BADGER ST
PINE ST
VINE ST
STATE ST
LIBERTY SQUARE
EPISCOPAL CHURCH
LIBRARY
MUSEUM & ART GALLERY
NEW SCHOOL
BURNS PARK
MASONIC TEMPLE
CONGREGATIONAL CHURCH
LONGFELLOW SCHOOL
STATE ARMORY
Y.M.C.A.
COMMUNITY BUILDING
Fuller Site CITY HALL
ST JOSEPH CHURCH
PAROCHIAL SCHOOL
PARK
POST OFFICE
CENTRAL FIRE STATION
COURT
CAMERON PARK
MARKET
JOHN NOLEN CITY PLANNER
HARVARD SQUARE CAMBRIDGE MASS

JOHN NOLEN
LANDSCAPE ARCHITECT
HARVARD SQUARE
CAMBRIDGE
MASS.

PHILIP W. FOSTER
ASSOCIATE

20 November, 1919.

The War Memorial Commission,
La Crosse,
Wisconsin.

Gentlemen:-

Two features stand out above all others as of controlling importance in connection with the city planning program undertaken by the War Memorial Commission.

The first is the necessity in the case of La Crosse - as, indeed, of most other American cities - to make a comprehensive study and general city plan as a proper basis for the solution of any single problem of importance in the development of the city. The Committee in charge of the War Memorial realized at the start, not only that La Crosse had other pressing public problems in addition to that of the Soldiers' and Sailors' Memorial, but that these problems affected directly a satisfactory decision with regard to the general form, character and location of the proposed memorial itself.

The most important of these general city planning problems of La Crosse are the railroads, the water front, the main streets, the community center, the parks, the public schools, and the adoption of a zone plan for buildings.

It is obvious, or ought to be in these days, that the selection of a worthy and permanently satisfactory site for a War Memorial in La Crosse could not be made without at least a tentative understanding of what is to be done in the future toward the creation of a real community center (of which the proposed memorial would be only a part), and the stability of that center, affected as it would be by improved communication and by the districting of the entire city. In turn, it may be said that plans for improved communication and for the proper districting of the city could not be made with any completeness or confidence without direct consideration of the fundamentally serious and unsettled railroad problems, parks, playgrounds and other open spaces, and the decided improvement of the physical plant of the public school system. In other words, La Crosse, with more vision and practical sense than most of its sister cities, saw the inevitable relation of these city problems; and the War Memorial Commission determined upon a comprehensive study that should include all of them, even though at this time nothing should be done except what related directly and intimately to a successful execution of the War Memorial itself.

The situation in La Crosse is common to most American

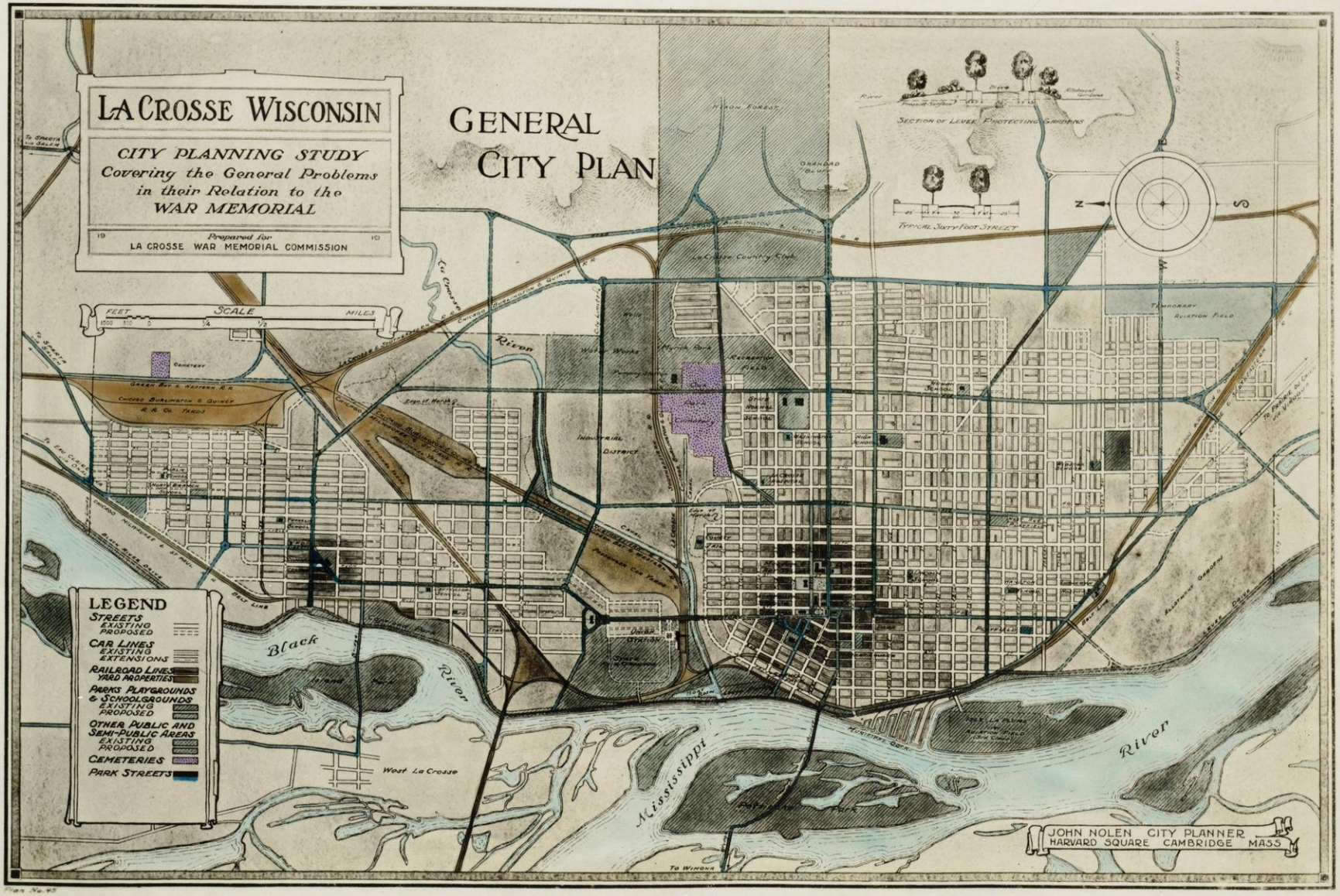
cities. La Crosse was never planned. The civic survey shows that clearly. Not one per cent of American cities were planned, or even replanned. All of their fundamental features - their railroads, main streets, parks, etc., are the accidental results of haphazard, piecemeal, and often unintelligent procedure.

There are in La Crosse no logical or adequate sites for memorial or civic buildings. Therefore if such buildings are to serve their purposes well, not only now but in the future, sites must be created for them by broad and farsighted planning. If it is wise to spend several hundred thousand dollars on a community building as a war memorial, is it not also wise to invest a modest sum in a well directed investigation of the group of problems upon which action should rest?

The Commission considered the general question in this fashion, and adopted the following resolution:-

"Resolved, That it is the sense of this meeting that in view of the problems of the city in connection with school buildings, and their location, and in order that no mistake be made in the proper form and location of the proposed Soldiers' and Sailors' Memorial, that a complete city plan be secured before any further action is taken."

The situation in La Crosse, so far as the advantages of city planning are concerned, is not unlike that of other cities. A similar decision and policy should prevail in many places.


LA CROSSE WISCONSIN
CITY PLANNING STUDY
Covering the General Problems
in their Relation to the
WAR MEMORIAL
Prepared for
LA CROSSE WAR MEMORIAL COMMISSION
GENERAL
CITY PLAN
SCALE
FEET
MILES
LEGEND
STREETS
EXISTING
PROPOSED
CAR LINES
EXISTING
EXTENSIONS
RAILROAD LINES
YARD AREAS
PARKS PLAYGROUNDS
& SCHOOLGROUNDS
EXISTING
PROPOSED
OTHER PUBLIC AND
SEMI-PUBLIC AREAS
EXISTING
PROPOSED
CEMETERIES
PARK STREETS
Black River
Mississippi River
West La Crosse
Riverside Park
Pettibone Park
Myrick Park
Recreation Field
Industrial District
Union Depot
Temporary Aviation Field
La Crosse Country Club
Hixon Forest
Grandad Bluff
Section of Levee Protecting Gardens
Typical Sixty Foot Street
To Madison
To Winona
JOHN NOLEN CITY PLANNER
HARVARD SQUARE CAMBRIDGE MASS

The other outstanding feature of controlling importance in connection with the city planning program is more distinctively peculiar to La Crosse, and the existing topographical conditions in the city. The great stretch of marsh lands, comprising approximately 600 acres, and more than a half mile in width, which separates North La Crosse (with one-third of the population) from South La Crosse (with two-thirds of the population) is at once a pressing, serious handicap and a potential future opportunity. What is to be done with it? That is the difficult question that can be asked in the development of La Crosse, and upon the answer depends to a great extent the future of the city.

The marsh land that now separates La Crosse into its two sections should not be looked upon as a handicap and a detriment to the city, for in this area lie unlimited possibilities that if rightly used and properly developed will bring La Crosse again into prominence, turning back to the city something of its past importance among western cities, and building up once more the prosperity that made La Crosse, in the day when the river was lined with sawmills and lumber yards from La Plume to Onalaska. Before the city can move forward with a unity of purpose and a single aim, the marsh which is now so close to the center will need to be reclaimed. There will always be

two residential sections, and each will have its own problems and demands, but for the good of the city as a whole there should be more good meeting grounds, more points of interest, the development and use of which will be for the benefit of all.

To properly develop the waste lands about La Crosse, the work would have to be planned and executed by a commission big enough, and with power sufficient not only to handle the large problems involved, but also to clear away the host of minor difficulties that are all but insurmountable to the private owner and piecemeal developer.

The marsh land in question is not suitable for residential purposes, and encroachments on this kind of property for housing should be discouraged. It is however easily adapted, after filling, to manufacturing needs, the land being in large blocks, practically level, and easily accessible to residential districts. It has an abundant water supply, excellent rail connections, and the possibility of water transportation. This property is also the key to the solution of the railroad problem, which is one of the urgent questions before La Crosse, and one that it is necessary to settle before such problems as the union railroad station, grade crossing

elimination, and street extensions, can be worked out successfully. The third use to which this property could be happily put is that of recreation, and no plan for the development of the marsh would be complete that did not provide for a large community meeting place, a sort of common ground available to all.

There are now five companies with six lines of railroad running into La Crosse, all but one with terminal stations, and at least two of the roads resorting to a very poor form of operation to make connections at all, La Crosse not being on their main lines. This state of affairs has resulted in a railroad layout that has seriously interfered with the proper growth of La Crosse. The question of a new railroad station for the Chicago, Milwaukee & St.Paul R.R., to replace the one lost by fire, has brought to a head the need of a union station, and that in turn raises the possibility of bringing all lines to a common station and doing away with the present scattered arrangement.

The proposed union station location just west of the Causeway (Victory Street) would be convenient to the business sections of the city and easily reached from all the residential districts. Such a location would make possible the consolidation of the railroad lines, the elimination of a number of right of ways, and the

possibility of looping all trains, thus doing away with the present awkward and costly operation. This location would also make possible the establishment of car storage yards adjacent to the station.

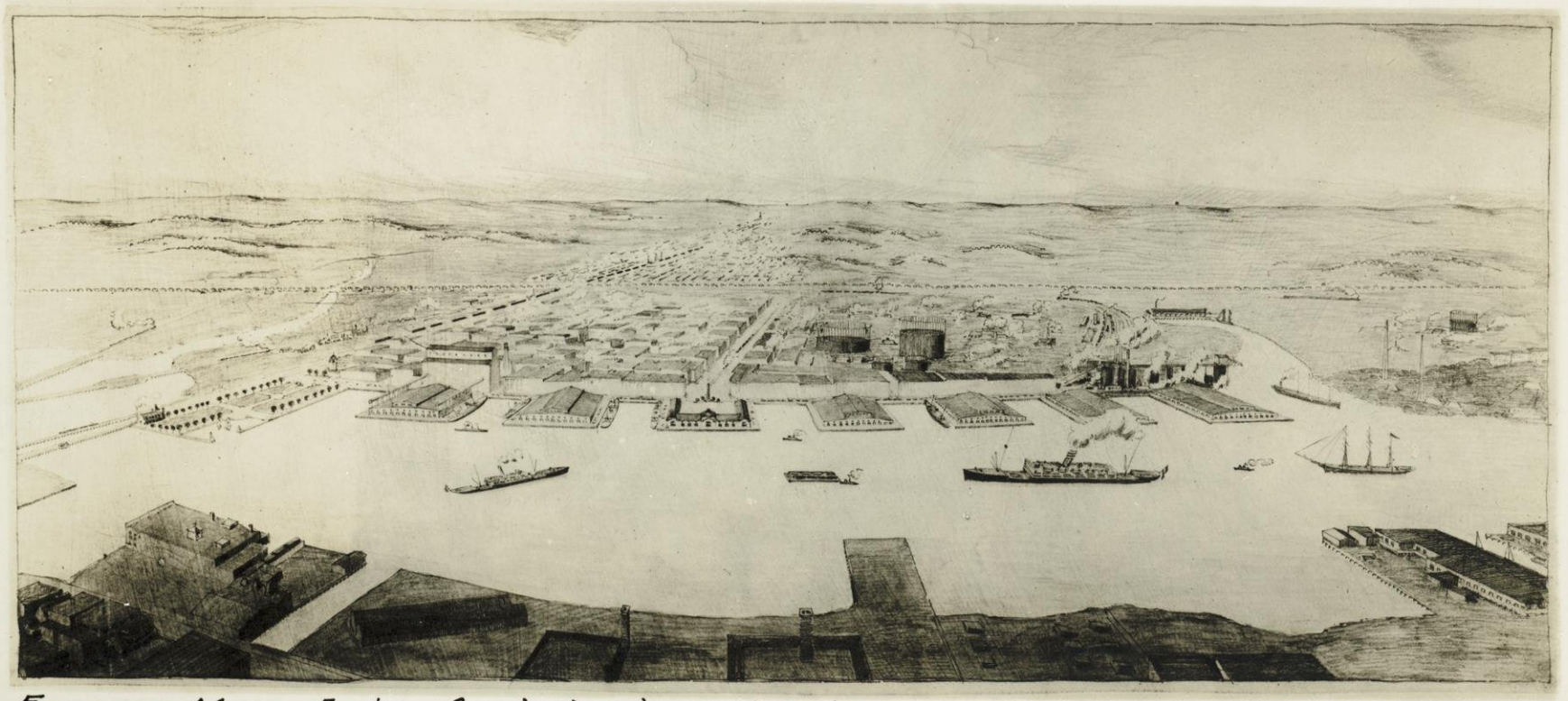
From Grand Crossing the plan shows a common right of way practically on the present line of the Chicago & Northwestern, over which four of the five roads would reach the union station and then loop to their respective lines. The Chicago & Northwestern and the Green Bay would use the present Chicago, Milwaukee & St.Paul right of way back to Grand Crossing. The La Crosse & Southeastern and the Burlington detour would come in along the base of the bluff past Oak Park Cemetery over a common right of way, and after passing the union station, would return via Grand Crossing over the Milwaukee right of way. Such an arrangement would eliminate considerable trackage now on city streets, would greatly facilitate the train operations, and by this scheme, also, the present Green Bay trackage from Grand Crossing on through the city would all be abandoned, thus freeing the residential district along East Avenue from the present undesirable conditions.

In connection with these changes, there should be an extension of the present yard facilities and the establish-

ment of a belt line circling the city and connecting all railroads and all industrial districts. This belt line in addition to the other five roads would also serve directly the main industrial district.

The question of water transportation on the Mississippi River is of perennial interest, and is an essential feature to be taken into consideration in any planning for the future. With the impetus that is coming to all development schemes in the next few years, it looks as if the Mississippi might at last come into its own. As a forward step to meet this new possibility, a group of piers and docks have been located at the junction of the Black and the Mississippi Rivers. Here would be the place for the receipt and storage of coal, lumber and all bulky material, and in return the boats would take down the river grain, cattle and manufactured products. This would also be a transshipment point to the railroads, which with the belt line would have access to the piers, and to lighters which could reach the main industrial district by way of the canalized La Crosse River.

The system of main thoroughfares within the city is the framework upon which, with the railroads, all other



EVERETT. MASS. A river front development with docks and piers planned by a small city.

city planning features depend. In a city like La Crosse, which has been laid out on a uniform rectangular plan, the question of thoroughfare is mainly one of selection, with an occasional street extension or diagonal introduced at important points. In the unplatted territory, however, a freer hand is given, with the opportunity for straight connections with the main points of interest. Because of the bluffs on one hand, and the river on the other, the main lines of travel are north and south. At present the marsh land interrupts this trend of traffic and forces everything over the Causeway or back to the Salem Road, along the foot of the bluffs. As one of the surest means of uniting the city and bringing the separate units into a common plan, three streets, Losey Boulevard, East Avenue and West Avenue, have been extended and projected across the low lands, giving access and connection from one section of the city to the other, and guarding against the blocking off of proper road connection due to the placing of factories or other developments in such a way as to interfere with the future needs of La Crosse.

The main north and south valley route would be in from Onalaska over the new diagonal road from Campbell Street to Caledonia Street or over George Street to Sill Street, then by the new diagonal, Community Avenue to Caledonia Street, to Victory Street, then over 6th Street

to the Mormon Coulee Road and south. For those traveling to the west the way would branch at Main Street and cross the bridge to Pettibone Park and the Minnesota shore. This route would be the one most used by strangers, and would bring both memorial building groups into prominence.

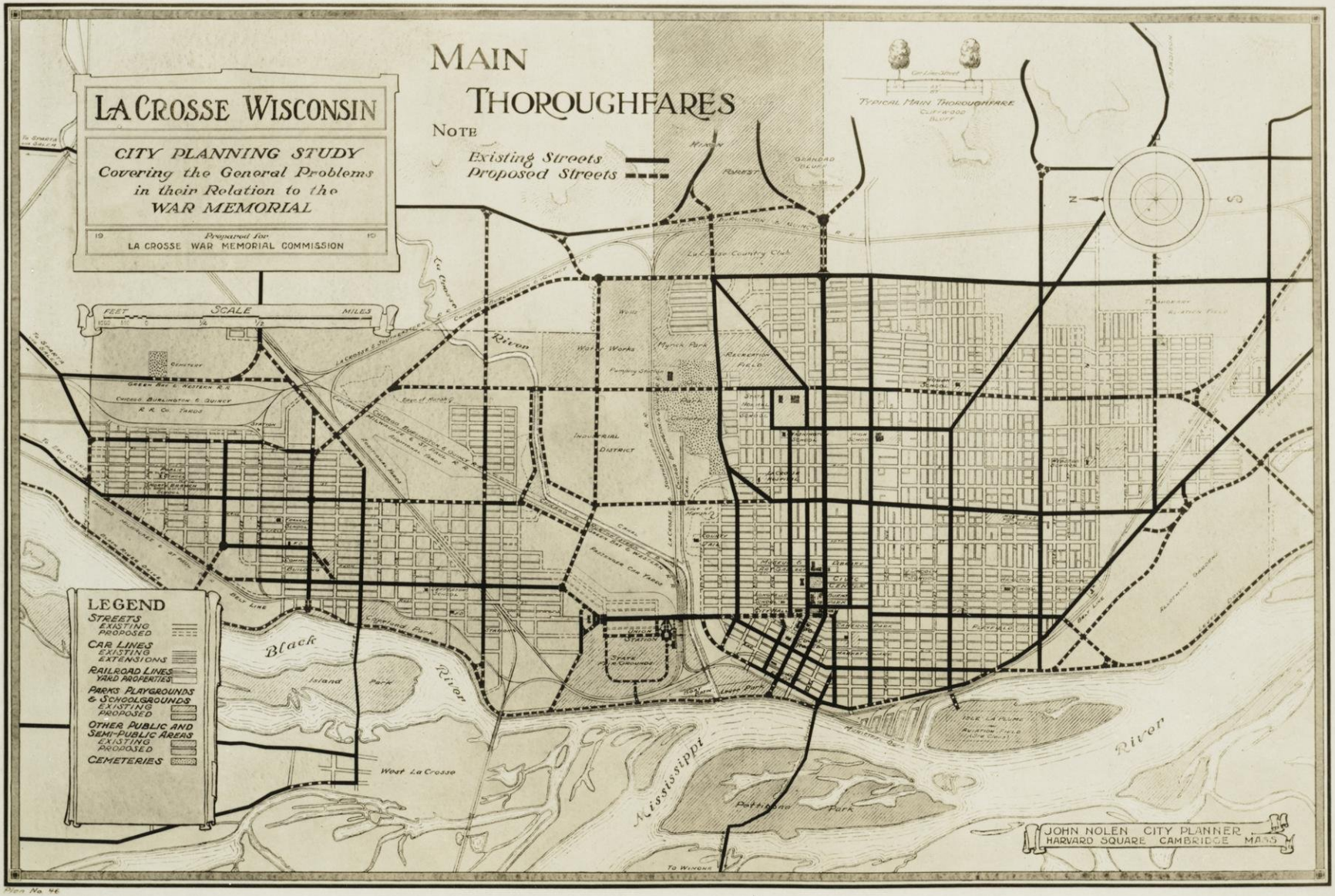
The development of this main through valley lead raises the question of Victory Street. At present the approach to the business section of La Crosse from the north is most unfortunate. Mill Street in North La Crosse is not an attractive street; the Causeway is simply a fill across the swamp that brings one to a tangle of railroad tracks and switch lines, from which it is necessary to detour to the west on Third Street instead of proceeding directly on to Main Street. There is already a broken system of narrow streets and alleys that serve as a sort of buffer between the original town plat and the later north and south gridiron system that extends east from Sixth Street. This way widened out to 100 feet is the basis of the proposed Victory Street approach, leading directly from the Causeway to the strategic angle in Main Street. By the elimination of the present railroad tracks, the location of the new union station and the other proposed developments along the Causeway, Victory Street would become, in time, one of the chief business

streets of La Crosse. The proposed diagonal at the north end would link this new street directly with Caledonia Street, the best business street in North La Crosse.

The accompanying diagram shows very clearly the streets that form the proposed new thoroughfare system, which with the few exceptions noted above, is primarily a question of the selection of the most suitable existing streets, with the addition of such links and extensions as are necessary to weld the whole into a continuous, organic, coördinated system of communication. The main streets are so located that the spacing works out approximately on half mile units.

Included in the new street system is a very interesting circuit drive which would help tie the memorial features together, and take one by the new memorial center, the union station and fair grounds, North La Crosse memorial building, Hixon Forest entrance, the temporary aviation field, and the gardens. This loop would be approximately 9½ miles in length, and would give a stranger a very good idea of the most attractive parts of La Crosse.

The streets that make up this drive are part of the parked street system and would be developed with trees and planting to produce an attractive appearance, and with a uniform pavement to give a good riding surface. This route would be over Victory Street, then by the


LA CROSSE WISCONSIN
CITY PLANNING STUDY
Covering the General Problems in their Relation to the WAR MEMORIAL
Prepared for LA CROSSE WAR MEMORIAL COMMISSION
MAIN THOROUGHFARES
NOTE
Existing Streets
Proposed Streets
SCALE
FEET
MILES
LEGEND
STREETS EXISTING PROPOSED
CAR LINES EXISTING EXTENSIONS
RAILROAD LINES YARD PROPERTIES
PARKS PLAYGROUNDS & SCHOOLGROUNDS EXISTING PROPOSED
OTHER PUBLIC AND SEMI-PUBLIC AREAS EXISTING PROPOSED
CEMETERIES
Black River
West La Crosse
Mississippi River
Pettibone Park
Myrick Park
Recreation Field
Industrial District
La Crosse Country Club
Typical Main Thoroughfare
JOHN NOLEN CITY PLANNER
HARVARD SQUARE CAMBRIDGE MASS

Plan No. 46

new diagonal to Caledonia Street as far as the north side community center, then over Sill Street to the new diagonal leading into Losey Boulevard, Losey Boulevard to Weston Street, to Mormon Coulee Road, and back to the center by 6th Street.

Aside from the location and continuity of streets, the other factor that has to be taken into account in the planning of main thoroughfares is the question of width. Most of the La Crosse streets are 65 feet wide, with some variations to 60 feet and 70 feet in North La Crosse. This width is ample for all but the main thoroughfares, which should be widened in all cases where car lines are to be located to at least 84 feet, subdivided as follows: sidewalks 7 feet; planting strips 8 feet; roadways 17 feet; and car track allowance 20 feet. Where foot travel is light, a sidewalk can be set out from the property line from one to three feet, and the sidewalk reduced to correspond. The typical 84 foot street section is shown on the Main Thoroughfare plan, and the typical 60 foot street section is shown on the General City Plan. Where a 66 foot street is used only as a minor means of communication, the roadways should be reduced in width, and more space be added to the planting strips. A narrow footway is usually sufficient, and the remainder of the space allotted to sidewalks can be left as a grass strip adjacent to the property line.

There is considerable agitation in favor of settling returned soldiers on reclaimed land. Most of the projects under consideration are conceived on a large scale and under government supervision. The ideas back of the larger movement can be applied on a much smaller scale to waste land that is found in sizable areas near almost all our large and middle sized cities. La Crosse has such an area south of the city between the bank along Mormon Coulee Road and the Mississippi River, and extending from opposite Isle La Plume southeast for two miles. Here is an area of approximately 640 acres with an assessed valuation of $7 per acre, subject to floods in the spring, and consequently unused and practically valueless in its present state.

It is proposed to construct a levee embankment along the Mississippi River and fill in the sloughs, thus protecting this property from high water, and transforming it from waste land to a continuous stretch of gardens owned and controlled by the city, but allotted at a small yearly rental in half acre or one acre tracts to any resident of La Crosse who will use and improve the ground. At Sacramento, California, are a number of reclaimed areas similar in character to the one at La Crosse, which are looked upon as among the best market garden areas in or near the city.

The levee would be constructed by the same method as used at Copeland Park, the sand and gravel being pumped from the river. The embankment should be given a natural appearance, as shown by the proposed section on the General City Plan, and would be used as a parkway with a drive at the top of the bank. This levee drive along the river would be a very attractive feature, well worth while in itself, and forming an interesting swing from Isle La Plume down the river to the extension of Losey Boulevard.

In the construction of inland waterways throughout the country it is customary, as a shortsighted means of saving expense, to pile the material dredged from the channel in long, irregular, ugly gravel banks along the line of the waterway. Such areas do not support vegetation of any kind - except weeds - and are barren, unsightly dumps that take away any beauty the natural stream might have had. Examples of this treatment can be seen along the Cape Cod Canal in Massachusetts, and the new Erie Canal in New York. In the development of the Mississippi River channel, unless some sharp reaction sets in, the same policy would undoubtedly be followed. If a city like La Crosse would take the initiative and (be willing to make plans and spend some money), it would be possible to have such waste material used for construction as

outlined above, for filling shallow and marshy places along the river and for such improvements as the enlargement and raising of Isle La Plume.

La Crosse has taken steps to come into line with other progressive cities, and has provided an aviation field as a landing place for government mail planes or other planes which may be used commercially in the near future. The site chosen contains approximately 100 acres, and is located along Losey Boulevard on either side of Weston Street. As a permanent site, this field is rather remote from the center of the city, and is too close to the line of bluffs to insure it against the resulting unfavorable air currents.

It is suggested that the future official aviation field for La Crosse be located on Isle La Plume. The island itself will have to be raised, as it is now too near the high water level. It should also be filled out, to improve the general outline and to conform with the line of the proposed dock developments. The island as shown would accommodate a third class government aviation field.

In 1908, La Crosse started a campaign for the acquisition of park property, and as a result of the drive the

city is today well provided with the regular park properties, and has besides a large island park on the river, and a 600 acre forest reservation, the latter an unusual feature. The need at present is to control the river front and a sufficient number of the islands to protect the outlook from the La Crosse shore. There should also be a system of boulevards and parked streets to tie the park areas and recreation features together, and thus give the city as a whole a more attractive appearance and a pleasant means of intercommunication. One other urgent requirement is that of additional playgrounds, both in connection with the schools and independently.

It is recommended that the area now used for wells by the water department be made park property and added to Myrick Park. It is also recommended in this section to take over the State Fair Ground property and use it in conjunction with Myrick Park for athletic events, including a first class baseball and track field for the use of high school pupils. The Fair Ground activities would be transferred to the park area shown west of the Causeway, where there would be a permanent live stock market convenient to the railroad. Fancy cattle could be bought and sold all during the year.

Levee Park is shown enlarged, taking in the present low land back toward the railroad track. This area should be filled and added to the present park. Across the La Crosse River is a strip of proposed park land that would be used primarily by boating enthusiasts, and a boat basin is provided for anchorage. The shores could be graded in such a way as to be used for winter storage.

In North La Crosse a new triangular park is shown at George and Palace Streets, to take care of the recreation needs of the district north of Rublee Street which is now without such facilities except as furnished by Copeland Park - nearly a mile from the center of this section.

A similar playfield is located on the south side at Green Bay and Dayton Streets, which would be near the center of a large territory soon to be built up in moderate cost homes.

East of Losey Boulevard along the road to State Road Coulee is shown another large park area which would serve the southeast quarter of the city. This area is not immediately necessary, but could be easily acquired at this time, and would be a valuable safeguard against future needs.

The only other large park properties recommended are the islands in the river as shown on the General Plan.

These islands are for the most part low and subject to flooding. If not publicly owned, they are likely sooner or later to be occupied and developed with unsightly and more or less temporary structures. It would therefore be well for the city to acquire this property as soon as possible, and thus forestall any such undesirable occupation of the land and further protect the river front and the island parks already so popular in La Crosse.

The General City Plan shows a system of parked streets linking up the park areas and other points of interest in the city. These streets would be little different from other streets except that they would have a more uniform and complete development and careful planting, and would be given better maintenance. They would be the show streets of the city - the pleasant walks and ways from one section to another. In addition to the parked streets throughout the city, a continuous boulevard drive is proposed along the water front, including Black River Drive to the north, Copeland Park, State Fair Grounds, Levee Park, and on to Levee Drive to the south. This route could be made very beautiful by planting along the shore, and extremely interesting, especially where it would pass the city, the docks, and the aviation field at Isle La Plume.

In the past La Crosse has had a practice of reserving a half block area for public buildings and open spaces; for example, Burns Park, the Market, and Lincoln School lot. In the case of school grounds this area is decidedly inadequate, and unfortunately even this standard has not been consistently maintained. The School Board has been working on a plan for school ground improvements and is making some headway toward a better and more modern standard of play space about the schools.

The practice in many cities is to set aside a city block for each school. This method applied to La Crosse would be a great improvement on the present practice, but would not be a very high standard, as the typical La Crosse block, which is square, contains only about two acres.

The site of the new War Memorial building is a question that can only be settled in conjunction with other problems, if it is to be settled for the best interests of the city. Buildings grouped in relation to an open space and with regard for each other architecturally produce a much more attractive appearance, and add a note of unity to the character of the city

that can never be produced by isolated, unrelated activities as expressed by scattered public buildings.

There is a great need in La Crosse for a real center, a focal point that will concentrate the chief public buildings of the community and bring all the divergent interests together into one bond of citizenship, working for the betterment of the city as a whole, and the welfare of each individual. Nothing will express this idea of brotherhood in the city so well as the proposed central square, with its public and semi-public buildings standing for and representing the big factors that go to make up the daily life, government, education, art and religion. Such a center attracts people of every sort, brings them out into the open, and welds them into a solid body of citizens interested in each other and in each other's aims, and desirous of advancing all schemes that will work a benefit to their city.

The main determining factor in locating such a center is Victory Street, a grand improvement in itself, and one that will connect and greatly improve the down town street system and communication between North La Crosse and South La Crosse. Victory Street joins Main Street at the present angle in its allignment, and

is a logical center in the city plan of La Crosse.

There is already a good nucleus here, and the land occupation is such that the change will be comparatively easy. By opening up the block bounded by Main and State Streets, Victory and 6th Streets, an open square would be formed, on which would face at once the city hall and the cathedral, and which would make an attractive and very appropriate location for the new community building and state armory, the latter planned to contain a large auditorium. Liberty Square would also be a welcome addition as an open space for traffic and parking space for automobiles in the business section.

The community building, with Liberty Square, would be the fitting, permanent war memorial of La Crosse. Just as the buildings will be close to the hearts of the people, so will this noble memorial be close to the heart of La Crosse, at the very center of community life. The main east and west and north and south thoroughfares will pass the door, and car lines will connect the center with all parts of the city.

Burns Square is shown enlarged to include the entire block back to State Street, and is planned to form an auxiliary open space, a sort of extension of Liberty Square, about which would be grouped buildings of an educational nature. The Y.M.C.A., Congregational Church,

Masonic Temple and Library already face the square, and in addition a museum and art gallery are proposed on the block to the east, now occupied by the Washburn School, and a new school site one block in extent on the north. The auditorium would have an entrance facing the square, and would add its facilities to those of the other units of the educational group.

The present City Hall, Post Office and Central Fire Station are all comparatively old buildings that will have to be replaced shortly by more modern and larger buildings, if La Crosse is to progress and take the place it should as a leader in the development of the surrounding territory. All three of these sites are shown enlarged, thus bringing these phases of the city's life into relation with the proposed center. The suggested new street back of the Post Office site would not only supply service to the new Post Office, but would form a direct connection between the future City Hall and the County Court House, the street being on the axis of the Court House and the center of the proposed municipal building, thus giving a fine vista of both structures. The new street and park at the junction of Pine and 4th Streets would also open up the Court House Park from Victory Street.

Longfellow School, which would become a special training school, is near enough to the center to be a part of the scheme, and join in with its activities.

Few cities have the opportunity that La Crosse has to establish a center that will use and coördinate its present buildings with so little sacrifice of valuable property and at so low a cost. The only public building abandoned is the Washburn School (already condemned). The private buildings razed by the plan would be more than offset by the new values created.

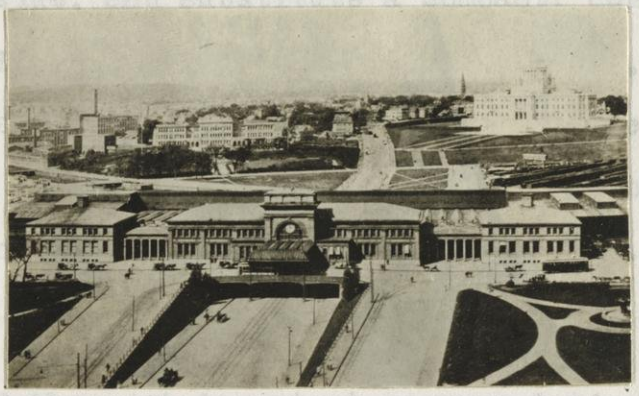
Because of the local character of the north side a separate neighborhood community center is planned to take care of those functions that are of special interest to the district. Such a group would include a new school and community features, a branch library, fire station, churches and stores.

The location selected is near the present business center of North La Crosse, and is given prominence and distinction by introducing a short diagonal into the otherwise rectangular street system, and thus producing a more direct line of communication from Caledonia Street to George Street. Sill Street, which is the connecting cross street, is, as planned, the more important east and west street on the north side.

The plans for the North Side Community Center take care of the school problem now presented by the Logan School, and provide for a new memorial building that would have a wider scope and a broader field in the neighborhood than that represented by the old school. The proposed building is so located as to become part of the community group, and also in such a way as to allow the retention of the Logan School and its use until such time as it is thought best to discard it, or change its character and devote it to some special purpose. The school ground shown is measured by the standards that should prevail in the establishment of all future play areas, being approximately three acres.

The library is located to face the more easterly of the triangular parks, and to balance with the new school. The fire station is shown at the Avon Street and Community Avenue intersection in such a position as to have an easy outlet to streets leading in all directions. An underground public comfort station is provided in conjunction with the fire station.

The open park spaces would be pleasant features in the scheme, and a decided relief from the monotony of the present regular, unbroken street system that is built up without any special thought for parks or public buildings.



Providence, R.I. Union Station
built on former marsh land.

Toronto, Ontario. Dredging operations
to form harbor, filling for
factory sites.

The proposed center will change the entire character of the north side, and substitute a compact, convenient center of interest for business and pleasure, in place of the present haphazard arrangement of stores, churches and public buildings located in small, detached groups from one end of North La Crosse to the other.

One of the most important recommendations for La Crosse is the adoption of a zoning ordinance for buildings, the preliminary draft for which is submitted with this report.

It is proposed to divide the city into three zones: Zone 1, Residence Districts; Zone 2, Business Districts; Zone 3, Industrial Districts. All these three classes or districts are shown on the plan submitted, entitled Zone Plan. The present use of all land and buildings will be continued, unaffected by the proposed zoning.

The plan and ordinance provide not only for different regulations as to use, but also restrictions as to the height of buildings, their location on the lot, and the area of the lot that may be occupied by buildings.

Zoning a city, briefly stated, means regulating the height, bulk and use of buildings according to the character of the districts in which those buildings are

located. To carry out a zone plan, a city is divided into zones or building districts, applying appropriate regulations so that each part of the city may be developed harmoniously and in accordance with the natural uses to which the land should be put. It is assumed that from time to time conditions will change, and that the regulations and zones will be changed to accord with the changing conditions.

The primary purpose of zoning as applied to cities is the more efficient use of land, thus conserving values. A leading exponent of this subject has put the case cogently in the following words:

"This whole question is one of value if you want to look at it coldly and heartlessly, but value sums up all the advantages there are in any given piece of land. Everything that the city does for the people comes home in value in the land. The real estate broker who wants to sell a lot for a residence tells the prospective buyer that there is a church on the next block, a school on the block beyond, a park next door, and that the streets are beautifully kept and clean, and that the police force is efficient, and the city government is all that it ought to be, and so he wants to get a high price for the land, and when a person pays for the land he pays for all of the advantages that are given him by the city. And

so it is the city's part to conserve that value to all its land by seeing that no individual person shall so use his land as to injure his neighbor, and we can conserve the value of the land of our cities for its highest economic use by all of us, by appropriate regulations so that all shall be controlled in the interest of each."

This report, with the supplementary surveys, data, etc. upon which it is based, and the plans which have been prepared to illustrate and embody the recommendations, are submitted for the consideration of the War Memorial Commission.

Acknowledgment should be made here of the cordial and intelligent coöperation of the City and County authorities, and the Chamber of Commerce.

Very truly yours,

John Nolen

City Planner

THE COMMUNITY BUILDING AS A WAR MEMORIAL

PROPOSED ZONING REGULATIONS

PROPOSED ZONING REGULATIONS

USE DISTRICTS

In order to designate, regulate and restrict the location and locations of commerce, business, trades and industries and the location of all buildings designed or occupied for specified uses, the City of La Crosse is divided into three districts:

Zone 1. Residence Districts
Zone 2. Business Districts
Zone 3. Industrial Districts

All these three classes or districts are shown on plan entitled Zone Plan.

The present use or uses of all land and of all buildings now erected may be continued unaffected by the proposed zoning.

No building now existing and no building hereafter erected shall be occupied or altered for occupancy for a specified use in a district restricted against such use except as follows:

1. A temporary building for commerce or industry incidental to residential development may be erected for a period of not over one year in a residence district.

2. Alterations in an existing building located in a district restricted against its use may be made to the extent

of 75% of its assessed valuation, providing its existing use is not changed.

3. A building destroyed by fire or other calamity may be reconstructed within twelve months to the extent of not more than 75% of its assessed valuation and used for its former purpose, although in a district restricted against its use.

4. A building used for a trade, business or industry located in a district restricted against its use may enlarge or additional buildings for the same use may be erected on the same lot or plot of ground, where such enlargement or expansion of such trade, business or industry will not be detrimental to or tend to alter the character of the neighborhood.

Zone 1. Residence Districts.

Land to be used for single-family detached houses, semi-detached houses, two-family houses, and group houses in single-family units, not over ten units in any one group.

Churches, clubs, hospitals, public or semi-public institutions of an educational, philanthropic or eleemosynary nature, with accessories are to be permitted. Private offices such as that of a physician or dentist, and private garages for not over four automobiles may be erected. Farming, truck gardening, nurseries or greenhouses may be

erected and maintained.

Zone 2. Business Districts.

Land and buildings are to be used for wholesale and retail business and offices, and for apartment houses.

Light manufacturing and storage incidental or essential to the business use of the building will be permitted to the extent of 50% of the floor space of the building and five employees.

Telephone exchange, car barns, garages, etc. to be allowed by special permit from city authorities.

Zone 3. Industrial Districts.

Land and buildings to be used for all trades and purposes of storage, industry and commerce except for a specified list of industries known to be objectionable. Such objectionable industries may be permitted in special areas for a limited time by act of the proper city authorities.

HEIGHT DISTRICTS

The three zones as designated for use shall be governed as to height by the following restrictions:

Zone 1. Residence Districts.

No residence to exceed 45 feet in height.

Other buildings allowed in this zone to exceed 60

feet in height, except the towers or spires.

Zone 2. Business Districts.

Height of building not to exceed one and one-half times width of street on which it faces.

In no case are buildings to exceed 100 feet except as provided for towers and spires.

Zone 3. Industrial Districts.

No building to exceed 60 feet in height except as provided for gas tanks, grain elevators, and other such industrial structures, towers and spires.

AREA DISTRICTS

The three zones as designated for use shall be covered as to area by the following restrictions:

Zone 1. Residence Districts.

Residences not to occupy more than 50% of the entire lot area.

Set back to be (at least) from street line 15 feet, from side lines 10 feet, and from rear line 25 feet.

Outbuildings not to cover more than 12½% of the entire lot area, nor to be erected within 5 feet of rear or side lines, and to be at least 40 feet from street line.

Zone 2. Business Districts.

Buildings may cover entire lot. Courts and light and air regulated by City Building Code.

Zone 3. Industrial Districts.

No building or group of buildings to cover more than 75% of lot or plot.

Separate buildings to be at least 10 feet apart.

SUPPLEMENTARY

Garden Suburb Districts.

No dwelling to be erected in garden suburb districts except on a lot whose area is at least a quarter acre in extent, and which has no dimension less than 60 feet in length.

Set back to be (at least) from street line 25 feet, from side lines 10 feet, and from rear line 30 feet.

Restricted Neighborhood Districts.

This zone may be subdivided into neighborhood groups and regulated by its own restrictions as agreed upon by 80% of the property owners with the approval of the City Council. These neighborhood restrictions must conform with the minimum for the district, and not annul other covering ordinances.

THE PROBLEM OF THE MARSH

THE PROBLEM OF THE MARSH

A tentative illustration of the conditions and terms of its reclamation.

The total area in question involves approximately 1000 acres situated between North and South La Crosse. On the city map the boundaries of this area roughly, are east from the Mississippi along the La Crosse River and the edge of the marsh to the Green Bay and Western right of way, then north to boundary of water works property, then east to city limits, north to C.B. & Q. right of way to Grand Crossing, southwest along C.M. & St. P. to George Street, then south to Gould Street and south of the platted area to Mill Street, west on Bantam St. to Black River and south to La Crosse River.

This area on the zone plan will show areas devoted to the following uses: parks, retail business, wholesale business, railroad properties and industrial properties.

The appended table is a summary of the results secured by computations.

The present values per acre are those as given by the Valuation Survey from which a total present value of $141,800 was secured, which is probably somewhat below the actual value.

Reclamation estimated at $1000 per acre shows a

total for the 840 acres needing such treatment. 160 acres do not require reclamation. The cost of $1000 per acre for reclamation is considered a fair price although actual estimates might require the use of another figure. At $1,000 per acre the total cost of reclamation would be $840,000.

To make building sites requires also the development of the land into blocks and streets with all improvements; sewer, water, roadway paving, curbing, sidewalks installed before actual building operations are begun. The cost of development per acre for park purposes is about $1000, a figure which would include turfing, trees and shrubs, construction of paths and roads. $3550 per acre for utilities and development for retail business includes 1/2 cost per front foot 52 foot brick roadway, sewers and water; full cost of curbs and 10 foot cement sidewalk. For wholesale business the cost is $3404 including the same items as retail business, except cement sidewalks are only 8 feet wide.

The cost per acre for development of industrial property is based on a standard block 800 feet by 400 feet containing 16 unit sites of 1/2 acre each, street frontage of 100 feet, and a depth of 200 feet. The block has 100 foot street on one long side and a 60 foot

street on the other. The boundary streets on the ends are 50 feet.

Sewer and water mains are located in the 100 foot and 60 foot streets 1/2 the cost charged to the block. The 100 foot street has a 32 foot central strip reserved for railroad tracks to be installed later which will give direct freight facilities. Between this and the curb (14 feet from block line) is a 20 foot brick roadway. The 60 foot street has a 32 foot asphalt macadam roadway and curb 14 feet from block line. The 50 foot street has a 24 foot asphalt macadam roadway and curb 13 feet from the block lines. Sidewalks are considered unnecessary in the district except on the main thoroughfare or parked streets shown on the general city plan, the excellent roadway paving furnishing adequate and good foot-way when it is needed.

The total cost of development is $1,240,406 adding the present value, cost of reclamation and costs of development the total outlay or expenditure is obtained, which is $2,222,206. The parks and railroad property have been considered as having no saleable value in excess of the total expenditures: $262,500 for parks and $236,500 for railroad property. In the latter case the land is ready for further improvements by the companies

involved in unification of railroad facilities; land ready for road beds, tracks, switches, Union Station and other equipment. Retail business, wholesale business and industrial property are saleable and the final cost of these includes 25% additional of the actual total expenditure. This 25% represents in a real estate development carrying charges and overhead which must be met in order to defray interest charges on the investment until the disposal of all the property.

The total cost of retail business property is $157,695 which is at the rate of $23.90 per front foot for a depth of 120 feet or 20¢ per sq.ft.

The total cost of wholesale business property is $51,232 which is at the rate of $23.57 per front foot for a depth of 120 feet or 20¢ per sq.ft.

The total cost of industrial property is $1,945,080 which is at the rate of $21.74 per front foot for a depth of 200 feet or 11¢ per sq.ft. A half acre factory site 100' x 200' with complete development of all public utilities would cost $2174.

The selling price for retail business property is determined by keeping in mind valuations of existing retail business property in La Crosse with the range per front foot from $20 to $877. With $60 per front foot as a basis, the

selling price is $396,000 showing an excess above cost of $238,205.

The selling price of wholesale business property would be $132,000 a profit of $80,768. In this case $60 per front foot was used.

Industrial property at present in La Crosse in Second Street north and south of Main is valued at $25 and $30 per front foot equivalent to 18¢ per sq.ft. At 18¢ per sq.ft. the selling price of industrial property would total $3,241,800, an excess of $1,296,720.

The total excess or favorable margin on all classes of property is found to be $1,515,693.

THE PROBLEM OF THE MARSH

A TENTATIVE ILLUSTRATION OF THE TERMS OF ITS RECLAMATION

	PROPOSED ULTIMATE USE						TOTAL
	PARKS	RETAIL BUSINESS	WHOLESALE BUSINESS	RAILROAD PROPERTY	INDUSTRIAL PROPERTY (1)	INDUSTRIAL PROPERTY (2)	
AREA ACRES APPROXIMATED	125	27	9	215	160	460	1000
PRESENT VALUE PER ACRE $	100	150	150	100	350	100	
" " TOTAL $	12500	4050	1350	21500	56000	46400	141800
RECLAMATION $1000 PER ACRE $	125000	27000	9000	215000		464000	840000
DEVELOPMENT UTILITIES PER ACRE $	1000	3550	3404		1586	1586	
" " TOTAL $	125000	95106	30636		253760	735904	1240406
TOTAL EXPENDITURES $	262500	126156	40986	236500	309760	1246304	2222206
CARRYING CHARGES & OVERHEAD $		31539	10246		77440	311576	430801
COST TOTAL $	262500	157695	51232	236500	387200	1557880	2653007
SELLING PRICE (3) $		396000	132000		3241800		
MARGIN FAVORABLE OR EXCESS $		238205	80768		1296720		1615693

(1) Would not need filling

(2) Low land at present requires filling

(3) Selling price at local values for similar use

NOTES ON RECLAMATION OF MARSH LANDS IN AMERICAN CITIES

NOTES ON THE RECLAMATION OF MARSH LANDS IN AMERICAN CITIES

Boston

In 1849 a Land Commission was appointed to deal with the subject of creating new land out of the Back Bay mud flats, Boston. Comprehensive plans were reported in 1852, but the work of filling the land was not begun until 1857. The commonwealth had the right to the flats below the line of riparian ownership. The plan of the Back Bay improvement was the work of the late Arthur Gilman, an eminent architect.

In 1857 the commonwealth owned on the Back Bay 4,723,998 feet and the net profits on the sale of this land up to 1882 were $3,068,636,28, with 102,593 feet remaining unsold, valued at not less than $250,000. The net profit of the Land Company amounted to over $2,000,000.

The Back Bay today is characterized by broad, handsome streets and the magnificence of architecture both in its public buildings and private dwellings. Commonwealth Avenue, the principal street, is 200 feet wide with broad green mall in the centre and the distance from house to house across the street is 240 feet. The Back Bay is one of the most valuable parts of the city, the real estate assessment being now about $100,000,000.

One mistake was the short-sighted policy which permitted the building over of the territory between Beacon Street and the Charles River, as that street might have been placed on the line of a beautiful embankment. Three times a proposition was made to give to the city 500,000 feet of land between Beacon Street and the river on condition that it fill the land, never allow it to be built on, and add the territory to the Public Garden, which itself had been secured by filling. Unfortunately the value of the river front for park and other purposes was not appreciated at that time and the proposition was repeatedly rejected.

In the case of "The Fens" in Boston the park cost about $4300 an acre. The land surrounding this park, though much of it is still vacant, is worth now on an average of $86,000 an acre.

Buffalo, N.Y.

The city used its waste, including ashes, refuse, excavation material etc. for filling to make park land.

A charge of 50¢ per load was made for outside dumping. During the process the costs of actual dumping were met with a $3000 annual surplus from revenue from outside dumping.

Chicago

City waste has been used to make land along the lake front, to be used for park purposes.

Chicago waste available for filling is 3,068,861 cubic yards a year and amounts to about 1.4 cu. yds. per person a year.

Outside filling was charged for and the annual revenue amounted to $1,275,000 per year.

The area proposed to be gained through filling was 1280 acres, and the estimated time of filling was 7 years.

The estimated gain to the city through this project is: 1280 acres of park land valued at $46,000,000 and $3,009,000 from cash receipts.

Filling of this area by dredging was estimated to cost $7,860,000 and would still leave the city waste undisposed of.

Davenport, Iowa

When the work of reclamation is completed, the city will have over 100 acres of land for factories and warehouses, extending for four blocks along the river front and back from the river to a depth of 135 to 200 feet.

Total cost of project is estimated at $1,000,000 and this expenditure will add $3,000,000 worth of land to the citys' possessions.

Fall River, Mass.

146 acres of land usable for manufacturing purposes are to be reclaimed from the shallow submerged river bank, providing not only valuable land for industrial development but improving general sanitary conditions.

Harrisburg, Pa.

A swamp area has been developed in such a way as to control floods which had previously done much damage in the Paxton Creek Valley extending the entire length of the city.

Lynn, Mass.

A general development of the Lynn Harbor is under way. The material excavated from the channels and harbor district is being used to reclaim flats for industrial purposes. Already 30 acres of land have been acquired in this city.

Milwaukee, Wis.

Plans have been prepared for the extension of river front parks through the reclamation of a strip along the waterfront, by filling to a distance of 600 feet out into Lake Michigan.

Newark, N. J.

Marsh land has been reclaimed by filling and drainage for industrial purposes.

New Holland, N.C.
Lake Mattamusket District

An area of 100,000 acres, 50,000 of which were

under water, was drained by means of canals and pumps, at a total cost of $5.00 per acre. Work was carried on by an incorporated company with funds raised by a bond issue authorized by the state.

Average figure of United States Department of Agriculture for reclaiming lands by drainage is $15.00 as compared with the cost in this instance of $5.00 where the problem was comparatively simple.

Oakland and Berkeley, Cal.

These cities have joint plans for harbor improvement and tidal land reclamation.

The estimated cost of reclaiming land by dredging, including bulkheads etc., as proposed in the Rees plan was $4000 per acre.

Significant in the improvement of the same territory is the dredging of the ship canal opening into San Francisco Bay. In this project 2,200,000 cu. yds. of earth were moved and 77 acres of land were reclaimed at a total cost of $205,420.

Providence, Rhode Island

Tidal flats and flood areas were converted by drainage and filling, from an unsightly and unsanitary waste to the site for the Civic Center including in its building group a very good Union Station, a City Hall and other important public and semi-public buildings. The State Capitol was later erected in the same neighborhood.

Toronto, Canada

By a special act of the Dominion Government there was authorized the organization of the Toronto Harbor Commission.

The Act also empowered the city to turn over to the Commission the harbor property owned by the city.

In this way the Commission came into control of practically all the harbor frontage and, in addition, several hundred acres of low land to be reclaimed by dredging for an industrial area.

Money for the development was raised partly from: the Dominion Government (for harbor improvement); from the City (for benefits afforded the city in the nature of parks etc.); from rentals to private individuals; and from bonds with value based upon the soundness of the business proposition as an asset.

The plan was that when the ultimate annual revenue exceeded the costs the surplus was to be turned over to the city to reduce the tax rate.

TREES AND OTHER PUBLIC PLANTINGS

TREES AND OTHER PUBLIC PLANTINGS

The first move in community procedure to obtain best results should be the selection of a Planting Adviser whose qualifications should be:-

1. A broad acquaintance with plant varieties.

2. An acquaintance with the conditions and requirements of satisfactory plant growth particularly under city conditions.

3. A thorough appreciation of the aesthetic values of plants.

And whose duties should be:-

1. To study local native varieties.

2. To ascertain local hardiness of the better foreign plants.

3. To study soil conditions.

4. To study street conditions and probable future growth and needs of various city districts.

5. To study the life of the community, and its relative planting needs.

6. Finally as result of these studies, to give advice in as much detail as circumstances will permit.

The advice and study of the planting adviser should include the planting of public property:- streets,

The planting itself, and maintenance, should be under the direct supervision of some municipal authority such as a Planting Board, a Tree Warden, or some member of the Park Commission or City Planning Board, whose special duty is the supervision of public planting.

Types of Public Planting

A. The planting about public buildings, which should be done according to the specifications of the Planting Adviser or Landscape Architect.

B. The planting of parks and open spaces which is of three general types.

1. Purely decorative, which permits the use of all hardy material in good taste and permits of a degree of formal treatment.

2. Primarily educational, including the planting of Arboretums and Botannical gardens, both of which should be as decorative as is possible without sacrifice of educational value.

3. Planting to reproduce natural conditions, where only native material should be used and arrangement should be as free and natural as is humanly possible.

C. Private planting on the street frontage, which although done through individual initiative on private property, is essentially public in its relation to the

community and should be brought under a degree of public control:- A planting line, similar to a building line, may be established for the planting of hedges or plants to prevent: interference with the use of sidewalks; the obstruction of views necessary to traffic safety; or the destruction of an established desired opening of the street as a whole. Whether private planting upon the street frontage is to be private or public in character must be left to individual or neighborhood taste except where the character of the planting may be deemed a public nuisance and should then be treated as such.

D. Street tree planting which demands the use of material adapted to street and city conditions:-

This is the most important of all planting within the community and has many attending factors among which are:

1. The study of existing conditions preliminary to planting, which should consist of -

a. A street tree census, the plotting by streets, of the location, variety, and condition of all existing street trees.

b. The soil conditions of each street and section of street, including the type of soil, the width of the planting strip, and sub-surface conditions (tunnels

and sewers etc).

c. The general district and its probable development through existing or future zoning laws; proximity to factories emitting obnoxious fumes; and relation of building line to property line.

2. Tree Variety -

a. Selection of varieties with respect to:-

(1) Conditions of growth -

Certain trees, such as the Elms and Oaks require comparatively favorable conditions for satisfactory growth. Certain other trees are more tolerant of adverse conditions, - the most hardy of all being the Ailanthus. This is a poor type of tree and should never be used except as a last resort but it will thrive under very unfavorable conditions.

Some of the more tolerant varieties are Ginkgo, Oriental Plane and Horsechestnut, and of the less desirable types the Catalpo Speciosa and Poplars.

Where artificial provision limiting root expansion must be made for tree growth and it is necessary to keep the top permanently small in proportion with the root systems then care should be taken to select trees such as the Oriental Plane or Poplars that will stand this treatment.

Effort should be made to plant as desirable a tree as conditions will permit, but it should be held in mind that a poor variety growing well is far better than a finer tree struggling for mere existence.

(2) Architectural treatment of the street -

Trees should be considered as a part of the street design and should be of a type such as will harmonize with the general effect sought through building and street lines.

The more formal streets, such as long straight avenues or highly finished boulevards demand the more formal types of trees such as the Horsechestnut, Norway Maple, Pin Oak, Oriental Plane etc. Comparatively free streets such as parkways or quiet residential streets permit of the use of more picturesque freer growing trees. The nearer the street conditions approach the nature of the open country or small country community, the more informal may be the type of tree used. Trees more adapted to this planting are the American Elm, the Basswood, the Red Oak, and similar types.

(3) Width of Street -

Where narrow streets or high buildings make the growth of wide spreading trees impossible or undersirable because of density of shade, then the more upright and open

growing trees such as the Ginkgo and the Honey Locust or perhaps certain of the columnar trees should be used.

b. Variety as a precaution against disease and insect pests:-

Nearly every tree has its peculiar diseases and insect pests. The use of a number of varieties of trees prevents the complete destruction of a city's trees because of the inroads of a single disease or pest. The introduction of an occasional street planted to a tree other than the dominating variety will serve too as a fighting line to prevent the rapid spreading of disease and insects.

c. Variety for the sake of interest -

There are usually several good types of trees that will grow well in a locality. Added interest may be obtained in the city's planting if the full wealth of available material is taken advantage of. There is no more reason for monotony in street tree planting than there is in any other furnishing or decoration.

d. General list of trees to be used in street planting, subject to regional modification:-

Acer platinoides	Norway Maple
Acer saccharum	Sugar Maple
Aesculus glabra	Buckeye
Aesculus hippocastanum	Horsechestnut
Carpinus caroliniana	Hornbeam
Celtis occidentalis	Hackberry
Fagus ferruginea	American Beech

Ginkgo biloba	Maidenhair Tree
Gleditsia triacanthos	Honey Locust
Liriodendron tulipifera	Tulip Tree
Liquidambar styraciflua	Sweet Gum
Platanus occidentalis	Sycamore
Platanus orientalis	Oriental Plane
Tilia americana	Basswood
Tilia europaea	European Linden
Quercus alba	White Oak
" coccinea	Scarlet Oak
" palustris	Pin Oak
" alba	Red Oak
" velutina	Black Oak
Ulmus Americana	American Elm
" campestris	English Elm

For restricted use under very unfavorable conditions:-

Ailanthus glandulosa	Tree of Heaven
Catalpa speciosa	Catalpa
Populus	Poplars

2-I Development of Community Individuality -

Through natural love for some one, two, or three trees or shrubs, such as the Elm, Lilac, or Hawthorn, special attention might be given to them to the extent that the community become noted for this peculiarity and be known country wide as the Elm or Lilac or the Hawthorn town, and as such be the object of pilgrimage during the attractive seasons. This community individuality might be extended to the municipal policy, and through this special planting of the whole city, or of certain important streets, the city would contribute to its own individuality and character.

Examples of results that may be obtained through

this type of planting are found in: The Elms of Lancaster, Mass.; the Forsythias of West Newton, Mass.; Magnolia Avenue of Rochester, N.Y.; the Ginkgos of the Mall at Washington, D.C.; the Azaleas of Magnolia Park, Charleston, S.C.; the Lilacs of Highland Park Rochester, N.Y.; the Roses of Portland, Oregon; and the Royal Palms of Honolulu.

The chief advantage in this developed individuality would be derived from the resulting pride and interest aroused in the citizen body, as well as from the direct benefits derived from the increased livableness of the town.

In seeking for individuality care should be taken that the effort does not seem forced. Local conditions and natural inclinations should largely dictate the nature and direction of this special effort. Further care should be taken that in seeking the individuality of the city there is not lost the individuality of the citizen - as expressed in his home grounds.

3. Source of Material -

a. All stock for street tree planting should be nursery grown.

b. When stock is purchased from nurseries, care should be taken to inspect stock as to general condition and grade.

c. Stock may be grown in a municipal nursery. Where an extensive scheme of planting and maintenance is considered, the municipal nursery would be of distinct advantage in that it would:-

(1) Be more economical.

(2) Insure greater freedom of material from insect pests and diseases.

(3) Provide material of uniform size, and

(4) Afford satisfactory replanting stock.

The municipal nursery would meet with the favor rather than the antagonism of the nursery trade because although it is in a sense competitive it does: first, stimulate general interest in planting; and second, it must purchase much young stock from the trade, - both of which work toward the ultimate increase in nursery sales.

4. Planting:

a. Conditions necessary to tree growth, methods of improvement and special provisions -

The most favorable condition is afforded by a well sodded wide (6 feet or more) planting strip of good soil with sufficient moisture content. Where this is not possible various degrees of substitutes must be resorted to. Among them are:-

(1) Paving the planting strip loosely with

bricks filled with sand. This permits the entrance of considerable surface water.

(2) Where soil is poor the building of planting pits by excavating and refilling with a minimum of from three to five cubic yards of good soil - such pits to have surfaces sodded or covered with loose gravel or shielded by a removable iron grating. Protection of the surface is necessary to proper aeration and entrance of water.

(3) Building of a sub-surface artifically drained, concrete box in which small trees may be grown.

(4) Use of movable concrete tubs for very small trees where the growth of other trees is impossible.

Irrigation is sometimes necessary where surface or sub-surface conditions are such as to afford insufficient moisture. This is best accomplished by a small tile with surface inlets and laid to carry water well down among the tree roots encouraging depth rather than surface growth. When trees have become well established irrigation may in many cases be discontinued.

Irrigation gratings along the curb provided to take gutter water are not advisable because of oils, etc., which are likely to prove detrimental to tree growth.

b. Arrangement.

(1) Variety of tree types and arrangement to avoid monotony and to afford greater interest:-

(a) An interesting variety of material should be sought but variety should be limited to planting units which should not be less than two blocks or 800' - 1000' in extent and even then the planting of a line of vision should be limited to trees of a single type with similar habits of growth and when broken should be done only on street intersections or at other similar breaks in the street line.

(b) A certain interesting variety may be attained through tree row arrangement, which is more or less dictated by the width and character of the street.

Boulevards, wide avenues, and parkways often permit of from four to six planting rows arranged variously according to the character of the traffic ways and the burden of the thoroughfare.

The average street allows the use of from two to three rows, the possible third row being placed in a planting strip through the center of the traffic way. Side rows may be placed between the curb and sidewalk or inside the sidewalk line depending upon the width of the street and the depth of the building line.

On exceedingly narrow streets or where high buidings make but one row of trees desirable, planting may be limited to a single row placed in the center of the traffic way. The merits of this type is questioned from the standpoint of street design and a better solution of the narrow street may be side rows of columnar trees.

Where the street is wide enough to permit of an unusually wide central parking space of 100 feet or more - or where the street and architectural treatment are decidedly informal, informal planting of street trees may be done effectively either in the central area or upon the private lot frontage or both.

(2) Spacing -

Spacing may vary from 35' minimum to 60' maximum depending upon the character of the tree used. These distances may be reduced 3' - 5' when the trees are staggered. Spacing should be permanent and not at half distance with expectation of thinning later. Neither should quick growing undesirable fillers be used to produce temporary shades. Planned removals seldom occur.

5. Replanting.

Existing trees may be such as to make replanting advisable.

Replanting may be accomplished in two ways:-

a. Complete removal of existing trees and full new planting which has the advantages of providing an even growth following a definite planting scheme and also affords best possible growing conditions for young trees. This method has the disadvantage of temporary loss of shade.

b. Installment replanting where half of the trees are removed and replaced by young trees, the other half being replaced when the first planting of young trees begins to crowd and afford some shade. This method has the advantage of retaining a degree of shade during the process of change - but the shade of the old trees hinders the growth of the young trees and the final result is an uneven tree line. If this scheme is followed, the old trees should be cut back sufficiently to give the young trees light and air.

6. Protection and care of trees -

a. Guards.

All young trees should be protected by substantial guards of good design and proportion.

b. Wires.

Where possible the city should require that all wires be run underground in conduits.

Where conduits are temporarily impractical the next choice is the carrying of wires along rear property lines.

If wires must be carried overhead on the street then they may be zigzagged over the street to avoid trees. This is adaptable where trees are full and large enough to hide the unsightliness of the wires.

Where wires must be run in close proximity to trees, they should be well insulated and protecting board strips should be used to prevent direct contact with tree bark. If trimming of the tree is deemed necessary to permit the passage of wires, then the trimming should be under the supervision of the tree warden or other tree expert.

Guy wires should not be attached to a tree except temporarily and then only when the tree is properly protected to prevent injury of the bark.

c. Municipal Control.

All public planting and maintenance including that of street trees should be under the complete control of municipal authority. Where the city charter does not now permit this control, legislation to this end should be brought immediately before the state legislature.

(1) Best results of uniformity and general effects are obtained when streets are planted as units. Unity can be realized only through a centralized control.

(2) Disease and insect pests are best and most satisfactorily controlled by the municipality because it is in a position to maintain effective fighting apparatus.

(3) General care of trees is best insured and trimming atrocities are best avoided when all of the street trees of a community are under the care and supervision of an expert employed by the city.

(4) Street trees are essential to the health and happiness of the whole community and are essentially of the community. Ugly trees are a public nuisance and beautiful trees are a real asset. The community should not have to suffer the one nor be deprived of the other at the whime of the individual.

PART II

FUNDAMENTAL LOCAL DATA

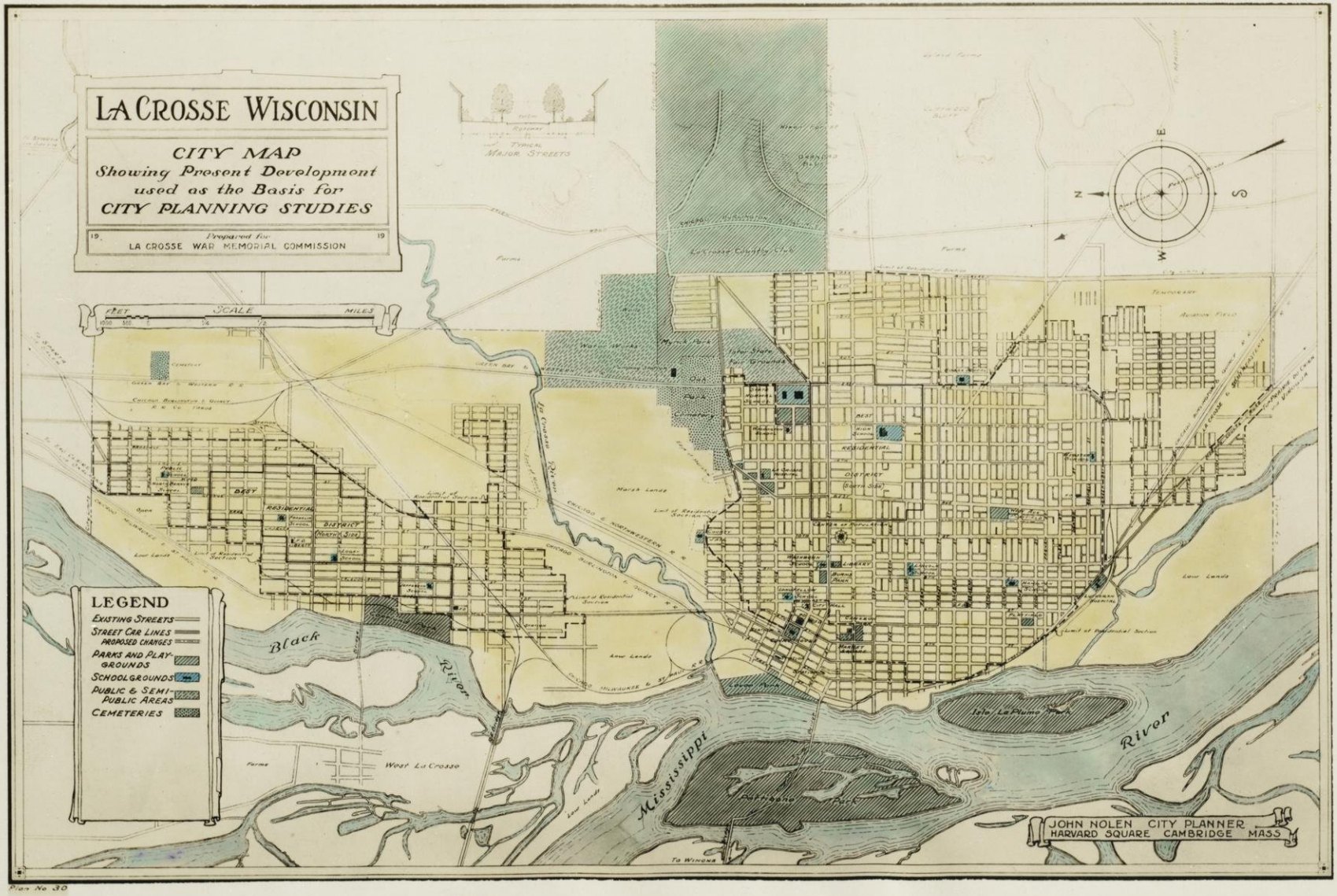
FUNDAMENTAL LOCAL DATA

La Crosse is situated on the Mississippi River in one of the most fertile sections of Wisconsin. It is 128 miles southeast of St.Paul, 283 miles northwest of Chicago, and 110 miles northwest of Madison, the capital of the state.

The most striking and characteristic topographical features of the site of La Crosse (see section of Mississippi River Survey submitted) are the Mississippi and the Black Rivers on the west, the islands in the river, the high and rugged bluffs on the east, and the La Crosse River and marsh. The latter separates North and South La Crosse, and is more than half a mile in width, comprising about 600 acres. At present the Causeway is the only connection across this marsh.

The city is built on a river valley plain with an average elevation of 50 feet above the water level. It occupies an area of more than 10 square miles, or approximately 6,640 acres, of which 6,090 acres is land and 550 acres water. Natural scenery of great beauty greets the eye in almost every direction.

The main dimensions of the city are, north and south about 5 miles, and east and west 2 miles. One-third of


LA CROSSE WISCONSIN
CITY MAP
Showing Present Development
used as the Basis for
CITY PLANNING STUDIES
Prepared for
LA CROSSE WAR MEMORIAL COMMISSION
SCALE
FEET
MILES
LEGEND
EXISTING STREETS
STREET CAR LINES
PROPOSED CHANGES
PARKS AND PLAY-GROUNDS
SCHOOL GROUNDS
PUBLIC & SEMI-PUBLIC AREAS
CEMETERIES
Black River
Mississippi River
West La Crosse
Isle La Plume
Riverside Park
To Winona
JOHN NOLEN CITY PLANNER
HARVARD SQUARE CAMBRIDGE MASS

Plan No 30

the total area is in North La Crosse, and two-thirds in South La Crosse.

With the exception of a relatively small area in South La Crosse adjacent to the Mississippi River, the streets of La Crosse, both on the north and south sides, are laid out, in general, directly north and south and east and west, with no important diagonal thoroughfares. The typical major streets are 66 feet in width with a 36 foot roadway, the usual cross section being shown on the City Map. As a rule there are alleys 20 feet wide in every block, but they are not laid out in such a fashion as to form a unified alley system. Sometimes they run north and south; sometimes east and west.

The typical blocks in the business section are 300 feet square; in the residential section from 300 to 900 feet long and 300 feet wide. Lots in the business district are normally 20 feet wide and 140 feet deep, and in the residential district 60 feet wide in the older sections, being changed later in the newer sections to 50 feet, and more recently with a tendency toward 40 foot widths.

Ten years ago La Crosse had few park areas, and those were not well developed for use. Today it has a substantial framework for a comprehensive park system that is equalled by few if any cities of the same

size. The first important park acquisition resulted from the generosity of Mr. A. W. Pettibone, who gave the city a beautiful and picturesque island in the Mississippi River now known as Pettibone Park. In 1908, with the appointment of an official Park Commission, an unusually successful movement was inaugurated to lay out a more complete scheme of parks and playgrounds. At this time a real necleus was secured for a park system through the action of the City Council, aided substantially by gifts from a number of public spirited citizens. The city now has the following parks, comprising altogether a total of over 900 acres:

Copeland
Levee (Riverside)
Pettibone
Spence
Burns
Cameron
Forest Avenue
Myrick
Hixon Forest
West Avenue
Hood Street
Houska
Fair Grounds
Isle la Plume

Aside from parks, however, La Crosse has done almost nothing in recent years to plan for the orderly, convenient and attractive physical development of the city.

The school grounds of La Crosse are all indicated on the City Map, and are as follows:

North La Crosse

a. Seventh District, North Branch
b. New site, North Branch
c. Franklin
d. Jefferson
e. Logan

South La Crosse

a. Washington
b. Hogan
c. Webster
d. Longfellow
e. Lincoln
f. Hamilton
g. Washburn
h. High School
i. State Normal

The High School occupies a large block, more than 4 1/2 acres, extending from Cass to Madison and from 15th to 16th Streets. The land was secured and the building constructed through a public campaign marked by wisdom and foresight. A manual training school has been added to the original structure through the gift of one of the leading citizens. While the site was adequate for the original building, it is scarcely big enough to meet the present demands. With the exception of the High School, the school grounds of La Crosse are too cramped, and there is an urgent need for an increase of their areas in accordance with recent plans.

The important public and semi-public property of the city consists of a city hall, library, market square, court house, jail, state normal school, two hospitals, post office, and two cemeteries.

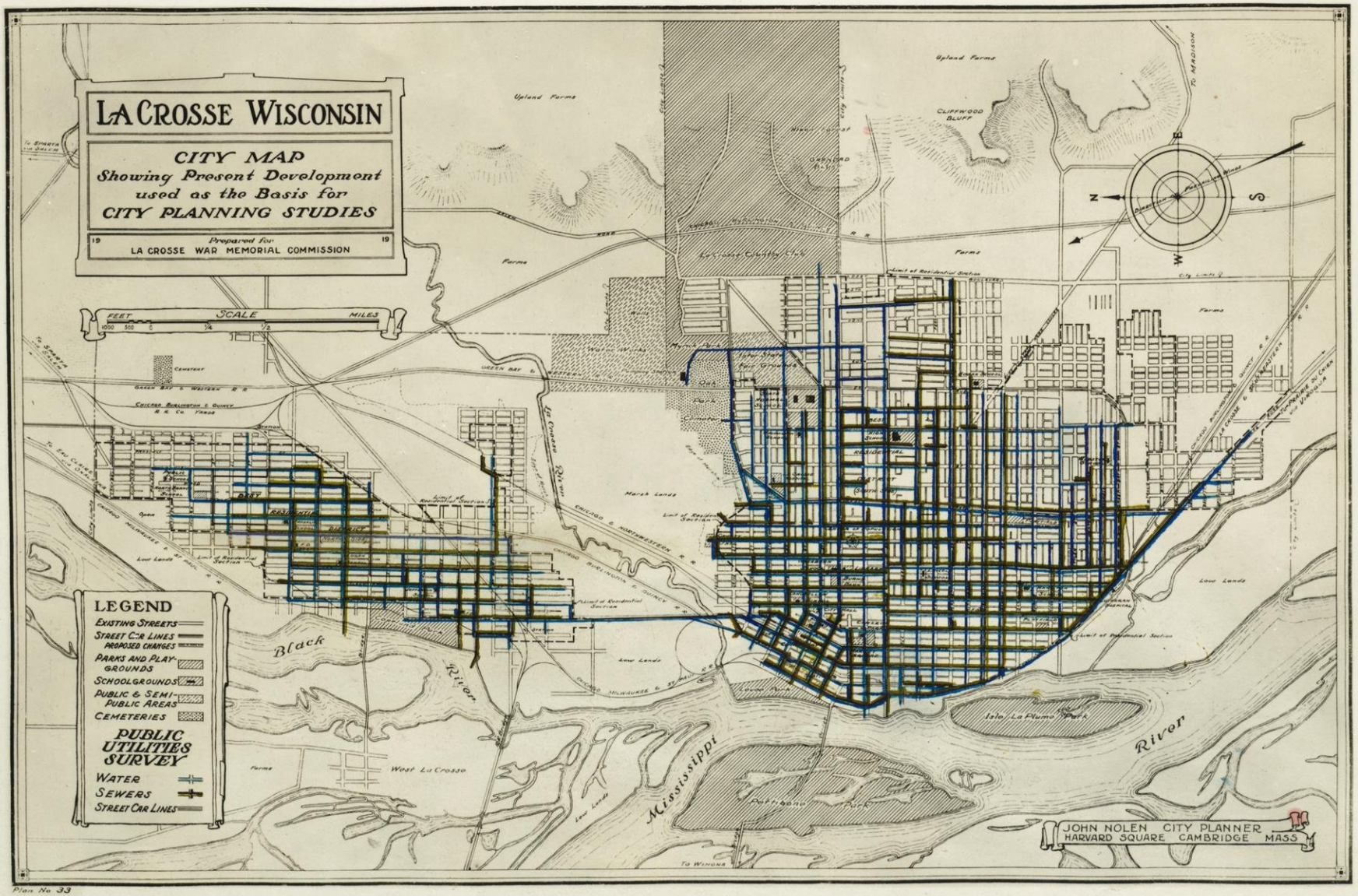
The Public Utilities Survey shows graphically the location of water service, sewers and street car lines.

The water supply is provided from deep wells, and is said to be adequate not only for the present, but for all probable future needs of La Crosse. There are about 70 miles of pipe and distribution system. Approximately 80% of the total population is now served, and the per capita daily consumption is 125 gallons.

The sewerage system is the combined storm water and sanitary system.

The location of the street car lines is shown on the Public Utility Survey map. If the limit of efficiency zone is established at one-fourth mile on each side of the present street car lines (the usual standard), it would appear that practically all of the built up area of the city is reasonably accessible to car lines. The improvement of the main thoroughfare system of La Crosse, especially the proposed connections across the marsh lands and the widening of the main streets, permitting double tracking, would make possible a very decided improvement in future car line service.

La Crosse has an unusually large amount (nearly 50 miles) of permanent street pavement, mostly brick, substantially laid and well maintained. The total cost of


LA CROSSE WISCONSIN
CITY MAP
Showing Present Development
used as the Basis for
CITY PLANNING STUDIES
19 Prepared for 19
LA CROSSE WAR MEMORIAL COMMISSION
SCALE
FEET
MILES
LEGEND
EXISTING STREETS
STREET CAR LINES PROPOSED CHANGES
PARKS AND PLAY-GROUNDS
SCHOOLGROUNDS
PUBLIC & SEMI-PUBLIC AREAS
CEMETERIES
PUBLIC UTILITIES SURVEY
WATER
SEWERS
STREET CAR LINES
Black River
Mississippi River
Isle La Plume Park
Upland Farms
CLIFFWOOD BLUFF
Marsh Lands
Low Lands
West La Crosse
To Madison
To Winona
JOHN NOLEN CITY PLANNER
HARVARD SQUARE CAMBRIDGE MASS

Plan No 33

street surface improvements is met by special assessments on the property benefited by the opening, grading and paving of streets and alleys, and the construction of curbs and sidewalks. The construction of lateral sewers is also assessed against the property benefited, and a charge of $1.60 per lineal foot is made for the construction of trunk sewers.

Gas, electric light and power are provided by the Wisconsin-Minnesota Light and Power Company.

The Building Distribution Survey indicates the limits of the built up areas in North and South La Crosse, the better residential sections, the areas occupied mainly by retail and wholesale business, and the property used for industrial and railroad purposes.

The built up areas may be approximately divided as follows:

	Acres	% of Total
Parks and playgrounds	900	15
Other permanent open spaces	300	5
Business	50	- 1
Railroad and industrial	480	8
Residential	2,300	38
Platted or partially platted (Suitable for residences)	320	5
Unplatted (Probably suitable for residences. Largest single tract about 80 acres, 1/4 mile by 1/2 mile)	540	9
Low ground, marsh, etc.	1,120	19
Total -	6,010	100

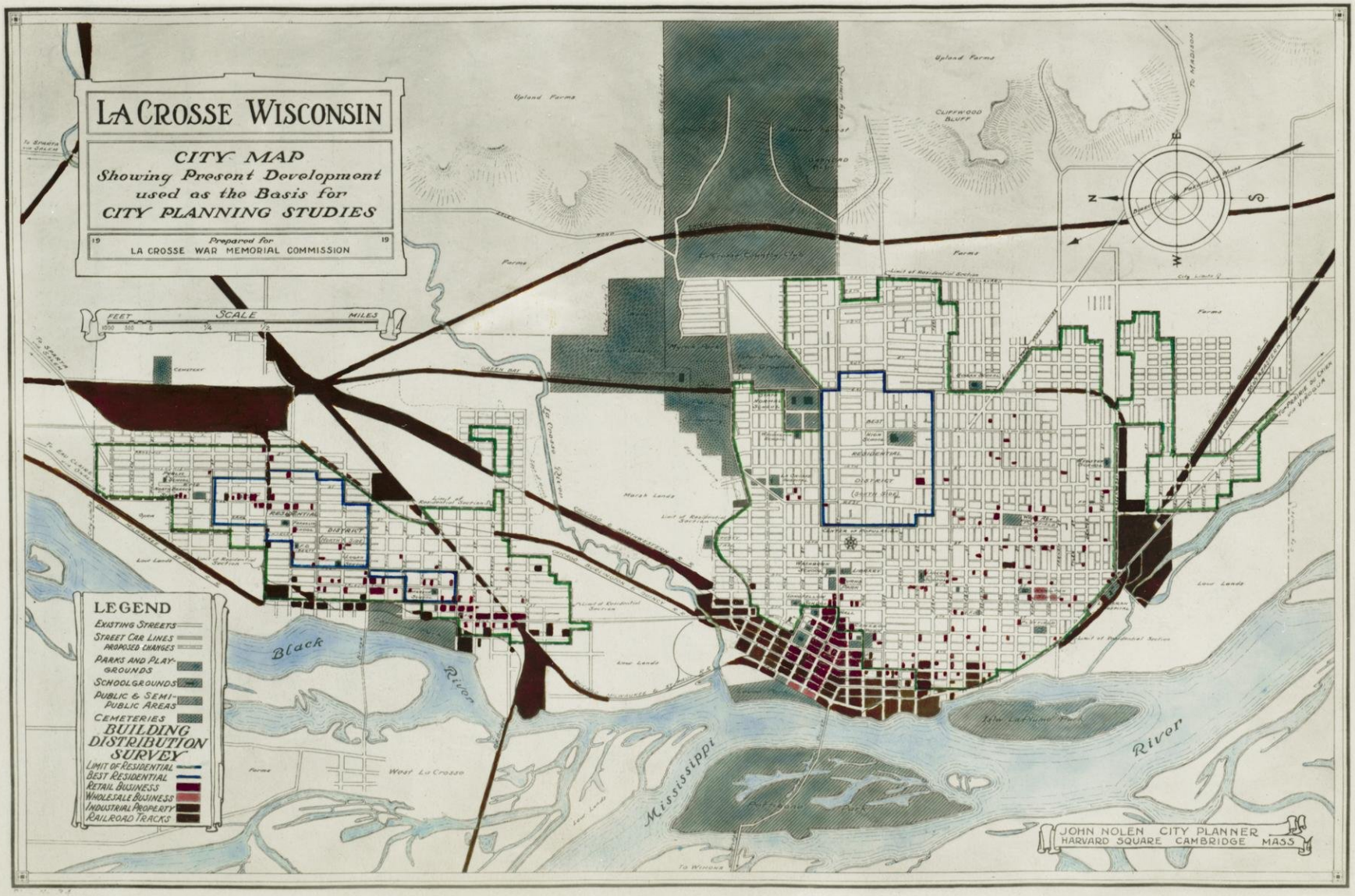
(The U.S. Census gives the area of La Crosse as 6,089 acres)

The above statement shows that with the exception of the marsh and low lands, La Crosse has a smaller percentage of platted but unbuilt upon land than most American cities. This fact is a distinct advantage in the efficient government of the city and in its economical maintenance.

The chief retail business area on the south side is largely in the original town site. It is well concentrated in about fourteen blocks, occupying roughly the area from Vine Street to King Street, and from Front Street to 6th Street.

On the north side the retail business is very scattered, but is more concentrated on the car line streets, and tends to center in the general area proposed for the north side community buildings. One of the purposes of establishing the community center in that neighborhood is to develop a more definite north side retail business district.

As compared with many American cities, La Crosse is peculiar in the wide distribution of stores throughout the city, often consisting of only a single building in what is otherwise a residential district. This situation is well illustrated by the Building Distribution Survey map. It should be mentioned here that the adoption of a zoning ordinance would check this tendency


LA CROSSE WISCONSIN
CITY MAP
Showing Present Development
used as the Basis for
CITY PLANNING STUDIES
19 Prepared for 19
LA CROSSE WAR MEMORIAL COMMISSION
SCALE
FEET
MILES
LEGEND
EXISTING STREETS
STREET CAR LINES PROPOSED CHANGES
PARKS AND PLAY-GROUNDS
SCHOOLGROUNDS
PUBLIC & SEMI-PUBLIC AREAS
CEMETERIES
BUILDING DISTRIBUTION SURVEY
LIMIT OF RESIDENTIAL
BEST RESIDENTIAL
RETAIL BUSINESS
WHOLESALE BUSINESS
INDUSTRIAL PROPERTY
RAILROAD TRACKS
Upland Farms
CLIFFWOOD BLUFF
Farms
Marsh Lands
Low Lands
Black River
Mississippi River
West La Crosse
JOHN NOLEN CITY PLANNER
HARVARD SQUARE CAMBRIDGE MASS

and increase and stabilize property values, both for store and residential purposes.

The wholesale business of La Crosse is extensive and of great importance to the prosperity of the city. There are more than sixty firms of wholesale character, and the city is a jobbing center for a country with a radius of fifty miles, extending into three states. The Regional Survey maps submitted with this report show the wide territory in Wisconsin, Minnesota and Iowa which is tributary to La Crosse. This Regional Survey gives in graphic form information with regard to topography, railroads, highways, population, and the valuation of farm lands.

The industrial property of La Crosse, as shown on the survey map, is distributed mainly along the railroads and on the water front, both in North and South La Crosse. The new city plan with a proposed relocation of the railroads and the establishment of a union station, together with the adoption of a zoning ordinance, will bring about decided advantages in the location and efficiency of industrial property.

La Crosse has service from five railroads - the Chicago & Northwestern, Chicago, Milwaukee & St.Paul, Chicago, Burlington & Quincy, Green Bay & Western, and La Crosse & Southeastern. With the exception of the

La Crosse & Southeastern, these railroads all occupy separate rights of way, and each has its own passenger and freight station. The result is a wasteful, inefficient arrangement for the railroads themselves, and the maximum of inconvenience for the general public. The existing locationsof the railroads, their stations, and other railroad property, are shown graphically on the Building Distribution Survey. The number of grade crossings is large, and the railroad problems as a whole of such a nature as to demand early attention. Before any satisfactory plan can be made for the improvement of the railroad station, the general problems of a city plan for La Crosse must be considered, and a decision made as to the practicability of the reclamation of the marsh lands between North and South La Crosse. Our proposal on this subject is outlined in the report on the city plan.

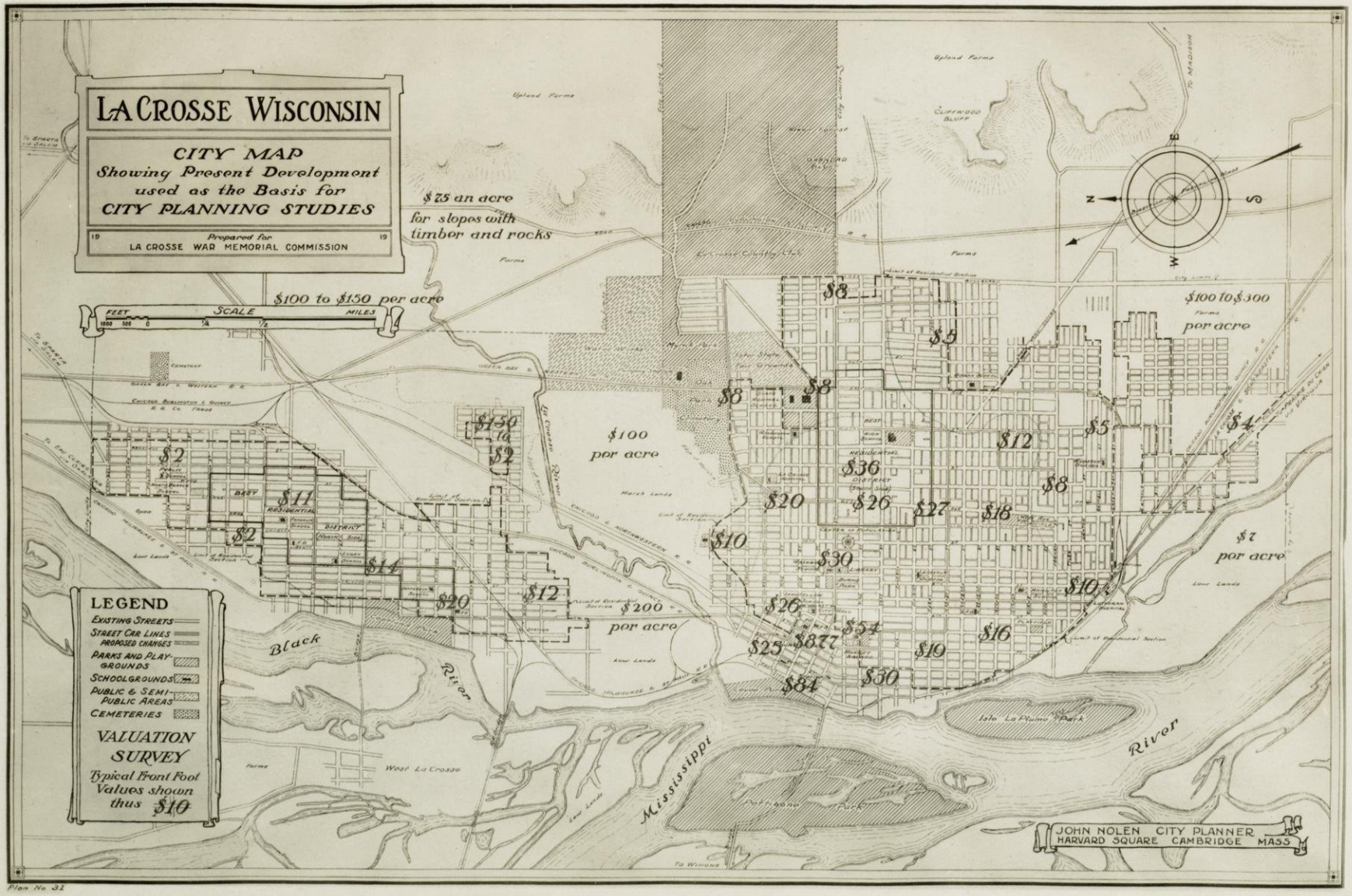
The boundaries of the residential districts in both North and South La Crosse have been shown on the Building Survey map, with a further indication of the districts which have the largest percentage of better developed property. Like most cities laid out on the gridiron plan, there is in La Crosse a monotony in the arrangement of streets and the size and uniformity of blocks and lots, all of which results in a less

attractive residential development than need be. The outlying areas with more irregular topography, and even the level areas still to be platted, could be laid out and developed in a much more interesting style.

The street tree planting in the older sections contributes a substantial element of beauty. In the future much more could be done in this direction. The Appendix to this report includes a statement dealing with the subject of trees and other public plantings, proposing a more definite, thoroughgoing and businesslike municipal policy on this subject.

The Valuation Survey shows that the highest values, $877 per front foot, are in the retail business district near Front and Main Streets. The area of high valuations is very limited, and the diagram indicates a drop within a few blocks to $84 per front foot to the west, $54 to the south, $26 to the east, and $25 to the north. The lowest front foot value in the present retail business district is about $50 per front foot.

The highest valuations for residential property on the south side are in the section from State Street to Madison, and from 11th Street to East Avenue. The bulk of the residential property on the south side ranges from $5 to $26, with an average of about $12 per front


LA CROSSE WISCONSIN
CITY MAP
Showing Present Development
used as the Basis for
CITY PLANNING STUDIES
Prepared for
LA CROSSE WAR MEMORIAL COMMISSION
$25 an acre
for slopes with
timber and rocks
$100 to $150 per acre
$100
per acre
$200 +
per acre
$100 to $300
per acre
$7
per acre
SCALE
FEET
MILES
LEGEND
EXISTING STREETS
STREET CAR LINES
PROPOSED CHANGES
PARKS AND PLAY-GROUNDS
SCHOOLGROUNDS
PUBLIC & SEMI-PUBLIC AREAS
CEMETERIES
VALUATION SURVEY
Typical Front Foot Values shown thus $10
Black River
Mississippi River
Isle La Plume Park
Pettibone Park
West La Crosse
Upland Farms
Cliffwood Bluff
JOHN NOLEN CITY PLANNER
HARVARD SQUARE CAMBRIDGE MASS

Plan No 31

foot. On the north side, residential property ranges from $1.50 to $11 per front foot, with an average of about $7 per front foot.

Farm land in acreage ranges from $100 to $300 per acre, with the exception of some of the low lands, which fall to $7 per acre.

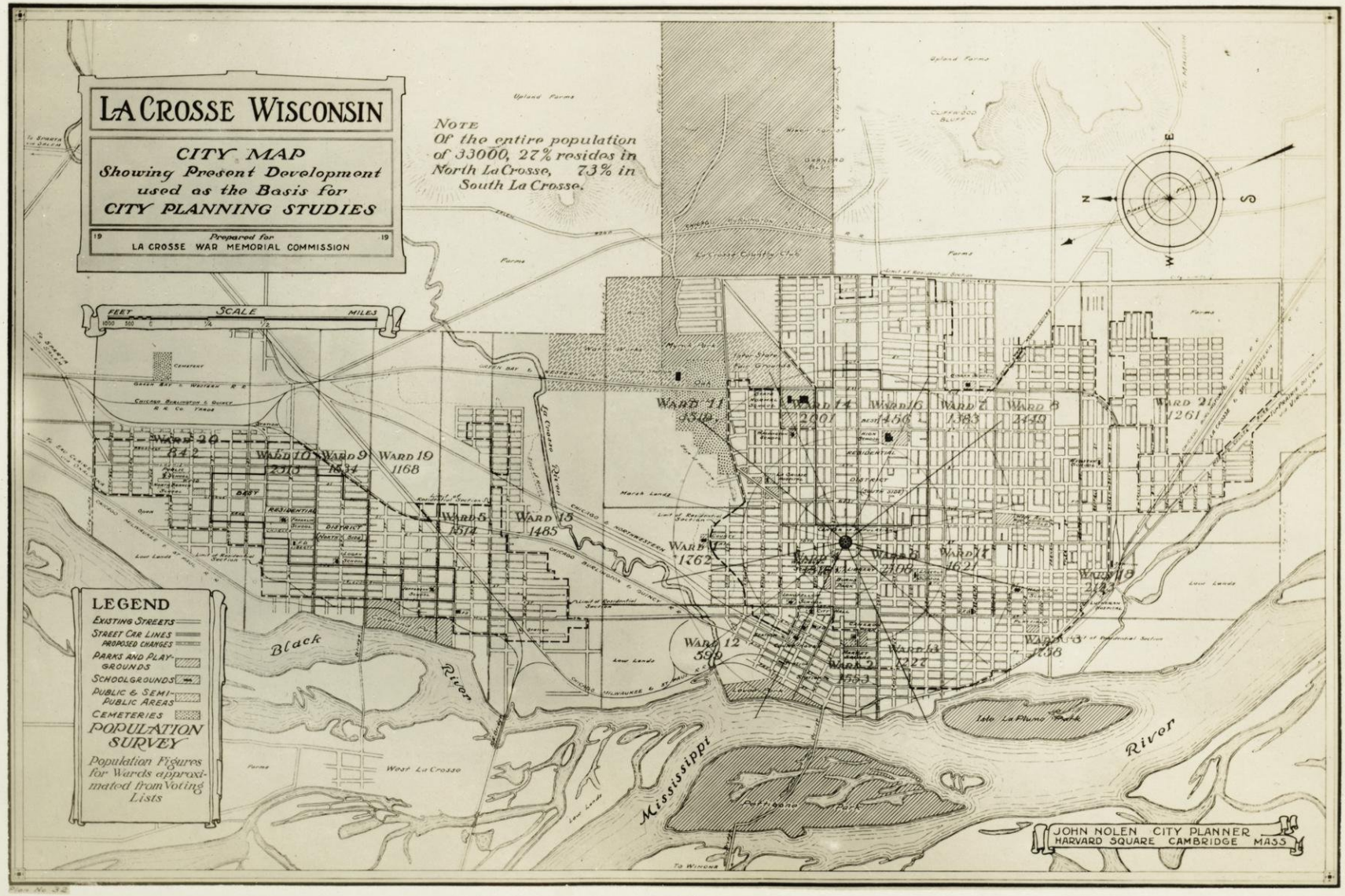
The big marsh between North and South La Crosse has a low valuation - from $100 to $200 per acre, and a total present value of only $141,800. If reclaimed and developed for railroad, industrial and recreation purposes, this area would become one of the chief assets of La Crosse. With this idea in mind, a special statement has been prepared, which is submitted with this report.

The distribution of population and the center of population are shown on the Population Survey.

The population by wards is as follows:

Ward 1	1,762	Ward 12	599
" 2	1,553	" 13	1,227
" 3	1,758	" 14	2,001
" 4	1,310	" 15	1,485
" 5	1,514	" 16	1,456
" 6	2,108	" 17	1,621
" 7	1,383	" 18	2,123
" 8	2,449	" 19	1,168
" 9	1,534	" 20	842
" 10	2,313	" 21	1,261
" 11	1,519	Total -	32,986

North La Crosse	8,856	27% of total
South La Crosse	24,130	73% " "


LA CROSSE WISCONSIN
CITY MAP
Showing Present Development
used as the Basis for
CITY PLANNING STUDIES
Prepared for
LA CROSSE WAR MEMORIAL COMMISSION
NOTE
Of the entire population of 33000, 27% resides in North La Crosse, 73% in South La Crosse.
SCALE
FEET
MILES
LEGEND
EXISTING STREETS
STREET CAR LINES
PROPOSED CHANGES
PARKS AND PLAY-GROUNDS
SCHOOLGROUNDS
PUBLIC & SEMI-PUBLIC AREAS
CEMETERIES
POPULATION SURVEY
Population Figures for Wards approximated from Voting Lists
WARD 11 3510
WARD 14 2001
WARD 16 4466
WARD 2 1383
WARD 8 3440
WARD 20 842
WARD 10 2313
WARD 9 1834
WARD 19 1168
WARD 5 1514
WARD 15 1485
WARD 1 1762
WARD 4 3318
WARD 6 2708
WARD 7 1621
WARD 18 2143
WARD 12 390
WARD 13 1221
WARD 3 1536
WARD 21 1261
Black River
Mississippi River
Isle La Plume
West La Crosse
JOHN NOLEN CITY PLANNER
HARVARD SQUARE CAMBRIDGE MASS

The center of population is in the neighborhood of Main and 10th Streets.

The increase in population will result, probably, in an increasing density in the partly built up areas of the city, especially if the recommendations of the city planner are carried out with regard to the principal features of city development. In addition, the outlying growth will probably be mainly to the southeast, east and northeast, in which directions there is ample opportunity for city expansion.

LOCAL PHOTOGRAPHS

View from Grandad Bluff looking southwest.

View from Grandad Bluff looking northwest.

Main Street showing Cathedral
on axis of the street.

Main Street looking toward river.

Present business center as shown by valuations.

City Hall from Fourth and State Streets. Livery Stable on proposed Post Office site.

Post Office and Court House Park beyond.

State Street looking west from Eighth Street. Site of new school opposite Burns Park.

Store in residence district spoiling appearance of street and depreciating values. Prevented by Zoning.

Looking west from Court House. Possibility of opening a walk on axis to Levee Park.

Looking down Vine Street. Removal of the shed would give view of park and river.

High School, corner of 16th and Cass Street.

Chicago and North-Western Passenger Station.

Alley back of Logan School. Part of Site of North Side Community Center.

Hamilton School surroundings from Johnson Street.

Lincoln School. Surroundings that have resulted from half block standard.

Alley back of Jefferson School. Showing crowded conditions of school grounds.

A view of The Marsh.

Low water front land north of
railroad bridge.

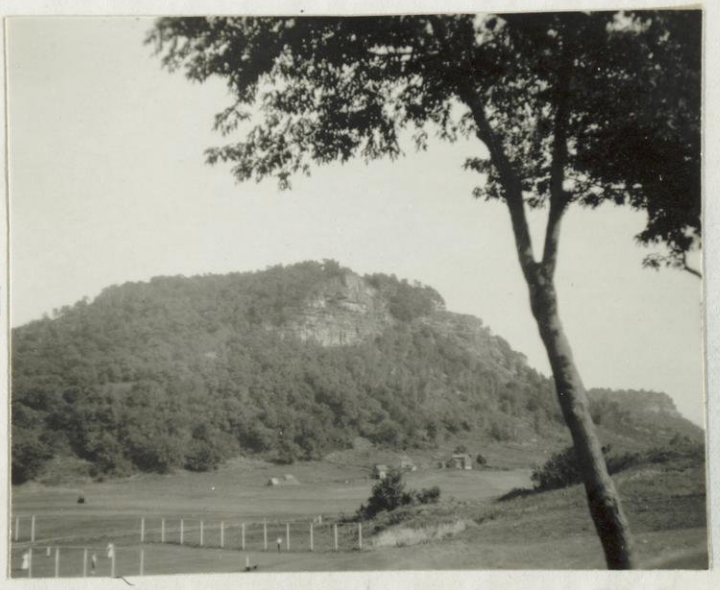
River transportation.

Attractive river scenery near La Crosse.

End of Pettibone Island from
Levee Park.

Grandad Bluff from the head of
Main Street.

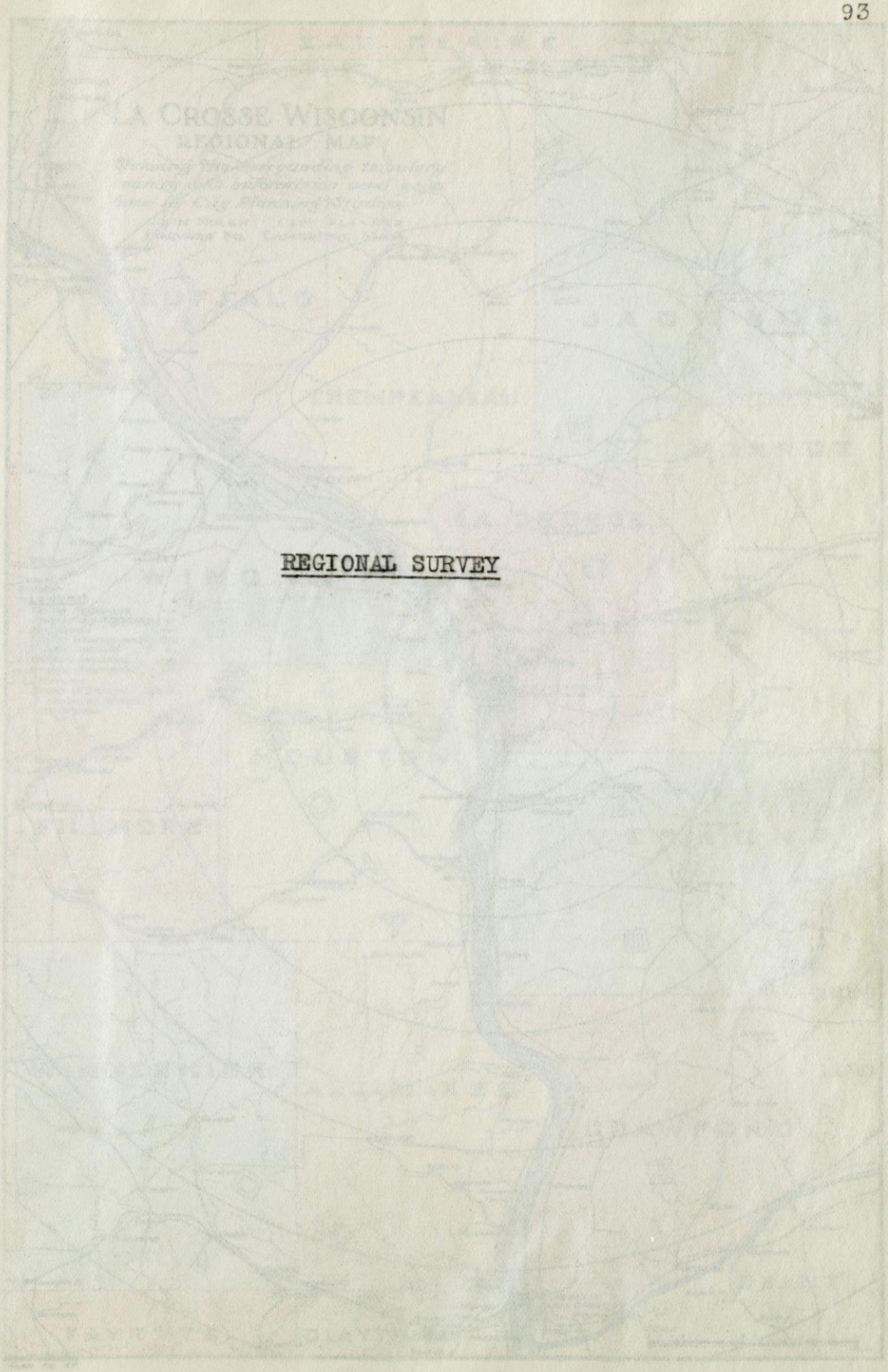
Attractive level landscape at foot of Bluffs. To be added to park properties.



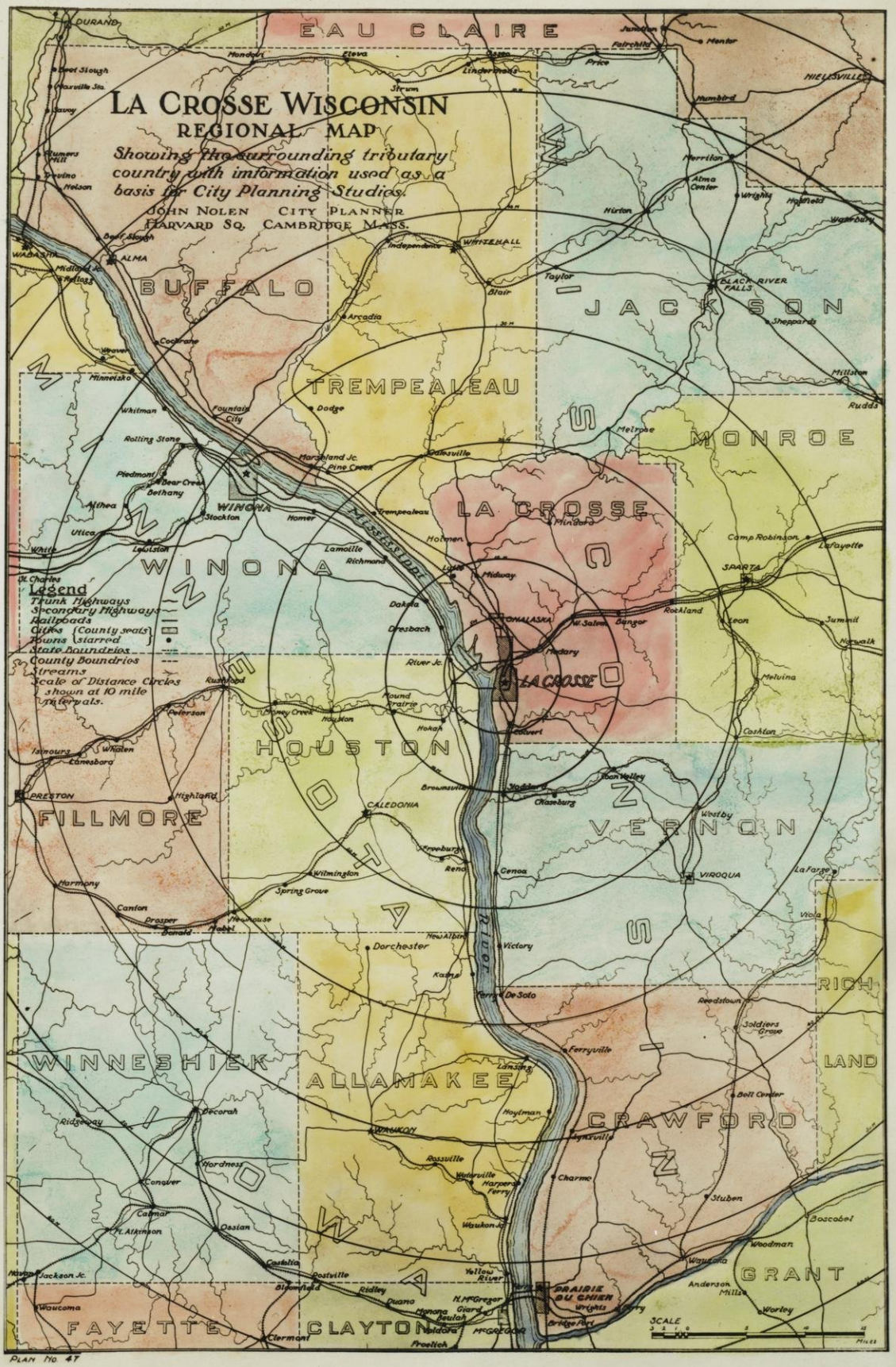
Grandad Bluff as seen from Golf Club.

Looking down Main Street from
Grandad Bluff.

Waste land below Mormon Coulee Road.
Site of proposed Allotment Gardens.



REGIONAL SURVEY


LA CROSSE WISCONSIN
REGIONAL MAP
Showing the surrounding tributary country with information used as a basis for City Planning Studies.
JOHN NOLEN CITY PLANNER
HARVARD SQ. CAMBRIDGE MASS.
EAU CLAIRE
BUFFALO
JACKSON
TREMPEALEAU
MONROE
WINONA
LA CROSSE
HOUSTON
FILLMORE
VERNON
WINNESHIEK
ALLAMAKEE
CRAWFORD
GRANT
FAYETTE
CLAYTON
RICHLAND
Legend
Trunk Highways
Secondary Highways
Railroads
Cities (County seats)
Towns (starred)
State Boundries
County Boundries
Streams
Scale of Distance Circles shown at 10 mile intervals.
MISSISSIPPI RIVER
WISCONSIN
MINNESOTA
IOWA
DURAND
ALMA
WINONA
LA CROSSE
PRESTON
CALEDONIA
VIROQUA
WAUKON
DECORAH
PRAIRIE DU CHIEN
SCALE
MILES
PLAN No. 47

OUTLINE OF REGIONAL SURVEY FOR LA CROSSE, WISCONSIN

A. Population of Counties and of Towns and Cities with over 400 inhabitants according to the 1910 U.S.Census.

Wisconsin

Buffalo County	16,006
Alma	1,011
Cochrane	400
Fountain City	1,031
Trempealeau County	22,928
Arcadia	1,212
Blair	486
Independence	664
Strum	525
Trempealeau	535
Whitehall	703
Jackson County	17,075
Alma Center	1,011
Black River Falls	1,917
Merrilan	625
La Crosse County	43,996
Bangor	692
La Crosse	31,367
Onalaska	1,146
W. Salem	840
Monroe County	28,881
Cashton	568
Norwalk	502
Sparta	3,973
Vernon County	28,116
La Farge	654
Viola	671
Viroqua	2,059
Westby	902

Crawford County	16,288
Prairie du Chien	3,149
Soldiers Grove	667
Wauzeka	476

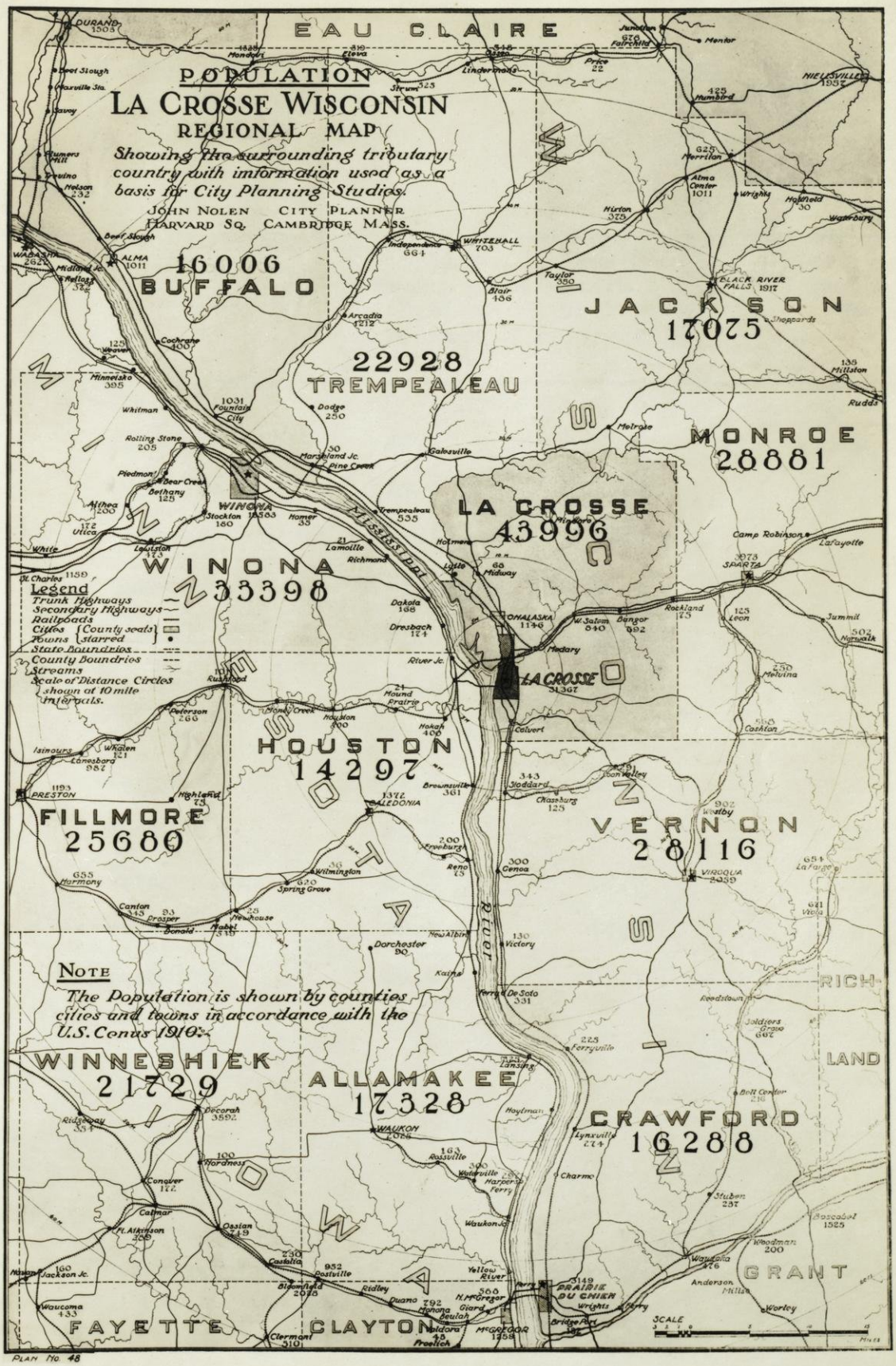
Minnesota

Winona County	33,398
Lewiston	473
St. Charles	1,159
Winona	18,583
Houston County	14,297
Caledonia	1,372
Hokah	400
Houston	700
Spring Grove	620
Fillmore County	25,680
Harmony	655
Lanesboro	987
Mabel	549
Preston	1,193
Rushford	1,011

Iowa

Allamakee County	17,328
Postville	952
Waukon	2,025
Winneshiek	21,729
Decorah	3,592
Ossian	749

The percentage of agricultural population including all villages under 400 population is 67.55%.


POPULATION
LA CROSSE WISCONSIN
REGIONAL MAP
Showing the surrounding tributary country with information used as a basis for City Planning Studies.
JOHN NOLEN CITY PLANNER
HARVARD SQ. CAMBRIDGE MASS.
EAU CLAIRE
BUFFALO
16006
TREMPEALEAU
22928
JACKSON
17075
MONROE
28881
LA CROSSE
43996
WINONA
33398
HOUSTON
14297
FILLMORE
25680
VERNON
28116
WINNESHIEK
21729
ALLAMAKEE
17328
CRAWFORD
16288
RICHLAND
GRANT
FAYETTE
CLAYTON
Legend
Trunk Highways
Secondary Highways
Railroads
Cities (County seats)
Towns (starred)
State Boundries
County Boundries
Streams
Scale of Distance Circles shown at 10 mile intervals.
NOTE
The Population is shown by counties cities and towns in accordance with the U.S. Census 1910.
MISSISSIPPI RIVER
WISCONSIN
MINNESOTA
IOWA
DURAND
ALMA
WABASHA
WINONA
STOCKTON
TREMPEALEAU
GALESVILLE
MELROSE
BLACK RIVER FALLS
MELLVILLE
HIXTON
TAYLOR
WHITEHALL
ARCADIA
COCHRANE
MINNIESKA
WHITMAN
DODGE
ROLLING STONE
PIEDMONT
BETHANY
ALTURA
UTICA
LEWISTON
LAMOILLE
RICHMOND
HOMER
MARSHLAND JC.
PINE CREEK
FOUNTAIN CITY
MIDWAY
HOMER
DAKOTA
DRESBACH
ONALASKA
MEDARY
WEST SALEM
BANGOR
ROCKLAND
SPARTA
CAMP ROBINSON
LAFAYETTE
LEON
SUMMIT
NORWALK
MELVINA
COCHRAN
RIVER JC.
HOKAH
HOUSTON
MOUND PRAIRIE
MONEY CREEK
RUSHFORD
PETERSON
CALEDONIA
BROWNSVILLE
JOSSLYN VALLEY
JODDARD
CHATSBURG
FREEBURG
RENO
GENOA
VIROQUA
WILMINGTON
SPRING GROVE
HARMONY
CANTON
PRESTON
HIGHLAND
FILLMORE
ISINOURS
WHALEN
LANESBORO
NEWHOUSE
PROSPER
DONALD
MABEL
DORCHESTER
NEW ALBIN
VICTORY
KAMA
FERRYVILLE
DE SOTO
HAYLMAN
WAUKON
DECORAH
RIDGEWAY
CONOVER
HARDNESS
CALMAR
FT. ATKINSON
OSSIAN
CASTALIA
POSTVILLE
BLEAMFIELD
RIDLEY
LYNXVILLE
CHARMO
STUBEN
ROSSVILLE
WATERVILLE
HARPERS FERRY
WAUKON JC.
YELLOW RIVER
PRAIRIE DU CHIEN
WRIGHTS
FERRY
BRIDGE PORT
MCGREGOR
GUARD
GIARD
BEULAH
HARPER
WAUCOMA
JACKSON JC.
CLERMONT
FREDRICH
WOODMAN
WORLEY
ANDERSON MILLS
WAUZEKA
BOSCOBEL
SOLDIERS GROVE
READSTOWN
BELL CENTER
SCALE
Miles

PLAN No. 48

B. Nativity of White Population by Counties

State	County	Per Cent Native White of Native Parentage	Per Cent Native White of Foreign Parentage	Per Cent Foreign Born
Iowa	Allamakee	43.6	42.2	14.0
	Winnishiek	37.6	45.6	17.0
Minnesota	Fillmore	39.5	43.9	16.5
	Houston	31.2	50.4	18.4
	Winona	32.0	48.4	19.5
Wisconsin	La Crosse	32.6	47.3	20.1
	Monroe	44.1	38.5	15.4
	Vernon	49.0	36.1	14.4
	Buffalo	36.6	46.9	16.5
	Trempealeau	27.2	50.9	21.8
	Jackson	35.5	44.3	18.9
	Crawford	38.0	38.1	22.7

C. Occupation -

The general occupation in all the counties of the district is agriculture.

Some of the larger communities have manufacturing establishments of various size and importance. They are as follows:-

Alma (Buffalo Co.)

Alma Brewing Company

Prairie du Chien (Crawford Co.)

Elysian Mineral Water Co.
Irqusia Pearl Button Co.
Prairie du Chien Brewing Co.
Prairie du Chien Woolen Mills

Sparta (Monroe Co.)

American Cigar Co.
Jefferson Leaf Tobacco Co.
Sparta Sash & Door Co.

Tomah (Monroe Co.)

Badger Cigar Co.
Crosset Mfg. Co. (Sash & doors)
C. A. Goodyear Co.(Lumber manufacturers)

Viroqua (Vernon Co.)

Fred Eckhart Co. (Tobacco Warehouse)
McIntosh Leaf Tobacco
Viroqua Creamery Co.
Viroqua Elec. Co.
Viroqua Roller Mills

West Salem(La Crosse Co.)

West Salem Canning Co.

Note:- Information for Iowa and Minnesota unavailable.

D. Valuation of Agricultural Land based upon figures obtained from the U.S. 1910 Census. (These figures do not represent the present value of the land and can be used only for comparison.)

Average valuation per acre with improvements - by counties:-

Wisconsin

Buffalo County	$24.44
Trempealeau Co.	28.18
Jackson Co.	23.11
La Crosse Co.	28.90
Monroe Co.	26.02
Vernon Co.	32.55
Crawford Co.	21.51

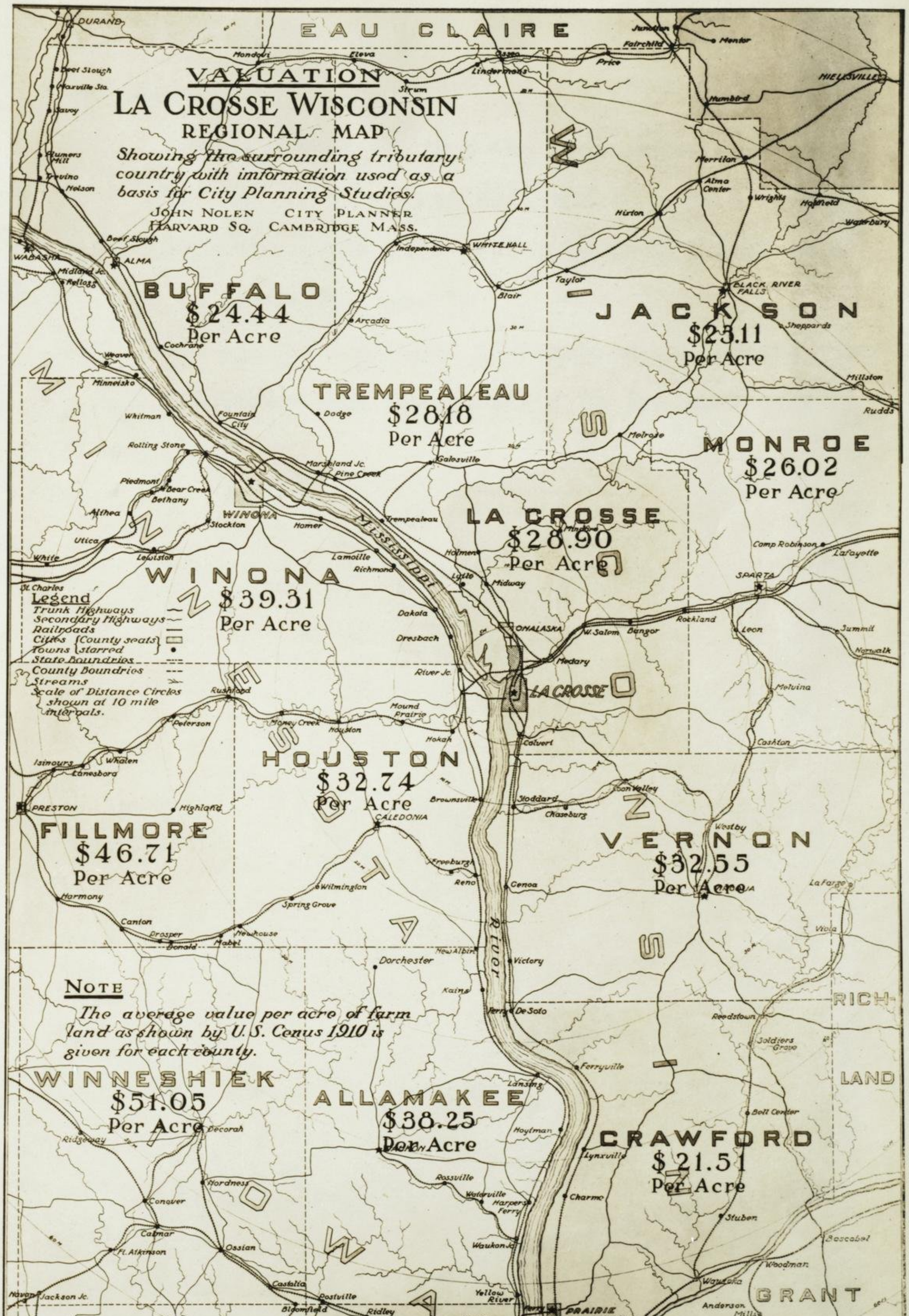
Minnesota

Winona Co.	$39.31
Houston Co.	32.74
Fillmore Co.	46.71

Iowa

Allamakee Co.	$38.25
Winneshiek Co.	51.05

The above variation in value is due largely to the type of soil in the different localities. It will be noticed that the Wisconsin counties are comparatively low in value. The soil of these counties is widely variable due to partial glaciation and the soil is usually of a sandy or clay loam. The valuation in the Minnesota counties is slightly higher and here we also find a better general quality of soil which is prevailingly of a soft silt loam with the exception of the River Terraces which range from dark to gravelly, well drained



VALUATION
LA CROSSE WISCONSIN
REGIONAL MAP
Showing the surrounding tributary country with information used as a basis for City Planning Studies.
JOHN NOLEN CITY PLANNER
HARVARD SQ. CAMBRIDGE MASS.
EAU CLAIRE
BUFFALO
$24.44
Per Acre
TREMPEALEAU
$28.18
Per Acre
JACKSON
$23.11
Per Acre
MONROE
$26.02
Per Acre
LA CROSSE
$28.90
Per Acre
WINONA
$39.31
Per Acre
HOUSTON
$32.74
Per Acre
FILLMORE
$46.71
Per Acre
VERNON
$32.55
Per Acre
WINNESHIEK
$51.05
Per Acre
ALLAMAKEE
$38.25
Per Acre
CRAWFORD
$21.51
Per Acre
FAYETTE
CLAYTON
GRANT
RICH-
LAND
MINNESOTA
WISCONSIN
IOWA
Mississippi
River
LA CROSSE
Legend
Trunk Highways
Secondary Highways
Railroads
Cities (County seats
Towns (starred
State Boundries
County Boundries
Streams
Scale of Distance Circles shown at 10 mile intervals.
NOTE
The average value per acre of farm land as shown by U. S. Cenus 1910 is given for each county.
SCALE

PLAN No. 49

and fertile loams.

In the Iowa counties we find the highest valuations. Here too we have the best quality soil which is of a rich loam except along the river where there is an alluvial soil tending toward a gravelly loam.

Tabulation sheet of general information concerning farming and farm properties (by counties) is in the La Crosse Project Book.

GENERAL CROP VALUATION FOR PRODUCTS OF INDIVIDUAL COUNTIES

State	County	Cereals	Other Grains and Seeds	Hay and Forage	Vegetables	Fruits and Nuts	All other Crops
Iowa	Allamakee	1,467,085	35,252	609,286	97,480	20,260	146,100
	Winnishiek	2,329,346	114,948	705,384	112,009	20,089	121,410
Minnesota	Winona	1,905,936	69,871	437,321	140,143	43,060	115,756
	Houston	1,291,525	27,905	426,089	76,067	27,261	130,666
	Fillmore	2,665,502	304,237	659,683	101,569	45,041	150,225
Wisconsin	La Crosse	949,025	4,378	405,252	122,072	34,053	179,945
	Monroe	1,247,168	19,966	757,899	147,761	121,831	295,219
	Vernon	1,216,502	14,083	847,602	150,488	41,143	928,053
	Buffalo	1,865,264	19,911	476,585	87,795	18,746	135,336
	Trempealeau	1,613,431	54,977	772,193	85,324	26,581	195,279
	Jackson	1,007,191	61,011	477,084	96,831	48,738	163,022
	Crawford	745,001	12,699	524,975	89,506	29,780	395,683

SUPPLEMENTARY

WISCONSIN

Names of some states suggest to the average person's mind merely a red or a blue spot on the map of the country. The names of other states suggest certain accomplishments. Wisconsin, the cow-dom of America owes its prominence to its actual agricultural greatness, attained through the ability and willingness of its people to cooperate.

Agricultural teamwork, which began in the days before the Civil War, when the farmer pioneers organized logging bees and houseraisings, and which shows itself today in the active cooperation of Wisconsin's experimenters and farmers, is responsible for the rural wealth of the Badger state. As one Eastern writer states, "In Wisconsin the Agricultural College is as close to him who tills the soil as is his common school."

Back of it all there lies, of course, the natural productiveness of the soil and the abundancy of rainfall, but it is good cooperation that has given Wisconsin its distinct personality.

Teamwork has made it the leading dairy state in the Union. With her dairy cows Wisconsin could completely fill one side of a dairy barn extending from its eastern boundary to the Atlantic--for the number of milch cows in the state is over 1,800,000.

With her young cattle and miscellaneous live stock--other than the dairy type--Wisconsin could fill the other side of the dairy barn. The state is the center of the Guernsey industry of America--in fact there are more and better Guernsey cattle in Waukesha County, Wisconsin, alone than there are on the Isle of Guernsey! It was a Wisconsin Guernsey cow that was the first in the country to produce 1000 pounds of butter in a year. Holstein cattle are found in number second only to the number in New York state, and the supremacy of New York is being constantly threatened by the Badgers.

Over sixty thousand silos, or enough to encircle the earth at the equator at some 130 rod intervals are used in Wisconsin to store 50 per cent of its corn crop as silage for feeding. This number of silos is greater than that found in any other state in the Union.

Wisconsin is the greatest butter and cheese state in the country--in fact one-half of the nation's cheese and one-twelfth of its butter is manufactured in Wisconsin. The state's milk condensery industry is growing so rapidly that it has been estimated that Wisconsin could furnish all the milk needed by our troops in France in condensed form, and then have enough left to give every single man, woman and child in the United States a can.

Wisconsin was the first state to hold Farmers' Institutes; has the oldest horticultural society; greatest number of stock breeders' associations; leads as a potato growing state; grows about 50,000,000 pounds of tobacco every year; ranks third in the production of cabbage; has five beet sugar factories; has third lowest rate of mortality as compared with other states; markets more pedigreed seed than any other state; there is more corn per acre than any other Mississippi Valley state; the pea packing industry represents 40 per cent of the entire country; farmers own 60 per cent of the automobiles; has the largest tannery in the United States; the largest creamery in the world; is said to have more good hotels in the small cities than any other state; has the largest zinc and oxide plant; has the largest ore dock; largest grain elevator in the world; furnishes over half the cheese manufactured in the United States; has more dairy cattle than any other state; has more silos; produces enough cranberries to make 4,000,000 good-sized cranberry pies; brings about 70,000 acres of new land under the plow every year; manufactures about $60,000,000 in value of lumber each year, mostly hardwood now, and still has about 9,000,000 acres of farming lands waiting clearing; has one four-year course high school for every day in the year; about 650 state graded schools; 6,643 one-room schools; twenty-eight country training schools for teachers; 15,553 teachers; 801,000 persons of school age; seven county schools of agriculture and domestic science, etc., etc., etc. What do you think of Wisconsin? Take off your hats!

SELECTED LIST OF SPECIAL REFERENCES ON CITY PLANNING

ADAMS, THOMAS. Rural Planning and Development. Commission of Conservation, Ottawa, 1917

BIRD, CHARLES S. Town Planning for Small Communities. National Municipal League Series. 1917

LEWIS, NELSON P. The Planning of the Modern City. New York, 1916

MAWSON, THOMAS, H. Civic Art; Studies in Town Planning, Parks, Boulevards and Open Spaces. London, 1911 375 pp.

MOODY, WALTER D. What of the City? Chicago, 1919

NATIONAL CONFERENCE ON CITY PLANNING. Proceedings. Boston, 1910. Published annually. The proceedings of the first conference (1909) are contained in United States, 61st Congress, 2d session, Senate doc. 422.

NETTLEFOLD, J.S. Practical Town Planning. London, 1914 493 pp.

NOLEN, JOHN. Handbook of City Planning. National Municipal League Series. New York, 1916.

-----, New Ideals in the Planning of Cities, Towns and Villages. (In Press)

PURDOM, C.B. The Garden City; a Study in the Development of a Modern Town. London, 1913. 329 pp.

ROBINSON, C.M. The Improvement of Towns and Cities, or the Practical Basis of Civic Aesthetics. 4th ed., New York, 1913. 313 pp.

-----, Modern Civic Art, or the City Made Beautiful. 2d ed., New York, 1904. 381 pp.

-----, City Planning With Special Reference to the Planning of Streets and Lots. New York and London, 1916. 330 pp.

TRIGGS, H.I. Town Planning; Past, Present, and Possible. London, 1909. 334 pp.

UNWIN, RAYMOND. Town Planning in Practice: An Introduction to the Art of Designing Cities and Suburbs. London, 1911. 416 pp.

SELECTED LIST OF SPECIAL REFERENCES ON INDUSTRIAL HOUSING AND TOWN PLANNING

ADAMS, THOMAS. Rural Planning and Development. Commission of Conservation, Ottawa, 1917.

CADBURY, GEORGE; JR. Town Planning (with special reference to Birmingham, England schemes.) London, 1915.

CULPIN, EWART G. The Garden City Movement Up-To-Date. London, 1912.

FORD, JAMES. The Housing Problem. Department of Social Ethics, Harvard University. Publication, No. 5. 1911.

----, Residential and Industrial Decentralization. In "City Planning", National Municipal League Series. New York, 1916.

GOODYEAR TIRE AND RUBBER COMPANY. Goodyear Heights. Prospectus. Akron, Ohio.

HARVEY, W. ALEXANDER. The Model Village and its Cottages: Bournville, London, 1906.

HOWARD, EBENZER. Garden Cities of Tomorrow. London, 1902.

KILHAM, WALTER H. The Planning of the Low-Cost House. "Architecture" October, 1915.

NETTLEFOLD, J.S. Practical Housing. Letchworth, England, 1908.

NOLEN, JOHN. The Industrial Village. National Housing Association Publications. No. 50. New York, 1918.

----, More Houses for Bridgeport. Chamber of Commerce, Bridgeport, 1916.

----, The Subdivision of Land. In "City Planning", National Municipal League Series. New York, 1916.

PURDOM, C.B. The Garden City; a Study in the Development of a Modern Town. London, 1913. 329 pp.

SOUTHERN PINE ASSOCIATION. Homes for Workmen. New Orleans, 1919.

TAYLOR, GRAHAM ROMEYNE. Satellite Cities. National Municipal League Series. New York, 1915.

VEILLER, LAWRENCE. Buildings in Relation to Street and Site. National Conference on City Planning Proceedings, 1911.

YEOMANS, ALFRED B. City Residential Land Development. Chicago, 1916.