



Village of La Farge Main Street Planning

Public Open House No. 2
February 27, 2020

Presented By:

Sarah M. Pittz and Katherine A. Westaby

vierbicher
planners | engineers | advisors



vision to reality



Main Street Planning

Agenda

- Public Engagement Results
- Land Use Scenarios
- Market Analysis
- Next Steps
- Activities
 - Streetscape Design





Public Engagement Results

Process Thus Far

- 2 days conducting stakeholder interviews and focus groups
- Public Workshop No. 1 on 2/13/2020
 - SWOT (Strengths, Weaknesses, Opportunities & Threats) Analysis
 - Land Use Scenarios
 - Development & Redevelopment Opportunities



Public Engagement Results

Challenges

- Lack of Daycare facilities.
- Difficulty recruiting employees to rural area; families don't want to live here.
- Not enough year-round population to support businesses.
- Main St. is deteriorating.
- The river.
- Buildings need to be aesthetically appealing.
- Need more retail.





Public Engagement Results

Existing Conditions

- La Farge is more of a destination community than a community that people want to live in.
- Have a higher percentage of elderly residents.
- It's less expensive to live here than other communities in the area.
- Quality resources for such a small community.
- High volume of people move through the community during the summer months.



Public Engagement Results

Local Business Climate

- Businesses are closing or for sale. Concern about succession planning.
- Phil & Deb's is the only place to eat in town.
- Gas station caters to the tourist crowd (particularly those on the river) the best.
- Need combination businesses
- Is there a better location for some businesses currently on Main Street?





Public Engagement Results

Housing

- Subdivisions are close to being built out. No more areas within the Village for residential growth.
- Shortage of housing options available.
- Multi-family and elderly housing is full; market could support more.
- People displaced by the flooding want to stay here, but there is no housing available.
- No housing available for large families.



Public Engagement Results

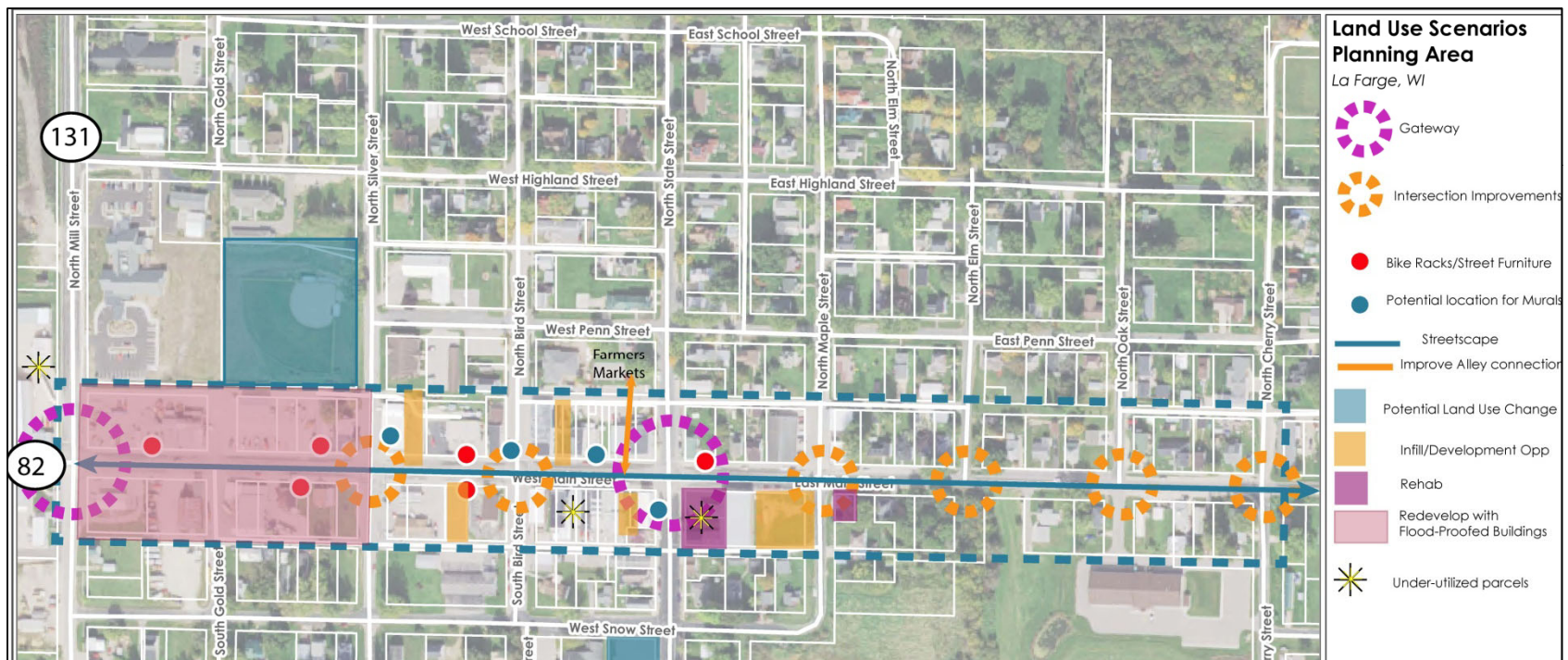
Future Opportunities

- Village should be aggressive and create a Community Development Authority to make projects happen.
- Should focus more on arts, artisans, recreational tourism.
- Should provide amenities & specialty businesses to support existing tourist population (ie: new canoe landing, Laundromat for campers, niche retailers, way-finding, water bottle filling stations, etc).
- Share our history and story re: flooding.
- Create opportunities to support business start-ups.



Public Engagement Results

Land Use Scenarios



Market Analysis

Geographic Boundaries

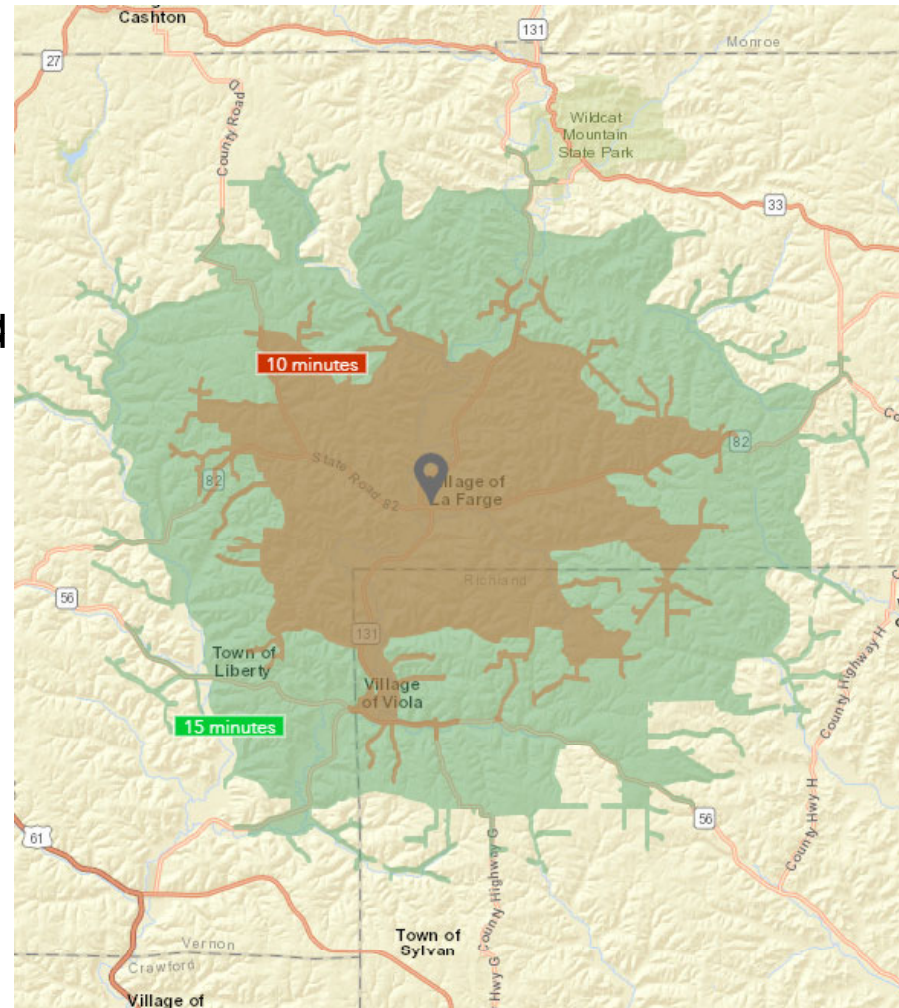
- Village
- Primary Trade Area
- Secondary Trade Area
- Laborshed
- County



Market Analysis

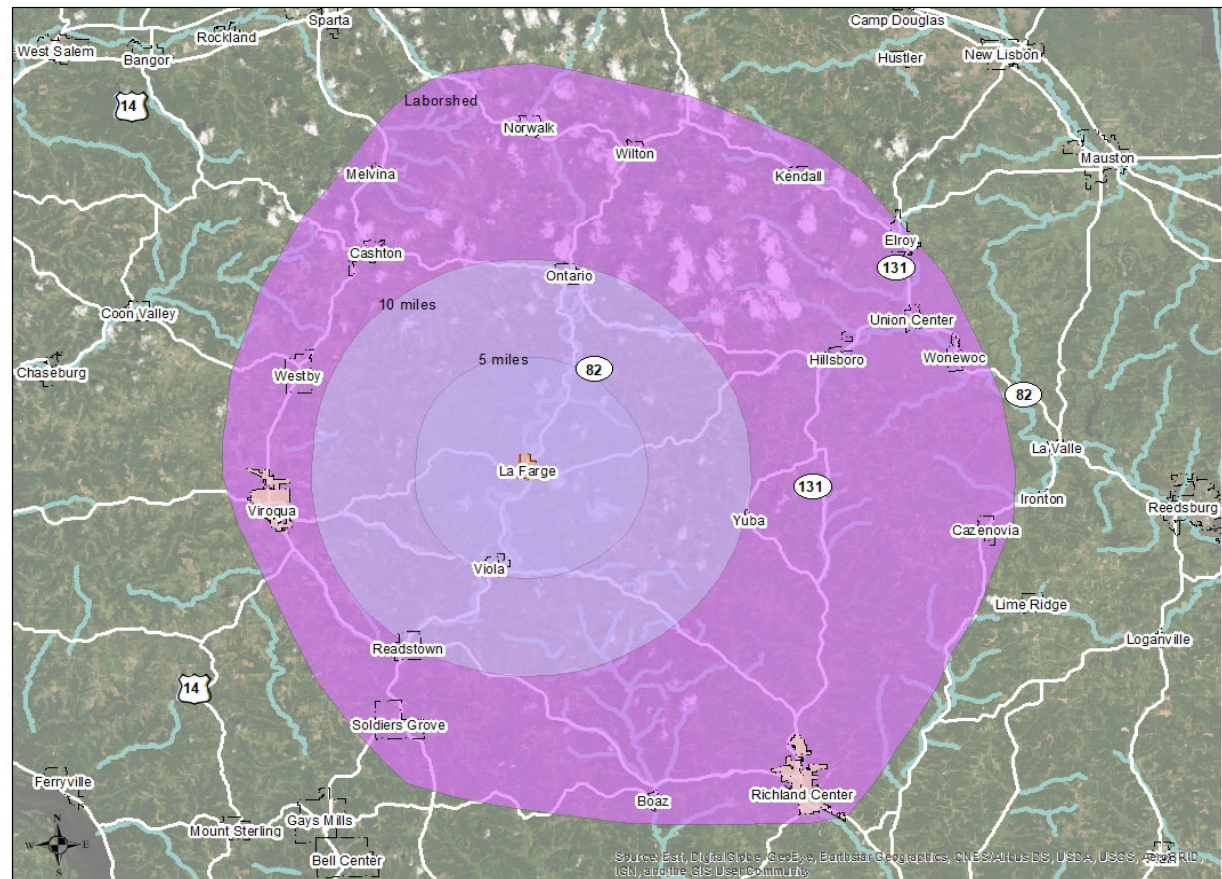
Trade Area

- Primary Trade Area
 - 10-minute drive
- Secondary Trade Area
 - 15-minute drive



Market Analysis

Laborshed



Market Analysis

Demographic Profile

	La Farge	Trade Area	Laborshed	Vernon County
Total Population				
2010	746	3,515	44,329	29,773
2019	757	3,788	45,277	30,968
2024	767	3,907	45,747	31,669
Percent Change 2010 to 2024	2.8%	11.2%	3.2%	6.4%
Household Units				
2010	375	2,105	17,321	13,720
2019	385	2,271	17,797	14,468
2024	392	2,356	18,012	14,855
Percent Change 2010 to 2024	4.5%	11.9%	4.0%	8.3%
Household Size				
2010	2.20	2.05	2.52	2.53
2019	2.17	2.03	2.50	2.52
2024	2.15	2.02	2.50	2.51
Percent Change 2010 to 2024	-2.3%	-1.5%	-0.8%	-0.8%



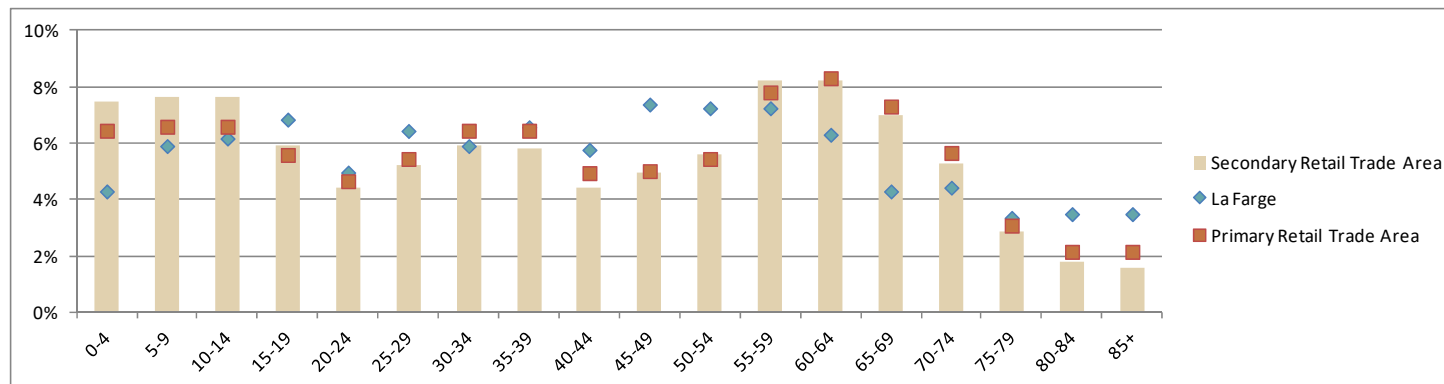
Market Analysis

Demographic Profile

Population Distribution

	La Farge	Trade Area	Laborshed	Vernon County	State of Wisconsin
Population Under 18	23.0%	27.4%	27.5%	26.3%	24.5%
Population 65+	19.0%	19.2%	18.4%	20.4%	17.0%
Median Age	45.40	40.90	41.40	42.90	39.60

Population Distribution by Age Category



Market Analysis

La Farge Socioeconomic Market

Prairie Living 56.9%



LifeMode Group: Cozy Country Living

Prairie Living



TAPESTRY
SEGMENTATION
esri.com/tapestry

MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Many own a truck, riding lawn mower, and ATV/UTV and have a satellite dish.
- They purchased plants and seeds in the past year for their vegetable garden, where their tiller comes in handy.
- They favor banking in person, have noninterest checking accounts, invest in CDs (more than 6 months), and have term/whole life insurance.
- They are pet owners.
- Leisure activities include fishing, hunting, boating, camping, and attending country music concerts.
- Residents prefer to listen to faith and inspirational, as well as country music on the radio.
- They read the local newspaper as well as home service, and fishing/hunting magazines.
- They contribute to religious organizations and belong to religious clubs.
- Walmart is a favorite shopping stop; Subway is a favorite eating spot.

HOUSING

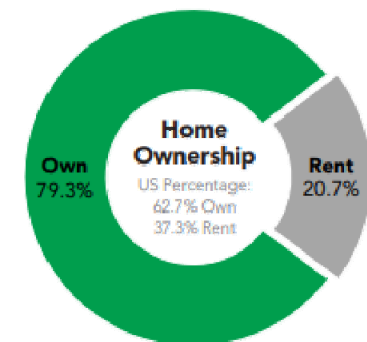
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

Median Value:
\$139,800

US Median: \$207,300



Market Analysis

La Farge Socioeconomic Market

– Heartland Communities 35.1%



LifeMode Group: Cozy Country Living

Heartland Communities



TAPESTRY
SEGMENTATION
esri.com/tapestry

MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

HOUSING

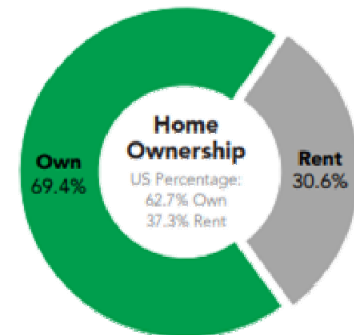
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

Median Value:
\$95,700

US Median: \$207,300



Market Analysis

La Farge Socioeconomic Market

Rooted Rural 7.5%



MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- More than half of the households have a high-speed Internet connection.
- They use a satellite dish to watch CMT, the History Channel, and GSN (Game Show Network).
- Pets are popular—dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio, country, and gospel music.
- Many are on Medicare and frequent the Walgreens pharmacy.

HOUSING

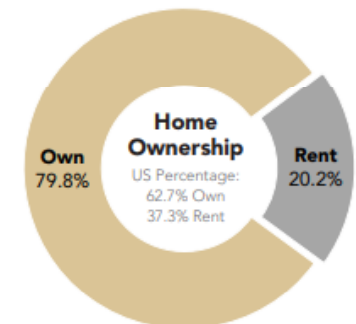
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family;
Mobile Homes

Median Value:
\$112,800

US Median: \$207,300



Market Analysis

Housing

Owner vs Renter

	La Farge	Trade Area	Laborshed	Vernon County	State of Wisconsin
Number of Units	385	2,271	1,797	13,720	-
Owner Occupied	60.3%	61.0%	62.3%	65.3%	57.3%
Renter Occupied	28.3%	14.3%	21.4%	18.8%	29.2%
Vacant	11.4%	24.8%	16.3%	15.9%	13.5%

Housing Income Profile

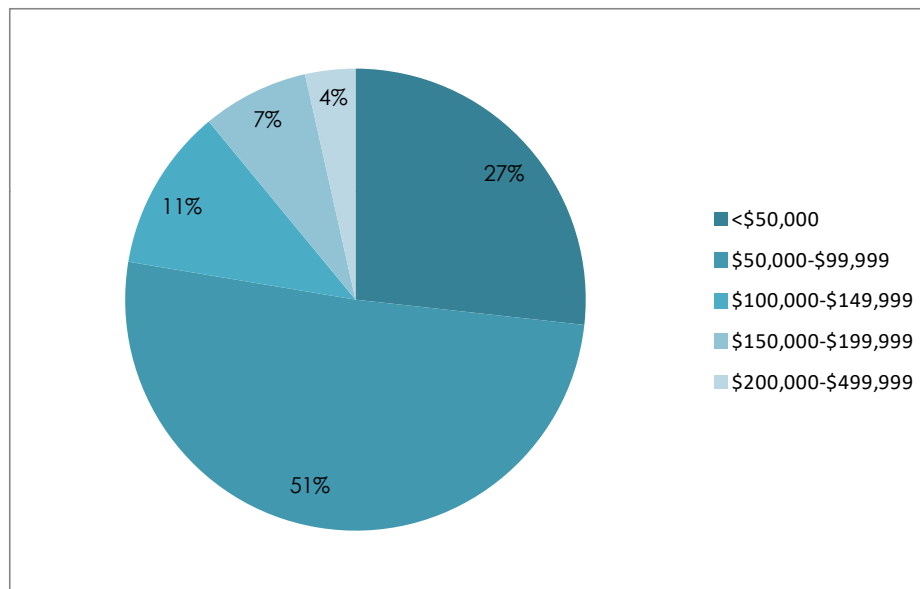
	La Farge		Trade Area		Laborshed		Vernon County		State of Wisconsin	
	2019	2024	2019	2024	2019	2024	2019	2024	2019	2024
Median Household Income	40,023	45,654	47,368	53,851	50,042	55,595	51,807	56,875	59,087	67,243
Per Capita Income	22,142	25,308	23,706	27,606	25,357	29,104	26,394	30,273	32,047	36,642
Median Single Family Home	87,624	91,495	169,915	191,949	151,642	166,707	164,756	178,713	193,857	217,826



Market Analysis

Housing

Percent of Housing Stock within Housing Values Range



Age of Homes

Age of Homes	La Farge
Built 2014 or later	3
Built 2010 to 2013	2
Built 2000 to 2009	35
Built 1990 to 1999	27
Built 1980 to 1989	22
Built 1970 to 1979	61
Built 1960 to 1969	35
Built 1950 to 1959	42
Built 1940 to 1949	19
Built 1939 or earlier	125

Type of Vacancy

Type of Vacancy	Numbers	Percentage
For Rent	13	30%
Rented-Not Occupied	1	2%
For Sale Only	9	21%
Sold-Not Occupied	0	0%
Seasonal/Recreational/Occas	8	19%
For Migrant Workers	8	19%
Other Vacant	12	28%
Total	43	100%

Market Analysis

Housing

- Workforce Housing
 - 60% to 120% of Area Median Income
- 30% or 2.5 times income

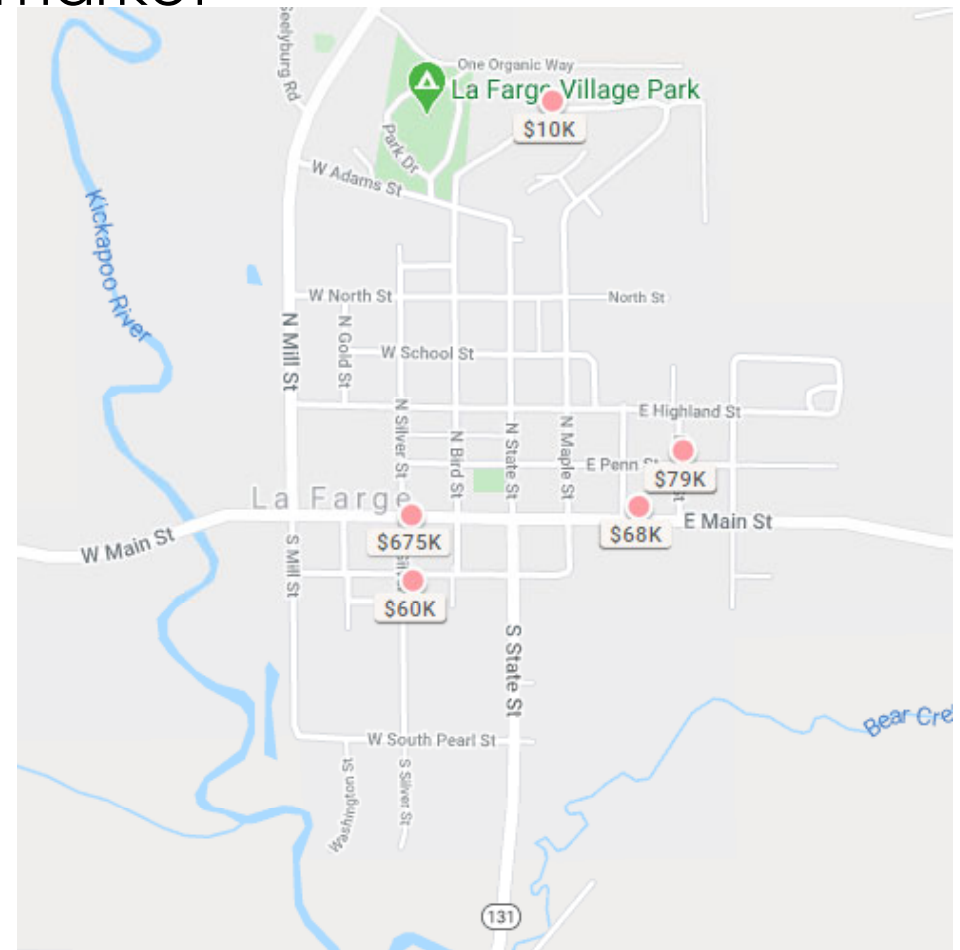
Owner vs Renter

Percentage of AMI		60% AMI	80% AMI	100%AMI	120% AMI
La Farge Household Median Income	\$36,985	\$22,191	\$29,588	\$36,985	\$44,382
Median Sales Price - Single Family Home	\$87,624	\$87,624	\$87,624	\$87,624	\$87,624
Affordable Mortgage (2.5 times incomes)		\$55,478	\$73,970	\$92,463	\$110,955
Affordability Gap - Owner Occupied		-\$32,146.50	-\$13,654.00	\$4,838.50	\$23,331.00
Median Annual Rent \$475x12=	\$5,700	\$5,700	\$5,700	\$5,700	\$5,700
Affordable Rent (30% of income)		\$6,657	\$8,876	\$11,096	\$13,315
Affordability Gap - Renter Occupied		\$957	\$3,176	\$5,396	\$7,615

Market Analysis

Housing

- Only three homes on market

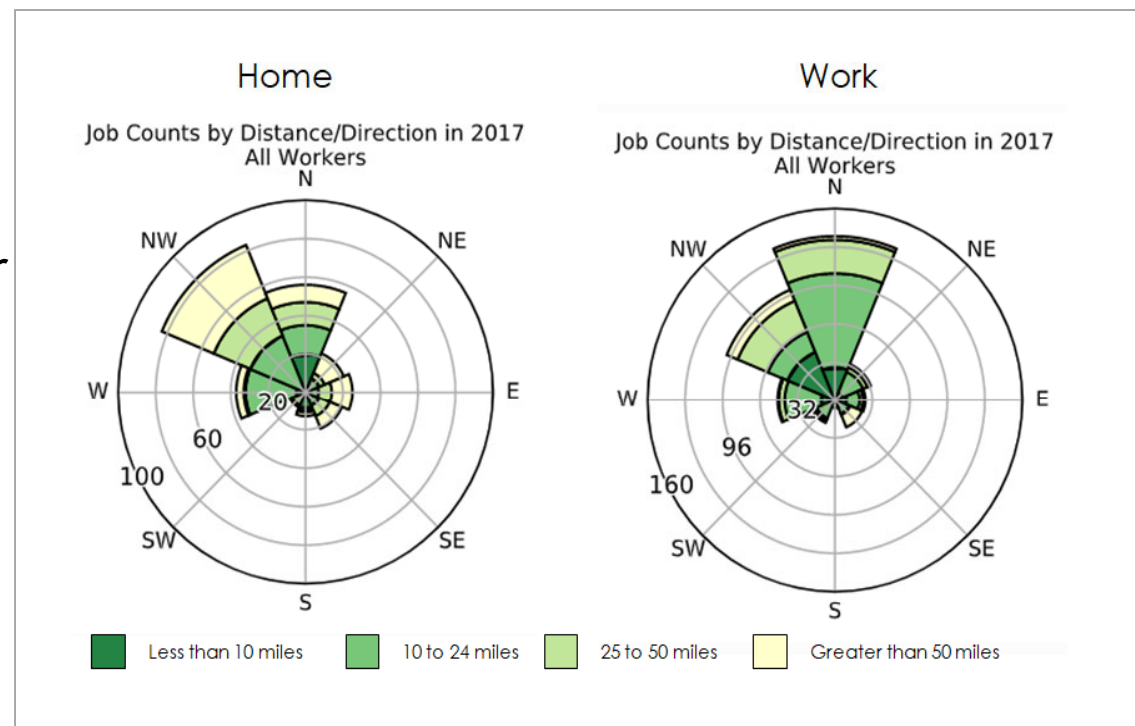


Market Analysis

Laborshed

- Viroqua
- Ontario
- Tomah
- La Crosse
- Westby
- Richland Center

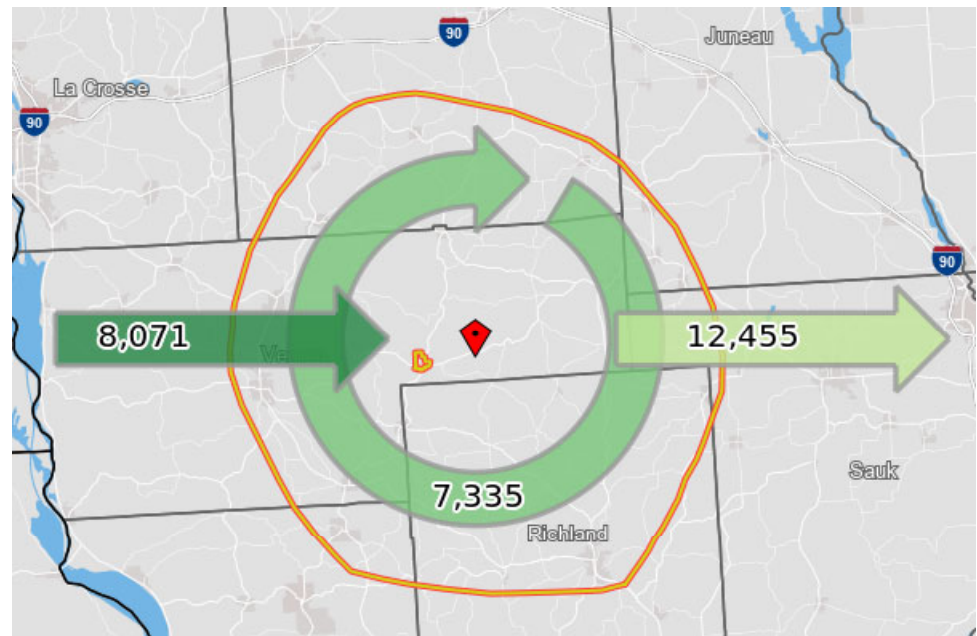
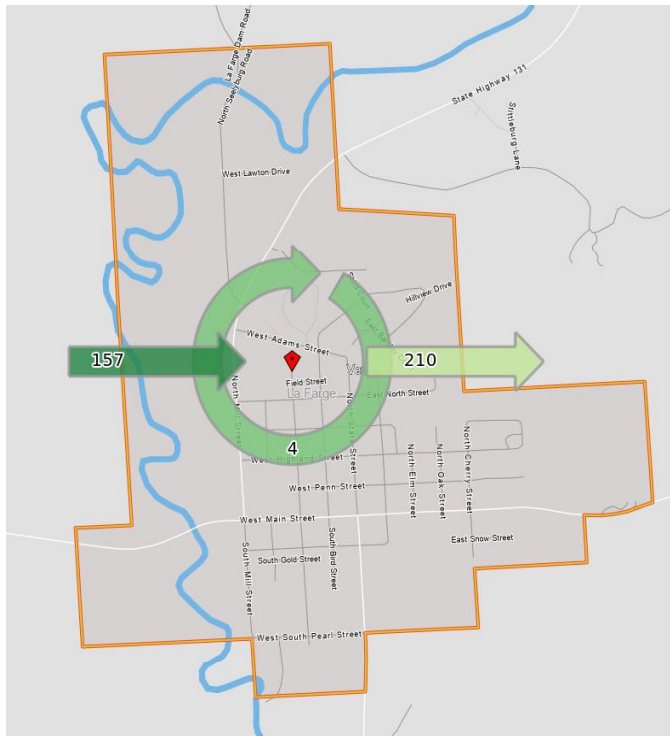
Distance and Direction



Market Analysis

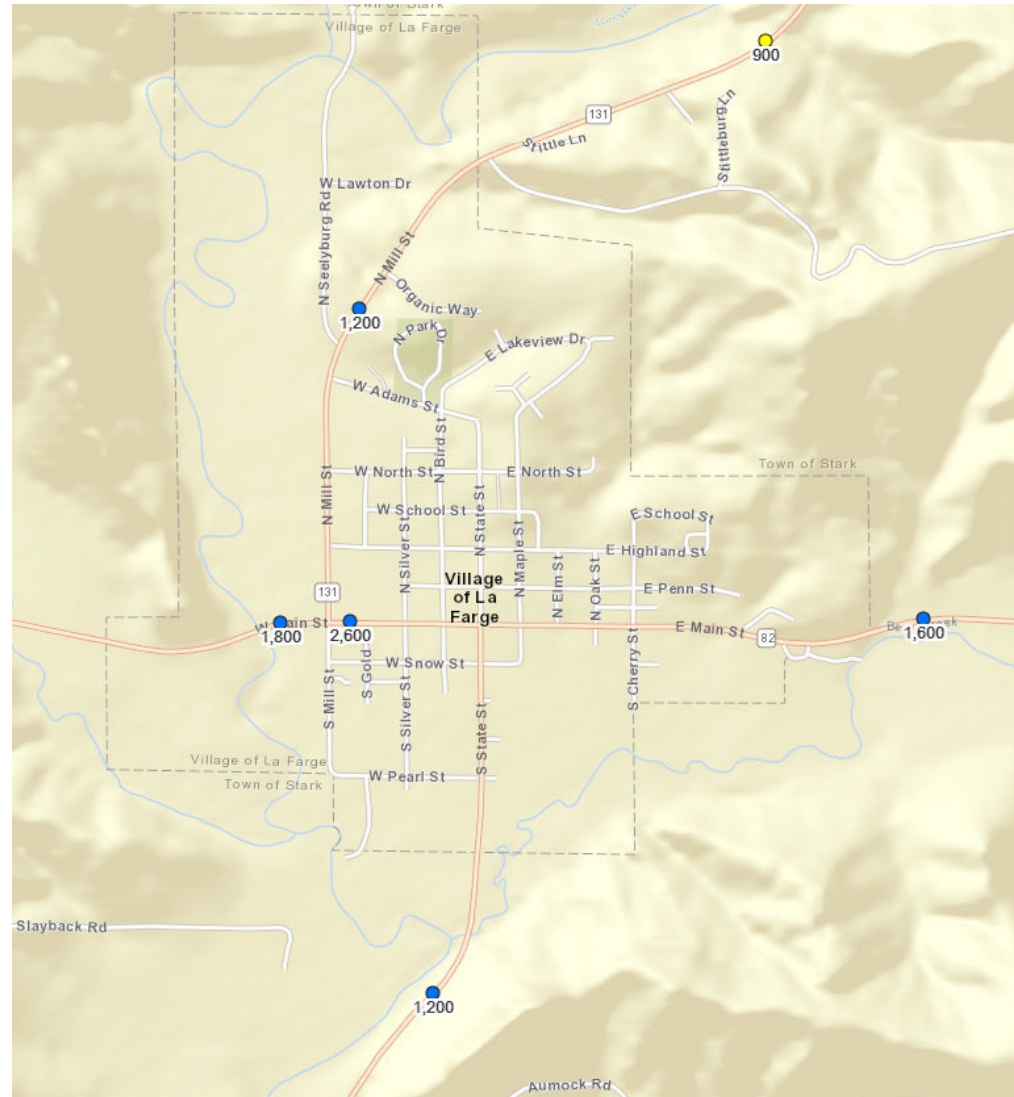
Laborshed

– Inflow/Outflow



Market Analysis

Traffic Counts



Market Analysis

Business Mix Analysis

- Location Quotient
 - The factor of comparison between locational business activity and that of a larger region

Location Quotient

Sector	La Farge	Wisconsin	LQ
Management of Companies and Enterprises	12.0%	2.6%	4.59
Agriculture, Forestry, Fishing and Hunting	2.6%	0.9%	2.78
Real Estate and Rental and Leasing	1.5%	1.0%	1.58
Transportation and Warehousing	5.3%	3.4%	1.54
Wholesale Trade	5.6%	4.5%	1.25
Finance and Insurance	4.5%	4.4%	1.02
Manufacturing	16.2%	16.5%	0.98
Construction	4.1%	4.3%	0.97
Retail Trade	9.8%	10.7%	0.92
Arts, Entertainment, and Recreation	1.1%	1.6%	0.70
Accommodation and Food Services	4.1%	8.2%	0.51
Professional, Scientific, and Technical Services	1.9%	4.0%	0.46
Information	0.8%	1.8%	0.41



Market Analysis

Business Mix Analysis

Sorted by Number of Employees

Company	Distance	Employees	Sales (000)
S & S CYCLE	5.50 SE	250	\$37,983.
ORGANIC LOGISTICS LLC	0.59 NW	200	\$16,529.
GO MACRO INC	5.39 SW	75	\$18,498.
ORGANIC VALLEY	0.59 NW	30	\$2,924.
LA FARGE MEDICAL	0.24 NW	20	\$1,934.
ROCKTON TAVERN	4.92 NE	20	\$676.
LA FARGE TRUCK CTR	0.13 SW	19	\$5,665.
MATTHES FARMS	4.92 SW	15	\$19,700.
SERENDIPITY GOLF COURSE	6.41 SW	15	\$603.
BETHEL HOME & SVC	0.41 NW	14	\$768.
KICKAPOO RESERVE MGMT BOARD	1.59 NE	10	\$1,326.
BLUE GOOSE PIZZA	5.62 NW	9	\$263.
FARMERS STATE BANK	0.01 NW	8	\$982.
VIOLA QUICK STOP	4.95 SW	8	\$1,015.
WHITE CITY LUMBER CO INC	9.74 NE	8	\$1,064.
SISTERS PLACE	0.02 SW	7	\$205.
LA FARGE COMMUNITY CTR	0.08 NE	7	\$484.
VERNON MEMORIAL PHARM-LAFARGE	0.24 SW	7	\$1,428.
BERGUM'S FOOD MART	0.06 NE	6	\$762.
Z ZIP STOP	0.07 SW	6	\$3,217.
LA FARGE DENTAL CLINIC	0.07 SW	6	\$562.
KLM DAIRY SVC	5.27 SW	6	\$1,099.
CLUCKERS REPAIR	7.18 NW	6	\$640.
GROWERS PRODUCE AUCTION	8.44 NW	6	\$614.
KREIGH ART CERAMICS	0.01 NW	5	\$381.
SCENIC BLUFFS HEALTH CTR INC	0.39 NW	5	\$398.
JACK HILL ART & PHOTOGRAPHY	1.27 SW	5	\$381.



Market Analysis

Business Mix Analysis

Sorted by Sales

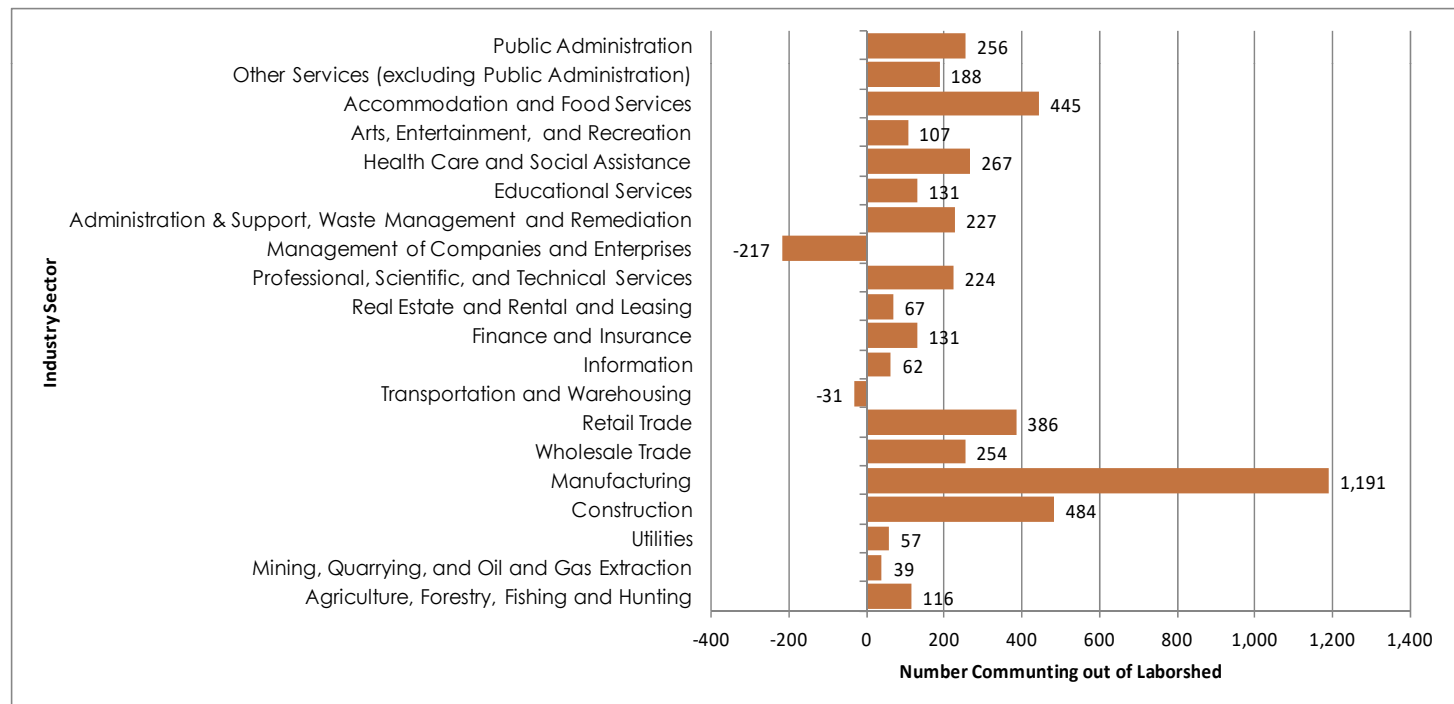
Company	Distance	Employees	Sales (000)
S & S CYCLE	5.50 SE	250	\$37,983.
MATTHES FARMS	4.92 SW	15	\$19,700.
GO MACRO INC	5.39 SW	75	\$18,498.
ORGANIC LOGISTICS LLC	0.59 NW	200	\$16,529.
LA FARGE TRUCK CTR	0.13 SW	19	\$5,665.
Z ZIP STOP	0.07 SW	6	\$3,217.
ORGANIC VALLEY	0.59 NW	30	\$2,924.
KICKAPOO FIRE PROTECTION	4.83 SW	4	\$2,916.
LA FARGE MEDICAL	0.24 NW	20	\$1,934.
DUBCO INC	5.51 SE	2	\$1,559.
VERNON MEMORIAL PHARM-LAFARGE	0.24 SW	7	\$1,428.
KICKAPOO RESERVE MGMT BOARD	1.59 NE	10	\$1,326.
MATTHES DAVE LIVESTOCK	4.80 SW	1	\$1,201.
KICKAPOO COUNTRY MILLING	4.73 NW	2	\$1,116.
KLM DAIRY SVC	5.27 SW	6	\$1,099.
WHITE CITY LUMBER CO INC	9.74 NE	8	\$1,064.
VIOLA QUICK STOP	4.95 SW	8	\$1,015.
FARMERS STATE BANK	0.01 NW	8	\$982.
GEARY CONSTRUCTION	7.37 SE	5	\$956.
NEW ERA NURSERY	7.57 NE	2	\$909.
CITIZENS FIRST BANK	4.95 SW	4	\$819.
BETHEL HOME & SVC	0.41 NW	14	\$768.
BERGUM'S FOOD MART	0.06 NE	6	\$762.
NUZUM BUILDING SUPPLY LLC	0.25 NW	4	\$738.
ROCKTON TAVERN	4.92 NE	20	\$676.
MILLER AUTO WRECKING	6.59 SW	1	\$655.
NATURE OF THINGS	4.77 SW	2	\$654.
CLUCKERS REPAIR	7.18 NW	6	\$640.
HIGHWAY 56 CYCLE PARTS	4.89 SE	2	\$625.



Market Analysis

Business Mix Analysis

– Commuting out of Laborshed



Market Analysis

Retail Market Analysis

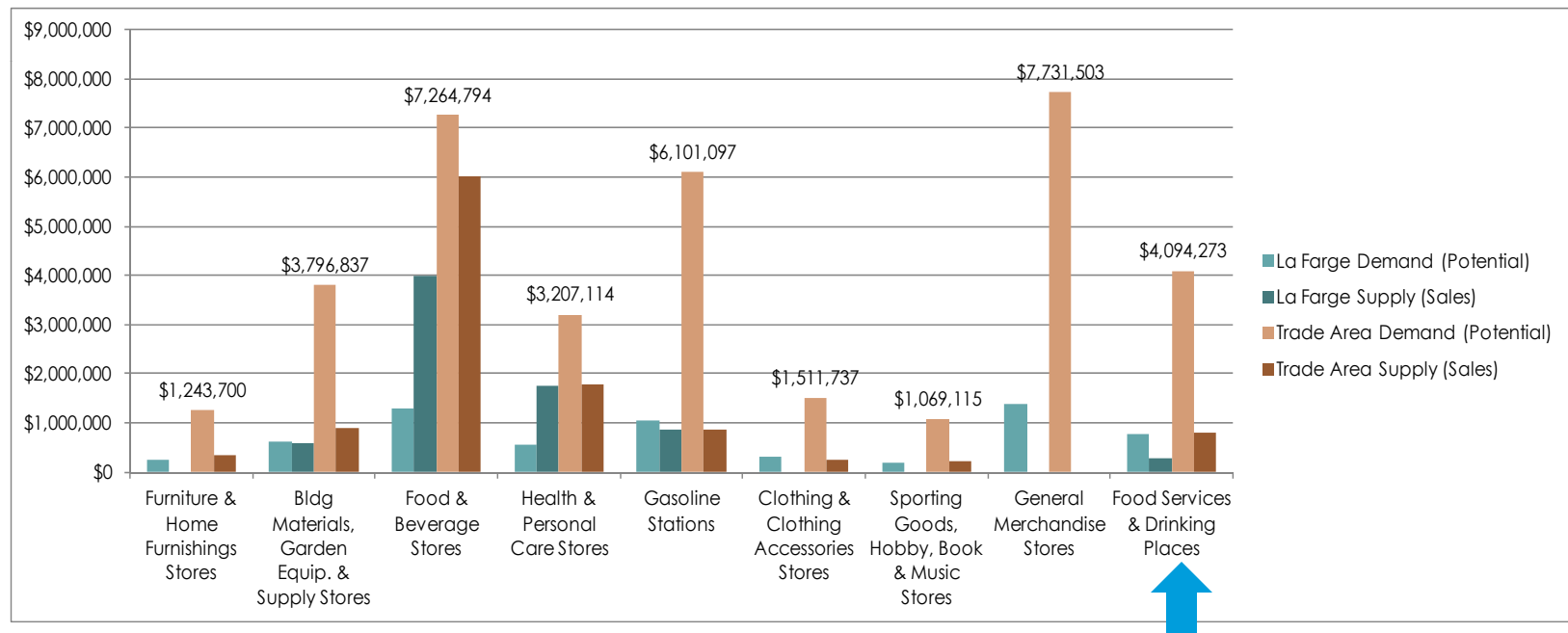
– Leakage report

	La Farge					Trade Area				
Industry Group	Demand (Potential)	Supply (Sales)	Retail Gap	Leakage/ Surplus	Number of Businesses	Demand (Potential)	Supply (Sales)	Retail Gap	Leakage/ Surplus	Number of Businesses
Motor Vehicle & Parts Dealers	\$1,947,658	\$5,858,801	-\$3,911,143	-50.1	1	\$11,646,681	\$6,890,317	\$4,756,364	25.7	3
Automobile Dealers	\$1,546,327	\$5,858,801	-\$4,312,474	-58.2	1	\$9,243,644	\$6,178,371	\$3,065,273	19.9	2
Other Motor Vehicle Dealers	\$258,228	\$0	\$258,228	100.0	0	\$1,592,479	\$604,751	\$987,728	45.0	1
Auto Parts, Accessories & Tire Stores	\$143,103	\$0	\$143,103	100.0	0	\$810,558	\$0	\$810,558	100.0	0
Furniture & Home Furnishings Stores	\$234,488	\$0	\$234,488	100.0	0	\$1,243,700	\$336,933	\$906,767	57.4	1
Furniture Stores	\$140,589	\$0	\$140,589	100.0	0	\$729,872	\$0	\$729,872	100.0	0
Home Furnishings Stores	\$93,899	\$0	\$93,899	100.0	0	\$513,828	\$244,681	\$269,147	35.5	1
Electronics & Appliance Stores	\$243,996	\$496,123	-\$252,127	-34.1	1	\$1,311,732	\$496,123	\$815,609	45.1	1
Bldg Materials, Garden Equip. & Supply Stores	\$624,508	\$598,491	\$26,017	2.1	2	\$3,796,837	\$884,833	\$2,912,004	62.2	4
Bldg Material & Supplies Dealers	\$554,526	\$598,491	-\$43,965	-3.8	2	\$3,365,025	\$873,367	\$2,491,658	58.8	3
Lawn & Garden Equip & Supply Stores	\$69,982	\$0	\$69,982	100.0	0	\$431,812	\$0	\$431,812	100.0	0
Food & Beverage Stores	\$1,283,717	\$3,996,934	-\$2,713,217	-51.4	2	\$7,264,794	\$6,026,286	\$1,238,508	9.3	5
Grocery Stores	\$1,125,849	\$936,600	\$189,249	9.2	1	\$6,389,269	\$2,462,943	\$3,926,326	44.4	3
Specialty Food Stores	\$92,509	\$3,060,334	-\$2,967,825	-94.1	1	\$523,529	\$3,563,342	-\$3,039,813	-74.4	2
Beer, Wine & Liquor Stores	\$65,359	\$0	\$65,359	100.0	0	\$351,997	\$0	\$351,997	100.0	0
Health & Personal Care Stores	\$552,948	\$1,751,657	-\$1,198,709	-52.0	1	\$3,207,114	\$1,765,309	\$1,441,805	29.0	1
Gasoline Stations	\$1,053,931	\$857,131	\$196,800	10.3	1	\$6,101,097	\$857,131	\$5,243,966	75.4	1
Clothing & Clothing Accessories Stores	\$291,919	\$0	\$291,919	100.0	0	\$1,511,737	\$231,306	\$1,280,431	73.5	2
Clothing Stores	\$194,576	\$0	\$194,576	100.0	0	\$1,012,649	\$153,779	\$858,870	73.6	1
Shoe Stores	\$43,766	\$0	\$43,766	100.0	0	\$230,274	\$0	\$230,274	100.0	0
Jewelry, Luggage & Leather Goods Stores	\$53,577	\$0	\$53,577	100.0	0	\$268,814	\$77,527	\$191,287	55.2	1

Market Analysis

Retail Market Analysis

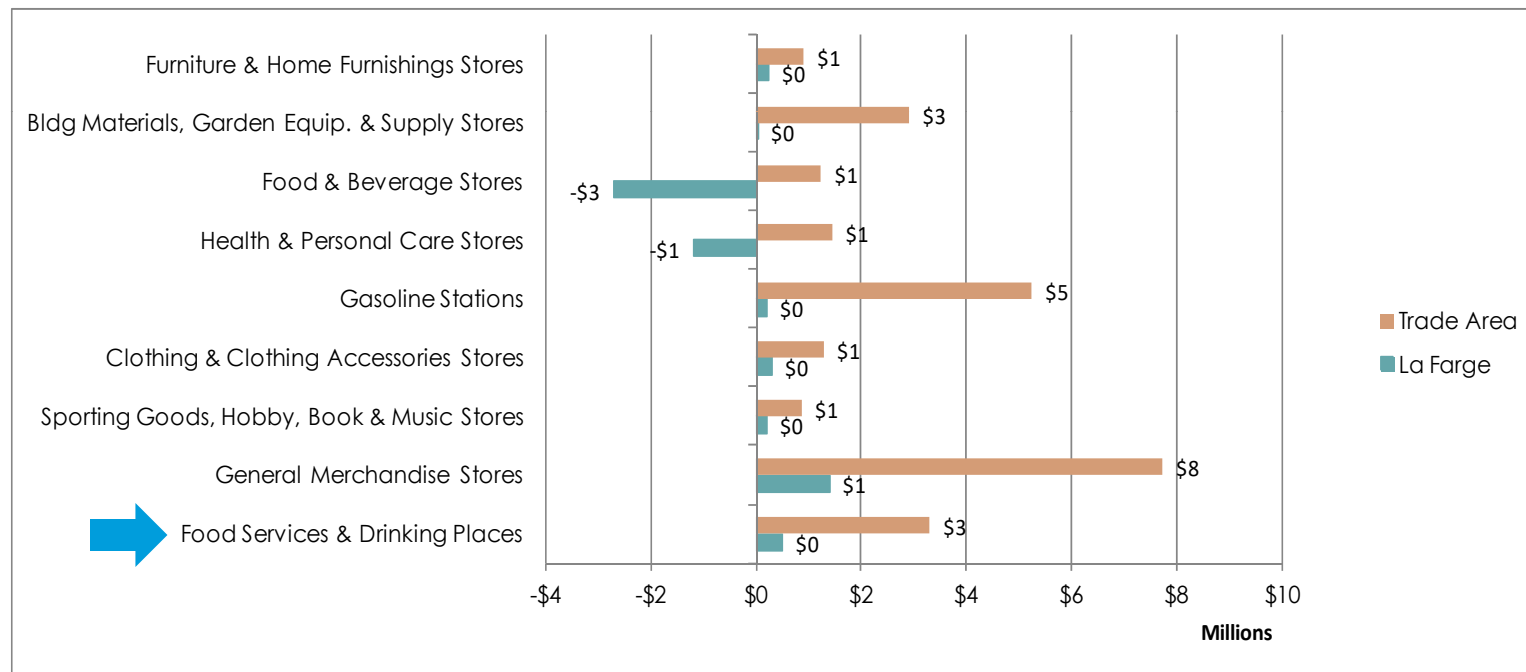
– Leakage report



Market Analysis

Retail Market Analysis

– Leakage report



Market Analysis

Real Estate Analysis

Sector SIC	La Farge		Trade Area		County	
	Businesses	Employees	Businesses	Employees	Businesses	Employees
Retail Trade Summary	11	91	21	79	232	2,033
Home Improvement	2	5	2	4	22	139
General Merchandise Stores	0	0	0	0	10	216
Food Stores	2	36	4	27	30	373
Apparel & Accessory Stores	0	0	2	2	5	16
Furniture & Home Furnishings	1	3	0	1	16	67
Eating & Drinking Places	2	10	5	21	69	723
Miscellaneous Retail	2	12	6	13	50	187
Finance, Insurance, Real Estate Summary	9	25	5	14	123	658
Banks, Savings & Lending Institutions	1	8	2	6	22	284
Securities Brokers	0	0	0	0	10	22
Insurance Carriers & Agents	1	2	0	0	25	78
Real Estate, Holding, Other Investment	7	15	3	8	66	274
Services Summary	18	322	35	176	489	4,783
Hotels & Lodging	1	1	6	9	32	245
Automotive Services	2	3	1	2	48	131
Motion Pictures & Amusements	0	0	2	19	40	205
Health Services	4	42	1	8	57	1,266
Legal Services	1	4	0	1	11	26
Education Institutions & Libraries	2	49	2	42	37	1,187
Other Services	8	223	23	95	264	1,723
Totals	38	438	61	269	844	7,474



Market Analysis

Retail Market Analysis

- Gaps exist
 - Lawn and garden equipment and supply stores
 - Grocery stores
 - Florists
 - Bars and pubs
 - Restaurants
 - General merchandise stores
 - Hotel & Lodging
- Opportunities
 - Laundromat (for campers)
 - Coffee shop
 - Antique store
 - Commercial kitchen for community use
 - Daycare



Market Analysis

Tourism and Visitor Recruitment

- Vernon County
- Organic Local Food Industry
- Kickapoo Valley Reserve
 - Outdoor recreation
 - Number of visitors
- Lodging
 - Not enough
- Kickapoo River and Trout Fishing
 - Direct economic impact of \$414 million in Driftless area
 - Restoration efforts
 - Fishing Destination growing





Next Steps

- Steering Committee Meeting #3: March 5, 2020
- Public Workshop #3: March 19, 2020
 - Review drafted streetscape designs
 - Presentation of Implementation Plan
- Steering Committee Meeting #4: April 2, 2020
- Public Workshop #4: April 9, 2020
 - Presentation of Main Street Plan
- Village Board Final Presentation: April 13, 2020





Workshop Engagement

- Streetscape Prioritization
- Visual Preference Survey
- Identification of physical challenges along Main Street corridor
- Identification of desired improvements along Main Street corridor





Questions or Input

Sarah Pittz
(608) 402-6384
smpit@vierbicher.com

