

---

## WISCONSIN DOWNTOWN ACTION COUNCIL DOWNTOWN PROJECT CASE STUDY PROFILE

---

**Date:** January, 2007

**Project Name**

Kolve Salon and Day Spa

---

**Project Location**

City of Onalaska

---

**Project Type** (check all that apply)

- Residential
  - Commercial
  - Industrial
  - Adaptive Reuse
  - Redevelopment
  - Signage
  - Creative Partnership
  - Financing
  - Mixed Use
  - Historic Preservation
  - Transportation
  - Open Space
  - Other \_\_\_\_\_
- 

**Project Completion Date/Schedule**

Completed 2001

---

**Brief Project Description**

The City of Onalaska decided to move the Onalaska Police Department into new municipal facilities which were constructed in 2000, vacating the former Police Department building on Main Street. The City was faced with the decision to either outright sell the property 'as is' or use the opportunity to encourage redevelopment of the property with improved architecture and a use that would generate increased traffic in the downtown area. The City of Onalaska Council decided on the latter and crafted a request for proposals to redevelop the property.

---

---

---



---

**Project Location**

230 Main Street

---

**Site Size**

12,099 square feet or .27 acres

---

**Land Uses**

Hair Salon and Day Spa

---

**Key Words, Special Features**

Redevelopment, landmark building, long term investment, foot traffic, adaptive re-use, urban design

---

---

**Project Address**

230 Main Street

---

**Owner**

SKK Properties, Sue Kolve

---

**Developer**

SKK Properties

---

**Architect**

Brickl Brothers (Design Build)

---

**Landscape Architect**

Brickl Brothers

---

**Other Key Development Members**



City of Onalaska

---

### **General Description (Use, Density, Partners, Strategy, Details...)**

The site was formerly occupied by a 1960's era structure containing 2,500 square feet with a basement. The building was in fair shape with years of wear from the Police Department use and before that, the City library. The proposed redevelopment considered using the existing structure, completed gutted and remodeled and expanding it to make better use of the site, particularly along the Main Street Frontage. This also required a more urban and compact angled parking arrangement and creative use of surrounding alleys for access and circulation. The final structure has a story and a half façade (single story interior with high ceilings) and approximately 8,000 square feet. The use contains a combination hair studio and day spa and offers cosmetic consultation for persons having reconstructive surgery connecting the use to local medical institutions.

---

### **Site Description (Infill, Adjacencies, Transportation, Age, Opportunities...)**

The Site lies directly on Main Street in Onalaska with several commercial uses bordering it. It has a dental office across 3<sup>rd</sup> Avenue to the east, an auto repair shop across the street to the north, an upholstery shop to the south and a hockey/sporting goods store to the west. The site also has access from an alley running north and south from Main Street to the west of the structure, providing access to the parking area.

---

### **Development Process (Explain, in detail, the development story)**

The City of Onalaska Council explored a creative redevelopment strategy in attracting a complimentary and beneficial use to the downtown by forgoing a quick sale and short term gain from property proceeds and offering the property at a reduced price to encourage architectural investment and the attraction of a high traffic use. The property was appraised by a local appraiser under a city-contract and was valued at \$120,000. As the City received inquiries, the Kolve proposal stood out due to her desire to positively impact Onalaska's downtown with a aesthetically beautiful structure. The use also appealed to the City in that her daily estimate of customers exceeded 70, potentially benefiting other commercial venues in the area. The City negotiated an agreement with Ms. Kolve and settled on selling the property for \$20,000 in exchange for a development agreement whereby Kolve agreed to invest over \$800,000 in the property. The agreement was also contingent upon City approval of the architectural and site plans and Kolve agreed to operate the facility for 7 years minimum, covering the \$100,000 difference between the sale price and the appraised value through estimated property tax creation.

### **Planning and Design (Partners, Challenges, Tools Used, Innovation...)**

Probably the biggest innovation was the creative use of materials by the design/builder Brickl Brothers. Their building design offered traditional and beautiful architecture at an affordable price. The end result was a landmark structure with great windows, brick facing and beautiful detailing.

---

---



**Approvals and Permitting (Agencies, Challenges, Costs, What was learned...)**

Generally the approvals involved a building permit and site plan permit approval in addition to the general development agreement that permitted the City approval authority over the architecture.

---

---

---

**Financing (Partners, Level of Participation, Equity, Grants, Loans, Revenue...)**

Ms. Kolve may have used a LiDL loan from WHEDA which offers favorable terms for women and minority owned businesses. The La Crosse County Revolving Loan Fund was considered as well.

---

---

---

---

**Marketing and Management (Keys to success, Promotion, Target audiences...)**

The creative partnership and redevelopment strategy was supported by a local citizens advocacy group for downtown redevelopment called Centering Onalaska. This assisted the City in maintaining a positive image of the project. Meetings were also open to the public and public comment.

---

---

---

---

---

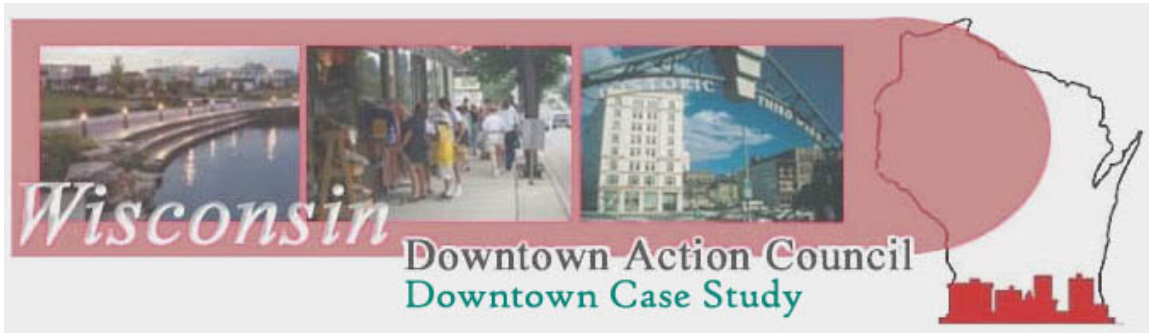
---

**Experience Gained (Key Issues, Difficulties, Challenges overcome, Solutions..)**

Generally, there were some citizens and business people who were critical of the incentives offered to Ms. Kolve, especially competing hair salons, however, the end product is highly regarded by many as a good way to encourage redevelopment of the downtown.

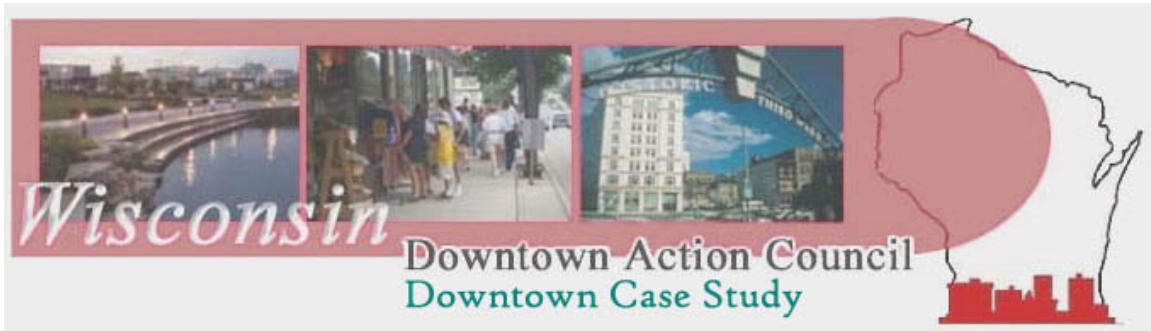
---

---



## General Project Data

<b>Land Use Data</b>				
Site Area: 12,099 sf				
Percentage Complete: 100				
Gross Density: 66% of the site is structure				
Number of Off Street Parking Spaces: 15 off street, 5 on-street				
<b>Land Use Plan</b>				
Use: Commercial	Acres		Percentage of Site	
Buildings: 1	8,000 sf		66	
Streets/ Surface Parking: 20	5,300 sf		44	
Landscaping/Open: Urban/ Minimal	<10%		<10	
Total:	.27 (12,099 sf)			
<b>Residential Information</b>				
Unit Type	Number of Units	Area/ Square Feet	Percentage Leased	Initial Rental /Sales Price
<b>Commercial Information</b>				
Classification/Type	Number of Stores/Spaces		Total Gross Land Area	
Hair Salon/ Day Spa	1		12,099 sf	
<b>Development Cost Information</b>				
Site Acquisition Cost: \$20,000				
Site Improvement Costs:				
Public Infrastructure: None				
Demolition: None				
Relocation: None				
Environmental: None				
Paving:				
Structures:				
Total Construction Costs: \$900,000				
Soft Costs:				
Architecture and Engineering: 10%				
Marketing:				
Taxes/ Insurance:				
Construction Interest and Fees:				
Other:				
<b>Development Schedule</b>				
Planning: 6 months				
Site Purchase: 3 months				
Demolition: N/A				
Construction: 8 months				



Sales/ Leasing/ Occupancy: 1 month  
Project Completion: 18 months total