

Redevelopment

Success Story



CenturyTel, Inc. & City of La Crosse, Wisconsin

Wisconsin Department
of Natural Resources
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For More Information



If you would like more information about the CenturyTel, Inc., project in La Crosse, please contact the following people:

DNR West Central Region
Loren Brumberg, 715-839-3770

City of La Crosse
Larry Kirch, Director of City Planning, 608-789-7512

CenturyTel, Inc.
Cary Heyer, Public Relations Manager, 608-796-5000



Web Site and Telephone Access

The Remediation and Redevelopment web site has many features to assist property owners or local governments. For example, the RR database that lists contaminated sites in Wisconsin is now available on the web. RR publications and other information about brownfields can also be accessed through the RR web site at www.dnr.state.wi.us/org/aw/rr.

If you do not have access to the web you can get information about RR by calling the Information Line at:
800-367-6076 (in-state long distance) or
608-264-6020 (Madison-area or out-of-state long distance).

This document may contain information about certain state statutes and/or rules and does not include all of the details found in the statutes/rules. Readers should consult the actual language of the statutes/rules to answer specific questions.

The Wisconsin Department of Natural Resources provides equal opportunity in its employment, programs, services, and functions under an Affirmative Action Plan. If you have any questions, please write to Equal Opportunity Office, Department of Interior, Washington, D.C. 20240

This publication is available in alternative format upon request. Please call 608-267-3543 for more information.



Remediation &

Brownfields



Riverside Redevelopment Project



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CenturyTel: A Successful Partnership for La Crosse

Project Background

The Riverside Redevelopment Project is a large project in La Crosse, encompassing more than twelve different properties. The CenturyTel project is made up of four of the twelve properties.

These sites have a long history of commercial and industrial development dating back to the 19th Century.

Contamination

Various types of soil and groundwater contamination were found at the site. Soil contamination included volatile organic compounds (VOCs), semi-volatile organic compounds (SVOCs), pesticides, poly-chlorinated biphenyls (PCBs) and inorganics. Also present in certain areas of the properties were such heavy metals as arsenic, cadmium, chromium and lead. Groundwater contamination was also present at the sites, consisting of polycyclic aromatic hydrocarbons (PAHs) and inorganics.

Although contaminants were present in the area of the Riverside Redevelopment Project, no acute environmental contamination problems were found, and the contaminants did not pose imminent threats to public health or the environment.

Cleanup

Initial investigations were conducted by the City of La Crosse in 1995. In 1998, DNR staff performed Phase I and II Environmental Site Assessments as part of the DNR's Brownfields Environmental Assessment Program.

The Redevelopment Authority of the City of La Crosse completed site investigations, planning and cleanup in 1999.

Location

City of La Crosse, Wisconsin
Downtown, Near Riverside Memorial Park

Community Benefits

Environmental contaminants removed
An old industrial area renewed
Renovation of riverfront area

The La Crosse community will receive an increase in economic activity in an area that was underused for many years



The CenturyTel, Inc., property before redevelopment [left] and after the beginning of construction of their new building in 1999 [right] (photos by Loren Brumberg and Dave Carper, DNR)



After

The CenturyTel, Inc., headquarters building was completed in 2001. It sits along the banks of the Mississippi River. (photo by Dave Carper, DNR)

Redevelopment

Working with City of La Crosse officials, representatives from Century Telephone Enterprises, Inc. (CenturyTel), began construction in the fall of 1999 on a building that will serve as their Midwest regional telecommunications headquarters. The new building is located on the south side of the project site.

Plans for the north side of the site include a local developer's multi-story apartment complex.

Financial Assistance

\$1 million state brownfields grant from the Department of Commerce in 1998.

DNR conducted Phase I and II Environmental Site Assessments.

City of La Crosse provided funding for various stages of site assessment, investigation and cleanup.

Economic Benefits

Approximately 500 service jobs retained and 100 service jobs created at an annual payroll of approximately \$20 million.

Property Value

Increased in value, from \$600,000 to more than \$25 million.

Partners

Braun Intertec Corporation
CenturyTel, Inc.
Envirogen, Inc.
City of La Crosse
WI Department of Commerce
WI Department of Natural Resources