

Opportunity for Property Development

The Viroqua Development Association, in partnership with the City of Viroqua, is now seeking proposals for development of 23 acres of land, commonly known as the “Hanson Farm”.



- Location: S4465 US Hwy 14, Viroqua, Wisconsin 54665
- Acreage: 23.2
- Zoning: Western half is zoned R-2 Residential district
Eastern half is zoned B-2 Business District
- Grants: Property is grant eligible through tax increment financing (TIF)

Located on State Highway 14 adjacent to Walmart, Culvers, and the Vernon County Fairgrounds, this property offers high potential for residential, commercial and mixed-use development.

The Concept Plan was created through the combined input of the Viroqua Development Association (VDA), Viroqua City Council, Viroqua Plan Commission, and public input. It is intended to demonstrate the type of development the VDA and City are seeking. However, project proposals do not have to adhere to the plan exactly, and potential developers are encouraged to share their vision for creating quality, affordable, and sustainable development. The City and VDA will consider proposals that include all or a portion of the land.

If interested, please contact:

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