

# US HIGHWAY 53 CORRIDOR STUDY



**CITY OF LA CROSSE, WISCONSIN**

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# ACKNOWLEDGMENTS





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# EXECUTIVE SUMMARY





## Summary

The creation of the Highway 53 Corridor Plan was collaboration between the City of La Crosse and the Northside Community. A committee comprised of elected officials, business and property owners, neighborhood residents and City representatives at large conducted the study over the past 12 months. The overarching importance of this corridor and adjacent neighborhoods cannot be overstated: for a large amount of visitors, this corridor will provide their first view and experience of La Crosse. The corridor plan includes analyses of land use, market conditions, parking, sidewalk width, transportation and traffic, and bicycle and pedestrian circulation.

The primary purpose of this Plan is to create a strategy to manage future growth within the corridor in a manner that will foster an attractive destination with strong businesses, vibrant neighborhoods, and beautiful surroundings. The Plan will focus on a corridor that is safe, comfortable, access to the natural amenities offered by the Black River, and convenient for motorists, pedestrians, bicyclists, and transit users.

## Background Studies

Prior to generating concepts and designs for the Highway 53 Corridor, the Project Team reviewed past plans, conducted research, prepared studies, and interacted with the community. The Project Team learned many important facts and opinions about the overall corridor and redevelopment opportunities through this research and studies. Other information gathered during analysis of specific plan elements included market analysis, land use/zoning, development patterns, transportation, urban design, environmental factors, and health impacts. The project team also thoroughly reviewed the outcomes of the UPTOWNE Summit.

## Community Engagement

As the Plan will detail, the vision created for the Highway 53 Corridor was assembled with community engagement. The major forces, issues, and opportunities associated with the corridor have been defined through a series of interactive committee meetings, business owner interviews, community workshops, pop-up meetings and interviews with developers. The public was invited to study the maps of what currently exists and to imagine what its future potential could be. Results included a connected corridor with identified pulse nodes of activities-areas of increased intense compact development, pedestrian-friendly, and designed to provide places where residents and visitors could meet, socialize, and find the goods and services they need for daily living. Enhanced transportation modes were envisioned to include walkways, bike-ways, and improved public transit.



## Corridor Plan Recommendations

### Design Concept

The Pulse Node concept serves as the underlying guideline of the redevelopment plan for the entire Highway 53 Corridor. It can be envisioned as a string of high energy mixed-use and commercial areas that serve the neighborhoods and broader community within. Less intense land uses, such as mixed density residential and open space are located between, and provide a buffer with quieter amenities and living spaces.

### Vision + Goals + Objectives

The vision, goals, and objectives for this planning process have been refined and adopted by the Highway 53 Corridor Master Plan Steering Committee and have driven the creation of this Master Plan. The Highway 53 Corridor and adjacent neighborhoods are on the path to be an even greater place to live, work, and play for all people.

#### GOAL #1

- ☑ Grow and enhance the Corridor as a location and businesses.

#### GOAL #2

- ☑ Establish a land use pattern that promotes community.

#### GOAL #3

- ☑ Improve all modes of transportation.

#### GOAL #4

- ☑ Create an enhanced gateway to the City of La Crosse.

## Urban Design Principles

A series of urban design principles and a design concept were defined early in the planning process. They inform the development of designs and recommendations to assist in the prioritization of potential implementation strategies and projects.



### PRINCIPLE #1: Advance Livability

Design to heighten the human experience and connection to the sense of place. Create enhanced connections between neighborhoods, businesses, recreation, and natural surroundings.



### PRINCIPLE #2: Strive for Diversity

Encourage diverse uses, buildings, and environments to promote exclusivity and access.



### PRINCIPLE #3: Promote Neighborhoods

Enhance the neighborhood character, access to the Black River, and create a memorable gateway to the City. Relate new developments to the physical scale and character of the neighborhoods. Create a corridor that residents and visitors can understand and easily navigate by creating memorable landmarks, destinations, aesthetics, and sense of place.



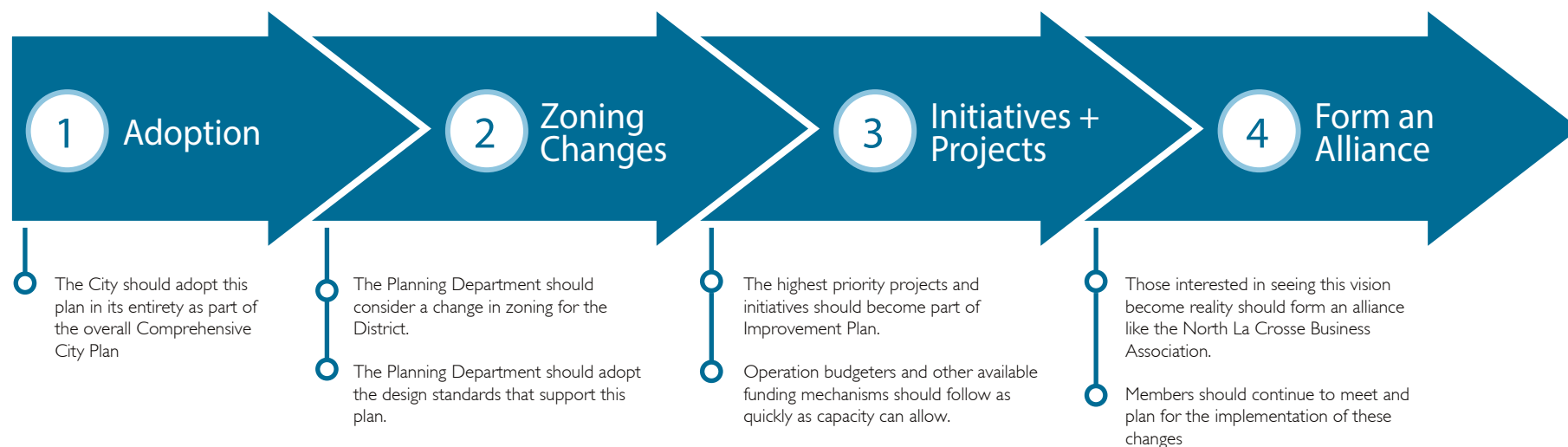
### PRINCIPLE #4: Foster Sustainability + Resiliency

Create a social, economical, and environmentally sustainable corridor for the future.



## Implementation

The rate at which this plan's recommendations are implemented depends on community determination, political will, and funding availability. The Plan details many things that can and ought to be done, but there are four specific items that can and should be prioritized.







# INTRODUCTION





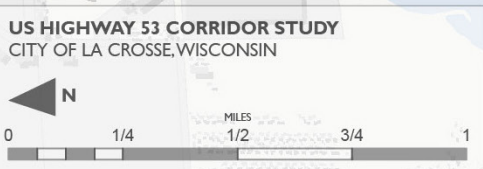
## Overview

The Highway 53 Corridor plan represents a truly unique opportunity to shape the future of the gateway corridor through North La Crosse. Numerous redevelopment opportunities located at key corridor nodes, as well as a strategy to guide redevelopment in a manner that is sustainable, livable, economically viable and responsive to the community's vision for the corridor are illustrated in this Plan. Community character is often defined by small projects in which the whole is truly richer than the sum of its parts. The design principles recommended in this Plan will foster incremental improvements that will shape Highway 53 into a more cohesive marketplace and focus of community activity.

Hwy 53 from I-90-Exit 3 is a primary gateway into the City of La Crosse and the development of a master plan has been a high priority for many years. This Corridor is also part of the Great River Road National Scenic Byway that runs from Northern Minnesota to the Gulf of Mexico. The resulting Highway 53 Corridor Plan documents the process, community engagement, final recommendations, and suggested tactics and strategies for implementation.



The Highway 53 Master Plan study area boundary follows U.S. Highway (USH 53) from north of Interstate Highway 90 Exit 3 to the La Crosse River, a distance of approximately 3.8 miles. The boundary extends a few blocks to the east and west of the main highway.



## Purpose

The purpose of this plan is to create a strategy to manage future growth within the Corridor in a manner that will foster an attractive destination with strong businesses, vibrant neighborhoods, and beautiful places with streets that are safe, comfortable, and convenient for motorists, pedestrians, bicyclists, and transit users. This plan is intended to provide the framework necessary for land use, redevelopment, and transportation decisions of this Corridor for the next 15-20 years.

To this end, the Plan:

- ✓ Offers a guide for growth that is flexible and will respond to fluctuating market conditions.
- ✓ Ensures that potential growth of private redevelopment and improvements to the public realm will be orderly, predictable, sustainable, and integrated.
- ✓ Responds to the shared vision desired by the community.
- ✓ Creates a distinctive entrance to the Corridor and Downtown La Crosse.
- ✓ Maximizes the potential for market synergy and reinforces urban design, redevelopment, and economic development objectives.
- ✓ Will improve the experience within the Corridor by creating pedestrian-friendly public realm and by strengthening the connections with nearby points of interest.
- ✓ Promotes design excellence in all aspects of the corridor.
- ✓ Outlines implementation strategies for amenities and infrastructure improvements.

## Key Terms

Several key terms are used throughout this Plan to describe specific or unique concepts and/or ideas that are not typically used in everyday language. Those key terms are defined:

### **Best Management Practice (BMP)**

A tactic or combination of tactics that is determined to be an effective and practicable means of accomplishing desired goals or outcomes.

### **Business Improvement District**

A defined area within which businesses are required to pay an additional tax (or levy) in order to fund projects within the district's boundaries.

### **Floodplain**

Any land area susceptible to being inundated by floodwaters from any source.

### **Floodway**

The channel of a river or other watercourse and the adjacent land areas that must be reserved in order to flood discharge.

### **Master Plan**

A comprehensive or far-reaching plan of action.

### **Pulse Node**

Area of high-intensity, mixed-use residential and commercial development at primary corridor intersections. These pulse nodes will be linked by a continuous transportation corridor with improved streetscape and residential uses. Different levels of activity will promote pedestrian activity and business vitality along the corridor and create a rhythm of development, which helps to segment the linear corridor into distinct areas that will now be inter-connected to create a greater sense of place.

### **Stakeholder**

A person, business, or other organization with an interest or concern regarding the Master Plan and study area.

### **Zoning Code**

A set of municipal regulations that control the physical development of land and the kinds of uses to which each individual property may be put.



## Project Structure

The creation of the Highway 53 Corridor Plan was a collaborative effort between the City of La Crosse, Northside and community stakeholders. The project team collaborated with the following teams to advise project staff and manage the planning process.

Highway 53 Corridor Master Plan Steering Committee (Steering Committee) made pivotal decisions and commented on major project deliverables. The Steering Committee comprised elected officials from the City of La Crosse, business owners, business organization leaders, and neighborhood residents.

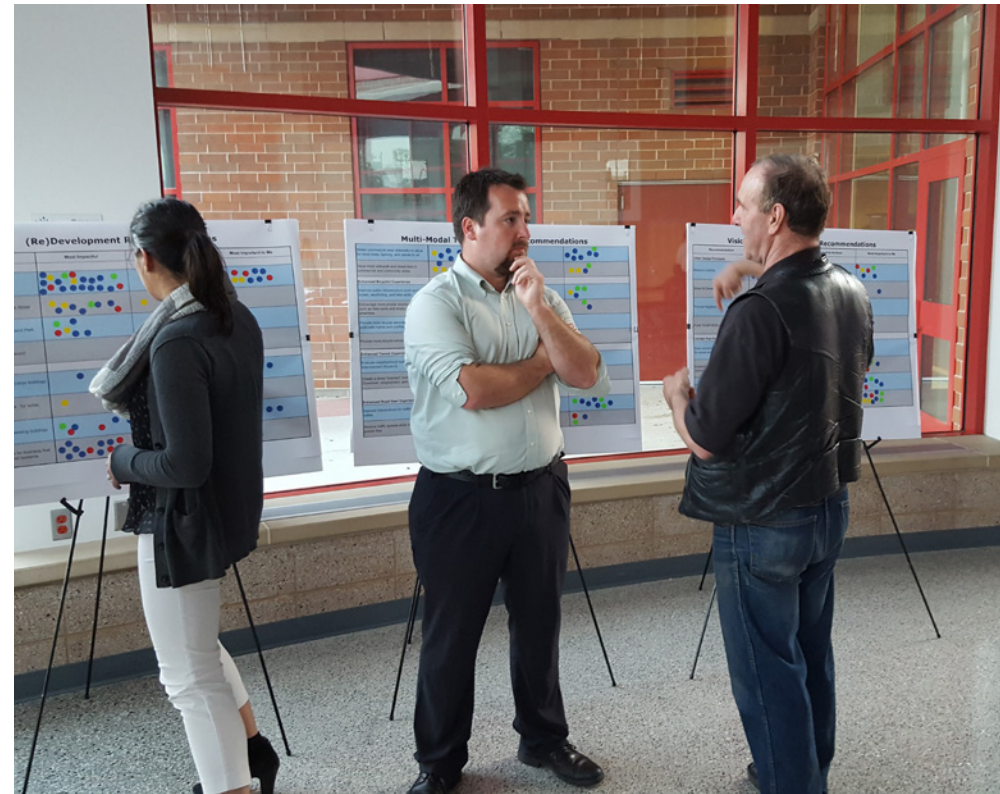
Project Management Team (PMT) coordinated day-to-day project activities and is comprised of the City of La Crosse Planning and Development Department Staff.

## Community Engagement

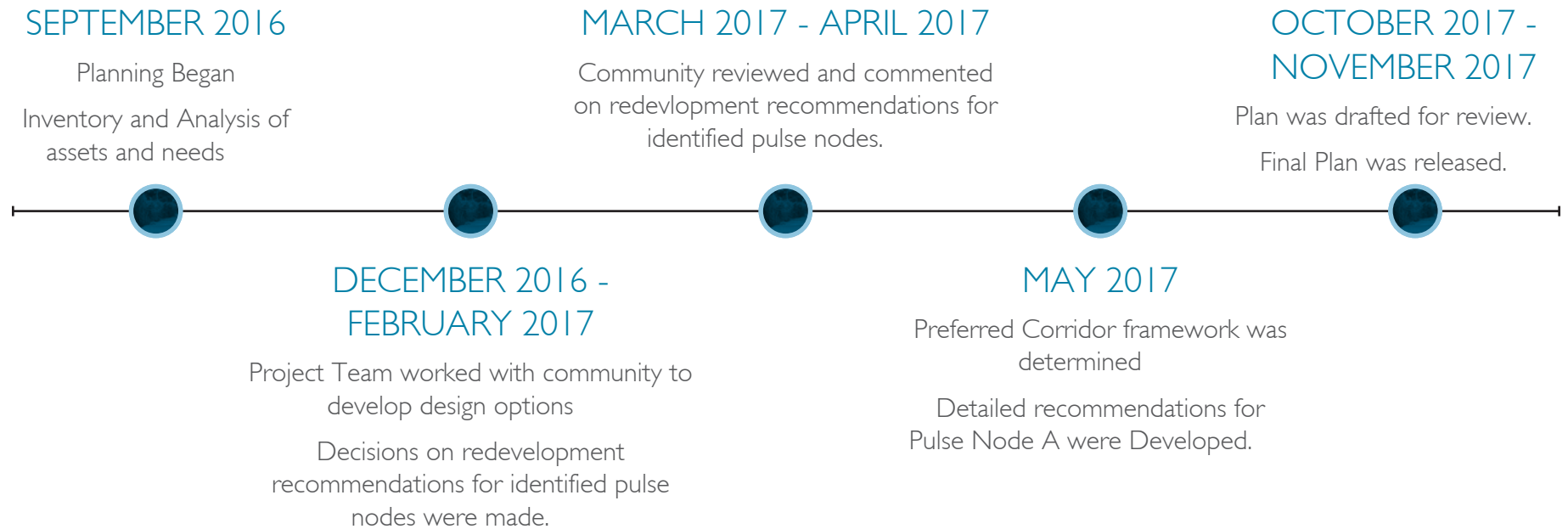
In addition to regular public meetings with the Steering Committee, the Project Management Team engaged the community by:

- ✓ Hosting three public workshops.
- ✓ Hosting one open house.
- ✓ Holding focus groups for input on various plan elements.
- ✓ Assembling business owners for stakeholder meetings.
- ✓ Attending community meetings and events, including: neighborhood meetings for the Northside Logan and Lower Northside Depot Neighborhoods and Lights Over North La Crosse.

More details and outcomes from the community engagement activities can be found in the Community Engagement Section of the Plan.



## Project Schedule



## How To Use This Master Plan

The following design guidelines serve as a tool for evaluating redevelopment proposals and making decisions about public and private investments along Highway 53. They will ensure that incremental site design and architectural, streetscape, and roadway projects contribute to the desirable image for the Northside of La Crosse. Illustrations and photographs are included within this plan to communicate the intent and character of the principles and guidelines.

### Public Sector

- ✓ This document should be adopted as an addendum to the City's Comprehensive Plan, which will require submittal from the City Plan Commission.
- ✓ Any recommended changes to the Zoning Code should be codified and incorporated into the Zoning District Standards.
- ✓ City departments should refer to the concept designs as a basis from which to develop more detailed special area studies and implementation strategies.
- ✓ City departments should refer to objectives and recommendations in this manual to coordinate, design, and budget for Capital Improvements (CIP).
- ✓ The Planning & Development, Engineering, and Fire Departments should refer to the guidelines when reviewing individual development proposals. Each proposed development or renovation should reinforce the principles and comply with the guidelines.
- ✓ The City should consider the formulation or assignment of a board, commission, or committee to ensure that all development proposals within the Highway 53 Corridor comply with design guidelines.
- ✓ The City should consider a public/private partnership with a Business Improvement District (BID) or a nonprofit development corporation to assist with future management and implementation.
- ✓ A stand-alone document that summarizes the primary objectives and guidelines should be prepared and made available to prospective developers.
- ✓ The public should have access this Master Plan from the City's Official website.

### Private Sector

- ✓ Developers should refer to this Master Plan in order to understand the community's overall goals and determine how potential development fits into the context of the corridor in which the project is proposed. Pertinent chapters in this plan may be copied in order to provide interested parties a summary of the objectives and guidelines for each district.
- ✓ Developers should refer to the Site Planning and Design Guidelines to understand the design intent and the minimum standards for quality expected.
- ✓ Developers, business owners, and other stakeholders should communicate their knowledge and of this Master Plan and their proposal's compatibility with this Master Plan to neighborhood associations, City staff, elected officials, the community, and other stakeholders to gain support for their proposals.



# BACKGROUND



## Overview

Prior to the generating concepts and designs for the Highway 53 corridor, the Project Team reviewed past plans, conducted studies, and engaged with the community. This section summarizes what the Project Team learned about the overall corridor and redevelopment opportunities. This section also explains the information gathered during analysis of specific plan elements that were conducted as part of the planning process such as: market analysis, land use/zoning, development patterns, transportation, urban design, environmental factors, and health impacts. The Project Team also thoroughly reviewed the potential outcomes of the UPTOWNE Summit.



PAST PLANS



CORRIDOR DISTRICTS  
AND THEIR UNIQUE URBAN DESIGN + LAND  
USE + ZONING



MARKET ANALYSIS



DEVELOPMENT  
PATTERNS



TRANSPORTATION



ENVIRONMENTAL  
FACTORS



OUTCOMES OF  
UPTOWNE SUMMIT



HEALTH IMPACTS



## Past Plans for the Highway 53 Corridor

Over the years, the Highway 53 Corridor has been a part of several planning studies conducted at the regional, city, and neighborhood levels. Below is a summary of recommendations for the Highway 53 Corridor from studies that are still relevant based on public and participant input.

### Confluence: The La Crosse Comprehensive Plan

- ✓ Initiate redevelopment efforts in the USH 53 Corridor, Riverside North, and the Lower Northside Depot Neighborhood.
- ✓ Improve transportation system safety throughout the corridor, especially high crash rate intersections.
- ✓ Improve existing transportation efficiency through - access management strategies, coordination of traffic signals, and improvement of intersections; decrease transportation demand through land use changes and demand management strategies; improve multi-modal transportation options; and accept traffic congestion.
- ✓ Include extra landscaping and beaming when installing public landscaping along the corridor and require private developments to do the same.
- ✓ Consider the creation of a parkway or boulevard in concurrence with road and utility projects.
- ✓ Establish a path or green-way from Riverside Park to Copeland Park.
- ✓ Seek opportunities to improve access to the waterfront through purchase of property or public easements along the Black River.
- ✓ Continue to implement the recommendations of neighborhood plans.
- ✓ Develop and evaluate options to protect properties located in the floodplain.
- ✓ Create a dedicated funding sources for implementing the storm water management program and floodplain protection projects.

### Coulee Vision

- ✓ Envision the implementation of land use and transportation policies that will focus growth as infill development both through targeting and development and adopting policies to restrict and prevent sprawl. In order to support infill development the region's transit system will need to be enhanced to accommodate the increased demand while improving the quality of life for the residences of the La Crosse/La Crescent area.

### Economic Development Strategic Plan

- ✓ Explore acceptable future uses, density, urban design, and aesthetic issues for the redevelopment area from Interstate 90 to Downtown La Crosse.

### Lower Northside Neighborhood Plan

- ✓ Encourage new housing to be consistent with historical character of neighborhoods.
- ✓ Identify and prioritize target areas to concentrate owner occupied housing and multiple unit dwellings.
- ✓ Develop and promote a positive image for the neighborhood.
- ✓ Encourage mass transit improvements to reduce single-occupancy vehicle use.
- ✓ Expand current off-street trails network.

### La Crosse Transportation Vision

- ✓ Prioritize changes that result in outcomes like safety, walkability, bike friendliness, access, slower driving speeds, few vehicle-miles-traveled, complete streets, and beauty; and not prioritize conventional ideas such as reduced delays for motorists, high speed roads, high levels of service for motorists, abundant and low-cost automobile parking, and fighting congestion through road widening.
- ✓ Restore Rose Street and Copeland Avenues to 2-way functions.
- ✓ Reduce the overwhelming and unsustainable dependency on the single occupant vehicle as the primary mode of transportation and prioritize cycling, walking, public and private transit, telecommuting, land use changes, parking changes, and other supportive measures.

### Highway 53 Corridor Enhancement Plan

- ✓ Continue to add trees, decorative light poles, sidewalks, uniform wayfinding, and signage when roadway construction and developments take place.

## Corridor Districts

Five distinct districts have evolved along the Highway 53 Corridor, each representing a progression in era and development type from north to south. Each district is characterized by the components that shape the environment including: block patterns, land uses, lot sizes, building and parking lot placement, architectural typologies, traffic volumes, open space, vegetation, and land form. These districts are: the Gateway Highway Commercial District, located between Moorings Drive and Palace Street; the Riverfront Mixed Use Residential District, located between Palace Street and Sill Street; The Open Space Residential District, located between Sill Street and railroad crossings along Rose Street and Copeland Avenue; The Riverfront Mixed Use District located between the railroad bridge crossings and Monitor Street, north of Copeland Avenue and Causeway Boulevard; The Riverfront Mixed Use Transition District, located between Causeway Boulevard and the La Crosse River.





### Gateway Highway Commercial District

This District serves as the gateway to North La Crosse and Downtown La Crosse from Interstate 90. Portions of the Exit 3 interchange have recently been reconstructed and other portions will continue reconstruction through Fall 2017. The land use designations in this district are primarily commercial. The District is characterized by a rigid suburban development pattern that is auto-oriented. The combination of buildings set back from the street, large lot sizes, architectural treatments and signage create a visually cluttered environment. Large parking lots are placed in front of businesses, creating a shapeless corridor and barrier to pedestrian access. The Bridgeview Plaza building and adjacent stand-alone retailers (restaurants and gas station) are an example of the existing built-form and set a negative image and character of this gateway area.

This District located at the I-90 Interchange is primarily comprised of retail uses. The primary land use identified within this District is commercial. Most of the commercial land use is located directly adjacent to Highway 53. At the eastern edge of the project boundary are single family residential land uses that transition to adjacent residential neighborhoods.



### **Riverfront Mixed-use District**

This District is characterized by a wide roadway, narrow sidewalks and a variety of incompatible land use. High traffic volumes, width of the roadway, and numerous access and turning points create an active but hazardous environment for both pedestrians and drivers. In certain areas, deep setbacks which afford more commercial opportunities, allow parking lots to dominate the street and a mixture of building types, setbacks, and signs create visual clutter. Signs are larger and higher to compete with other signs to be seen at higher traffic speeds.

A majority of the land use located adjacent to the Highway 53 Corridor is identified as commercial. There is a large multi-block area of general industrial along the Corridor, which is occupied by the Central States Warehouse (CSW) storage facility. Located along the Black River there are medium to high density land uses.

### **Riverfront Commercial/Residential District**

This District serves a secondary gateway into the Highway 53 Corridor from the west along the Clinton Street Bridge. The most important feature in this District is Copeland Park, which serves as a community gathering space for celebrations and events and provides public access to the Black River. The development pattern in this District starts to transition away from the suburban auto-oriented orientation to a more traditional urban development pattern as Highway 53 splits into Rose Street and Copeland Avenue. Along these two roadways the development pattern is characterized by a 300-400 foot block size and small, shallow lots with some on-street parking. The land uses are balanced between single- and multi-family residential and independently owned commercial uses. This area of the Corridor is considered the most pedestrian accessible along the corridor due to the minimal setbacks and compact, pedestrian scaled buildings.

The primary land uses within this portion of the Corridor are park/open space and low density residential. Copeland Park is the largest individual land use within this District, with numerous identified commercial land uses located near the intersection of Clinton Street and Highway 53.





### **Riverfront Mixed Use Industrial District**

Similar to the Open Space Industrial District, this District has areas of more traditional development patterns located north of Copeland Avenue. These areas contain a mix of neighborhood scaled commercial and single-family homes.

The areas south of Copeland Avenue are almost exclusively commercial and industrial. This area is characterized by the heavy traffic volumes, large trucks/service vehicles, large street blocks and roadway widths, and an overall lack of public realm.

The two primary land uses that comprise this District are low density residential and general industrial. Generally, the industrial land uses exist west of Copeland Avenue with a few parcels located between Copeland Avenue and Rose Street. Most of the land uses along Rose Street are comprised of commercial uses and low density residential.



### **Riverfront Mixed Use Transition District**

This District is the transition from North La Crosse to the Downtown La Crosse. This is where Copeland Avenue and Rose Street merge together and is again characterized by a wide roadway, high traffic volumes and lack of a public realm. Recent redevelopment along the north side of the Corridor has started to change the overall character of this section, and future redevelopment opportunities associated with the Riverside North project, will continue the trend of improved design aesthetics and emphasis on the built form. Existing trails along the La Crosse River and the numerous wetlands in close proximity to the Corridor offer future visual and physical connection to natural features and amenities.

This last District is primary comprised of general industrial land uses and high-density land uses. Most of the recent redevelopment, and future redevelopment are located within the high-density land use areas.





## Market Analysis Summary

A market study was prepared that assessed the potential demand for new development along the Corridor. Recent demographic and employment trends indicate a strong demand for housing and employment in close proximity to the downtown, such as the southern portion of the Corridor, or in neighborhoods with a variety of amenities, such as river access, river views, and pedestrian oriented retail featuring small shops, restaurants, and bars.

Market trends are equally promising. Rents in all real estate sectors have been rising for several years and vacancies are currently very low. Moreover, very little development has occurred among most sectors in recent years, which indicates a growing pent-up demand for new space.

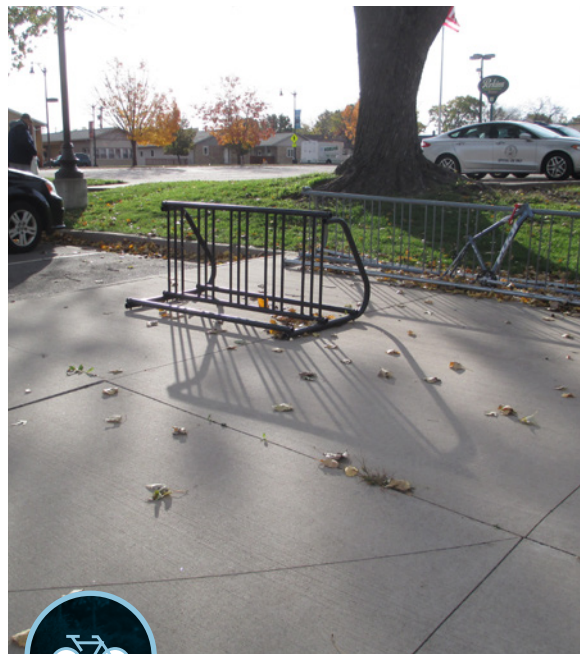
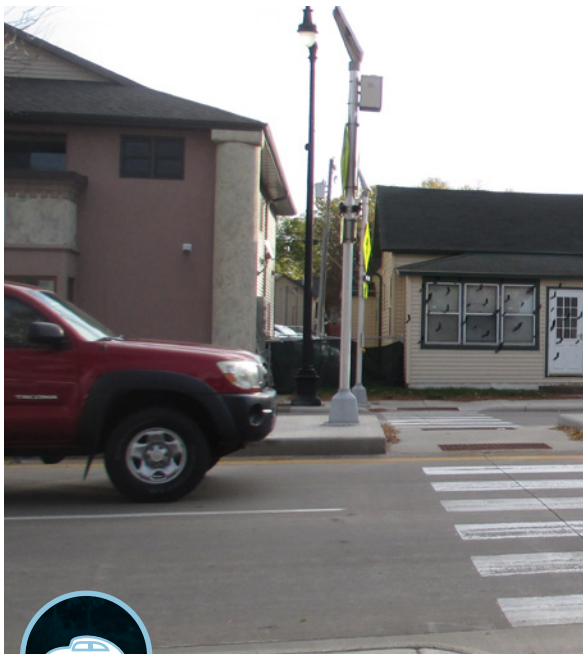
Despite strong market indicators, the neighborhoods that comprise North La Crosse, where the Corridor is located, have below average incomes for the region. Therefore, certain types of development, especially at second tier sites, may require gap financing or would likely need to wait until catalytic projects alter the character of the immediate neighborhood.

Calculations based on demographic and employment growth through 2030 indicate the Corridor and its adjacent neighborhoods could support up to 620 units of housing, up to 45,000 square feet of new neighborhood-scale retail, and up to 45,000 square feet of new office space.

## Development Pattern Evaluation

The Highway 53 Corridor consists of both traditional compact urban development patterns and conventional auto-oriented development patterns. The core area along Highway 53 between Gillette Street and the Canadian Pacific Railway is characterized as a more traditional development pattern which includes more closely-spaced buildings that collectively shape the street corridors and create a more compact, pedestrian-friendly environment.

The remainder of the project area is characterized by widely spaced buildings set back and isolated from the street in order to accommodate highly visible parking lots. In these areas, the land uses are compartmentalized. As a result, streets and signs have been designed to accommodate the motorists, creating a cluttered environment lacking a distinct sense of place. The ultimate challenge for these areas is to balance the functional needs of vehicles with those of pedestrians and to create a sense of personal safety, comfort and nurture a memorable image.

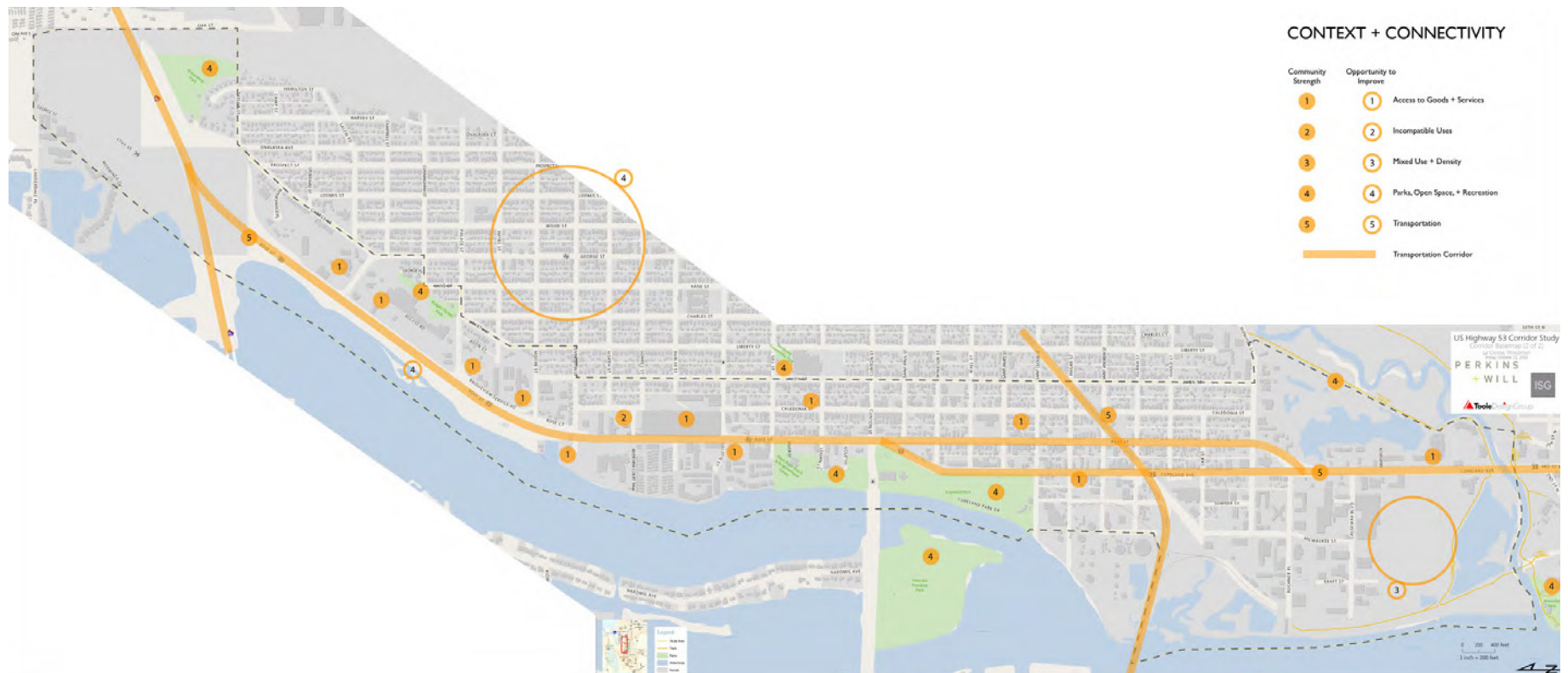


## Transportation Evaluation

The Project Team was challenged with evaluating how the Highway 53 Corridor could become more pedestrian friendly. Currently, the roadway and narrow sidewalks occupy almost the entire public right-of-way, limiting options for comfortable sidewalk widths, bicycle facilities and/or planted boulevards. The project team studied how the roadway is being used by each mode and forecasted how it might be used in the future. This chapter outlines what was learned through the analysis.

### Regional Context

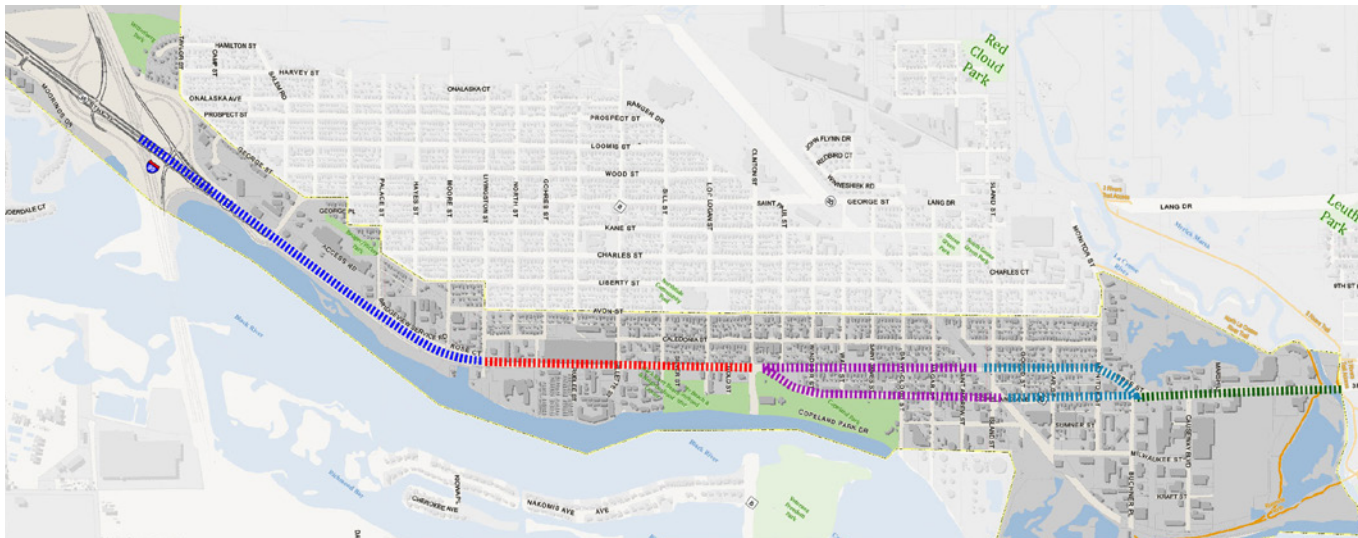
USH 53 is the second most highly traveled north-south corridor in the region behind only State Highway 16. However, it is unique in that the USH 53 Corridor is much more developed with neighborhoods, businesses, and industry. USH 53 is a gateway to the city for people traveling from the North. The Corridor is a very complex environment that needs to balance movement of goods, mobility of people, economic vitality, and quality of life all within a limited width.





## Existing Roadway Configuration

Beginning at the Northern Study Area boundary, Highway 53 (Rose Street) is a divided highway with two lanes in each direction (plus turn lanes at intersections) and a rural cross section (no curb and gutter) with no on-street parking. The Wisconsin Department of Transportation is currently reconstructing this section of the highway. Following reconstruction, the street will have an urban profile with curb and gutter, sidewalks on the east side of the street, and a shared use path on the west side of the street along the river.



**AT LIVINGSTON STREET,** Highway 53 (Rose Street) transitions to an undivided highway with two lanes in each direction and a two-way left turn lane with sidewalks on both sides of the street. The two-way left turn lane is red colored concrete. There is no on-street parking in this segment.

**AT CLINTON STREET,** Highway 53 separates with southbound traffic on Copeland Avenue and northbound traffic on Rose Street. Copeland Avenue and Rose Street both have two travel lanes (plus turn lanes at intersections) with parking lanes and sidewalks on both sides of the street.

**AT THE RAILROAD TRACKS** (near Island and Gould Streets), both Rose Street and Copeland Avenue continue on bridges over the tracks. Each roadway consists of two lanes plus a sidewalk on one side of the street. The sidewalk does not provide adequate distances from either the street or the railing at the side of the bridge. There is no on-street parking in this segment.

**SOUTH OF THE RAILROAD BRIDGES,** Copeland Avenue and Rose Street both have two travel lanes (plus turn lanes at intersections) with parking lanes and sidewalks on both sides of the street.

**AT MONITOR STREET,** Rose Street begins to curve to rejoin Copeland Avenue. Currently, both Copeland Avenue and Rose Street have sidewalks on only one side of the street and two travel lanes each. This segment of Rose Street does not allow for any parking or standing. On Copeland Avenue, parking is allowed on both sides of the street between Monitor Street and Buchner Place and no on-street parking is allowed to the south of Buchner Place.

**AT THIS POINT,** Highway 53 continues as Copeland Avenue. This section includes two travel lanes in each direction and sidewalks on both sides of the street. Portions of this segment include a two-way left turn lane, and a raised median is present at River Bend Road. No on-street parking is allowed in this segment.

## Accessibility

The Highway 53 Corridor should be accessible to as many people as possible with guidance from the Americans with Disabilities Act (ADA). The age and condition of infrastructure as well as the space available for facilities throughout the Corridor creates challenges for accessibility. Some of the sidewalks are in poor condition with cracks and gaps that impede travel and contribute to difficult conditions. Curb ramps that provide accessible access to and from sidewalks at street intersections do not exist at many locations, and where they do exist, many curb ramps do not meet current ADA standards or have been poorly maintained. Many driveways have cross sidewalks throughout the study area and often create cross-slope that is difficult to navigate and/or appear to be ADA non-compliant. Many of the issues outlined below also detract from the corridor's accessibility.



## Pedestrian + Traffic Crossings

Crossing Highway 53 as a pedestrian was frequently identified as problematic by the public. At un-signalized crossings, motor vehicle operators rarely yield to pedestrians attempting to cross the street. When they do, pedestrians are faced with a “multiple threat” condition where traffic in one lane may stop, but traffic in subsequent lanes does not. At signalized intersections, pedestrians have issues with turning traffic not yielding to pedestrians and with pedestrian signals that do not provide adequate time to cross the street, particularly for people with mobility issues.

In 2016, the City installed the Rectangular Rapid Flash Beacon (RRFB) and pedestrian refuge island for pedestrians crossing Highway 53 near Sill Street and the Black River Beach Park. Residents report that compliance with the RRFB, that is motorists yielding to pedestrians, is generally good, and that the RRFB and pedestrian refuge island have assisted with crossing the street at this location. The 2012 La Crosse Bicycle and Pedestrian Master Plan identified three pedestrian problem intersections within the project study area:

- ☒ George Street and Stoddard Street
- ☒ George Street and W George Street
- ☒ Rose Street and Logan Street

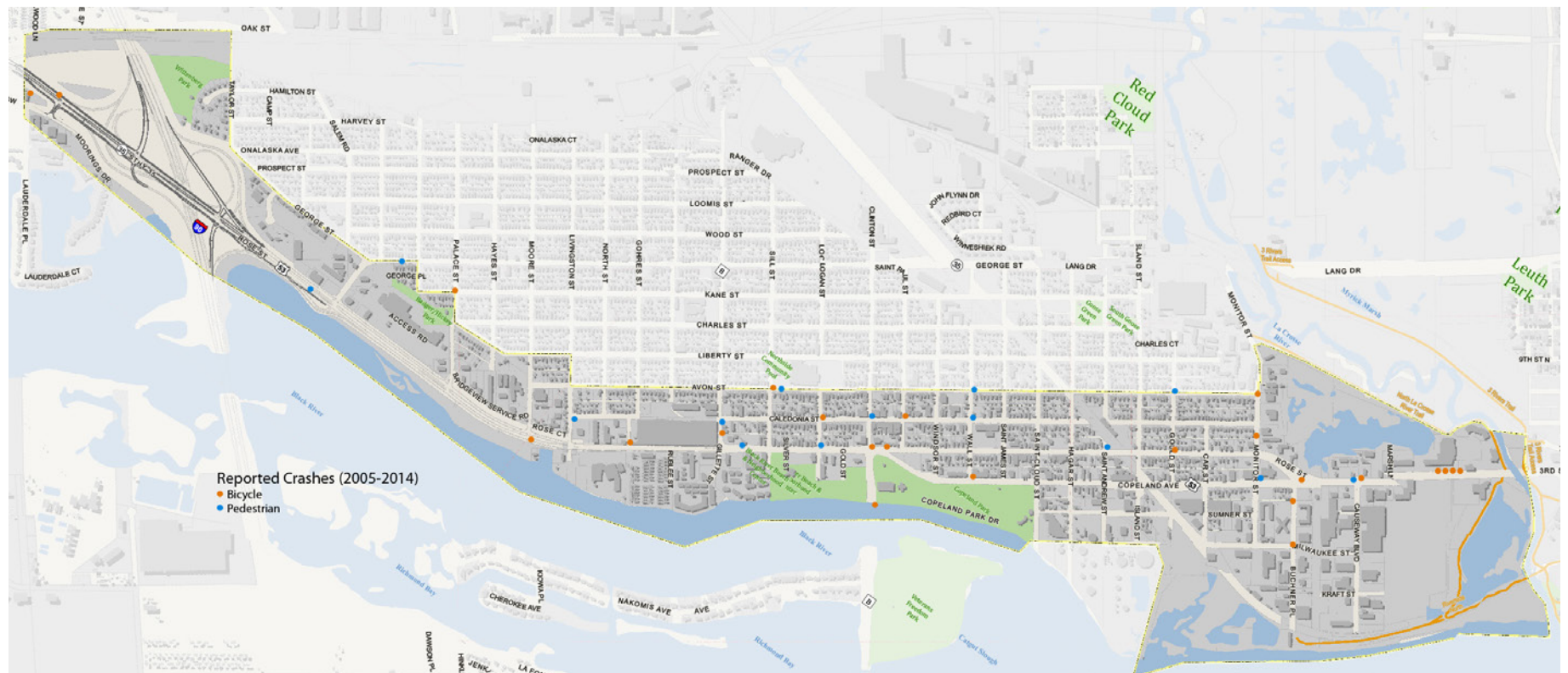
These intersections were mentioned by the public during public input sessions for this Plan, but it was also regularly noted that all crossings of Highway 53 are challenging. The 2012 Bicycle and Pedestrian Master Plan prioritized the need to install marked crosswalks at intersections throughout the city in order to improve pedestrian crossing conditions. Within the study area, the following intersections were prioritized:

INTERSECTIONS PRIORITIZED	PRIORITY LEVEL		
	1	2	3
Gillette + Liberty Street	●		
Avon + Clinton Street	●		
Sill + Caledonia Street		●	
Wall + Caledonia Street		●	
Copeland + Windsor Street		●	
Copeland + Wall Street		●	
Copeland + St. James Street		●	
Copeland + St. Cloud Street		●	
Copeland + Hagar Street		●	
All other unmarked intersections			●



## Pedestrian Crashes

Within the study area, there were twenty-one crashes involving pedestrians between 2006 and 2016. Crashes were dispersed throughout the study area without any significant concentration of crash areas. However, twelve of the crashes occurred on or at an intersection with Highway 53, confirming the reports from the public about challenges crossing Highway 53 as a pedestrian. Additionally, four of the crashes occurred on or at an intersection with Caledonia Street, likely to greater pedestrian activity in the UPTOWNE/Old Town North Area.



**21** crashes involving pedestrians between 2006 and 2016

**12** crashes occurred on or at an intersection with Highway 53

**4** crashes occurred on or at an intersection with Caledonia Street

## Sidewalk Concerns

Throughout the Highway 53 Corridor, space allotted for pedestrian use is constrained within five to eight feet. Areas with larger setbacks contain usable pedestrian space up to 12 feet, but some of this space resides on private property. The approximate five-foot sidewalk area is being encroached upon by commercial parking lots and residential yards that have not been maintained and/or obstructed by power and sign poles. As a result, the sidewalk effectively becomes more narrow than the required four-foot pedestrian access route with some routes even more narrow at three feet.

As a result of this constrained environment, sidewalk treatments along the Highway 53 Corridor are inconsistent and vary block by block. There are very few blocks along Highway 53 that have sidewalk segments that include a grass boulevard areas between the sidewalk and roadway.

The portion of Highway 53 where Rose Street and Copeland Avenue split (between Clinton Street and Monitor Street) includes striped parking lanes that provides a buffer between pedestrians and travel lanes (i.e., the parked cars next to the curb provide a barrier, and when not occupied the space provides a buffer).

**5' TO 12'** current width of  
pedestrian walkways





### *Inconsistent Development Setbacks*

Typically, residential fences in the Corridor are at the edge of the sidewalk within the public right-of-way. A lack of a Frontage Zone minimizes the usable portion of the sidewalk. However, on commercial land uses, buildings are set back one or two feet to provide additional room. The images below illustrate the inconsistent development setbacks that occur along the Highway 53 Corridor. The first image illustrates a residential fence that creates a narrow feel of the sidewalk area, and the second image represents a new development that increased the sidewalk width in addition to providing a Frontage Zone by setting the building back from the edge of the sidewalk. Challenges related to accessibility follow and include sidewalk obstructions, snow, grades, and personal safety concerns.

### *Sidewalk Obstructions*

Sidewalk obstructions such as sign posts, vegetation, utility poles, garbage cans, and temporary signs are prevalent along Highway 53 and narrow the walk zone. Above ground utilities, furniture, and vegetation would otherwise be placed in the Planting/Furnishing Zone if it was available.

### *Snow Removal*

It has been identified that the sidewalks in winter are impassable in locations due to the lack of snow removal. Maintaining sidewalks during the winter is difficult due to snow storage space being nonexistent or limited. Snow from the roadway is plowed directly onto the sidewalks, creating difficulty for adjacent property owners to adequately maintain the sidewalks. La Crosse has an existing policy requiring snow removal from sidewalks by abutting property owners, but the policy needs stronger enforcement.





### *Curb Condition*

In many sections of the Highway 53 Corridor, the deteriorating curbs provide little to no vertical separation from the roadway. This minimizes the barrier a curb can provide between vehicles and pedestrians, facilitating encroachment on the sidewalk for maneuvering or parking automobiles, delivery trucks, and buses.

### *Streetscape*

The entire Corridor lacks greenery and wooded areas, furniture, pedestrian scale lighting, art, and wayfinding. Where furnishings are provided, they frequently interrupt the walkway and reduce the accessibility of the pedestrian access route. Non-fixed objects such as waste receptacles and newspaper boxes are particularly challenging as they can move from their intended space. The railroad bridges along Rose Street and Copeland Avenue provide narrow sidewalks for pedestrian travel that are not consistent for pedestrian use.



## Bicycle Issues

No dedicated or marked bicycle facilities exist on Highway 53 or other streets within the Corridor. Bikers use the sidewalk or travel lanes with motor vehicle traffic.

Bicycle count data shows that Highway 53 has a higher rate of sidewalk riding than other count locations, which indicates this stretch of Highway 53 is not meeting the needs of people biking.

Although there are no designated bicycle facilities or routes within the study area, numerous neighborhood streets provide substantial bicycle conditions. In particular, Caledonia Street and Avon Street provide long routes with relatively low traffic volumes. Avon Street provides a crossing of the railroad tracks, which is a key connection for people bicycling north to south in the area.

Shared use paths exist at the southern end of the study area near the La Crosse River. The path on the west side of Highway 53 connects Riverside Park across the La Crosse River to Riverside West and Causeway Boulevard. Just outside the study area to the east, paths run along both sides of the La Crosse River connecting Riverside Park, Monitor Street, West Avenue, and beyond. These bicycling and pedestrian paths facilities are widely used but are missing key connections that would enhance their utility and popularity.

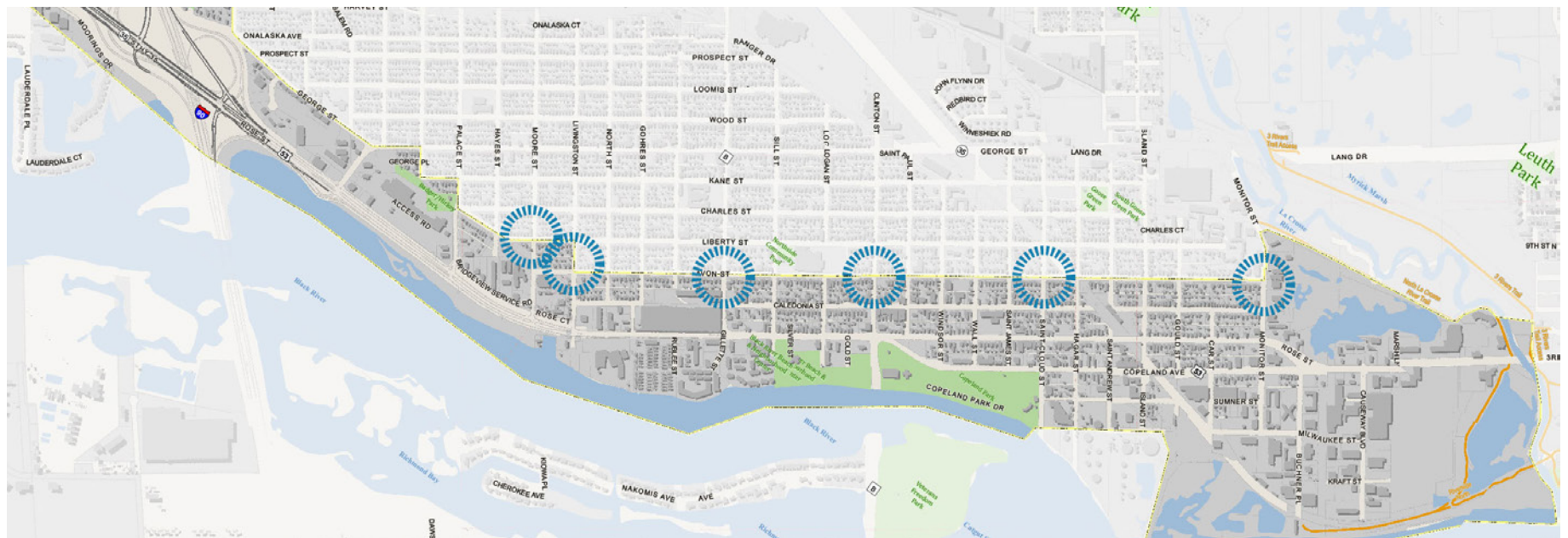


### Bicycle Crossings

Crossings of Highway 53 and other streets in the study area were frequently cited as problematic by the public. The 2012 La Crosse Bicycle and Pedestrian Master Plan identified problems with six bicycle intersections within the Highway 53 Corridor:

- 1 Rose Street and Livingston Street
- 2 Avon Street and Moore Street
- 3 Avon Street and Gillette Street
- 4 Avon Street and Clinton Street
- 5 Avon Street and Saint Cloud Street
- 6 Avon Street and Monitor Street

These intersections were mentioned by the public during input sessions, but it was also regularly noted that all crossings of Highway 53 are challenging.





### *Bicycle Crashes*

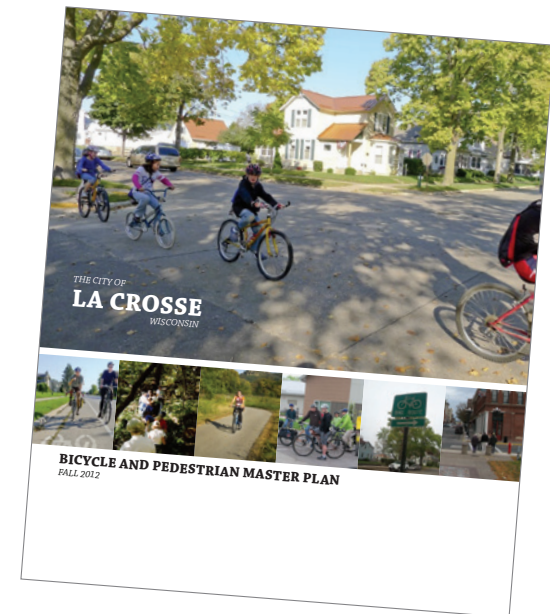
Within the Corridor, there were 43 crashes reported to the police involving bicycles between 2006 and 2016. Thirty-three of the crashes occurred on or at an intersection with Highway 53; six of these crashes were at or near the intersection of River Bend Road, which leads into the River Bend Plaza. The high concentration of crashes along Highway 53 demonstrates that people are bicycling along or across Highway 53 even without the presence of a bicycle route. This is likely due to the high concentration of destinations along Highway 53. Because of the lack of bicycle routes on Highway 53, many people bicycle on the sidewalk. While legal, sidewalk bicycling is not safe, and crashes frequently occur at intersections with streets and driveways.

### *Bicycle Plans*

The 2012, La Crosse Bicycle and Pedestrian Master Plan provided numerous recommendations for facilities, programs, and policies to improve bicycling in the study area and La Crosse as a whole. Bicycle facilities proposed by the plan for the study area include:

- Shared Use Paths: Riverfront Trail (I-90 to La Crosse River); Powerline Corridor (Proposed Riverfront Trail to Highway 53)
- Bike Lanes: George Street (Highway 53 to Gillette Street); Highway 53 (Livingston Street to La Crosse River); Monitor Street (Copeland Avenue to Lang Drive); Saint Cloud Street (Copeland Park Drive to George Street); Clinton Street (Black River to George Street); Gillette Street (Rose Street to River Valley Drive); I-90 shoulder through entire study area
- Shared Lane Markings: Moore Street (Highway 53 to George Street)
- Bike Boulevards: Avon Street (Moore Street to Monitor Street)
- Bike Routes: Logan Street (Black River Beach Park to Highway 53); George Street (W George Street to N Salem Road)

None of the facilities proposed above have been constructed, but the City is currently moving ahead with plans to provide a bicycle boulevard on Avon Street and to provide bike lanes on Monitor and Clinton Street.



## Transit

The La Crosse Municipal Transit Utility (MTU) provides bus service in the study area through the Route 6 Northside bus with regular service on weekdays and weekends. Limited service is also provided in the study area on weekdays via the Route 7 French Island bus and the Route 9 Onalaska bus. More detail about these routes is provided below:

### 6 Route 6: Northside

- Seven days a week service
- Weekday service every 30 minutes from 5:12 am until 5:42 pm
- Weekday service every hour from 6:42 pm until 9:41 pm
- Weekend service hourly until 6:42 pm on Saturdays and 5:42 pm on Sundays

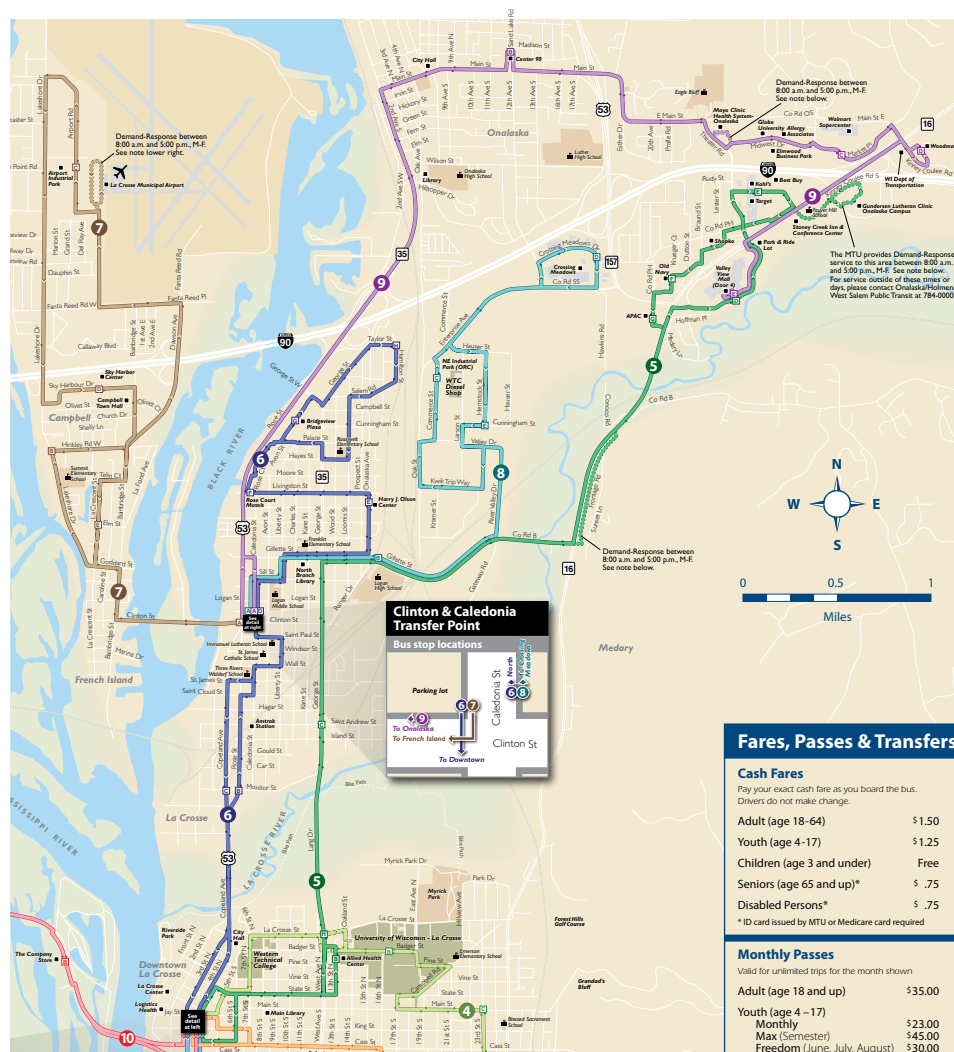
### 7 Route 7: French Island

- Limited service: Weekdays only
- Hourly service from 5:55 am to 5:25 pm

### 9 Route 9: Onalaska

- Limited service: Weekdays only
- Three full morning routes (once per hour), plus one partial morning route
- Five afternoon/evening routes (once per hour)

The majority of bus stops in the Corridor are single signs noting the location of a bus stop, with most bus stops lacking benches, lights, and shelters. While concrete pads exist at bus stops, snow removal in the winter is inconsistent and can make bus loading and unloading difficult. Passenger shelters are provided at the intersections of Copeland/Hagar, Copeland/Monitor, and Copeland/River Bend (both sides). Where benches do exist, they frequently add to the obstructions in the walkway due to inadequate space within the right of way. The consolidation of select bus stops and the addition of shelters is a possibility for the future.



### *Intercity Rail*

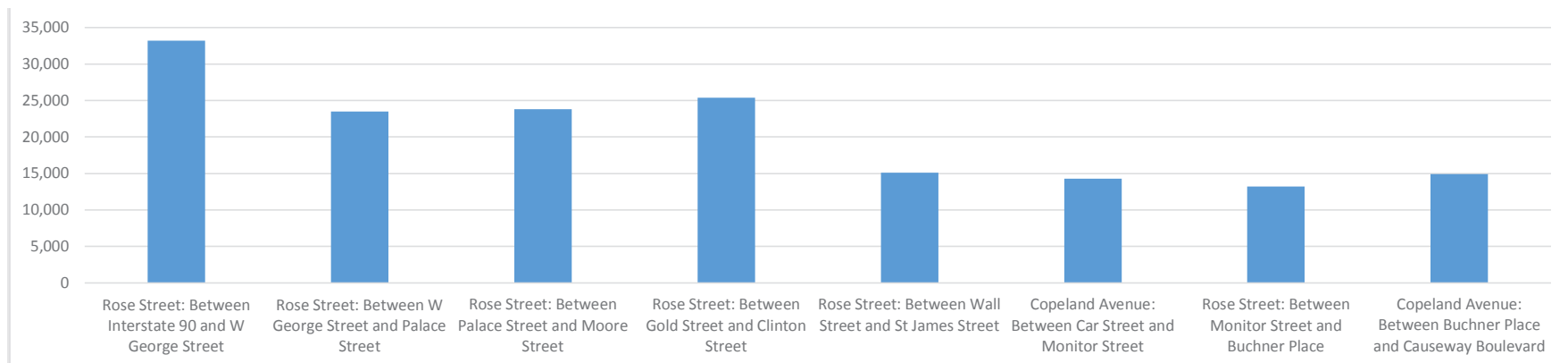
The La Crosse Amtrak Station is located at the intersection of Caledonia Street and Saint Andrew Street. Service is provided daily on the Empire Builder route which runs from Chicago to Seattle and Portland. The Amtrak Station provides an enclosed waiting area with restrooms and both short-term and long-term vehicle parking options.

The overall Highway 53 Corridor was analyzed to better understand how the corridor might better serve people walking and biking and allow for redevelopment. This analysis looks at how the roadway is used (automobiles, pedestrians, bikes, transit, freight), how many motor vehicles the roadway can accommodate (capacity), who is using the roadway, how safe the roadway is (crashes), and how much it might be used in the future (forecast motor vehicle traffic volumes).

Early in the planning process, it became evident that improving the biking and pedestrian environments would require taking space from existing vehicle travel lanes. To gain an understanding of whether or not this would be possible, a planning-level review of the entire Highway 53 Corridor was necessary. This analysis looked at existing counts and crash history. Following are highlights of the current findings.

### *Average Daily Traffic Counts*

Average Daily Traffic (ADT) on Highway 53 ranges between 23,500 and 33,200:



The five-lane cross section of Highway 53 and the one-way pair of streets from Clinton Street to near Buchner Place provides adequate capacity for the level of traffic on the street. At most times of the day, traffic delays are minimal. During peak periods, there are minor delays and queuing at traffic signals throughout the corridor, but the observed levels of delay do not warrant any intervention.



## Vehicular Crash Analysis

Within the Corridor, there were 1,639 motor vehicle crashes from 2006 to 2016; this total excludes crashes on I-90 and crashes involving bicyclists or pedestrians. Of these crashes, 1,253 or 76 percent occurred on Highway 53. Crashes are constant over the length of Highway 53 and George Street within the study area and significant concentrations of crashes also occurred along Gillette Street and Clinton Street.

The large number of crashes along Highway 53 is largely due to the greater traffic volume on the street than those surrounding. However, the crash numbers may also be high due to higher traffic speeds at the northern end where the street has a rural highway design. As motorists begin to encounter traffic signals and slowed traffic at George Street, crashes occur. The long distances between traffic signals in the corridor contribute to speeding, which also contribute to crashes when traffic does slow or stop. The large number of driveways and intersections in the corridor also contribute to many vehicles turning on and off of Highway 53.



**1,639** motor vehicle crashes from  
2006 to 2016

**1,253** or 76% of crashes occurred  
on Highway 53

### Parking and Parking Demand

There is no on-street parking within two-way segments of Highway 53, but on-street parking is provided to portions of the one-way segments of the street and is allowed on most other streets within the study area. Along Highway 53, there is ample off-street parking at most destinations. The only concerns that were cited by the public about parking availability during certain times of the day in the UPTOWNE Business District (Caledonia Street from Clinton Street to Saint Paul Street). While substantial on and off street parking exists in this area, it is consistently occupied by local business patrons.



## Truck Movements

A number of intersections in the study area have been designed to accommodate large truck movements. These intersections are designed with large curb radii to allow large trucks to make turns without encroaching over curbs and sidewalks. While this design allows for easier movements by large trucks, it contributes to drivers of smaller vehicles making turns at higher speeds. Large curb radii also contribute to longer pedestrian crossing distances. The longer crossing distances combined with vehicles making turns at higher speeds increases the likelihood of crashes between motorists and pedestrian





## Environmental Evaluation

### Black River/La Crosse River Marsh

The USH 53 Corridor has several environmental and open space amenities within and adjacent to its boundary. The entire western edge of the study boundary has waterfront along the Black River. While improvements to waterfront public access and conditions are recommended, the Black River is already a cherished piece of the Northside Community. The southern portion of the Corridor is also adjacent to the La Crosse River Marsh. Connections to this amenity can be enhanced as recommended in later sections of this Master Plan while preserving its natural qualities.



### Environmental Contamination

No environmental site assessments were conducted as part of this planning process. Because of the large number and area of current and past industrial land uses, environmental contamination can be expected to be encountered during future redevelopment activities. For example, a large and lengthy environmental assessment and remediation process was required to prepare the Riverside North redevelopment site.

## Floodplain

Much of the Black River waterfront is within or adjacent to the flood-way, which can be expected to contain significant flow during flooding occurrences and should see limited to no development due to regulations. Northside redevelopment and current property owners are hampered by much of the land area located within the 100-year floodplain, which has significant impacts on existing and future conditions in the area. Floodplain regulations have the negative effect of limiting redevelopment opportunities by increasing the cost of planning, design, permitting, construction, and maintenance of property. Many property owners are required to purchase flood insurance that they are unlikely to ever make a claim on. Property owners are limited by the amount of money they can spend on improvements and general maintenance to their properties. Public safety and accessibility during flooding events are concerns. All of these issues and others are much of the reason for a continuous cycle of deterioration of property values and conditions.



## Green Infrastructure

Limited amounts of green infrastructure exist along the Highway 53 Corridor due to lack of redevelopment. Most developments along the Corridor occurred prior to current federal, state, and local stormwater management regulations. Also, most street reconstruction occurred prior to adoption of the City's Green Complete Streets Ordinance. However, new developments and street reconstructions will be required to abide by these regulations and policies.

Future development of green infrastructure is necessary to preserve and protect many environmental amenities that currently exist within the Corridor. Green infrastructure can also improve existing areas over current conditions by reducing the frequency and impacts of localized flooding caused by limited storm sewer capacity. Storm water that does not infiltrate will eventually flow into the Black River. Therefore, storm water management has direct impacts on the quality and sustainability of one of the corridor's most important environmental and recreational assets.

There are several challenges to implementing Storm Water Best Management Practices (BMPs) in the Highway 53 Corridor. First, much of the area is fully developed, thus limiting space for BMPs within the right of way. Second, there is limited surface drainage to the street that could be captured in surface BMPs and majority of runoff is captured within storm sewers.(as shown in the images below)

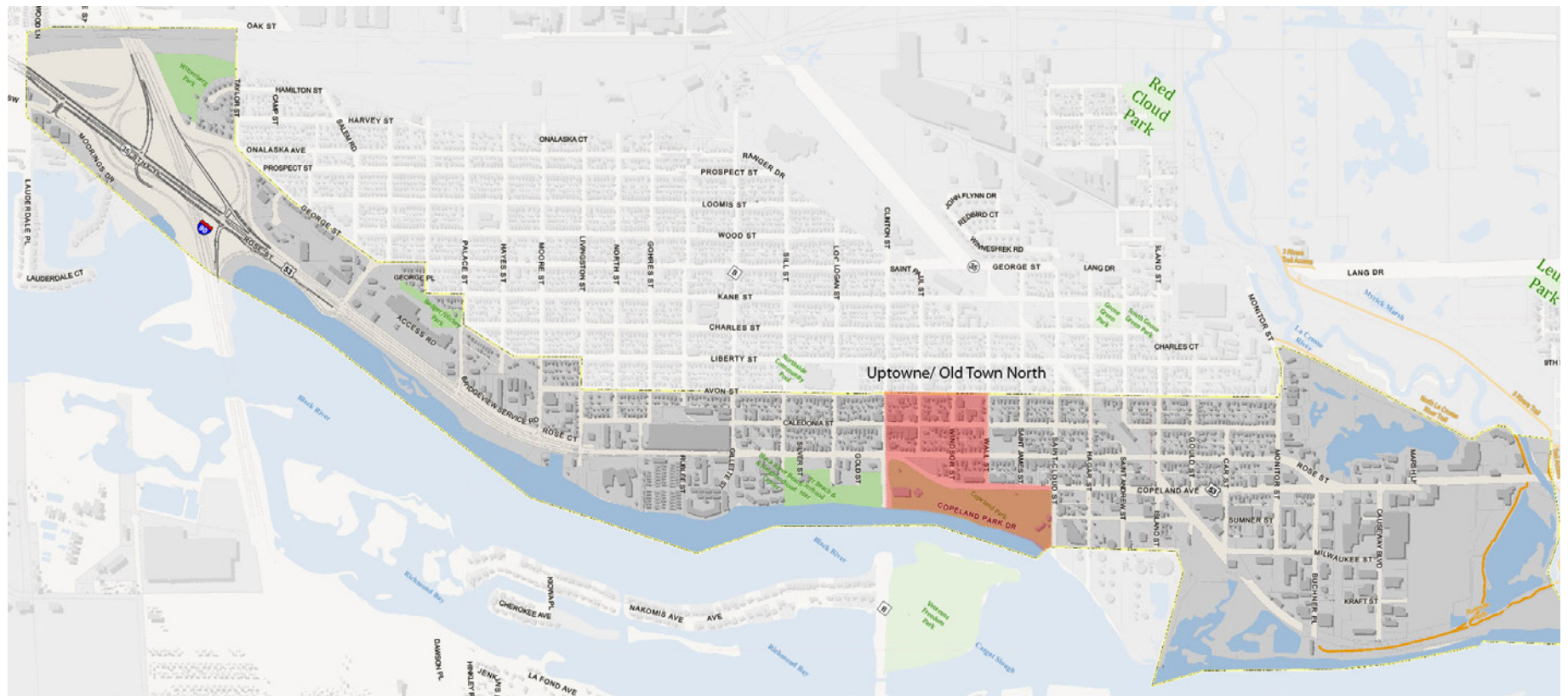




## UPTOWNE/Old Towne North

The “Next Great Place UPTOWNE Summit” was held in October 2016. To address current concerns and conditions of the community in “Old Towne North” regard economic development, transportation, redevelopment opportunities, historic preservation and community involvement and networking. The process focused heavily on community engagement and included local facilitators and facilitators from other communities across the nation. The process was community led and funded.

Many of the goals, opportunities, and tactics documented in the Workshop Outcomes report are included in this Master Plan as well through reoccurring themes as a result of community engagement and data gathering or incorporation. Both processes recommend a number of immediate, short-term, mid-term, and long-term actions; continuous investment in this district that is critical to local economy and neighborhood livability; and continual reevaluation of the needs and commitments to the district.



## Health Impact Assessment

A comprehensive health impact analysis was developed for the Highway 53 Corridor Project to determine the unique assets and opportunities that exist along the corridor to improve the overall health equity of North La Crosse. Six categories that were analyzed for the health impact analysis are defined below.



### **Community + Context**

This category focuses the analysis on broader connectivity within the project area and along the Corridor and emphasize access to goods and services, incompatible land uses, proximity to mixed land uses and dense areas of the community, access to parks/open spaces and transportation (safety, active transportation, mode of travel and traffic volumes).



### **Community Institutions**

This category identifies key community institutions and amenities, services (libraries, public art and other civic services), education (resources and facilities), and housing (location, quality, density and affordability).



### **Economic Stability**

This category identifies opportunities for development/redevelopment along the Corridor and opportunities for increased access to jobs/living wages and employment benefits.



### **Environmental Resilience**

This category focuses the analysis on opportunities for enhanced environmental quality within the project area and along the Corridor. The key indicators that were identified in this analysis include opportunities for improved air quality, opportunities for enhanced environmental quality (conservation of natural resources, preservation of habitats, and water quality), and sustainable building design.



### Health + Safety

This category focuses the analysis on opportunities to improve overall health and well-being within the project area. The key indicators that were identified in this analysis include the promotion of opportunities for recreation and active living, enhanced safety (and reduction of perceived crime), and enhanced emotional well-being and access to improved food systems (retail services, restaurants, and community agriculture).



### Social Cohesion + Engagement

This category focuses on identifying opportunities to improve social cohesion and engagement opportunities within the project area. The key indicators that were identified in this analysis include improved social equity (equitable treatment of disadvantaged populations and equitable processes that influence displacement of residents) and improved social capital (strengthening relationships in the community, reducing inequality, integration, and community empowerment).





# COMMUNITY ENGAGEMENT





## Collaborative + Community Based Planning

The Community's greatest assets for this Plan are the knowledge, interest, and contributions that its citizens, businesses, local officials, and advisory commissions made to the development of the Community's vision and next-generation plan. The planning process provided opportunities for community involvement in creative and practical ways to help shape the future of the Highway 53 Corridor. The major forces, issues, and opportunities associated with the Corridor have been defined through a series of interactive committee meetings, business owner interviews, community workshops, open houses, and interviews with developers. The results of the community exercises have been synthesized into goals, objectives, policies, and implementation programs to assist in shaping the vision for the Corridor and guide the creation of this Master Plan.

The City of La Crosse engaged the community to create the Highway 53 Corridor Plan from the I-90 – Exit 3 interchange to the La Crosse River crossing, south of Causeway Boulevard.



## Steering Committee

The City of La Crosse convened and engaged the Steering Committee throughout the planning process. The Committee made pivotal decisions and contributions to major project deliverables. The Steering Committee was composed of elected officials from the City of La Crosse, business/property owners, and neighborhood stakeholders.

### Kick-Off Meeting: February 27, 2014

The Steering Committee, along with 60 other community members, participated in three facilitated strengths, weaknesses, opportunities, and threats (SWOT) exercises for Highway 53 at a public workshop on February 27, 2014. Individual comments were recorded and posted for other participants to view and comment.



### QUESTION #1

**What is unique about the Highway 53 corridor and what aspects of the Corridor should be enhanced and/or maintained?**

- River: waterfront access, eagle watch area
- Gateway/Entrance to La Crosse
- Development: improved housing, develop underutilized land, economic growth
- Traffic: enhance traffic flow, multi-modal improvements



### QUESTION #2

**What is problematic along the Corridor and needs improvement?**

- Run-down/underutilized properties and buildings: poor condition, absentee landlords,
- Floodplain
- Improved identity and image
- Multi-modal access and circulation





### QUESTION #3

What would substantial positive change (short term implementation or improvements) look like in five years along the Highway 53 Corridor?

- Beautify Corridor and gateway
- Redevelopment of underutilized properties
- New branded image and change public perception



### QUESTION #4

If a robust and realistic plan for the corridor was implemented, what would the Corridor look like in 20 years?

- Public and private sector growth: creating community strategic value
- Fully redeveloped corridor: new shops, housing, hotels and neighborhoods
- Improved River access and recreational amenities
- Sense of Northside pride



### QUESTION #5

What one thing would you change about the Highway 53 Corridor?

- Removal of undesirable buildings/land uses along the Corridor
- Redevelopment of key parcels: Bridgeview Square Image

## Focus Groups / Community Events



## Stakeholder Groups



## Public Workshops

### First Public Workshop: Open House Overview: November 10, 2016

The first public workshop for the Highway 53 Corridor Plan was held November 10, 2016, from 6 to 8 p.m. at the Northside Elementary School. The public workshop included a presentation on the overall purpose of the planning process and schedule, three stations that included interactive exercises that requested input related to corridor “identity”, and transportation and economic development. The participants in the workshop were asked to rotate through the three stations and provide responses to specific questions. Individual comments were recorded and posted for other participants to view and respond. The workshop was designed as a broad community conversation to gather feedback from residents, business owners, and others who use the corridor.

A summary of outcomes from the three topic break-outs follows:



### IDENTITY



### TRANSPORTATION



### ECONOMIC DEVELOPMENT

#### Summary of Input:

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>✓ Enhance aesthetics, improved gateway experience and more welcoming</li><li>✓ Maintain function of roadway but get people to stop</li><li>✓ Enhance businesses</li><li>✓ See and recognize businesses, get people to stop</li><li>✓ Directions to/from corridor</li><li>✓ Define landmarks along the corridor with signs and wayfinding</li><li>✓ Enhance pedestrian and multi-modal access and circulation</li></ul> | <ul style="list-style-type: none"><li>✓ Provide safe crossings, enhance intersections, and consolidate driveways/curb cuts</li><li>✓ Redevelop new and/or opportunities</li><li>✓ Do not redevelop sites that support “good” businesses</li><li>✓ Define opportunities to provide housing choices and business that provide living wages</li><li>✓ Redevelop recommended needs to balance floodplain issues</li></ul> |
|--|---|



## Second Public Workshop: February 23, 2017

The second public workshop for the Highway 53 Corridor Plan was held February 23, 2017, from 6 to 8 p.m. at the Northside Elementary School. The public workshop included three stations that displayed information on corridor redevelopment concepts, corridor design recommendations related to parks/trails/circulation, and a “What we Heard” slide show to share public feedback to date. The workshop was designed to share recommendations for improving the safety, multi-modal access and circulation, crossing improvements, corridor aesthetics, and growing the tax base through redevelopment at key nodes. The workshop was also designed to gather feedback from residents, business owners, and others who use the corridor.

### REDEVELOPMENT CONCEPTS

- ✓ Workshop participants shared their personal stories of living in the area and their experiences along the Highway 53 Corridor.
- ✓ Future redevelopment and roadway designs need to respect the historic resources and existing businesses along the corridor and accommodate the needs of the present and future community.

### TRANSPORTATION/ STREETSCAPE/PARKS

- ✓ Safely accommodate all modes, especially pedestrians, along the corridor and especially at busy intersections.
- ✓ Providing safe and adequate space for the most vulnerable user — the pedestrian — will also enhance the overall public realm.
- ✓ Address the effects of motor vehicle traffic, including traffic calming.
- ✓ Many participants commented on the impact of motor vehicles along the corridor. The motorized traffic is not going away, but there are opportunities to accommodate motorized traffic, yet make the corridor a more pleasant and safe experience for all who frequent the area.

### Third Public Workshop: May 16th, 2017

The third public workshop for the Highway 53 Corridor Plan was held May 16th, 2017, from 6 to 8 p.m. at the Northside Elementary School. The public workshop included three stations that displayed information on corridor redevelopment concepts, corridor design recommendations, implementation strategies, and a “What we Heard” slide show to share public feedback to date. The workshop was designed to share recommendations for improving the safety, multi-modal access and circulation, crossing improvements, corridor aesthetics, and growing the tax base through redevelopment at key nodes. The workshop was also designed to gather feedback from residents, business owners, and others who use the corridor.

The project Steering Committee continually altered the process and corridor planning to address input received from all sources listed above. The recommended intersection improvements, enhanced pedestrian facilities, roadway improvements, and redevelopment scenarios all were significantly shaped by public and stakeholder input. The recommendations in this Plan were generally accepted by those engaged as the best options within the project’s constraints. Where participant desires could not be accommodated, the Steering Committee made its best effort to identify next-best options or mitigating measures.

