

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
April 30, 2018**

➤ **AGENDA ITEM - 18-0512 (Tim Acklin)**

Resolution adopting the Hwy 53 Corridor Master Plan (Rose St/Copeland Ave from the City Limits near Exit 3 to the La Crosse River) and abolishing the steering committee.

➤ **ROUTING:** J&A

➤ **BACKGROUND INFORMATION:**

In January 2016 the Planning Department prepared and sent out a Request for Proposals to prepare a comprehensive corridor plan for the area along Hwy 53 depicted in the attached **MAP PC18-0512**. A steering committee was also established. The focus of the plan was to address transportation, economic development, urban design, land use, environmental constraints, and historic preservation issues for the Northside of La Crosse.

In July 2016 the City approved a Professional Services Agreement with the consultant team of Perkins and Will, ISG, and Toole Design Group to prepare the plan. Since then the Steering Committee and consultant team has conducted a market analysis for the corridor as well as four (4) community workshops, thirteen (13) public Steering Committee Meetings, and 28 other stakeholder meetings with citizens to collect community feedback for the plan.

From the feedback collected the following goals were developed:

GOAL #1-Grow and enhance the Corridor as a location for 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.

Additionally, 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. They were:

PRINCIPLE #1: Advance Livability

PRINCIPLE #2: Strive for Diversity

PRINCIPLE #3: Promote Neighborhoods

PRINCIPLE #4: Foster Sustainability + Resiliency

As a result of the above urban design principles the Steering Committee and the consultant team incorporated the “Pulse Node” design concept into the plan to serve as the underlying guideline for redevelopment for the entire 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.



Each Node has specific goals and objectives for redevelopment and improvements/enhancements. Additionally, a multi-modal transportation component for the entire corridor is included.

The plan also includes an Implementation Plan for each component of the plan with short and long term recommendations, totaling 147 actions.

➤ **GENERAL LOCATION:**

Hwy 53 from I-90 Exit 3 to the La Crosse River.

➤ **RECOMMENDATION OF OTHER BOARDS AND COMMISSIONS:**

The Hwy 53 Corridor Master Plan Steering Committee recommended approval of the plan at their last steering committee meeting on April 4, 2018.

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

The 2004 City of La Crosse Economic Development Strategic Plan calls for the development of an “Area Plan” for the Rose Street Corridor from Interstate 90 to downtown La Crosse.

An objective in the 2014 Economic Development Commission’s Action Plan was to coordinate multi-jurisdictional Gateway efforts for prime entrance corridors to the City including I90& Hwy 53/35.

➤ **PLANNING RECOMMENDATION:**

Efforts have already been underway to form an ad-hoc group with the North La Crosse Business Association to begin implementing the plan. This group will include North La Crosse business merchants, the Chamber of Commerce, neighborhood association residents, the City of La Crosse, and any other interested individuals. **This Resolution is recommended for approval.**

