

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
May 4, 2015**

➤ **AGENDA ITEM – 15-0386 (Amy Peterson)**

Resolution approving the City of La Crosse Transportation Vision.

➤ **ROUTING:** J&A Committee

➤ **BACKGROUND INFORMATION:**

During the week of February 23-26, 2015, the City of La Crosse held a transportation visioning workshop. The City hired Toole Design Group (TDG) to facilitate the process and, with over 300 people in attendance over four days, there was much public input and learning that took place. Public meetings were held at the beginning and end of the process as well as eight stakeholder meetings and as open studio time that were an integral part of the public participation process.

At the end of the four days, TDG presented a consensus transportation vision for the City to the public. The consensus by the public, stakeholders, and city staff of the Vision is to plan, prioritize, and design changes that help La Crosse to become a beautiful, livable, vibrant, historic, city between the rivers, bluffs and marsh, that is the economic, educational, medical, social, cultural and transportation hub for the region.

Based on the vision, the city will prioritize changes that result in outcomes like safety, walkability, bike friendliness, access, slower driving speeds, fewer 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.

➤ **GENERAL LOCATION:**

City Wide

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

The Board of Public works recommended approval of the amended vision resolution on 4/27/15.

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

This vision should be viewed as an update or supplement to the City's Comprehensive Plan, which is now thirteen years old.

➤ **PLANNING RECOMMENDATION:**

As the City of La Crosse looks beyond conventional transportation design as a way to transform neighborhoods, Downtown and the more suburban style development patterns that occur within the City, we look to both other community examples as well as data driven results. Through the visioning process, from our own research and from the guest presentation at the recent Mayor's Conference we continue to learn that there are communities and state's that are changing the way they design transportation systems, and those changes are having major positive impacts within those communities.

Unfortunately, our conventional transportation system in the country, that exploded transportation development in the 1950's has supported suburban sprawl, long commutes, increased use of resources and pollution, which in turn has degraded cities. This conventional system is founded in data and research that promotes continual expansion of automobile centric transportation systems.

There are multiple large transportation projects currently in the planning and design phase within the City of La Crosse. This vision provides citizens and staff with a benchmark to gauge future designs and to ensure that they will increase livability and vibrancy within our City. These transportation projects will affect our City for 30-75 years. Now is the time to shift from conventional transportation design to traditional; to reward the short trip, to accommodate many users, to increase access, to nurture businesses, and ultimately to create more vibrancy in our City through our transportation design decisions.

Planning staff recommends approval of this resolution.