

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
July 1, 2019**

➤ **AGENDA ITEM – 19-0818 (Andrea Schnick)**

Resolution authorizing the Planning and Development Department to solicit proposals for the City Vision 2040 Downtown Master Plan and establishing the City Vision 2040 Steering Committee.

➤ **ROUTING:** F&P 7/3/19

➤ **BACKGROUND INFORMATION:**

The current downtown master plan, City Vision 2020, was created in 2004. Downtown has seen steady redevelopment and economic development growth and has accomplished many of the goals of that plan. With continuing changes in retail, technology, housing and development trends, downtown would be best prepared with an updated plan for future adaptation to the economic climate.

Planning staff recently sent a Request for Expressions of Interest on this project to over 50 firms and received responses from 11 groups with interest in working on this project. Planning staff feels the next appropriate step would be to establish a steering committee to establish the scope of the project and to then send a Request for Proposals. This steering committee would be similar to the group that oversaw the Highway 53 Corridor Plan.

The City has allocated \$100,000 in CIP funding for 2018 and 2019 and \$30,000 from Western Technical College to build a neighborhood study into the plan. DMI is working to raise additional funding to be best positioned to accept the most qualified and cost-effective proposal during the RFP phase.

➤ **GENERAL LOCATION:**

Downtown and Goosetown Neighborhoods, Historic downtown La Crosse

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

N/A

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

The Comprehensive Plan consistently discusses the importance of a strong downtown through the implementation of the then-City Vision 2000 Master Plan.

➤ **PLANNING RECOMMENDATION:**

Planning Staff recommends approval.