

**CITY OF LA CROSSE, WISCONSIN  
CITY PLAN COMMISSION  
REPORT  
August 30, 2021**

Ø **AGENDA ITEM – 21-1148 (Andrea Trane)**

Resolution adopting the Imagine 2040 La Crosse Downtown Plan and abolishing the City Vision 2040 Steering Committee.

Ø **ROUTING:** J&A 8.31.21

Ø **BACKGROUND INFORMATION:**

The previous City Vision 2020 plan was due to be updated to recognize and plan for the future changes in infrastructure, development, transportation and sustainability in the downtown, which is the commercial and historic core of the community. The City Vision 2040 Steering Committee was formed and RDG was selected through an RFP process to be the consultant working with the City on this update. The public engagement process had considerable community participation in light of the COVID-19 pandemic, including over 100 online meetings, 20 public Steering Committee Meetings, website traffic on [www.imaginedowntownlacrosse.com](http://www.imaginedowntownlacrosse.com) that included over 7,400 views and had 584 participants who contributed over 25,000 responses to questions, as well as in-person activities such as a three-day design charrette in August 2020, six walking tours with stakeholders, an open house at the library, drop-in visits to Downtown Mainstreet, Inc. office, and participation in the Downtown Neighborhood Association meeting.

The City of La Crosse and Downtown Mainstreet, Inc. are ready to move forward to the implementation process which will be led by the Downtown Mainstreet, Inc.'s Economic Vitality Committee with close participation and input from the Department of Planning, Development and Assessment and other City departments with implementation of the plan's recommendations with the following theme objectives:

- Market for development.
- Network of strong neighborhoods.
- A connected city.
- Destination for all people
- Confluence of nature.

Ø **GENERAL LOCATION:**

The downtown boundary of this plan extends from the La Crosse River to Mississippi River to West Ave to Jackson St.

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

Approved by the City Vision 2040 Steering Committee on 8/18/2021.

Ø **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

The downtown is recognized as an important area for redevelopment in the Comprehensive Plan. The new Imagine 2040 Plan will also be a key component in the work of the updated Comprehensive Plan.

Ø **PLANNING RECOMMENDATION:**

This item is recommended for approval.

