

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.

RESOLUTION

WHEREAS, the Hwy 53 Corridor from Exit 3 is a primary gateway into the City of La Crosse; and

WHEREAS, the need to address transportation, economic development, urban design, land use, environmental constraints, and historic preservation for the Northside of La Crosse has been a high priority for many years; and

WHEREAS, the Common Council authorized (15-1239) the City Planning and Development Department to prepare and transmit a Request for Proposals (RFP) to planning and design firms for professional services to assist in creating a Master Plan for the Hwy 53 Corridor; and

WHEREAS, the Common Council authorized (16-0571) a Professional Services Agreement with Perkins and Will to complete a Hwy 53 Corridor Master Plan and said plan is complete and has been reviewed and approved by the appointed Steering Committee; and

WHEREAS, the planning process has had considerable community participation including four (4) community workshops, thirteen (13) public Steering Committee Meetings, and 28 other stakeholder meetings with citizens who voiced their ideas, priorities and concerns; and

WHEREAS, the Steering Committee and the City have worked closely with Perkins and Will and are ready to move forward to the implementation process; and

WHEREAS, the Hwy 53 Corridor Master Plan Steering Committee recommended approval of the plan at their April 4, 2018 meeting.

NOW THEREFORE BE IT RESOLVED, by the Common Council of the City of La Crosse that it hereby adopts the Hwy 53 Corridor Master Plan and directs the Planning and Development Department to work with other City Departments, neighborhood associations, and business organizations to proceed with phased implementation of the plan's recommendations with the following objectives:

- Grow and enhance the Corridor as a location for businesses.
- Establish a land use pattern that promotes community.
- Improve all modes of transportation.
- Create an enhanced gateway to the City of La Crosse.

BE IT FURTHER RESOLVED, that the Hwy 53 Corridor Master Plan Steering Committee is abolished.

I, Teri Lehrke, certify that this resolution was duly and officially adopted by the Common Council of the City of La Crosse on May 10, 2018.



*Teri Lehrke, City Clerk
City of La Crosse, Wisconsin*