

Resolution authorizing the Planning and Development Department to solicit proposals for the preparation of a Corridor Plan for Hwy 53/Rose St/Copeland Ave from the City Limits near Exit 3 to the La Crosse River.

## RESOLUTION

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

WHEREAS, a Highway 53 Corridor Enhancement Plan was completed in 1999-2000 to establish streetscaping guidelines that could be implemented during the reconstruction of portions of Hwy 53 by WisDOT and needs to be updated; 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 this plan will provide the resources to plan for the redevelopment of this corridor in the future; and

WHEREAS, 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; and

WHEREAS, 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; and

WHEREAS, the Community Development Block Grant Committee has appropriated \$133,732.17 for an economic and redevelopment plan for the Exit 3/Hwy 53 Corridor; and

NOW THEREFORE BE IT RESOLVED, by the Common Council of the City of La Crosse that it hereby authorizes the Planning and Development Department to prepare a Request for Proposals (RFP) to solicit proposals for professional services to assist in creating a master corridor plan for Hwy 53/Rose St/Copeland Ave. (See attached map- Exhibit A)

BE IT FURTHER RESOLVED, that the Common Council hereby establishes the Hwy 53 Corridor Master Plan Steering Committee consisting of: City Plan Commissioners Council Member Ryan Cornett, Elaine Yager, Scott Neumeister, and Mayor Tim Kabat and also including Council Member Andrea Richmond, and North La Crosse Business Association members Nicholas Roush and Keith Carson.

BE IT FURTHER RESOLVED, that the Steering Committee is authorized to interview, and recommend, a firm to enter into a professional services agreement to the Common Council for approval.

BE IT FURTHER RESOLVED, by the Common Council of the City of La Crosse that it hereby approves the expenditure of TID 7 funds not to exceed \$70,000 to enable the City Planning and Development Department to pay for project related costs including, but not limited to consultant costs, newspaper advertisements, equipment & supplies, meeting venues, printing, and other related costs not eligible under Community Development Block Grant funding for Public Informational and stakeholder meetings.

BE IT FURTHER RESOLVED, that the Steering Committee, in addition to other City committee members, other stakeholders, and members of the general public are hereby authorized to obtain broad community engagement and shall be charged along with staff to complete this project with hired consultant.

BE IT FURTHER RESOLVED that the City Engineer, Director of Public Works, Director of Planning and Development and the Finance Director are hereby authorized to effectuate this resolution.