

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

## RESOLUTION

WHEREAS, in 2019 the Common Council recognized the need for an update of the City Vision 2020 plan 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; and

WHEREAS, the Common Council authorized the Planning and Development Department to solicit Request for Proposals (RFP) to planning and design firms for professional services to assist in creating the City Vision 2040 Master Plan and establishing the City Vision 2040 Steering Committee per Resolution #19-0818; and

WHEREAS, the Common Council authorized an Agreement for Consulting Services with RDG Schutte Wilscam Birge, Inc. (dba RDG Planning & Design) for the City Vision 2040 Downtown Master Plan per Resolution #20-0500; and

WHEREAS, 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; and

WHEREAS, the Steering Committee, the City of La Crosse and Downtown Mainstreet, Inc. have worked closely with RDG and 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; and

WHEREAS, the City Vision 2040 Steering Committee recommended approval of the plan at their August 18, 2021 meeting.

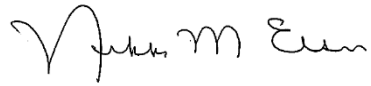
NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of La Crosse that it hereby adopts the Imagine 2040 La Crosse Downtown Plan and directs the Planning, Development and Assessment Department to work with other City Departments, Downtown Mainstreet, Inc., the Downtown Neighborhood Association, and business organizations to proceed 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.

BE IT FURTHER RESOLVED that the City Vision 2040 Steering Committee is disbanded.

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*I, Nikki M. Elsen, certify that this resolution was duly and officially adopted by the Common Council of the City of La Crosse on September 9, 2021.*

A handwritten signature in black ink, appearing to read "Nikki M. Elsen". The signature is written in a cursive style with a large initial "N".

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*Nikki M. Elsen, WCMC, City Clerk  
City of La Crosse, Wisconsin*