

**CITY OF LA CROSSE, WISCONSIN  
CITY PLAN COMMISSION  
REPORT  
May 4, 2020**

➤ **AGENDA ITEM – 20-0500 (Andrea Schnick)**

Resolution authorizing agreement for consulting services with RDG Schutte Wilscam Birge, Inc. (dba RDG Planning & Design) for the City Vision 2040 Downtown Master Plan.

➤ **ROUTING:** CPC 5/4/2020; F&P 5/7/2020

➤ **BACKGROUND INFORMATION:**

In July 2019 the Council established the City Vision 2040 Steering Committee and authorized the Planning Department to solicit proposals for the updated plan. Of the proposals that were received, three firms were selected for interviews. Of those three firms, the Steering Committee voted to select RDG. The timeline and scope of services is attached to the legislation.

The documents reflect the Steering Committee’s ability to adjust the timeline. Given the current conditions of social distancing and the potential impact that would have on community input, RDG has modified their scope of services to provide suggestions on alternative ways to gather the necessary input for the plan.

The Steering Committee met virtually on April 22 and agreed to move forward with suggested changes to the scope, which are reflected in the attached documents.

➤ **GENERAL LOCATION:**

Study boundary is Mississippi River to La Crosse River to West Avenue to Jackson Street. This includes the Downtown Neighborhood Association and the (former) Goosetown Neighborhood Association.

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

N/A

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

The Comprehensive Plan, drafted in 2002, continually emphasized the importance of the City Vision 2000 downtown plan. This plan, currently referred to as the City Vision 2040 plan, is a continuation of that. This place would also highlight land use and urban design planning through the City Vision plan.


➤ **PLANNING RECOMMENDATION:**

Planning Staff recommends approval.





## BASIC ZONING DISTRICTS

	R1 - SINGLE FAMILY
	R2 - RESIDENCE
	WR - WASHBURN RES
	R3 - SPECIAL RESIDENCE
	R4 - LOW DENSITY MULTI
	R5 - MULTIPLE DWELLING
	R6 - SPECIAL MULTIPLE
	PD- PLANNED DEVELOP
	TND - TRAD NEIGH DEV.
	C1 - LOCAL BUSINESS
	C2 - COMMERCIAL
	C3 - COMMUNITY BUSINESS
	M1 - LIGHT INDUSTRIAL
	M2 - HEAVY INDUSTRIAL
	PS - PUBLIC & SEMI-PUBLIC
	PL - PARKING LOT
	UT - PUBLIC UTILITY
	CON - CONSERVANCY
	FW - FLOODWAY
	A1 - AGRICULTURAL
	EA - EXCLUSIVE AG
	City Limits
	SUBJECT PROPERTY

