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From: Robin Moses, DMI <Robin.Moses@lacrossedowntown.com>
Sent: Thursday, October 10, 2019 11:15 AM
To: ZZ Council Members
Cc: Kabat, Tim; Gilman, Jason
Subject: Support for the purchase of 621 3rd Street
Attachments: Support for Downtown Entrance Property.pdf

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Dear La Crosse City Council Members,

The City Vision 2020 Downtown Master Plan identified the property at 621 3rd Street as significant and to be acquired or guided to be developed in a more positive way. This property currently has a negative impact on the first impression that one may have upon arrival to the downtown district. Plans for this area have shown this property as the gateway to downtown; on the Downtown Master Plan, the City RDA and the Riverside North plans. The proximity of the property to the adjacent festival grounds could be beneficial to fulfill the future redevelopment of this entire area in a way that would be significant. The proximity to City Hall and any future redesign of roads in this area is important as well. As an entrance to downtown, this property has the potential for better use for downtown and the City of La Crosse.

Master plans are developed with experts in the field of urban design and redevelopment. They are led by our planning department and stakeholders in the community with vision. Properties are identified within these plans to be acquired or redeveloped. When the opportunity to fulfill an identified goal within an accepted plan becomes available, we need to trust the plan. In this case, three plans have identified this property as significant.

We support the execution of approved strategic and master plans. The City of La Crosse has tools unique to them to turn this into a much more valuable and productive piece of property. We support the plan that has been recommended to the Common Council to purchase the property at 621 3rd Street. We trust the expertise of Mayor Tim Kabat, Jason Gilman, and the City of La Crosse Planning Department.

We appreciate your dedication to this community. Downtown is growing and with growth comes challenges and at times difficult decisions. Your service to this community is exceptional. We look to continue to be a strong partner with you in the work of growing a vibrant downtown that enhances the vitality of our city and the entire region.

Respectfully,

Robin Moses



Robin Moses

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