

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
July 5, 2016**

➤ **AGENDA ITEM - 16-0571 (Tim Acklin)**

Resolution authorizing the Hwy 53 Master Plan Steering Committee to enter into a Professional Services Agreement with Perkins & Will for the preparation of a Master Plan for the Hwy 53/Rose St/Copeland Ave Corridor.

➤ **ROUTING:** F&P Committee

➤ **BACKGROUND INFORMATION:**

In January 2016 the Common Council approved a Resolution that allowed the Planning and Development Department to prepare a Request for Proposals (RFP) to solicit proposals to assist in creating a Master Corridor Plan for Hwy 53/Rose St/Copeland Ave. This plan will address transportation systems, economic development opportunities, urban design, land use, environmental constraints, historic preservation and many other issues that will contribute to the redevelopment of this corridor in North La Crosse. This Resolution also appropriated funding for this project, established a steering committee, and authorized them to interview interested consulting firms and make a recommendation to the Council.

➤ **GENERAL LOCATION:**

See attached **MAP PC16-0571**.

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

The Hwy 53 Corridor Master Plan Steering Committee voted to hire the consulting team of Perkins & Will/ISG/Toole Design Group at their May 12, 2016 steering committee meeting.

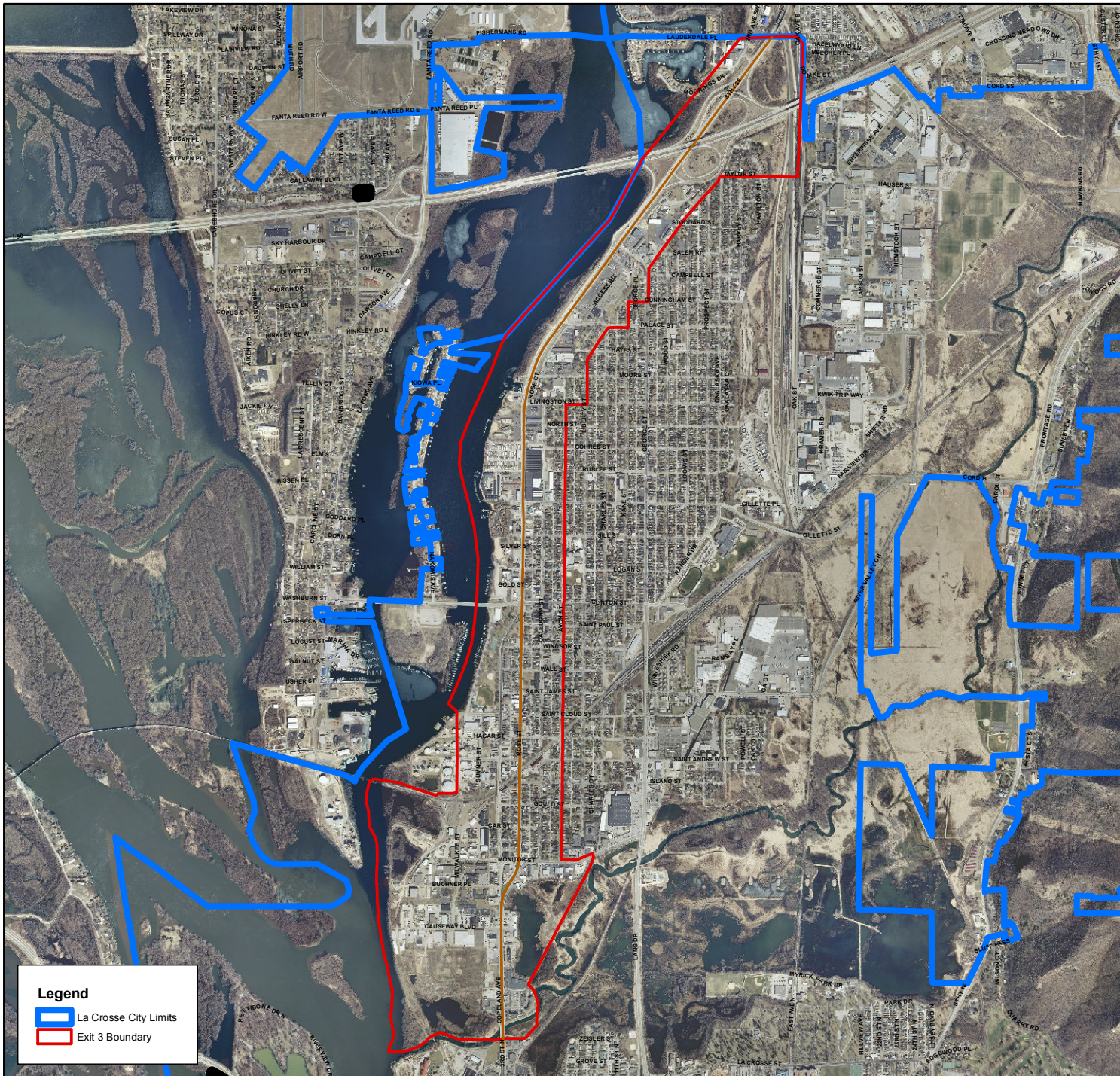
➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**



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.

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.
























➤ **PLANNING RECOMMENDATION:**

The City was fortunate to receive three (3) very strong proposals from interested consulting teams. The Steering Committee spent a large amount of time interviewing each team and determining which one would assist the City in this once in a lifetime opportunity to guide North La Crosse through this process. **This Resolution is recommended for approval.**



Legend
 La Crosse City Limits
 Exit 3 Boundary

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

