

December 9, 2020

Andrea Trane  
City of La Crosse  
4<sup>th</sup> Floor City Hall  
400 La Crosse Street  
La Crosse, WI 54601

RE: Imagine 2040 La Crosse Downtown Plan  
Contract Extension - RDG Planning & Design

Dear Ms. Trane and members of the Steering Committee:

RDG Planning & Design requests the contract be extended from December 31, 2020 to March 31, 2021.

The plan is progressing as expected. To meet the original deadline, the steering committee split into subcommittees to cover content in detail and have a more thorough discussion. While the publication may be on track for the original timeline, extending the schedule allows:

1. The project team to adjust concepts based on new information. (November/December)
2. The city staff to review the plan's content for accuracy and clarity prior to distributing the draft to the steering committee. (January)
3. The steering committee to create a plan for more public awareness. (January)
4. The steering committee additional time to review content and provide feedback before publishing the draft document for public review. (January-February)
5. The public to review the plan's concepts during an ongoing virtual open house. (January-February)
6. The steering committee to provide direction to RDG for additional changes following feedback from the open house. (March)
7. The steering committee to submit the final plan for the formal approval process. (March)

On behalf of the consultant team, we thank the steering committee for their continued commitment. We have been thoroughly impressed with the turnout at each meeting, which reflects your enthusiasm for seeing a stronger downtown.

Sincerely,

RDG Planning & Design



Cory Scott, AICP  
Project Manager

