



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes - Final

Hwy 53 Corridor Master Plan Steering Committee

Wednesday, December 13, 2017

12:00 PM

Mayor's Conference Room-6th Floor

Call to Order

The meeting was called to order at 12:03pm.

Present: 8 - Andrea Richmond, Tim Kabat, Scott Neumeister, Robin Moses, Elaine Yager, Vicki Markussen, Nick Roush, Arthur Sommerfield

Roll Call

Approval of Minutes

1. Approval of the November 15, 2017 Meeting Minutes.

Scott Neumesiter moved to approve the minutes. Elaine Yager seconded. The motion passed 8-0.

Agenda Items:

2. [17-1610](#) Overview, Discussion, & Comment on the Draft Hwy 53 Corridor Master Plan.

Will Kratt presented to the Committee all of the comments the consultant team has received from the Steering Committee. Will stated that one comment was regarding the pro forma for Bridgeview Plaza. The draft plan lists the pro forma as \$1.75sqft. The comments received thought that amount was high and was concerned that it may limit potential redevelopment. The Riverside North Master Plan has a pro forma of \$1.25sqft. Will stated to the Committee that he asked Tom Leighton to explain the higher cost and went through his response with the Committee. Elaine Yager thought \$1.25sqft was more realistic Scott Neumeister suggested a middle ground of \$1.50sqft. Jason Gilman stated that there is a link between housing and labor. He stated that this area needs a mix of neighborhood commercial, where the commercial thrives off of not just the new housing but the existing adjacent neighborhoods as well. Jason also stated that there needs to be diversity in housing and people. The success and diversity of the commercial is dependent on the housing type. Elaine Yager stated that it is hard to get new commercial. Need to ensure that we retain those businesses that are there now. Like Shop Ko. Nick Roush stated that the redevelopment of Bridgeview Plaza requires a lot of up front capital and resources and suggests that the pro forma is as conservative as possible. Elaine Yager stated that Bridgeview Plaza should be the first project and establish that WOW factor coming into the City. John Slack suggested a slider component on the pro forma that will provide a range. The Committee felt that was a good idea.

Will then asked the Committee how to incorporate the Uptowne Summit Plan into the Hwy 53 Plan. Will stated that the Implementation component in the Hwy 53 Plan does recommend that the City adopts it. Nick Roush asked what that meant. Staff stated that if it was adopted by the City it would be used as a reference when making policy decisions or capital budget requests. Will stated that it would be an adoption of the summary report. This would include its consideration in any proposed TIF District and in any grant programs such as the Facade Improvement Program. Staff stated that they would email the Uptowne Plan to the Committee for them to read.

Will Kratt also stated to the Committee that a request was made to remove the bicycle and pedestrian connection along the Black River next to the condominiums. Elaine Yager disagreed that it should be removed. She stated that this document is just a plan and any effort to move forward with this design and location would have to go through an approval process. Elaine also stated that it might be dangerous to start a precedent where something is removed for one group.. Vicki Markussen stated that the plan should provide language that states that it is conceptual in nature and maybe provide a FAQ section.

Lastly, Will asked the Committee about the proposed bicycle boulevard on Avon Street and a request to also provide a bicycle boulevard on Caledonia Street. Will suggested possibly having it on both streets and creating a loop of some sort with wayfinding. Scott Neumeister thought it was a great idea as long as parking spaces are not being removed from the street. Will stated that no on-street parking spaces were to be removed with the proposed design on Avon Street. Tim Kabat stated that he thought bicycle boulevards make it tougher for cars on the street, that they usually parallel major thoroughfares, and thought that might not be a positive thing for Caledonia Street. Nick Roush suggested that not have a bicycle boulevard on Caledonia Street and increasing the wayfinding from Avon Street to Uptowne might be the best compromise. Vicki Markussen suggested a FAQ section on bicycle boulevards.

Will Kratt then presented the draft Implementation Plan to the Committee and asked the Committee to review the matrix and assign a High, Low, or Medium priority designation to each item. He then asked that it be sent to staff by the end of the next week.

3. Discussion on Final Public Meeting.

The Committee directed staff to begin planning for the final public meeting.

4. Discussion on Schedule-Final Steps.

Staff provide a brief update on the tentative schedule for the final public meeting and adoption by the Common Council.

Adjournment

Vicki Markussen moved to adjourn the meeting. Nick Roush seconded. The meeting was adjourned at 1:47pm.

Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.

NOTICE TO PERSONS WITH A DISABILITY

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