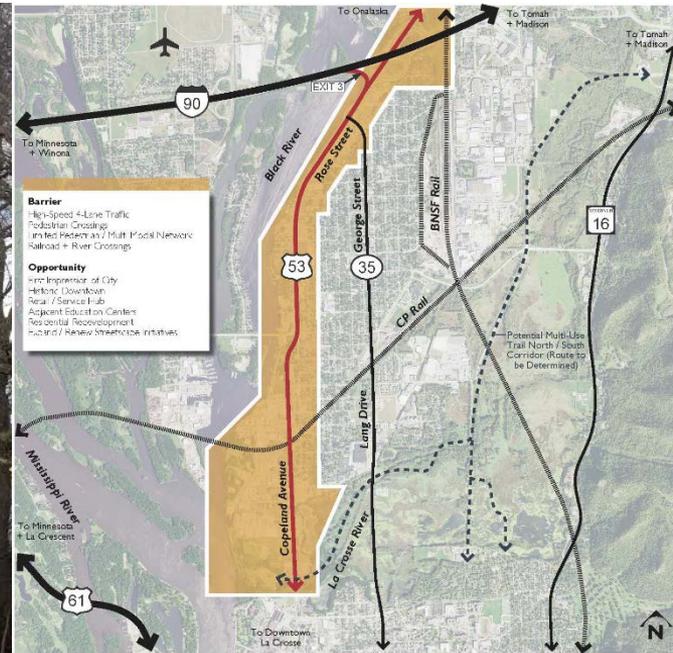


CITY OF LA CROSSE HIGHWAY 53 CORRIDOR PLAN

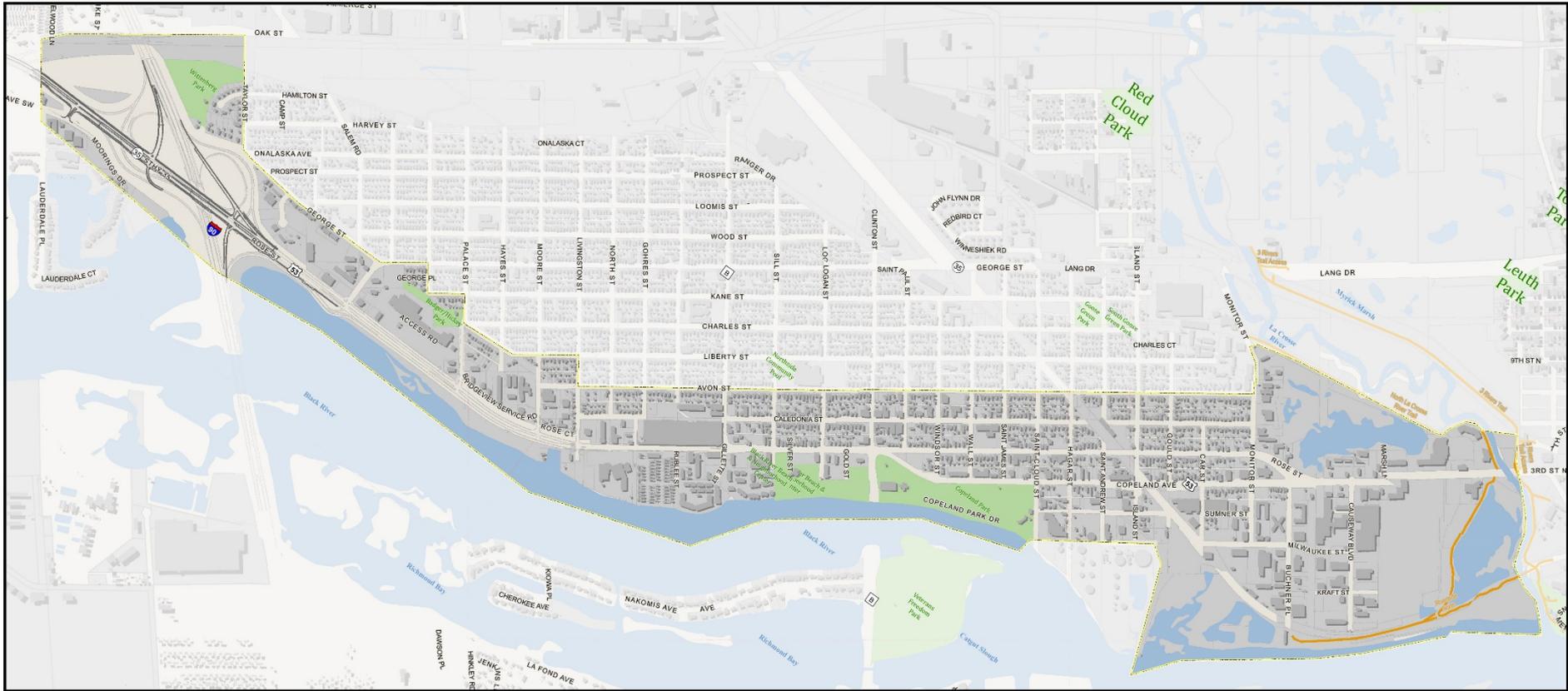


MEETING AGENDA

- Informational Stations
 - *Analysis Maps of the Project Map*
 - *Corridor Project Map*
 - *Exit 3 Design Graphic*
 - *Child Care Area*
- Introduction to the Highway 53 Corridor Plan
 - *Where, What, Why, How, and When*
- Small Group Breakout Sessions
 - *We want to hear what you have to say*

HIGHWAY 53 PLAN OVERVIEW

- Where is it?
- What is it?
- Why do it?
- How will it be done?
- When will this happen?



WHAT?

A SHARED COMMUNITY VISION THAT...

- Stimulates economic development
- Facilitates the use or reuse of existing infrastructure and assets
- Creates or preserves green space, recreational amenities, and other community uses
- Achieves sustainable and equitable development outcomes



MOST IMPORTANTLY IT IS A PROCESS THAT...

- Brings people together committed to creating positive change
- Identifies local champions who will implement new ideas



WHY?

WHY PREPARE A HIGHWAY 53 CORRIDOR PLAN

- Awarded CDG planning grant
 - *Grant focused on underdeveloped areas of blight along the Highway 53 corridor*
- Define opportunities for land use and transportation efficiency
 - *Define transportation improvements and role of land use along the corridor to create a more livable corridor*
- Corridor Economic revitalization and resiliency
 - *Improve commercial nodes and blighted properties to promote investment enhance economic vitality*



HOW IS IT DONE?

1

UNDERSTAND WHERE WE ARE TODAY

- Background Studies:
 - Transportation
 - Market and Economic Analysis
 - Infrastructure
 - Redevelopment
 - Livability



2

GATHER INPUT

- Multiple outreach strategies
 - Website
 - One-on-one interviews
 - “Pop-up” meet-and-greets
 - Traveling displays
 - Community Presentations/
Open Houses
 - Focus Groups
 - Other tactics as
needed/appropriate



3

DEFINE SHARED VISION

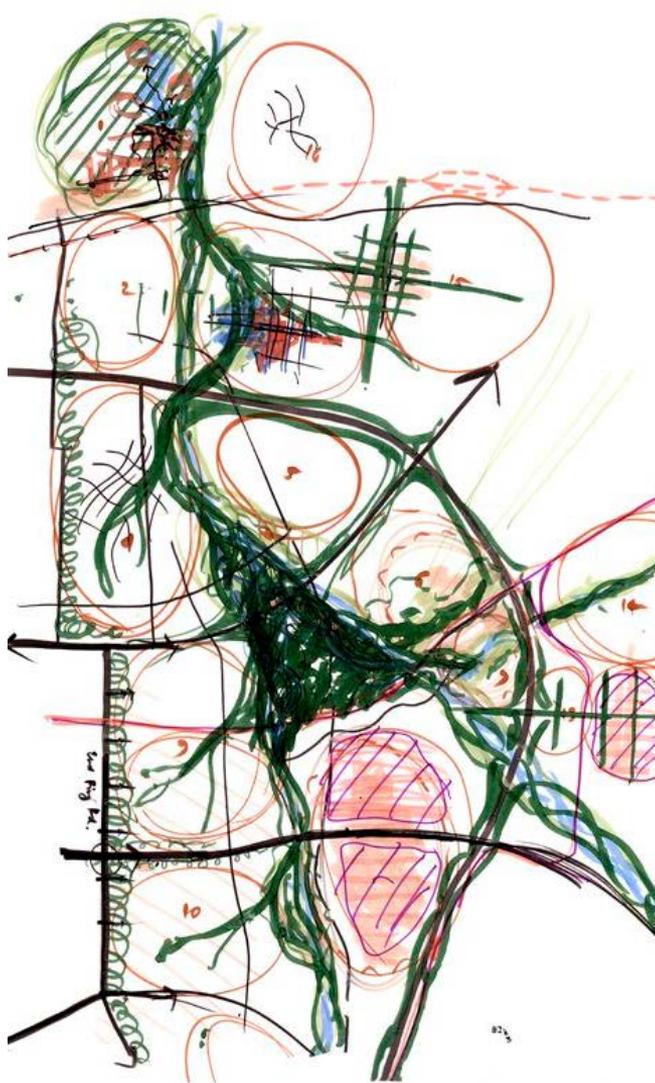
- Identify shared goals and collective vision to be integrated into the plan
- Define what success looks like for all stakeholders
- Balance needs with outcomes
- Prioritize recommendations and improvements for the Highway 53 Corridor



4

TEST IDEAS FOR CHANGE

- Solid, real world data
 - Demographics
 - Land use
 - Zoning
- Developer input
 - Market dynamics
- Achievable implementation



5

BLESS THOSE IDEAS THAT MEET COMMUNITY GOALS

- Informed consensus based decision making
- Collectively reimagine and reinvent the Highway 53 corridor
- Enhance physical, cultural, economic, and social identities



6

CREATE AN ACTION PLAN AND GET TO WORK

- Corridor Economic Development Opportunities
- Safe Multi-modal Options
- Community Resiliency: land use, pulse nodes, infrastructure
- Supportive Social Systems



WHEN



	2016							2017					
	J	J	A	S	O	N	D	J	F	M	A	M	J
Public Engagement	[Yellow bar]												
Existing Condition Evaluation	[Brown bar]												
Traffic Analysis		[Green bar]											
Needs Analysis		[Purple bar]											
Land Use/Zoning Analysis				[Blue bar]									
Alternative Development							[Yellow bar]						
Alternative Evaluation								[Brown bar]					
Recommendations										[Green bar]			
Implementation Plan												[Purple bar]	

SMALL-GROUP BREAKOUT SESSIONS

INSTRUCTIONS

- Three Topic tables: *Identity, Transportation, Economic Development.*
- 25+ Minutes at each table.
- You will be asked to move to the next topic table at the end of each round.
- It does not matter where you start – everyone will have a chance at each table.
- Be respectful of others! Allow everyone a chance to talk.
- Fill out the Questioners and hand them in!

QUESTIONS