



# 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

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Wednesday, January 24, 2018

12:00 PM

3rd Floor Conference Room

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#### Call to Order

*The meeting was called to order at 12:04pm.*

**Present:** 6 - Andrea Richmond, Scott Neumeister, Robin Moses, Elaine Yager, Nick Roush, Arthur Sommerfield

**Excused:** 2 - Tim Kabat, Vicki Markussen

#### Roll Call

#### Approval of Minutes

1. Approval of the December 13, 2017 Meeting Minutes.

*Scott Neumeister moved to approve the minutes. Nick Roush seconded. The motion passed 6-0.*

#### Agenda Items:

2. Review and discussion of the implementation matrix and priority rankings.

*Will Kratt went through the proposed Implementation Plan with the Committee. Will stated that he included a Frequently Asked Questions section and included that as Appendix B. Will then stated that he wanted to go over some request for changes to the plan with the Committee;*

*1) Proposed Board walk along the Black River from Livingston Street to the Black River Beach House. Will stated there was a concern from the adjacent condo associations. Will stated that he made a note in Pulse Node B stating that this project would need further study on the feasibility of the project but wanted further direction from the Committee. Andrea Richmond stated that there was concern from her constituents about having this project in the plan at all but was glad the note had been inserted into the plan. Will added that if the project was to happen it would require a lot of resources and an intense public input process in order for it to move forward.*

*2) Bicycle Blvd on Caledonia Street. Will stated that prior plans depict a bike blvd on Avon Street but there has been a request to also have it on Caledonia Street through Old Towne North/Uptowne. Will suggested that perhaps a loop with Logan and Windsor Streets with wayfinding and other bicycle facility features. Would be able to update the map and plan. Nick Roush stated a concern for removing parking on Avon Street for the bike blvd. Should add a note in the plan to address all commercial needs as part of the project. Scott Neumeister, Andrea Richmond, and Elaine Yager all agreed.*

*Will then went through the Frequently Asked Questions Section that was added. Jason Gilman suggested adding language "to watch for opportunities" under funding prioritized. Scott Neumeister suggested that the FAQ section should be in the first few pages in the plan in order to address any concerns immediately rather than at the end of the document. Elaine Yager suggested that it be after the Executive Summary and before the first chapter. It is a thick document. It should be in the beginning. The committee agreed. Will then discussed the last question in the FAQ section addressing the concern of property being depicted on the maps for redevelopment. Elaine Yager suggested adding language that stated "goal is to encourage to improve property. You are invited to become involved in the redevelopment improvement of property" Robin Moses suggested adding language that stated projects would only happen as resources become available." Elaine Yager also added that language regarding concerned tenants should engage their landlord and see what is going on. Scott Neumeister also added that "hot areas" could be redevelopment whether it is in the plan or not. Nick Roush suggested that there should be a prefacing sentence that starts with "there are no plans at this time."*

*Elaine Yager asked what had been done to engage land owners in the process. Staff provided an overview of the efforts made during the process. Will stated that a strategy will be needed to engage further in the Implementation process. Elaine Yager suggested including them in all future mailings to show that an effort has been made in participating in the implementation. Jason Gilman also suggested that language should be added to the Transportation Section regarding that the nodes can create opportunity for urban living.*

*Will then stated that he would like to include a link to the Uptowne Plan in the Implementation Section. Would also like to include a map that indicates all of the priorities with a number and the size of the number indicates its level of priority. The committee agreed. Will then went through the feedback he received from the*

committee on the implementation matrix. Nick Roush suggested adding names to the pulse nodes. Will stated that he was worried about disagreement on the names. He suggested Pulse Node A as Bridgeview Plaza and the other three nodes being identified as the intersection they correspond with. The committee agreed. Will then asked for feedback on the description of the priorities. Elaine suggested that the committee re-review the descriptions and get their feedback to staff. Scott Neumeister suggested changing Bridgeview Plaza from long-term to short term. Andrea Richmond agreed and stated that it needs to be done. Committee agreed.

Will then asked about the need for a committee to implement the plan as the plan is going to need advocates. He suggested that it can be a recommendation in the plan and can create a hand-off document that would include best practices and direction for the group that is formed. Nick Roush added that the implementation map should be immediately following the matrix. Scott Neumeister added that Bridgeview Plaza can be the catalyst development. Will agreed and added that Riverside North could also act as a catalyst and drive further development at both ends.

3. [17-1610](#) Approval of the Draft Hwy 53 Corridor Master Plan to be presented at the public presentation meeting.

*Elaine Yager moved approve the draft plan for the public presentation meeting. Nick Roush seconded. The motion passed 6-0.*

4. Discussion on final public meeting.

*Staff went over the remaining schedule for completing the process and was looking to schedule the last public meeting during the week of March 19th.*

## Adjournment

*Nick Roush moved to adjourn the meeting. Elaine Yager seconded. The motion passed 6-0. The meeting was adjourned at 1:49pm.*

*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

*Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to [ADAcityclerk@cityoflacrosse.org](mailto:ADAcityclerk@cityoflacrosse.org), with as much advance notice as possible.*