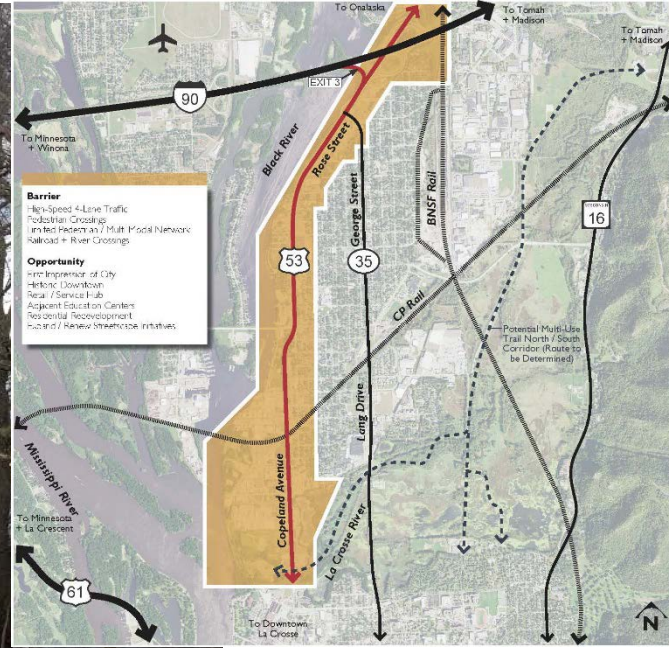


CITY OF LA CROSSE

HIGHWAY 53 CORRIDOR PLAN



AGENDA

- Introductions 10 min
 - Consultant Team
 - City Staff
 - Steering Committee
- Roles and Responsibilities of the Steering Committee 15 min
 - Planning Purpose and Process 5 min
- Community Engagement Plan 10 min
 - Stakeholder Groups
 - Generate ideas of other key stakeholder groups

AGENDA

- Schedule 5 min
 - Key Dates
 - Milestones
- Visioning Exercise 50 min
 - Brainwriting Issue identification and Prioritization
 - Visioning Exercise
- Discussion 15 min
- Steering Committee Tour 15 min
 - Tour Exercise

CONSULTANT TEAM



John Slack
Project Manager + Senior
Landscape Architect
Perkins+Will



Will Kratt
Assistant Project Manager +
Associate Principal +
Civil/Transportation Engineer
ISG



Jay Demma
Senior Planner
Perkins+Will



Tom Leighton
Planner
Tangible



Amanda Prosser
Senior Landscape Architect
ISG



Kevin Leucke
Senior Planner
Toole Design Group

STEERING COMMITTEE

ROLES AND RESPONSIBILITIES

STEERING COMMITTEE

- Citizens, elected officials, business, and non-profit organization representatives and other stakeholders
- Group Responsibilities
 - Advise and guide project planning efforts,
 - Review project deliverables,
 - Assist with community outreach and engagement efforts,
 - Provide community expertise,
 - Insight on issues and priorities throughout the process from a community standpoint
 - Sharing project information and obtaining feedback from the community.

STEERING COMMITTEE

- Individual Responsibilities
 - Serve as stewards of the Hwy 53 Corridor Master Plan process to the community.
 - Engage thoughtfully in the issues brought before the Steering Committee.
 - Represent and advocate for the interests of his/her constituency as well as the interests of the Hwy 53 Corridor study area as a whole.
 - Communicate community concerns and perspectives to City staff and project consultants
- Attend approximately six meetings

PURPOSE

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*



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 nonprofit uses
- Achieves sustainable and equitable development outcomes
- Brings people together committed to creating positive change
- Identifies local champions who will implement new ideas



APPROACH

- Understanding of local conditions and community needs
- Engage with community members and stakeholders
- Examine market conditions, assess the existing real estate market and identify target uses
- Define recommendations to enhance multi-modal access
- Reality-based recommendations for redevelopment
- Action steps into implementation



PROCESS



ENGAGE THE COMMUNITY IN A DYNAMIC PROCESS

- Community engagement plan to maximize involvement
- Multiple outreach strategies
 - Public meetings/Pop-up events
 - Website
 - One-on-one interviews
 - Event attendance
 - Other tactics as needed/appropriate
- Steering Committee: help identify hard to reach groups and best strategies
- Build support of advocates to share in implementation





ENGAGE THE COMMUNITY IN A DYNAMIC PROCESS



- Focus Groups
- Neighborhood tours/walkabouts
- “Pop-up” meet-and-greets
- Traveling displays
- Community Presentations/
Open Houses





BALANCE BUSINESS AND RESIDENT NEEDS

- 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





PLACEMAKING: RECOGNITION OF COMMUNITY CHARACTER AND SENSE OF PLACE

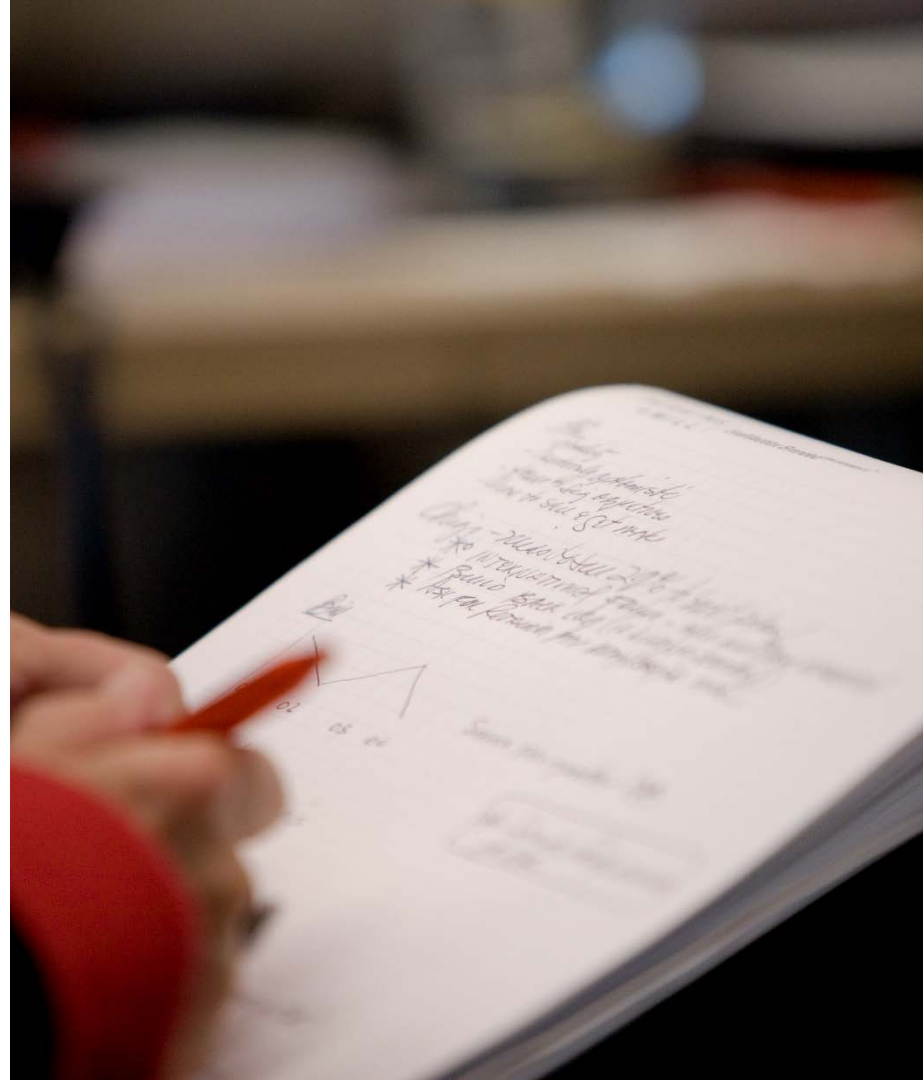
- Reinforcing positive elements of Highway 53 corridor
- Collectively reimagine and reinvent the Highway 53 corridor
- Strengthen the connections between residents and the places they live
- Enhance physical, cultural, economic, and social identities





TEST ALTERNATIVES + FINANCIAL FEASIBILITY

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





SUSTAINABLE APPROACH COMMUNITY HEALTH

- Corridor Economic Opportunities
- Safe Multi-modal Options
- Community Resiliency: land use, pulse nodes, infrastructure
- Supportive Social Systems
- Environmental Health: Access to Clean Water, Clean Air, and Places to Play



COMMUNITY ENGAGEMENT PLAN

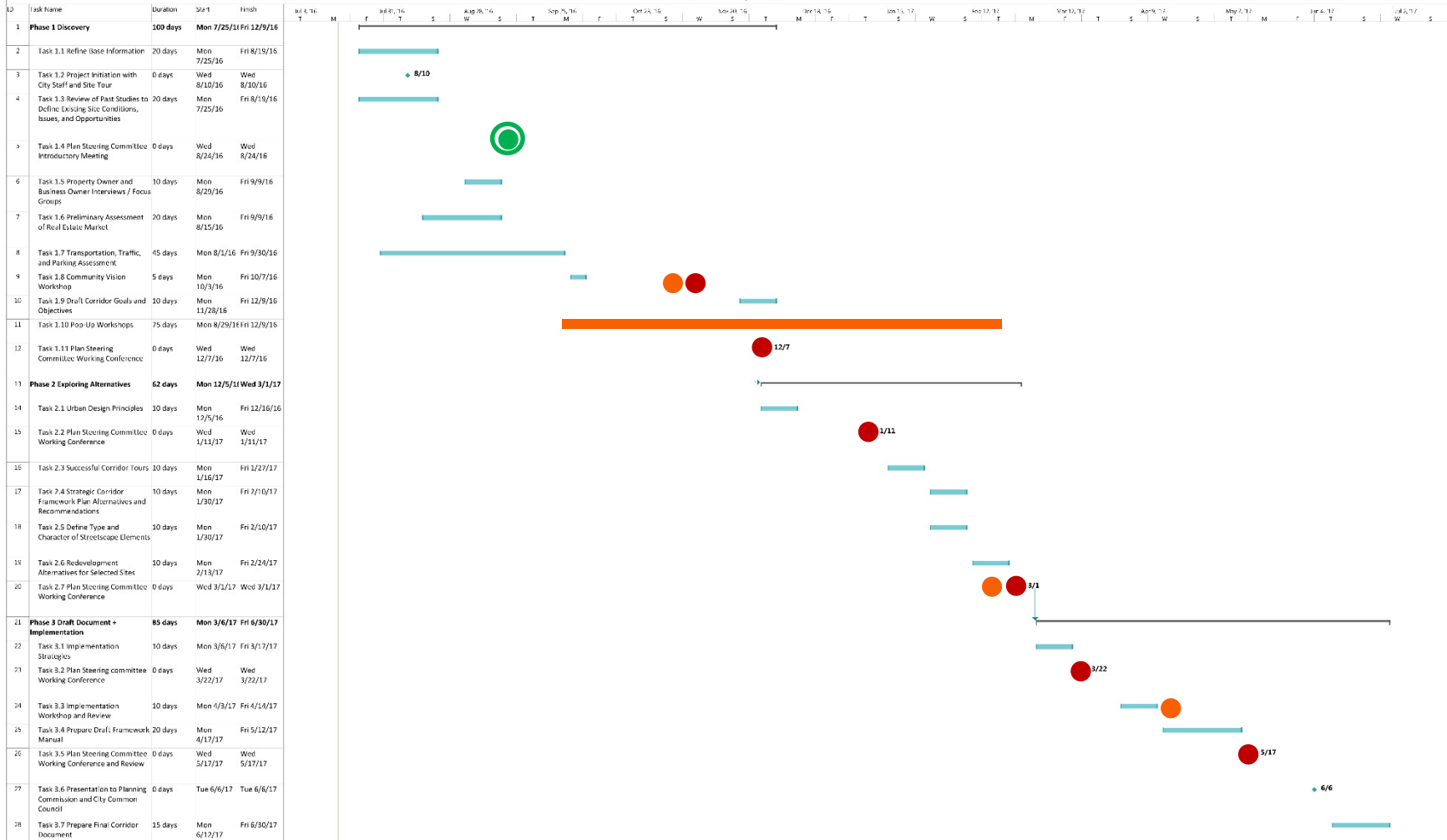
COMMUNITY ENGAGEMENT GOALS

- Identify stakeholders, including populations not traditionally involved in neighborhood decision making.
- Engage all stakeholders, including residents and businesses, in meaningful and accessible ways.
- Solicit early and continuous involvement.
- Seek collaborative input on alternatives and evaluation criteria.
- Provide transparency during the planning process.
- Build understanding of redevelopment opportunities and build support for the plan that evolves from the planning process.

COMMUNITY ENGAGEMENT PLAN

- Identify other stakeholder groups, businesses, individuals or organizations that are critical to the successful outcomes of the project.

SCHEDULE



Project: USH 53 Corridor Study Date: Mon 7/18/16

SCHEDULE

- Steering committee kick-off meeting
 - *September 7th, 2016*
 - *Kick-off meeting and project tour*
- Community Vision Workshop
 - *End of October, 2016*
- Steering committee meeting #2
 - *End of October, 2016*
- Steering committee meeting #3
 - *Beginning of December, 2016*

VISIONING EXERCISE

BRAINWRITING ISSUE IDENTIFICATION AND PRIORITIZATION

Exercise 1 – Brainwriting the Opportunities and Threats (15 minutes).

For this exercise we will ask each participant to spend 5 minutes total to identify the opportunities and threats for the project. Please place your answers on the provided on post-it notes.

1. Please identify the top ten opportunities along the Highway 53 corridor
2. Please identify the top ten threats along the Highway 53 corridor
3. Prioritization – Place five dots next to the most important opportunities and threats along the corridor.

BRAINWRITING ISSUE IDENTIFICATION AND PRIORITIZATION

Exercise 2 – Visioning (30 Minutes)

Please answer the following questions. We will ask for participants to share their answers with the group. We will also collect the written responses to document the exercise.

Question 1: What is unique about the Highway 53 corridor and what aspects of the corridor should be enhanced and/or maintained?

Question 2: What is problematic along the corridor and needs improvement?
corridor?

BRAINWRITING ISSUE IDENTIFICATION AND PRIORITIZATION

Question 3: What would substantial positive change (short term implementation or improvements) look like in five years along the Highway 53 corridor?

Question 4: If a robust and realistic plan for the corridor was implemented, what would the corridor look like in 20 years?

Question 5: What one thing would you change about the Highway 53 corridor?

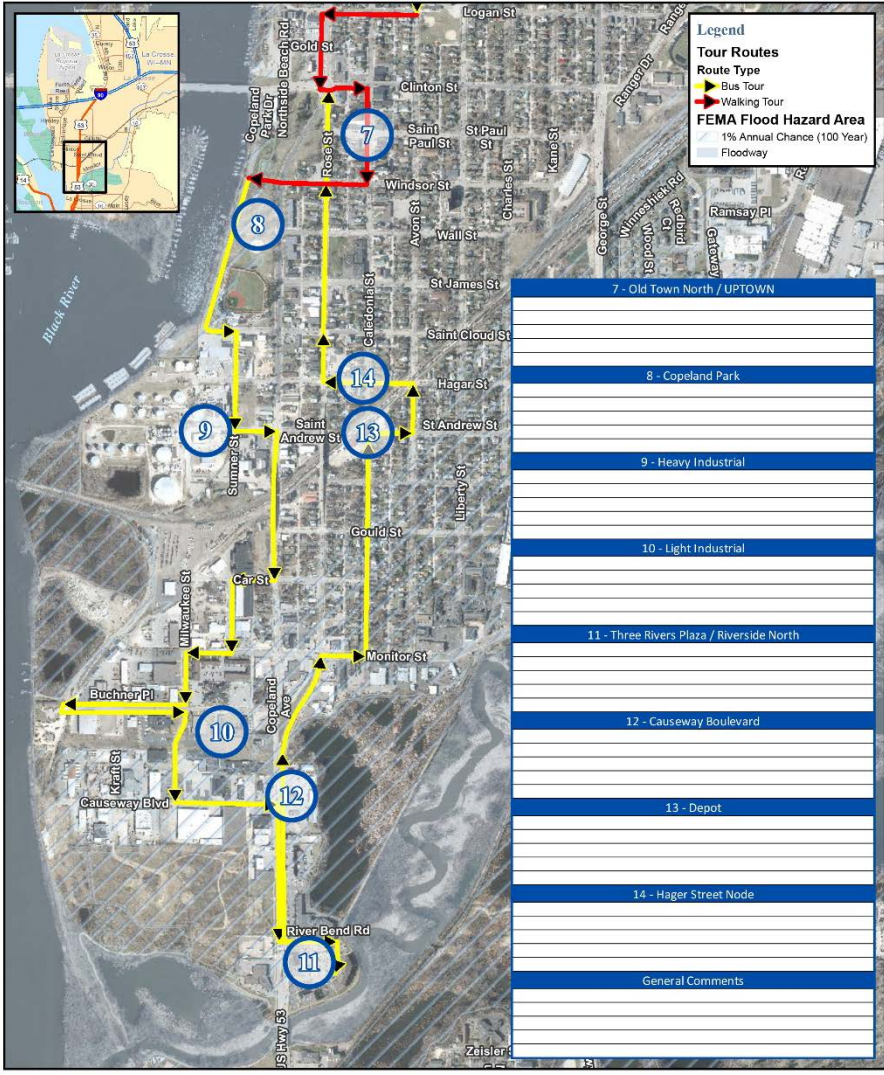
DISCUSSION

STEERING COMMITTEE TOUR

STEERING COMMITTEE TOUR

Map 1 – Tour Route/Stop Map

- Please think about the following questions when providing a response regarding each individual stop along the tour.



Questions to consider:

Pedestrian Circulation

- Is Hwy 53 difficult to cross? Identify areas with difficult pedestrian crossings
- Is Hwy 53 an uncomfortable pedestrian environment? Identify the areas where it is most comfortable.
- What types of improvements would help the walkability of the corridor?
- Identify missing crosswalk markings
- Identify any ADA/access issues

Bicycle Circulation

- Do you feel comfortable riding a bike along or crossing Hwy 53? Where is the best place to cross Hwy 53 on a bike?
- What types of improvements would help the bikeability of the corridor?
- Would wayfinding help with bikeability of the corridor?
- Is there bicycle parking at the key destinations along the corridor?

General traffic

- What are your thoughts on traffic flow, overall speed limits, and vehicular access along the corridor?
- How can we improve the corridor to reinforce as a gateway?
- What types of improvements would help traffic issues?
- Do people perceive parking to be an issue along the corridor? How do parking needs impact the corridor?
- Are there too many curb cuts/access points?

Urban design

- What are some of the key sites we should consider for redevelopment? What are critical sites/businesses/districts that need to be preserved and enhanced?
- What should be the appropriate architectural character, placement, and height of new buildings be along the corridor?
- Identify the strong and positive businesses along the corridor. What kinds of business are needed to enhance the corridor?
- Are there key nodes or intersections we should concentrate design efforts on?
- What is your perception of parking at the street edge along the corridor?

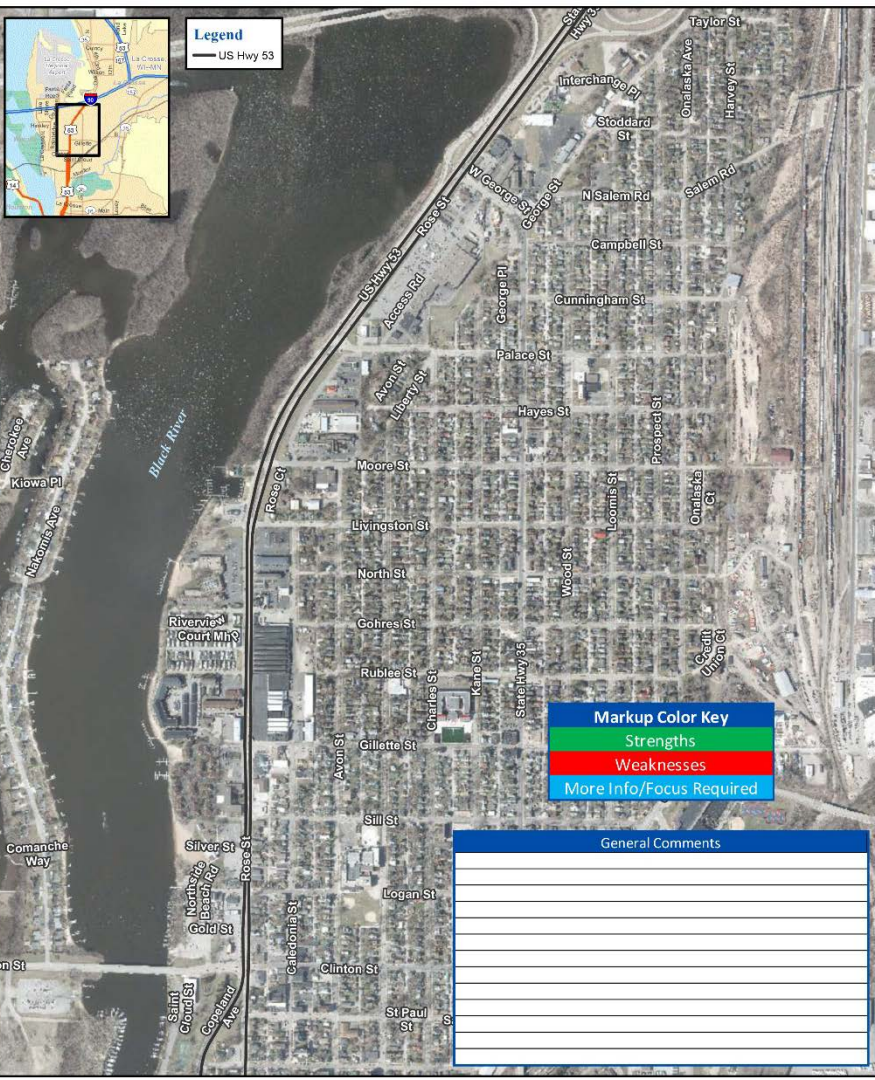
STEERING COMMITTEE TOUR

Map 2 – Project Markup Map

- Please provide general comments regarding the project area on the map
- Please color code (with markers provided) corridor strengths (green), weaknesses (red) or other project components that need to be considered (blue).
- Consider the previous questions when identifying project strengths and weaknesses?



Legend
 — US Hwy 53



Legend
 — US Hwy 53

