

Community Vision Statement

The City of Onalaska is a growing, family-oriented community; amidst spectacular natural resources including the coulees, bluffs and Black River; with a strong economy and good jobs; tremendous parks and recreation facilities; and an outstanding educational system. Our greatest assets are our residents – the people who live, work, play and contribute to aspects of our community. Over the next 20 years, we will continue to value our residents and protect our natural resources while fostering high quality development that fits our unique character, expanding our transportation system, and providing good housing choices.

Over the next 20 years, we will:

- Continue to provide a high quality of life for all residents;
- Protect our natural resources and scenic views - particularly the bluffs, wetlands and woodlands.
- Maintain and improve all facets of our transportation system;
- Continue to provide public services in an efficient and affordable manner that meets the needs of our citizens and businesses;

City of Onalaska Goals

These goals were developed with consideration of existing plan goals and objectives, and through considerable input from the public at the Visioning Forum, Community Survey and Stakeholder Interviews. These goals are intended to be the overall community goals.

Onalaska will:

- Foster high quality development and redevelopment that strengthens our economy, respects the environment, is aesthetically pleasing, and provides a range of housing choices for our existing and new residents.
- Balance growth and development with natural resource protection, particularly on and along the bluffs and waterfront.
- Connect downtown to the Black River by creating an environmentally sensitive, pedestrian friendly and aesthetically pleasing waterfront that is the defining feature and community gathering point for downtown Onalaska.
- Preserve the bluffs, and use the bluffs for recreational activities in environmentally sensitive ways.

- Preserve the outstanding views of the river, lakes and bluffs to the west of the City.
- Improve and enhance public access, use and enjoyment of the public waterways, especially the downtown riverfront area.
- Inform and involve citizens in all community affairs.
- Promote Onalaska as one of the premier places to live, work and spend leisure time.
- Expand our transportation system to meet the needs of all residents, including improving our transit options for people who do not drive.
- Establish safe pedestrian and bicycle circulation routes throughout the City and connect the routes with the regional systems.
- Improve the overall safety and efficiency of our transportation system; in particular, correct dangerous and confusing intersections and roadways.
- Conserve and enhance the unique historic areas and sites.
- Maintain and continue the development of a strong, diversified, and balanced economic base.
- Continue to redevelop and revitalize Main Street.
- Expand our parks and recreational facilities to include a new swimming pool, riverfront activities, trails, and more.
- Maintain outstanding housing opportunities within close proximity to schools and parks for people of all income levels and ages.
- Continue to work cooperatively with neighboring jurisdictions on regional issues to reduce costs of services and strengthen regional relationships.
- Ensure that our educational system remains top notch.
- Keep our community safe, particularly for children.
- Prepare for a long-term future in which the City is fully surrounded by natural resources and/or other jurisdictions.