

## Section 115-320 Neighborhood Center Zone Overlay District

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### Introduction

Through the guidance of adopted plans, citizen input and data evaluation, the City of La Crosse Department of Planning and Development is proposing an aggressive regulatory and financial incentive approach to catalyzing bike-ped-transit oriented urban infill in select areas of the City due to extremely low housing vacancy rates, the need for the City to improve investment value within its corporate limits, the impacts of sprawl and induced demand from historic transportation policy, the opportunity at hand from urban migration and market desirability of city living and combatting patterns of blight which contribute to the City's fiscal unsustainability and negative social factors.

These proposed zones generally having the following characteristics:

- Surrounded by neighborhood mixed densities (pedestrian access)
- Transit access or potential
- Bike-ped-transit infrastructure
- Blight, underperforming areas, or incompatible land uses
- Nodes identified in adopted planning documents (US 53 Corridor and South Avenue Plans)
- Floodplain redevelopment opportunities
- Land assembly opportunities due to vacant or public lands

### Format of Overlay District

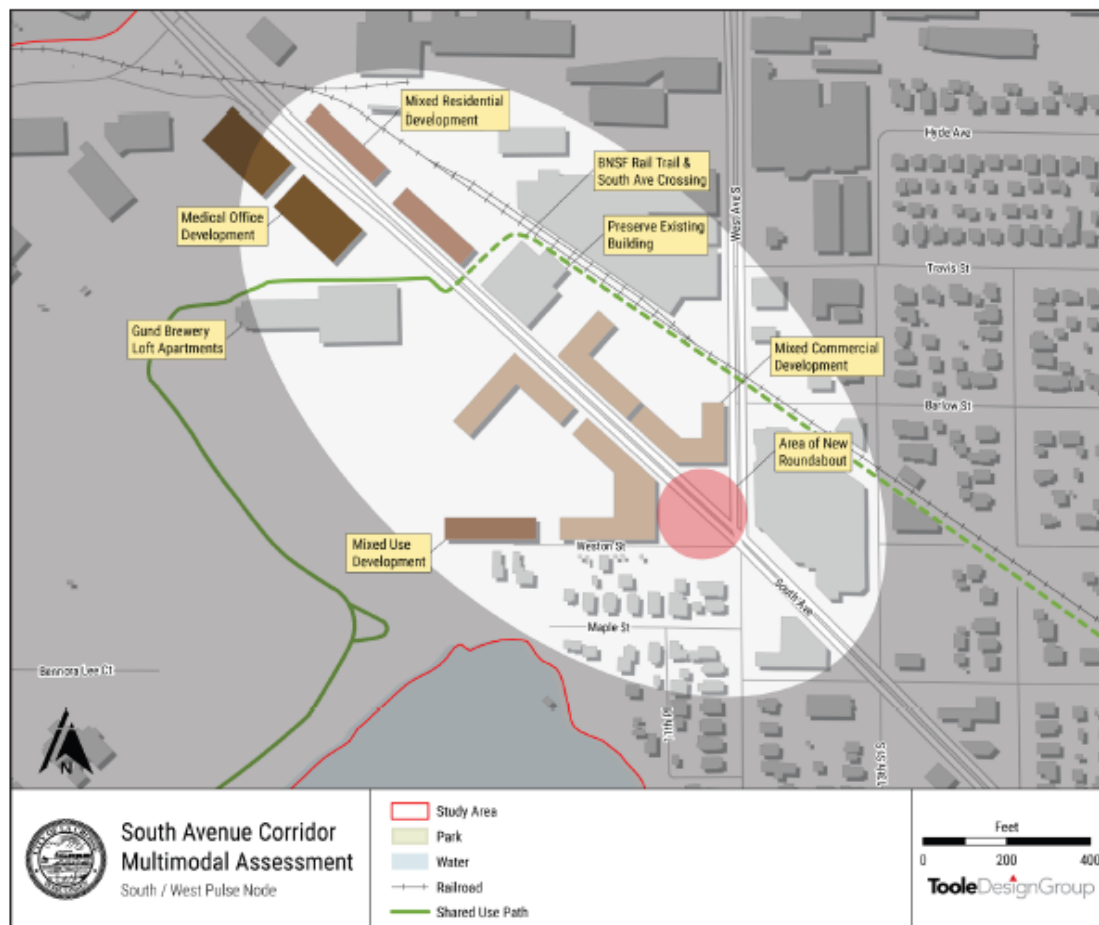
This overlay district proposal is designed to supersede underlying zoning categories, providing relaxed land use regulation in order to stimulate form-based investment interest. The code is set up to establish a set of understandable form-based<sup>1</sup> standards, without being overly complex or restrictive in order to streamline process and improve predictability for the investor.

### Desired Outcomes

- High Quality Walkable Mixed Use Neighborhood Investment
- Strengthening Neighborhoods and Economic Centers Throughout the City
- Creation of Attractive Areas of the City with Placemaking
- Context Sensitive Urban Infill Investment
- Incentivizing Urban Infill with Streamlining Development Process
- Impacting Urban Transportation Policy Emphasizing Land Use and Urban Sustainability Instead of Roadway Expansion for Congestion Mitigation
- Environmentally Conscious Development (Low Impact)

## Graphic Examples

*Map 15: Conceptual design of Pulse Node I near the intersection of South Avenue and West Avenue South*



*South Avenue Corridor Pulse Node Plan*

### Pulse Node A @ George Street

This node presents a great opportunity to create a mixed-use node by providing additional housing choices, restaurants, and businesses to serve surrounding residential neighborhoods. The pulse node is divided into two distinct redevelopment areas; the area north of George Street, and the area south of George Street, Bridgeview Plaza (area south of George Street).

- Create internal "ring road" by extending Salem Road from the neighborhood through redevelopment area to Taylor Street.
- Provide enhanced streetscape and public realm amenities.
- Create new mixed-use development area.
- Provide mixed residential (affordable, market rate and assisted senior living) multi-story buildings.
- Provide open spaces to the public, connected to residential developments.
- Provide mixed commercial buildings with shared parking opportunities.
- Extend Cunningham Street from the neighborhood out to Highway 53.
- Provide enhanced streetscape and public realm amenities.
- Create new mixed-use development area on the Bridgeview Plaza site.
- Provide mixed-use and multi-story buildings with first floor uses that activate the street.
- Create new mixed-use developments to enhance the street network and expanded Hickey Park.
- Extend Hickey Park thru mixed-use development site and connect to Highway 53.
- Provide expanded neighborhood recreation amenities and programming.
- Provide flexible space to host a variety of recreational and community festivals.
- Provide local street network (with on-street parking) around Hickey Park.
- Remove the southern portion of Bridgeview Plaza building and re-purpose northern portion for commercial uses.
- Define new north to south commercial street by connecting George and Palace street to allow for enhanced connectivity within the mixed-use development area.



US 53 Corridor Plan Pulse Node Plan





*Madison's Monroe Street Mixed Use District*



*Milwaukee's Brady Street Mixed Use District*

N-C. Neighborhood Center Overlay District

## Section 115-320 Neighborhood Center Zone Overlay District

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### (a). Purpose and Intent

The N-C District addresses transitional redevelopment areas, typically at the edges of more intense mixed-use centers, in La Crosse's most compact neighborhoods. These areas are defined by a mix of homes and stores. Where this overlay district is adopted, it shall supersede the requirements of the underlying zoning districts.

### (b). Building Types

Form requirements of the neighborhood center zones are streamlined to allow for a mix of the following building types are permitted in the N-C zone:

Single Family Housing  
Multi-Family Housing  
Mixed Use Commercial-Residential  
Neighborhood Commercial  
Community Facilities

### (c). General

All development in the N-C district must comply with the design standards including the following:

- Frontage Elements
- Principal Uses
- Accessory Uses
- Temporary Uses
- Landscaping
- Fences and Walls
- Stormwater
- Outdoor Lighting
- Corner Visibility
- Site Impacts
- Pedestrian Access
- Bicycle Access and Parking
- Vehicle Access and Parking
- Transportation Demand Management

- On Premise Signs
- Blocks
- Rights of Way
- Non Conformities

#### **(d). Specific Standards**

Any building on the site that houses professional or administrative offices, retail and services, or other uses open to the general public during normal business hours should be positioned so as to relate strongly to the adjacent public right-of way; i.e., by directly abutting the public right-of way, or by being sited within a lawn no more than 10 feet set back from the public right-of-way. Rear and Side Yard Setbacks are flexible, but must meet fire code requirements. All other area standards are flexible and subject to administrative review and approval as part of Design Review.

Buildings in the N-C district must meet the City's Design Standards.

#### **(e). Principal Uses**

Permitted Uses in the N-C district include all uses permitted in the City's Residential and Commercial Districts, but do not include the following:

Auto sales, auto storage and auto rental uses; Gasoline sales; Heavy equipment sales and service; Manufactured home sales; Salvage yards; Industrial uses; Towing services and vehicle storage yards; RV mobile home sales yards and storage; Car wash; Strip Commercial Development; Mini-storage and self-storage facilities; Commercial laundries with dry-cleaning operation on site; Warehousing and distribution facilities; Low density housing (less than 10 units per acre); Golf Courses; Cemeteries; Boat sales and storage; Amusement parks; Building contractors; Retail uses larger than 10,000 square feet, except grocers part of a mixed-use development; Drive-in theaters; Drive-through facilities; Commercial parking facilities.

#### **(f). Accessory Uses**

Accessory Uses Permitted in the N-C District include all permitted accessory uses in the City's Residential And Commercial Districts.



**(g). Temporary Uses**

Temporary Uses Permitted in the N-C District include all permitted accessory uses in the City's Residential And Commercial Districts.

**Architectural Materials, Landscaping, Fences and Walls, Stormwater, Outdoor Lighting, Corner Visibility, Site Impacts, Pedestrian Access, Bicycle Access and Parking, Vehicle and Transit Access.**

Architectural Materials, Landscaping, Fences and Walls, Stormwater, Outdoor Lighting, Corner Visibility, Site Impacts, Pedestrian Access, Bicycle Access and Parking and Vehicle and Transit Access must meet the requirements of the City's design standards.

**(h). Parking**

Vehicular Parking must meet the requirements of the City's design standards. Off street parking requirements is required for each use type according to the City's Code of Ordinances, however, residential uses are only required to have 1 off street stall per unit and shared off street parking space is highly encouraged and will be considered acceptable in meeting the City's requirements provided the demand-time for spaces are not in conflict. An additional administrative reduction of 30% for off street parking requirements may be granted by the City's zoning department upon receipt of a request and justification narrative by the owner/developer.

**(i). Transportation Demand Management**

Developments in the N-C district must consider and implement recommendations of the City's Transportation Demand Management Plan.

**(j). On Premise Signs**

On premise signs must meet the requirements of the City's code.

**Block Connectivity**

New vehicular rights-of-way must connect to and extend the existing block network where possible. This requirement does not apply to portions of the district boundary where connections cannot be made because of physical obstacles, such as prior platting of property, existing structures or other barriers, steep slopes (slopes over 15%), wetlands and water bodies, railroad and utility rights of-way, existing highway rights-of-way, and parks and dedicated open space.

**(k). Rights of Way**

All vehicular rights-of-way must terminate at other vehicular rights-of-way, forming a network, however, partially vacated right of way may be used for redevelopment purposes where opportunity exists to maintain transportation linkages.

**(l). Non Conformities**

**Authority to Continue.** Any use, structure, lot, or sign that was lawfully established prior to, and has been made nonconforming as of, the effective date or subsequent amendment of this Ordinance, may continue so long as the nonconformity remains otherwise lawful and complies with this section. Any rights conferred upon a nonconformity run with the property and are not affected by changes in tenancy or ownership.

**Proof of Nonconformity.** The burden of establishing the prior existence of a nonconformity is on the applicant. When applying for any permit or approval related to a nonconformity, the applicant may be required to submit evidence of a prior permit or other documentation showing that the nonconformity existed prior to the date on which it became nonconforming.

**Expansion.** A nonconforming use may not be expanded in area or increased in intensity.

**(l). Density**

In cases where residential redevelopment is proposed, density in the Neighborhood Center Overlay District shall be a minimum of 10 units per acre, measured over the entire redevelopment area affected by the redevelopment proposal.



Form Based Character Examples (not exclusive)

Single Family Housing



Multi-Family Housing







Mixed Use Commercial-Residential



Neighborhood Commercial



Community Facilities



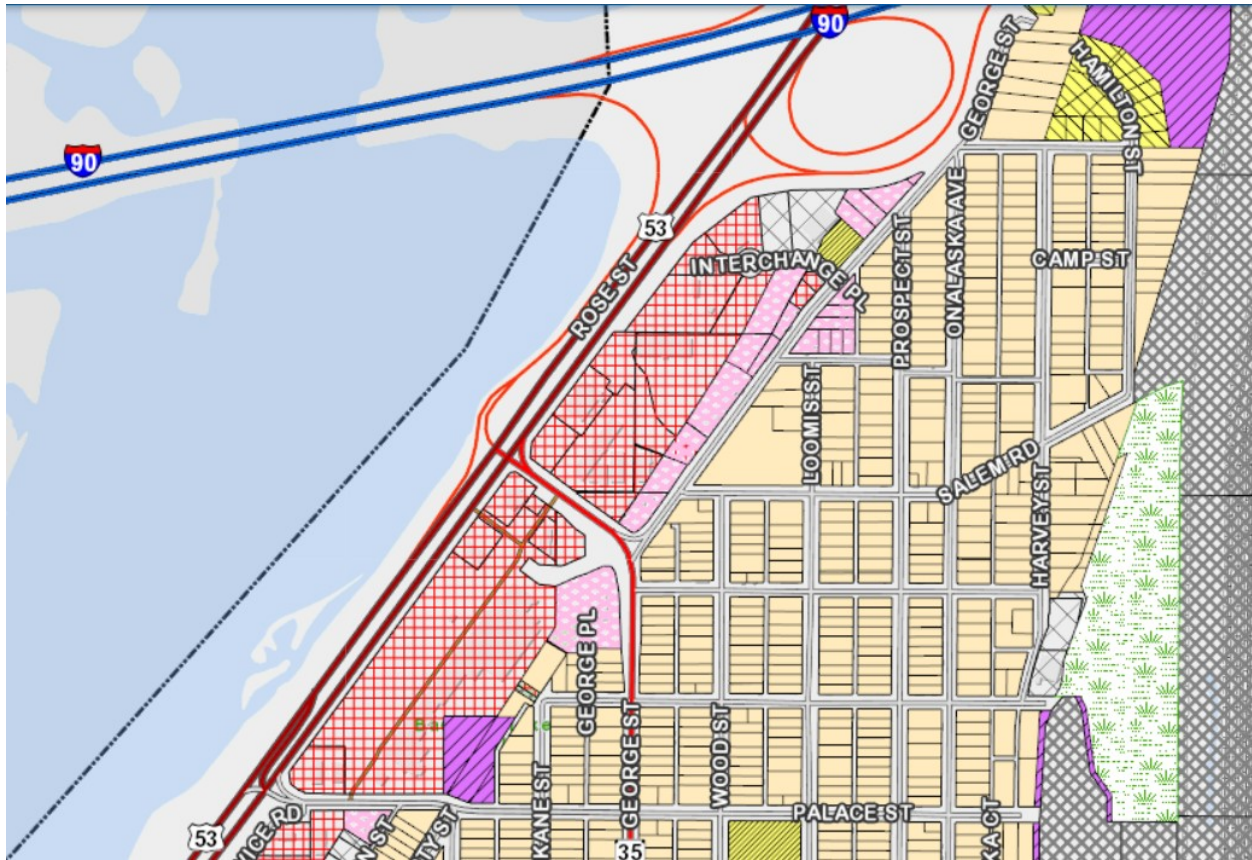


## Neighborhood Areas for Consideration

## US 53 Corridor Pulse Node A:



Current Zoning:



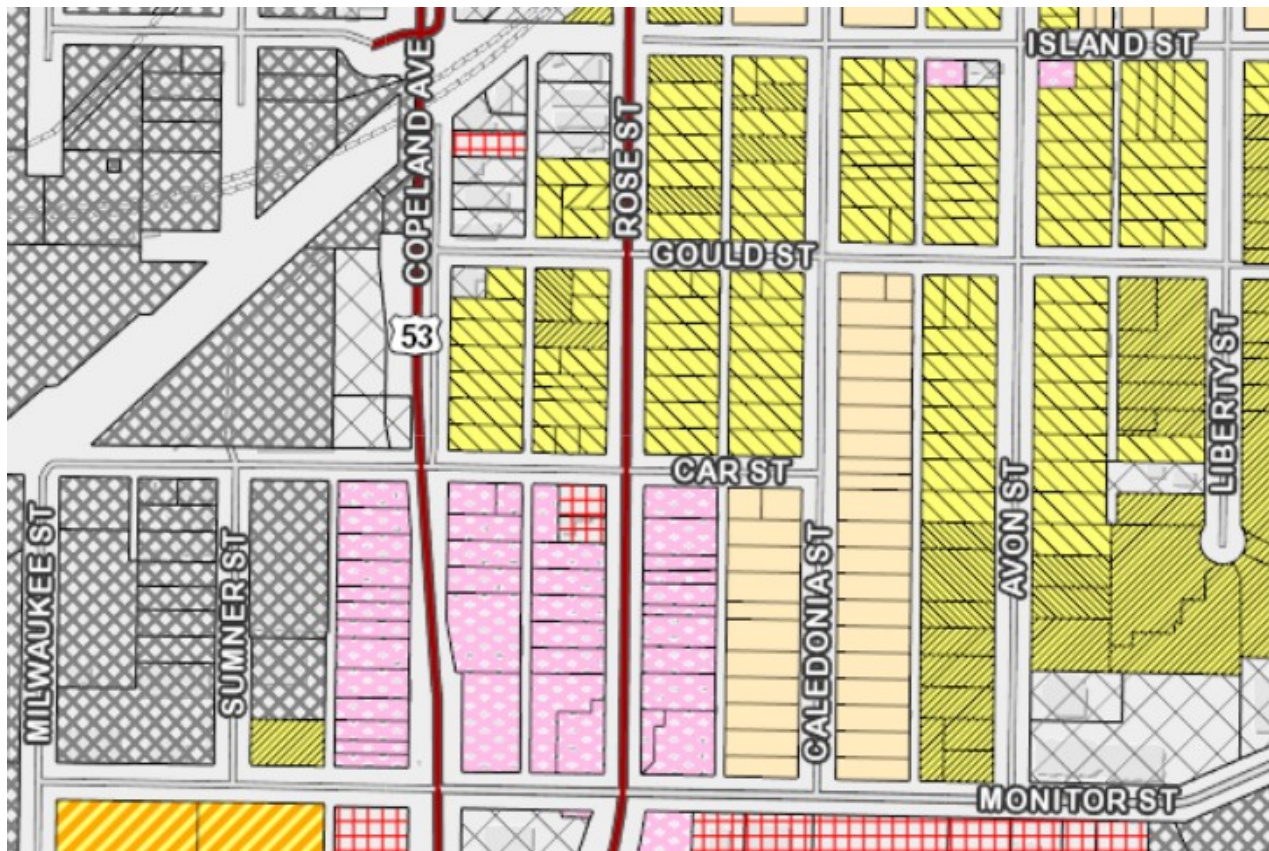


## US 53 Corridor Plan Pulse Node D (Portion):





Current Zoning of Targeted Area:

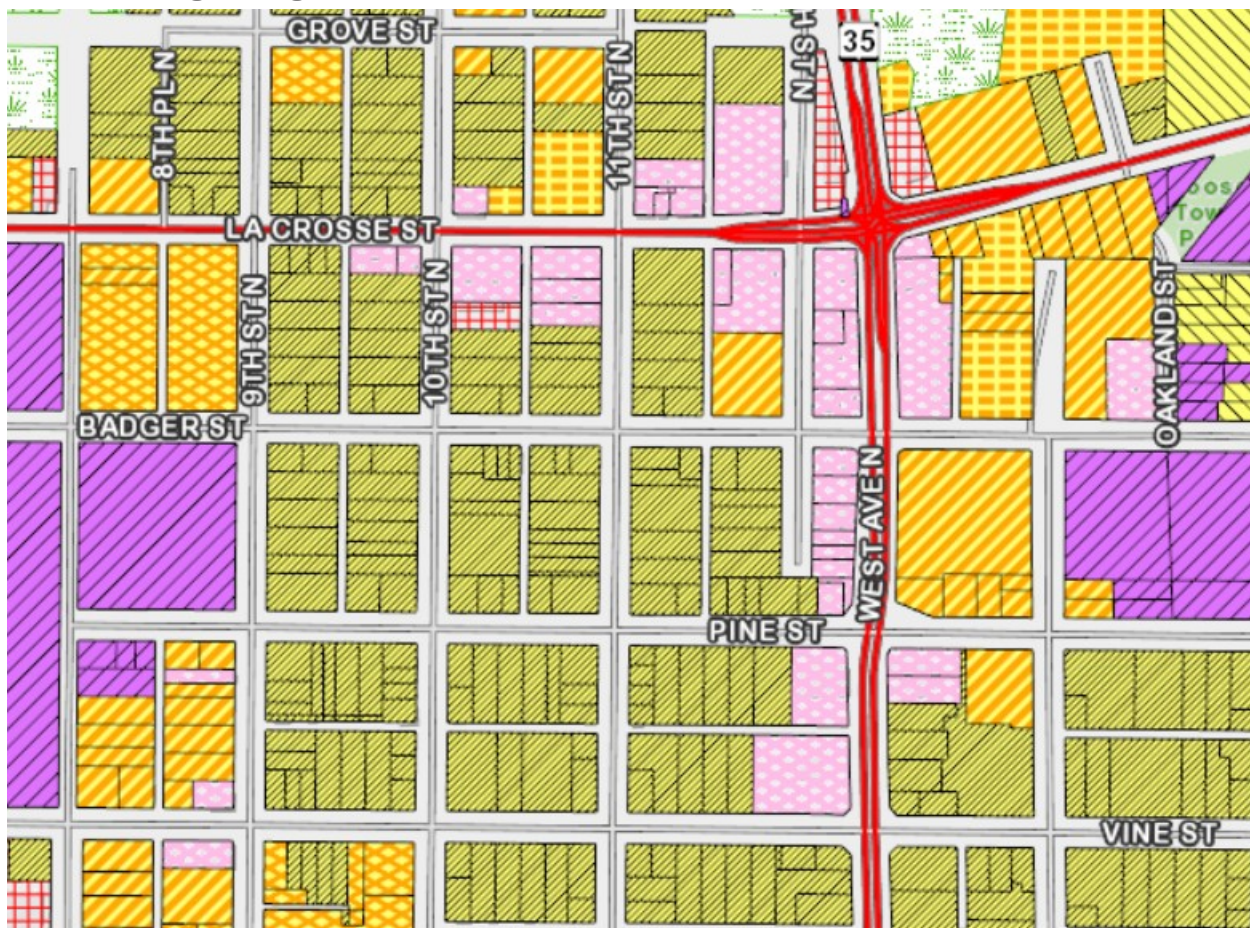


Western Technical College Campus Neighborhood





## Current Zoning of Targeted Area:



## Zoning Legend:

<input checked="" type="checkbox"/> Zoning Information	...
	R1 - SINGLE FAMILY
	R2 - RESIDENCE
	WR - WASHBURN RESIDENTIAL
	R3 - SPECIAL RESIDENCE
	R4 - LOW DENSITY MULTIPLE
	R5 - MULTIPLE DWELLING
	R6 - SPECIAL MULTIPLE
	PD- PLANNED DEVELOPMENT
	TND - TRADITIONAL NEIGHBORHOOD DEV.
	C1 - LOCAL BUSINESS
	C2 - COMMERCIAL
	C3 - COMMUNITY BUSINESS
	M1 - LIGHT INDUSTRIAL
	M2 - HEAVY INDUSTRIAL
	PS - PUBLIC AND SEMI-PUBLIC
	PL - PARKING LOT
	UT - PUBLIC UTILITY
	CON - CONSERVANCY
	FW - FLOODWAY
	A1 - AGRICULTURAL
	EA