



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes

Neighborhood Revitalization Commission

Monday, April 29, 2019

6:00 PM

3rd Floor Conference Room

Call to Order

Mayor Kabat called the meeting to order at 6 PM.

Roll Call

Present: 6 - Tim Kabat, Steve Nicolai, Ralph Geary, Jennifer Trost, Will Kratt, Nora Garland

Excused: 1 - Jim Bagniewski

Approval of Minutes

A motion made by Janssen, second by Geary to APPROVE the previous meeting minutes. The motion carried by voice vote.

Agenda Items:

1. [19-0631](#) Consideration and possible action on three neighborhood center zoning overlay districts at Bridgeview Plaza, Monitor and Rose Street and Western and the Neighborhood area east of Western Technical College to West Ave.

Attachments: [Bridgeview Final.pdf](#)
[Neighborhood Center Overlay District Outline.pdf](#)
[Western Final.pdf](#)
[Neighborhood Center Overlay Zone-Western.pdf](#)
[Western Overlay District Notes from Stakeholders.pdf](#)
[Monitor Overlay Final.jpg.pdf](#)

Jason Gilman provided an update - promised to bring back after taking it to the other neighborhood associations. Premise was to take a look at other areas of the city that are ripe for redevelopment - bridgeview plaza, Monitor St., WTC neighborhood. Gilman stated the goal is to make easier land assembly in these areas. Neighborhoods gave good supportive feedback. Logan Northside suggested expanding up to Wittenberg Park. Campus area neighborhoods had concerns about parking. Gilman cited suggestions in memo include revising payment program (PILOT), to be careful to not pit students against other tenants, and still imposed reduction of parking. Gilman wanted this introduced

to the Council by three Council Members of these areas. Kratt stated the process was great but still concerned about statements or what subsidize what, particularly the parking ramps. Nicolai asked where was the Monitor St. overlay. Gilman showed on map where monitor and Rose/Copeland intersect. Trost stated the document was labeled draft and asked what the path is to give to council members. Gilman stated the next step was to introduce to Council. Gilman stated the attorney's office does not need to see document. Trost stated she sees things that NRC talked about, she had a question on page 5 of the WTC Document and asked if the word consider be removed. Mayor Kabat stated he can see why the wording may be confusing and asked if we can include specific/detail to be provided. Gilman stated that a bulleted list can be included. Trost stated to make it "must implement" instead. Gilman stated that the need for design review for development would still apply. Kratt stated anything that is written under (i) allows planning some flexibility. Kratt also agrees with Barb Janssen to leave up to planning discretion. Gilman stated they were trying to give developers assurance. Mayor Kabat stated there is need for language to clarify expectations. Geary stated council approve what recommendations they do. Gilman stated that the design review is administrative. A motion was made by Janssen to approve with amendment to (i) in WTC, second by Kratt. The motion carried by voice vote.

2. [19-0645](#)

Action on request for recognition of the Downtown Neighborhood Association.

Attachments: [Downtown Neighborhood_NRC Recognition Request Cover Letter.docx](#)
[DNA Spring Meeting Poster PDF for Print.pdf](#)
[Handouts_03122019_GeneralMeeting.pdf](#)
[FINAL_02192019.docx](#)

Staff provided overview of DNA. Council Member Kahlow stated this was a long time coming. A motion made by Garland, second by Trost to APPROVE per recommendation. The motion carried by voice vote.

3. Update on the unrelated rule and feedback from the Grandview Emerson and Weigant Hogan Neighborhood Association.

Gilman provided an overview- rental conversions. Engaged WHA & GENA on strategies to preserve single family homes. Gilman stated a change to the unrelated rule, changing from 3 to 2 makes it harder to cash flow rental properties, particularly with the boarding house rent method of charging per bedroom. Gilman cited handout on feedback. He stated unfortunately no one is tracking metrics to back up whether strategies work. He states changing rule does not change owner vs rental, just the style of rental. Gilman also stated that state legislation prohibits rental registration and some provisions are permitted. Garland states list came out of boards from WHA & GENA and there was split on support of rule change. Garland states family definition may not cover all family types or family structures and also though it should not matter on who is living inside. She states it should be outside looks or upkeep that matters. Garland states final thought should be package of tools rather than one thing, handed out additional list of items from WHA chair from Winona, MN. Consensus was parking benefit district may help. Gilman noted invention of housing helped police rule, and usually hard to prove over rented. Garland reported GENA generally supported rule change. Garland got consensus that

WHA board not as supportive. Nicolai stated 100 homes converted and were assumed to be rentals. He asked why are not they being remodeled? Nicolai asked if there were any incentives for landlords to remodel? Trost asked if overlay districts would help with that? Trost thought that was what it was supposed to do. Gilman stated yes it is to make redevelopment easier and that the issue is more of conversion of single family homes. Kratt stated that it gets back to being to reliant on property taxes and they need to look at other ways to get revenue. Mayor Kabat states they can look at that the next meeting. Garland states there is a need for rating rentals and more resources. Mayor Kabat stated the issue is who maintains it. Gilman states they can take new info and sift through and report back Janssen suggest GENA be PILOT for 2-unrelated rule.

4. Status update on the marketing intern position.

Gilman advertised with job posting. Gilman there were no responses and the planning department is working with faculty to cultivate and hope we have one for summer.

5. Neighborhood data development from UW Extension, the 2020 Census and new primary data including the AARP survey data.

Gilman was hoping to have more to report on. Still working on collection and analysis with UW-Extension and GIS coordinator. Will have more at future meetings. Gilman stated to let him know if the committee has any suggestions.

6. Letter regarding staff resources.

Gilman stated letters were drafted last year. Gilman stated he would like to send out staff memo on role and stated he was still getting questions on staff role. Gilman stated they would develop council member piece later. Gilman would like to includes staff participation at meetings and requests commisoners comments by next meeting.

7. Residential Revaluation Process and Tax Assessment Information

Gilman stated he is getting facts out there about re-evaluation, such as the assessor software tries to compare property sales and other data to have accurate assessments. Gilman stated there has been alot of misconceptions relating to the topic. Gilman stated this is a City wide assessment not just targeted areas and 14,000+ properties were re-evaluated. He also stated that taxes are not neccessarily going up that it depends on the MIL rate. Gilman stated that 14% of city wide use classification and 23% residential averages increased. Gilman stated they were trying to improve the system. Janssen stated she found it helpful.

Adjournment

The next meeting is Monday, June 3rd. A motion was made by Janssen, second by Garland to ADJOURN. The motion carried by voice vote. The meeting adjourned at 7:25 PM.

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, with as much advance notice as possible.