

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
September 29, 2014**

➤ **AGENDA ITEM – PC2014-09-29-11 (Tim Acklin)**

AN ORDINANCE to amend Section 115-110 of the Code of Ordinances of the City of La Crosse transferring certain property from the Traditional Neighborhood District - General to the Traditional Neighborhood District - Specific at 1025 and 1031 Green Bay Street allowing for residential redevelopment.

➤ **ROUTING:** J&A Committee

➤ **BACKGROUND INFORMATION:**

The Subject Ordinance would transfer the properties depicted on attached **MAP PC214-09-29-11** from the Traditional Neighborhood District - General to the Traditional Neighborhood District - Specific. The applicant currently owns 1031 Green Bay Street (vacant) and has an option to purchase 1025 Green Bay in order to demolish the existing structure and construct an 8-unit apartment building with detached garages. The project went through the Multi-Family Design process and met all of the requirements including being able to provide 1 parking space per bedroom. 4 units will be located on the ground level and 4 units will be located on the second story. Plans for the proposed building are attached.

➤ **GENERAL LOCATION:**

1025 and 1031 Green Bay Street

➤ **RECOMMENDATION OF OTHER BOARDS AND COMMISSIONS:**

The Design Review Committee approved the final plans for this project on September 19, 2014.

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

The proposed rezoning is consistent with the Comprehensive Plan. This area, in fact all of the Powell-Poage-Hamilton Neighborhood is designated as Traditional Neighborhood Development which includes a mix of single and multi-family housing.

➤ **PLANNING RECOMMENDATION:**

In April 2013 the Common Council adopted the Joint Neighborhood Campus Plan that was developed with the Powell-Poage-Hamilton Neighborhood Association and Gundersen Health System. In this plan there is specific direction to support single family home in the core of the neighborhood and higher density residential on the peripheries. This planning process offered several opportunities for the neighborhood to provide their input.

In October 2013 the Common Council adopted a comprehensive rezoning of large portions of the neighborhood. This rezoning included rezoning the majority of the of the core neighborhood to R1-Single Family and rezoning the areas along Green Bay Street , along 3rd &

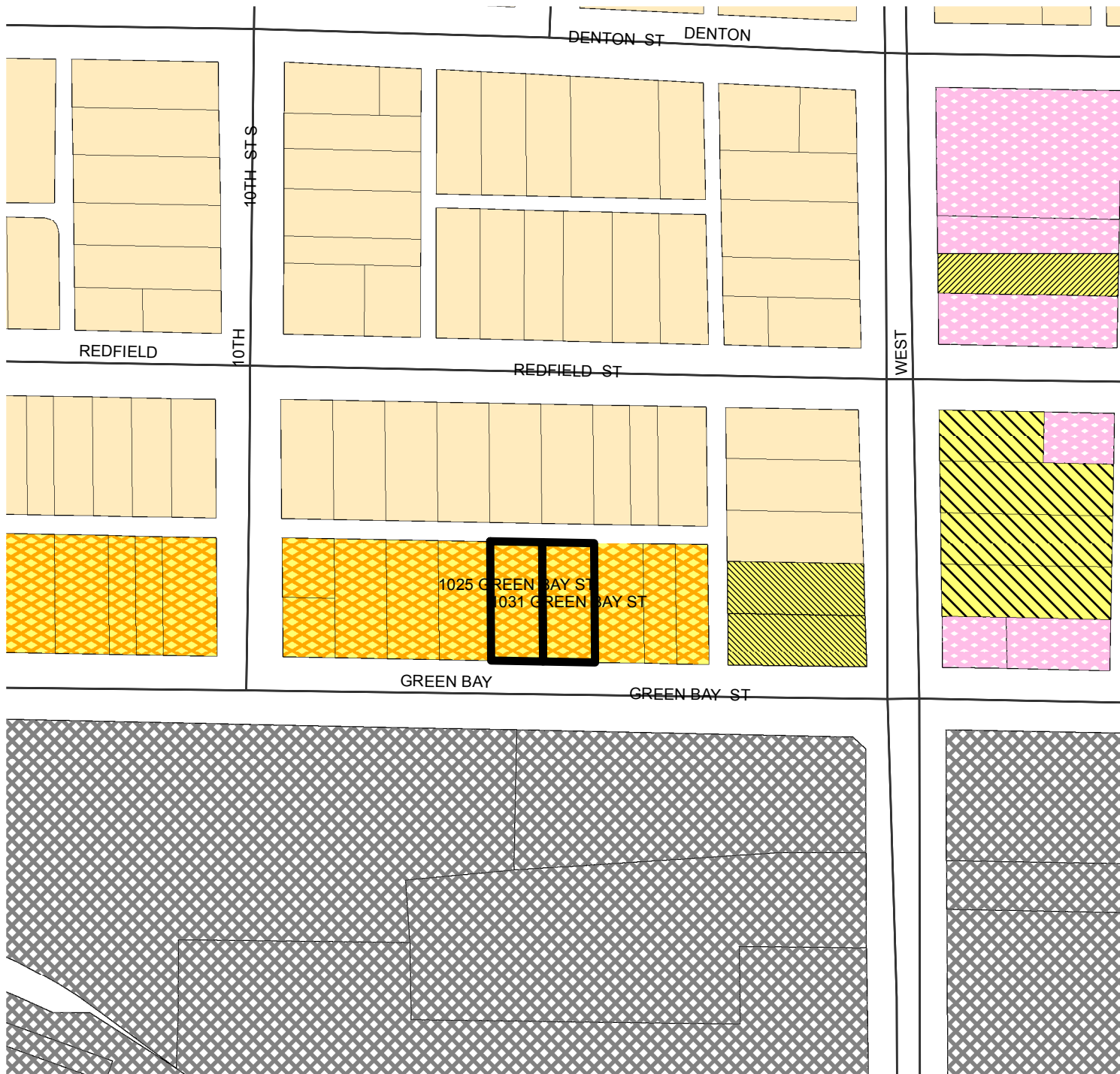
4th Streets, and at the corner of 7th and South Ave to Traditional Neighborhood Development and R6-Special Multiple, which would allow for higher density and mix-use development. This rezoning was in accordance with the recommendation from the recently adopted neighborhood plan. Planning staff worked with the PHH Neighborhood Association's elected officers to determine the areas to be rezoned and a public informational meeting was held before it was introduced to the Council.

The intent of rezoning these areas in this manner was to demonstrate to potential developers the areas the neighborhood wanted to remain as single family and the areas where higher density would be supported.

Planning staff met with the applicant and discussed with them the intent behind the plan and the rezoning and worked with them on their development. The Neighborhood Plan recommended more of a row house type residential design. While the final design is not row houses, the applicant attempted to design the street facing façade to have a row house look. While staff does not feel that this was achieved, a very nice looking, quality apartment is being proposed.

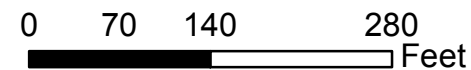
As of September 25th, it has come to the attention of staff that some of the surrounding property owners have concerns about a higher density building being proposed at this location as most of the surrounding houses are single family homes. No objection forms have been submitted to the Clerk's Office at this time.

In an effort to be consistent with the adopted Neighborhood Plan and the approved rezoning of the neighborhood, this Ordinance is recommended for approval.










BASIC ZONING DISTRICTS

- R1 - SINGLE FAMILY
- R2 - RESIDENCE
- WR - WASHBURN RES
- R3 - SPECIAL RESIDENCE
- R4 - LOW DENSITY MULTI
- R5 - MULTIPLE DWELLING
- R6 - SPECIAL MULTIPLE
- PD - PLANNED DEVELOP
- TND - TRAD NEIGH DEV.
- C1 - LOCAL BUSINESS
- C2 - COMMERCIAL
- C3 - COMMUNITY BUSINESS
- M1 - LIGHT INDUSTRIAL
- M2 - HEAVY INDUSTRIAL
- PS - PUBLIC & SEMI-PUBLIC
- PL - PARKING LOT
- UT - PUBLIC UTILITY
- CON - CONSERVANCY
- FW - FLOODWAY
- A1 - AGRICULTURAL
- EA - EXCLUSIVE AG
- City Limits
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