

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
September 30, 2019**

➤ **AGENDA ITEM – 19-1355 (Jason Gilman)**

AN ORDINANCE to amend Subsection 115-110 of the Code of Ordinances of the City of La Crosse transferring certain property from the Planned Development District - General and Heavy Industrial District to the Planned Development District - General allowing mixed use development at 11, 26 and 41 Copeland Avenue (Riverside North Development).

➤ **ROUTING:** CPC 9/30/19; J&A 10/1/19

➤ **BACKGROUND INFORMATION:** The zoning and accompanying master plan for Riverside North is the culmination of many decades of land assembly, environmental remediation and preparation for the redevelopment of the Riverside North development. The publicly driven “Charrette Master Plan” adopted by the Council in November of 2014 became the basis for the City of La Crosse Redevelopment Authority to engage master developers through a qualification-based selection process, ending with the selection of WiRED in May of 2018 with a Master Developer Operating Agreement. The purpose of this relationship between the master development team led by WiRED and the City’s RDA was to formulate a detailed master plan both conforming to the publicly driven guiding principles of the Charrette Master Plan, while also informing the plan of market/investment interests. The resulting Planned Development District documents and accompanying master land use plan provide a predictable path toward permitting for interested investors, while protecting the City’s interests in the site. Interested investors will need to conform to the requirements of the PDD documents in order to secure land (currently RDA held) in order to obtain permits and develop. The current estimated project schedule involves: Final Engineering 2020, Bidding, Fall 2020, Construction Spring-Summer 2021. It is important to note that while the PDD covers City-owned lands generally along the waterfront areas of the sites, these sites are noted in the PDD as public uses and are considered part of the public trust in conformance with the 2014 Charrette Master Plan.

➤ **GENERAL LOCATION:**

Riverside North Parcels:























- 17-20251-20 PDD General to PDD General
- 17-20252-20 PDD General to PDD General
- 17-20251-100 PDD General to PDD General
- 17-20251-90 PDD General to PDD General
- 17-20252-30 PDD General to PDD General
- 17-20251-110 PDD General to PDD General
- 17-20251-15 PDD General and M-2 to PDD General

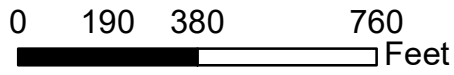
- 17-20250-30 PDD General to PDD General
- 17-20251-16 M-2 to PDD General
- 17-20251-64 PDD General to PDD General
- 17-20251-60 PDD General to PDD General
- 17-20251-67 PDD General to PDD General
- 17-20251-65 PDD General to PDD General
- 17-20251-50 PDD General to PDD General
- 17-20251-63 M-2 to PDD General

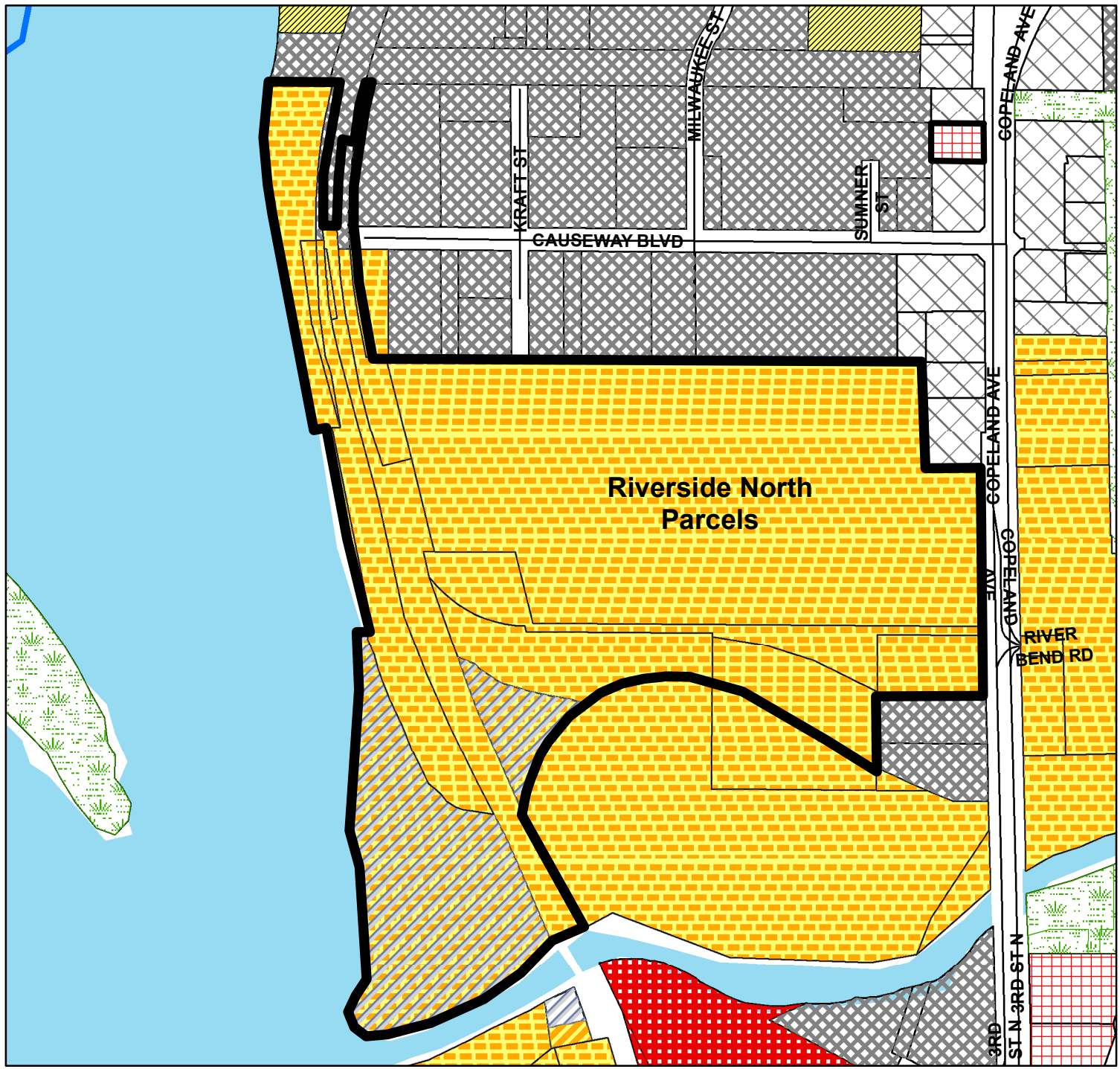
- **RECOMMENDATION OF OTHER BOARDS AND COMMISSIONS:** This rezoning is pending final recommendation for approval by the City of La Crosse RDA, September 30, 2019.
- **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:** This rezoning is consistent with the recommendations of the City of La Crosse Comprehensive Plan, which indicates high intensity retail, office or residential land uses.
- **PLANNING RECOMMENDATION:** **The Planning Department recommends approval** with the recommended amendments by the City of La Crosse Redevelopment Authority relative to allowing mixed use in the perimeter commercial district (generally along Copeland Ave) and minor adjustments to the allowable building materials listings including limiting ribbon windows in developments. This approval recognizes the final PDD approval will be addressed at the time specific design documents are ready for review in accordance with the City's PDD checklist, including but not limited to utility plans, platting and site development details.



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
	SUBJECT PROPERTY





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