

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
May 3, 2021**

Ø **AGENDA ITEM – 21-0506 (Tim Acklin)**

Application of City Brewing Company LLC for a Conditional Use Permit at 325 & 327 Jackson Street, 1102, 1112, 1116, 1120, 1126, 1128, and 1130 4th St. S.

Ø **ROUTING: J&A 5.4.21**

Ø **BACKGROUND INFORMATION:**

This item is related to item #21-0505. The applicant (City Brewery Company LLC) is requesting approval to rezone the properties located at 325 & 327 Jackson Street, 1102, 1112, 1115, 1120, 1126, 1128, and 1130 4th St. S., and 1111 3rd St. S in concurrence with their request for a Conditional Use Permit to demolish the existing homes on these properties and construct a surface parking lot for their employees and plan for future expansion of their facility. The applicant states that the rezoning and CUP applications are in response to their increasing work force and planned expansion.

The applicant states that future expansion would occur on the existing surface lot located to the north of the homes proposed to be demolished. This new surface lot would then replace the employee parking that would be lost. Until then the new surface lot would be used for employees that are currently parking on the streets within the adjacent residential neighborhoods, as well as for new employees. The applicant has also stated that the existing “Hospitality Center” or “City Brewery Tour Center”, which is no longer used except for storage, is also planned to be demolished for future expansion or employee parking. The applicant does state in their cover letter that building expansion could begin in 2021.

Currently, the six parcels with the existing home are all zoned R5-Multiple Dwelling. The parcel with the existing surface lot is zoned both C1-Local Business and M2-Heavy Industrial. The “City Brewery Tour Center parcel is zoned M1-Light Industrial. The applicant is requesting to rezone all these parcels to M2-Heavy Industrial so that they may combine them all into one parcel. This would also make the zoning consistent with the rest of their campus facilities as well as allow them to develop a single parking lot plan.

The existing residential properties proposed to be demolished are either currently vacant or being used as rental.

The 2021 assessed values of the properties proposed to be demolished are:

325 Jackson Street- 17-30088-20

Land- \$8,400 Improvement- \$78, 600 Total- \$87,000
Total 2021 Property Tax \$2,157.01



237 Jackson Street- 17-30088-30

Land- \$8,100 Improvement- \$38, 600 Total- \$46,700
Total 2021 Property Tax \$1,125.03



1128-1130 4th Street S- 17-30088-40

Land- \$9,800 Improvement- \$81, 000 Total- \$90,800
Total 2021 Property Tax \$2,254.32



1126 4th Street S- 17-30088-50

Land- \$14,700 Improvement- \$83,700 Total- \$98,400

Total 2021 Property Tax \$2,448.94



1120 4th Street S- 17-30088-60

Land- \$16,400 Improvement- \$129,600 Total- \$146,000

Total 2021 Property Tax \$3,667.86



1112-1116 4th Street S- 17-30088-70

Land- \$29,100 Improvement- \$147,400 Total- \$176,500

Total 2021 Property Tax \$4,448.91



A total improvement value of \$1,158,900 would be lost with the demolition of these homes. The total property taxes of these property are \$16,102.07.

The applicant has provided a site and landscape plan for the proposed surface parking area. Their plan includes landscaping/ plantings along 4th and Jackson Streets, a bio-filtration system for stormwater management, and multiple landscaped islands with plantings. A total of 80 new parking spaces will be provided. Access to the new parking area would occur via 4th Street, the adjacent alley located to the west, and internally from the existing surface lot. The applicant is also proposing to extend the existing 6ft high, chain link fence (depicted above) around the parking area. This also includes the installation of a security gate at the 4th Street driveway. The applicant has stated that they would like to install a fence for security reasons as they have had employee vehicles broken into.

Lastly, the applicant has requested that PILOT agreements not be established for these properties due to their \$63million facility investments made in 2020 and their planned \$34million facility investments in 2021.

Ø **GENERAL LOCATION:**

See attached **MAP PC21-0505**.
NW corner of 4th and Jackson
Streets.

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

N/A

Ø **CONSISTENCY WITH ADOPTED
COMPREHENSIVE PLAN:**

All of these parcels are designated as “Commercial” in the Future Land Use Map of the Comprehensive Plan. M2-Heavy Industrial is not a corresponding zoning district under this land use category.

Ø **PLANNING RECOMMENDATION:**

Typically, staff is not in favor of rezoning property to M1-Heavy Industrial along a major corridor through the city, nor are staff in favor of demolishing homes for surface parking. However, staff recognizes the limited space the City Brewery has in order to do so and is in favor of them being able to expand their facility and create additional jobs. Staff has worked closely with the City Brewery on requesting that the new surface lot meets as many of the commercial design standards as possible and applauds the number of landscaped islands and plantings they have proposed as well as the stormwater management facility they will install.

Staff is not in favor of extending the existing 6ft high, chain link fence along the length 4th Street and Jackson Street to the alley. While staff worked with the applicant to soften the visual aspect of a surface parking lot through the installation of landscaping, the installation of a chain link fence will counter any positive effect that would have been



achieved. Additionally, while staff does not want any of their employees to continue having security issues with their vehicles, it is unclear how this fence and gate will achieve that purpose as it appears that access to this parking area would still be permitted via the adjacent alley.

Lastly, provided that the City Brewery moves forward with their planned 2021 facility expansion, staff is in full support of not requiring a PILOT agreement to be established on these properties. However, until a building permit is pulled from the City for this development staff recommends that PILOT agreements are established for each property. Should the Common Council approve this condition the City Brewery would not be invoiced for their first payments until the beginning of 2023.

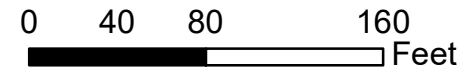
With item #21-0505 this item is recommended for approval with the following conditions:

- 1) A PILOT Agreement is established for each parcel. These agreements would be removed upon issuance of an Occupancy Permit for a new building development/expansion.**
- 2) The proposed chain link fence is denied.**



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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