

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
January 30, 2017**

➤ **AGENDA ITEM – 17-0038 (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 to the Planned Development District – Specific allowing for a multifamily housing development at 707, 713 and 721 La Crosse Street.

➤ **ROUTING:** J&A Committee, Public Hearing 1/31/17 7:30 p.m.

➤ **BACKGROUND INFORMATION:**

This is the second step to the PDD zoning process, involving the review of the final plans for the site. The applicant, Rousch Rentals, is proposing multi-family housing with 29 apartments and a leasing office at the corner of La Crosse and 7th Street on a site containing .79 acres. The staff report from the PDD General review indicated the estimated cost of the improvement is over \$3 million. Planned residential density of the project is 41.4 units per acre. The site plan is consistent with the PDD-General submittal and the applicant has received approval on the vacation of excess right of way along 7th Street to accommodate the project’s parking needs as well as landscaping. Applicant has included 4 requests for waivers to the multi-family design standards including:

1. A waiver to the minimum 5’ setback at the west edge of the parking area.
2. Permitting the parking to be 2’ closer to the Street than the nearest point of the building along La Crosse Street.
3. Permitting the parking along 7th Street to be closer to the street than the building.
4. Permitting 27 of the required off-street parking stalls to be leased off site (59 are required and the site design will only accommodate 32).

Lastly, the applicant has informed City staff that he will be changing the roof design for the project, away from the flat roof design to a gable style design, which meets the City’s multi-family design standards.

➤ **GENERAL LOCATION:**

Goosetown N’hood, at NE corner of La Crosse St. and 7th St. as depicted in Map 16-1100.

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

The Common Council approved ordinance 4968 on December 8, 2016 approving the PDD-General Zoning designation.

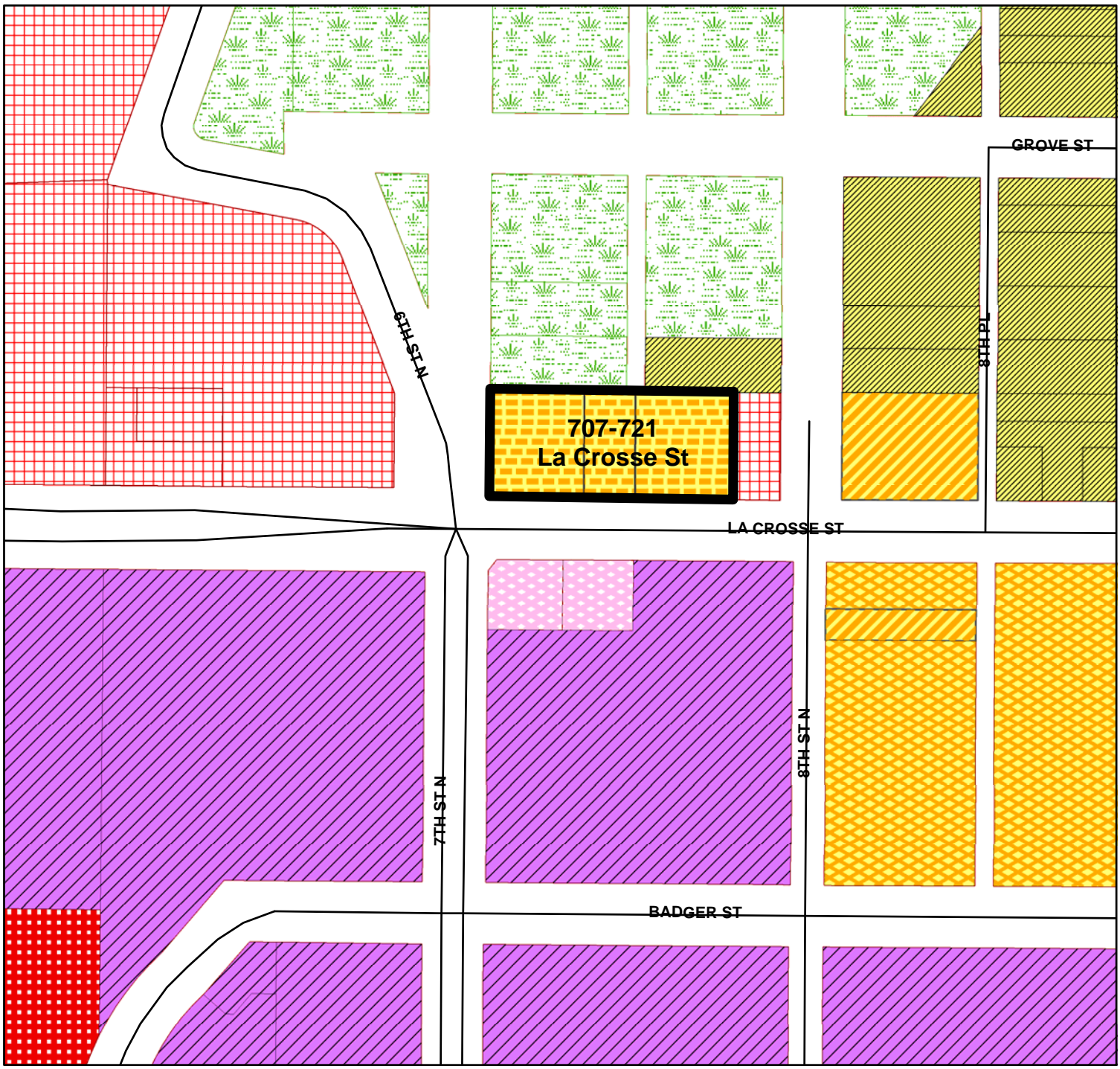
➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

The Future Land Use Map has identified these parcels as Downtown, “high intensity office, retail, housing ... [where] high priority is placed on providing attractive public amenities with strong pedestrian orientation.” It would support land use objectives for

targeted redevelopment and downtown reinvestment, by filling in a vacant site next to downtown.

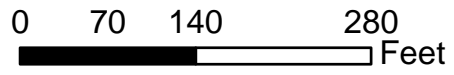
➤ **PLANNING RECOMMENDATION:**

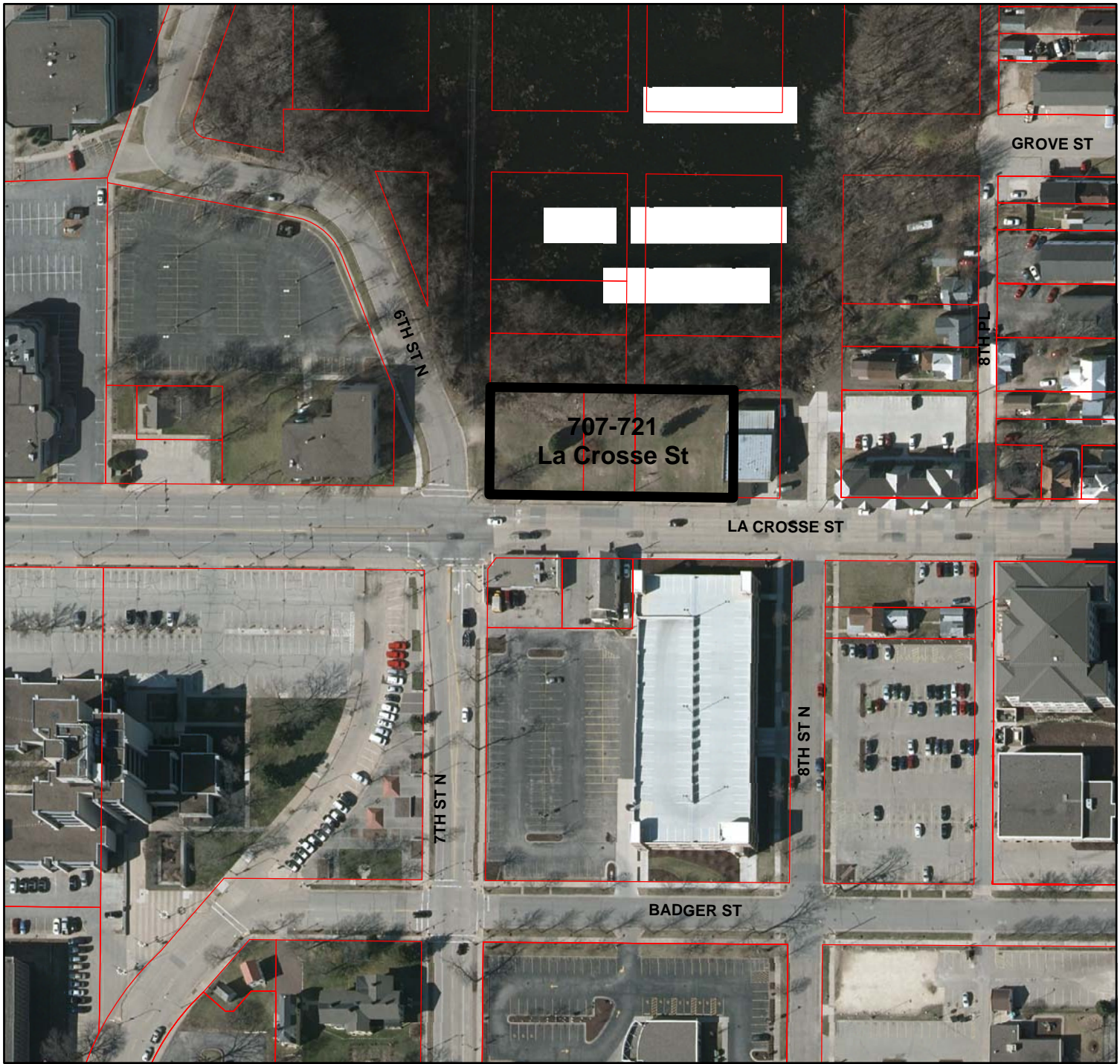
The Planning Department recommends approval of this ordinance along with the requested waivers as the design, land use, shared parking concept and site plan conform to the City's Comprehensive Plan objectives.



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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