

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
March 2, 2015**

➤ **AGENDA ITEM - 15-0166 (Tim Acklin)**

AN ORDINANCE to amend Section 115-110 of the Code of Ordinance of the City of La Crosse by transferring certain property from the Special Multiple District to the Planned Development District - General at 1243 Badger Street; 507, 513, 517 and 531 13th St. N. and 1234 and 1240 La Crosse Street allowing rental housing.

➤ **ROUTING:** J&A Committee

➤ **BACKGROUND INFORMATION:**

The Subject Ordinance would transfer the properties depicted on attached **MAP PC15-0166** from the Special Multiple District to the Planned Development District-General. The applicant is proposing to demolish the existing multi-family structures and construct a mixed use development that would include 57 units of student housing (171 student bedrooms), 4- 1 bedroom staff residences, 3,700sqft of office space for Three Sixty Real Estate Solutions, 1,600sqft of retail space, and 2,500sqft for a fitness center. The building would be located on the corner of 13th and Badger Streets.

A total of 69 parking spaces will be provided on site. 39 are located on the first floor of the building and 30 will be located on a surface lot that fronts La Crosse Street. The applicant states that the rest of the parking will be supplied by a partnership between the Developer and the University of Wisconsin - La Crosse. The Developer is also requesting that the south side of Badger Street and three spaces on 13th Street N be changed to 30 minute parking.

The proposal also includes realigning 13th Street N to the east and obtaining the ROW from the City for the project site. A site plan for the project is attached. The applicant has stated that if the three properties located between the proposed building and the surface lot on La Crosse Street were to become available then a Phase II of the development may be considered and could include an additional building and parking, with the building fronting La Crosse Street.

➤ **GENERAL LOCATION:**

1243 Badger Street; 507, 513, 517 and 531 13th St. N. and 1234 and 1240 La Crosse Street.

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

At their February 26, 2015 meeting the Economic Development Commission recommended approval of the applicant's request for financial assistance with the following conditions:

- 1) Contingent on Common Council approval of \$251,783 in infrastructure projects in the 2016 capital budget.
- 2) Contingent on a bank commitment letter and personal guarantee.
- 3) Contingent on rezoning – general and specific; as well as other permitting needed.
- 4) Developer will commit to \$5.5M by January 1, 2017.
- 5) Grant and terms will be secured by a special economic development agreement between the City and the Developer.
- 6) Confirmation of parking agreement with UWL.
- 7) Staff and the Developer need to work through project timing concerns.

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

This project is consistent with the Comprehensive Plan as this area is designated as High Intensity Retail, Office, or Housing on the Future Land Use Map.

➤ **PLANNING RECOMMENDATION:**

Staff is in full support of developing a mixed use project at this site, as it provides student housing in close proximity to the UWL campus as well some neighborhood commercial. Having the landlord's offices located within the building will also help provide additional oversight and security for its tenants. The proposed development is of high quality and will potentially work to pull students from neighborhood rentals into this high quality project. Staff's main concern is parking.

Per the City's requirements the applicant will need to provide 175 spaces for the residential portion of the development. Staff estimates that approximately 26 additional spaces will be needed (including the fitness center) for the commercial side of the development, for a development total of 201 spaces. Once floor plans are submitted staff will be able to finalize the parking needs per ordinance. The applicant is providing 69 total spaces on site leaving approximately 132 to be provided on a UWL parking lot.

The applicant has stated that they will be promoting bicycle facilities and that mass transit is located across the street. The applicant has also stated that they will use their current transportation policy that is in place at their other developments which includes providing vouchers to purchase a bicycle if tenants do not purchase a parking permit. The applicant has also supplied data from his other similar rentals that shows 60-70% of students typically purchase a parking voucher. Due to these efforts the applicant states that, worst case, they would only need to provide 173 of the 201 estimated spaces. Attached is the applicant's parking analysis. Also attached is a letter of support from UWL stating that they would be able to designate 100 spaces in a

campus parking lot with the understanding that residents will be responsible for purchasing a parking permit.

Staff wants to see this project succeed but has serious apprehensions about the long term viability of the parking solution and the stated parking needs. In the applicants' worst case scenario, 104 spaces are needed from UWL; in the City's scenario, 132 spaces are needed from UWL. Questions on the parking solution include the following:

- What will be the length of term of the agreement between the applicant and UWL for parking? How solid will this agreement be? If in the future UWL decides to change use of their parking lot, where will the parking for Aguilera go?
- Would only residents, who are UWL students, be able to park in the UWL parking area? Or will anyone living in the building be allowed to purchase the permit to park there?

In an effort to move this project forward this ORDINANCE is recommended for approval but the following concerns will need to be addressed prior to final design review and Planned Development District-Specific zoning:

- 1) A parking solution that addresses staff concerns needs to be finalized and a signed agreement between UWL and the applicant needs to be submitted.**
- 2) Staff is concerned about the surface parking lot that fronts La Crosse Street. This lot will need to be more than adequately screened from the street with landscaping.**
- 3) Once floor plans are completed, a final parking requirement will be calculated. At that time, if the applicant cannot supply the necessary parking on site, the applicant will need to apply for an exemption from the Design Review standards.**

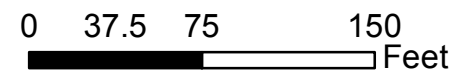
Additional recommendations include the following:

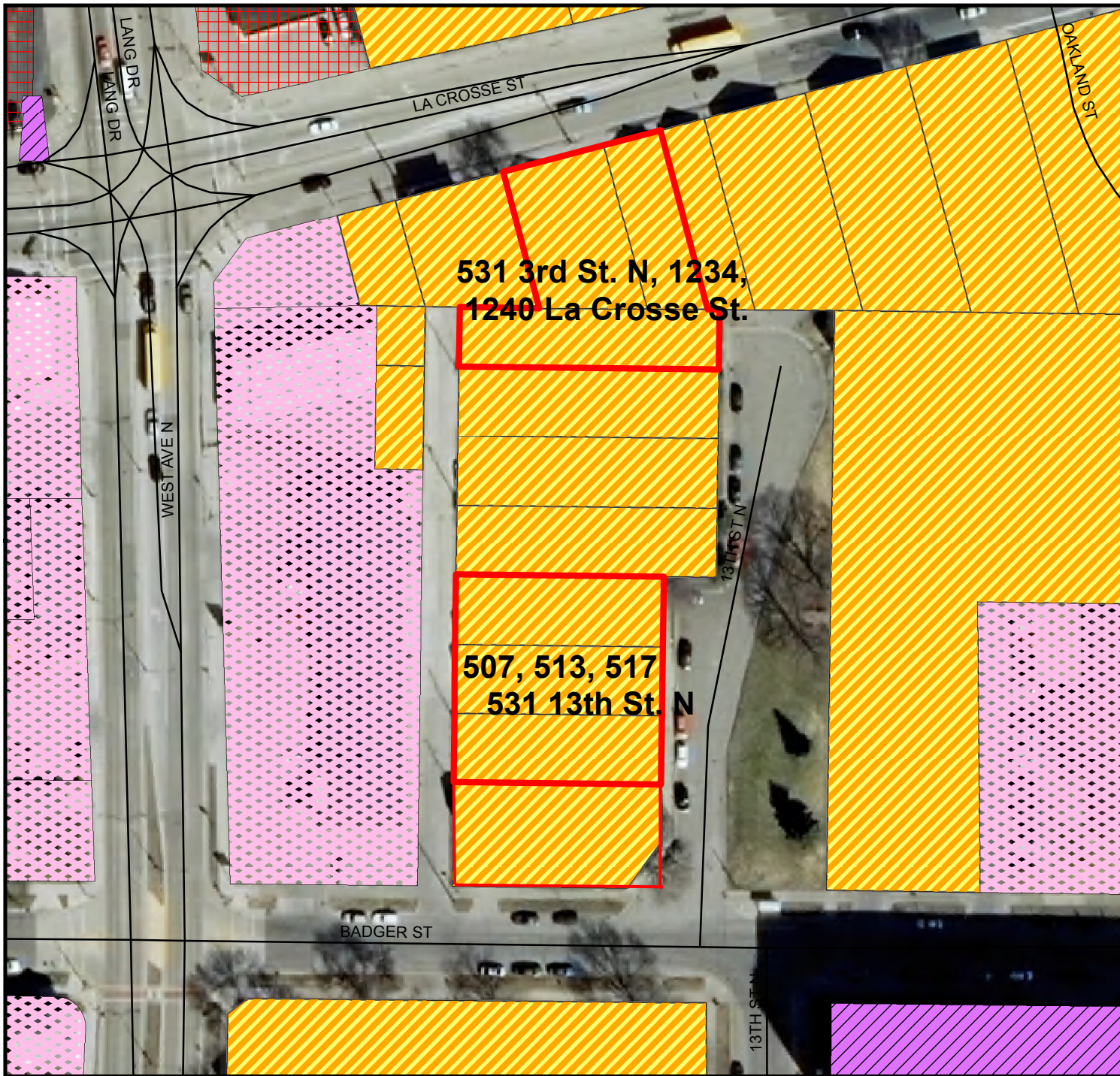
- 4) Staff strongly recommends the term of the agreement with UWL be for a minimum of 15 years. This will provide time for the City to implement its Transportation Vision, which will work to reduce parking demands in the core of the City.**
- 5) In conversations with the developer staff discussed the potential for a Phase II of the project that includes the acquisition of the three properties to the north of the proposed building. Phase II would allow for the potential for a second building and additional parking to serve both buildings. Staff is in full support of a Phase II as long as the second building is mixed use, fronts La Crosse Street, and reduces the need for off-site parking of both projects.**
- 6) The Developer's 30 minute on-street parking requests require submission of a Traffic and Parking signage application through Engineering Department.**


























BASIC ZONING DISTRICTS

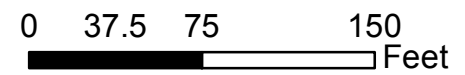
-  R1 - SINGLE FAMILY
-  R2 - RESIDENCE
-  WR - WASHBURN RES
-  R3 - SPECIAL RESIDENCE
-  R4 - LOW DENSITY MULTI
-  R5 - MULTIPLE DWELLING
-  R6 - SPECIAL MULTIPLE
-  PD- PLANNED DEVELOP
-  TND - TRAD NEIGH DEV.
-  C1 - LOCAL BUSINESS
-  C2 - COMMERCIAL
-  C3 - COMMUNITY BUSINESS
-  M1 - LIGHT INDUSTRIAL
-  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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Parking Needs Analysis Aguilera:

Total Current Planned Parking Spaces 170

Residential Parking Analysis							
	# of Beds	% of student with cars	Best Case	% of students with cars	Projected	% of Students with cars	Worst Case
Residential Parking Spaces	174	50%	87	70%	121.8	90%	156.6

Offices and Retail Analysis			
	Current	Projected	Worst Case
Café Parking Needs	0	0	0
Three Sixty	6	12	16
Project Total Parking Needs	93	133.8	172.6

Notes:

In the last two years of 98 bedrooms with 94 parking stalls, Three Sixty has issued 70 and 68 permits respectively. All 98 of these beds are within three blocks of the Aguilera.



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PROJECT NAME:
360 HOUSING
 PROJECT ADDRESS:
13TH ST & BADGER ST

CLIENT NAME:
360 PROPERTIES

PROJECT MANAGER:

DATE	CLIENT	LANDLORD	DESIGNER	CONSTRUCTOR	REVISION / COMMENTS
2/18/15					

THIS SHEET CONTAINS:
SITE VIEW

C1.2
 ARCHITECT'S COMMISSION NUMBER
1064.001

UNIVERSITY of WISCONSIN
LA CROSSE

February 25, 2015

Marvin Wanders
Three Sixty Real Estate Solutions, LLC
119 N. 19th Street
La Crosse, WI 54601

Dear Marvin:

The University of Wisconsin-La Crosse is very enthused about the proposed project by Three Sixty Real Estate Solutions for a high-intensity housing, office and retail development in the Goosetown neighborhood. The "Aguilera" project is a truly unique initiative that responds exceptionally well to the goals of the City of La Crosse, UW-La Crosse, and Western Technical College in addressing the need for quality student housing in the Goosetown neighborhood.

In an effort to collaborate with Three Sixty Real Estate Solutions on this project, the university is willing to develop a partnership for a managed parking solution to accommodate the parking needs for UW-La Crosse students residing in the Aguilera housing project. To that end, the university will be able to designate up to 100 spaces in a campus parking lot with the understanding that Aguilera residents will be responsible for purchasing their parking permit.

The development of privatized student housing and revitalization of the surrounding neighborhoods to UW-La Crosse will not only enhance the quality of life for the Goosetown area but also make a significant economic impact for the City of La Crosse. On behalf of the University of Wisconsin-La Crosse, I'm very pleased to be able to provide the university's endorsement for the Aguilera project and look forward to partnering with you on this important development project.

Sincerely,



Robert J. Hetzel, Ph.D.
Vice Chancellor for Administration and Finance