

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
April 28, 2014**

➤ **AGENDA ITEM – PC2014-04-28-11**

Application of La Crosse Hotel Group LLC for a Conditional Use Permit at 2nd and La Crosse Streets for demolition of existing building and pavement areas allowing for development of hotel and parking.

➤ **ROUTING: J&A Committee**

➤ **BACKGROUND INFORMATION:**

The applicant is requesting a Conditional Use Permit for the property depicted on attached **MAP PC2014-04-28-11** for the demolition of the existing structure for a hotel, parking area, and green space. This area will be the future site for the proposed Hampton Inn & Suites. The existing building that will be demolished for this project currently sits over two parcels. The proposed Hampton Inn site will include one of these lots and a large portion of the second parcel. The parcel line separating the two parcels will be adjusted accordingly. The remaining parcel not used for the proposed hotel will be green space and since no new structure is being constructed a Conditional Use Permit is required. A copy of the Site Plan depicting the new lot layout is attached.

➤ **GENERAL LOCATION:**

Southeast corner of 2nd & La Crosse Streets

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

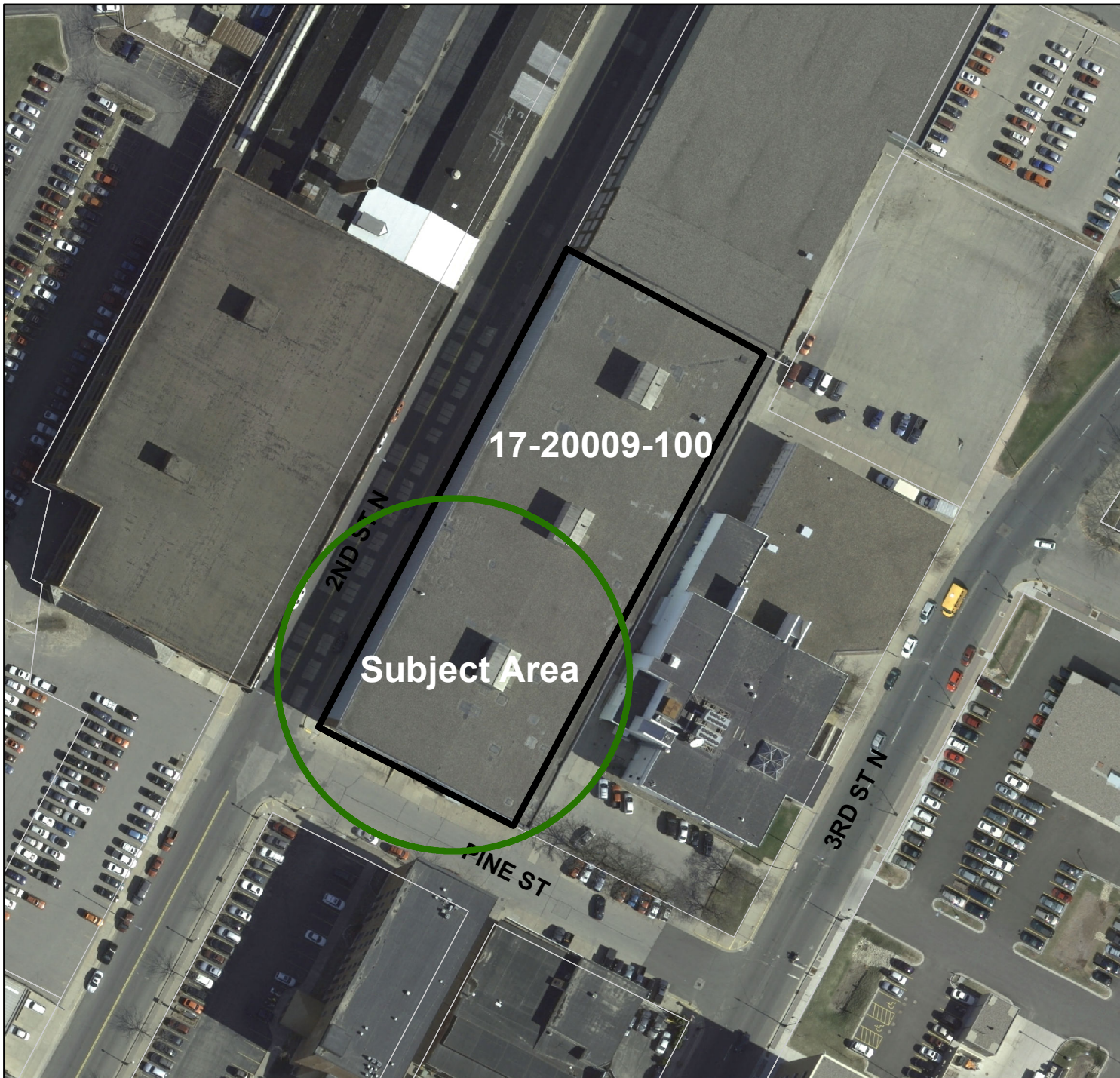
The Commercial Design Review Committee conditionally approved this project at their April 11, 2014 meeting.

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**
























This property is zoned Community Business which is consistent with the Future Land Use Map in the Comprehensive Plan. Also, redevelopment of underutilized sites is a primary objective in the Economic Development component of the Comprehensive Plan.

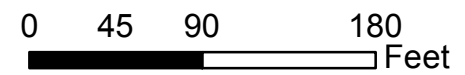
➤ **PLANNING RECOMMENDATION:**

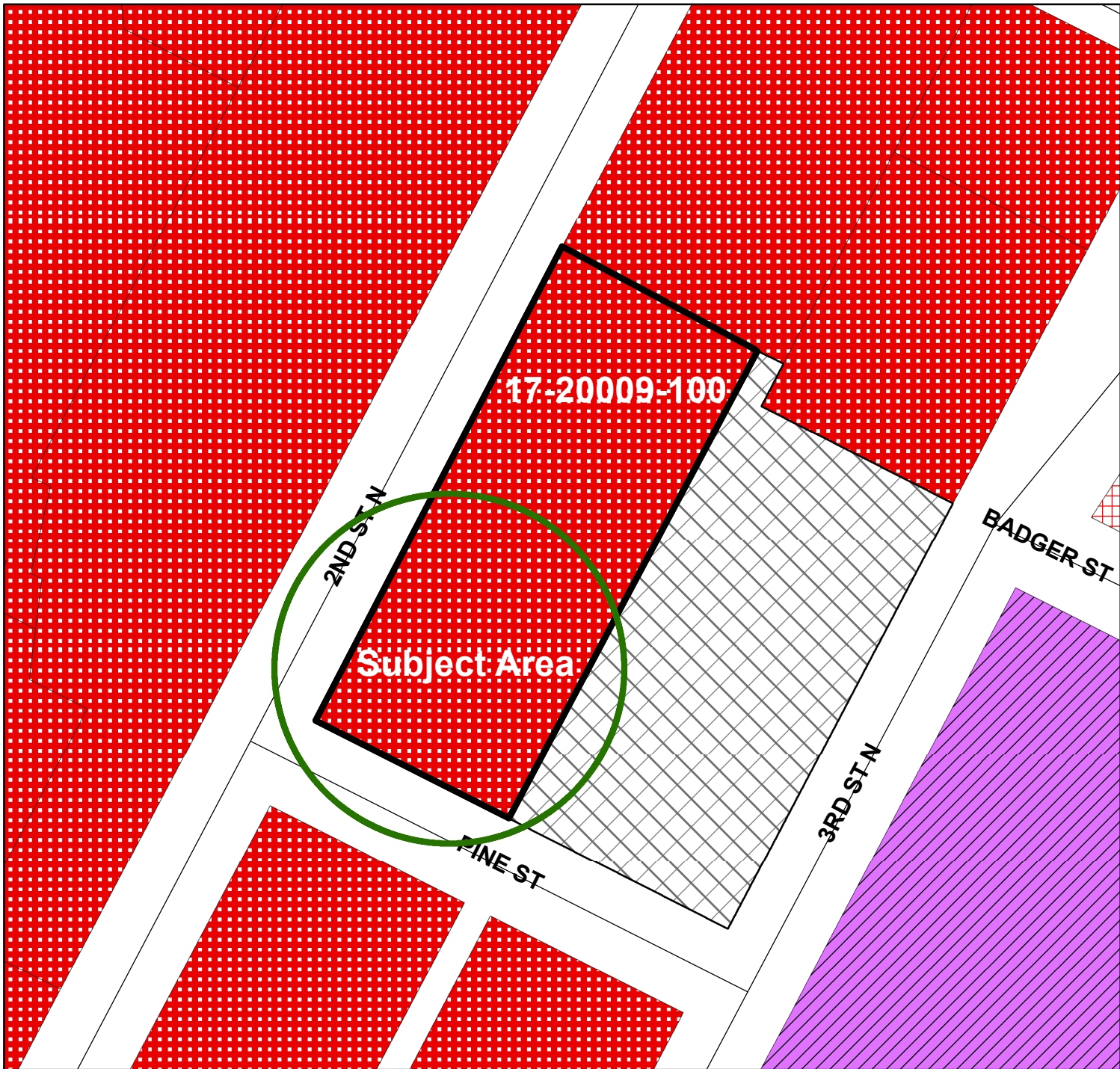
According to the County website the assessed value of the current structure is \$1.5 million. The applicant has stated that the value of the proposed structure is \$7 million. The value of the proposed hotel far exceeds the value of the current building and leaves land for additional redevelopment. This project will also redevelop a blighted area and provide additional hotel rooms in the Downtown. **This Application is recommended for approval and the caption should be amended to include “and for green space”.**



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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