

PETITION FOR CHANGE TO ZONING  
CITY OF LA CROSSE

AMENDMENT OF ZONING DISTRICT BOUNDARIES

Petitioner (name and address):

Adam Hoffer  
1510 Madison Street  
La Crosse, WI 54601

Owner of site (name and address):

Hoffer, LLC (Adam Hoffer)  
1510 Madison Street  
La Crosse, WI 54601

Address of subject premises:

1452 George Street

Tax Parcel No.: 17-10139-40

Legal Description: SPIER AND CANTERBURYS ADDN LOTS 1 & 2 EX S 40FT LOT 2  
BLOCK 3 SUBJ TO COVENANT IN V1156 P785 LOT SZ: 60 +/- X 145

Zoning District Classification: R1

Proposed Zoning Classification: R2

Is the property located in a floodway/floodplain zoning district? \_\_\_ Yes  No

Is the property/structure listed on the local register of historic places? \_\_\_ Yes  No

Is the Rezoning consistent with Future Land Use Map of the Comprehensive Plan? \_\_\_ Yes  No

Is the Rezoning consistent with the policies of the Comprehensive Plan?  Yes \_\_\_ No

Property is Presently Used For:

See Exhibit A

Payment Amount: 450.00

Property is Proposed to be Used For:

See Exhibit A

CITY OF LA CROSSE, WI  
General Billing - 168817 - 2019  
007516-0039 Courtney... 11/08/2019 03:42PM  
198136 - LLC, HOFFER

Proposed Rezoning is Necessary Because (Detailed Answer):

See Exhibit A

Proposed Rezoning will not be Detrimental to the Neighborhood or Public Welfare Because (Detailed Answer):

See Exhibit A

Proposed Rezoning will not be Detrimental to the City's Long Range Comprehensive Plan Goals, Objectives, Actions and Policies Because (Detailed Answer):

See Exhibit A

The undersigned depose and state that I/we am/are the owner of the property involved in this petition and that said property was purchased by me/us on the 30 day of August, 2018.

I hereby certify that I am the owner or authorized agent of the owner (include affidavit signed by owner) and that I have read and understand the content of this petition and that the above statements and attachments submitted hereto are true and correct to the best of my knowledge and belief.



[Handwritten Signature]  
(signature)

507-858-4531  
(telephone)

11/8/2019  
(date)

Hoffer LLC@gmail.com  
(email)

STATE OF WISCONSIN )  
 ) ss.  
COUNTY OF LA CROSSE )

Personally appeared before me this 8th day of November, 2019, the above named individual, to me known to be the person who executed the foregoing instrument and acknowledged the same.

[Handwritten Signature: Terri Foley-Terrifoley]  
Notary Public  
My Commission Expires: 6/3/2022

PETITIONER SHALL, BEFORE FILING, HAVE PETITION REVIEWED AND INFORMATION VERIFIED BY THE DIRECTOR OF PLANNING & DEVELOPMENT.

Review was made on the 8th day of November, 2019.

Signed: [Handwritten Signature] OBO Jason Gilman  
Director of Planning & Development

**Exhibit A**

**Petition for Amendment to Zoning Application**

**1452 George Street**

**La Crosse, Wisconsin**

**November 8, 2019**

### Property is Presently Used For

The property is currently being used for affordable housing as a single-family rental property in partnership with Catholic Charities Rapid ReHousing program.

### Property is Proposed to be Used For

The property will be rented as duplex. We intend to offer the property for rent below the 2019 HUD fair market rate.

### Proposed Rezoning is Necessary Because

The property is zoned as single-family residential, but the property cannot appraise as an owner-occupied single-family residence. As zoned, there are zero comparable properties to establish value as a single-family residence.

In the summer of 2019, we attempted to sell the property to an individual who would owner-occupy part of the property and use part of the property for a separate use [business (the property was previously a photographer's studio), rental, event space, etc.]. The buyer asked lenders in the area to secure financing for an owner-occupied single-family residence. Unfortunately, the response from all of the lenders was that they could not finance the purchase of the property as a single-family residence because all of the appraisers said that no appraisal could be completed because the property had no comparable properties to establish value. We attached an email exchange in Appendix A between one of the lenders and an appraiser.

1452 George Street has 6,300 square feet of finished, livable space. This space includes six bedrooms, two full bathrooms, two kitchens, two furnaces, and two hot water heaters.

A recent search shows that only two single homes in the 54603 zip code with more than 2,000 square feet of finished living space sold within the past nine months. Zero single-family properties have sold with more than 3,000 square feet.

As a single-family residence, there are simply no comparable properties. Bank representatives informed us that if the property were zoned as a duplex, the property would have multiple comparable properties and would qualify for traditional residential

financing. The property in its current condition would need zero additional work to be considered a duplex.

That buyer moved on and we decided to hold onto the property. Because the property is zoned R-1, we are limited to renting to three unrelated family members. By rezoning the property as a duplex, we would be able to offer affordable housing to more individuals or unrelated family members.

Proposed Rezoning will not be Detrimental to the Neighborhood or Public Welfare Because (Detailed Answer):

Rezoning 1452 George Street has the potential to increase neighborhood and public welfare. We would like to invest in the property to improve its value, but we cannot do so as-zoned. For reasons stated above, the property will not qualify for a traditional residential mortgage and we cannot increase the rental income or number of people to whom we can rent.

As a duplex, we would offer 1452 George Street at below Fair Market Rates to high-quality tenants. The property currently has four off-street parking spaces. There is also a bus stop directly in front of the property for easy use of public transportation.

A duplex also fits the characteristics of the neighborhood. We attached images from the City's zoning website that detail the housing and zoning characteristics of the surrounding properties.

On the 1400-block of George Street, six houses are duplexes. Figure 1 below shows that the neighboring property and the three properties directly across the street are duplexes.

Figure 1 – Multifamily Properties near 1452 George Street



Figure 2 below shows the zoning in the blocks surrounding 1452 George Street. The next two blocks north on George Street (1500 and 1600 blocks) are zoned as commercial (striped on image) and multi-family residential (polka dot on image).

Figure 2 – Zoning Near 1452 George Street



We are optimistic that if the property is rezoned, we can make significant cosmetic upgrades to the interior of the property to make it a much more attractive place to live. In doing so, we will significantly increase the value of the property, which upon reassessment, will decrease the property taxes of our neighbors.

Proposed Rezoning will not be Detrimental to the City's Long Range Comprehensive Plan Goals, Objectives, Actions and Policies Because (Detailed Answer):

The need for affordable housing remains a major issue in La Crosse. Roughly 37% of La Crosse households citywide reported significant problems with their current housing situation (a cost burden, overcrowding, or lack of complete kitchen or plumbing facilities) according to the city's 2019 Fair Housing Study (<https://www.cityoflacrosse.org/fairhousingstudy>). The rezoning of this property is a step toward promoting more affordable housing in our city.

Long run, the city will also have to deal with changing market conditions, such as the rapidly changing retail environment and a declining overall demand for church space. These changes present opportunities to repurpose these large properties into products that also serve the city and the community. By rezoning spaces like the church at 1452 George Street, the city can increase its tax base (tax-exempt to taxable) and encourage revitalization of buildings in residential neighborhoods.



Appendix A – Email Exchange for Request for Residential Appraisal of 1452  
George Street in August, 2019

**From:** Bi-State Realty & Appraisals <[bi-stateappraisals@centurytel.net](mailto:bi-stateappraisals@centurytel.net)>  
**Date:** August 19, 2019 at 11:39:56 AM CDT  
**To:** Ashley Bohl <[ashley.bohl@helloworldparkbank.com](mailto:ashley.bohl@helloworldparkbank.com)>  
**Subject:** Fw: 1452 George St. La Crosse, WI. 54601

From: Tricia Storandt  
Sent: Monday, August 19, 2019 10:30 AM  
To: Bi-State Realty & Appraisals  
Subject: Re: 1452 George St. La Crosse, WI. 54601

Unfortunately, no. A property like that is too unique to go conventional as single family.

-----Original Message----- From: Ashley Bohl  
Sent: Friday, August 16, 2019 11:10 AM  
To: [bi-stateappraisals@centurytel.net](mailto:bi-stateappraisals@centurytel.net)  
Subject: 1452 George St. La Crosse, WI. 54601

Good Morning Tricia,

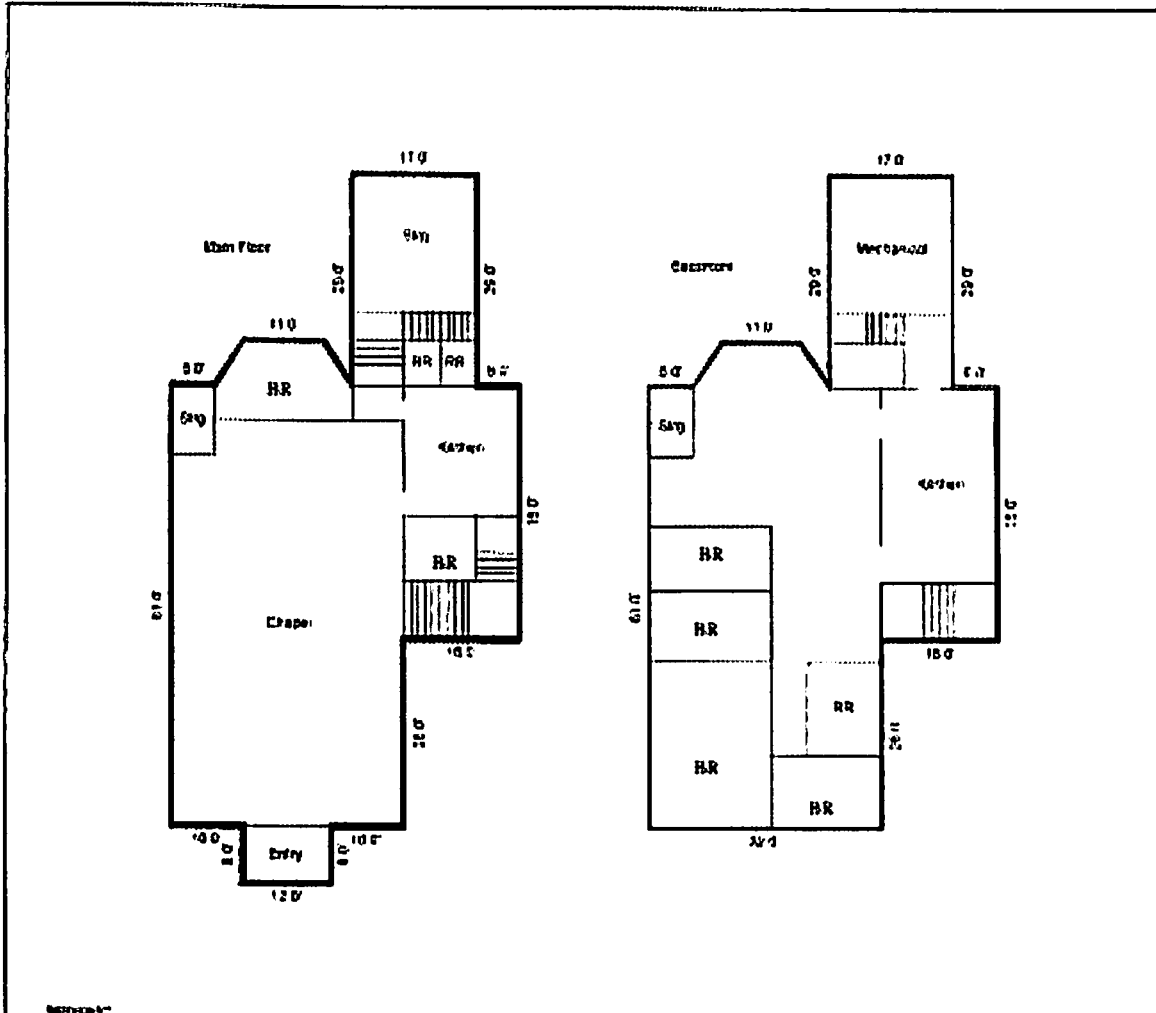
The buyer is looking to get conventional financing on 1452 George Street, and we were curious, in your professional opinion, if you feel there are enough suitable comps to be able to complete a single-family 1004?

Thanks for your time!

Ashley M. Bohl  
Assistant Vice President  
NMLS # 1127995  
Park Bank  
700 State St.  
La Crosse, WI 54601  
(608) 793-5506  
[Ashley.bohl@helloworldparkbank.com](mailto:Ashley.bohl@helloworldparkbank.com)

## Exhibit B

### Floorplan Sketch of 1452 George Streets



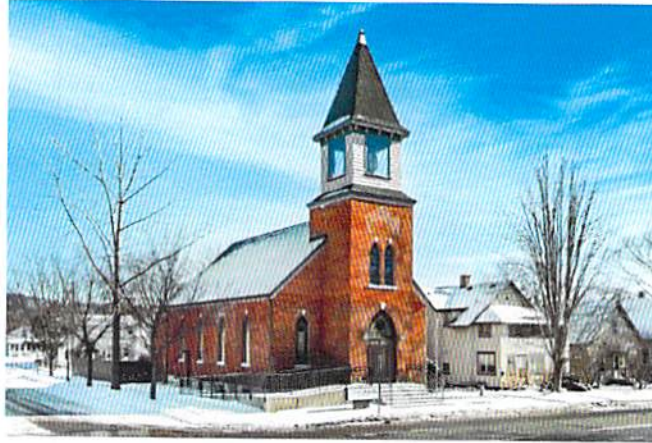
Comments

AREA CALCULATIONS SUMMARY			
Code	Description	Sum	Net Total
GBA1	First Floor	1191.00	1191.00
GBNT	Basement	804.00	804.00

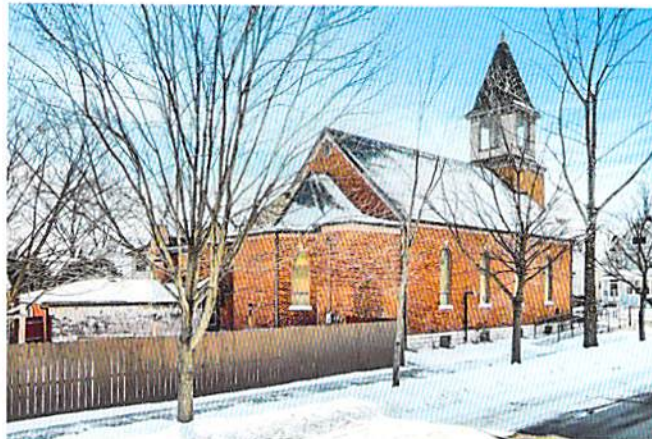
BUILDING AREA BREAKDOWN			
Breakdown		Subtotal	
17.0	x	48.0	816.00
8.0	x	12.0	96.00
22.0	x	42.0	924.00
6.0	x	11.0	66.00
3.5	x	6.0	21.00
0.5	x	6.0	3.00
24.0	x	26.0	624.00
9.0	x	03.0	324.00

Images of Property

Front from George Street



North Side from Sill Street



Rear of Property from Alley

