

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

➤ **AGENDA ITEM – 16-1107 (Lewis Kuhlman)**

Request for Exception to Standards for Commercial Design by Wiebke Fur Co., Inc. for an exception to parking lot design and parking standards with construction of new facility at 100, 110 and 122 Rose St.

➤ **ROUTING:** J&A Committee

➤ **BACKGROUND INFORMATION:**

Weibke Fur Co. Inc. has been at 110 Rose St. for about 30 years and is a unique commercial destination for the city. The applicant, Dan Weibke, intends to build a new retail and storage facility that will expand into two adjacent parcels, approximately 27,500 sq. ft. To move forward with the concept plan, the applicant requires a waiver from the design requirement to have the building closer to the street than the parking. The applicant cites several difficulties for meeting this requirement: slope due to raising the property out of the floodplain, split zoning on the lot, and desire to remain open throughout most of construction.

The parcel and street are in the 100-year floodplain. The new building must be elevated over 5 ft. to get out of the 100-year floodplain, but the street will like not be raise for many years. Therefore, an acceptable slope for the driveway and any landscaping would extend deep into the lot. The new building is setback far enough to be completely within the M2 – Heavy Industrial District. The lots have two zoning districts to allow for retail in the front and storage and processing furs in the back. The applicant hopes to redevelop the back storage area in the first phase to leave the existing retail facility open as long as possible.

While not within the boundary of a neighborhood association, this site is part of a commercial strip along Copeland Ave and Rose St. Its redevelopment may have an impact on neighboring businesses – Affordable Inn, Taco John’s, and a fabric sewing shop – as well as the customers and fur dealers it serves. This redevelopment may also impact the current Highway 53 Corridor planning process. The site includes two driveways and semi loading docks. On-street parking is not permitted in front of the property on Rose St. The concept plan does not show bicycle parking or pedestrian connection from the sidewalk to the main entrance, but staff has discussed a pedestrian connection to the sidewalk. The concept plan likely would not negatively impact nearby wetland soils, since the pavement would not expand into wetlands and it includes pervious landscaping.

➤ **GENERAL LOCATION:**

100, 110, and 122 Rose Street – on the east side of Rose St. one block south of Monitor St. as depicted in Map 16-1107.

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

The Common Council referred this item for 30 days twice to allow the applicant to discuss alternatives with City Planners.

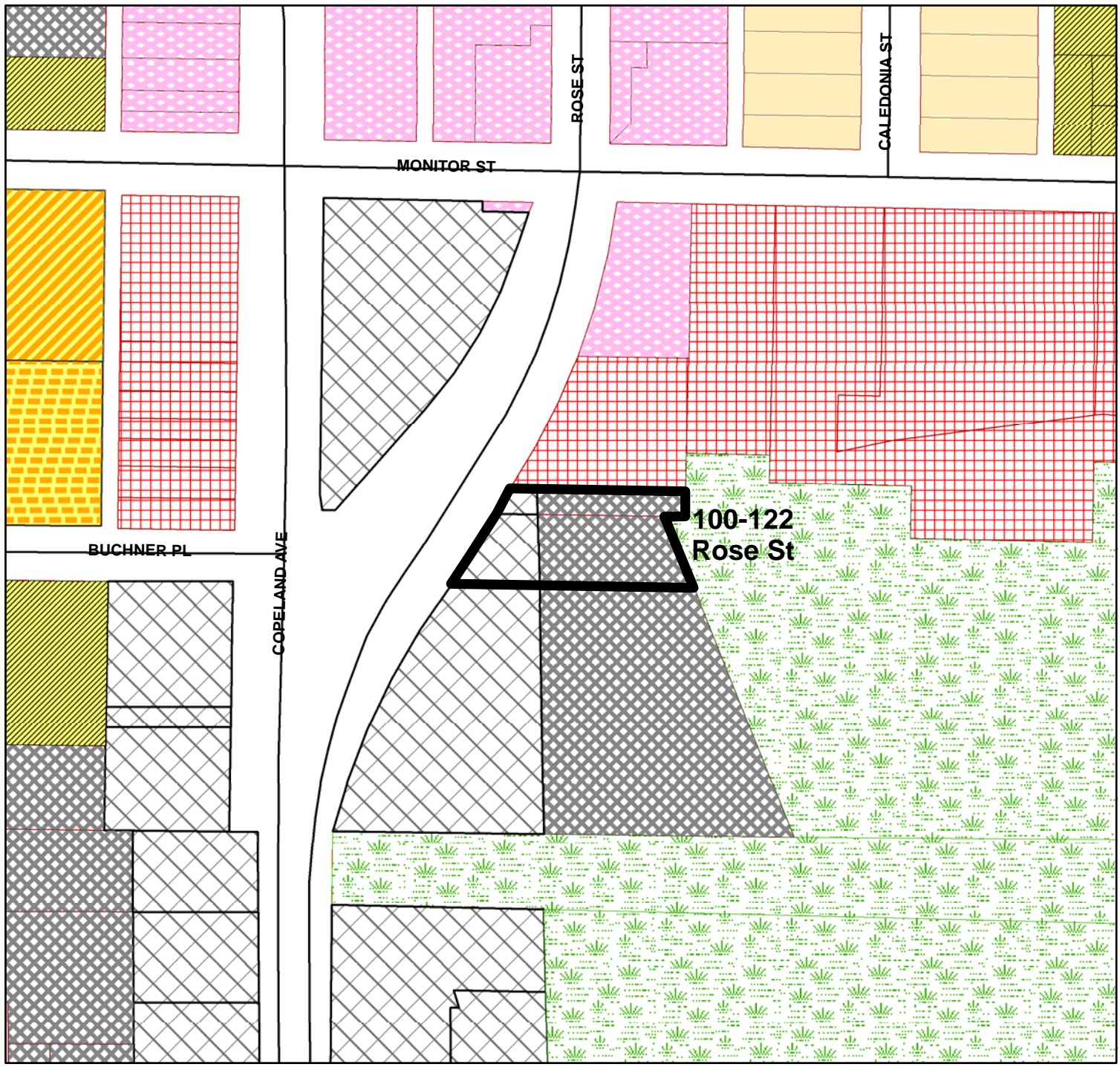
Historical board and commission decisions likely led to these parcels being split into two zoning districts. “Tanning, curing or storage of raw hides or skins” is not a permitted use in the M1 – Light Industrial District, according to [Sec. 115-152\(a\)\(63\)](#). This requirement, circa 1980, may be due to nuisance caused by offensive odors. Rather than rezone the entire parcel and deal with potential future heavy industry on a commercial corridor or ask the owner to move, the City split its zoning district.

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

The Future Land Use Map has identified this area as High Intensity Retail, Office, or Housing. M1 and M2 are not corresponding zoning districts for this land use. The redevelopment may meet land use objectives to enhance commercial corridors due to the other design standards, but may not improve compatibility with the neighboring motel, fast food restaurant, sewing shop, and wetlands.

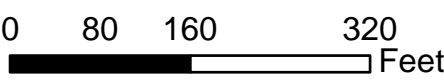
➤ **PLANNING RECOMMENDATION:**

**Planning staff recommends approval of this waiver on the condition that the applicant includes a pedestrian path from the sidewalk to the main storefront entrance for the final design review approval.** Planning staff met with the applicant and contractor on January 5th and work toward a revision of the concept plan. It is a difficult site and the setback is unavoidable due to the grade change from the street to the future building. Three Rivers Plaza provides a precedent with its 3-foot retaining wall and parking in the front. The concept plan improves on the existing buildings and will likely meet the rest of the design requirements, but it still retains the split zoning and an industrial use that is not necessarily compatible or desirable within a commercial node.



## 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





100-122  
Rose St

## 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

