



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Meeting Agenda - Final

### City Plan Commission

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**Monday, August 4, 2025**

**4:00 PM**

**Council Chambers**

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The meeting is open for in-person attendance and will also be conducted through video conferencing. To join the meeting click this link (or typing the URL in your web browser address bar):  
<https://cityoflacrosse-org.zoom.us/j/88991607803?pwd=d3hhNURndXZXZWRYRIZ4eWFTTndoQT09>

Meeting ID: 889 9160 7803; Passcode: CPC23; Call in: 1-305-224-1968.

The meeting can be viewed by visiting the Legislative Information Center (<https://cityoflacrosse.legistar.com/Calendar.aspx>) and clicking on the "In Progress" video link to the far right in the meeting list.

If you wish to speak on an agenda item, arrive early to sign up before the meeting begins. If attending virtually and you wish to speak, contact the Department of Planning, Development and Assessment at the email or phone number below so we can provide you with the necessary information to join in. Members of the public who would like to provide written comments on any agenda may do so by emailing [tranea@cityoflacrosse.org](mailto:tranea@cityoflacrosse.org), using a drop box outside of City Hall or mailing the Department of Planning, Development and Assessment, 400 La Crosse Street, La Crosse WI 54601. Questions, call 608-789-7512

#### **Call to Order**

#### **Roll Call**

**Approval of Minutes from the June 2nd 2025, June 16th 2025, and June 30th 2025 meetings.**

#### **Agenda Items:**

25-0413

AN ORDINANCE to amend Subsection 115-110 of the Code of Ordinances of the City of La Crosse by transferring certain property from the Planned Development District - General to the Planned Development District - Specific, allowing for the construction of 14 single-family homes at 5917 River Run Road.

**Attachments:** [Ordinance](#)[Rezoning Petition](#)[Cover Letter](#)[Site Plans](#)[Building Plans](#)[300-foot Property Owner Buffer List](#)[Buffer Map](#)[Notice of Hearing](#)[Letters to DNR & FEMA](#)[Richard Lanser - 4.22.2025](#)[Richard Lanser - Re Grading - 4.22.2025](#)[Rosalie DeFino & Tony Letourneau - 4.22.2025](#)[Affidavit of Publication - Hearing Notice](#)[Gary Seago - 4.24.2025](#)[CPC Staff Report 042825.25-0413.TA](#)[Margie Mason - 4.25.2025](#)[Diana & James Birnbaum - 4.27.2025](#)[William Kariuki & Tania Martinez - 4.28.2025](#)[Deb Kettner-Sieber - 4.29.2025](#)[Committee Registration Slips - 4.29.2025](#)[Debbie Seago - 5.5.2025](#)[Richard Lanser - 5.5.2025](#)[Gary Seago - 5.5.2025](#)[Diana & James Birnbaum - 5.6.2025](#)[Margie Mason - 5.7.2025](#)[Bob and Donna Kostecki - 5.7.2025](#)**Legislative History**

4/29/25	Judiciary & Administration Committee	RECOMMENDED TO BE ADOPTED to the Common Council
5/8/25	Common Council	ADOPTED
5/8/25	Common Council	REFER to the Judiciary & Administration Committee



[25-0143](#) Update on the zoning/subdivision code project.

**Attachments:** [Zoning Code Update Project Update 5.29.2025.pdf](#)  
[Built Form Study\\_Districts.042825.pdf](#)  
[Built Form Study\\_Neighborhoods.042825.pdf](#)  
[Character Areas Defined.042825.pdf](#)  
[Downtown Character Areas.042825.pdf](#)  
[Zoning 101\\_23Apr\\_compressed.042825.pdf](#)  
[Built Form Study\\_Corridors.042825.pdf](#)  
[Zoning Code Update Memo V2 3-31-2025](#)  
[DRAFT Zoning Code Update Survey #1 3-31-2025](#)  
[DRAFT Zoning 101 Presentation 3-31-2025](#)  
[DRAFT Form Plate George St 3-31-2025](#)  
[Zoning Code Update Memo V1 3-3-2025](#)  
[Summary of Residential Lot Standards 3-3-2025](#)  
[1950 Zoning Map 3-3-2025](#)  
[Study Guide for City Plan Commission\\_30Jun2025.pdf](#)  
[Forward La Crosse CPC.pdf](#)  
[Forward La Crosse\\_Zoning Promotion 08.01.2025.pdf](#)  
[Stakeholder Meetings Feedback 7-10 to 7-21.pdf](#)

## Adjournment

*Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.*

### NOTICE TO PERSONS WITH A DISABILITY

*Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to [ADAcityclerk@cityoflacrosse.org](mailto:ADAcityclerk@cityoflacrosse.org), with as much advance notice as possible.*

**Mayor Shaundel Washington-Spivey, Elaine Yager, Jacob Sciammas, James Cherf, Jennifer Trost, Matt Gallagher, Olivia Stine, Aron Newberry and James Szymalak.**



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Text File

File Number: 25-0413

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**Agenda Date:** 8/5/2025

**Version:** 1

**Status:** Referred

**In Control:** Judiciary & Administration Committee

**File Type:** Ordinance

**Agenda Number:**

ORDINANCE NO.: \_\_\_\_\_

AN ORDINANCE to amend Subsection 115-110 of the Code of Ordinances of the City of La Crosse by transferring certain property from the Planned Development District – General to the Planned Development District - Specific, allowing for the construction of 14 single-family homes at 5917 River Run Road.

THE COMMON COUNCIL of the City of La Crosse do ordain as follows:

SECTION I: Subsection 115-110 of the Code of Ordinances of the City of La Crosse is hereby amended by transferring certain property Planned Development District – General to the Planned Development District - Specific on the Master Zoning Map, to-wit:

*Tax Parcel 17-50781-970; 5917 River Run Rd*

SECTION II: Should any portion of this ordinance be declared unconstitutional or invalid by a court of competent jurisdiction, the remainder of this division shall not be affected.

SECTION III: This ordinance shall take effect and be in force from and after its passage and publication.

\_\_\_\_\_  
Mitch Reynolds, Mayor

\_\_\_\_\_  
Nikki M. Elsen, City Clerk

Passed:  
Approved:  
Published:

PETITION FOR CHANGE TO ZONING  
CITY OF LA CROSSE

AMENDMENT OF ZONING DISTRICT BOUNDARIES

Petitioner (name and address):

Little River Homes, LLC

Owner of site (name and address):

John Mazzola- P.O. Box 2813 LaCrosse WI 54601

Address of subject premises:

5917 River Run Road, LaCrosse WI 54601

Tax Parcel No.:

17-50781-970

Legal Description (must be a recordable legal description; see Requirements):

Part of the NE 1/4-NW 1/4, SE 1/4-NW 1/4 and the NE 1/4-SW 1/4, Section 27, T15N-R7W, City of LaCrosse

Zoning District Classification:

PPD - General

Proposed Zoning Classification:

PPD - Specific

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:

Vacant Land- No use

Property is Proposed to be Used For:

14- single family homes(Not twin homes)

Proposed Rezoning is Necessary Because (Detailed Answer):

To create and build a more compact city lot size/style homes in a mini-subdivision.

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

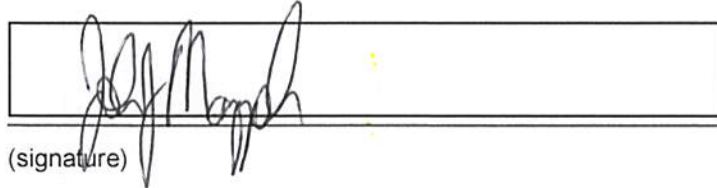
Mixed use residential subdivision features apartments, condos, twinhomes and now we want to add single family homes.

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

This will provide a more affordable single family residence in a quiet neighborhood near schools. The homes will be suitable for both families and seniors..

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 6th day of June, 2019.

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.

  
(signature)

608-721-5995  
(telephone)

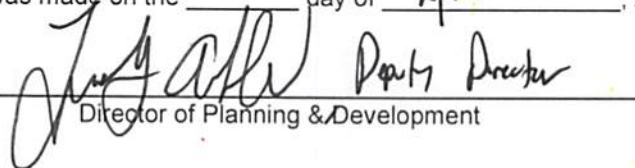
4-4-25  
(date)

LittleRiverHomesLLC@gmail.com  
(email)

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

Review was made on the 7th day of April, 2025.

Signed:

  
Director of Planning & Development

AFFIDAVIT

STATE OF Wisconsin )  
COUNTY OF La Crosse ) ss

The undersigned, John J. Mazzola, being duly sworn  
states:

1. That the undersigned is an adult resident of the Town City of Shelby, State of Wisconsin.
2. That the undersigned is (one of the) legal owner(s) of the property located at 5917 River Run Rd, La Crosse, WI 54601
3. By signing this affidavit, the undersigned authorizes the application for a conditional use permit/district change or amendment (circle one) for said property.

[Signature]  
Property Owner

Subscribed and sworn to before me this 4<sup>th</sup> day of April, 2025

Todd B. Holtz  
Notary Public  
My Commission expires 12-15-2027











SHEET 101	SF UNIT 4	<b>BEAVER</b> <b>BUILDERS' SUPPLY</b>	SCALE: As Noted DRAWN BY: Chase D. DATE: 3/31/2025	A 111	Owner / Contractor first plan approval:
					Date: _____ Sign: _____





SHEET NO. 1001	SF UNIT 3	<b>BEAVER</b> <b>BUILDERS' SUPPLY</b>	SCALE: As Noted	OVERSEER / CONTRACTOR final plan approval Date _____ Sign _____
			DRAWN BY: Chase G	
DATE: 3/31/2025			A 111	PALM 10-1001-10





SHEET NO. 101	SF UNIT 2	<b>BEAVER</b> <b>BUILDERS' SUPPLY</b>	<small>           BEAVER BUILDERS' SUPPLY is a registered service mark of Beaver Builders' Supply, Inc. All rights reserved. No part of this publication may be reproduced without prior written permission from Beaver Builders' Supply, Inc.         </small>	SCALE: As Noted		Owner / Contractor final plan approval Date: _____ Sign: _____
				DRAWN BY: Chase G		
				DATE: 3/31/2025		

3-4-25

To: City Council and Related Committee Members:

From: Little River Homes LLC

P.O. Box 2813

LaCrosse WI 54601

608-721-5995 Greatriverhomesllc@gmail.com

Subject: 14 Single Family Homes built on Lot-17 River Run Road of Waterview Subdivision.

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1. Each home has a two-car garage and two parking spaces on their driveway.
  - a. The driveway is a private driveway and not maintained by the city.
2. Legal Description will be created from the CSM once the site layouts are approved.
  - a. The property already has a legal description from the existing Waterview Subdivision.
3. We built 19 twinhomes creating 38 zero lot line single family homes. We also built two 4-unit condos. This is a continuation of providing multi-use housing for the area and near schools.
  - a. Our compact designs offer homeowners a great starter home or retirement home.
  - b. Our site is right across the street to Southern Bluffs Elementary.
  - c. Safety has been addressed from the new round-a-bot entering/existing the subdivision.
  - d. This 3.2acres is at the North end of River Run Road and it is a quiet and a private setting.
4. Our "private" driveway comes off from the end of the cul-de-sac on the north end of River Run.
  - a. The subdivision was originally set up to accommodate this driveway and extension.
5. 14-single family home sites with an attached 2-car garage as shown on the designs.
6. A school is across the street and sidewalks throughout the neighborhood.
  - a. We have a walking trail that extends along the rear of our existing subdivision and runs down and along the new subdivision.
  - b. The front part of the entrance has open land that will be used as common space.
  - c. Drainageways are shown on the designs.
7. We will have a site sign at the entrance identifying the lots and homesites available.
8. Plants and related landscaping would be from each homeowner.
  - a. Lots will be purchased by a new buyer and they have one year to begin building.
  - b. Homes will be customized for each buyer to fit within the defined footprint and their budget.
  - c. Each buyer determines their own landscaping features-bushes/plants etc.
  - d. Each home will have a common drainage design that bring water around home to drain.
9. All designs have been submitted(hard copies and electronic)
  - a. We will have about 4-6 unique elevations. The home designs will stay similar to each other
    - i. We will offer 3-4 different interior layouts and sizes of homes to accommodate buyers.
10. The sewer and water laterals are shown on the plans/designs.
11. Private utilities are defined on plans
  - a. Xcel will be helping us determine the location of pedestals and home meter mounts.
  - b. We have one transformer at the front entrance to the new private road.
  - c. Sewer and Water laterals are also located at the entrances of the new subdivision.
  - d. A fire hydrant and streetlight are located at the entrance.
12. Soils conditions are listed, if applicable, on the site plan.
13. All topography layouts have been shown on the site plan designs.

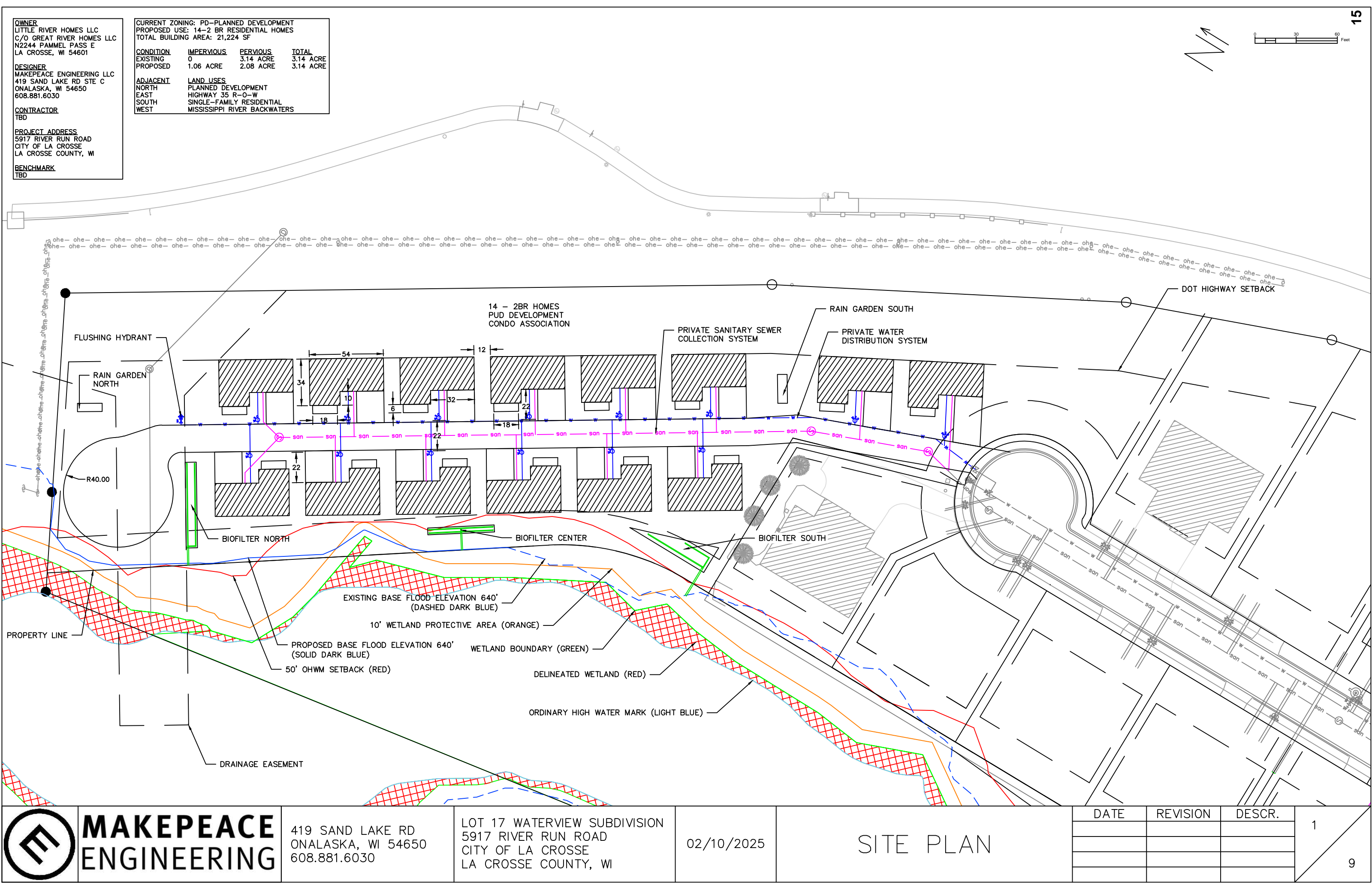
14. We have no/little need for using the adjoining lands.
  - a. All water runoff will be maintained within this development.
  - b. We will take care of our own streets and run off needs.
15. This development will not be staged.
16. There are no restrictive covenants.
17. Erosion control measures will be met and maintained and kept to City ordinances.
18. This property will have a simple HOA to take care of one main item, plowing.
  - a. Each homeowner will take care of their own property and own the land they are on.

Thank you for your consideration.

*John Mazzola*

John Mazzola  
Little River Homes, LLC





OWNER

LITTLE RIVER HOMES LLC  
C/O GREAT RIVER HOMES LLC  
N2244 PAMMEL PASS E  
LA CROSSE, WI 54601

DESIGNER

MAKEPEACE ENGINEERING LLC  
419 SAND LAKE RD STE C  
ONALASKA, WI 54650  
608.881.6030

CONTRACTOR

TBD

PROJECT ADDRESS

5917 RIVER RUN ROAD  
CITY OF LA CROSSE  
LA CROSSE COUNTY, WI

BENCHMARK

TBD

CURRENT ZONING: PD-PLANNED DEVELOPMENT  
PROPOSED USE: 14-2 BR RESIDENTIAL HOMES  
TOTAL BUILDING AREA: 21,224 SF

CONDITION

IMPERVIOUS

PERVIOUS

TOTAL

EXISTING

0

3.14 ACRE

3.14 ACRE

PROPOSED

1.06 ACRE

2.08 ACRE

3.14 ACRE

ADJACENT

LAND USES

NORTH

PLANNED DEVELOPMENT

EAST

HIGHWAY 35 R-O-W

SOUTH

SINGLE-FAMILY RESIDENTIAL

WEST

MISSISSIPPI RIVER BACKWATERS

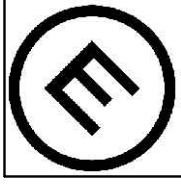
0

30

60

Feet

15



MAKEPEACE

ENGINEERING

419 SAND LAKE RD  
ONALASKA, WI 54650  
608.881.6030

LOT 17 WATERVIEW SUBDIVISION  
5917 RIVER RUN ROAD  
CITY OF LA CROSSE  
LA CROSSE COUNTY, WI

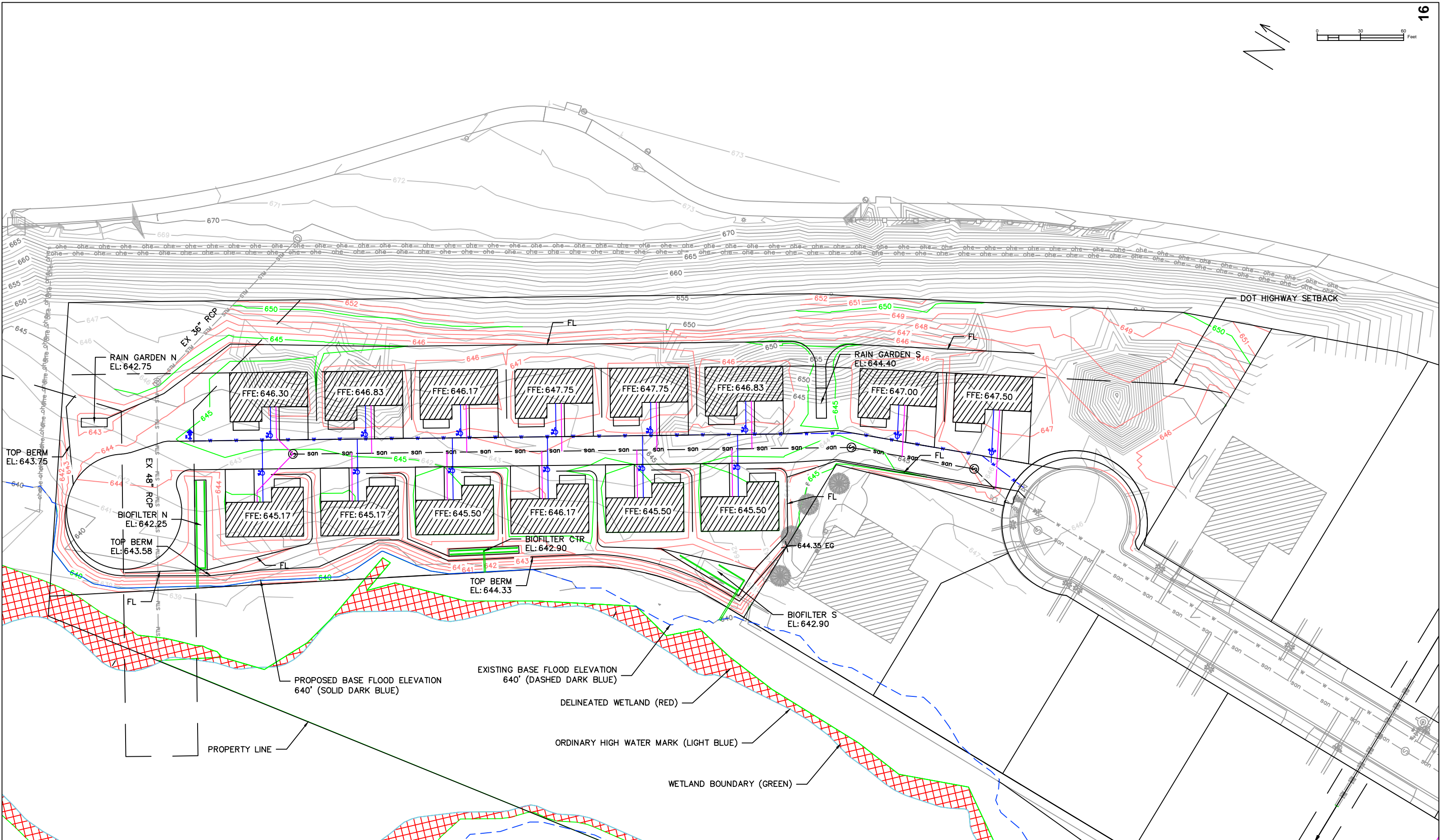
02/10/2025

SITE PLAN

DATE	REVISION	DESCR.

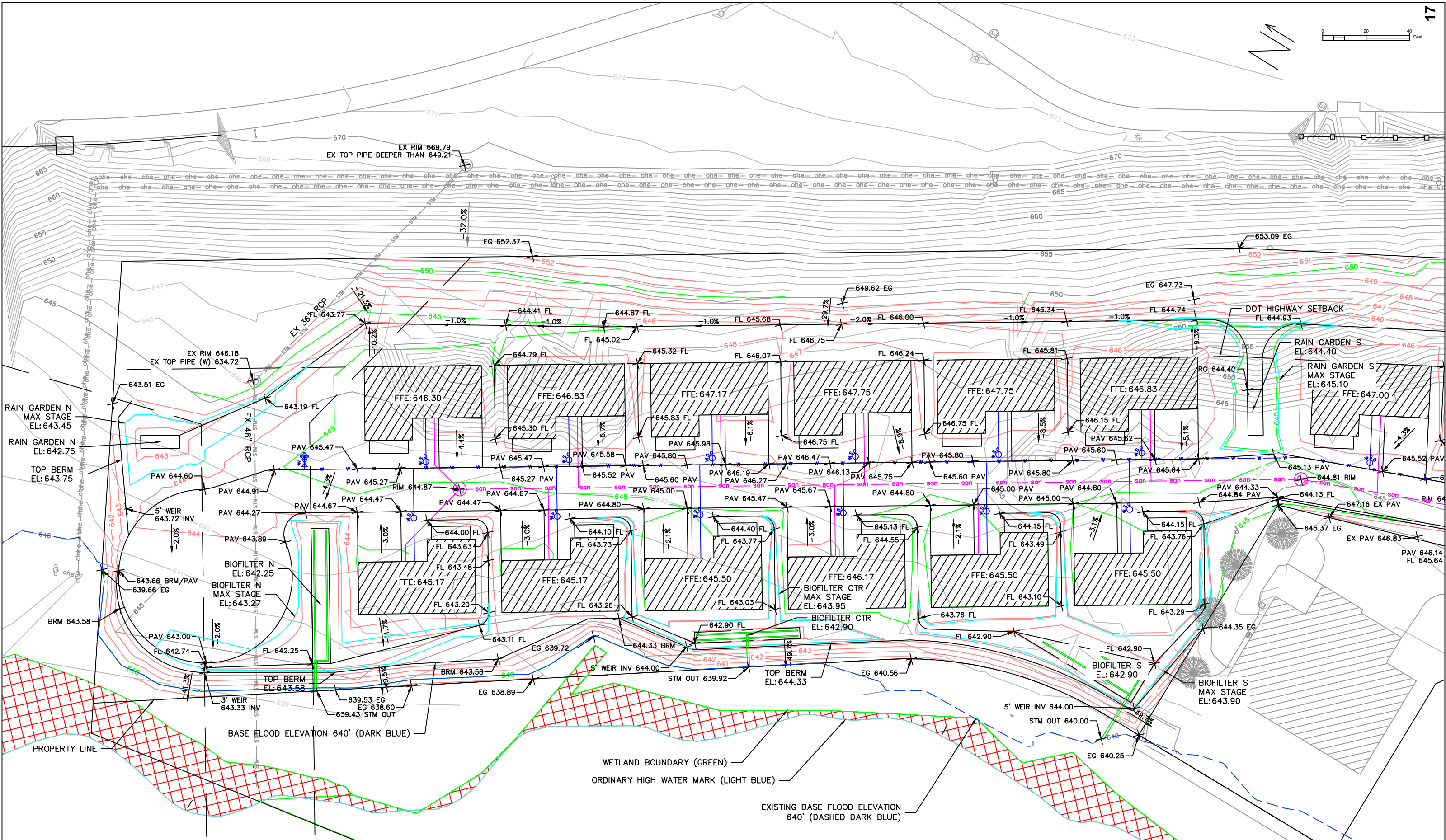
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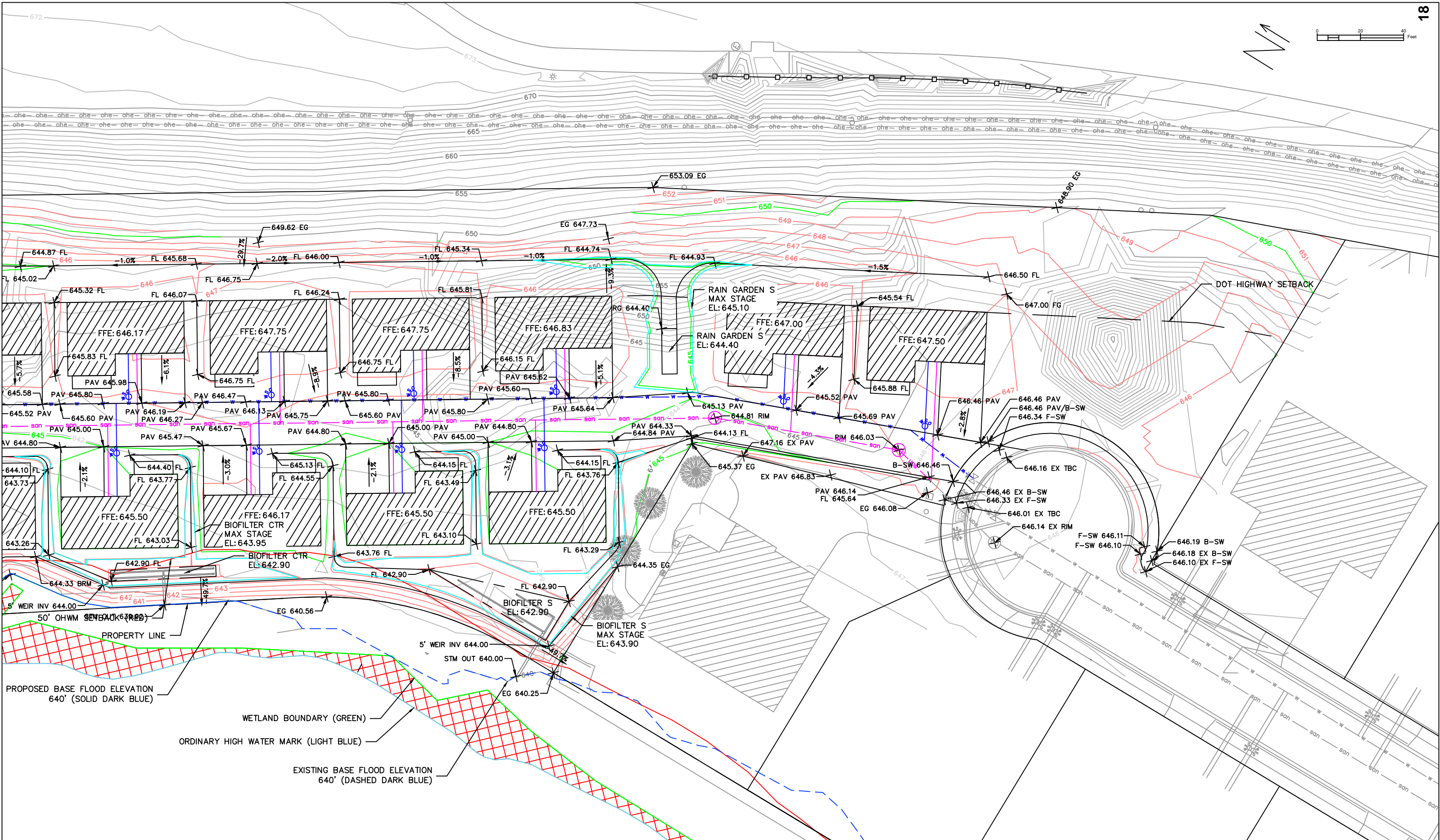
	<b>MAKEPEACE ENGINEERING</b>	419 SAND LAKE RD ONALASKA, WI 54650 608.881.6030	LOT 17 WATERVIEW SUBDIVISION 5917 RIVER RUN ROAD CITY OF LA CROSSE LA CROSSE COUNTY, WI	02/10/2025	GRADING PLAN OVERVIEW	DATE	REVISION	DESCR.	2 9





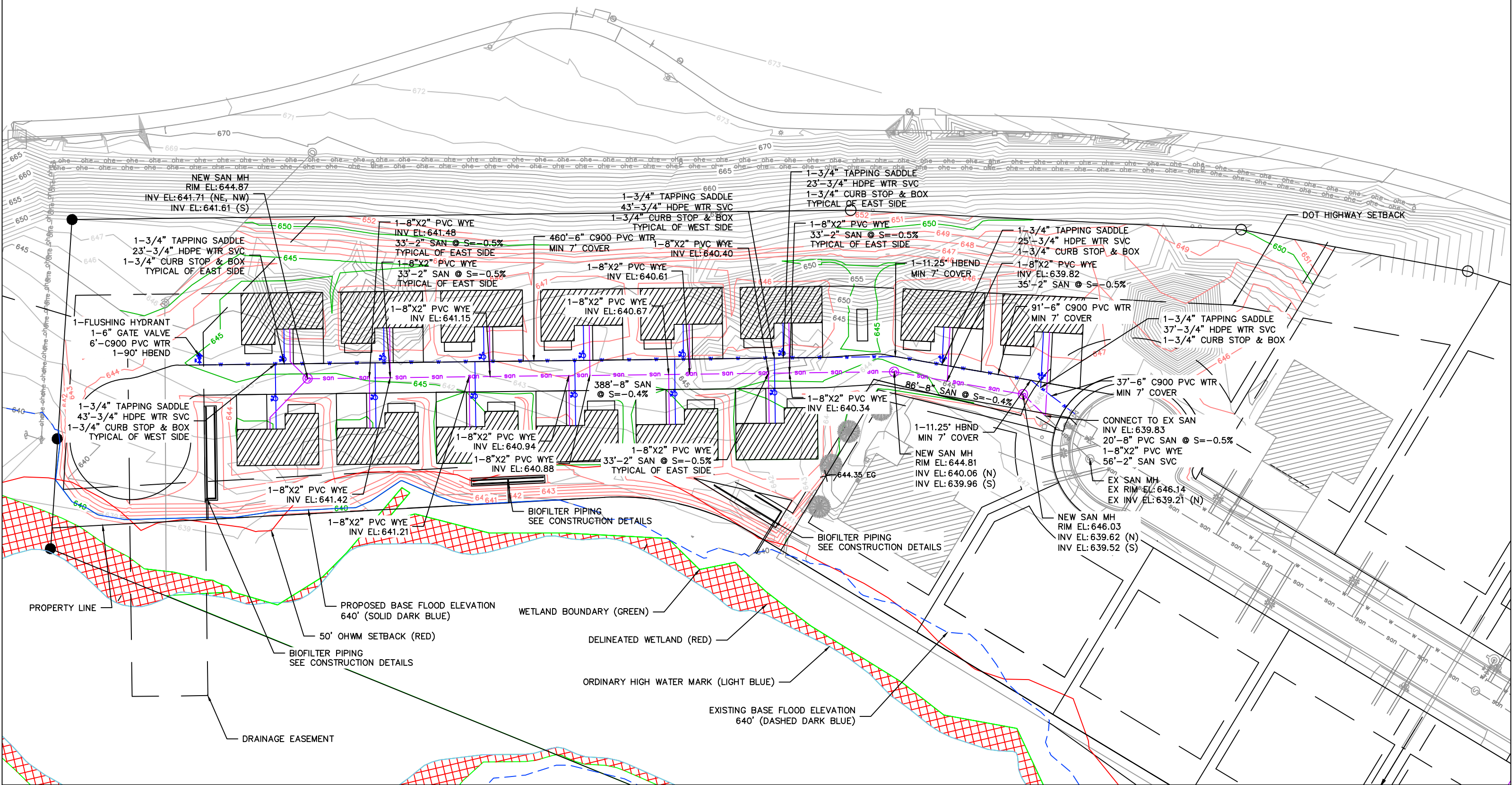
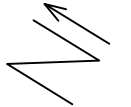
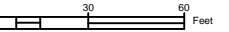
	MAKEPEACE ENGINEERING	419 SAND LAKE RD ONALASKA, WI 54650 608.881.6030	LOT 17 WATERVIEW SUBDIVISION 5917 RIVER RUN ROAD CITY OF LA CROSSE LA CROSSE COUNTY, WI	02/10/2025	GRADING PLAN NORTH	DATE	REVISION	DESCR.	3 9







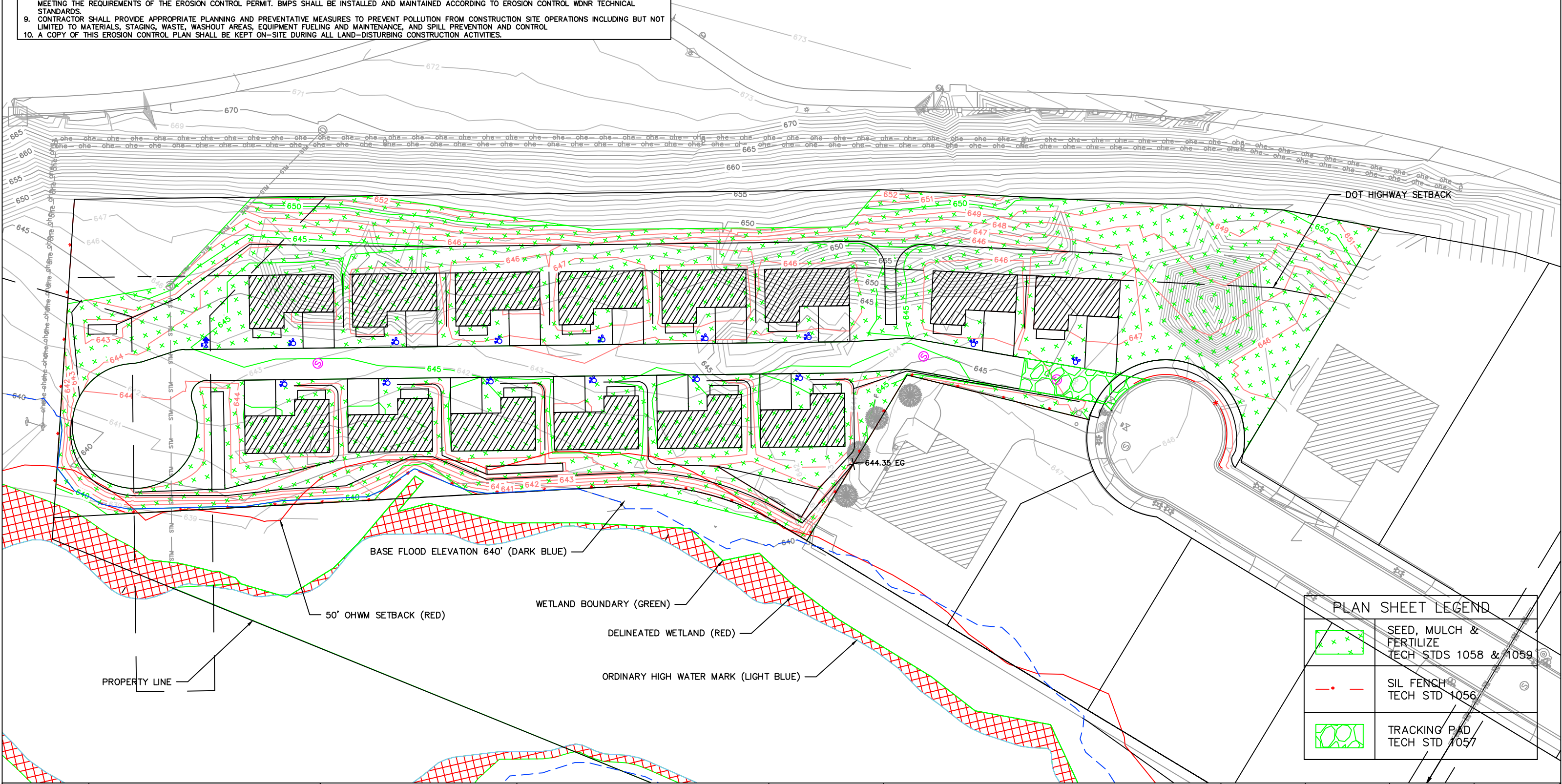
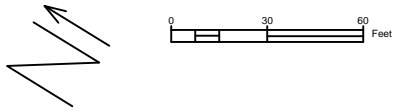
- NOTES:
1. ALL SANITARY SERVICE PIPING SHALL HAVE A MINIMUM SLOPE OF  $S=-0.5\%$
  2. ALL WATER SERVICE PIPING SHALL HAVE A MINIMUM OF 7' OF COVER



	<b>MAKEPEACE ENGINEERING</b>	419 SAND LAKE RD ONALASKA, WI 54650 608.881.6030	LOT 17 WATERVIEW SUBDIVISION 5917 RIVER RUN ROAD CITY OF LA CROSSE LA CROSSE COUNTY, WI	02/10/2025	UTILITY PLAN	DATE	REVISION	DESCR.	5 9

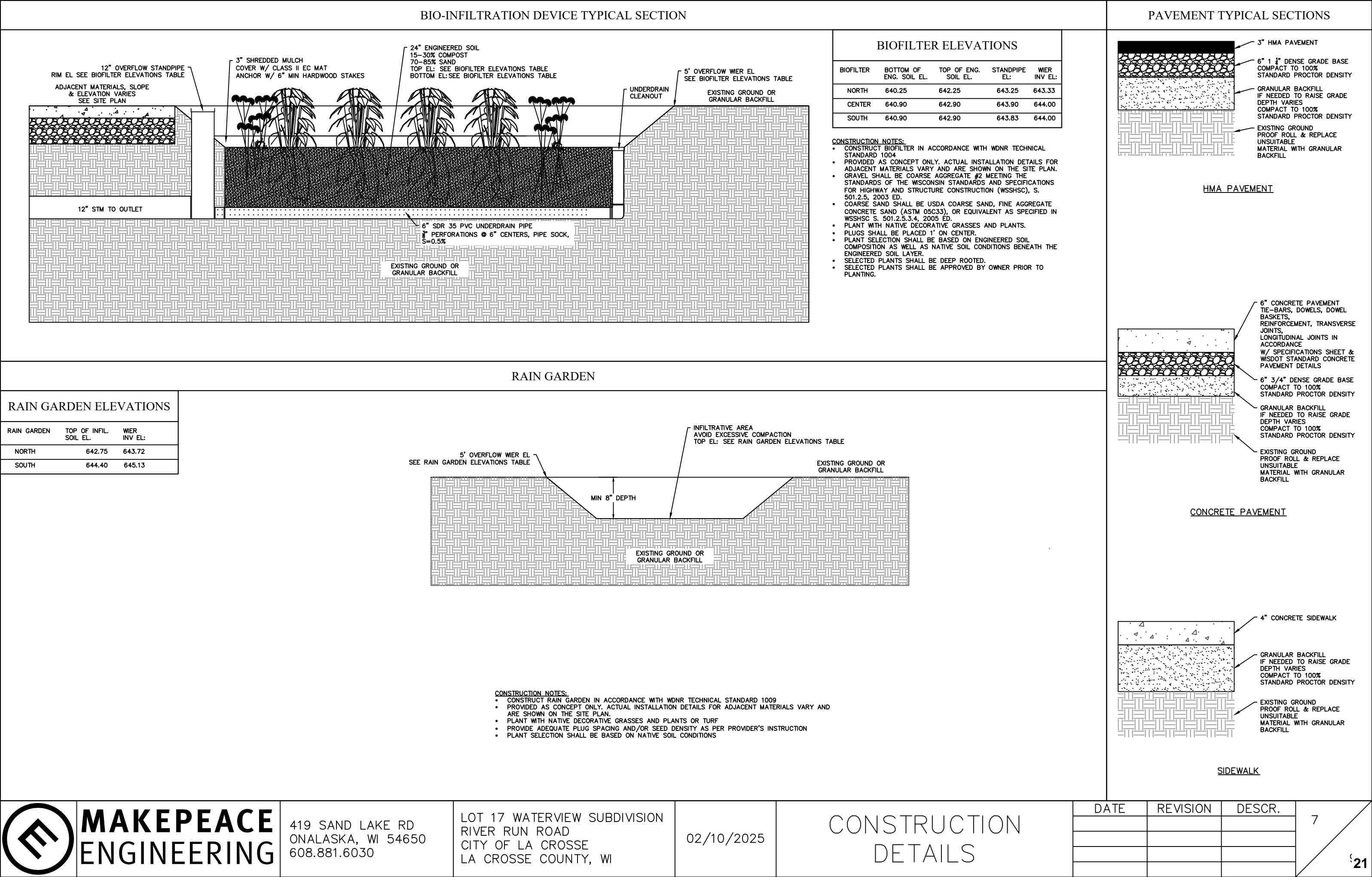


- EROSION CONTROL NOTES**
1. THE EROSION CONTROL ON THIS PLAN HAS BEEN PREPARED AS A GUIDE. CONTRACTOR SHALL BE RESPONSIBLE FOR MAINTAINING, MODIFYING & IMPLEMENTING AN ALTERNATE EROSION CONTROL PLAN BASED ON THEIR MEANS, METHODS, TECHNIQUES, SEQUENCES, AND PROCEDURES OF CONSTRUCTION.
  2. ALL EROSION CONTROL MEASURES SHALL BE INSTALLED PRIOR TO ANY LAND DISTURBANCE ACTIVITIES, AND SHALL BE MAINTAINED TO ENSURE PROPER FUNCTION THROUGHOUT, AND AFTER, CONSTRUCTION, UNTIL THE SITE HAS ACHIEVED 100% VEGETATION.
  3. SEE SPECIFICATIONS FOR EROSION CONTROL MEASURES & RECORDING. MAINTENANCE OF EROSION CONTROL IS REQUIRED UNTIL 100% VEGETATION IS ESTABLISHED. ADDITIONAL EROSION CONTROL MAY BE NEEDED (EROSION MAT, SILT FENCE, ETC.), VERIFY WITH PROJECT MANAGER.
  4. CONTRACTOR TO COORDINATE WEEKLY INSPECTION REPORTS ON ALL EROSION CONTROL MEASURES, AND AFTER A 0.5" RAIN EVENT IN ANY 24-HOUR PERIOD.
  5. ADJACENT STREETS AND ROADWAYS MUST BE SWEEPED TO KEEP THEM FREE OF SEDIMENT. CONTRACTOR MUST MONITOR CONDITIONS AND SWEEP AS NEEDED OR WITHIN 24 HOURS OF NOTICE BY THE CITY.
  6. ALL DISTURBED GROUND LEFT INACTIVE FOR 14 OR MORE DAYS MUST BE STABILIZED BY SEEDING, MULCH OR SODDING.
  7. ALL SOIL STOCKPILES MUST BE ENCLOSED WITH SILT FENCE AND SEEDED IF LEFT INACTIVE FOR 7 OR MORE DAYS.
  8. CONTRACTOR SHALL ADJUST THE APPROPRIATE STRUCTURAL AND NON-STRUCTURAL BMP'S BASED ON CONSTRUCTION PROGRESS. ADJUSTMENT SHALL BE BASED ON MEETING THE REQUIREMENTS OF THE EROSION CONTROL PERMIT. BMP'S SHALL BE INSTALLED AND MAINTAINED ACCORDING TO EROSION CONTROL WDNR TECHNICAL STANDARDS.
  9. CONTRACTOR SHALL PROVIDE APPROPRIATE PLANNING AND PREVENTATIVE MEASURES TO PREVENT POLLUTION FROM CONSTRUCTION SITE OPERATIONS INCLUDING BUT NOT LIMITED TO MATERIALS, STAGING, WASTE, WASHOUT AREAS, EQUIPMENT FUELING AND MAINTENANCE, AND SPILL PREVENTION AND CONTROL
  10. A COPY OF THIS EROSION CONTROL PLAN SHALL BE KEPT ON-SITE DURING ALL LAND-DISTURBING CONSTRUCTION ACTIVITIES.



PLAN SHEET LEGEND	
	SEED, MULCH & FERTILIZE TECH STDS 1058 & 1059
	SILT FENCE TECH STD 1056
	TRACKING PAD TECH STD 1057

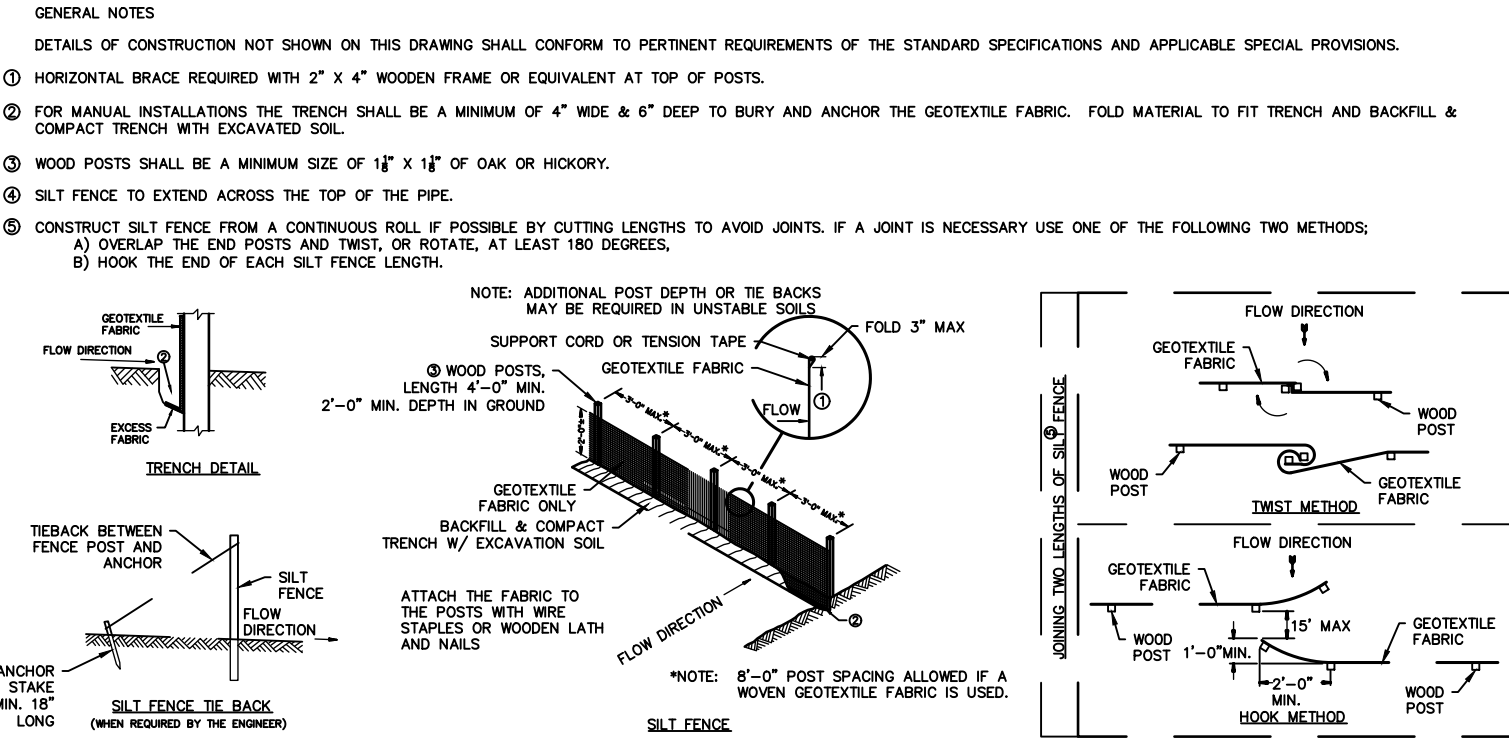
	<b>MAKEPEACE ENGINEERING</b>	419 SAND LAKE RD ONALASKA, WI 54650 608.881.6030	LOT 17 WATERVIEW SUBDIVISION 5917 RIVER RUN ROAD CITY OF LA CROSSE LA CROSSE COUNTY, WI	02/10/2025	EROSION CONTROL PLAN	DATE	REVISION	DESCR.	6 9



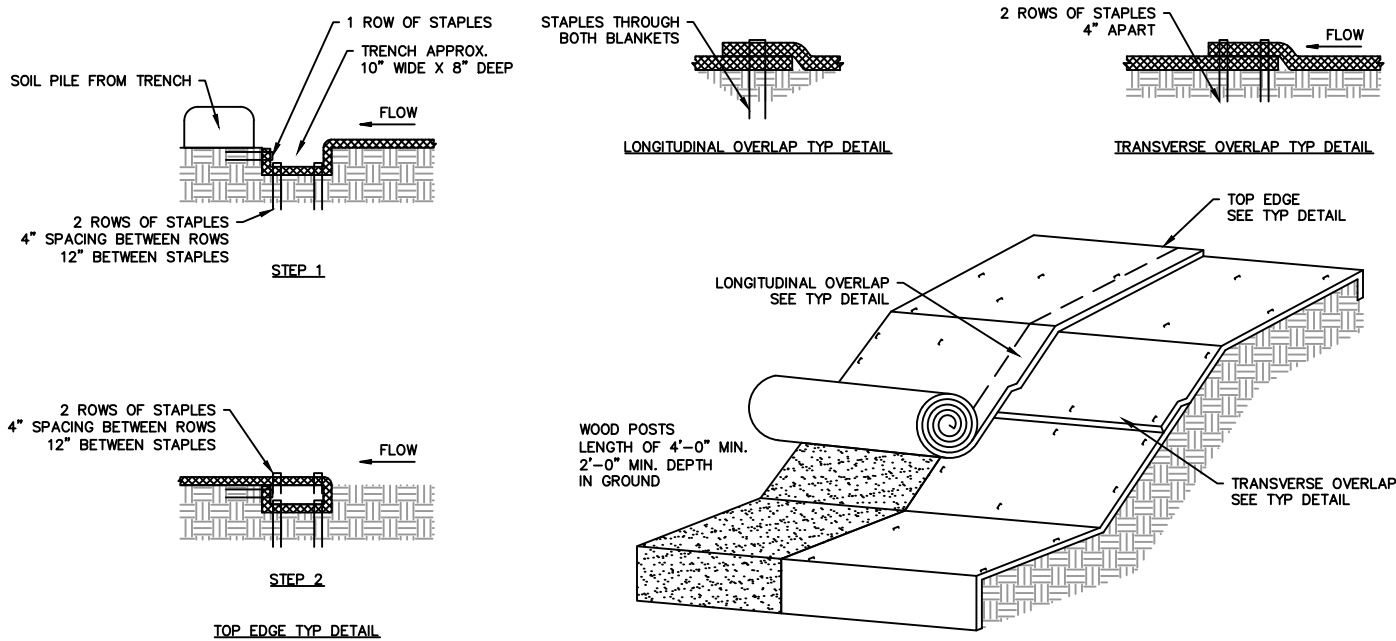




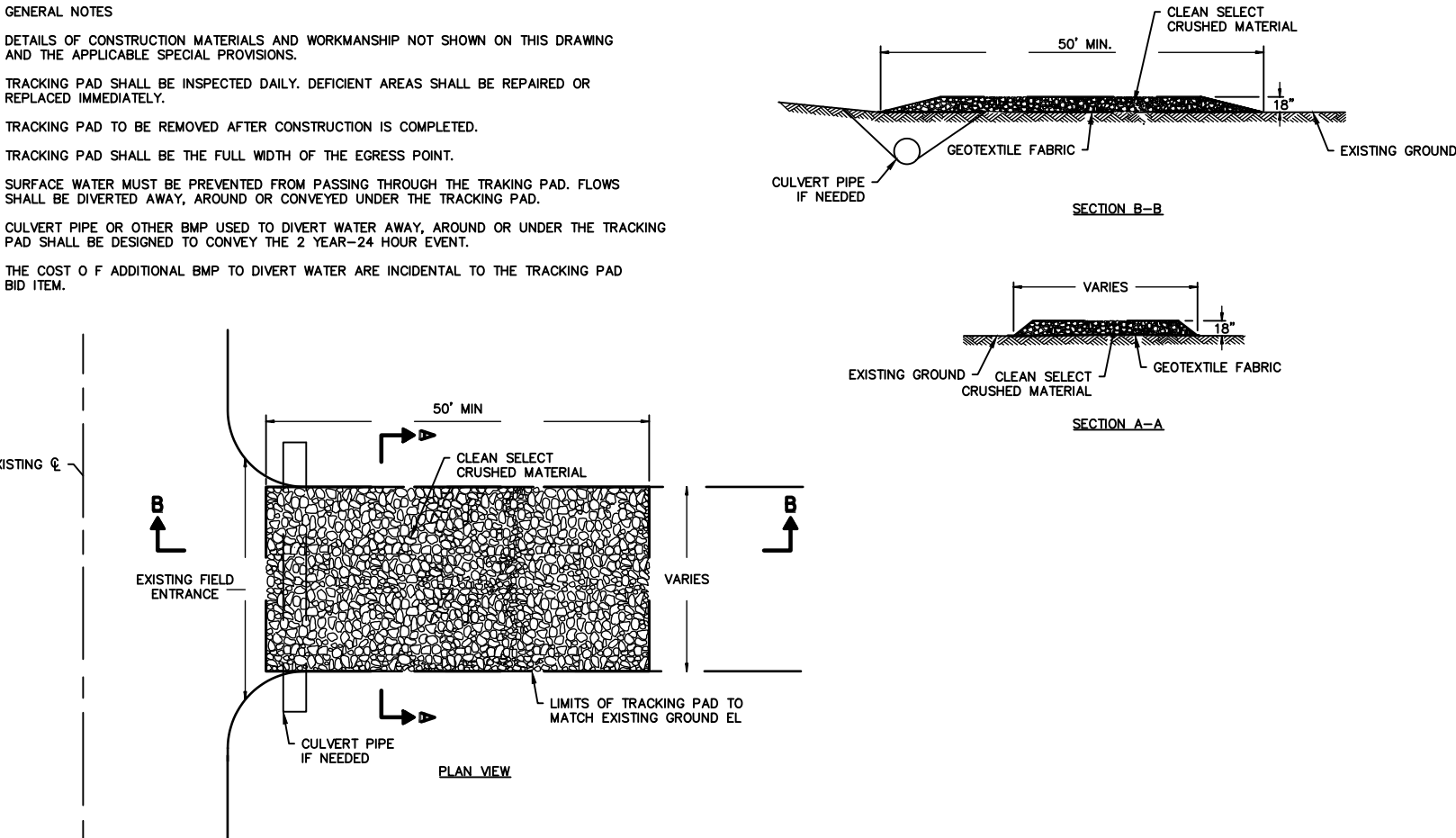
SILT FENCE



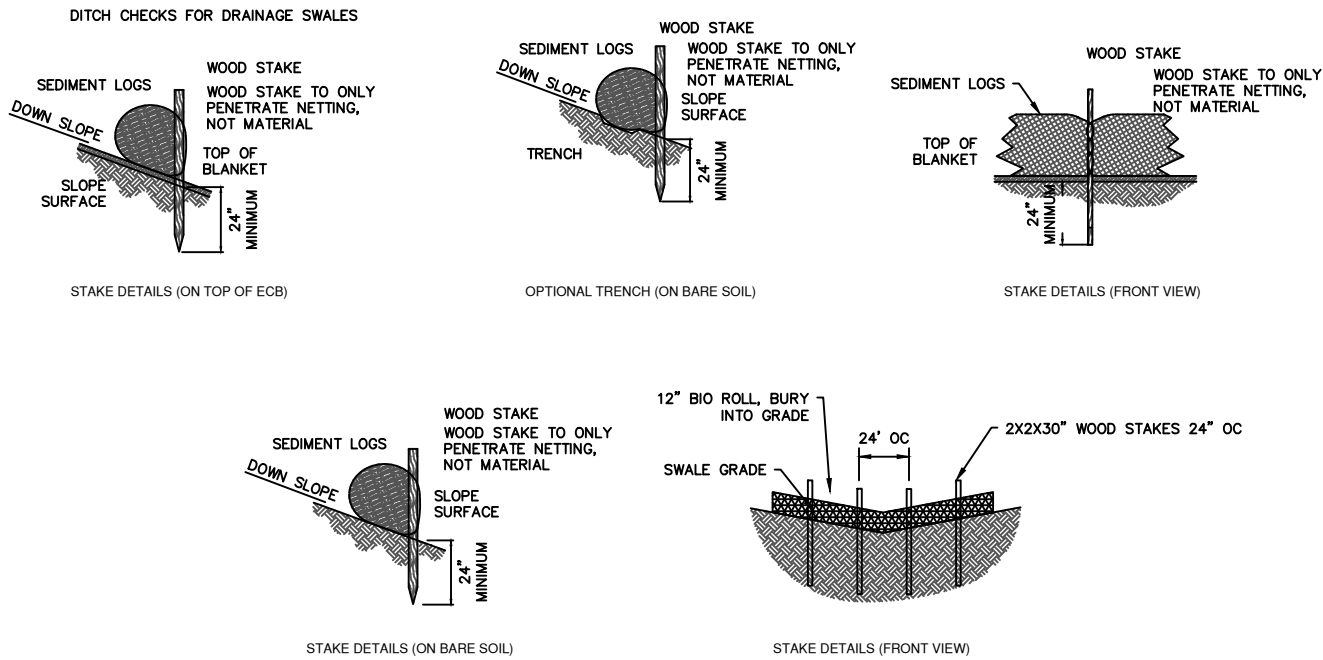
NON-CHANNEL EROSION MAT



TRACKING PAD

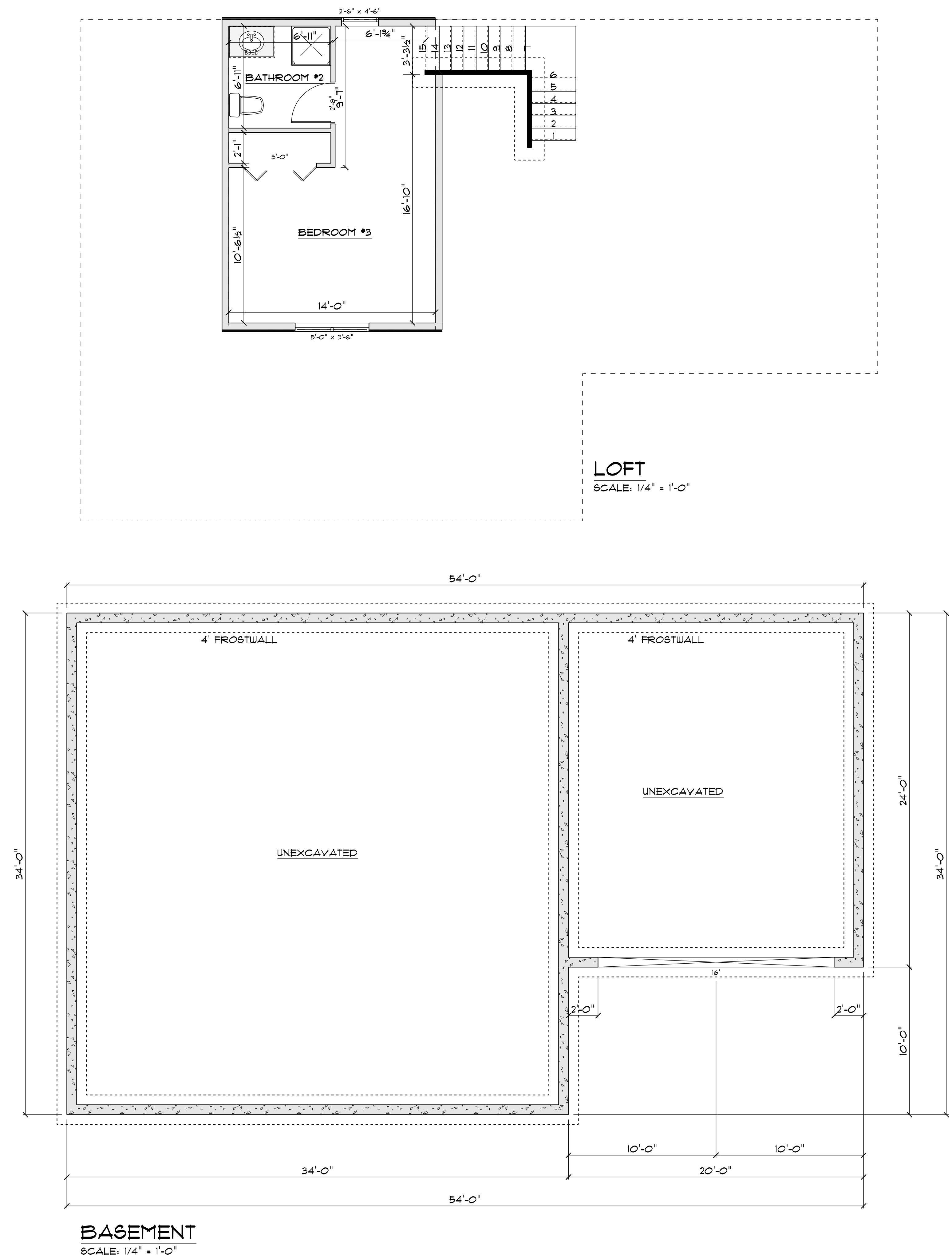


DITCH CHECKS

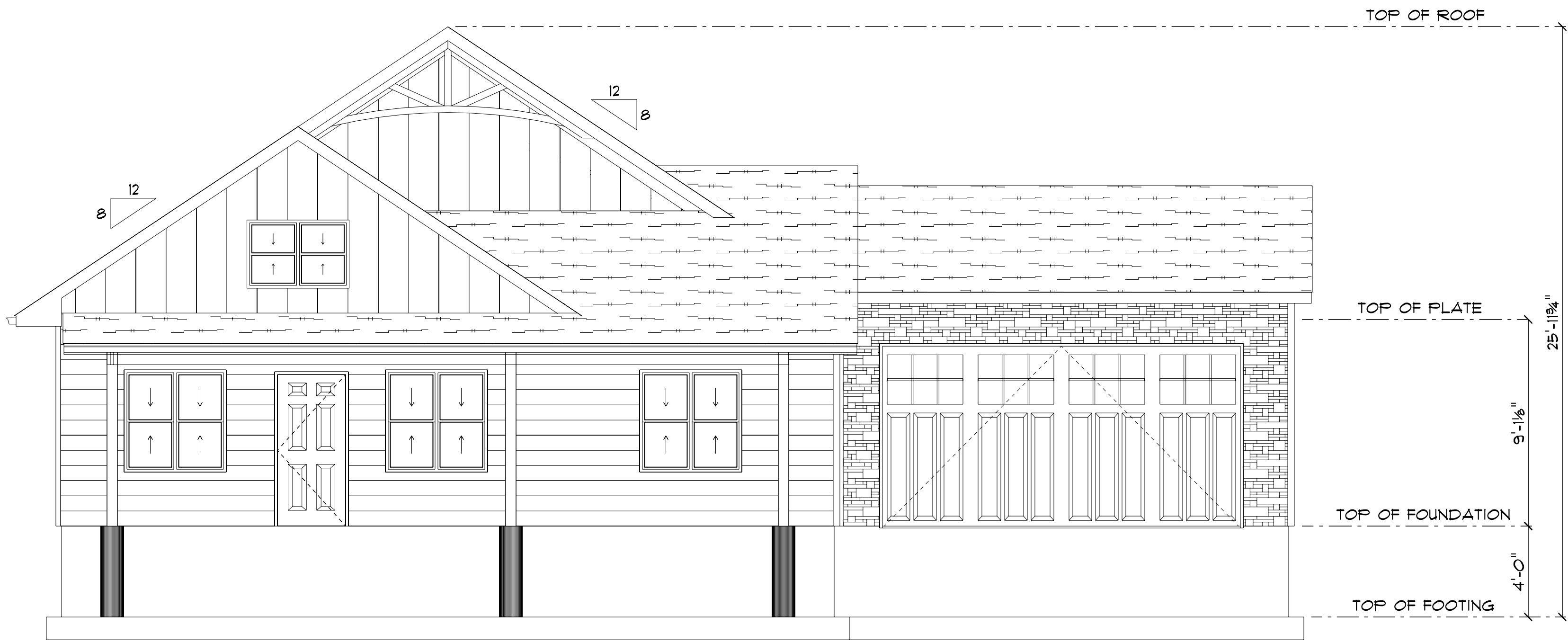




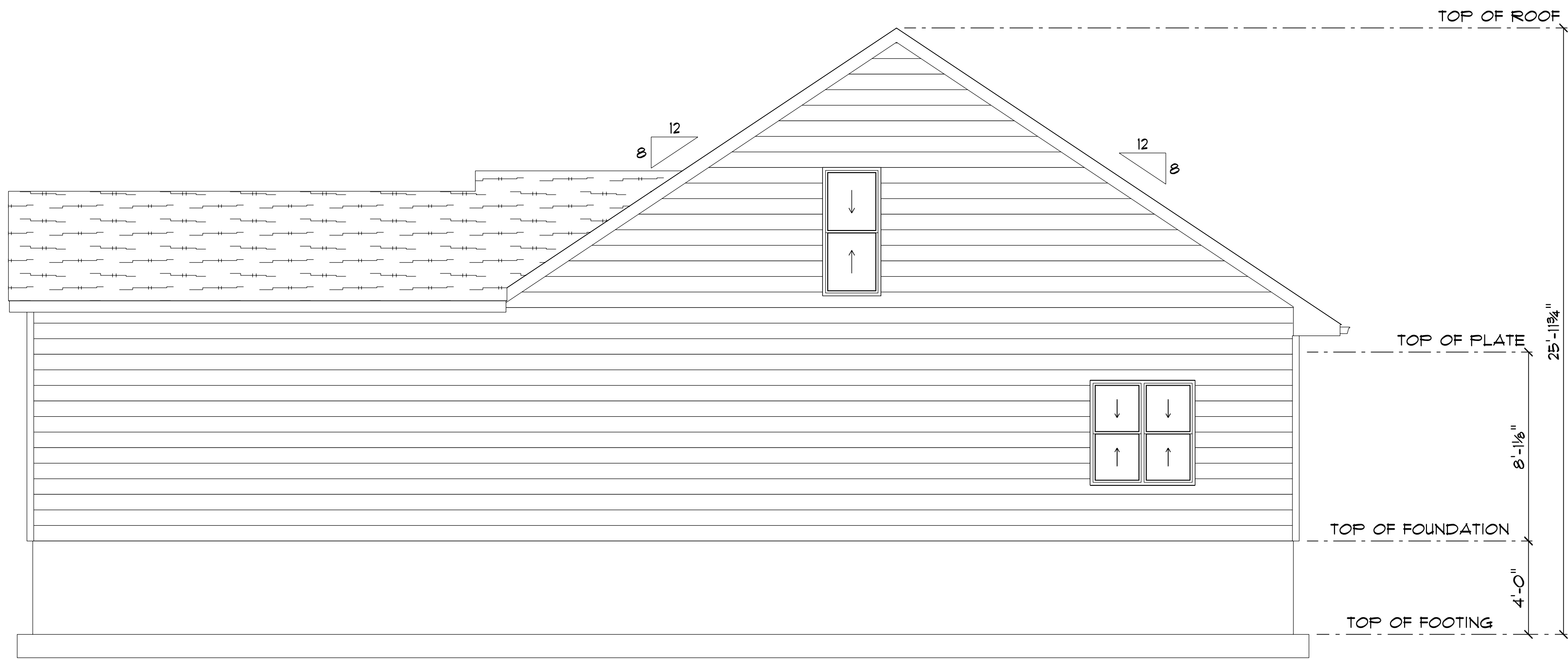
AREA SCHEDULE	
NAME	AREA
COVERED PORCH	116 sq ft.
GARAGE	500 sq ft.
Main Floor	1171 sq ft.
Loft	319 sq ft.



PRELIMINARY - NOT FOR CONSTRUCTION



FRONT ELEVATION  
SCALE: 1/4" = 1'-0"



REAR ELEVATION  
SCALE: 1/4" = 1'-0"

PRELIMINARY - NOT FOR CONSTRUCTION

Owner / Contractor final plan approval:  
Date \_\_\_\_\_ Sign \_\_\_\_\_

SECTION LETTER  
A  
PAGE NUMBERS  
11

SCALE: 1/4" = 1'-0"  
DRAWN BY: Chase G.  
DATE: 4/1/2025

DISCLAIMER: These plans have been prepared by a designer and not a registered architect or engineer. Any approval engineering that is needed or that has been done should be the responsibility of the contractor. The owner is the responsible authority for the plans and any changes to the plans in conjunction with the contractor and point out any missing details and/or changes to the plans. The contractor is responsible for providing the plans to the contractor and for the contractor to be responsible for providing the plans to the contractor. The contractor is responsible for providing the plans to the contractor.

**BEAVER**  
**BUILDERS' SUPPLY**

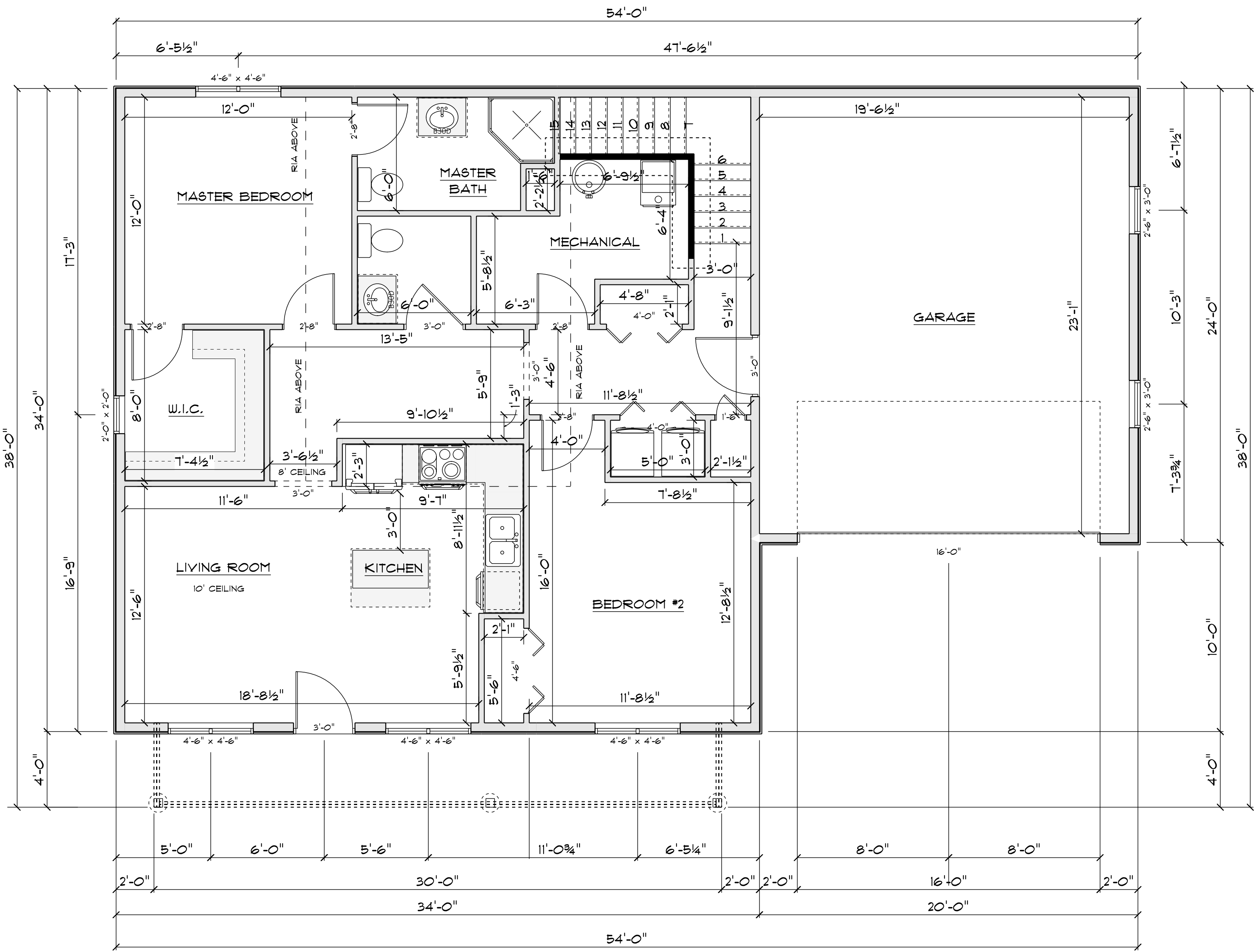
GRH-L17 2BR  
2GRG  
Start Date xx/xx/xxxx  
Revisions:

2 of 3  
BASEMENT



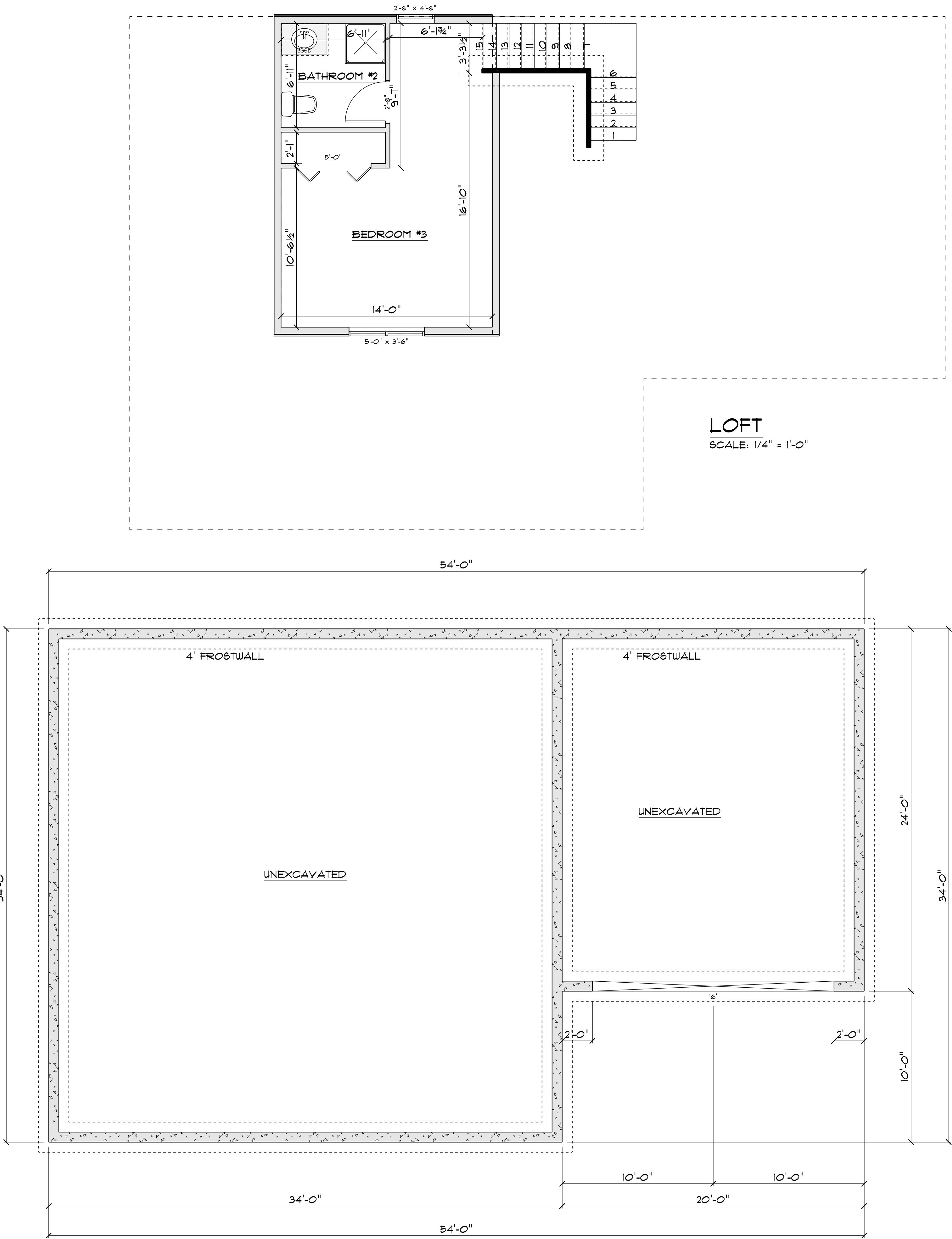






MAIN FLOOR 2  
SCALE: 1/4" = 1'-0"

AREA SCHEDULE	
NAME	AREA
COVERED PORCH	135 sq ft.
GARAGE	500 sq ft.
Main Floor	1171 sq ft.
Loft	319 sq ft.



BASEMENT  
SCALE: 1/4" = 1'-0"

PRELIMINARY - NOT FOR CONSTRUCTION

OWNER / CONTRACTOR FINAL PLAN APPROVAL:  
Date \_\_\_\_\_ Sign \_\_\_\_\_

SECTION LETTER: **A** PAGE NUMBERS: **11**

SCALE: 1/4" = 1'-0"  
DRAWN BY: Chase G.  
DATE: 4/1/2025

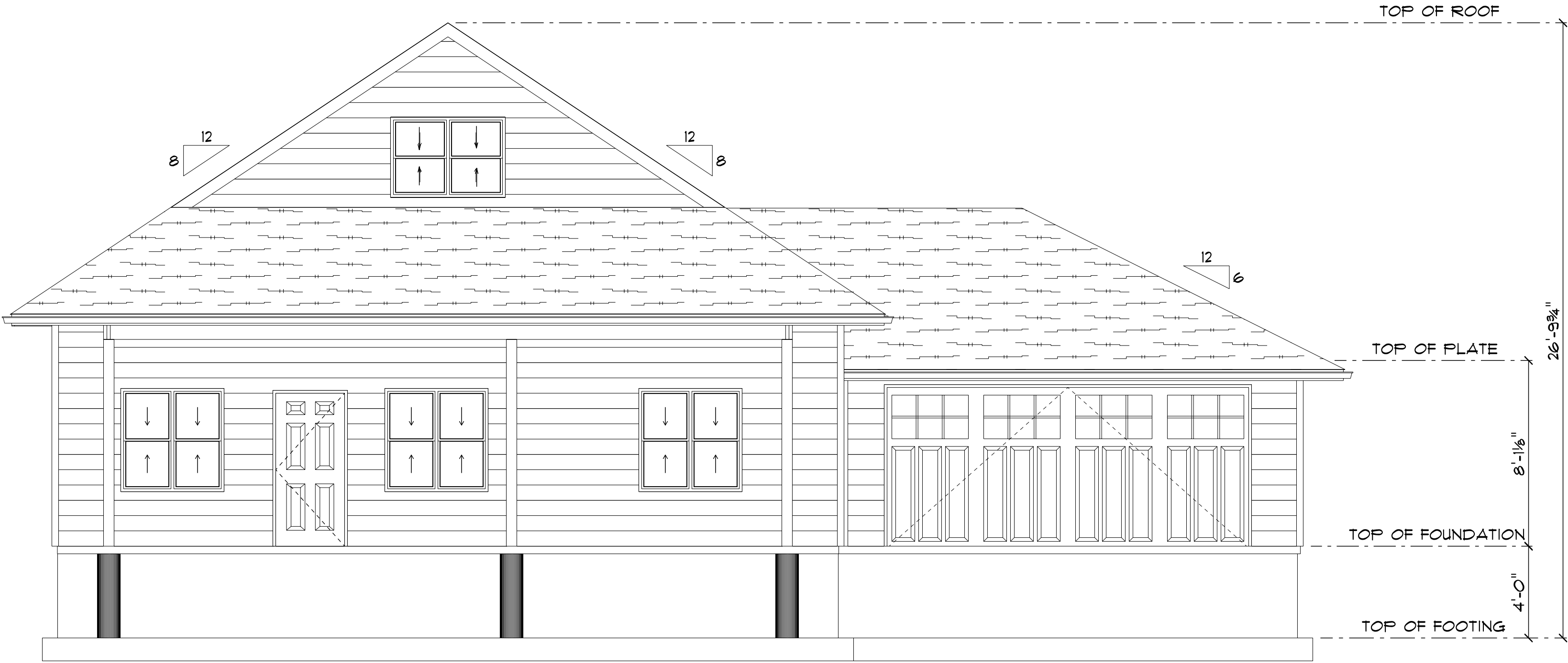
GRH-L17 2BR  
2GRG

Start Date xx/xx/xxxx  
Revisions:  

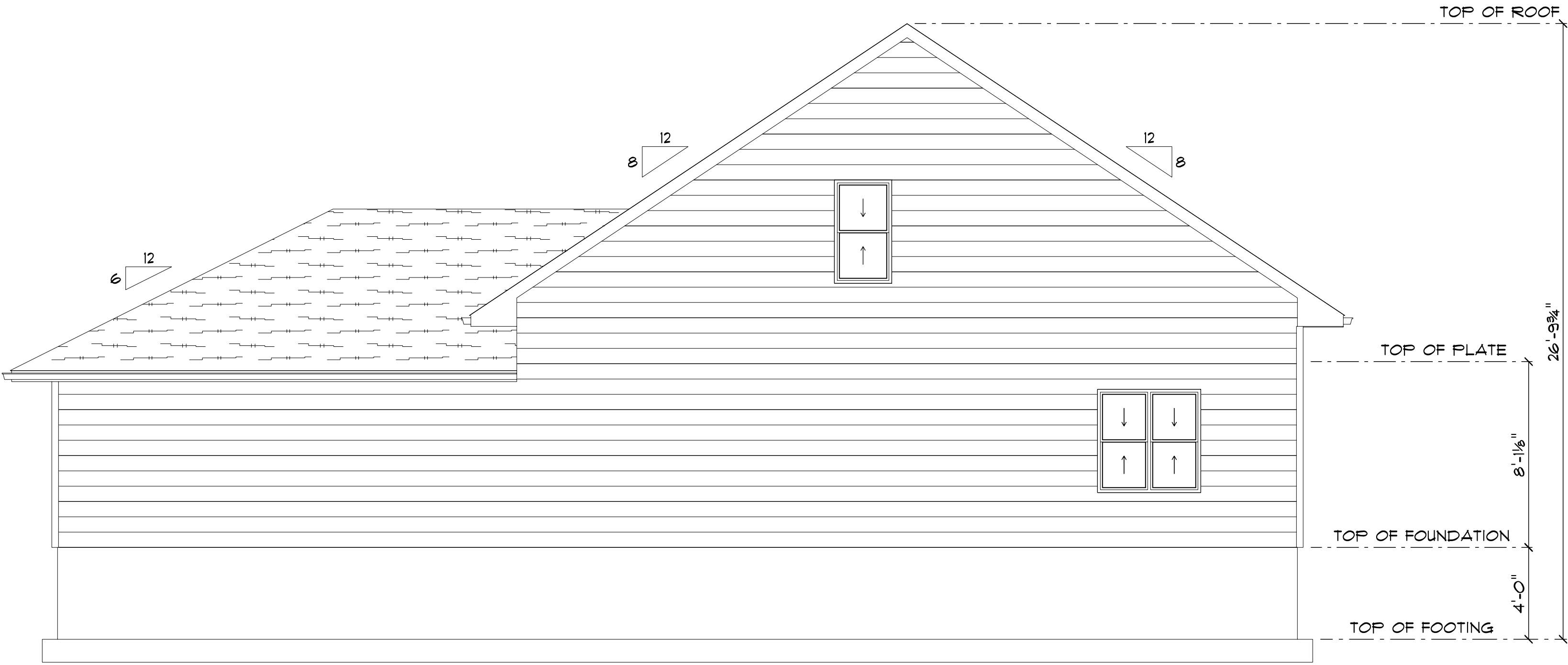

BEAVER BUILDERS' SUPPLY

1 of 3  
ELEVATIONS

27



FRONT ELEVATION 2  
SCALE: 1/4" = 1'-0"



REAR ELEVATION 2  
SCALE: 1/4" = 1'-0"

PRELIMINARY - NOT FOR CONSTRUCTION

OWNER / CONTRACTOR FINAL PLAN APPROVAL:  
Date \_\_\_\_\_ Sign \_\_\_\_\_

SECTION LETTER: **A** PAGE NUMBERS: **11**

SCALE: 1/4" = 1'-0"  
DRAWN BY: Chase G.  
DATE: 4/1/2025

DISCLAIMER: These plans have been prepared by a designer and not a registered architect or engineer. Any approval engineering that is needed or that has been done should be the responsibility of the owner. The owner is the responsible authority for the plans and any changes to the plans in conjunction with the contractor and prior to ordering materials. The contractor is responsible for providing the plans to all concerned subcontractors.

**BEAVER BUILDERS' SUPPLY**

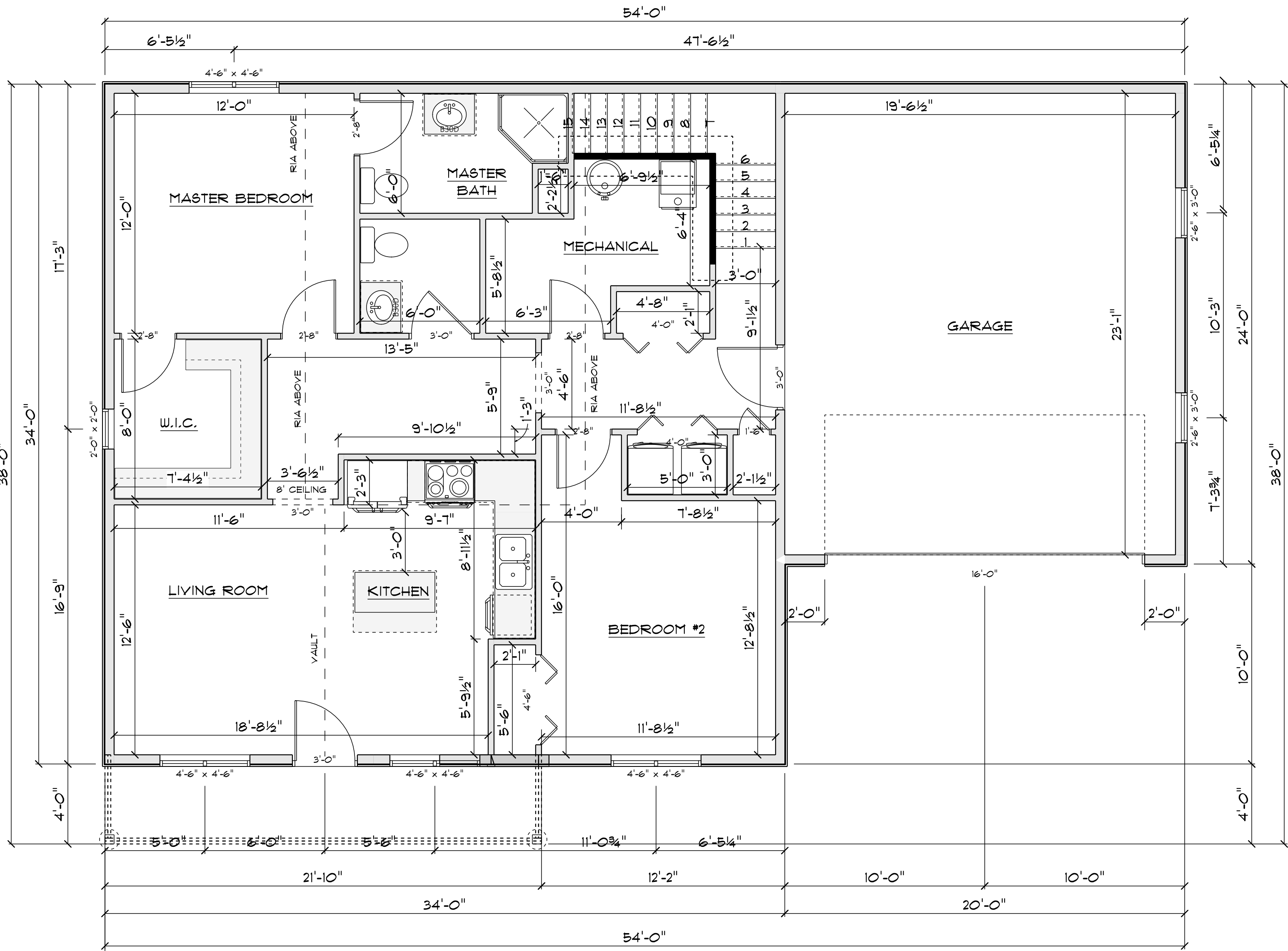
GRH-L17 2BR  
2GRG

Start Date xx/xx/xxxx  
Revisions:  


2 of 3  
BASEMENT

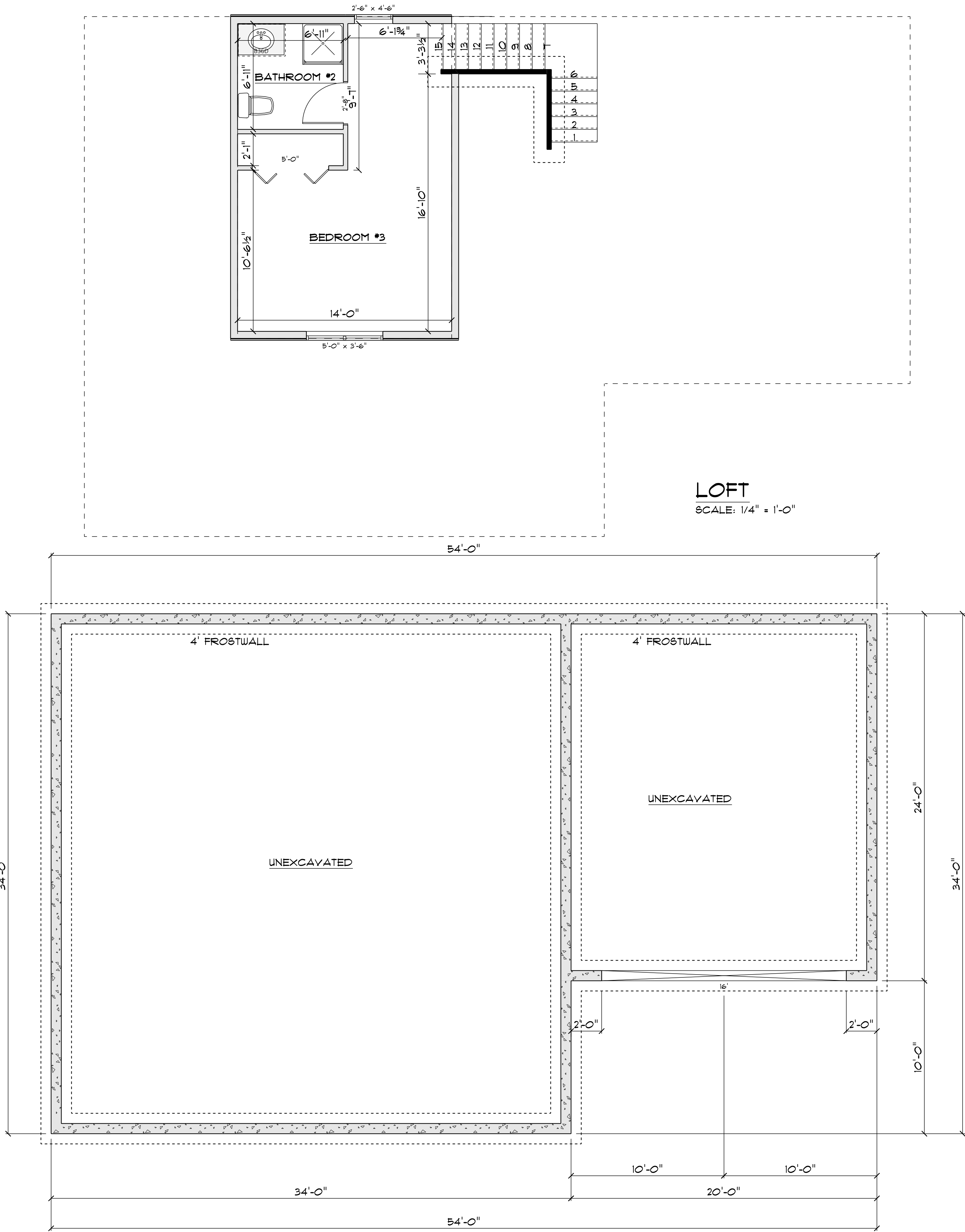






MAIN FLOOR 3  
SCALE: 1/4" = 1'-0"

AREA SCHEDULE	
NAME	AREA
FRONT PORCH	98 sq ft.
GARAGE	500 sq ft.
Main Floor	1170 sq ft.
Loft	319 sq ft.



BASEMENT  
SCALE: 1/4" = 1'-0"

PRELIMINARY - NOT FOR CONSTRUCTION

Owner / Contractor final plan approval:

SECTION LETTER

SCALE: 1/4" = 1'-0"

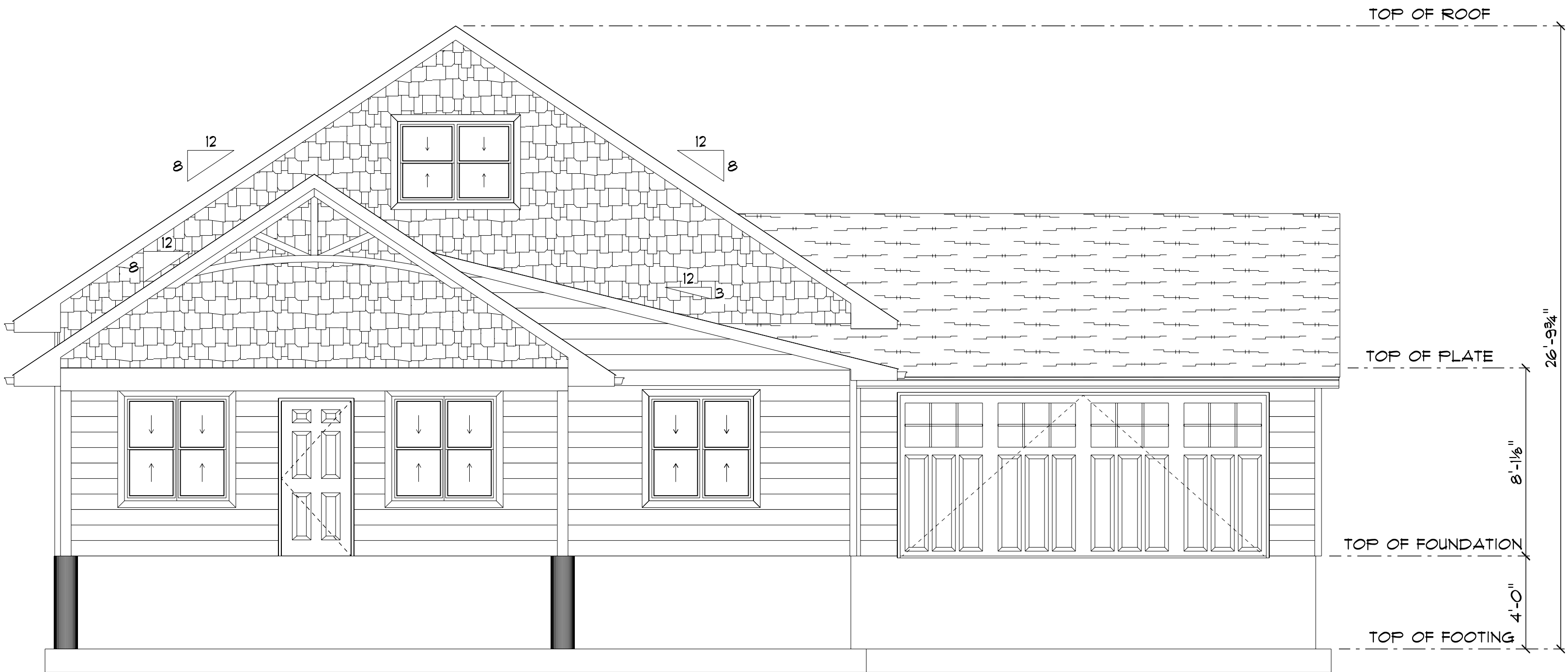
DRAWN BY: Chase G.

DATE: 4/1/2025

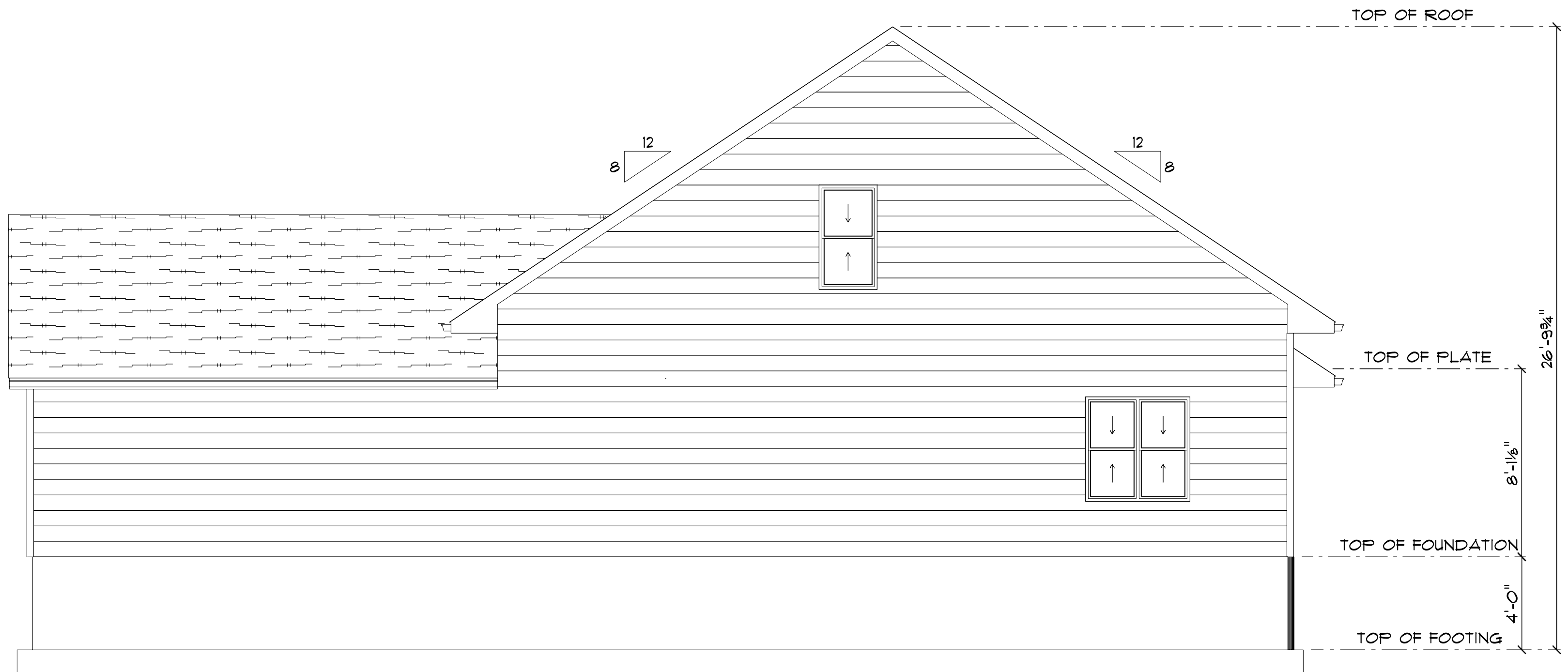
GRH-L17 2BR  
2GRG

1 of 3  
MAIN FLOOR

30



FRONT ELEVATION 3  
SCALE: 1/4" = 1'-0"



REAR ELEVATION 3  
SCALE: 1/4" = 1'-0"

PRELIMINARY - NOT FOR CONSTRUCTION

Owner / Contractor final plan approval:  
Date \_\_\_\_\_ Sign \_\_\_\_\_

SECTION LETTER  
A  
PAGE NUMBERS  
11

SCALE: 1/4" = 1'-0"  
DRAWN BY: Chase G.  
DATE: 4/1/2025

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**BEAVER BUILDERS' SUPPLY**

GRH-L17 2BR  
2GRG  
Start Date xx/xx/xxxx  
Revisions:

2 of 3  
BASEMENT



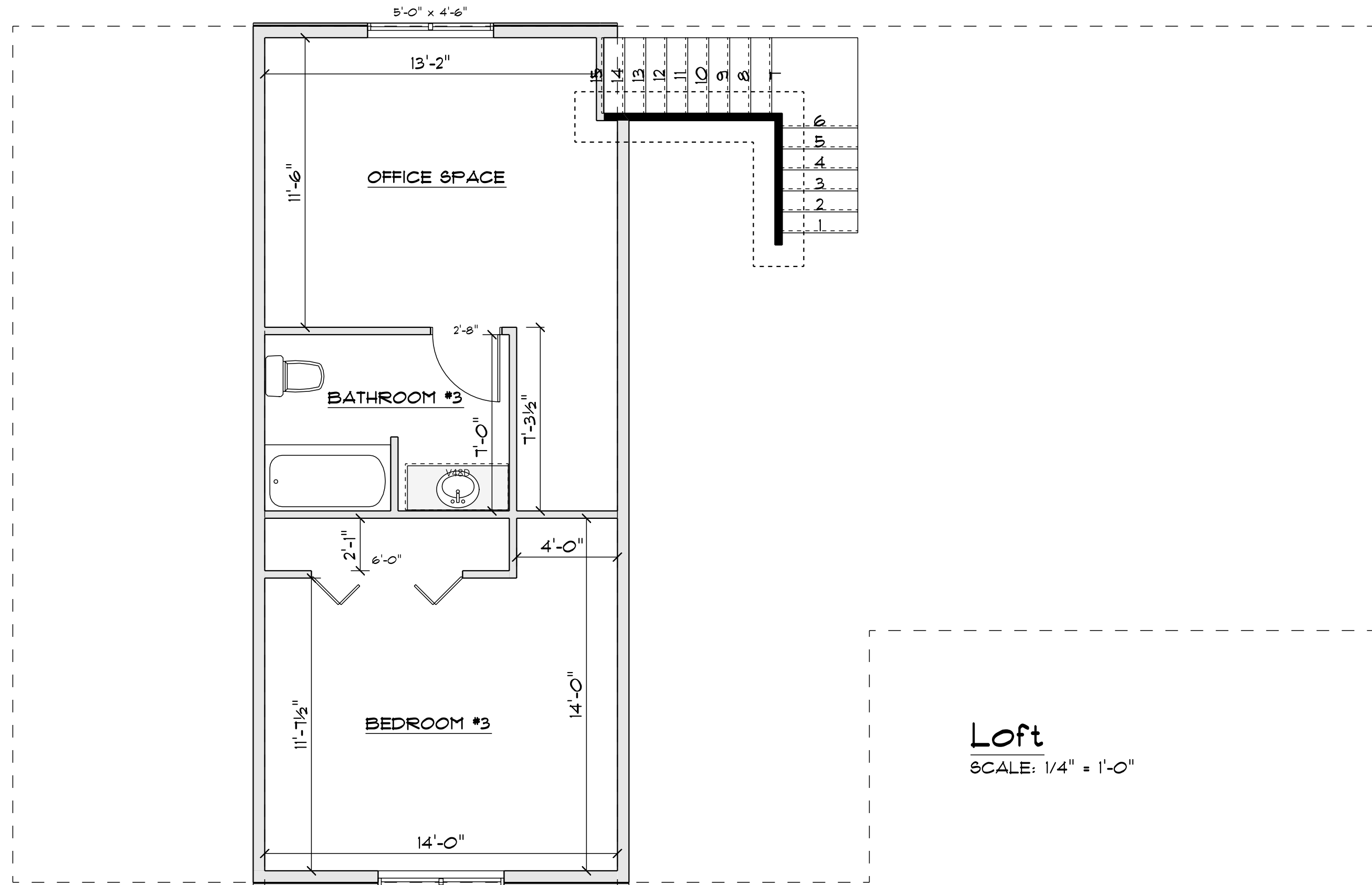
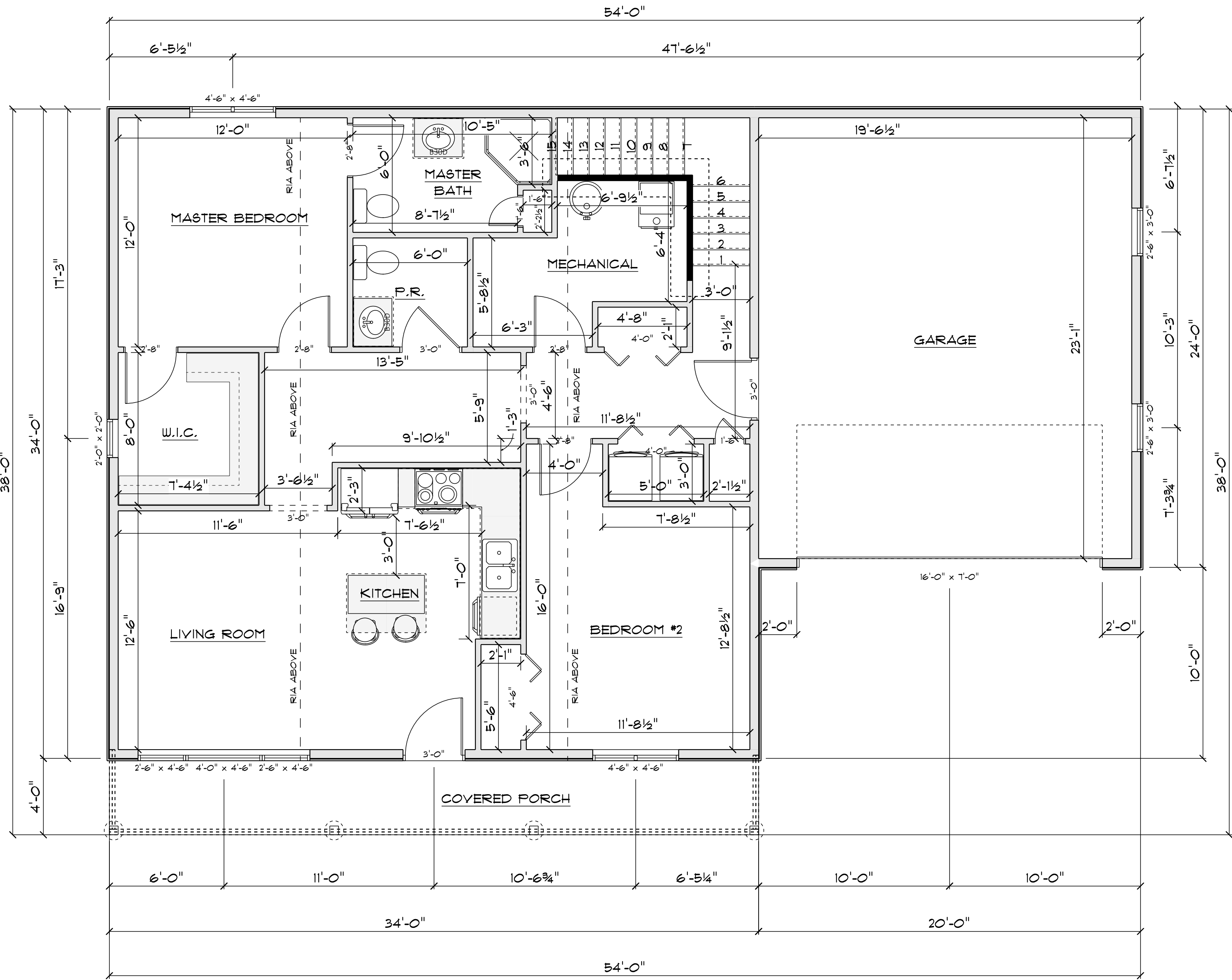


MAIN FLOOR  
SCALE: 1/4" = 1'-0"

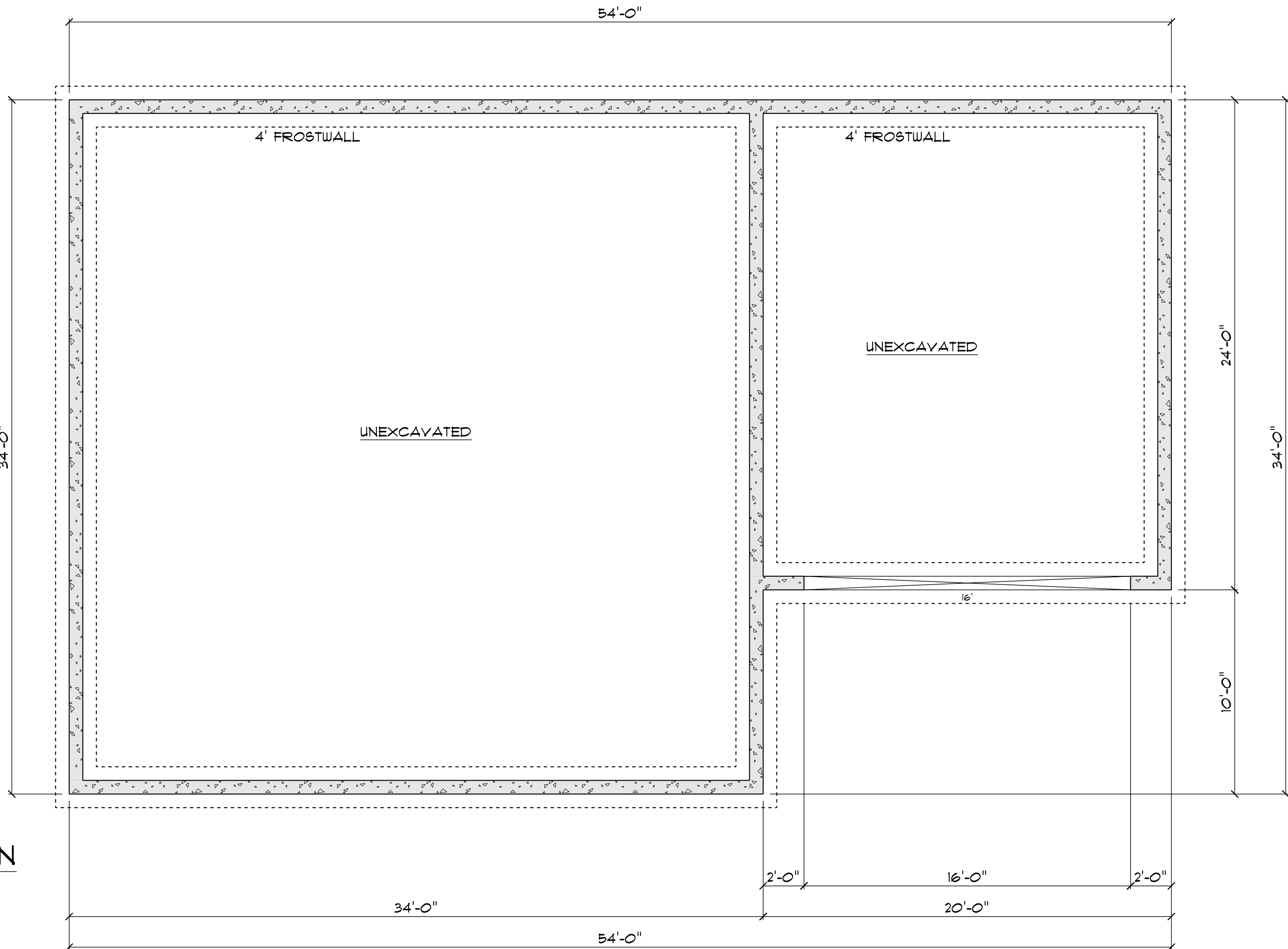
AREA SCHEDULE	
NAME	AREA
COVERED PORCH	153 sq ft.
GARAGE	500 sq ft.
Main Floor	1171 sq ft.
Loft	509 sq ft.

FOUNDATION  
SCALE: 1/4" = 1'-0"

PRELIMINARY - NOT FOR CONSTRUCTION



Loft  
SCALE: 1/4" = 1'-0"



Owner / Contractor final plan approval:

SECTION LETTER

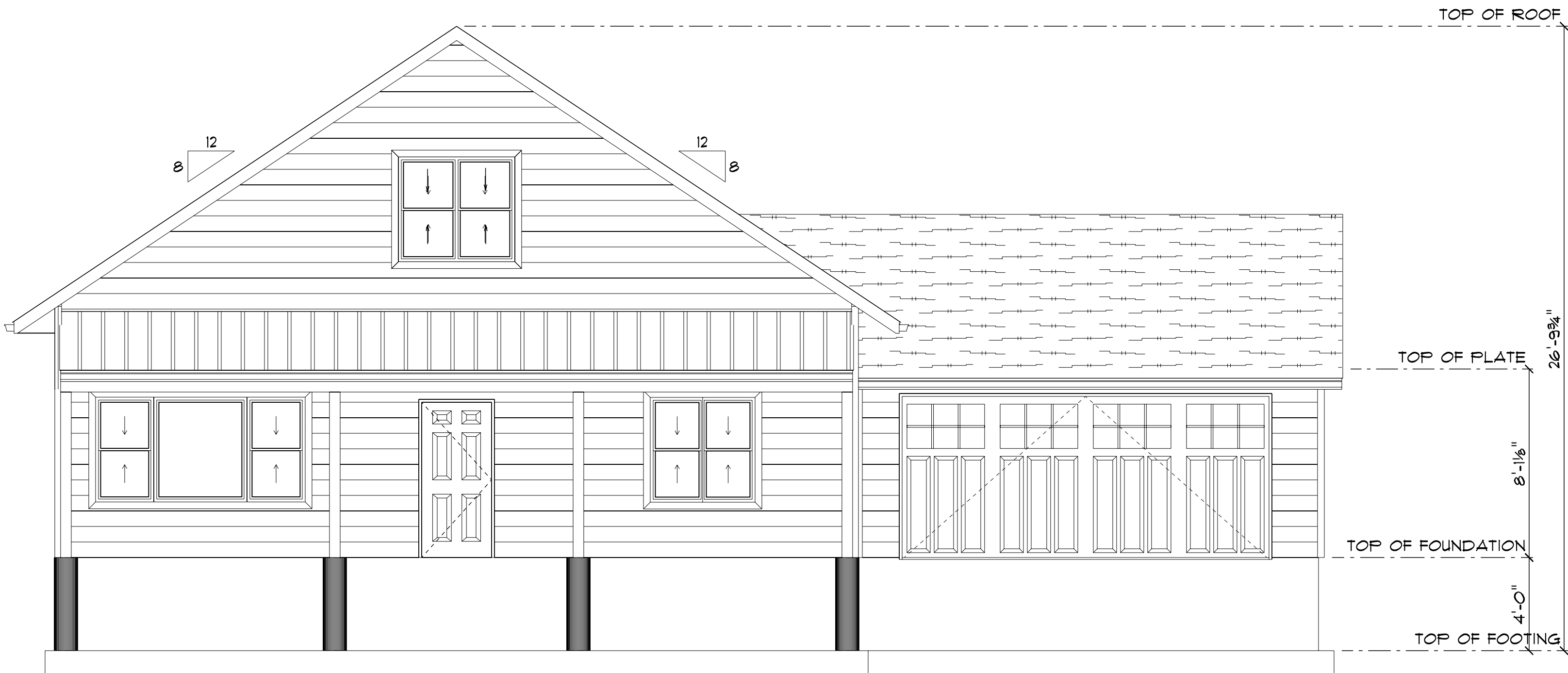
SCALE: 1/4" = 1'-0"  
DRAWN BY: Chase G.  
DATE: 4/1/2025

NOTATION: These plans have been prepared by a designer and not a registered architect or engineer. Any approval engineering that is needed or that has been done should be the responsibility of the owner. The owner is the responsible authority for the plans and any changes to the plans in conjunction with the contractor and prior to any building materials being ordered or delivered to the site. The contractor is responsible for providing the plans to all concerned subcontractors.

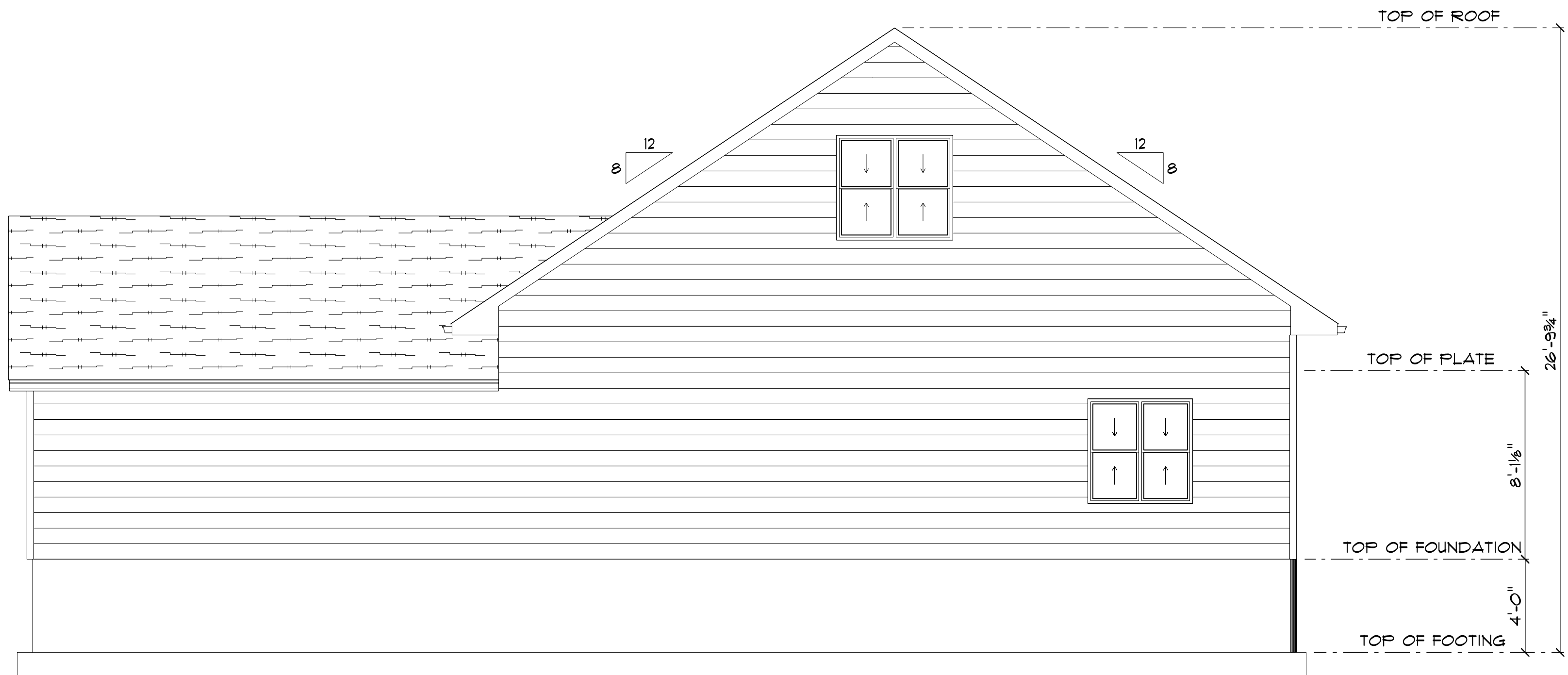
BEAVER BUILDERS' SUPPLY

GRH-L17 2BR  
2GRG

Start Date xx/xx/xxxx  
Revisions:  
1 of 3  
MAIN FLOOR



FRONT ELEVATION  
SCALE: 1/4" = 1'-0"



REAR ELEVATION  
SCALE: 1/4" = 1'-0"

PRELIMINARY - NOT FOR CONSTRUCTION

Owner / Contractor final plan approval:  
Date \_\_\_\_\_ Sign \_\_\_\_\_

SECTION LETTER: A  
PAGE NUMBERS: 11

SCALE: 1/4" = 1'-0"  
DRAWN BY: Chase G.  
DATE: 4/1/2025

DISCLAIMER: These plans have been prepared by a designer and not a registered architect or engineer. Any approval engineering that is needed or that has been done should be the responsibility of the owner. The owner is the responsible authority for the plans and any changes or modifications. The owner is responsible for obtaining all necessary permits and for ensuring that the plans are in compliance with all applicable codes and regulations. The owner is responsible for providing the contractor with all necessary information and for ensuring that the contractor is aware of all changes and modifications. The contractor is responsible for providing the plans to all concerned subcontractors.

**BEAVER BUILDERS' SUPPLY**

GRH-L17 2BR  
2GRG  
Start Date xx/xx/xxxx  
Revisions:

2 of 3  
ELEVATIONS



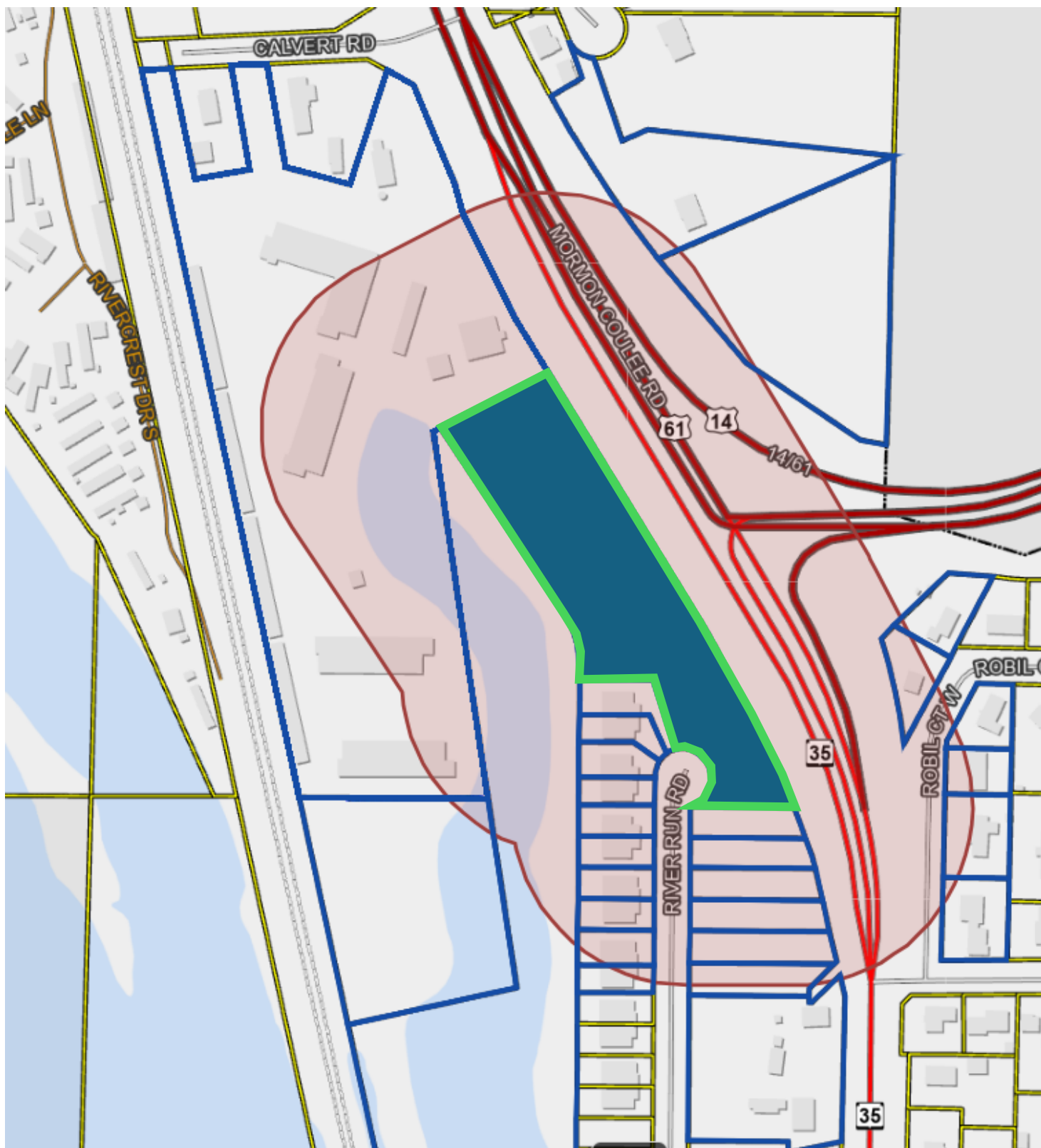


Parcels within 300 feet of 5917 River Run Rd.

Tax Parcel	OwnerName	PROPADDCOMP	CompleteAddress	MailCityStateZip
17-50465-60	BRADLEY S OCONNELL, ASHLEY A OCONNELL	5615 GARNER PL	5615 GARNER PL	LA CROSSE WI 54601
17-20781-932	DAVID ALLEN GERDTS, AMY JO GERDTS	6018 RIVER RUN RD	6018 RIVER RUN RD	LA CROSSE WI 54601
17-50781-961	DAVID E HARTMAN, JOELLEN HARTMAN	5916 RIVER RUN RD	5916 RIVER RUN RD	LA CROSSE WI 54601
17-50782-240	DAVID W HERMANN, AMANDA L ORTEGA	6025 RIVER RUN RD	6025 RIVER RUN RD	LA CROSSE WI 54601
17-50781-952	DENNIS VERDALE ODEGAARDEN, DEBORAH ANN ODEGAARDEN	5928 RIVER RUN RD	5928 RIVER RUN RD	LA CROSSE WI 54601
17-50465-655	FRANK A THORNTON	5908 ROBIL CT W	5908 ROBIL CT W	LA CROSSE WI 54601
17-50781-941	GARY SEAGO IRREVOCABLE TRUST, DEBBIE SEAGO IRREVOCABLE TRUST	6006 RIVER RUN RD	6006 RIVER RUN RD	LA CROSSE WI 54601
17-50782-250	JACQUELINE A KETTNER-SIEBER, DEBBIE L KETTNER-SIEBER	6027 RIVER RUN RD	6027 RIVER RUN RD	LA CROSSE WI 54601
17-50465-535	JOHN A KUECKER	5909 ROBIL CT W	5909 ROBIL CT W	LA CROSSE WI 54601
17-50465-520	KARL EDWARD GRANZIN, MEGAN JOY GRANZIN	6005 ROBIL CT W	6005 ROBIL CT W	LA CROSSE WI 54601
17-50465-80	LACROSSE COUNTY	5701 MORMON COULEE RD	212 6TH ST N RM 2400	LA CROSSE WI 54601
17-50781-942	MARGIE MASON REVOCABLE TRUST	6008 RIVER RUN RD	6008 RIVER RUN RD	LA CROSSE WI 54601
17-50781-982	MELANIE D PENDLETON, ROBERT J PENDLETON	6007 RIVER RUN RD	6007 RIVER RUN RD	LA CROSSE WI 54601
17-50465-510	MICHAEL J KOWALSKI, ANDREA J KOWALSKI	6019 ROBIL CT W	6019 ROBIL CT W	LA CROSSE WI 54601
17-20781-922	MICHAEL J VOSS, JEANNE P VOSS	6028 RIVER RUN RD	6026 RIVER RUN RD	LA CROSSE WI 54601
17-50465-650	MICHELLE A SCHAEFER	5902 ROBIL CT W	5902 ROBIL CT W	LA CROSSE WI 54601-2249
17-50781-962	PEGGY A LYDON	5918 RIVER RUN RD	5918 RIVER RUN RD	LA CROSSE WI 54601
17-50782-70	PROPERTY LOGIC LLC	RIVER RUN RD	PO BOX 2132	LA CROSSE WI 54602-2132
17-50782-10	PROPERTY LOGIC LLC	6103 RIVER RUN RD	PO BOX 2132	LA CROSSE WI 54602-2132
17-50781-981	RICHARD G LANSER	6005 RIVER RUN RD	6005 RIVER RUN RD	LA CROSSE WI 54601
17-50781-951	ROBERT J KOSTECKI, DONNA R KOSTECKI	5926 RIVER RUN RD	5926 RIVER RUN RD	LA CROSSE WI 54601
17-50465-530	RYAN M STENSLIEN, MICHELE L STENSLIEN	5921 ROBIL CT W	5921 ROBIL CT W	LA CROSSE WI 54601
17-50781-931	SCHNEIDER AND BETHKE FAMILY TRUST	6016 RIVER RUN RD	989 LANE AVE	MOUNTAIN VIEW CA 94040
17-50465-206	STEVEN M NICOLAI	3630, 3632, 3634, 3636 CALVERT RD	4535 MORMON COULEE RD STE 5	LA CROSSE WI 54601
17-50781-991	TONY R LETOURNEAU, ROSALIE A DEFINO	6015 RIVER RUN RD	6015 RIVER RUN RD	LA CROSSE WI 54601
17-50782-60	WATERVIEW HOA	RIVER RUN RD	6006 RIVER RUN RD	LA CROSSE WI 54601
17-50781-921	WILLIAM J OLEARY JOINT REVOCABLE TRUST FRANCES E OLEARY JOINT REVOCABLE TRUST	6026 RIVER RUN RD	6026 RIVER RUN RD	LA CROSSE WI 54601
17-50781-992	WILLIAM M KARIUKI, TANIA OFFERRALL	6017 RIVER RUN RD	6017 RIVER RUN RD	LA CROSSE WI 54601

Applicant/Owner	LITTLE RIVER HOMES LLC	5917 RIVER RUN RD	PO BOX 2813	LA CROSSE WI 54601
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Properties within 300 feet of 5917 River Run Rd



**NOTICE OF HEARING ON  
AMENDMENT TO ZONING RESTRICTION**

TO WHOM IT MAY CONCERN:

NOTICE IS HEREBY GIVEN that the Common Council of the City of La Crosse, by its Judiciary & Administration Committee, will hold a public hearing on a proposed ordinance change in the zoning code as follows:

**AN ORDINANCE to amend Subsection 115-110 of the Code of Ordinances of the City of La Crosse by transferring certain property from the Planned Development District – General to the Planned Development District - Specific, allowing for the construction of 14 single-family homes at 5917 River Run Road.**

**Property is presently: vacant land**

**Property is proposed to be: 14 single-family homes**

**Rezoning is necessary: to create and build a more compact city lot size/style homes in a mini subdivision.**

*Tax Parcel 17-50781-970; 5917 River Run Rd*

The City Plan Commission will meet to consider such application on **Monday, April 28, 2025, at 4:00 p.m.** in the Council Chambers of City Hall, 400 La Crosse St., in the City of La Crosse, La Crosse County, Wisconsin (public speaking on such application is allowed).

A public hearing before the Judiciary & Administration Committee will be held on **Tuesday, April 29, 2025, at 6:00 p.m.** in the Council Chambers of City Hall, 400 La Crosse St., in the City of La Crosse, La Crosse County, Wisconsin.

Final action will be determined by the **Common Council** on **Thursday, May 8, 2025, at 6:00 p.m.** in the Council Chambers of City Hall, 400 La Crosse St., in the City of La Crosse, La Crosse County, Wisconsin.

Any person interested may appear at public hearings either in person, by agent, or by attorney, and may express their approval or objection, or file a letter in the office of the City Clerk.

The petition and/or maps relating to the above referenced amendment may be examined in the Office of the City Clerk, La Crosse City Hall, between the hours of 8:00 a.m. and 4:30 p.m. on any regular business day, holidays excepted, (by appointment) or in the Legislative Information Center which can be accessed from the City website at [www.cityoflacrosse.org](http://www.cityoflacrosse.org) (search for File 25-0413).

Dated this 8<sup>th</sup> day of April, 2025.

Nikki M. Elsen, City Clerk  
City of La Crosse

-----  
Published: April 15 and 22, 2025  
One (1) Affidavit



# Office of City Clerk



April 9, 2025

MICHELLE HASE  
WATER REG/ZONING ENGINEER  
WI DEPT. OF NATURAL RESOURCES  
141 NW BARSTOW ST SUITE 180  
WAUKESHA WI 53188-3789

Re: Amendment to Flood Plain Zoning Map

Enclosed please find a copy of *"AN ORDINANCE to amend Subsection 115-110 of the Code of Ordinances of the City of La Crosse by transferring certain property from the Planned Development District - General to the Planned Development District - Specific, allowing for the construction of 14 single-family homes at 5917 River Run Road."* A copy of the hearing notice which will appear in the La Crosse Tribune on April 15 and 22, 2025 is also enclosed.

You are receiving this notice because a portion of the property is located in a floodway/floodplain zoning district.

Sincerely,

Sondra Craig  
Deputy City Clerk  
[craigs@cityoflacrosse.org](mailto:craigs@cityoflacrosse.org)  
608-789-7549

Enclosures

# Office of City Clerk



April 9, 2025

ATTN JULIA MCCARTHY  
NATURAL HAZARDS PROGRAM SPECIALIST  
FEMA REGION 5  
536 S CLARK ST 6TH FL  
CHICAGO IL 60605

Re: Amendment to Flood Plain Zoning Map

Enclosed please find a copy of *"AN ORDINANCE to amend Subsection 115-110 of the Code of Ordinances of the City of La Crosse by transferring certain property from the Planned Development District - General to the Planned Development District - Specific, allowing for the construction of 14 single-family homes at 5917 River Run Road."* A copy of the hearing notice which will appear in the La Crosse Tribune on April 15 and 22, 2025 is also enclosed.

You are receiving this notice because a portion of the property is located in a floodway/floodplain zoning district.

Sincerely,

Sondra Craig  
Deputy City Clerk  
[craigs@cityoflacrosse.org](mailto:craigs@cityoflacrosse.org)  
608-789-7549

Enclosures

**Craig, Sondra**

---

**From:** Richard Lanser <lanserricke@gmail.com>  
**Sent:** Tuesday, April 22, 2025 6:14 AM  
**To:** ZZ Council Members  
**Subject:** 25-0413  
**Attachments:** Erosion Control Plan.jpg

Some people who received this message don't often get email from lanserricke@gmail.com. [Learn why this is important](#)

\*\*\* **CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. \*\*\*

Council Members,

I am the owner of 6005 River Run Road which borders the proposed development on the Southeastern corner (I am the farthest Northeast home in the current subdivision).

The purpose of this letter is to get clarification on who is responsible for any maintenance needed to be done on common space as specified in the cover letter provided with the application item 6(b) which states "The front part of the entrance has open land that will be used as common space".

The cover letter also states item 18 "This property will have a simple HOA to take care of one main item, plowing".

Slide 6 in the Site Plan shows the Erosion Control Plan which specifies "Seed, Mulch and Fertilize" in the common area.

Under the current proposal, the HOA is not tasked with maintaining the common area. The new homes are tasked with taking care of their landscaping and maintenance and are not responsible for maintaining the common area.

I would ask that before this plan gets approved the developer addresses how the common area is to be maintained in the future.

Sincerely,

Richard Lanser  
6005 River Run Road  
LaCrosse, WI 54601





**MAKEPEACE  
ENGINEERING**

419 SAND LAKE RD  
ONALASKA, WI 54650  
608.881.6030

LOT 17 WATERVIEW SUBDIVISION  
5917 RIVER RUN ROAD  
CITY OF LA CROSSE  
LA CROSSE COUNTY, WI

02/10/2025

EROSION CONTROL  
PLAN

DATE	REVISION	DESCR.

**From:** Richard Lanser <lanserricke@gmail.com>  
**Sent:** Tuesday, April 22, 2025 9:38 AM  
**To:** ZZ Council Members  
**Subject:** 25-0413 proposed grading  
**Attachments:** Existing grading.jpeg; Proposed grading.jpeg

Some people who received this message don't often get email from lanserricke@gmail.com. [Learn why this is important](#)

\*\*\* **CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. \*\*\*

Dear Council Members,

I am the owner of 6005 River Run Road which abuts the proposed Common Space. I have attached jpegs which show existing grading and the proposed grading. Water currently stays in the Common Space. The grading plan of the proposed Common Space will create a low area which is partly on my property which will pond at certain times of the year. The height of the sidewalk will prevent the water from escaping.

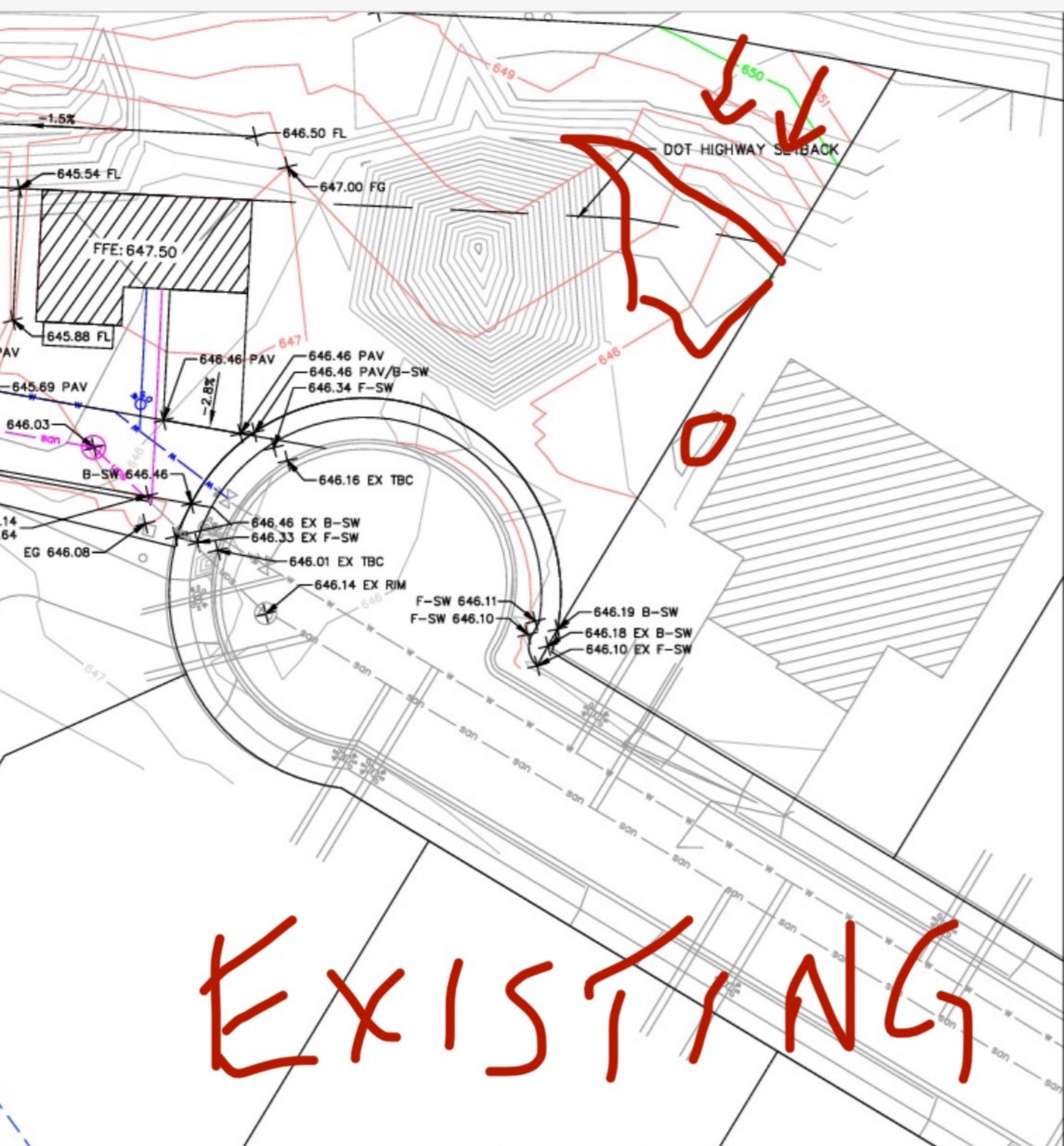
I would ask that the grading plan be altered so the low lying area be moved to the interior of the Open Space.

Thanks for your consideration.

Sincerely,

Rick Lanser  
6005 River Run Road  
LaCrosse, WI 54601







**Crop**

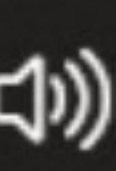
X



X



Edit





**From:** Rosalie DeFino <rdefino@gmail.com>  
**Sent:** Tuesday, April 22, 2025 7:20 PM  
**To:** ZZ City Clerk External  
**Cc:** Tony Letourneau  
**Subject:** Objection to rezoning proposal for 5917 River Run Rd  
**Attachments:** Signed Objection Form\_Zoning.pdf

Some people who received this message don't often get email from rdefino@gmail.com. [Learn why this is important](#)

\*\*\* **CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. \*\*\*

To the Common Council,

My name is Rosalie DeFino and I am writing along with my husband, Tony Letourneau, to express our objection to the proposed amendment to zoning restrictions for 5917 River Run Rd (File 25-0413). We are co-owners of 6015 River Run Rd (tax parcel 17-50781-991), which is located within 300 feet of the proposed project.

Please see the attached letter (sent July 2023), wherein we voiced our concern in response to the first notice of this rezoning petition. Since we sent that letter, there have been no changes made to the existing storm water management system. Neither the developer nor the builder have made efforts to rectify the situation, which currently has water flowing opposite the initial plans approved by the city. The current rezoning proposal would only exacerbate the situation as more soil will be displaced and there does not seem to be a plan correct the original errors.

Additionally, we as an HOA community were assured that all precautions would be taken to avoid further storm water issues and were given plans (MAKEPEACE ENGINEERING, "GENERAL DEVELOPMENT PLAN" dated 07/07/23) that included 37 rain gardens and the absence of a large mound of earth, which currently prevents water from flowing as intended, but the current proposed plan (MAKEPEACE ENGINEERING, "GRADING PLAN OVERVIEW" dated 02/10/25) has only 2 rain gardens, 3 bio filters, and a large mound of earth that will continue to prevent water from flowing as intended in the plan the city approved.

Our concerns are simple: Why should this new project move forward when 1) there have been changes made to the plans that were shared with the HOA, 2) no efforts have been made to correct past errors and deviances from city approved plans, and 3) storm water will continue to flood neighboring properties?

We remain frustrated as each rain results in a literal duck pond on our property. Furthermore the existing stormwater ditch located just south of 6017 River Run Rd, meant to handle runoff water from the highway, continues to fill with silt and will soon be completely filled and unable to serve its intended purpose as it will be level with our yard.

Please register our objections and note our concerns for the upcoming hearing.

Respectfully,  
Rosalie DeFino & Tony Letourneau



**OBJECTION TO  
AMENDMENT OF ZONING DISTRICT BOUNDARIES**  
(rev. 8/2020)

I/We hereby object to the amendment to the Zoning Code by the transfer of the following described land  
(include address and tax parcel number from Notice of Hearing): \_\_\_\_\_

Tax Parcel 17-50781-970, Waterview Subdivision Lot 17 Subj to NSP ESMT in Doc No. 1723852,  
5917 River Run Rd., La Crosse, WI

from the Special Multiple Dwelling District to the Planned Development - General District.

I/We object for the following reason(s): \_\_\_\_\_

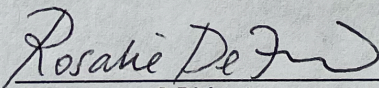
There are major issues with the storm water management plan for the existing homes in the Waterview  
Subdivision that the developers of subdivision have yet to address. Building up to 14 new homes on Lot  
17 would have a significant impact on storm water and how it flows through the neighborhood (less  
vegetation, more concrete). To our knowledge, there have been no revisions to the storm water  
management plan that was initially approved by the city for the Waterview Subdivision. We believe that  
revisions to the storm water management plan need to be made by the developer of Lot 17, and these  
revisions need to be reviewed and approved by water management experts before any zoning changes  
to Lot 17 are made.

I/We further certify that I am/we are the owner of the following described lands (include address and tax  
parcel number from tax bill): \_\_\_\_\_

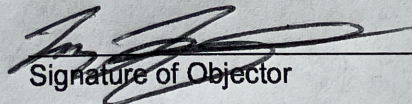
Tax Parcel 17-50781-991, 6015 River Run Rd, La Crosse, WI 54601

50 ft. frontage on River Run Rd Street

ft. frontage on \_\_\_\_\_ Street

  
Signature of Objector

Rosalie DeFino  
printed name

  
Signature of Objector

Tony Letourneau  
printed name

6015 River Run Rd., La Crosse, WI

Address

**NOTE:** In order for the entire parcel to count toward the protest percentage, all owners must sign this objection. For example, if only the husband signs for a property that both husband and wife own, only one-half (1/2) of the parcel is counted in the protest percentage.

Completed forms should be submitted to the City Clerk prior to final action by the Common Council.  
Forms can be mailed to the address below or deposited in the green drop box on the north side of City Hall.  
Forms can also be emailed to [cityclerk@cityoflacrosse.org](mailto:cityclerk@cityoflacrosse.org).  
City Clerk, 400 La Crosse Street, La Crosse, WI 54601. Questions? 608-789-7510 (press 5).



## AFFIDAVIT OF PUBLICATION

**Lacrosse Tribune**  
**1407 St. Andrew St., La Crosse, WI 54603**  
**(866) 735-5631**

Retain this portion for your records. Please do not remit payment until you receive your advertising invoice.

State of Florida, County of Broward, ss:

Rachel Cozart, being first duly sworn, deposes and says: That (s)he is a duly authorized signatory of Column Software, PBC and duly authorized agent of Lee Enterprises, publishers of Lacrosse Tribune, a newspaper at, La Crosse, for county of La Crosse, in the state of Wisconsin, and that an advertisement of which the annexed is a true copy, taken from said paper, was published, therein on the dates listed below.

### PUBLICATION DATES:

April. 15 2025, April. 22 2025

**NOTICE ID:** huDFEXKMjKUmCUHV667D

**PUBLISHER ID:** COL-WI-101109

**NOTICE NAME:** Rezoning - 5917 River Run Rd

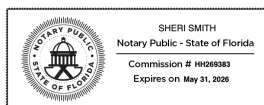
**Publication Fee:** \$147.75

Section: Legals

Category: 0001 Wisconsin Legals

*Rachel Cozart*

(Signed) \_\_\_\_\_



### VERIFICATION

State of Florida  
County of Broward

Subscribed in my presence and sworn to before me on this: 04/23/2025

*S. Smith*

Notary Public

Notarized remotely online using communication technology via Proof.

### NOTICE OF HEARING ON AMENDMENT TO ZONING RESTRICTION

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Property is presently: vacant land

Property is proposed to be: 14 single-family homes

Rezoning is necessary: to create and build a more compact city lot size/style homes in a mini subdivision.

Tax Parcel 17-50781-970; 5917 River Run Rd

The City Plan Commission will meet to consider such application on Monday, April 28, 2025, at 4:00 p.m. in the Council Chambers of City Hall, 400 La Crosse St., in the City of La Crosse, La Crosse County, Wisconsin (public speaking on such application is allowed).

A public hearing before the Judiciary & Administration Committee will be held on Tuesday, April 29, 2025, at 6:00 p.m. in the Council Chambers of City Hall, 400 La Crosse St., in the City of La Crosse, La Crosse County, Wisconsin.

Final action will be determined by the Common Council on Thursday, May 8, 2025, at 6:00 p.m. in the Council Chambers of City Hall, 400 La Crosse St., in the City of La Crosse, La Crosse County, Wisconsin.

Any person interested may appear at public hearings either in person, by agent, or by attorney, and may express their approval or objection, or file a letter in the office of the City Clerk.

The petition and/or maps relating to the above referenced amendment may be examined in the Office of the City Clerk, La Crosse City Hall, between the hours of 8:00 a.m. and 4:30 p.m. on any regular business day, holidays excepted, (by appointment) or in the Legislative Information Center which can be accessed from the City website at [www.cityofla-crosse.org](http://www.cityofla-crosse.org) (search for File 25-0413).

Dated this 8th day of April, 2025.  
Nikki M. Eisen, City Clerk  
City of La Crosse  
4/15, 4/22 LAC  
COL-WI-101109 WNAXLP

## Craig, Sondra

---

**From:** Gary Seago <gseago50@gmail.com>  
**Sent:** Thursday, April 24, 2025 7:55 AM  
**To:** Craig, Sondra  
**Subject:** 5917 River Run Road

You don't often get email from gseago50@gmail.com. [Learn why this is important](#)

\*\*\* **CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. \*\*\*

Dear Council Members

Residents of Waterview Subdivision had been in favor of builder John Mazzola's development proposal and zoning change in the past. Due to issues throughout our subdivision that both John Mazzola along with Carl Schilling (developer and sole officer of the Waterview HOA) have failed to address, further approval **SHOULD BE DENIED** until existing stormwater issues have been resolved in the Waterview Subdivision.

Mazzola and Schilling have been at apparent odds since the very start of Waterview development, neither accepting responsibility for addressing and following through with the pre-approved development plans. As far as the HOA is concerned, Mr. Schilling has yet to hold a single meeting of our HOA since 2018, as is required in the bylaws. Waterview residents have **EXHAUSTED EVERY AVENUE** to get the issues resolved, and to assume ownership of managing the HOA. Mr. Mazzola, for his part, took it upon himself to make many unplanned and unapproved alterations to the stormwater plans, most of which failed to improve the situation.

The most pressing problem is with the storm water ditch between lots 19 and 20. Mr. Mazzola failed to take into consideration how to deal with the storm water problem before building on lots 18 and 19. To try to remedy the problem Mr. Mazzola completely removed the north bank of the ditch to allow water from lots 18 and 19 to drain to the south. This in turn caused water from the 30 inch storm pipe from the east side of Highway 35 to route into lots 18 and 19 instead of draining into the pond as planned. Some changes were made to the north bank, but still allows water to overflow **AND FLOOD** into lots 18 and 19.

Mr. Mazzola's plan dated 7-07-23 shows a rain garden biofilter on lot 17 next to lot 18. This may help so that water from 18 and 19 has a place to go. **THIS DOES NOT SOLVE THE STORMWATER DITCH PROBLEM HOWEVER.** Mazzola's second plan dated 2-10-25 does not even appear to show a rain garden.

We respectfully request that John Mazzola and Carl Schilling **SUCCESSFULLY** resolve these issues before any further development on lot 17 is allowed. Any further development **SHOULD NOT BE APPROVED** when stormwater issues have failed to be resolved.

**FIX THE OLD PROBLEMS BEFORE STARTING THE NEW.** As far as Waterview residents know, even though lot 17 will create it's own HOA (like lots 3 and 4), it is still part of the Waterview Subdivision HOA also.

Gary Seago  
6006 River Run Road

**Agenda Item 25-0413: (Tim Acklin)**

AN ORDINANCE to amend Subsection 115-110 of the Code of Ordinances of the City of La Crosse by transferring certain property from the Planned Development District - General to the Planned Development District - Specific, allowing for the construction of 14 single-family homes at 5917 River Run Road.

**General Location**

Council District 13, located just west of the intersection of State Hwy 35 and State Hwy 14/61 as depicted on attached MAP 25-0413. Subject property is part of the Waterview Subdivision. Adjacent uses include two and four units to the south, apartment buildings to the west and north, and single-family homes to the east across Hwy 35.

**Background Information**

The applicant is requesting to rezone the subject property to Planned Development-Specific to construct 14, three-bedroom, single-family homes. The applicant is requesting this zoning due to the unusual shape of the parcel and the presence of wetlands and floodway boundaries on the site. These site conditions prohibit the applicant's ability to meet minimum lot size and setback requirements. It also allows for the applicant to request to build the housing units all on one parcel which is not permitted in any of the residential zoning districts.

A private driveway would extend from the existing River Run Road cul-de-sac providing access to all the units. The applicant has stated that these homes will be part of a Condominium Association and individually be made for sale. There will be an HOA to address snow plowing, but no other restrictive covenants will be in put in place by the developer. The applicant intends to begin construction later this Spring. A site plan and elevations of the homes are attached to the legislation.

**Recommendation of Other Boards and Commissions**

This parcel is part of the Waterview Subdivision, which was approved by the Common Council at their March 2018 meeting. This subdivision was approved for residential development. The Common Council approved this parcel being rezoned to PDD-General at their December 2023 meeting.

**Consistency with Adopted Comprehensive Plan**

According to the Land Use Element of "Forward La Crosse", Low-Density Residential, which includes single-family homes, is desirable within the neighborhoods around Southern Bluffs Elementary.

**Staff Recommendation**

This parcel is part of the Waterview Subdivision which was approved by the Common Council in 2018 for residential development. It is consistent with the desired land use in the comprehensive plan. The applicant is proposing to develop a unique parcel of land into single-family housing units that are needed. The applicant will still need to submit a Condominium Plat to the City for approval but that will not impede the applicant starting construction. **This item is recommended for approval.**

**Routing J&A 4.29.25**





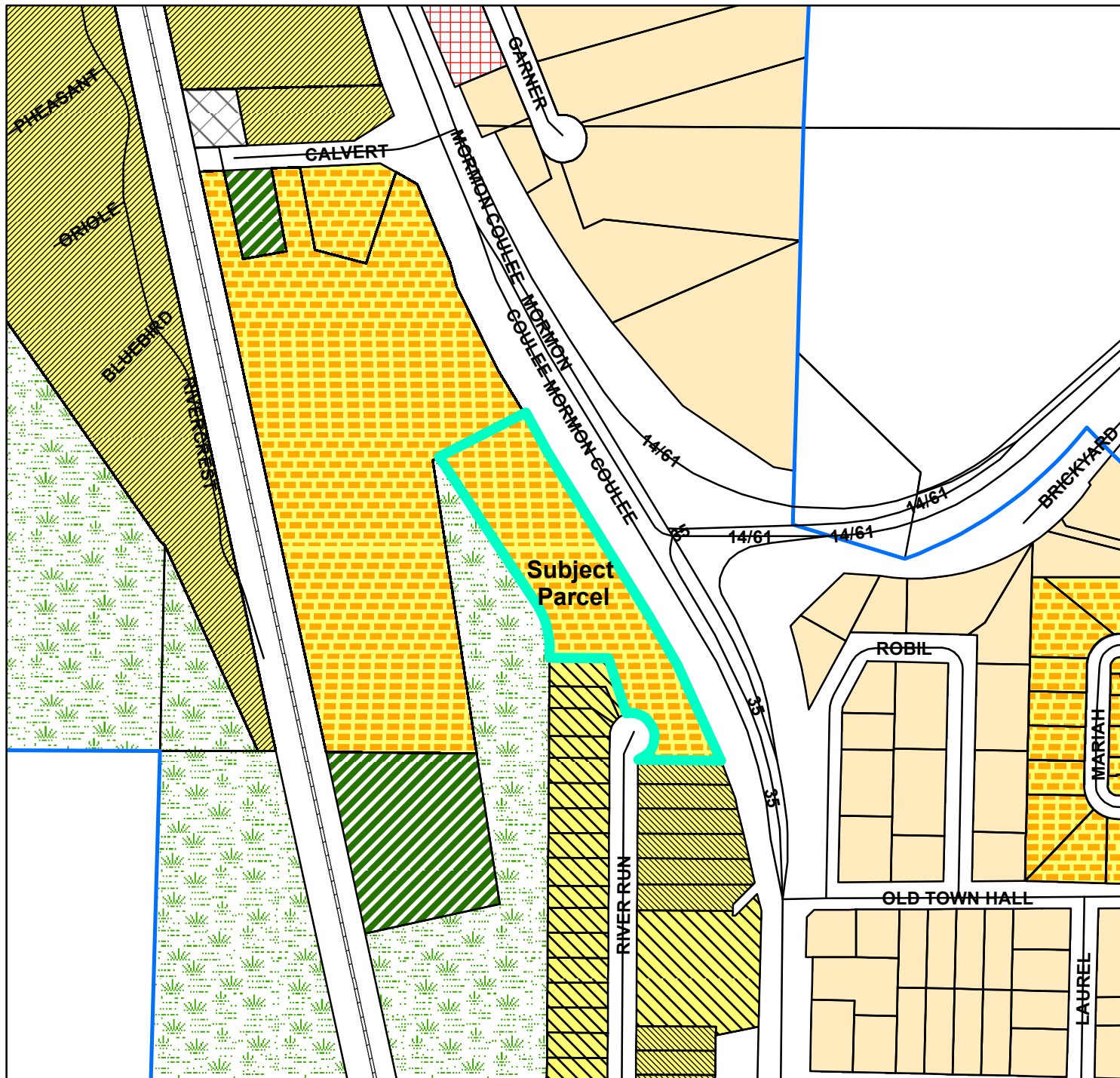
## BASIC ZONING DISTRICTS

	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



0 145 290 580 Feet





# **BASIC ZONING DISTRICTS**

	R1 - SINGLE FAMILY
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	FW - FLOODWAY
	A1 - AGRICULTURAL
	EA - EXCLUSIVE AG
	City Limits
	SUBJECT PROPERTY



0 145 290 580 Feet

## Craig, Sondra

---

**From:** Margie Mason <masonmem03@yahoo.com>  
**Sent:** Friday, April 25, 2025 6:17 PM  
**To:** ZZ City Clerk External  
**Cc:** Margie Mason  
**Subject:** 25.0413 Say No to John Mazzola Lot 17 Rezoning Request

Some people who received this message don't often get email from masonmem03@yahoo.com. [Learn why this is important](#)

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April 27, 2025

Good morning!

As a resident of the Waterview Subdivision, I am writing to inform the City Council Members that I am not in favor of John Mazzola's proposal for rezoning Lot 17 in the Waterview Subdivision. I agree with my fellow neighbors and the statements they have provided.

Furthermore, Karl Shilling and John Mazzola have not held up to their commitments in this subdivision – Karl Shilling or John Mazzola should not be allowed to start any new development that most certainly will lead to more water concerns and many other issues.

Also, I believe a traffic study and water flow study should be done to see how this will affect the current homes in place before allowing this to move forward

My ask – vote NO on John Mazzola's proposed rezoning!

Sincerely,

Margie Mason  
6008 River Run RD



**From:** diana birnbaum <dianabirnbaum@gmail.com>  
**Sent:** Sunday, April 27, 2025 9:07 PM  
**To:** ZZ Council Members; Craig, Sondra  
**Subject:** Objection to Item 25-0413 rezoning request at 5917 River Run Rd

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Dear Mayor, Council Members and Mr Tim Acklin,

I am writing to request that no further rezoning or new construction be allowed in the Waterview subdivision until Mr. Karl Schilling, the original Developer agrees to an amendment to the documents on file with the Register of Deeds. These documents\* require the construction and maintenance of a specific storm water system under the responsibility of a Homeowners Association. However, the documents do not allow the actual individual homeowners of this development to assume legal responsibility for the HOA, only the Developer, Mr Karl Schilling is named.

The Storm Water Systems as described in documents on file have not been constructed in accordance with these detailed plans. Homeowners have made concerted efforts over months and years to assume responsibility for the HOA so that these systems are repaired and maintained. However, Mr. Karl Schilling has refused to agree to amendments which allow our authority to legally assume responsibility.

Waterview Subdivision Lot 17, now owned by John Mazzola and the subject of this zoning request is legally part of the Waterview HOA, as are all of the owners in this subdivision. Mr. Mazzola is the builder who has failed to install required Stormwater drainage systems throughout our subdivision creating serious drainage problems. Even Mr Schilling noted in his letter to owners on August 8, 2022: "In fact some of the work that was done by the property owner (Mazzola) may actually end up costing the HOA because it was done in a manner deleterious to the HOA's storm water management system".

As homeowners, we respectfully request that this re-zoning request be denied and no further development be allowed until Documents #1714868 and #1714869 filed August 15, 2018 are legally reviewed and amended so that documents on file are consistent with today's status.

Thank you,  
Diana Birnbaum  
James Birnbaum  
6218 River Run Rd

\* Documents #1714868 and #1714869 filed August 15, 2018

**From:** Will Kariuki <willkariuki@gmail.com>  
**Sent:** Monday, April 28, 2025 1:07 PM  
**To:** ZZ City Clerk External  
**Cc:** Tania Martinez  
**Subject:** Objection to Rezoning for Tax Parcel 17-50781-970; 5917 River Run Rd

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To the City Council,

As co-owners of 6017 River Run Rd (Tax Parcel 17-50781-992), we write to express our strong opposition to the proposed amendment to rezoning Tax Parcel 17-50781-970 (5917 River Run Rd) to build 14 single-family homes.

Currently, there has been no action taken by the developer to address the existing stormwater issues on our property. The existing stormwater ditch (south) of our property, 6017 River Run Rd, was designed to handle runoff water from the highway. However, it is currently filled with slit and is only a matter of time before it fails its intended purpose.

Furthermore, every rainfall, the stormwater ditch fills, and water flows into our backyard and our neighbor to the north, 6015 River Run Rd. This flooding renders both our backyards unusable.

In summary, our objections are as follows:

1. The existing stormwater ditch issues remain a significant concern, causing flooding with each rainfall.
2. The developer failed to address these concerns when the rezoning proposal was before the city council.
3. The prior "Erosion Control" measures at our property continue to fail, rendering their use ineffective.

These unaddressed issues remain a frustrating point for our community. If the rezoning proposal is approved, they will only be passed on to new homeowners.

We kindly thank you for your time and consideration of our objections.

Sincerely,  
William Kariuki & Tania Martinez

**From:** Deb Kettner-Sieber <debkettner@gmail.com>  
**Sent:** Tuesday, April 29, 2025 11:03 AM  
**To:** ZZ Council Members  
**Subject:** Objection to Rezoning Proposal; File 25-0413; 5917 River Run Road

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Dear Council Members,

I am writing to respectfully express my strong opposition to the proposed rezoning and development plan currently under review for the Waterview Subdivision lot 17 (5917 River Run Road). While I recognize the importance of responsible growth, this specific proposal raises significant and unresolved concerns—particularly regarding stormwater drainage and grading—that directly affect neighboring properties and the long-term sustainability of our community.

One of the most pressing issues involves persistent stormwater drainage problems between lots 18 and 19. These concerns have gone unaddressed for years, and without proper grading and runoff mitigation, nearby properties remain at risk of flooding and are unable to use their properties fully. Before any rezoning is approved, this matter must be resolved. Unfortunately, responsibility for this issue has been repeatedly shifted between Mr. Mazzola (of Little River Homes LLC and Great River Homes LLC) and Mr. Carl Schilling, (the developer and current sole officer of the Waterview HOA—despite the HOA's objections from homeowners). Adding additional homes on Lot 17 without proper correction of drainage in all areas will impact the subdivision.

I would also like to address specific points raised by Mr. Mazzola in his cover letter related to the proposed development of Lot 17:

- **Item #6** – Sidewalks throughout the neighborhood remain incomplete. In particular, the sidewalk on Lot 21—owned by Mr. Schilling—has not been installed, despite multiple requests and emails sent to city officials and our council representative over the past two years. This poses a safety concern for families with young children and residents with mobility challenges. Additionally, there is no sidewalk connecting the public path along Highway 35 and the roundabout on the north side of Sunnyside Dr., leaving a critical gap in pedestrian access to River Run Road.
- **Item #6a** – It is unclear what walking trail Mr. Mazzola is referring to. If he is referencing the informal "natural path" behind homes on the west side of River Run Road along the drainage pond, it is incomplete and remains one of several outstanding items. While there is a walking path along the highway, it is not connected to the subdivision (see point above).
- **Item #16** – Lot 17 is subject to the existing Waterview Subdivision declarations and covenants. An additional simplified HOA for purposes such as snow removal as referenced in #18 would make sense.

Until these stormwater and grading concerns are thoroughly addressed—with updated and consistent engineering documentation for lot 17, and full implementation of environmental mitigation features on existing stormwater drainage—I urge the board to **deny the rezoning request**.

Sincerely,



Deb Kettner-Sieber

6027 River Run Road, Lot 20

--

Deb Kettner-Sieber  
(608) 317-0385

If you want to speak on an agenda item, please sign up at least 10 minutes before the start of the meeting.

Registration slips are not collected once the meeting begins but will be made part of the record.

## MEETING REGISTRATION

Name: John Mazzola Date: 4-29-25  
PLEASE PRINT

Municipality of Residence: Shelby

Representation: Little River Homes  
If you are representing an organization or person other than yourself at this meeting.

Agenda Item #: 25-0413  
Please fill out a separate sheet for each piece of legislation in which you are registering.

Do you support or oppose the agenda item?

☒ Support

☐ Oppose

☐ Neither support nor oppose

Do you want to speak?

☒ Yes, I want to speak. If Needed To Address Questions.

☐ No, I do not want to speak.

☐ I do not want to speak, but I am available to answer questions.

If you wish to register for an agenda item, please register online no later than 4:00pm the day of the meeting. You can also register in person at least 10 minutes prior to the start of the meeting.

**\* Meeting**

J&A, Tuesday, April 29, 2025 at 6:00pm, City Hall

**\* Agenda Item Number**

25-0413

**\* Do you support or oppose the agenda item?**

Oppose

**\* Do you want to speak?**

Yes, I want to speak.

**\* Are you representing an organization or person other than yourself at this meeting?**

No

**\* Full Name**

David Hartman

**\* Email**

[dehartman47@gmail.com](mailto:dehartman47@gmail.com)

**\* Municipality of Residence:**

City of La Crosse

**\* How will you be attending the meeting?**

Attending In Person

**\* Rules, Guidelines, and Decorum for Public Hearings**

I have read and reviewed the rules and guidelines above.



25-0413

If you wish to register for an agenda item, please register online no later than 4:00pm the day of the meeting. You can also register in person at least 10 minutes prior to the start of the meeting.

**\* Meeting**

J&A, Tuesday, April 29, 2025 at 6:00pm, City Hall

**\* Agenda Item Number**

25-0413

**\* Do you support or oppose the agenda item?**

Oppose

**\* Do you want to speak?**

Yes, I want to speak.

**\* Are you representing an organization or person other than yourself at this meeting?**

No

**\* Full Name**

Tony Letourneau

**\* Email**

[trletourneau@gmail.com](mailto:trletourneau@gmail.com)

**\* Municipality of Residence:**

City of La Crosse

**\* How will you be attending the meeting?**

Attending In Person

**\* Rules, Guidelines, and Decorum for Public Hearings**

I have read and reviewed the rules and guidelines above.

25-0413

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**\* Meeting**

J&A, Tuesday, April 29, 2025 at 6:00pm, City Hall

**\* Agenda Item Number**

25-0413

**\* Do you support or oppose the agenda item?**

Oppose

**\* Do you want to speak?**

Yes, I want to speak.

**\* Are you representing an organization or person other than yourself at this meeting?**

No

**\* Full Name**

Gary Seago

**\* Email**

[gseago50@gmail.com](mailto:gseago50@gmail.com)

**\* Municipality of Residence:**

City of La Crosse

**\* How will you be attending the meeting?**

Attending In Person

**\* Rules, Guidelines, and Decorum for Public Hearings**

I have read and reviewed the rules and guidelines above.

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## MEETING REGISTRATION

Name: Debbie Seago Date: 4/29/25  
PLEASE PRINT

Municipality of Residence: Lax

Representation: —

If you are representing an organization or person other than yourself at this meeting.

Agenda Item #: 250413

Please fill out a separate sheet for each piece of legislation in which you are registering.

### Do you support or oppose the agenda item?

☐ Support

☒ Oppose

☐ Neither support nor oppose

### Do you want to speak?

☐ Yes, I want to speak.

☒ No, I do not want to speak.

☐ I do not want to speak, but I am available to answer questions.



If you want to speak on an agenda item, please sign up at least 10 minutes before the start of the meeting.

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## MEETING REGISTRATION

Name: Jo Ellen Hartman Date: 4-29-25  
PLEASE PRINT

Municipality of Residence: La Crosse

Representation: —

If you are representing an organization or person other than yourself at this meeting.

Agenda Item #: 250413

Please fill out a separate sheet for each piece of legislation in which you are registering.

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Do you support or oppose the agenda item?

- ☐ Support
- ☒ Oppose
- ☐ Neither support nor oppose

Do you want to speak?

- ☐ Yes, I want to speak.
- ☒ No, I do not want to speak.
- ☐ I do not want to speak, but I am available to answer questions.

If you want to speak on an agenda item, please sign up at least 10 minutes before the start of the meeting.

Registration slips are not collected once the meeting begins but will be made part of the record.

## MEETING REGISTRATION

Name: Diana Birnbaum Date: 4/29/25  
PLEASE PRINT

Municipality of Residence: La Crosse

Representation: \_\_\_\_\_

If you are representing an organization or person other than yourself at this meeting.

Agenda Item #: D 25-0413

Please fill out a separate sheet for each piece of legislation in which you are registering.

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**Do you support or oppose the agenda item?**

☐ Support

☒ Oppose

☐ Neither support nor oppose

**Do you want to speak?**

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## MEETING REGISTRATION

Name: James G. Brubaker Date: 4/29/2023  
PLEASE PRINT

Municipality of Residence: LA Crosse

Representation: \_\_\_\_\_  
If you are representing an organization or person other than yourself at this meeting.

Agenda Item #: 25-0413  
Please fill out a separate sheet for each piece of legislation in which you are registering.

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**Do you support or oppose the agenda item?**

- ☐ Support  
☒ Oppose  
☐ Neither support nor oppose

**Do you want to speak?**

- ☐ Yes, I want to speak.  
☒ No, I do not want to speak.  
☐ I do not want to speak, but I am available to answer questions.



If you want to speak on an agenda item, please sign up at least 10 minutes before the start of the meeting.

Registration slips are not collected once the meeting begins but will be made part of the record.

## MEETING REGISTRATION

Name: Wanda Spraggon Date: 4/29/2025  
PLEASE PRINT

Municipality of Residence: La Crosse

Representation: \_\_\_\_\_

If you are representing an organization or person other than yourself at this meeting.

Agenda Item #: 25-0413

Please fill out a separate sheet for each piece of legislation in which you are registering.

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Do you support or oppose the agenda item?

- ☐ Support
- ☒ Oppose
- ☐ Neither support nor oppose

Do you want to speak?

- ☐ Yes, I want to speak.
- ☒ No, I do not want to speak.
- ☐ I do not want to speak, but I am available to answer questions.

If you want to speak on an agenda item, please sign up at least 10 minutes before the start of the meeting.

Registration slips are not collected once the meeting begins but will be made part of the record.

## MEETING REGISTRATION

Name: Carole Schneider-Phillips Date: 4/29/25  
PLEASE PRINT

Municipality of Residence: La Crosse

Representation: \_\_\_\_\_

If you are representing an organization or person other than yourself at this meeting.

Agenda Item #: 25-0413

Please fill out a separate sheet for each piece of legislation in which you are registering.

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**Do you support or oppose the agenda item?**

- ☐ Support
- ☒ Oppose
- ☐ Neither support nor oppose

**Do you want to speak?**

- ☐ Yes, I want to speak.
- ☒ No, I do not want to speak.
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If you want to speak on an agenda item, please sign up at least 10 minutes before the start of the meeting.

Registration slips are not collected once the meeting begins but will be made part of the record.

## MEETING REGISTRATION

Name: Jenny Schroeder Date: 4.29.2025  
PLEASE PRINT

Municipality of Residence: LaCrosse

Representation: \_\_\_\_\_  
If you are representing an organization or person other than yourself at this meeting.

Agenda Item #: 25-0413  
Please fill out a separate sheet for each piece of legislation in which you are registering.

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**Do you support or oppose the agenda item?**

- ☐ Support
- ☒ Oppose
- ☐ Neither support nor oppose

**Do you want to speak?**

- ☐ Yes, I want to speak.
- ☒ No, I do not want to speak.
- ☐ I do not want to speak, but I am available to answer questions.



25-0413

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**\* Meeting**

J&A, Tuesday, April 29, 2025 at 6:00pm, City Hall

**\* Agenda Item Number**

25-04131

**\* Do you support or oppose the agenda item?**

Oppose

**\* Do you want to speak?**

No, I do not want to speak.

**\* Are you representing an organization or person other than yourself at this meeting?**

No

**\* Full Name**

Nancy Volden

**\* Email**

[nvolden@gmail.com](mailto:nvolden@gmail.com)

**\* Municipality of Residence:**

City of La Crosse

**\* How will you be attending the meeting?**

Attending Virtually

**\* Rules, Guidelines, and Decorum for Public Hearings**

I have read and reviewed the rules and guidelines above.

25-0413

If you wish to register for an agenda item, please register online no later than 4:00pm the day of the meeting. You can also register in person at least 10 minutes prior to the start of the meeting.

**\* Meeting**

J&A, Tuesday, April 29, 2025 at 6:00pm, City Hall

**\* Agenda Item Number**

25-0413

**\* Do you support or oppose the agenda item?**

Oppose

**\* Do you want to speak?**

I do not want to speak, but I am available to answer questions.

**\* Are you representing an organization or person other than yourself at this meeting?**

No

**\* Full Name**

Debbie Kettner-Sieber

**\* Email**

[debkettner@gmail.com](mailto:debkettner@gmail.com)

**\* Municipality of Residence:**

City of La Crosse

**\* How will you be attending the meeting?**

Attending In Person

**\* Rules, Guidelines, and Decorum for Public Hearings**

I have read and reviewed the rules and guidelines above.

## Craig, Sondra

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**From:** Debbie Seago <debsea53@gmail.com>  
**Sent:** Monday, May 5, 2025 5:49 PM  
**To:** Craig, Sondra  
**Subject:** Agenda item 25-0413  
**Attachments:** IMG\_6934.mp4

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To the attention of Councilpersons:

This is to advise that we remain NOT IN FAVOR of John Mazzola's development proposal to continue until all of the problems have been worked out...the stormwater malfunctions, ditch erosion, HOA clarifications, and rain garden locations and specifications that have changed and disappeared. We realize that the city is desperate for housing and we look forward to having additional neighbors and houses on what has been an abandoned eyesore for several years. John Mazzola left large piles of dirt in our faces for several years. This disrespect, and the city's failure to force a correction/cleanup is remarkable in itself but not the issue here. We have little faith left in anything that Mr. Mazzola promises. We were told at the time we purchased our home that the HOA fee was to maintain the trail. (It was never finished or maintained). Most every resident in Waterview subdivision has a different story. Mr. Mazzola builds fine homes, to be sure. His shortcoming may be in his failure to follow through with engineered land grading. This failure can be shared with Mr. Makepeace (engineer) AND the City of LaCrosse inspectors who all seem to have dropped the ball and allowed errors to occur that have been raising their ugly heads to the detriment of the entire subdivision. For Mr. Schilling's part, as HOA sole administrator, he also has a large share in the responsibility of the failures as he was also responsible for oversight. Homeowners are caught in the middle with no reasonable recourse remaining but to make a plea for the city to step in and NOT ALLOW further development until some agreements and corrections can be reached to avoid damage to other future homeowners.

My own personal concern, to my knowledge, has not been raised. That is the steep grade of the hwy easement under which the homes will be situated. Well above, the busy roundabout has NO GUARDRAIL to protect the homeowners should a vehicle or semi slip off and tumble down the embankment. The roundabouts are slippery during icy weather and the decorative fencing does not perform as a safety guardrail for vehicles.

Lastly, please again refer to page 4 of the Stormwater Operation Agreement document #1714869 which directs the City to have the "authority to inspect and maintain all components of the storm water system In such an event, all associated costs will be assessed back as a special charge against the property pursuant to Sec. 66.0627 Wis. Statutes....."

We respectfully ask that the City delay further development for the above-mentioned reasons.



I have enclosed a VIDEO of the Highway area below the roundabout to which I refer. A second video is to follow separately.

Thank you, Debbie Seago  
6006 River Run Road.

**Craig, Sondra**

---

**From:** Richard Lanser <lanserricke@gmail.com>  
**Sent:** Monday, May 5, 2025 6:35 PM  
**To:** ZZ Council Members  
**Subject:** 25-0413 support

Some people who received this message don't often get email from lanserricke@gmail.com. [Learn why this is important](#)

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Dear Mayor and Council Members,

I am the owner of 6005 River Run Road and my property abuts the southeast side of the proposed development. I am writing this letter in support of the rezoning petition.

In March of 2023 my daughter and I had an appointment to view the property which was almost complete. When we arrived, there was a man in the driveway who I mistook for our real estate agent. As it turned out it was John Mazzola. We talked outside for a bit about the subdivision and what type of residents lived there and I asked him what was going to happen to the north. He said he wanted to build 14 single family homes. I thought that to be an acceptable concept. Long story short, the realtor showed up, I liked the layout and construction and knowing that Mr. Mazzola was still around asked the realtor if he would accept such and such and rather than draft an offer to purchase the realtor asked Mr. Mazzola in person. With a little back and forth we had an agreed upon offer in 30 minutes from when we walked in the door.

I believe denying this rezoning petition would force Mr. Mazzola to sell the parcel to a developer that would develop 4, 8 or even higher unit two story buildings. We would then have issues with cars parking on streets outside the lot and potentially other issues that come with apartment buildings. With his proposed single family homes, they have garages and driveways which are consistent to what we currently have.

When I first heard about the 14 single family homes I thought it to be a good idea. Now when I weigh it against higher density apartment buildings which are an acceptable use of the lot I must ask you to approve this petition.

Sincerely,

Richard Lanser

## Craig, Sondra

---

**From:** Gary Seago <gseago50@gmail.com>  
**Sent:** Monday, May 5, 2025 7:06 PM  
**To:** Craig, Sondra  
**Subject:** 25-0413  
**Attachments:** ACFrOgB0jy1uZ99dJnLGNi6v02JGdL4BmL8FD-UkF3aHmN4AhnQKEpJ-dfmw16eEh\_DoUhEwYvnn2mGA5NfSQzaP5zXjkdCShNg2Kcr95e4giCD4G8\_tl1QPXOBj6OivlmKH89R7Oy80OC87GnSO222hJb2lengbXGRhPLPyw==.pdf; 2023 Estimates - Gary.pdf

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I am writing this to the new residents who will be residing on lot 17 Little Water View. You will now belong to the Waterview Stormwater HOA. Lot 17's responsibility will be 11.33 % of any maintenance or improvements to stormwater issues over the entire system.

Our stormwater ditch had sandy soils and grass. It didn't last long. Even though your rain gardens and biofilters are new, ours are not. Our problems started in 2018 and continue to today. We wanted to make improvements 2-3 years ago, but we couldn't because the person running our HOA (and now yours) is Karl Schilling, the sole administrator. Good luck. He has yet to do anything to help the HOA. We are unsure what's in our account. Attached are 2 estimates to hard pipe the storm water ditch and make the rain gardens look like what the original plan called for, which they never did.

Mr. Mazzola says he has spent a lot of money on repairing the stormwater issues. Pretty much everything he has touched has failed or requires substantial repairs. If I were like you folks going to buy a home in this subdivision, I would surely like to see it having a good- standing HOA.





(608) 632-1624

# Estimate

**Estimate for:**  
Waterview HOA Inc.  
6006 River Run Road  
LaCrosse WI 54601

**Project:**  
Retention Ponds Planting & Mulching

**Payable to:**  
Sams Spades LLC  
Sam Oftedahl  
81 Katie Lane  
Cashton WI 54619

Description	Qty	Unit Price	Total Price
<b>Plant Suggestions</b>			
'Little Bluestem' Grass	186	\$6.99	\$1,300.14
'Prairie Dropseed' Grass	186	\$6.99	\$1,300.14
'Sideoats' Grama Grass	186	\$6.99	\$1,300.14
'Purple Coneflower"	186	\$6.99	\$1,300.14
'New England' Aster	186	\$6.99	\$1,300.14
'Black Eyed Susan'	186	\$6.99	\$1,300.14
'Liatris'	186	\$6.99	\$1,300.14
'Fox Sedge'	186	\$6.99	\$1,300.14
<b>Plant Total</b>			\$10,401.12
Shipping			\$65.00
tax			\$588.56
<b>Material</b>			
Natural Shredded Mulch	13.85	\$35.00	\$484.75
tax			\$26.66
<b>Installation</b>			\$10,868.75

Notes: Tax is included. Plants are in 4in pots.

**\$22,434.84**



# Budget

**Gerke Excavating**  
15341 State Hwy 131, S  
Tomah, WI 54660  
www.gerkeexcavating.com  
Phone (608) 372-4203  
Fax (608) 372-4139

To:  
River Run HOA

Project:  
Storm Sewer Improvements

Proposal #:  
Q22425

Date: August 12, 2022

Line Number	Item Number	Bid Item	Total Cost	Notes per Item
1	619.1000	Mobilization	\$ -	
2	628.1504	Silt Fence	\$ -	
3	830.0136	Storm Sewer HDPE, 36"	\$ -	Add \$50/LF for Concrete Pipe
4	611.2005	Storm Inlet	\$ -	
5	830.0505	Concrete Collar Connections	\$ -	
6	606.0200	Rip-Rap Remove and Reinstall 2-3 loads for entry flume	\$ -	Rest to be covered and buried
7	208.0100	Borrow	\$ -	
8	625.0100	Topsoil	\$ -	
9	630.0100	Turf Restoration, Hydro-seeding	\$ -	
Total Bid Price			\$ 53,531.00	

## Exclusions/Clarifications/Notes

1. Due to current supply chain disruptions on materials such as fabrics, water piping, sanitary piping, storm piping, fittings, valves, hydrants, etc., this proposal is only valid for 30 days after proposal date. Discussions must be documented if price is to be held for longer than 30 days. If no discussion is documented materials may be subject to a price increase.
2. This is a budget number only based on limited information available at this time.
3. Bonds and permits are excluded.
4. All Design and Regulatory Approvals by others.
5. Utility disconnects if any (gas, electrical, cable, fiber, etc.) excluded.
6. A locate request thru Diggers Hotline will be submitted. However, private lines (cable, fiber, irrigation, etc.) are to be located by others. If not located Gerke Excavating is not responsible if damaged.
7. Nothing included for winter conditions such as, blanketing, snow removal, ground thaw, frost removal/replacement, etc. due to the difficulty of quantifying such items. - If needed, an allowance can be discussed.
8. Any testing needed is excluded. - Our installed water service will be flushed until required cleanliness is achieved to get a passing bacteria sample. However, any minimum flow rate/velocity for flushing the water service to satisfy the NFPA is by others.
9. Asphalt work, concrete work and patch work is excluded.
10. Repair of any cracking to existing foundations or adjacent structures due to heavy equipment being used is excluded.
11. Due to processing fees, a 3% surcharge will be added to payments made by credit card.

Sincerely,

Dean McHugh  
Gerke Excavating

The terms listed hereon are satisfactory and (I)/(We) hereby authorize the performance of said work.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

## **ADDITIONAL AGREEMENT PROVISIONS**

### **NOTICE OF LIEN RIGHTS**

AS REQUIRED BY THE WISCONSIN CONSTRUCTION LIEN LAW, CONTRACTOR HEREBY NOTIFIES OWNER THAT PERSONS OR COMPANIES FURNISHING LABOR OR MATERIALS FOR THE CONSTRUCTION ON OWNER'S LAND MAY HAVE LIEN RIGHTS ON OWNER'S LAND AND BUILDINGS IF NOT PAID. THOSE ENTITLED TO LIEN RIGHTS, IN ADDITION TO THE UNDERSIGNED CONTRACTOR, ARE THOSE WHO CONTRACT DIRECTLY WITH THE OWNER OR THOSE WHO GIVE THE OWNER NOTICE WITHIN SIXTY (60) DAYS AFTER THEY FIRST FURNISH LABOR OR MATERIALS FOR CONSTRUCTION. ACCORDINGLY, OWNER PROBABLY WILL RECEIVE NOTICES FROM THOSE WHO FURNISH LABOR OR MATERIALS FOR THE CONSTRUCTION AND SHOULD GIVE A COPY OF EACH NOTICE RECEIVED TO THE MORTGAGE LENDER, IF ANY. CONTRACTOR AGREES TO COOPERATE WITH THE OWNER AND THE OWNER'S LENDER, IF ANY, TO SEE THAT ALL POTENTIAL LIEN CLAIMS ARE DULY PAID.

### **ACCEPTANCE OF WORK**

All labor and material are conclusively accepted as satisfactory unless accepted to in writing within seven (7) days of performance.

### **EXTRA WORK**

All alterations or deviations from any of the terms of this contract shall be in writing and executed by the parties hereto. Any extra costs involved therein will become an extra charge to be paid by PURCHASER over and above the contract price.

### **PURCHASER'S RESPONSIBILITIES**

PURCHASER acknowledges and understands that it shall be responsible for obtaining all permits which may be required in connection with the performance of this Proposal/Contract.

### **DELINQUENCY CHARGE**

Payment is due and payable upon completion of the work. If PURCHASER defaults on the payment required, PURCHASER will be liable for all costs of collection, including reasonable attorney's fees, and a delinquency charge on the balance at the maximum rates allowed by law. If PURCHASER is an organization as defined by Wis. Statue, Section 421.301(28), the Delinquency Charge rate shall be 1.5% per month (18% APR) plus all costs of collection, including reasonable attorney's fees. CONTRACTOR retains title to all merchandise covered by this Agreement until full payment is received according to the above terms of sale. PURCHASER consents in any action or legal proceeding relating to this Contract commenced by the CONTRACTOR to the personal jurisdiction of any court that is either a court of record in the State of Wisconsin or a court of the United States located in the State of Wisconsin.

### **BINDING EFFECT**

This Agreement shall be binding upon the parties hereto, their heirs, personal representatives, successors and assigns.

### **ENTIRE AGREEMENT**

This written Proposal/Contract contains the entire Agreement and understanding between the parties, and no provisions, terms, warranties, representations or promises, either expressed or implied, other than those set forth herein are binding on either party.



## Craig, Sondra

**From:** diana birnbaum <dianabirnbaum@gmail.com>  
**Sent:** Tuesday, May 6, 2025 10:20 PM  
**To:** ZZ Council Members; Steele, Annette; Craig, Sondra  
**Subject:** Item 25-0413 River Run rezoning  
**Attachments:** Waterview plat maps fr Register of Deeds.pdf; Waterview Storm Water Operations recorded 2018.pdf; 22-8-22 Schilling resignation letter.JPG; Waterview Declaration filed 2018.pdf

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May 6, 2025

Dear Mayor and Council Members:

Before you vote on Thursday evening I ask that you review the history and understand the unique problems of our Waterview HOA.

We are not opposed to the construction of multiple single family homes on Lot 17, but we believe 2 major issues need to be resolved before the Council approves rezoning and allows the construction to begin.

Lot 17 is one of 25 lots in the Waterview Subdivision and must comply with both the "Waterview Subdivision Residential Declaration of Covenants Conditions and Restrictions" (#1714868)\* and the "Storm Water Operation and Maintenance agreement" (Document #1714869)\* both filed in 2018. This lot cannot be excluded from these requirements without an amendment to the Waterview Declarations.

The storm water drainage system has been an ongoing struggle since we purchased our twin home from John Mazzola in 2021. John Mazzola purchased 21 of the 25 lots from Developer Karl Schilling in 2018 and began building twin homes.

We have been part of the effort to resolve the problems with Mr. Karl Schilling, who is the named President of the Waterview HOA.

The Waterview HOA was created strictly for the purpose of compliance with the Storm Water Operation and Maintenance Agreement. We do not share any other costs related to our properties. Mr. Schilling has not named any homeowner to serve with him on the HOA, he has not held any meetings with homeowners and he does not communicate with homeowners in any regular way.

This Waterview development is now essentially complete except for Lot 17. Mr Schilling continues to own Lot 21 which is the historic Farmhouse and barn. Mr. Nick Roush owns Lots 1 & 2 with the large apartment buildings. He has a separate "Sunnyside Stormwater Agreement" but is still part of the Waterview HOA.

Typically at this point a subdivision HOA would be turned over by the Developer to the Homeowners. This has not happened. Mr. Karl Schilling sent a letter out to all homeowners in August 2022 announcing he was resigning as Manager of the HOA.\* Four homeowners stepped forward to facilitate a transition. We learned on the advice of 2 attorneys (Brandon Prinsen and Jack Buswell) that the "Waterview Subdivision Residential Declaration of Covenants Conditions and Restrictions" (#1714868) would need to be amended to allow for homeowners to take charge. This document does not contain the language needed to allow homeowners to assume responsibility.

In order to amend the Declarations, Mr Schilling and 2/3 of the property are required to agree. After one and half years, no agreement was reached and Mr. Schilling announced in 2023 he was taking back management of the Waterview HOA. No action has been taken to remedy the stormwater ditch at the north end which creates flooding in several backyards when it rains. Mr. Schilling is telling the property owners it is their individual problem. However he previously stated in his resignation letter, "In fact some of the work that was done by the property owner (Mazzola) may actually end up costing the HOA because it was done in a manner deleterious to the HOA's storm water management system".

Here we are today with a Stormwater System which is not functioning properly and is not being maintained. And the City Council is about to allow Mr. Mazzola to begin another major construction project. This is the same builder who purchased 21 lots from Karl Schilling and failed to construct adequate drainage systems throughout Waterview subdivision.

Our neighborhood is looking forward to welcoming new neighbors, but we need the City's assistance and support in holding the Developer and the Builder accountable. The current Stormwater system threatens the sustainability of our neighborhood. It is in desperate need of repair and maintenance. Homeowners are willing to assume responsibility if allowed.

We ask for your assistance in resolving these problems rather than compounding the problems. Please do not approve the rezoning at this time.

Respectfully,  
Diana Birnbaum (608 780-6816)  
James Birnbaum







Storm Water Operation Agreement  
Wadenvue Subdivision

Document Number

Document Title



1714869

LACROSSE COUNTY  
REGISTER OF DEEDS  
CHERYL A. MCBRIDE

RECORDED ON  
08/15/2018 03:22PM  
REC FEE: 30.00  
EXEMPT #:   
PAGES: 5

Recording Area

Name and Return Address

Property Logic LLC  
P.O. Box 2132  
LaCrosse, WI 54602

Parcel Identification Number (PIN)

Drafted by Karl Schilling

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WRDA Rev. 12/22/2010

## **Storm Water Operation & Maintenance Agreement**

for

**Waterview Subdivision**

**City of La Crosse**

**La Crosse, Wisconsin**

### **1.0 Site Name**

**Waterview Subdivision  
City of La Crosse  
La Crosse County, Wisconsin**

### **2.0 Property Legal Description**

**Waterview Subdivision. Part of the NE ¼ of the NW ¼, SE ¼ of the NW ¼, and NE ¼ of the SW ¼, Section 27, T15-R7W, City of La Crosse, La Crosse County, Wisconsin.**

### **3.0 Owner**

**Waterview Homeowner's Association  
Karl Schilling, President  
PO Box 2132  
La Crosse, WI 54602**

### **4.0 Responsible Party**

**Implementing the erosion control measures and maintaining all permanent storm water BMP's is an indefinite permit requirement. The Waterview Homeowner's Association is responsible for satisfying this Agreement throughout construction and for long term maintenance of the site. If Owner sells the property, that responsibility is passed to the new owner.**

### **5.0 Compliance**

**Compliance requirements of the Wisconsin Department of Natural Resources and the City of La Crosse are satisfied by execution of this agreement, implementation of erosion control measures, inspection and maintenance of erosion control measures, construction of permanent storm water BMP's and long term, continued maintenance of those permanent BMP's.**



## **6.0 Permanent Components of Storm Water System**

The storm water system consists of the permanent components shown on the approved plans which are included as the attached Figure 1. These components include:

- Curb inlets
- Area drain inlets
- Catch Basins
- Storm Pipes
- Drainage Swales/Ditches
- Bio-Infiltration Swales
- Bio-infiltration areas

## **7.0 Inspection & Maintenance**

All components of the storm water system shall be inspected at least semi-annually in early Spring and early Autumn. Repairs will be made whenever the performance of a storm water feature is compromised. Inspection and repairs shall be made as follows:

### **Curb and Area Drain Inlets**

Grates shall be kept clear of any debris which might clog the grate or prevent storm water from entering the storm water conveyance system.

### **Catch Basins**

Sumps shall be inspected every three months. Silt and sediment buildup height may not exceed 3" below the outlet invert elevation. Silt and sediment buildup shall be removed a minimum of once per year.

### **Storm Pipes**

When storm pipes become blocked, preventing the flow, pipes shall be cleaned with a higher velocity jetter to clear the obstruction.

### **Drainage Swales/Ditches**

All swales showing signs of erosion, scour, or channelization shall be repaired, reinforced, and revegetated immediately. All swales shall be repaired to the original plan requirements. The required minimum depth of flow of the swales/ditches is 1.77'. When ditches fill in and are no longer able to provide 1.77' of depth, ditches must be excavated and returned to original lines and grades.

### **Bio-infiltration Areas**

Water plantings at least weekly during first three months of establishment. Inspect planting area at least annually. Maintenance is required when standing water is visible 48 hours after a rainfall event. Maintenance shall consist of removal of all sediment and sub-cutting to a

depth of two feet. The subcut material shall be disposed of and replaced with a mix of 70-85% sand and 15-30% compost, and finished with three inches shredded wood mulch. The bed shall be replanted with native perennial plugs (seeding not allowed) placed 12" on center. In the spring of each year, dead vegetation shall be removed to allow for new growth. Twice per growing season, the planting bed shall be weeded and mulch replenished.

#### Lawn & Landscape Areas

All grading shall be maintained according to the plans. All lawn areas shall be kept clear of debris and material that prevents flow of runoff to the designed grading location.

#### **8.0 Mowing, Fertilizer & Chemical Application**

Mowing of the biofilters is not allowed. Trees, shrubs, and plants planted in the biofilters are not to be mowed. Fertilizers, herbicides, pesticides or other chemicals should not be applied within biofilters.

Mowing of the infiltration swales is allowed, but grass height shall be no shorter than six inches.


#### **9.0 Duty to Provide Maintenance**


It is the responsibility of Waterview Subdivision Homeowner's Association to maintain inspection and maintenance records, and keep on file an annual report documenting the inspection and maintenance of the storm water system. Proof of maintenance is required upon request with each annual report.

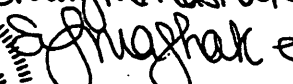
In the event the facility owner fails to perform its obligations under this agreement, the City of La Crosse shall have the authority to inspect and maintain all components of the storm water system. In such an event, all associated costs will be assess back as a special charge against the property pursuant to Sec. 66.0627 Wis. Statutes. Said charge shall be a lien on the property and shall be collected with the real estate taxes.

#### **10.0 Signatures**

The undersigned agrees to the provisions set forth in this agreement.

  
Signature-  
Karl Schilling, President  
Waterview Homeowner's Association  
PO Box 2132  
La Crosse, WI 54601

  
Date 8/15/18  
8/15/18

Emily M. Mashak  
 exp 12-2019



*ALL OF LOTS 1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24 & 25,  
WATerview SUBDIVISION, LOCATED IN  
PART OF THE NE 1/4 - NW 1/4, SE 1/4 - NW 1/4 AND THE  
NE 1/4 - SW 1/4, SECTION 27, T15N-R7W, CITY OF LA CROSSE,  
LA CROSSE COUNTY, WISCONSIN*





Property Logic LLC  
PO Box 2132  
La Crosse, WI 54602-2132

August 22, 2022

Wateview Subdivision  
La Crosse, WI 54601

Dear Waterview HOA property owners,

As the subdivision's initial Developer, I took on the HOA administrative role in 2018. Since that time, the lots have been sold and many of the current owners reside in the subdivision. As I do not reside in the Waterview Subdivision and many of you do, it is time to pass on the HOA administration responsibilities to you. A small group of homeowners have expressed an interest in taking on a more active role in the HOA and I believe they would be good candidates to take over as I will be stepping down.

The HOA is responsible for storm water management and assessing and collecting HOA fees:

1. Storm water Management: Annual inspections have been done with the most recent one completed August 13-14, 2022. The inspection showed the system was properly designed and functioning as it is supposed to; no issues were identified by the Engineer or the City of La Crosse. It has been assumed that property owners with storm water features on their land would be taking care of the weed control on those installations since they own the land. However, this task could be taken over by the HOA if the majority of homeowners agree, but additional fees would likely need to be assessed to cover the cost.
2. HOA Fees: Since the subdivision is relatively new, fees collected to-date have been used to start building a fund that can be used towards future costs when they arise. The only expenses paid from HOA funds have been for the property tax on HOA-owned outlots 1 and 3 and administrative services, as follows: Billing & Collection of HOA fees, bookkeeping, tax filing, postage, responding to homeowner inquiries, etc. To note, there will be a charge for the recent storm water systems inspection but that invoice has not been received yet. The HOA 2022 fees have been assessed and partially collected. I will provide a list of property owners who still owe on the 2022 fees, upon request.

I should also mention there has been a claim that the HOA owes for some storm water work done by one of the property owners at Waterview. These charges have been looked into and it has been concluded that the charges are unfounded and not the responsibility of the HOA. In fact, some of the work that was done by the property owner may actually end up costing the HOA because it was done in a manner deleterious to the HOA's storm water management system.

Effective immediately, I am stepping down as the Waterview HOA administrator. Please let me know as soon as possible where I should send the Waterview HOA records and banking information. We will also need to transfer access to the bank account to the identified individual(s).

Thank you,

Karl J. Schilling  
Property Logic LLC



\* 1 7 1 4 8 6 8 1 7 \*

1714868

LACROSSE COUNTY  
REGISTER OF DEEDS  
CHERYL A. MCBRIDE

RECORDED ON  
08/15/2018 03:22PM  
REC FEE: 30.00  
EXEMPT #:   
PAGES: 17

Recording Area

Name and Return Address

Property Logic LLC  
P.O. Box 2132  
LaCrosse, WI 54602

Parcel Identification Number (PIN)

Waterview Subdivision  
Residential declaration of covenants  
conditions and Restrictions

Document Number

Document Title

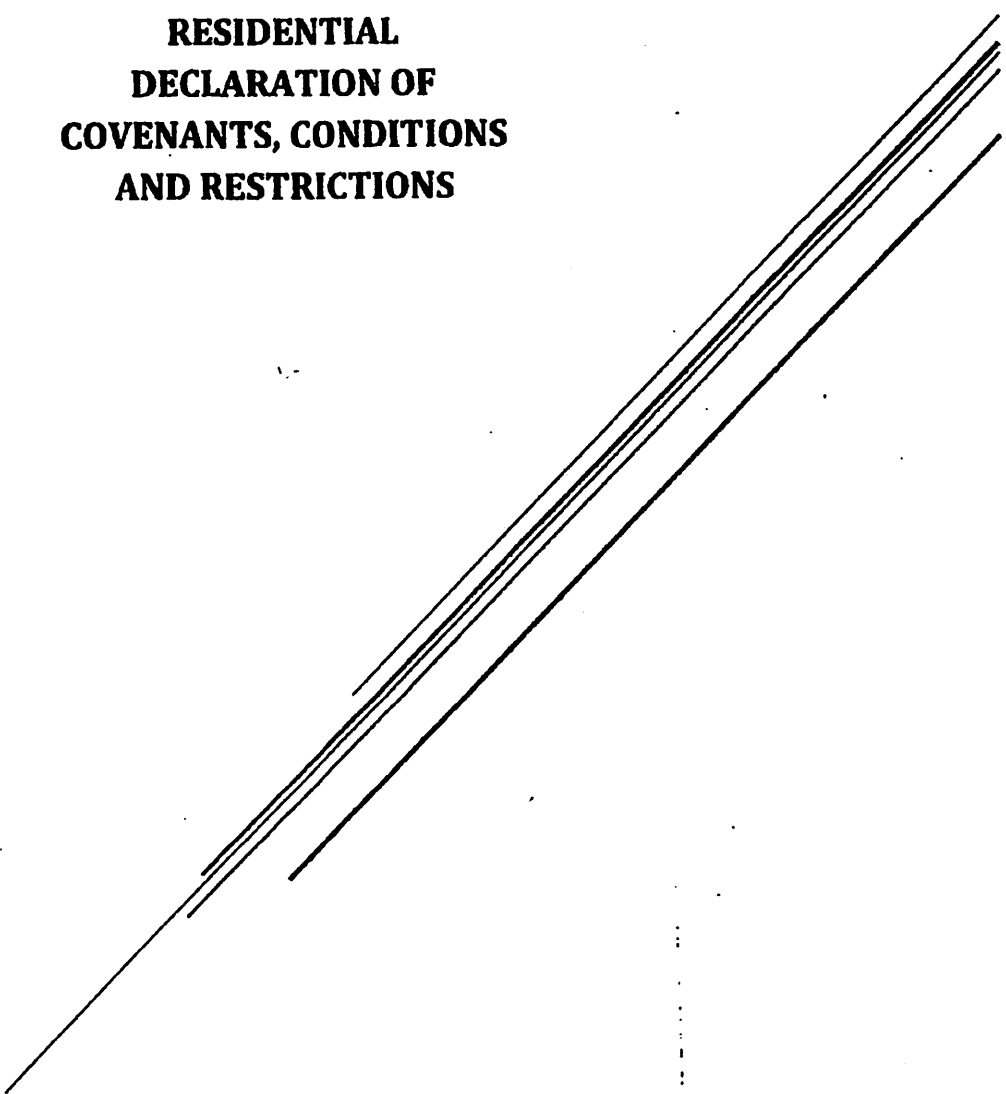
Drafted by Karl Schilling

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WRDA Rev. 12/22/2010

# WATERVIEW SUBDIVISION

## **RESIDENTIAL DECLARATION OF COVENANTS, CONDITIONS AND RESTRICTIONS**



Property Logic, LLC  
August 15, 2018



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## RESIDENTIAL DECLARATION OF COVENANTS, CONDITIONS & RESTRICTIONS

This residential Declaration of Covenants, Conditions and Restrictions ("Declaration") is made on the date hereafter stated by Property Logic, LLC, a Wisconsin limited liability company ("Developer").

**RECITALS:** Developer is owner of the real estate and improvements legally described on Exhibit A. Developer desires to make the property subject to all of the covenants, conditions and restrictions of this Declaration for the purpose of protecting the value and desirability of the Property as twin home, multi-family sites, and high-density multi-family sites.

**DECLARATION:** Now, therefore, Developer declares that the Property is and shall be subject to all of the provisions of this Declaration and shall be held, owned, sold, transferred, conveyed, hypothecated, encumbered, leased, occupied, built upon and otherwise used, improved and maintained subject to all of the provisions of this Declaration, which provisions shall run with the title to the Property and shall be binding upon and inure to the benefit of the Developer and all Owners of the Property.

(1) **DEFINITIONS:** As used throughout this Declaration, the following terms shall have the meanings set forth below, which meanings shall be applicable to both the singular and plural forms and tenses of such terms:

- **"ARC"** shall mean the architectural review committee as established herein.
- **"Architectural Standards"** shall mean standards prepared, issued and amended from time to time by the ARC pursuant to Variances.
- **"Declaration"** shall mean this Residential Declaration of Covenants, Conditions and Restrictions, all amendments thereto and any Architectural Standards.
- **"Developer"** shall mean Property Logic, LLC, a Wisconsin limited liability company, its successors and assigns.
- **"HOA"** shall mean Home Owner's Association.
- **"Improvement"** shall mean and refer to any building, structure, object or device constructed, erected or placed upon any Lot which in any way affects the exterior appearance of the Lot. Improvements shall include by way of illustration and not limitation, buildings, sheds, foundations, structures, mailboxes, decks, patios, swimming pools, utility lanes, roads, driveways, walkways, paving, curbing, parking areas, grading, excavations, trees, shrubbery, landscaping, fences, exterior lighting, screening, walls, signs, and any other man-made changes or alterations to the condition of the Lot on the date of this Declaration.
- **"Lot"** shall mean the real estate legally described under the heading "Single Lot" on Exhibit B and any Improvements thereon. In the event that any Lots are combined or sub-divided pursuant to further subdivision hereof, then each new parcel created by said approved combination or subdivision shall thereafter be considered a single Lot.
- **"Occupant"** shall mean and include any Owner and the family members, guests, tenants, agents, servants, employees and invitees of any Owner, and any other person who occupies or uses any Lot. All actions or omissions of any Occupant are and shall be deemed the actions or omissions of the Owner.
- **"Outlot"** shall mean the real estate designated as Outlots 1 and 3 on Exhibit B. These lots are owned by the HOA. Outlots 2 and 4 on Exhibit B are owned by the Developer at this time; however, at the Developer's discretion, they may be added to HOA ownership in the future.
- **"Owner"** shall mean and refer to the record owner, including Developer, of fee simple title to any Lot. A land contract purchaser shall be considered an Owner after the date of closing of the land contract.
- **"Property"** shall mean the real estate described on Exhibit A and shown on Exhibit B.
- **"WDNR"** shall mean the Wisconsin Department of Natural Resources.

(2) **REFERENCES:** This document refers to numerous legal, Planning and design documents related to the Waterview Subdivision. These documents are as follows:



- **"Plans"**, created by Makepeace Engineering, refers to the Waterview Subdivision Construction Plans, which detail construction of all subdivision improvements.
  - **"Plat"**, created by Coulee Region Land Surveyors, filed at the La Crosse County Register of Deeds.
  - **"Specifications"**, created by Makepeace Engineering, refers to the Waterview Subdivision Specification and Project Manual, which detail and specify construction of all subdivision improvements.
  - **"Storm Water Management and Erosion Control Plan Narrative"**, created by Makepeace Engineering, was submitted to, and approved by, the City of La Crosse, and the WDNR. The report details the selection and provides calculations to support design of storm water management improvements and facilities constructed to serve the development.
  - **"Storm Water Operation and Maintenance Agreement"**, created by Makepeace Engineering and signed by the Developer. The Agreement assigns ongoing responsibility for proper maintenance and operation of storm water management improvements and facilities constructed to serve the development. The agreement is on file with the La Crosse County Register of Deeds.
- (3) **EASEMENTS:** Developer does hereby establish drainage and utility easements as shown in the Plat and on the Plans. No owner of any Lot may construct any improvements within any drainage and utility easements. Swales and ditches shall be maintained by the HOA to ensure continued performance as the Plans intended.
- (4) **ARCHITECTURAL REVIEW COMMITTEE AND APPROVALS:**
- 4.01 **Purpose of the ARC** shall be to approve, approve with conditions, or disapprove any Plans and Specifications for any proposed improvements that are submitted to the ARC, to respond to inquiries from any Owner regarding this Declaration and to take any enforcement or other action that is both authorized by this Declaration and deemed appropriate by the ARC in the circumstance.
- 4.02 **Composition of the ARC** shall consist initially of the Developer. Developer may appoint up to two additional members to serve on the ARC with Developer. Any members so appointed may be removed by Developer at any time. Developer and any members appointed by Developer shall cease to be members of the ARC on a date that is two years after the first day on which Developer no longer owns any portion of the Property. Notwithstanding the above, Developer may resign from the ARC (which resignation shall also be effective for any members appointed by Developer) by giving written notice of not less than six months to each Owner.
- 4.03 **Continuation of the ARC**. If a majority of the Owners wish to continue the ARC beyond the date Developer and members appointed by Developer cease to be members of the ARC, then the Owners shall elect three Owners to serve on the ARC. One Owner shall be elected for a one-year term, one for a two-year term, and one for a three-year term. Thereafter one Owner shall be elected or re-elected each year for a three-year term to take the place of the Owner whose term is expiring. Said elections shall be by majority vote of the Owners present in person or by proxy at a meeting of the Owners called by written notice for this purpose.
- 4.04 **Procedure and Meetings**. While Developer serves as a member of the ARC, meetings shall be held at such time and place as Developer determines necessary to conduct the business of the ARC. Thereafter the scheduling of meetings shall be determined by the members of the ARC. A majority of the members shall constitute a quorum of the ARC for the transaction of business and the affirmative vote of a majority of those present or by proxy at a meeting of the ARC shall constitute the action of the ARC on any matter which comes before it. The ARC shall have the right from time to time to adopt and establish such rules and regulations as may be determined to be necessary concerning the procedure, notice of meetings, and all other matters concerning the conduct of the business of the ARC.
- 4.05 **Approval of Plans and Specifications**.
- 4.05.1 No improvement (as defined on page 3) of any kind shall be erected, installed, placed, moved onto, altered, replaced, relocated, permitted to remain on or maintained on any Lot unless Plans and Specifications therefore have been submitted to and approved by the ARC.

- 4.05.2 The ARC is hereby authorized and empowered to approve, approve with conditions or disapprove all Plans and Specifications for any Improvements on any part of the Property. Prior to commencement of any Improvements on any Lot, the Owner thereof shall submit to the ARC Plans and Specifications and all related information requested by the ARC for the purpose of evaluating the proposed Improvements. It is the sole responsibility of the Owner to consult with the ARC to determine what information the ARC believes is necessary to adequately evaluate the proposed Improvement.
- 4.05.3 The ARC shall, in its sole discretion, approve, approve with conditions or disapprove any proposed Improvement. Notwithstanding anything herein to the contrary, no ARC approval is required for an Owner to make interior Improvements and alterations that do not affect exterior appearance.
- 4.05.4 The ARC's decision to approve, approve with conditions or disapprove any proposed Improvement may be based on any grounds that the ARC believes in good faith to be appropriate, including but not limited to purely aesthetic considerations, failure to comply with any provisions of this Declaration, failure to provide requested information, objection to exterior design, appearance or materials, objection on the grounds of incompatibility with other Improvements on the Property, objection to the landscaping Plan, color scheme, finish, proportions, style of architecture, height, bulk or appropriateness of any Improvement or any other matter which, in the sole judgement of the ARC, would render the proposed Improvement inappropriate for the Property. Approval of Plans and Specifications by the ARC for Improvements to one particular Lot shall not be deemed an approval, or otherwise obligate the ARC to approve similar Plans and Specifications or any of the features or elements thereof for any other Lot.
- 4.05.5 In the event the ARC fails to approve Plans and Specifications for any proposed Improvement within thirty (30) days after receipt by the ARC, then those Plans and Specifications will be deemed to have been disapproved.
- 4.05.6 Any revisions, modifications or changes to any Plans and Specifications previously approved by the ARC must be approved in the same manner as the original Plans and Specifications.
- 4.05.7 If construction of approved Improvements has not substantially commenced within two years of approval, then the original approval shall be void and the Owner shall resubmit all Plans and Specifications to the ARC for approval in the manner specified above.
- 4.05.8 It is the sole responsibility of the Owner to secure approval for all aspects of any proposed Improvement. Any Improvement that is constructed, erected or placed on any Lot without approval of the ARC shall be deemed disapproved for a period of three years from the date of completion of the Improvement. In the event that an action for Enforcement with respect to the disapproved Improvement is not undertaken pursuant to Enforcement (page 10) within three years of the date of completion, then that Improvement shall be deemed approved. Notwithstanding the above, the ARC shall have the authority, in its sole discretion, to approve an Improvement after its completion, if the ARC believes the Improvement would have been approved had the appropriate Plans and Specifications been submitted to the ARC prior to the start of the Improvement.
- 4.06 **ARC Not Continued.** In the event the Owners do not continue the ARC as permitted by 4.03 hereof beyond the date Developer and members appointed by Developer cease to be members of the ARC, then the approvals under 4.05 hereof are no longer required. However, regardless of the existence of the ARC, the restrictions contained in Use and Development Restrictions & Architectural Standards (page 6) and Architectural Standards promulgated thereunder are applicable to all Improvements.
- 4.07 **No Implied Variance.** The approval of any Plans and Specifications under Architectural Review Committee and Approvals (pages 4-5) shall not be presumed to grant any variance from the provisions

of Use and Development Restrictions & Architectural Standards (pages 6-9) of this Declaration, unless the specific provisions of 5.28 are also complied with.

**4.08 Subsurface Conditions.** The approval of Plans and Specifications by the ARC for any Improvements on a Lot shall not be construed in any respect as a representation or warranty by the ARC to the Owner submitting such Plans and Specifications or to any of the successors or assigns of such Owner that the surface or subsurface conditions of such Lot are suitable for the construction of the Improvements contemplated. It shall be the sole responsibility of each Owner to determine the suitability and adequacy of the surface and subsurface conditions of any Lot for the construction of any Improvements contemplated thereon.

**(5) USE AND DEVELOPMENT RESTRICTIONS & ARCHITECTURAL STANDARDS:** Compliance with the provisions of this Use and Development Restrictions & Architectural Standards (5) do not in any way diminish the obligation of the Owner to comply with the provisions of 4.05 regarding the approval of Improvements. To note, Lot 21 shall generally comply with the following standards, however, there may be some exceptions as approved by the ARC for Lot 21 only.

**5.01 Permitted Use** for each Lot shall be subject to the City of La Crosse zoning ordinance for the individual Lot. Additionally, for Lots zoned R2, enclosed parking for at least two vehicles per residential unit is required.

No building previously erected elsewhere shall be moved onto any Lot. No basement homes are permitted. No mobile home, travel trailer, motorhome, tent, shack, garage, barn or other accessory building shall be used as a temporary or permanent residence.

**5.02 Underground Utilities.** All utility lines, conduit and wiring for electrical, gas, telephone, water, sewer, cable television, security and any other utility service for any portion of the Property shall be installed and maintained below ground.

**5.03 Utility Meters and HVAC Equipment.** All utility meters, HVAC equipment, electrical transformers, telephone and cable television pedestals or junction boxes located on any Lot shall, to the extent practicable, be located on the side or rear of the house and screened from view.

**5.04 Lot Corners.** Owner shall promptly cause to be replaced by a licensed surveyor any Lot corner monuments which are removed or displaced during construction of Owner's Improvements. All Lot corner monuments are to remain in place and visibly marked.

**5.05 Satellite Dishes and Antennae.** One satellite dish not greater than twenty-four inches (24") in diameter may be attached to the house or mounted adjacent to the house so long as it is of a neutral color and the highest portion of the dish is lower than the nearest roof peak. No other satellite dishes, radio antenna, radio receiver, aerial or other similar device may be installed on any Lot unless it is contained entirely within the interior of a building and is not visible from any street or other Lot.

**5.06 Building Setbacks.** All building setbacks shall comply with City of La Crosse requirements. Notwithstanding the above, the exact location, both horizontal and vertical, of any Improvement on any Lot shall be subject to the approval of the ARC.

**5.07 Animals.** All Owners shall comply at all times with all applicable laws and ordinances regarding the keeping and maintenance of animals. No animal shall be allowed to make an unreasonable amount of noise or become a nuisance. Animals shall not be allowed to roam unattended on the property and shall not be tied or tethered on any Lot. Excrement from any animal shall be picked up promptly and disposed of in a safe and sanitary manner. Any cage, house, fencing, enclosure or other device for the keeping of any animal shall be considered an Improvement subject to the provisions of 4.05 of this Declaration.

**5.08 Vehicles, Machinery and Equipment.** Motorhomes, mobile homes, any vehicles not normally used by the general public for day passenger use, trailers of any kind, campers, motorcycle, bicycles, motorized carts and all-terrain vehicles, lawn mowers, tractors, tools, construction machinery and equipment of any nature, golf carts, boats and any other type of watercraft, including boat trailers, inoperable



vehicles of any type and any other similar types of vehicles, machinery and equipment shall not be permitted, stored or allowed to remain on any Lot unless the same is placed, stored and maintained within a fully enclosed structure on such Lot. No vehicle shall be parked on any non-paved area. No Owner or Occupant shall repair or restore any vehicle, machinery or equipment on any Lot except within enclosed garages or workshops or for emergency repairs only.

- 5.09 **Driveways and Parking Areas.** All driveways and parking areas on any Lot shall be constructed of concrete, concrete pavers or asphalt. The width of the driveway at the front property line shall not be greater than twenty (20) feet. Multi-family Lots 1, 2 and 17 driveway width shall not be greater than twenty-six (26) feet.
- 5.10 **Street Trees.** At Owner's expense, tree(s) of the size, type and quantity and in locations specified by the ARC shall be planted and maintained. The ARC specifications shall incorporate City of La Crosse tree planting requirements.
- 5.11 **Lawn Areas.** Areas of the front yard intended as lawn must be sodded. Side and rear yard areas may be sodded or seeded.
- 5.12 **Mailboxes.** The owner will install, at the Owner's cost, a mailbox post and mailbox specified by the ARC. Not applicable to multifamily Lots 1, 2 and 17 (arc to approve).
- 5.13 **Garages.** Approved Improvements must contain garage space sufficient to house at least two vehicles. No garage door may face any street unless set back at least sixteen (16) feet behind the front of the house and limited to two cars in width. Not applicable to multifamily Lots 1, 2 and 17 (arc to approve).
- 5.14 **Minimum Living Space.** No twin-home shall contain less than 1,100 square feet of floor area on the main floor. No living space located below or partially below ground level will be included in the calculation of floor area. Multi-family, and high density, multi-family square footage will be at ARC discretion and approval. The judgment of the ARC in determining floor area will be final.
- 5.15 **Windows and Window Treatments.** Reflective materials or window coverings are not permitted on any windows. No window treatments are permitted except shades, blinds, or other materials designed, manufactured and intended for that specific use. Windows and window treatments visible from the exterior are considered Improvements subject to the provision of 11.05 of this Declaration.
- 5.16 **Roofing.** No solar or other energy collection panel, equipment or device shall be installed or maintained on any Lot. All plumbing and heating vents, stacks and other projections of any nature that are placed on the roof shall be of a color that closely matches the roofing material. No raw aluminum or galvanized material is permitted.
- 5.17 **Exterior Lighting.** All exterior lighting should be directed and shielded in a manner that minimizes the impact on other Lots.
- 5.18 **Chimneys.** If a portion of the structure extends beyond the wall of the home for the purpose of housing a fireplace, then a chimney that extends above the roofline of the home is required. Venting of fireplaces on the side of the home is prohibited unless all visible portions of the exhaust vent are colored to match the siding.
- 5.19 **Play Equipment.** Children's toys, swing sets, jungle gyms and similar outdoor recreational equipment shall be approved only in the rear and side yards.
- 5.20 **Signage.** No sign of any kind shall be displayed to the public view on any single/twindo Lot except one (1) sign of not more than four (4) square feet located in the front yard advertising the property for sale or advertising the name of the home builder during the construction period. A multifamily Lot may display a sign of not more than thirty-two (32) square feet.
- 5.21 **Fences.** No fence of any kind shall be installed on any Lot unless it complies with the following:
  - 5.21.1 Fencing material visible from the street or other Lots must be wood, polyvinyl chloride or other generally acceptable material commonly used for decorative fencing. All wood fencing must be painted or stained. Bare treated wood is not permitted.

- 5.21.2 Bare chain link or other metal fencing is permitted only for dog kennels or other animal enclosures and only if screened from view on at least two sides by other fencing.
- 5.21.3 Coated chain link fencing may be permitted by the ARC only as a variance under 5.27 hereof.
- 5.21.4 Any fence that is taller than four (4) feet, as measured from the bottom of the fence panel to the highest point of the panel excluding posts and finials, shall be no closer than five (5) feet from any property line; except that a section of privacy fence not exceeding six (6) feet in height and twenty (20) feet in length may be installed between adjacent houses.
- 5.21.5 The width of the horizontal or vertical members of any fence located in a front yard may not be wider than the open space between those members. Any fence located in a yard facing a street is limited to four (4) feet in height.
- 5.21.6 No fence of any kind may be located more than 200 feet from the front Lot line of a Lot, unless approved as a variance under 5.28 hereof.
- 5.22 **Swimming Pools and Tennis Courts.** Tennis courts and above-ground swimming pools are not permitted under any circumstances. In-ground swimming pools, hot tubs, reflecting ponds, saunas, whirlpools and other similar amenities may be approved at the discretion of the ARC.
- 5.23 **Clotheslines.** Clotheslines that are installed and extended in a permanent manner are not permitted. Clotheslines that can be installed or extended on a temporary basis are permitted, so long as they are promptly removed when not in use.
- 5.24 **Noxious Practices.** No noxious or offensive activity or practice shall be carried on upon the Property, nor shall any activity or practice become an annoyance or nuisance to other Owners or Occupants. Rubbish, trash, garbage and other waste shall be kept in clean and sanitary containers and stored within a garage.
- 5.25 **Noxious or Objectionable Colors.** Variety in colors, and multiple colors on a home are encouraged. However, individual colors or color schemes that are regarded as noxious or objectionable by a majority of Owners are not permitted.
- 5.26 **Architectural Standards.** The ARC is hereby authorized to promulgate, amend and modify from time to time architectural standards governing policies, guidelines and requirements to be satisfied with respect to the construction, location, drainage, grading, landscaping and design of any Improvements on any Lot. The Architectural Standards adopted by the ARC shall be in addition to the provisions and requirements set forth in this Declaration and shall be binding upon and enforceable against all Owners.
- 5.27 **Variance.** The ARC, in its sole and absolute discretion, shall have the exclusive right to grant variances with respect to Use and Development Restrictions & Architectural Standards (pages 6-8) and any Architectural Standards promulgated hereunder. A request for a variance shall be submitted to the ARC by the Owner in writing. No variance shall be effective unless granted by the ARC in writing. The approval of any Plans and Specifications under the procedure established in Architectural Review Committee and Approvals (pages 4-5) of this Declaration shall not be presumed to grant any variance unless specifically granted under the provisions of 5.27.

**(6) OWNER'S RESPONSIBILITIES:**

- 6.01 **Approvals.** It is the sole responsibility of the Owner to secure approval of all aspects of any proposed Improvement. In the event that any Improvement or aspect thereof is constructed, erected or placed on any Lot without approval of the ARC, and the ARC requests removal of said Improvement, the Owner will comply with said request promptly and restore the disturbed portion of the Lot to its condition prior to commencement of the Improvement.
- 6.02 **Construction Period.** During the construction of any Improvements, all Lots shall be maintained in a clean condition, free of debris and waste material. All unused construction materials shall be stored, to

the extent practicable, out of view from any street. All construction trash, debris and rubbish shall be properly disposed of off of the Property or contained within a dumpster.

**6.03 Commencement and Completion of Construction.** Upon commencement of construction of any Improvement, work thereon shall be prosecuted diligently and continuously and shall be completed within one (1) year of the commencement date of said construction.

**6.04 Erosion Control.** No Owner shall allow dirt, mud, gravel or other substances to collect or remain in any street or on any other Lot. Each Owner shall cause all such dirt, mud, gravel and other substances to be removed from the treads and wheels of all vehicles used in or related to the construction of Improvements prior to such vehicle traveling on any street adjacent to the Property. Each Owner shall install and maintain, at the Owner's cost, all erosion control measures requested by the ARC or the Developer for the purpose of preventing soil material from eroding from the Owner's Lot onto adjacent Lots or the street. Regardless of the foregoing, it shall be the Owner's responsibility to promptly clean up, repair and restore any damage caused by erosion from the Owner's Lot to adjacent Lots or the street.

**6.05 General Maintenance.** The owner shall maintain all Improvements, including but not limited to all structures of any kind and all landscaping, in a neat, clean and sanitary condition at all times. Dead or diseased vegetation, stumps, weeds, rubbish, debris, garbage and waste material shall be promptly removed from each Lot.

**6.06 Maintenance of Roadway Boulevard and Roadway Islands.** The City of La Crosse provides tree trimming for boulevard trees. Caring for traffic Island areas requires the reasonable cooperation of Owners. This covenant is intended to specifically require Owners to provide the necessary cooperation and resources to meet the following maintenance and upkeep standards.

Each Owner shall be responsible for the maintenance and upkeep of the landscaping provided in areas of the public right-of-way adjacent to their Lot. This shall include the adjacent land behind Lots 4, 5, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16 and 17 from the lot lines up to the path surrounding the lake. Maintenance and upkeep includes, but is not limited to, mowing lawn, watering during dry periods, removing weeds, trimming shrubs to an aesthetic form, replanting of plants or lawn areas that may die from time to time, fertilizing, replacing planting mulch, and eradicating infestations of disease or insects.

## **(7) HOA:**

**7.01 Composition of the HOA** shall consist initially of the Developer. Developer may appoint up to two additional members to serve on the HOA with Developer. Any members so appointed may be removed by Developer at any time. Developer and any members appointed by Developer shall cease to be members of the HOA on a date that is two years after the first day on which Developer no longer owns any portion of the Property. Notwithstanding the above, Developer may resign from the HOA (which resignation shall also be effective for any members appointed by Developer) by giving written notice of not less than six months to each Owner.

**7.02 Responsibilities of the HOA:** The HOA shall meet once annually; additional meetings shall be conducted, as necessary. The HOA is responsible for continued property function of all storm water management Improvements and facilities constructed for the development. All constructed storm water Improvements are contained in the Outlots or drainage and utility easements shown in the Plat.

Constructed storm water management Improvements include the storm sewer inlets and catch basins, storm sewer pipe drainage ditches and swales, and biofilters shown on the Plans. Generally, drainage ditches and swales have been constructed within drainage and utility easements, whereas biofilters have been constructed within Outlots.

The HOA must conduct inspections, perform maintenance and repairs, and ensure continued proper function of these Improvements in accordance with the Storm Water Operation and Maintenance Agreement. All costs associated with Inspection, maintenance, and repairs of storm water management facilities are the responsibility of the HOA.

The HOA shall generate adequate revenue, through annual dues or special assessments, to ensure the requirements of the Storm Water Operation and Maintenance Agreement are met. The HOA maintains the right to increase the scope of items taken care of by the HOA. Lots 1, 2 and 17 shall each be responsible for 11.33% of total annual dues and special assessments. Lots 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 18, 19, 20, 21, 22, 23, 24, 25 shall each be responsible for 3.0% of total annual dues and special assessments.

The City of La Crosse has assumed ownership of all storm sewer pipe, culverts and catch basins which are located mostly, or entirely within City of La Crosse right-of-way. Maintenance of these items is not the responsibility of the HOA.

**(8) CASUALTY AND CONDEMNATION:**

**8.01 Damage or Destruction.** In the event of any fire or any other casualty which damages or destroys any portion of any Lot (including Improvements thereon), the Owner shall promptly repair and otherwise restore such Lot (including Improvements thereon) to the condition in which the same existed immediately prior to such damage provided, however, that any such restoration or repair shall be subject to compliance with all of the terms and provisions of this Declaration. In the event of complete destruction of the Improvement, then the Owner shall promptly clear away any remaining debris and shall leave such Lot and any remaining Improvements in a clean, orderly and safe condition.

**8.02 Condemnation of Lots or Dwellings.** In the event that all or any portion of a Lot is taken as a result of, in lieu of, or in anticipation of the exercise of the right of eminent domain or condemnation, then, to the extent practicable, the Owner of such Lot shall promptly repair, reconstruct, rebuild and otherwise restore the remaining portions of the Lot subject to such taking as nearly as practicable to the condition in which the same existed immediately prior to such taking; provided, however, that any such restoration shall be subject to compliance with all of the terms and provisions of this Declaration. In the event the restoration is impracticable or would otherwise violate any of the terms and provisions of this Declaration, then such Owner shall promptly clear away any remaining Improvements damaged or destroyed by such taking and shall leave such Lot and any remaining Improvements in a clean, orderly and safe condition.

**(9) TERM AND AMENDMENTS:**

**9.01 Term.** The covenants, conditions and restrictions set forth in this Declaration shall run with and bind all of the Property, shall inure to the benefit of all Owners and their heirs, executors, personal representatives, administrators, successors and assigns, and shall be and remain in effect for a period of thirty (30) years from and after the date hereof, after which time this Declaration shall be automatically renewed and extended for successive and continuous periods of ten (10) years each, unless an agreement executed by the Owners of at least two-thirds (2/3) or more of the Lots agreeing to terminate or modify this Declaration has been recorded in the office of the Register of Deeds of La Crosse County, Wisconsin.

**9.02 Amendment by Owners.** Except for amendments under 9.02 hereof, any amendments to this Declaration shall be executed by the Owners of at least two-thirds (2/3) of the Lots, shall be consented to by Developer if Developer owns any of the Lots, and shall be effective upon recording in the office of the Register of Deeds of La Crosse County.

**(10) ENFORCEMENT:** In the event any of the provisions of this Declaration are breached or are otherwise not being complied with in all respects by the Owner or Occupant or the respective family members, guests, invitees, agents, employees or contractors of such Owner or Occupant, then the Developer, the HOA or the ARC shall have the right and authority, but not the obligation, to enforce the provision of this Declaration.

**(11) MISCELLANEOUS PROVISIONS:**

**11.01 Further Subdivision.** No Lot or Lots may be combined or subdivided without the prior written consent of the ARC.



- 11.02 **Severability.** If any provisions of this Declaration or the application thereof to any person or circumstance shall, to any extent, be invalid or unenforceable, the remainder of this Declaration or this application of such provisions to persons or circumstances other than those as to which it is held invalid or unenforceable shall not be affected thereby and each provision shall be valid and enforceable to the fullest extent permitted by law.
- 11.03 **Binding Effect.** The terms and conditions of this Declaration shall be binding upon each Owner or Occupant and their respective heirs, executors, administrators, personal representatives, successors and assigns and shall inure to the benefit of Developer, the ARC and all Owners and their respective heirs, executors, administrators, personal representatives, successors and assigns.
- 11.04 **Conflict or Ambiguity.** In the event of any conflict or ambiguity in the terms and provisions of this Declaration, the general rules of construction against one party as a result of that party having drafted this Declaration are hereby waived by each Owner. To the fullest extent allowed by law, no conflicts or ambiguity shall be resolved in favor of or to the advantage of one party as opposed to another.
- 11.05 **Interpretation.** In all cases, the provisions set forth and provided for in this Declaration shall be construed together and given that interpretation or construction which, in the opinion of the Developer, will best effect the intent of the general Plan of development for the Property. The provisions hereof shall be liberally interpreted and, if necessary, they shall be so extended or enlarged by implication so as to make them fully effective. The provisions of this Declaration shall be given full force and effect, notwithstanding the existence of any zoning or building codes which are less restrictive. The effective date of this Declaration shall be the date hereof. This Declaration shall be construed under and in accordance with the laws of the State of Wisconsin.
- 11.06 **Rights of Third Parties.** This Declaration shall be recorded for the benefit of Developer, the ARC, the Owners and such third parties and entities as are herein or in any other document or instrument granted rights, privileges and easement in the Property, and by such recording no other adjoining property owners or third parties shall have any right, title or interest whatsoever in the Property or its operation and continuation, in the enforcement of any of the provisions if this Declaration or the right to consent to or approve any amendment or modification to this Declaration.
- 11.07 **No Trespass.** Whenever the Developer, the ARC and their respective agents, employees, representatives, successors and assigns, are permitted by this Declaration to enter upon any Lot to take any action permitted herein, the entering thereon and the taking of such action shall not be deemed a trespass.
- 11.08 **No Partition.** Each Owner hereby waives any right to seek or obtain judicial partition of any portion of the Property.
- 11.09 **Reservation of Rights.** Notwithstanding anything provided herein to the contrary, no sale, transfer, conveyance, lease, pledge, encumbrance or other hypothecation of any Lot by Developer to any other party shall constitute or be deemed a transfer of any of the rights reserved herein to Developer.
- 11.10 **Standards for Review.** Whenever in this Declaration Developer or the ARC has the right to approve, consent to or require any action be taken pursuant to the terms hereof, such approval, consent or required action shall, except as otherwise specifically provided herein to the contrary, be given or withheld in the sole and absolute discretion of Developer or the ARC, as the case may be.
- 11.11 **Oral Statements.** Oral statements or representations by Developer, the ARC or any of their respective employees, agents, representatives, successors or assigns shall not be binding on Developer or the ARC.
- 11.12 **Notices.** Notices required hereunder shall be in writing and shall be delivered by hand or sent by United States mail, postage prepaid. All notices to Owners shall be delivered or sent to such addresses as have been designated in writing or, if no such address has been so designated, at the address of such Owner's respective Lot. All notices to the ARC shall be delivered or sent in care of Developer to Property Logic, LLC, P.O. Box 2132, La Crosse, WI 54602-2132, or to such other address as the ARC may

from time to time specify in a notice to the Owners. All notices to Developer shall be sent or delivered to Developer at the above address or to such other address as Developer shall specify.

11.13 **Assignment.** Developer and the ARC shall each have the right to assign any and all of the rights, powers, reservations and duties contained herein to any person or entity who shall thereupon have the same rights, powers, reservations and duties as Developer and the ARC, respectively.

11.14 **No Waiver.** All rights, remedies and privileges granted to Developer and the ARC pursuant to the terms and provisions of this Declaration shall be deemed to be cumulative and the exercise of any one or more of such rights, remedies or privileges shall not be deemed to constitute an election of remedies nor shall it preclude the party exercising the same, or any other party, from pursuing such other additional rights, remedies and privileges as may be available to such party at law or in equity. The failure at any time to enforce any covenant, condition or restriction set forth herein shall in no event be deemed a waiver of the right to enforce such covenant, condition or restriction.

**IN WITNESS THEREOF, Developer has caused this Declaration to be duly executed as of this \_\_\_ day of February, 2018.**

**Property Logic, LLC**

**A Wisconsin Limited Liability Company**

By: 

**Name: Karl J. Schilling**

**Title: Managing Member**

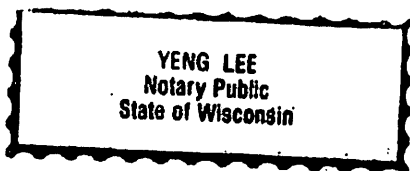
STATE OF WISCONSIN )

) SS

COUNTY OF LA CROSSE )

I, the undersigned, a Notary Public in and for said county, in the state aforesaid, do hereby certify that the above named limited liability company Managing Member, personally known to me to be the same person who executed the foregoing instrument, appeared before me this day, in person, and acknowledged that he signed and delivered the said instrument, as his free and voluntary act and as the free and voluntary act and deed of said limited liability company.

Given under my hand and official seal this 15 day of August, 2018.



By: 

**Print Name: YENG LEE**

**My Commission Expires 8-17-2020**

ALL OF LOTS 1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24 & 25,  
WATerview SUBDIVISION, LOCATED IN  
PART OF THE NE 1/4 - NW 1/4, SE 1/4 - NW 1/4 AND THE  
NE 1/4 - SW 1/4, SECTION 27, T15N-R7W, CITY OF LA CROSSE,  
LA CROSSE COUNTY, WISCONSIN

# Exhibit A

## WATERVIEW SUBDIVISION PART OF THE NE 1/4 - NW 1/4, SE 1/4 - NW 1/4 AND THE NE 1/4 - SW 1/4, SECTION 27, T18N-R7W, CITY OF LA CROSSE, LA CROSSE COUNTY, WISCONSIN

### OWNERS CERTIFICATE:

As owner, I hereby certify that I caused the land described on this plat to be surveyed, divided, mapped and dedicated as represented on this plat. I also certify that this plat is required by s.236.10 or s.236.12 to be submitted to the following for approval or objection.

City of La Crosse  
Wisconsin Department of Transportation  
Wisconsin Department of Administration (Plot Review)

Witness the hand and seal of said owners this \_\_\_\_\_ day of \_\_\_\_\_, 2018

In the presence of \_\_\_\_\_  
Witness

Karl Schilling (Property Logic, LLC)

State of Wisconsin  
County of La Crosse) ss

Personally came before me this \_\_\_\_\_ day of \_\_\_\_\_, 2018, Karl Schilling, to me known to be the person who executed the foregoing instrument and acknowledged the same.

Notary Public

Notary Public, \_\_\_\_\_ Wisconsin

My Commission Expires \_\_\_\_\_

Notary Public Printed Name

### CITY TREASURER CERTIFICATE

State of Wisconsin  
County of La Crosse) ss

I, Valerie Fenske, being the duly appointed, qualified and acting Treasurer of the City of La Crosse, do hereby certify that in accordance with the records in my office, there are no unpaid taxes or unpaid special assessments as of \_\_\_\_\_, 2018, on any of the land included in this plat.

Valerie Fenske, Treasurer

Date

### COUNTY TREASURER CERTIFICATE:

State of Wisconsin  
County of La Crosse) ss

I, Joanne Gabel-Gieroff, being the duly appointed, qualified and acting Treasurer of the County of La Crosse, do hereby certify that the records in my office show there are no unpaid taxes or unpaid special assessments as of \_\_\_\_\_, 2018, affecting the lands included in this plat.

Joanne Gabel-Gieroff, Treasurer

Date

### REGISTER OF DEEDS CERTIFICATE:

State of Wisconsin  
County of La Crosse) ss

I, Cheryl McElroy, being duly appointed, qualified and acting Register of Deeds of the County of La Crosse, do hereby certify that the Plat of Waterview Subdivision was received for record this \_\_\_\_\_ day of \_\_\_\_\_, 2018, at \_\_\_\_\_ o'clock \_\_\_\_\_ m.

Cheryl McElroy, Register of Deeds

Date

### Legal Description

I, Christopher W. Fuchner, Professional Land Surveyor, hereby certify that I have surveyed, divided and mapped the plat of Waterview Subdivision. That I have made such survey, land-delineation and the plat under the direction of Karl Schilling, member of Property Logic, LLC, owner of said land, being part of the NE 1/4 of the NW 1/4, SE 1/4 and the NW 1/4, NE 1/4 of the SW 1/4, Section 27, T18N-R7W, City of La Crosse, La Crosse County, Wisconsin described as follows:

Commencing at the North 1/4 corner of Section 27, thence S 43°23'36" W 639.66 feet to the eastern most corner of Lot 2, Certified Survey Map, Volume 13, Page 126, Document Number 1492742, the West right-of-way line of State Route "35" and the point of beginning of this description

thence, along said West right-of-way line, S 32°23'42" E 315.50 feet;

thence, continuing along said West right-of-way line, S 28°17'41" E 255.52 feet;

thence, continuing along said West right-of-way line, S 21°17'27" E 152.75 feet;

thence, continuing along said West right-of-way line, S 14°04'05" E 241.63 feet;

thence, continuing along said West right-of-way line, S 02°17'22" W 244.44 feet to the northeast corner of the parcel described in Document Number 1154972;

thence S 78°03'29" W 92.11 feet to the northwest corner of said parcel;

thence S 02°17'22" W 175.63 feet to the southwest corner of said parcel;

thence S 83°18'35" E 80.00 feet to the southeast corner of said parcel and said West right-of-way line;

thence, along said West right-of-way line, S 02°17'22" W 555.40 feet, more or less, to the South line of the SE 1/4 of the NW 1/4;

thence, continuing along said West right-of-way line, due along said South line, S 30°00'00" W 11.66 feet;

thence, continuing along said West right-of-way line, S 00°24'30" W 830 feet, more or less;

thence S 82°27'01" W 599.19 feet to the East right-of-way line of the Burlington Northern Santa Fe Railroad;

thence, along said East right-of-way line, N 13°05'44" W 1323.00 feet to the southwest corner of said Lot 2;

thence, along the South line of said Lot 2, N 89°26'43" E 317.61 feet;

thence, continuing along said South line, N 09°30'17" W 622.77 feet;

thence, continuing along said South line, N 81°38'50" E 217.29 feet to the point of beginning of this description

Subject to any easements, covenants and restrictions of record.

That such plat is a correct representation of all of the exterior boundaries of the land surveyed and the subdivision thereof made.

That I have fully complied with the provisions of Chapter 236 of the Wisconsin Statutes and the minimum regulations of the City of La Crosse in surveying and mapping the same.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2018

Christopher W. Fuchner  
Professional Land Surveyor # S-7448

Notary Public

\_\_\_\_\_, Wisconsin

My Commission Expires \_\_\_\_\_

Notary Public Printed Name

### CONSENT OF CORPORATE MORTGAGEE:

Kear Bank, a corporation duly organized and existing under and by virtue of the laws of the State of Wisconsin, mortgagee of the above described land, does hereby consent to the surveying, dividing, mapping and dedication of the land described on this plat, and does hereby consent to the above certification of Property Logic, LLC, owner.

In witness whereof, the said Kear Bank, has caused these presents to be signed by Jim Thompson, EVP & Chief Lending Officer, and its corporate seal to be hereunto affixed this \_\_\_\_\_ day of \_\_\_\_\_, 2018.

(Circular Vice President, Jim Thompson)

State of Wisconsin  
La Crosse County) ss

Personally came before me this \_\_\_\_\_ day of \_\_\_\_\_, 2018, the above named mortgagee to me known to be the persons who executed the foregoing instruments and acknowledged the same.

My commission expires: \_\_\_\_\_

Notary Public -- State of Wisconsin

Notary Public Printed Name

\_\_\_\_\_, Wisconsin

### CITY COMMON COUNCIL CERTIFICATE:

Resolved that the Plat of Waterview Subdivision, is hereby approved by the Common Council of the City of La Crosse

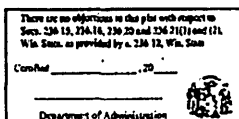
Tim Kabel, Mayor

Date:

I hereby certify that the foregoing is a copy of a resolution adopted by the Common Council.

Teri Lehto, City Clerk

Date:







**From:** Margie Mason <masonmem03@yahoo.com>  
**Sent:** Wednesday, May 7, 2025 10:32 AM  
**To:** ZZ Council Members; Margie Mason  
**Subject:** 25.0413 please do not approve

Some people who received this message don't often get email from masonmem03@yahoo.com. [Learn why this is important](#)

\*\*\* **CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. \*\*\*

Dear Common Council Members,

One area I believe we are losing focus on is the fact there is no opposition to Mr. Mazolla building a 14-unit Phase two development. **THE FACT THAT HE WANTS TO START BEFORE CORRECTING ISSUES WITH THE PHASE ONE DEVELOPMENT IS THE PROBLEM.**

*You all have many documents outlying the issues... but very few of you have responded!!!!!! That is wrong and does not garner faith by tax paying citizens in our city government!*

The ask is.... Correct the problems with Phase one before starting Phase two. Also develop Phase two in a SAFE AND CORRECT manner.

Please! Do not approve this until Mr. Mazolla corrects these issues. It is the right thing to do for this development and our city.

Margie Mason

6008 River Run Road

April 27, 2025

Good morning!

As a resident of the Waterview Subdivision, I am writing to inform the City Council Members that I am not in favor of John Mazzola's proposal for rezoning Lot 17 in the Waterview Subdivision. I agree with my fellow neighbors and the statements they have provided.

Furthermore, Karl Shilling and John Mazzola have not held up to their commitments in this subdivision – Karl Shilling or John Mazzola should not be allowed to start any new development that most certainly will lead to more water concerns and many other issues.

Also, I believe a traffic study and water flow study should be done to see how this will affect the current homes in place before allowing this to move forward

My ask – vote NO on John Mazzola's proposed rezoning!

Sincerely,

Margie Mason

6008 River Run RD

**From:** Margie Mason <masonmem03@yahoo.com>  
**Sent:** Wednesday, May 7, 2025 5:34 PM  
**To:** ZZ Council Members; Craig, Sondra  
**Subject:** File number 25-0413

\*\*\* **CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. \*\*\*

May 7, 2025

To: La Crosse City Council Members

Subject: File #25-0413

I live at 5926 River Run Rd in LaCrosse and have many questions about the development of Lot 17 which apparently calls for building 14 homes! We were told by John Mazzoula many times since 2019 that there would be 3 more homes built on lot 17... homes just like ours. We are now informed that he is planning to build 14 smaller May 7, 2025

To: La Crosse City Council Members

Subject: File #25-0413

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We live on the round about at the end of River Run Rd where the new, private road would begin. This raises many questions:

-Who will take care of maintenance of the private road and who will pay for this maintenance .. It should not be our HOA fund.

-Will this be a paved road, or blacktop, or much worse .. gravel!! We would then be very concerned about the dust.

-We have been able to observe garbage and recycling trucks struggle to maneuver our round about to pick up our garbage. I'm certain they will not be able to drive into this new area to pick up garbage/recycling and find a way to turn and get back to River Run Rd. So what is the plan! We would be VERY upset to have a dumpster parked in front of our home!! We endured very messy dumpsters during the time new homes were being built but knew it would only be temporary. John tended not to empty them until they were overflowing and junk was blowing around the neighborhood. The residents did the clean up.

-There are often at least 2 vehicles per home. Where will the new residents park .. and where will their guests park? Is the private road going to be wide enough for 2 cars to pass each other .. one coming in and one going out? Mr Schilling built 2 large apartment buildings on Sunnyside .. at the end of River Run. In the winter, residents are told to remove their cars from the parking lot to allow plowing. They are then all parked at the end of River Run which means our road is not properly plowed leaving frozen ridges where the snow plow has to

work around all the parked cars. It is difficult and unsafe at times to exit our sub division. Where will the cars from lot 17 be parking? It cannot be on our round about or plowing will not be possible.

-How will mail delivery be handled? Our subdivision is required to have group mail boxes. Again we moved to a nice neighborhood and don't want to be looking out our front window watching lot 17 residents parking in the round about to pick up mail. Also, we observe many USPO, UPS, and PRIME deliveries every day. Where will they deliver their packages and will they be able to maneuver on a narrow, private road?

We have been looking out our front window for a couple years now looking at large piles of dirt and tall, messy weeds. The area across from our home is filled with sandburrs. John Mazzoula has not made any efforts to clean up this area. It has been very disappointing to observe this mess for all this time. What on earth will we be seeing as heavy equipment and very large trucks begin the process of developing this area. How will it even be possible ??

Mr. Mazzola has not communicated with any of our residents. This change of plans comes as a very disappointing surprise. We moved to this neighborhood being sold on the idea of a beautiful, quiet subdivision... we knew we would have to live through some development but this is just way too much. It feels like we will now be in an area with way too much traffic and one with no effort on the part of the developer or builder to maintain a sense of a nice, quiet living area.

Bob and Donna Kostecki

5926 River Run Rd

La Crosse WI 54601s

608 386-6200

[donnakostecki@gmail.com](mailto:donnakostecki@gmail.com)



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Bob and Donna Kostecki

5926 River Run Rd

La Crosse WI 54601s

608 386-6200

[donnakostecki@gmail.com](mailto:donnakostecki@gmail.com)



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Text File

File Number: 25-0143

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**Agenda Date:**

**Version:** 1

**Status:** Agenda Ready

**In Control:** City Plan Commission

**File Type:** General Item

**Agenda Number:**

## City of La Crosse, Wisconsin

### PROJECT TEAM:

Claire Stickler, Project Manager MSA Professional Services  
[cstickler@msa-ps.com](mailto:cstickler@msa-ps.com)

Emily Soderberg, Engagement Manager MSA Professional Services  
[esoderberg@msa-ps.com](mailto:esoderberg@msa-ps.com)

Mike Lamb, Mike Lamb Consulting [mlambnet@gmail.com](mailto:mlambnet@gmail.com)



### DATE:

May 29<sup>th</sup> , 2025

## LA CROSSE ZONING AND SUBDIVISION CODE UPDATE

### Housing Week

La Crosse Housing Week was a major success, generating strong community interest and engagement around housing, zoning, and the future of development in the city. Thank you to all the partners for allowing our presentation to be apart of the week.

Events throughout the week were well-attended by a diverse group of residents, stakeholders, and community leaders. Our presentation encouraged dialogue, with many participants contributing thoughtful questions, comments and personal insights.

### Survey Update

As of Tuesday 5/27, we have received 617 responses to Community Survey #1. The survey will be open until June 30<sup>th</sup>. Please share the survey with your connections throughout the community. The survey is available on [forwardlacrosse.org](http://forwardlacrosse.org).

Below is a brief analysis of the responses so far. This is very high level as we will provide a full analysis when the survey closes. Thus far -

- 73% of respondents are homeowners, with many having lived in the city for 11 or more years.
- We're seeing a broad range of age groups represented.
- Most respondents agree or strongly agree with statements regarding high-density and low-density residential buildings, as well as neighborhood-related questions.
- The only statements with less agreement were:
  - "Situate closer to the street than they typically are today"
  - "Set back the top stories of the building to better improve compatibility with the surrounding neighborhoods" (in reference to multi-family/high-density residential buildings).
- Open-Ended Question Themes  
 The open-ended question asked about concerns related to property regulations (e.g.,



## PROJECT UPDATE

---

setbacks, height, landscaping, stormwater, lighting, parking, noise). A quick tally of common themes shows top concerns include:

- Parking
- Noise
- Overly burdensome regulations
- Restrictions limiting density and housing flexibility
- Stormwater infrastructure
- Building heights

### **Focus Groups and Interviews**

These will primarily take place throughout June.

For any in-person focus groups or interviews, we're tentatively looking at June 30 and July 1st, as our project team will be in town for the Planning Commission Meeting.

### **Project Next Steps**

- Stakeholder Interview Discussions
- Code Diagnostics
- Specific Code Approaches

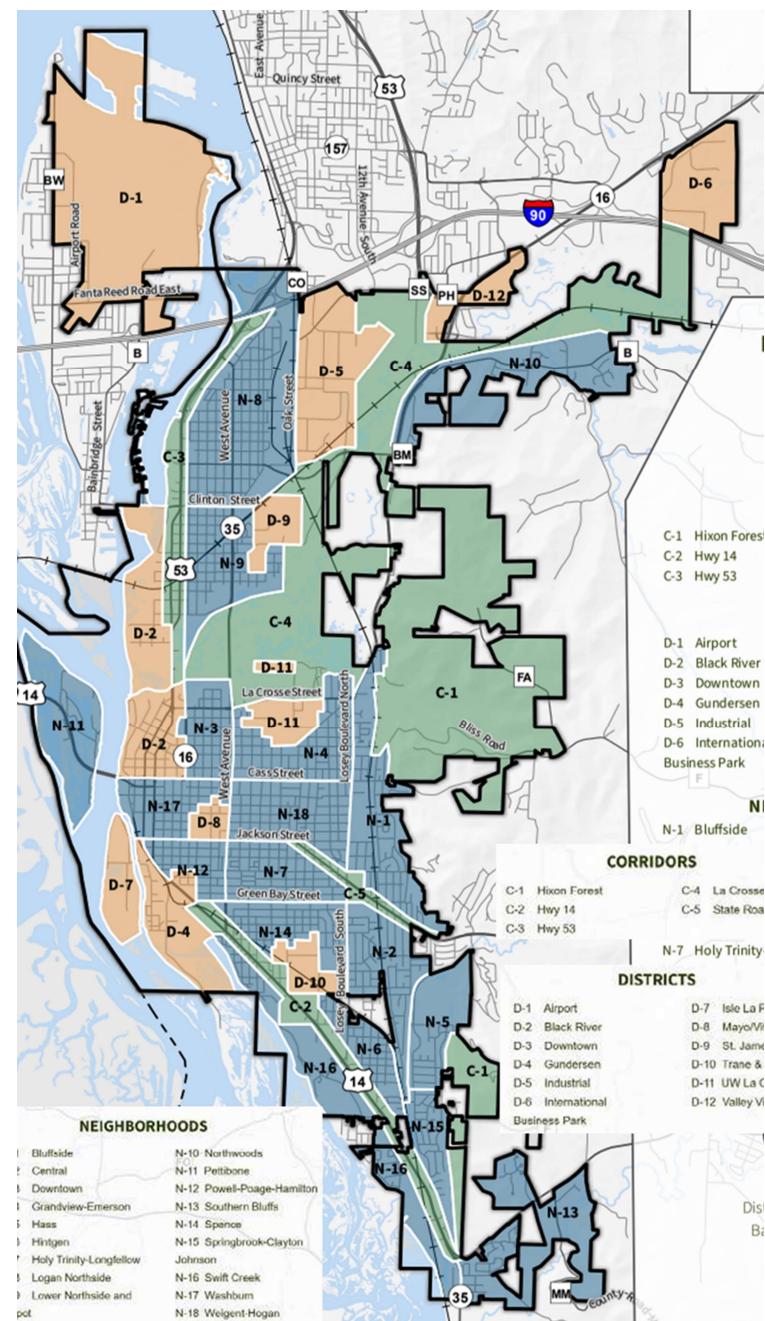
# Built Form Study | Districts

Based on the Comprehensive Plan NDC framework, the Built Form Study samples the typical development pattern for each of the neighborhoods, districts and corridors as identified in the comp plan to better understand the physical dimensions of building type, site plan, street frontage and block pattern as well as other conditions.

## Districts

D-1 thru D-12

D-1 Airport and D-12 Valley View Mall not included



## Built Form Study | Plate D-2: Black River

### NDC Framework: District



### Urban Pattern



### Built Form Examples



### Notes

- Existing zoning: M1 Light Industrial, M2 Heavy Industrial, R1 Single Family, C1 Local Commercial, C2 Commercial
- Character area: Industrial small lot
- Key intersection: Hwy 53 & Monitor St, Hwy 53 & Copeland Ave
- Parcel pattern: Large rectangular lots fronting side streets; small rectangular residential/commercial lots with alley fronting Hwy 53, most lots are 25-50 feet wide and 140 feet deep
- Scale: Industrial area has medium to large 1-2 story structures
- Yards: Buildings on streets off of Hwy 53 generally have 20-foot setbacks (40 feet from road)
- Parking: Surface lots (paved and gravel) for industrial/commercial
- Materials: Lap siding (vinyl and wood), concrete, stucco
- Street: 50-65 foot ROW with limited sidewalk coverage on side streets, with no sidewalks; Hwy 53 has 70-100 foot ROW with 6-foot sidewalks on one or both sides
- Alley/Service Drive: N/A



## Built Form Study | Plate D-4: Gundersen

### NDC Framework: District



### Urban Pattern



### Built Form Examples



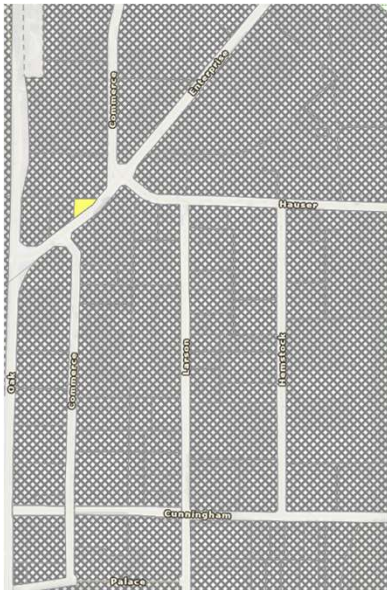
### Notes

- Existing zoning: Public and Semi-Public & PD Planned Development
- Character area: Campus/medical
- Key intersection: South Ave & 7<sup>th</sup> St
- Parcel pattern: Large irregular lots abutting an access road on at least one edge; Main hospital is 50 ft from road,
- Scale: 5-7 story medical buildings and residential halls
- Yards: Most building are placed near property line with setbacks of at least 25-30 feet (with deeper setbacks on sides with large parking lots)
- Parking: Surface parking, parking ramps, limited street parking
- Materials: Masonry, glass
- Street: 100-foot ROW width for 7<sup>th</sup> street with 8-foot sidewalks on both sides, 90-foot ROW width for South Ave with 10-foot sidewalks on both sides; limited sidewalk coverage on side streets
- Alley/Service Drive: Sidewalk network that can be used between buildings (most sidewalks are 8 feet wide)



## Built Form Study | Plate D-5: Industrial

### NDC Framework: District



### Urban Pattern



### Built Form Examples

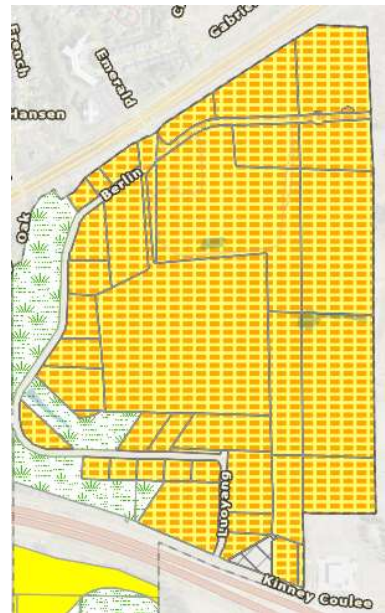
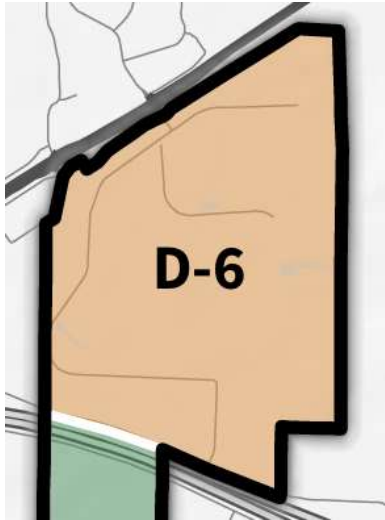


### Notes

- Existing zoning: M2 Heavy Industrial
- Character area: Industrial large lot
- Key intersection: Oak St & Enterprise Ave
- Parcel pattern: Large irregular lots fronting Enterprise Ave and side streets
- Scale: Large floor plate buildings not exceeding 100 feet in height
- Yards: Shallow setbacks from roads and neighboring buildings
- Parking: Large surface parking lots, some parallel parking on each side of street
- Materials: Vinyl lap siding, masonry, metal panel
- Street: all streets have 60-65 foot ROW; Enterprise Ave and Larson St have 6-foot sidewalk on one side with 3-foot grass road verges
- Alley/Service Drive: N/A

## Built Form Study | Plate D-6: International

### NDC Framework: District



### Urban Pattern



### Built Form Examples



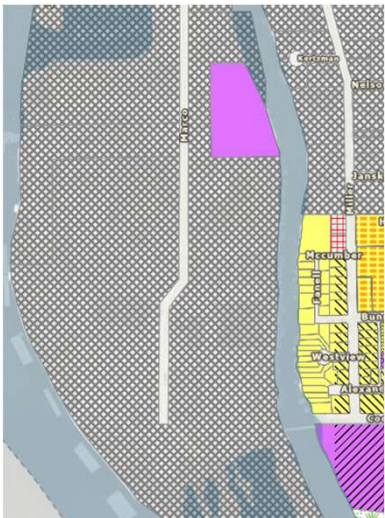
### Notes

- Existing zoning: PD Planned Development
- Character area: Industrial large lot
- Key intersection: WI-16 & Berlin Dr
- Parcel pattern: Large irregular lots fronting Berlin Dr
- Scale: Large floor plate buildings not exceeding 2-3 stories
- Yards: Buildings with parking behind/beside have shallow setbacks fronting Berlin Dr; some buildings have surface lots in front
- Parking: Surface lots for all buildings, no street parking
- Materials: Masonry, metal panel
- Street: 65-foot ROW with no sidewalks; apparent 10-foot walking paths running through center of business parking and connecting to sidewalk on WI-16 & N Kinney Coulee Rd
- Alley/Service Drive: N/A



## Built Form Study | Plate D-7 Isle La Plume

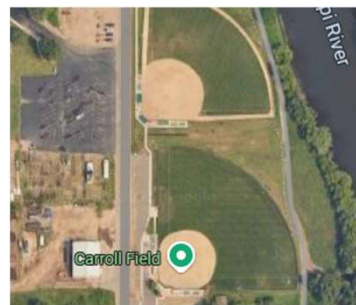
### NDC Framework: District



### Urban Pattern



### Built Form Examples



### Notes

- Existing zoning: M2 Heavy Industrial & Public & Semi-Public
- Character area: Industrial large lot
- Key intersection: N/A
- Parcel pattern: Large irregular lots fronting Marco Dr
- Scale: Large floor plate 1-4-story buildings
- Yards: Buildings on streets off Marco Dr setback 10-20 feet from ROW (parking of cars in the setback area)
- Parking: Large gravel surface lots (except two large paved lots)
- Materials: Vinyl lap siding, masonry, metal panel
- Street: 60-foot ROW with no sidewalk coverage
- Alley/Service Drive: N/A

## Built Form Study | Plate D-8: Mayo/Viterbo/FSPA

### NDC Framework: District



### Urban Pattern



### Built Form Examples



### Notes

- Existing zoning: PS Public and Semi-Public, C1 Local Business
- Character area: Campus/medical & educational
- Key intersection: West Ave & Jackson St, West Ave & Market St
- Parcel pattern: Large rectangular lots fronting side streets abutting an access road on at least one edge; large commercial lots along West Ave
- Scale: 5-15 stories medical buildings; 3-5 story academic buildings; Few 1-story commercial buildings
- Yards: 50-80 feet from West Ave ROW; 10-15 feet from other side streets ROW
- Parking: Surface parking, parking ramps, street parking on side streets
- Materials: Masonry, glass
- Street: West Ave 80-foot ROW with 6-foot sidewalks on both sides; 65-70-foot ROW on other roads in district with 6-foot sidewalks on both sides
- Alley/Service Drive: Several driveways into parking lots off side streets; extensive sidewalk network in both medical and academic campuses (most sidewalks 10-15 feet wide)

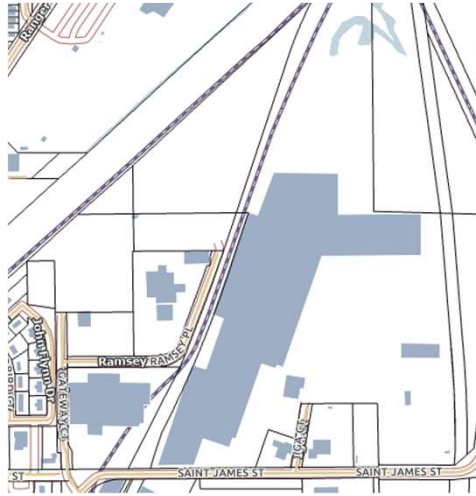


## Built Form Study | Plate D-9: St. James Industrial

### NDC Framework: District



### Urban Pattern

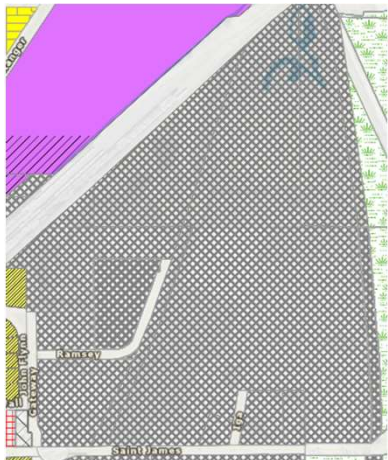


### Built Form Examples



### Notes

- Existing zoning: M2 Heavy Industrial
- Character area: Industrial large Lot
- Key intersection: N/A
- Parcel pattern: Large irregular lots fronting Saint James St
- Scale: Large floor plate 1-2-story industrial buildings
- Yards: Large building set back 0 feet, others between 30-175 feet with parking lot in front or behind buildings
- Parking: Large paved surface lots
- Materials: Vinyl lap siding, masonry, metal panel
- Street: 60-foot ROW with no sidewalk coverage
- Alley/Service Drive: N/A

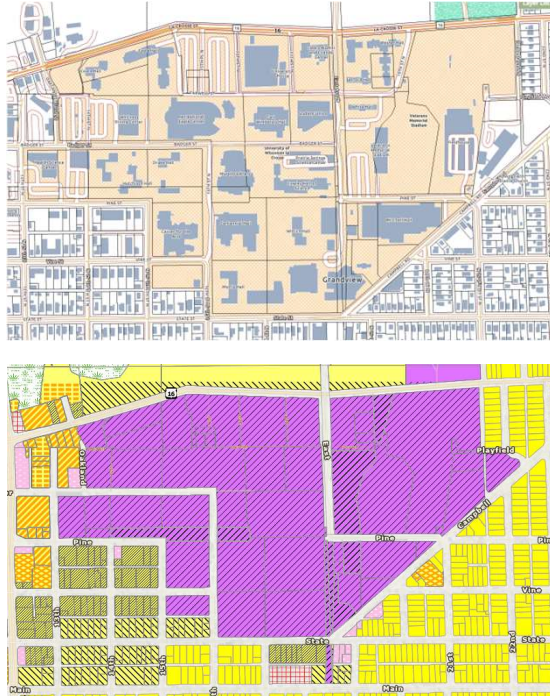


## Built Form Study | Plate D-11: UW La Crosse

### NDC Framework: District



### Urban Pattern



### Built Form Examples



### Notes

- Existing zoning: Public and Semi-Public
- Character area: Campus/educational
- Key intersection: La Crosse St & East Ave, La Crosse St & Losey Blvd
- Parcel pattern: Large rectangular lots abutting an access road on at least one edge; most lots are 300-370 feet deep
- Scale: 2-5 story academic buildings and residential halls
- Yards: Most buildings are placed in center of parcel with setbacks of 30-40 feet from each property line
- Parking: Surface parking, parking ramps, limited street parking
- Materials: Masonry, glass
- Street: 65-foot ROW with 7-13 foot sidewalks on each side; curb cuts for surface lots and drop-off points
- Alley/Service Drive: Extensive sidewalk network that can be used by university vehicles (most sidewalks are 10-20 feet wide)

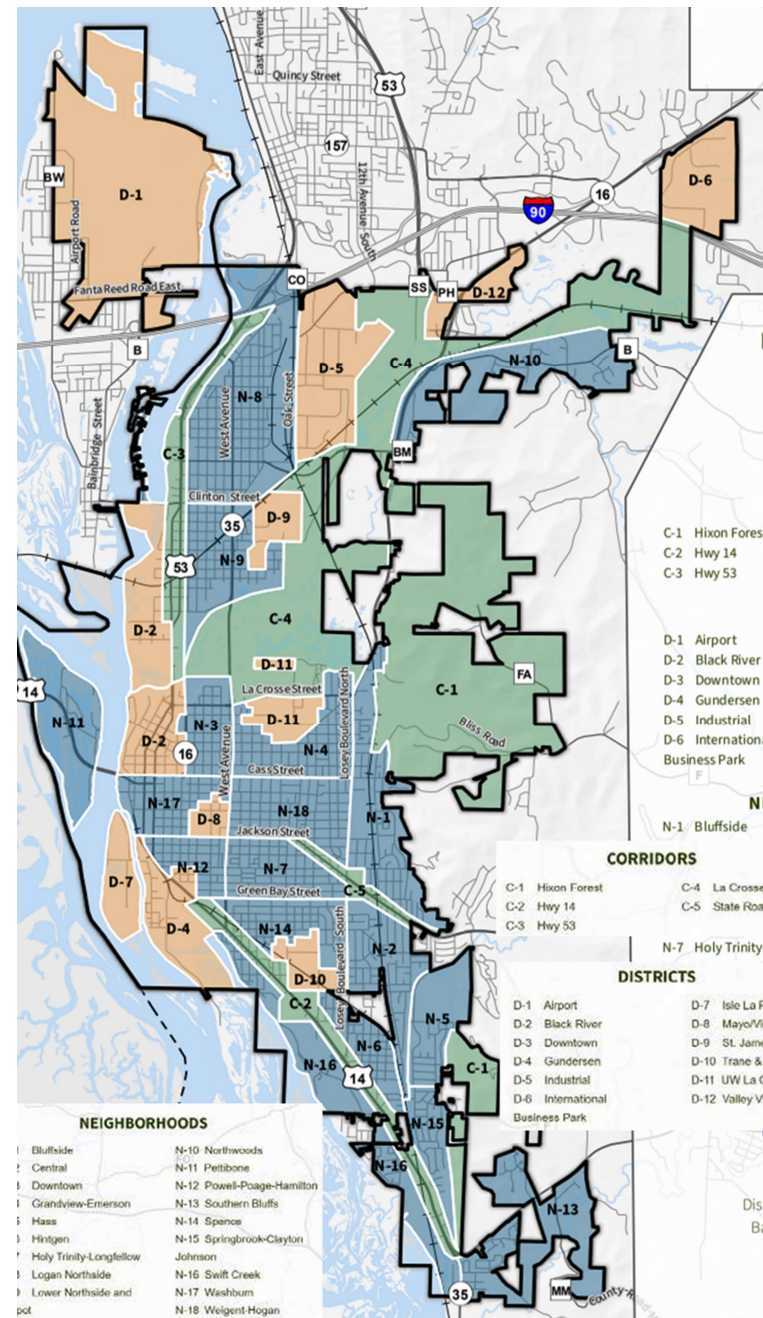


# Built Form Study | Neighborhoods

Based on the Comprehensive Plan NDC framework, the Built Form Study samples the typical development pattern for each of the neighborhoods, districts and corridors as identified in the comp plan to better understand the physical dimensions of building type, site plan, street frontage and block pattern as well as other conditions.

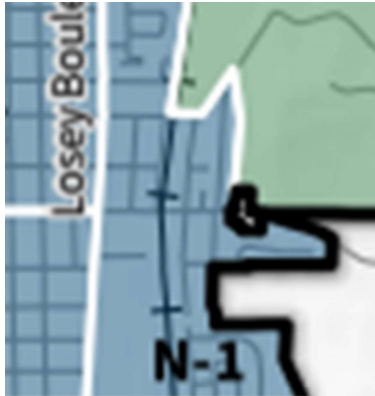
## Neighborhoods

- N-1 thru N-18
- N-2 Central, N-3 Downtown and N-11 Pettibone are addressed in the Character Areas analysis



## Built Form Study | Plate N-1: R1 Neighborhood East of Losey Blvd N

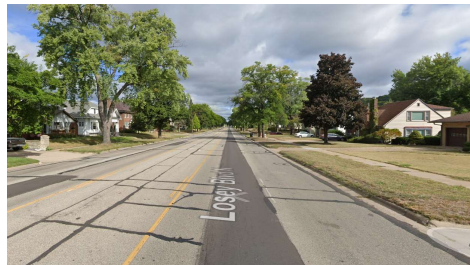
### NDC Framework: Neighborhoods



### Urban Pattern



### Built Form Examples



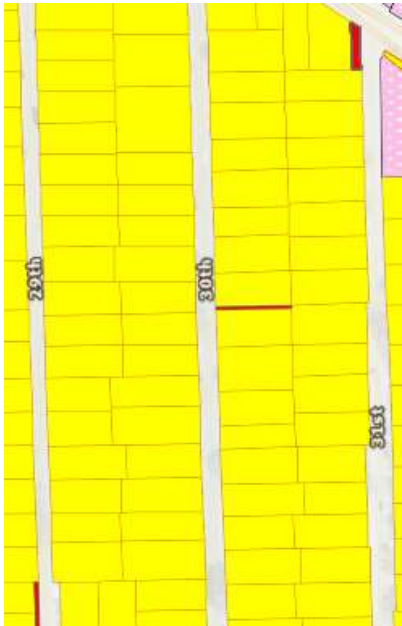
### Notes

- Existing zoning: R1 Single Family
- Character area: contemporary neighborhood
- Key intersection: Losey Blvd & State St
- Parcel pattern: Residential lots in warped-grid layout and cul-de-sacs; most lots are 60-100 feet wide and <0.5 acres
- Scale: 1-2 story single-family buildings
- Yards: 35-foot front yard setback
- Parking: Private off-street
- Materials: Lap siding (vinyl and wood), brick, stone veneer
- Street: Losey Blvd has 100-foot ROW with 6-foot sidewalks on each side and 12-foot road verges; roads have no sidewalks
- Service Drive: Front-loaded
- Bluffside Tavern embedded in the SF neighborhood



## Built Form Study | Plate N-2: Central

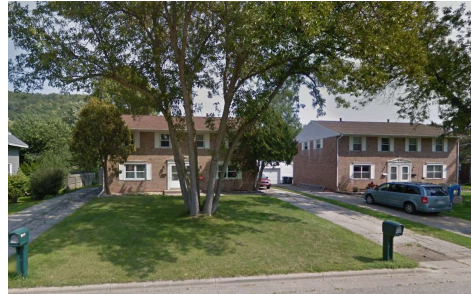
### NDC Framework: Neighborhoods



### Urban Pattern



### Built Form Examples

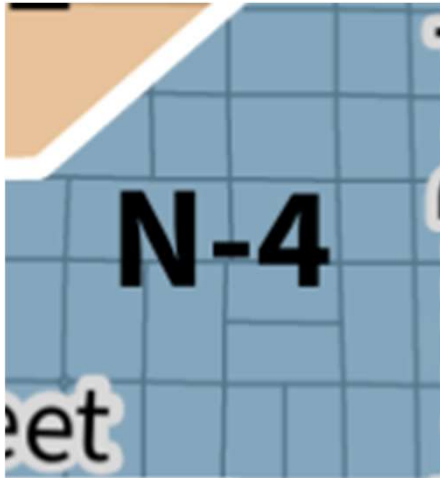


### Notes

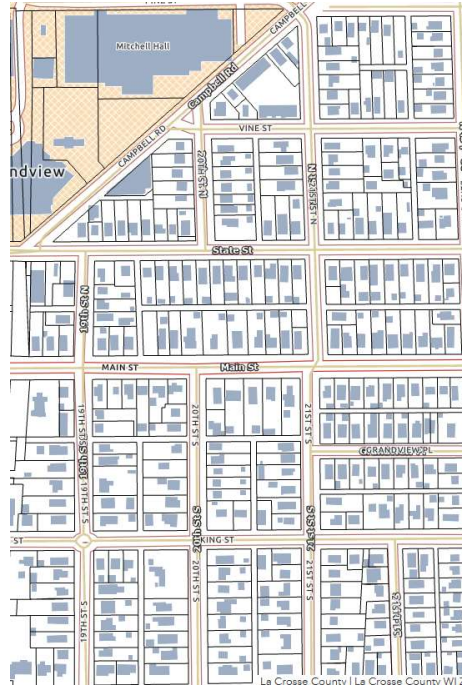
- Existing zoning: R1 Single Family
- Character area: Traditional neighborhood
- Key intersection: State Rd & 31st St
- Parcel pattern: Small rectangular lots; most lots are 70-85 feet wide and 140-150 feet deep
- Scale: 1-2 story single-family buildings with a few 2-story multi-family duplexes
- Yards: 15-30 foot front yard setback (from front property line); small rear yards
- Parking: Garages and driveways accessible from main streets; parallel parking on each side of street
- Materials: Lap siding (vinyl and wood), masonry
- Street: 40-foot ROW with no sidewalks; curb cuts for driveways with 5-foot grass road verges
- Service Drive: Front-loaded

## Built Form Study | Plate N-4: Grandview Emerson

### NDC Framework: Neighborhoods



### Urban Pattern



### Built Form Examples



### Notes

- Existing zoning: R1 Single Family
- Character area: Traditional neighborhood
- Key intersection: N/A
- Parcel pattern: Small rectangular lots with alley access in rear; most lots are 30-50 feet wide and 140-150 feet deep
- Scale: 1-3 story multi-tenant rental homes; 1-2 story single-family homes
- Yards: 20-foot front yard setback (from sidewalk); small rear yards (or additional parking) with garages on alley
- Parking: Garages and driveways accessible from main streets and alleys; parallel parking on each side of street
- Materials: Vinyl lap siding, brick
- Street: 65-foot ROW with 6-foot sidewalk on each side; curb cuts for driveways with 8-foot grass road verges
- Alley/Service Drive: 20 ft ROW, paved concrete typ.



## Built Form Study | Plate N-4.1: Grandview Emerson

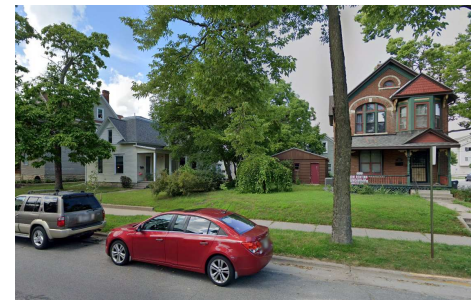
### NDC Framework: Neighborhoods



### Urban Pattern



### Built Form Examples

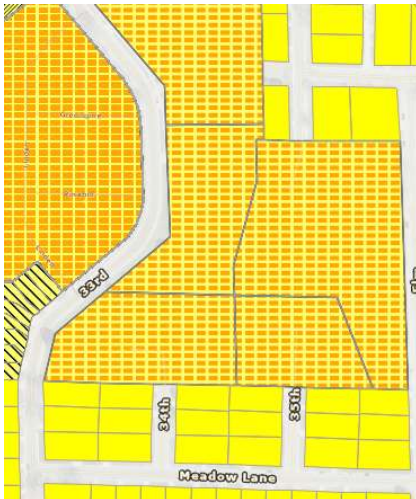


### Notes

- Existing zoning: R1 Single Family, R2 Residence, R5 Multiple Dwelling, C1 Local Business, TND Traditional Neighborhood Development
- Character area: Student housing and neighborhood retail/restaurants
- Key intersection: State St & Campbell Rd
- Parcel pattern: Small rectangular lots with alley access in rear; most lots are 50-60 feet wide and 150 feet deep; some lots are divided width-wise into halves/thirds with depths of 50-100 feet each; neighborhood commercial fronting State St and Campbell Rd
- Scale: 2-3 story multi-tenant rental homes and apartment buildings; 1-2 story single-family homes, 1 story commercial with flat roofs
- Yards: 15-foot front yard setback (from sidewalk); small rear yards (or additional parking) with garages on alley
- Parking: Garages and driveways accessible from main streets and alleys; parallel parking on each side of street, surface parking behind multi-tenant buildings
- Materials: Vinyl lap siding, brick, stucco
- Street: 65-foot ROW with 6-foot sidewalk on each side; curb cuts for driveways with 8-foot grass road verges
- Alley/Service Drive: 20 ft ROW, paved concrete typ.

**Built Form Study | Plate N-5: Hass**

## NDC Framework: Neighborhoods



## Urban Pattern



## Built Form Examples



## Notes

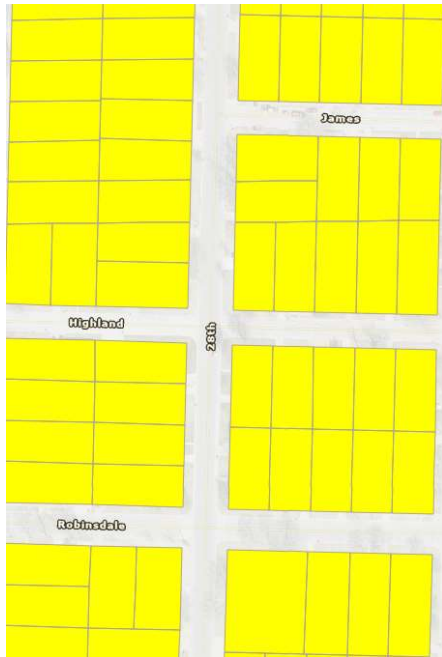
- Existing zoning: PD Planned Development
- Character area: Contemporary neighborhood
- Key intersection: N/A
- Parcel pattern: Large multi-structure lots fronting public/private roads and surface parking lots
- Scale: 2-story multi-family residential buildings and twinhomes
- Yards: 15-20 foot structure setback from road frontage or shared surface parking
- Parking: Surface lots for multi-family structures, private driveways for twinhomes
- Materials: Lap siding (vinyl and wood), brick
- Street: Most streets have 60-foot ROW with no sidewalks; 33<sup>rd</sup> St S has 6-foot sidewalk on western side and 8-foot road verge
- Service Drive: Front-loaded for twinhomes





## Built Form Study | Plate N-6: Hingten

### NDC Framework: Neighborhoods



### Urban Pattern



### Built Form Examples



### Notes

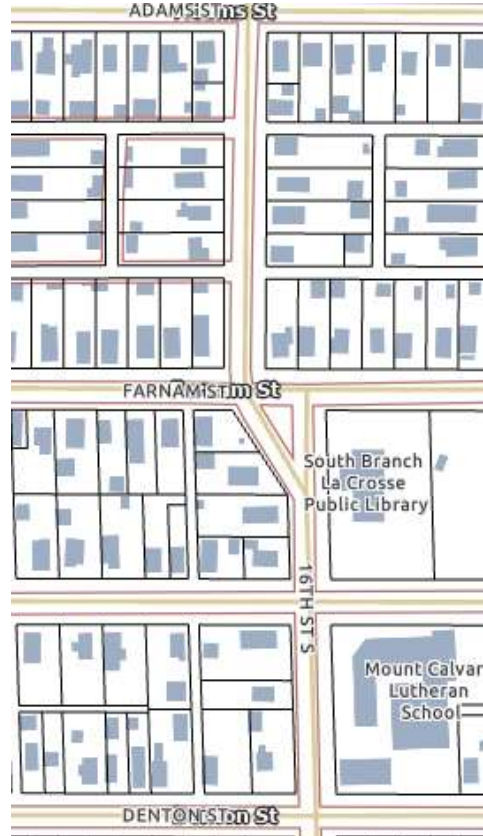
- Existing zoning: R1 Single Family
- Character area: Traditional neighborhood
- Key intersection: N/A
- Parcel pattern: Small rectangular lots that are 60 feet wide and 120-135 feet deep
- Scale: 1-2 story single-family buildings
- Yards: 20-25 foot front yard setback (from front property line); small rear yards
- Parking: Garages and driveways accessible from main; parallel parking on each side of street
- Materials: Lap siding (vinyl and wood), masonry
- Street: Highland St has 50-foot ROW and north-south streets have 65-foot ROW; inconsistent sidewalk coverage from property to property
- Service Drive: Front-loaded

## Built Form Study | Plate N-7 : Holy Trinity-Longfellow

### NDC Framework: Neighborhoods



### Urban Pattern



### Built Form Examples



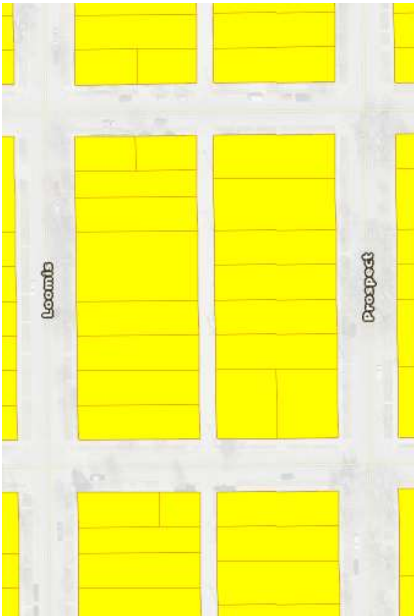
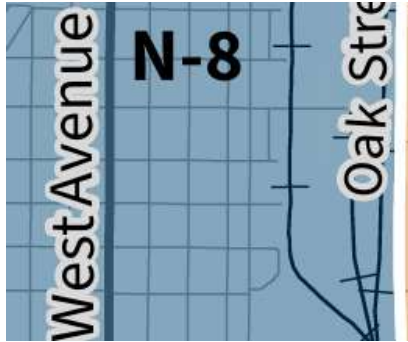
### Notes

- Existing zoning: R1 Single Family, R2 Residence, PS Public and Semi-Public
- Character area: Traditional neighborhood
- Key intersection: N/A
- Parcel pattern: Small rectangular lots that are 50 feet wide and 130-170 feet deep
- Scale: 1-2 story single-family buildings
- Yards: 15-foot front yard setback (from sidewalk, if applicable); small rear yards with garages on alley
- Parking: Garages and driveways accessible from main streets and alleys; parallel parking on each side of street
- Materials: Lap siding (vinyl and wood), masonry
- Street: 65-foot ROW with 6-foot sidewalk on each side; curb cuts for driveways with 9-foot grass road verges
- Service Drive: 20 ft ROW, paved concrete typ.



## Built Form Study | Plate N-8: Logan Northside

### NDC Framework: Neighborhoods



### Urban Pattern



### Built Form Examples

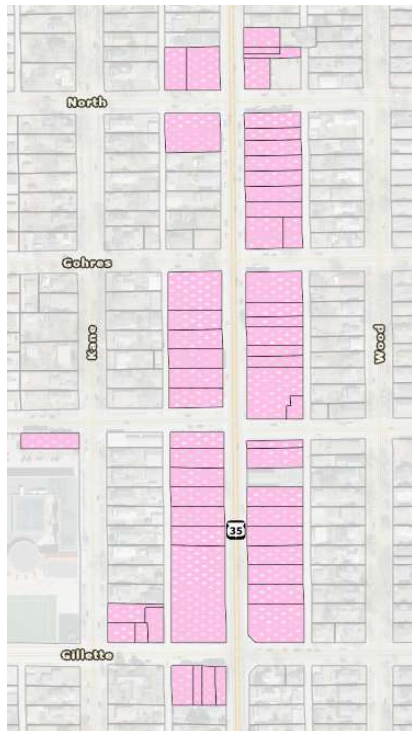


### Notes

- Existing zoning: R1 Single Family
- Character area: Traditional neighborhood
- Key intersection: N/A
- Parcel pattern: Small rectangular lots with alley access in rear; most lots are 40-60 feet wide and 140 feet deep; some lots are double-wide (80 feet); some lots are divided width-wise with depths of 70 feet each
- Scale: 1-2 story single-family buildings
- Yards: 10-foot front yard setback (from sidewalk); small rear yards with garages on alley
- Parking: Garages and driveways accessible from main streets and alleys; parallel parking on each side of street
- Materials: Lap siding (vinyl and wood)
- Street: 70-foot ROW with 6-foot sidewalk on each side; curb cuts for driveways with 10-foot grass road verges
- Alley/Service Drive: 20 ft ROW, paved concrete typ.

## Built Form Study | Plate N-8.1: Logan Northside (George St Commercial)

### NDC Framework: Neighborhoods



### Urban Pattern



### Built Form Examples



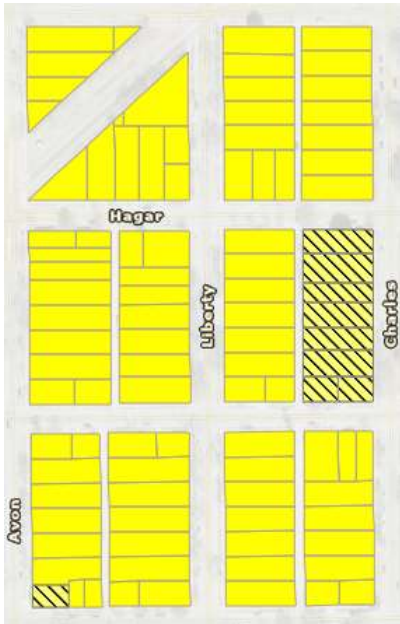
### Notes

- Existing zoning: C1 Local Business
- Character area: Traditional shopping street
- Key intersection: George St & Gillette St
- Parcel pattern: incremental, small lot typically alley loaded; some curb cuts from George; common residential lots are 50 feet wide; some residential lots measure 30 feet wide
- Scale: 1 and 2 story retail and residential buildings; commercial buildings tend to have flat roofs and transparent shopfronts
- Yards: Zero lot line for commercial structures; shallow setback for residential along George
- Parking: several surface lots front onto George
- Materials: brick, stucco, lap siding—vinyl and wood
- Street: 64 foot ROW; curb and gutter with sidewalk back of curb; narrow grassed boulevards here and there
- Alley/Service Drive: 20 ft ROW, paved concrete typ.



## Built Form Study | Plate N-9: Lower Northside and Depot

### NDC Framework: Neighborhoods



### Urban Pattern



### Built Form Examples

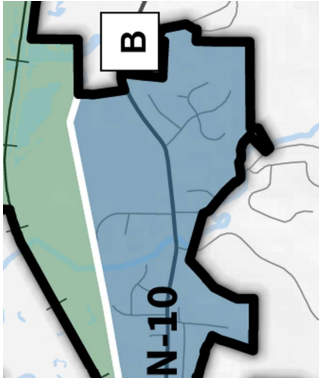


### Notes

- Existing zoning: R1 Single Family, R2 Residential
- Character area: Traditional neighborhood
- Key intersection: Hagar St & Avon St
- Parcel pattern: Small rectangular lots with alley access in rear; most lots are 40-55 feet wide and 140 feet deep; some lots are divided width-wise with depths of 70 feet each
- Scale: 1-2 story single-family buildings
- Yards: 15-25 foot front yard setback (from sidewalk); small rear yards with garages on alley
- Parking: Garages and driveways accessible from main streets and alleys; parallel parking on each side of street
- Materials: Lap siding (vinyl and wood), masonry
- Street: 60-foot ROW with 6-foot sidewalk on each side; curb cuts for driveways with 5-foot grass road verges
- Alley/Service Drive: 15-20 foot ROW, paved concrete typ.

## Built Form Study | Plate N-10: Northwoods

### NDC Framework: Neighborhoods



### Urban Pattern



### Built Form Examples



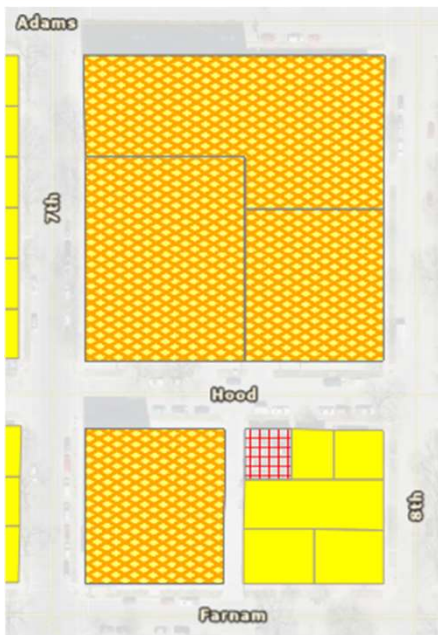
### Notes

- Existing zoning: R1 Single Family
- Character area: Contemporary neighborhood
- Key intersection: CH B & Sablewood Rd
- Parcel pattern: Residential lots in dendritic layout
- Scale: 1-2 story single-family homes
- Yards: 40-foot front yard setback
- Parking: Driveways accessible from subdivision roads
- Materials: Vinyl lap siding, brick, stone veneer
- Street: 65-foot ROW with 6-foot sidewalk on one side; curb cuts for driveways with grass road verges
- Service: Front loaded



## Built Form Study | Plate N-12: Powell-Poage Hamilton

### NDC Framework: Neighborhoods



### Urban Pattern



### Built Form Examples



### Notes

- Existing zoning: TND Traditional Neighborhood Development, C2 Commercial, & R1 Single Family
- Character area: Urban Mixed
- Key intersection: 7<sup>th</sup> St & Farnam St
- Parcel pattern: Large lots with apartment buildings with large parking lots and small rectangular and square single-family residential lots
- Scale: 3-4 story apartment buildings; 1-2 story single-family buildings; 1-story commercial buildings with flat roofs
- Yards: 5-15 feet front yard setback (from sidewalk for apartments); large surface parking lots behind apartments
- Parking: Several large surface lots front onto Hood St and 8<sup>th</sup> St and garages and driveways accessible from main streets and alleys; parallel parking on each side of street
- Materials: Vinyl lap siding, brick, stucco
- Street: 65-foot ROW with 6-foot sidewalk on each side; curb cuts for driveways with 7-8-foot grass road verges
- Alley/Service Drive: 20-foot ROW alley, paved concrete typ and service drives off Hood st (see top 3 images)



**Built Form Study | Plate N-14: Spence**

## NDC Framework: Neighborhoods



## Urban Pattern



## Built Form Examples



## Notes

- Existing zoning: R1 Single Family
- Character area: Traditional neighborhood
- Key intersection: N/A
- Parcel pattern: Small rectangular lots that are 50-60 feet wide and 100-130 feet deep from ROW line
- Scale: 1-2 story single-family buildings
- Yards: 15-25 front yard setback (from sidewalk, if applicable); small rear yards with garages on alley
- Parking: Garages and driveways accessible from main streets and alleys; parallel parking on each side of street
- Materials: Lap siding (vinyl and wood), masonry
- Street: 65-foot ROW with 6-foot sidewalk on each side; curb cuts for driveways with 9-foot grass road verges
- Alley/Service Drive: 16-foot ROW, paved concrete typ a few gravel and a few front-loaded

## Built Form Study | Plate N-15: Springbrook-Clayton Johnson

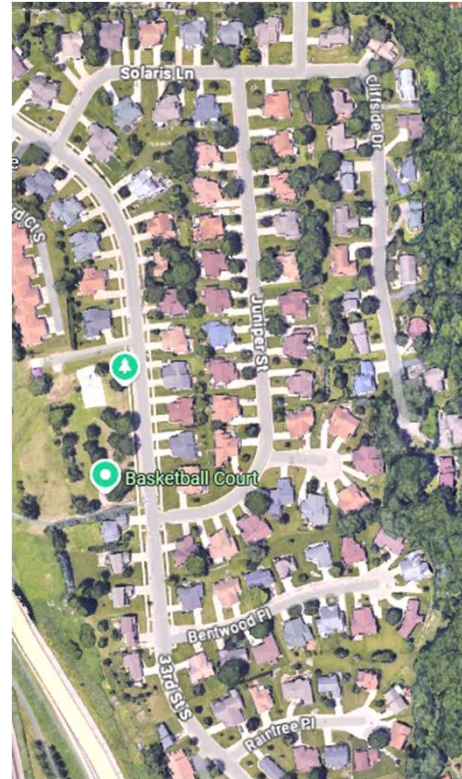
### NDC Framework: Neighborhoods



### Urban Pattern



### Built Form Examples



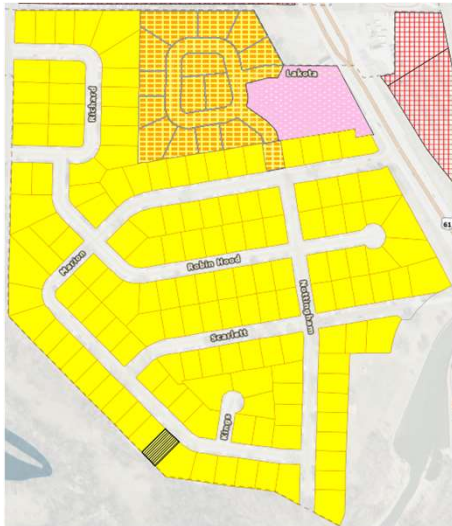
### Notes

- Existing zoning: N/A
- Character area: contemporary neighborhood
- Key intersection: 33<sup>rd</sup> St S and Solaris
- Parcel pattern: 85 ft wide lots typical
- Scale: 1 story; some taller
- Yards: 25 foot front yard setback (from front property line)
- Parking: Driveways accessible from streets; parallel parking on each side of streets
- Materials: Lap siding (vinyl and wood), masonry
- Street: 60 foot ROW with sidewalks on most streets but not all;
- Service Drive: Front-loaded



**Built Form Study | Plate N-16: Swift Creek**

## NDC Framework: Neighborhoods



## Urban Pattern



## Built Form Examples



## Notes

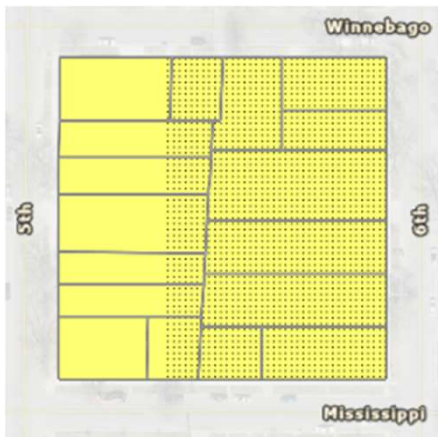
- Existing zoning: R1 Single Family, PD Planned Development, & C1 Local Business
- Character area: Contemporary neighborhood
- Key intersection: US-35 & N Marion Rd
- Parcel pattern: Small rectangular lots; most lots are 75-85 feet wide and 95-115 feet deep from ROW line
- Scale: 1-2 story single-family buildings with 11 1-story multi-family duplexes/triplexes/quadplexes in Lakota PI development area
- Yards: 15-30 foot front yard setback (from ROW line) ); rear yards varying between 30-50 feet; 20 foot front yard setback (from ROW line) and 10-15 feet rear yard setback in Lakota PI duplexes/triplex/quadplex
- Parking: Garages and driveways accessible from main streets; parallel parking on each side of street
- Materials: Lap siding (vinyl and wood), masonry
- Street: 48-foot ROW with no sidewalks; curb cuts for driveways with 5-foot grass road verges
- Service Drive: Front-loaded



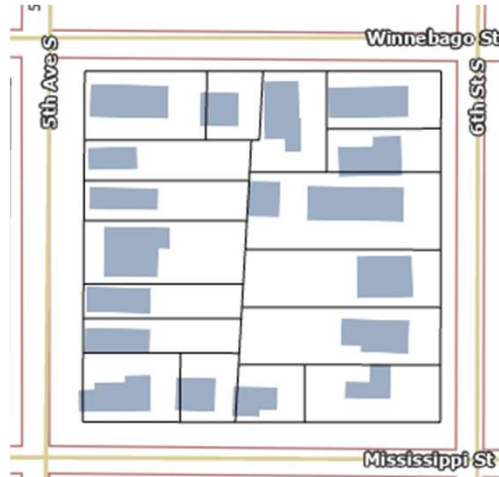


## Built Form Study | Plate N-17: Washburn

### NDC Framework: Neighborhoods



### Urban Pattern



### Built Form Examples

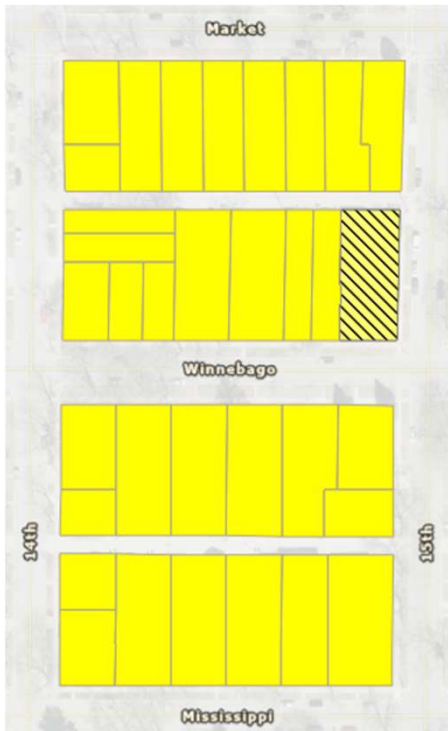
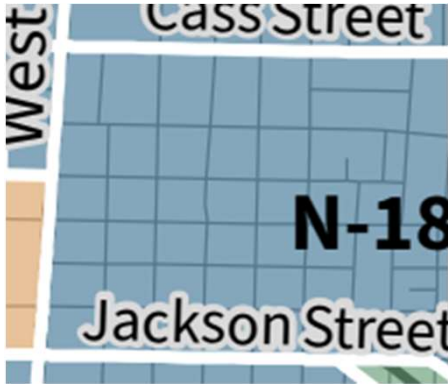


### Notes

- Existing zoning: R1 Single Family & WR Washburn Residential
- Character area: Traditional neighborhood
- Key intersection: N/A
- Parcel pattern: Small rectangular lots that are 50-60 feet wide and 140-145 feet deep from ROW line
- Scale: 1-2 story single-family buildings, two 2-story apartments, and scattered 1-2 story commercial buildings
- Yards: 10-20 front yard setback (from sidewalk, if applicable); 100 foot rear yard setback (on average)
- Parking: Garages and driveways accessible from main streets; parallel parking on each side of street
- Materials: Lap siding (vinyl and wood), masonry
- Street: 65-foot ROW with 6-foot sidewalk on each side; curb cuts for driveways with 8-foot grass road verges
- Service Drive: Front-loaded

## Built Form Study | Plate N-18: Weigent Hogan

### NDC Framework: Neighborhoods



### Urban Pattern



### Built Form Examples



### Notes

- Existing zoning: R1 Single Family & WR Washburn Residential
- Character area: Traditional neighborhood
- Key intersection: N/A
- Parcel pattern: Small rectangular lots that are 60 feet wide and 140 feet deep from ROW line
- Scale: 2-3 story single-family buildings
- Yards: 10-20 front yard setback (from sidewalk, if applicable); 50-70 foot rear yard setback (70 foot on average)
- Parking: Garages and driveways accessible from main streets and alleys; parallel parking on each side of street
- Materials: Lap siding (vinyl and wood), masonry
- Street: 65-70-foot ROW with 6-foot sidewalk on each side; curb cuts for driveways with 8-10-foot grass road verges
- Alley/Service Drive: 20-foot ROW, paved concrete typ a few gravel and a few front-loaded



## Character Area Definitions

### *Zoning Update using a Context Sensitive, Character-based Approach*

A character-based approach to the zoning code update is based on the NDC Framework used in the Comprehensive Plan. The Built Form Study sampled all of the identified areas to better understand typical character, context, building, lot and street types. This analysis will then be used to confirm particular “character” areas of the city that will be used to calibrate applicable urban standards and dimensions.

The Comprehensive Plan sets forth the vision for future land uses across all properties within the City of La Crosse. Future land use identifies the mix of uses which may become appropriate for a given property over the next twenty years. This concept takes into account the larger context of neighboring properties and how they interact together to serve residents. Future land use is based on the "Neighborhood, District, and Corridor Framework" (NDC), a system devised by the Congress for New Urbanism (CNU). *Source: 2040 Comprehensive Plan*

The intent of the NDC Framework model is to encourage walkable, compact communities that are rich with amenities and celebrate the history of the built environment and the preservation of natural features, all while respecting the fabric of communities. NDC proposes three fundamental classifications that organize La Crosse into a mix of uses rather than isolated land uses. NDC does not replace the adopted zoning code, but instead paints a broad and cohesive long-term picture for the built environment. The NDC model can pair well with form-based codes, a land development regulation that focuses on the physical form of the built environment in relation to the public realm as the code's overarching principle. If the City decides to integrate a form-based code in the future, the NDC model can be used to guide a cohesive urban form. *Source: 2040 Comprehensive Plan*

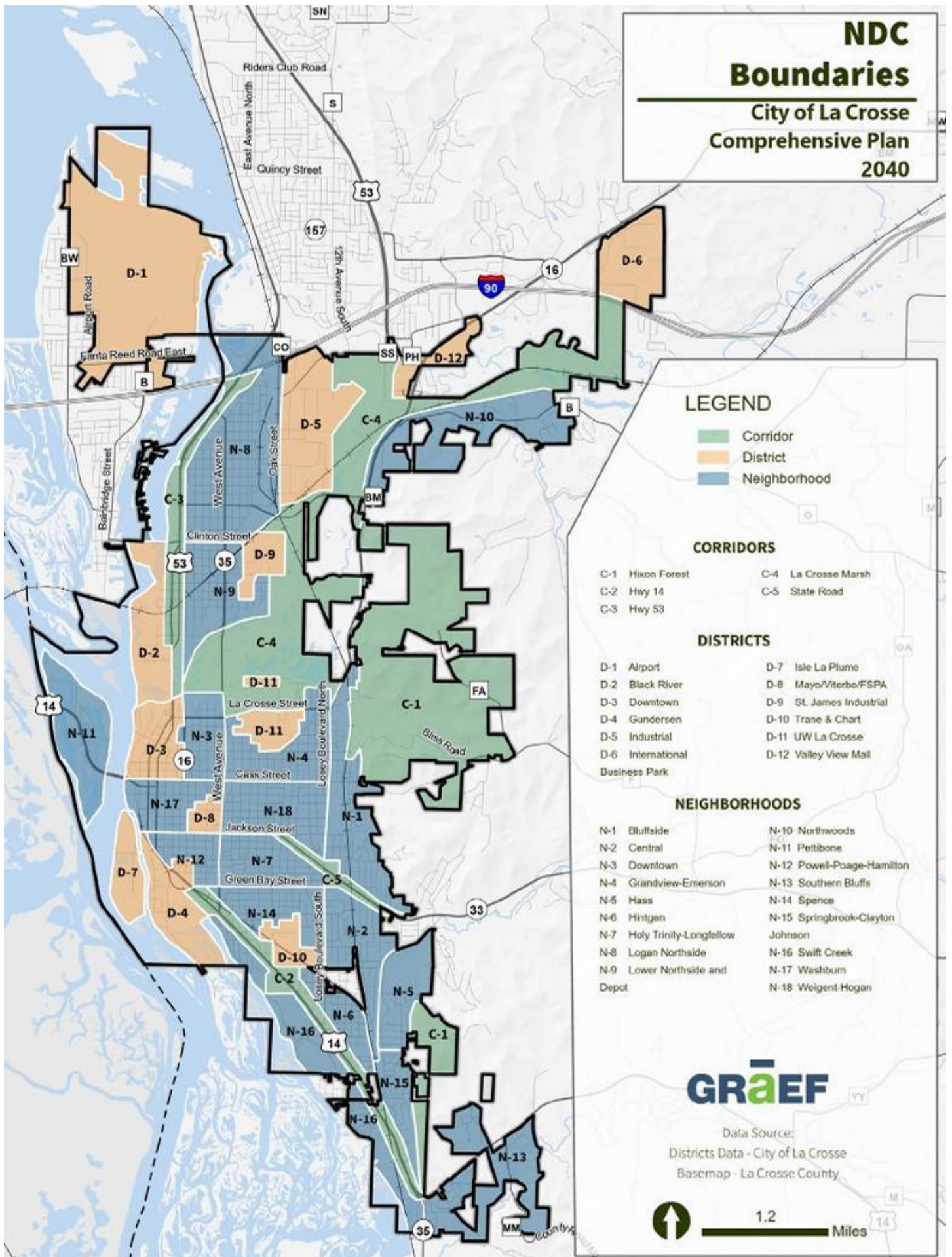
A character-based code guides development to build upon and strengthen the unique characteristics of a community, helping to preserve desired character. A character-based code is organized around the unique physical features of the built environment by documenting and analyzing the community's existing urban form at different scales, from the broad characteristics of a community's neighborhoods to particular building types.

**Neighborhoods**, which usually are areas that contain blocks or buildings that are unified in character or style. A neighborhood is often walkable and may have a clearly defined center or edge.

**Districts**, which are areas typically defined by a particular use or activity, such as light industrial districts.

**Corridors**, which can be man-made elements relating to movement, such as roads or railways, or natural elements such as rivers. Whether man-made or natural, these corridors often define boundaries within and between neighborhoods. However, roads that function as commercial corridors often serve as the center of many communities. *Source: adapted from “Form-based Codes: A Step by Step Guide for Communities”, Chicago Metropolitan Agency for Planning & the Form Based Codes Institute*









**Traditional neighborhoods**—residential areas that are mostly historic with fine grain block and street pattern, alley service, prominent parks and walkable streets that connect to neighborhood destinations. Physical features: compact lots, 1.5– 2.5 stories in height, shallow front yards, sidewalks and alley loaded parking.



**Traditional neighborhoods/varied** - residential areas that mostly contain smaller lots with connected streets and alley service but also include a mix of contemporary, front-loaded building types. historic with fine grain block and street pattern, alley service, prominent parks and walkable streets that connect to neighborhood destinations. Physical features: 1 to 1.5 stories in height, common front yards and some lots that area wider.



**Traditional shopping street**—a walkable, retail environment located in traditional neighborhoods that contain commercial sales and services more scaled and compatible with existing residential development.

Physical features: compact lots, 1-2 stories in height, zero front yards, shopfront frontage common with alley loaded service and on-street parking.



**Urban Mixed Residential**—an area that contains a mix residential building types from detached single family to larger multi-family apartments.

Physical features: compact lots, 1-stories in height, shallow front yards; alley loaded and on-street parking.



**Modular neighborhood**—residential areas that are composed mobile and manufactured building types. Urban pattern is usually tight (narrow) sites with generous streets; lot is often in single ownership

Physical features: 1 stories in height, shallow front yards, parking in front or the side of the unit



**Corridor mixed**— typically corridors that contain a mix of commercial, residential and institutional buildings within the same block and/or across the street from each other; common in traditional neighborhoods that are transitioning or growing. service, prominent parks and walkable streets that connect to neighborhood destinations.

Physical features: 1-2 stories but other physical features vary depending on building type



**Commercial Corridor/Small Format**— most commercial corridors in the city contain a mix of building types and sizes; the small format commercial corridor is common in several areas

Physical features: wide lots, 1-2 stories in height, generous setbacks with parking common in front of the entrance



**Commercial Corridor/Large Format**— most commercial corridors in the city contain a mix of building types and sizes; the large format commercial corridor is common in several areas such as the Valley View Mall.

Physical features: wide and deep lots, 1-2 stories in height, generous setbacks with parking common in front of the entrance





**Downtown**—The downtown is made up of a larger “core” area that contains a number “main street” blocks that are highly walkable and characterized by transparent storefronts. The downtown also includes a historic district which overlaps much of the “main street” blocks.

Physical features: “main street” blocks are multiple stories with highly defined shopfronts; masonry construction is typical; the periphery of the core contains more and larger surface parking areas.



**Downtown/“Main Street”**– the heart of downtown contains a well defined walkable district with retail shop fronts set at the back of the sidewalk creating a very intimate, human scaled environment;

Physical features: high level of shopfront transparency at the street level, common exterior is brick; alley service to the block interiors; parking on-street



**District** — a number of districts occur in the city—these can be education, health or recreation in use; they tend to include larger buildings arranged to form an identity or sense of spaces but also can include large parking areas.

Physical features: wide lots, buildings often more than 3 stories in height, setbacks and yard vary



**Industrial small format**— there are multiple areas characterized as ‘industrial’ with these building types arranged into small formats where they respond to a connected street and block pattern, alley loaded and small operation areas

Physical features: typical traditional small lots, 1-2 stories in height, common material is metal siding and some masonry finishes at the building base



**Industrial large format**— there are multiple areas characterized as 'large format industrial' that include very large floorplate buildings including large outdoor storage areas, loading and large surface parking areas

Physical features: multiple stories in height depending on functions and use; typical flat roofs, common material is metal siding and some masonry finishes at the building base



## Character Area: *Downtown – Three Distinct Areas*



Three distinct areas assume that the zoning districts may also be more responsive to the character of each with the “main street” area requiring the most rigorous standards and regulations.



**Downtown Area**



**Core**


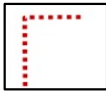
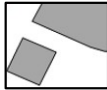



**“Main street”**



## Character Areas: *Downtown Core/Building Frontage & Parking*

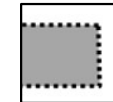


-  Active building frontage
-  Blank building wall
-  Surface parking
-  Structured parking

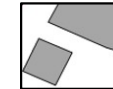
## Character Areas: *Downtown Core/Parking Diagram*



## Character Areas: “Main Street”/Frontage & Parking Diagram



Structured  
parking



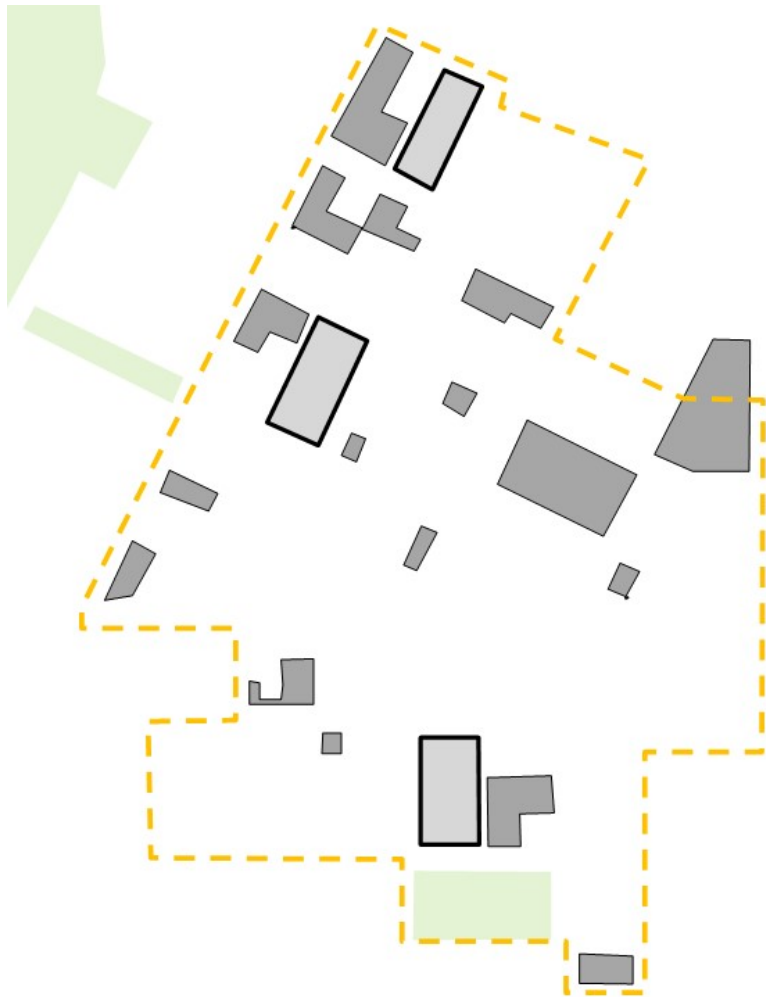
Surface  
parking



Active building  
frontage



## Character Areas: Main Street/Frontage & Parking Diagram



The building frontage and parking diagram illustrates the key blocks of the downtown “main street” area. These block faces are the most walkable and pedestrian friendly places in downtown; zoning standards can be more specific about this built environment character and regulate future development to recognize these conditions and respond in similar ways.

## Character Areas: *Building Standards*



Newer buildings at Jay and Front St share common design features and materials.



A recent residential building uses more clean, modern materials that are compatible with traditional buildings.



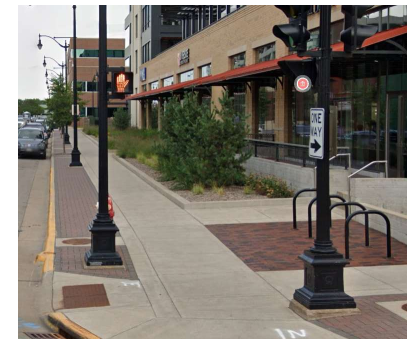
Renovations highlight the historic character of street level shopfronts; graphics obscure window transparency.



Street level façade works with the bay and window design but presents exposed parking to the street.



Super graphics that may or may not be appropriate for some "main street" building locations.



Recent residential building includes large setback from the street.



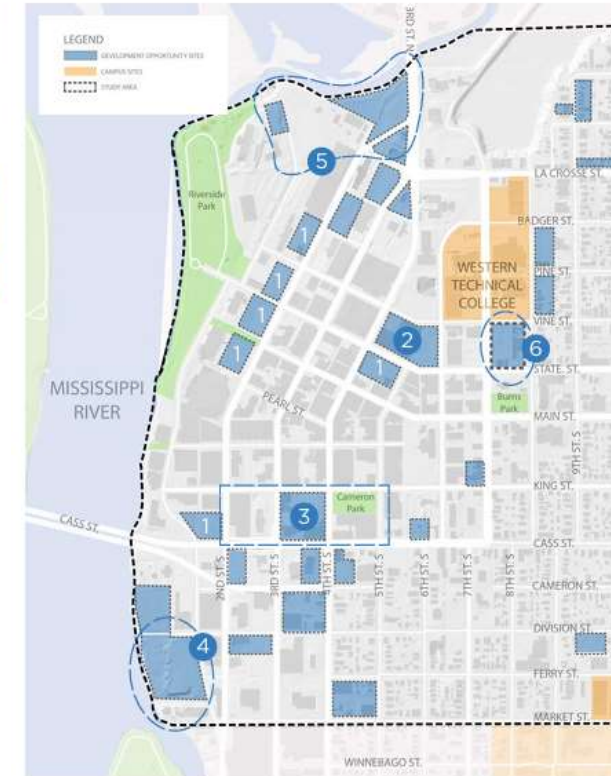
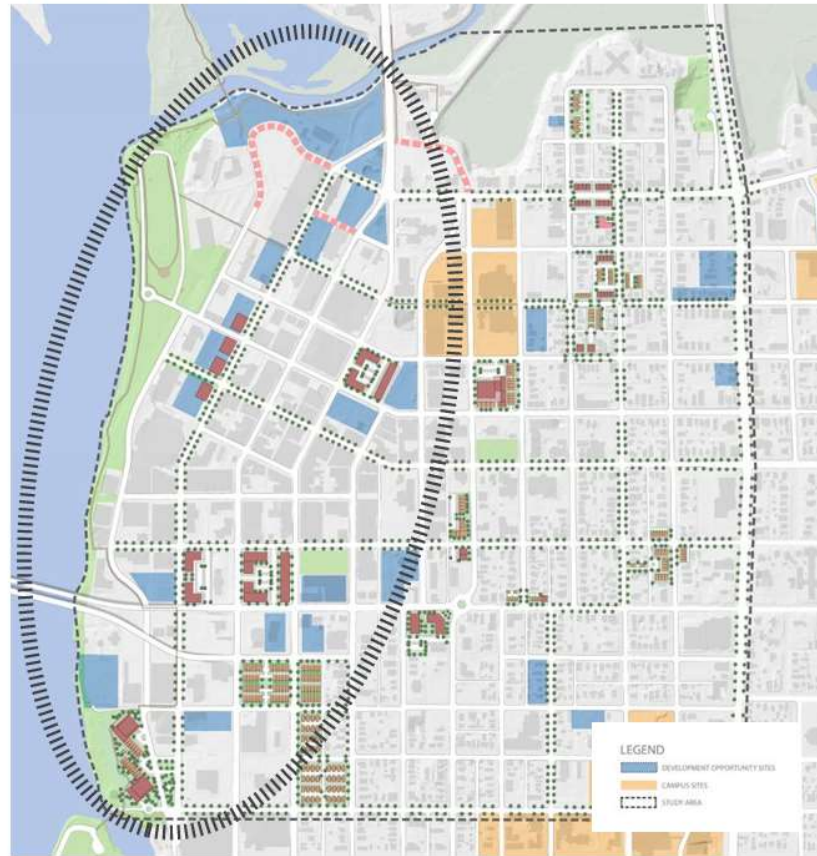
# Character Areas: *Downtown Development Opportunities*

## CORE CLUSTER CONCEPTS

This plan recognizes that sites may redevelop entirely differently than imagined in this plan, yet the plan illustrates possibilities that may complement downtown as a place to work, live, and visit.

- 1. Surface Parking Lots.** Privately owned parking lots could be redeveloped into a vertical mixed use. These sites are subject to concepts in the prototypical development diagrams.
- 2. US Post Office Site.** Redeveloping the US Post Office site for a project that better contributes to the culture of downtown is a high-priority from the planning participants.
- 3. Core Gateway.** Blocks located north of the bridge are candidates for signature projects like Belle Square.
- 4. Houska Village.** A long-term vision for this area should protect the site until the market can support the project. The concept leverages the views of the Mississippi River and proximity to downtown.
- 5. La Crosse River Area.** Sites near the La Crosse River can become prime for development by connecting La Crosse Street to Front Street.
- 6. Salvation Army.** A redevelopment concept for a block that straddles the core of downtown and traditional neighborhood.


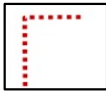
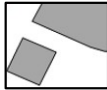

DEVELOPMENT CONCEPT MAP





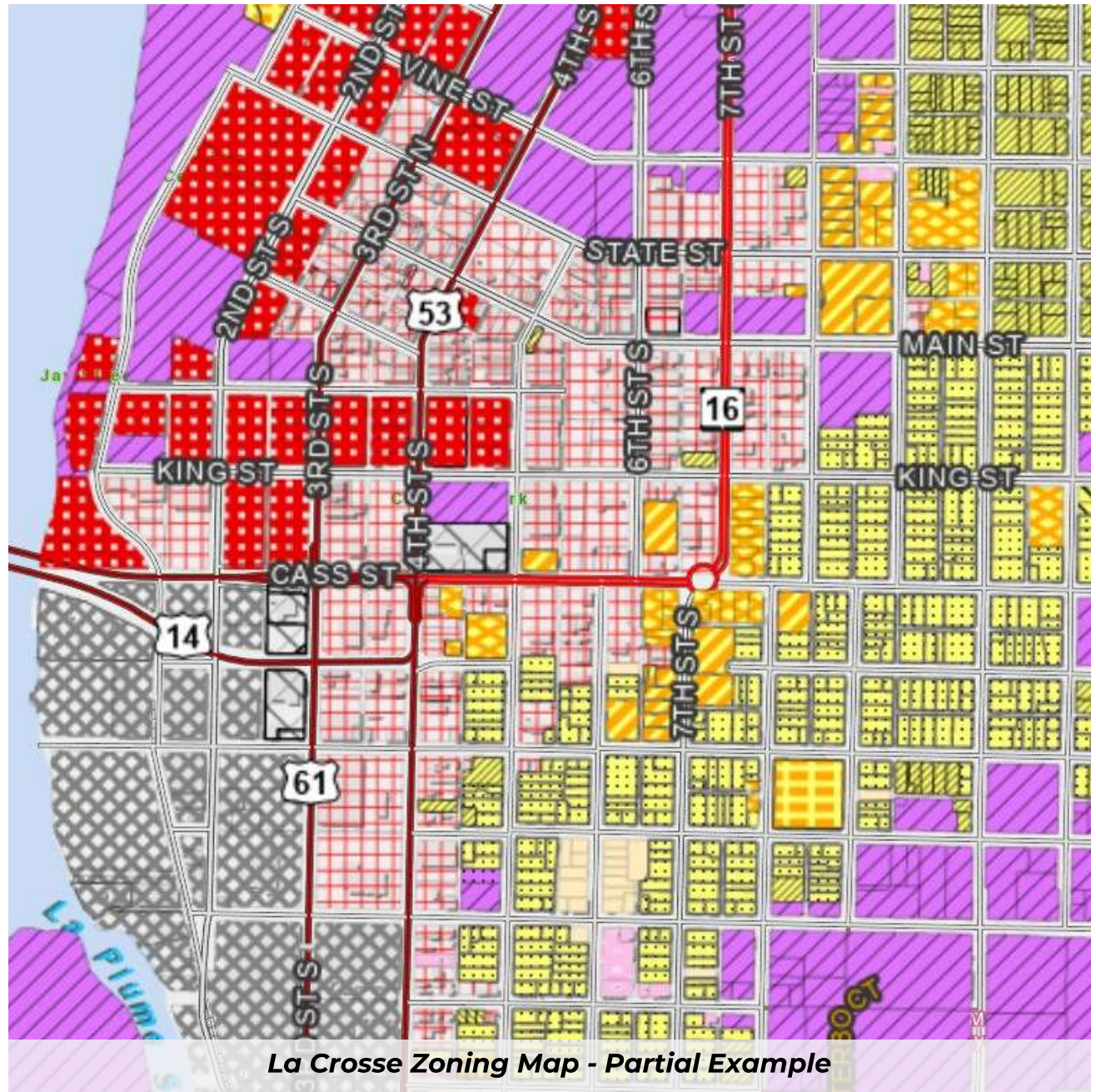
## Character Areas: *Downtown Core/Frontage & Parking*



-  Active building frontage
-  Blank building wall
-  Surface parking
-  Structured parking

## Contents

- 1) Cover/Map
- 2) Introduction & History
- 3) Scope of Work/Organization
- 4) Schedule
- 5) Comprehensive Plan
- 6) Typical Urban Standards
- 7) Possible Housing Types
- 8) Subdivision of Land
- 9) Contact Information





# Introduction & History

**Zoning** is one of the most common methods of land use control used by local governments. Zoning works by defining a community into districts, regulating uses that are allowed within those districts, and prescribing allowable dimensions such as lot sizes, setbacks and building height. Zoning can help a community to achieve goals outlined in a comprehensive plan including:

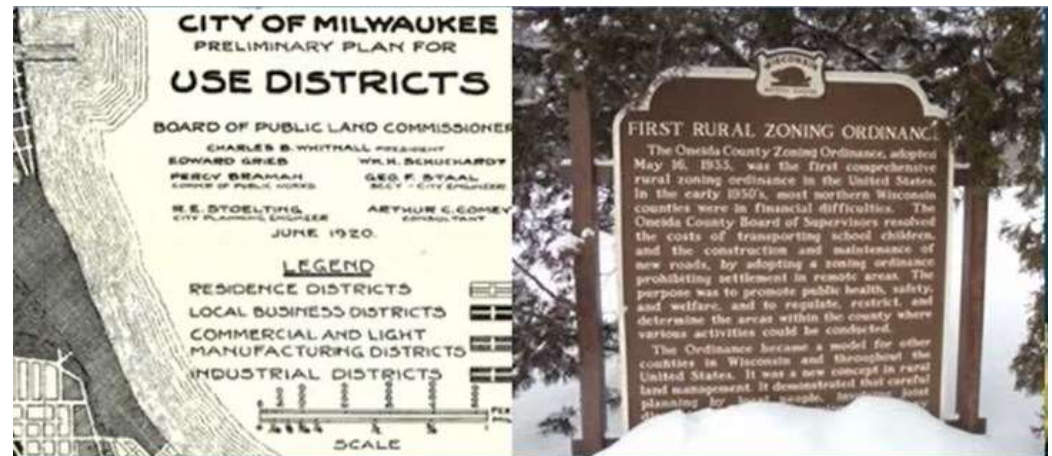
- Protecting public health, safety and general welfare.
- Promoting desirable patterns of development.
- Separating incompatible land uses.
- Maintaining community character and aesthetics.
- Protecting community resources such as farmland, woodlands, groundwater, surface water, and historic and cultural resources.
- Providing public services and infrastructure in an economical and efficient manner.
- Protecting public and private investments.

## Additional Forms of Zoning

State statutes require communities to administer certain types of zoning as described below:

- **Shoreland zoning**
- **Shoreland-wetland zoning**
- **Floodplain zoning**

Source: UW- Madison Division of Extension



- *1920 - First Wisconsin zoning ordinance created by City of Milwaukee*
- *1923 - Zoning upheld by the Wisconsin Supreme Court*
- *1929 - Wisconsin Legislature authorizes zoning to regulate all uses in rural areas*
- *1933 - Oneida County adopts first comprehensive rural zoning ordinance in the U.S.*
- *1966 - Wisconsin Legislature adopts the Water Resources Act*
- *1968 - Local governments required to administer minimum shoreland and floodplain zoning regulations*
- *1999 - Wisconsin adopts Comprehensive Planning Act and establishes grant program*
- *2010 - Zoning must be consistent with a local comprehensive plan*



# Scope of Work & Organization



- 1) **Review of Current Municipal Code**— Review, familiarize, analyze, and critique Municipal Code Chapter 113- Subdivisions and Chapter 115- Zoning and any other related codes.
- 2) **Review of Comprehensive Plan and other related plans:** The consultant will review the plans, goals, objectives, and recommendations of the comprehensive plan and other related plans identified by planning staff and the steering committee to ensure the new code will be consistent with current planning documents.
- 3) **Public Outreach:** The consultant will provide a public participation plan designed to receive input from community stakeholders, staff, and the public as well as educate and inform them on the process.
- 4) **Analysis and Recommendations.** Provide an analysis of the City's existing code, highlighting its strengths and shortcomings based on the consultant's review of existing code, review of current plans, and community and stakeholder input. Include recommended approach for potential revisions that include best practices/example codes as related to low-carbon sustainable development, form base designs, affordable/attainable housing, missing middle housing, mixed housing integration, parking reductions, multi-modal transportation, performance standards for various uses, equity, accessibility, etc.
- 5) **Documents:** The consultant will prepare drafts of the zoning ordinance for review by staff, the steering committee, and the public culminating in a final version to be acted upon by the City Plan Commission and adopted by the Common Council.

## Organization of a Zoning Code

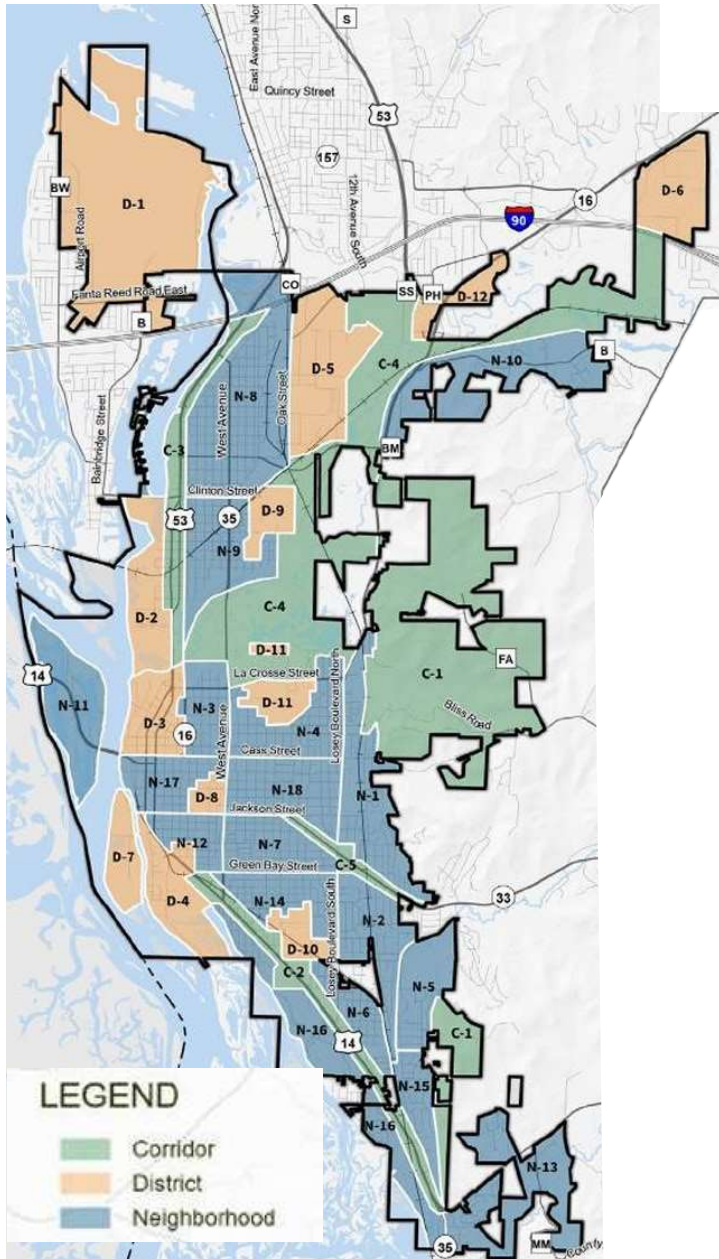
Most zoning ordinances are organized in the following manner:

- **Title, Authority and Purpose**
- **General Provisions**
- **Zoning Districts and Regulations**
- **Zoning Nonconformities**
- **Impact Regulations**
- **Administration and Enforcement**

# Schedule

	1	2	2025	4	5	6	7	8	9	10	11	12	13	14	2026	16	17	18	19	20	21
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
<b>Project Kickoff</b>		Dec 18																			
<b>P1 Review Plans/Conditions</b>																					
Review Plans & Policies																					
Technical Memo 1																					
Document Conditions																					
Technical Memo 2																					
<b>P2 Analyze &amp; Recommend</b>																					
Diagnose																					
GIS Analysis																					
Technical Memo 3																					
Recommendations																					
Technical Memo 4																					
Annotated Outline																					
<b>P3 Codify &amp; Adopt</b>																					
Districts & Standards																					
Subdivision Regs.																					
Review Draft																					
Final Draft																					
Adoption Process																					
<b>P4 Outreach &amp; Participation</b>																					
Public Meetings																					
Stakeholder Meetings																					
Media Company Coord.																					
<b>P5 Meetings &amp; Management</b>																					
Staff Coordination																					
Dept Working Group																					
Steering Committee (PC)																					
Common Council																					
Public Hearing																					

# 2040 Comprehensive Plan



The **Comprehensive Plan** sets forth the vision of future land uses within the City of La Crosse. Future land use is based on the “Neighborhood, District and Corridor Framework” (NDC), a system devised by the Congress for New Urbanism (CNU).

**How does NDC Work?** The intent of the NDC model is to encourage walkable, compact communities that are rich with amenities and celebrate the history of the built environment and the preservation of natural features, all while respecting the fabric of communities. NDC proposes three fundamental classifications that organize La Crosse into a mix of uses rather than isolated land uses.

## Neighborhoods:

La Crosse neighborhoods have distinct identities, housing characteristics, unique history, and geographic features. They are typically compact, pedestrian-friendly, and mixed-use. Neighborhoods may contain a number of supporting uses and activities that serve residents, such as parks, schools, libraries, small-scale retail, and other services. Neighborhood associations were consulted during the creation of this comprehensive plan to help identify the vision and land uses within La Crosse’s neighborhoods.

## Districts:

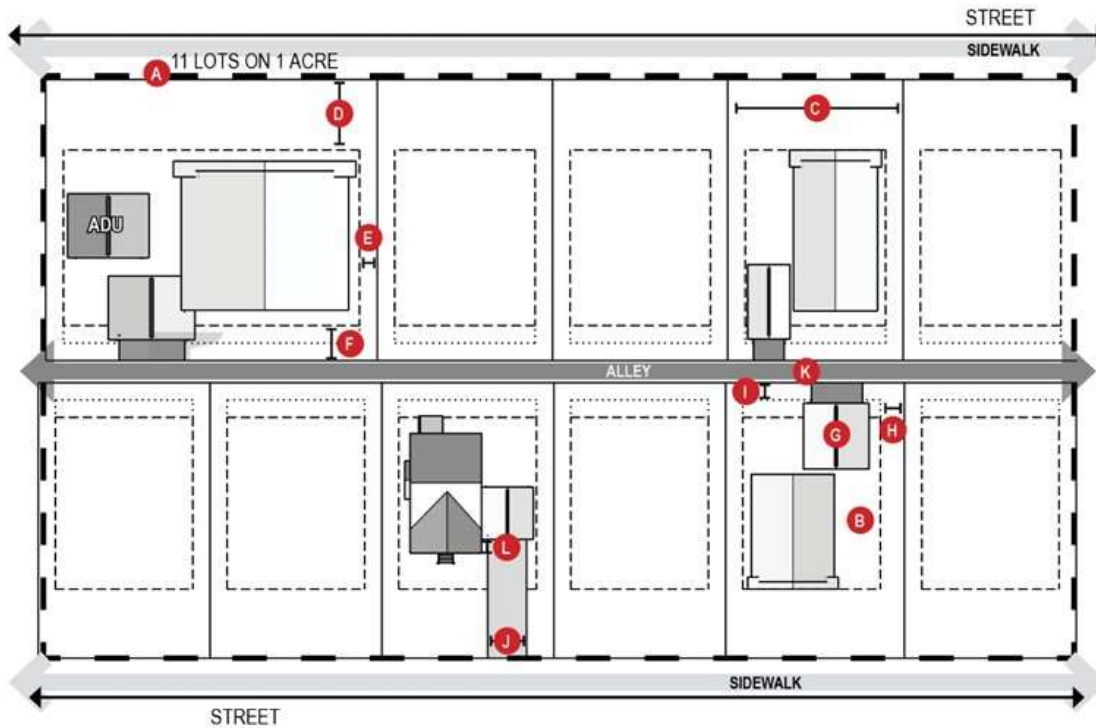
Districts are larger areas where the City, property owners, developers, and investors should concentrate business, commercial, and industrial activity and expansion over the next twenty years. Districts may emphasize a special single use or purpose, but may contain a variety of other uses and activities. For example, a shopping district may have primarily commercial uses with a few small-scale industrial uses mixed in. La Crosse’s districts are based on types of dominant uses, include overlapping neighborhoods, and have generally larger geographic extents.

## Corridors:

Corridors are linear areas that provide connectivity between the neighborhoods and districts. Corridors can accommodate a variety of land uses, including natural, recreational, and cultural uses. They can range from boulevards and rail lines to rivers and parkways. La Crosse has several major corridors identified based on transportation and environmental features.

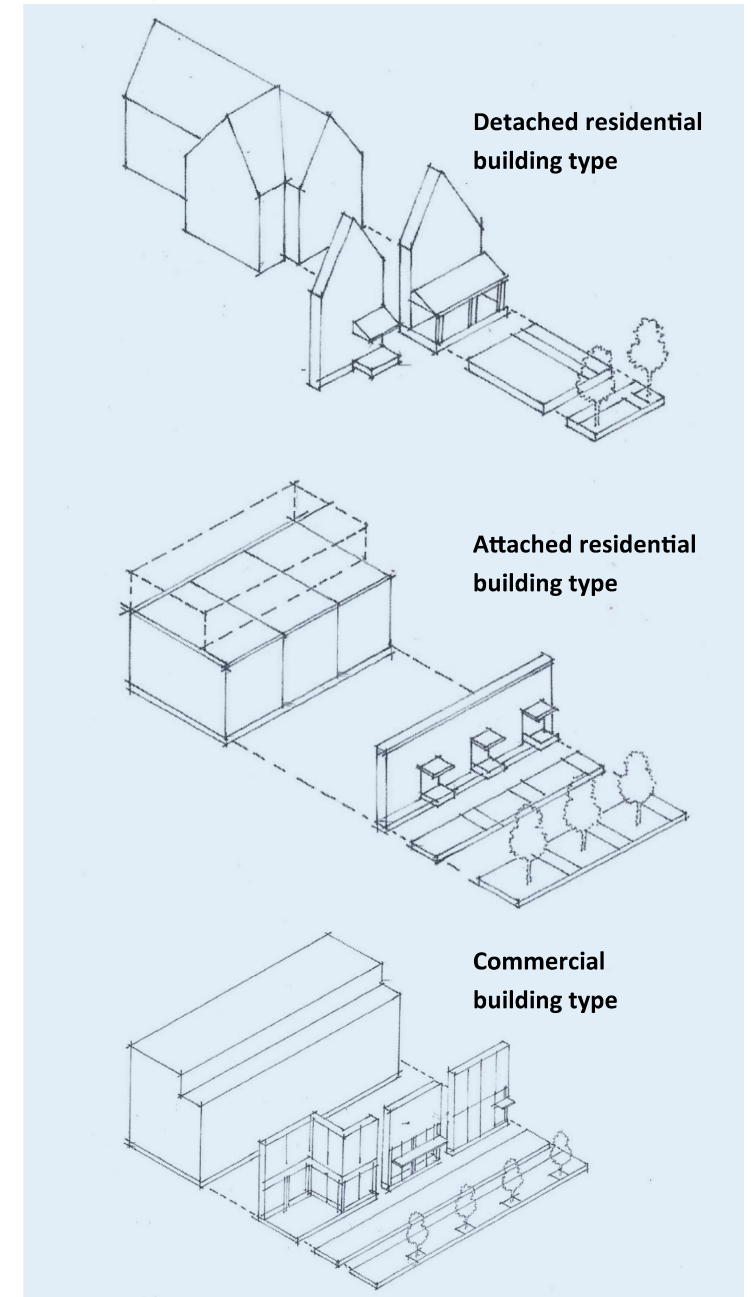


# Typical Urban Standards



## Typical Lot Regulations

- |                        |                                    |
|------------------------|------------------------------------|
| A: Lot area            | G : Accessory building             |
| B: Buildable area      | H/I: Parking setback               |
| C : Lot width          | J: Driveway width                  |
| D : Front yard/setback | K: Alley width                     |
| E: Side yard/setback   | L: Garage stepback from main house |
| F : Rear yard/setback  |                                    |

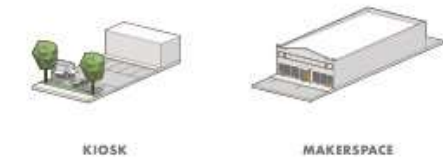


# Possible Housing Types

**HOUSE HACKS**  
Entrepreneurial adaptations to an existing home that diversify housing options or generate an income.



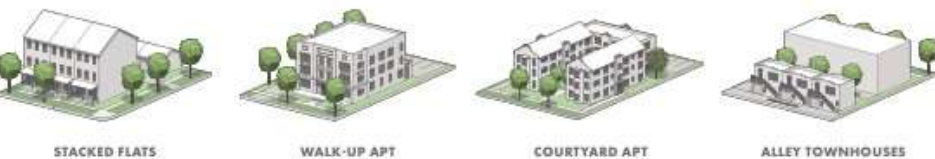
**COMMERCIAL INCUBATION**  
Low-cost ways to grow and validate an early-stage business.



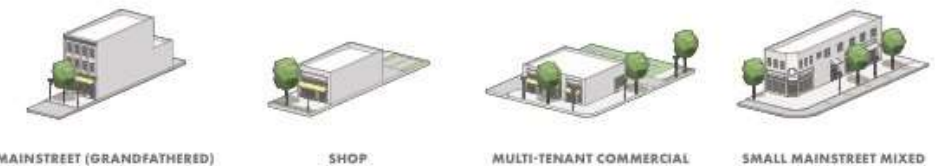
**COMPACT SINGLES**  
One-unit dwellings that fit on small infill lots alone or in combination with other buildings.



**MIDDLE HOUSING**  
Multi-unit residential buildings that blend well with detached homes.



**NEIGHBORHOOD NODE**  
Walkable neighborhood destinations like corner stores and workspaces, 1-3 storeys, mixed-use or commercial.



**COMBO**  
Creative tactics or building combinations that solve for a common development scenario.



**STEP BUILDINGS**  
Small-scale  
Time-enhanced  
Entrepreneurial  
Purposeful

Designed by GreenSource and the  
Incremental Development Alliance



# Subdivision of Land

Much of the form and character of a community is determined by the design of subdivisions and the standards by which they are built. State statutes regulate the technical and procedural aspects of dividing land for development and provide minimum standards for subdivisions related to sanitation, street access and layout. Among its many purposes, land division regulations can help a community to:

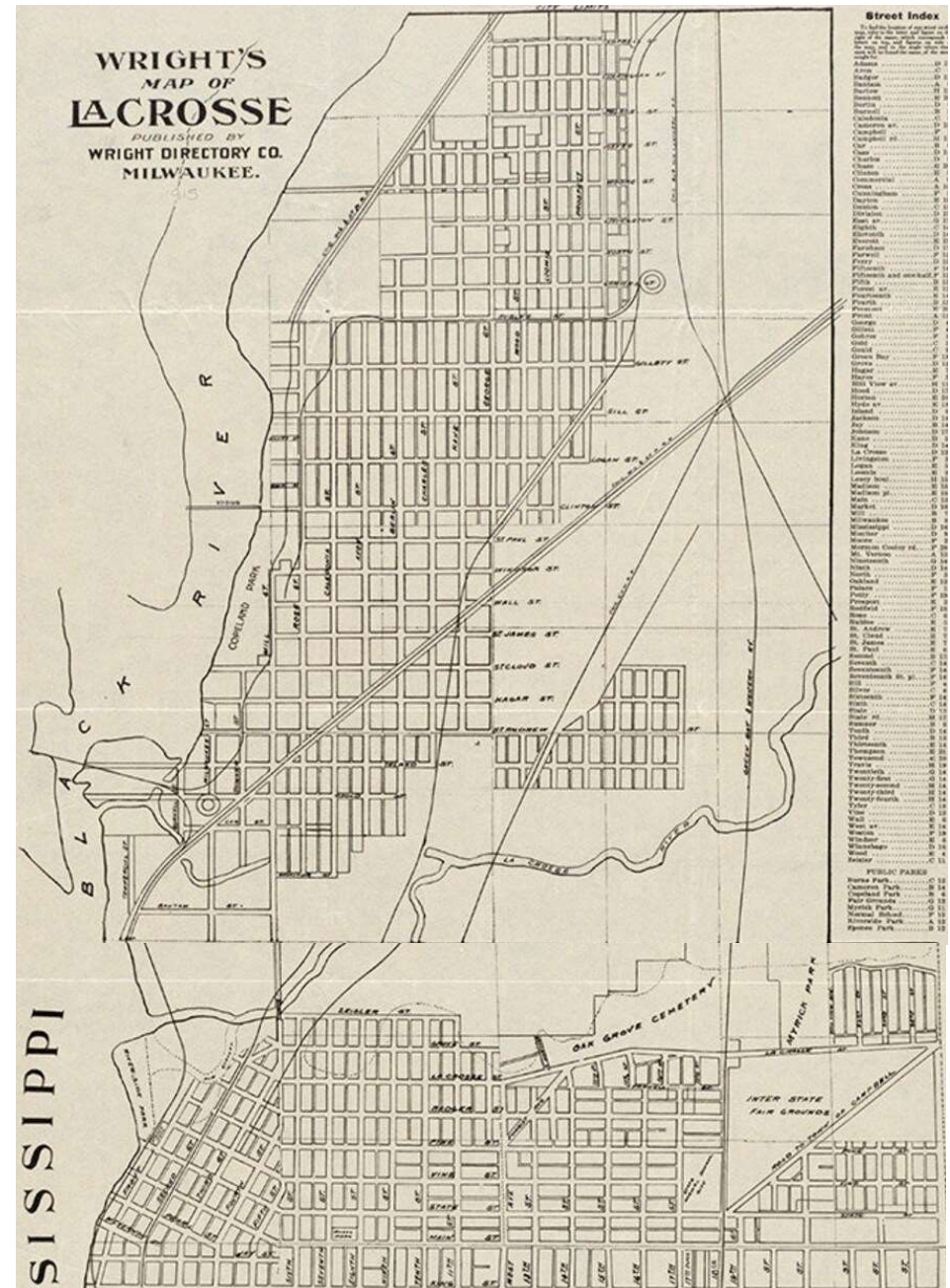
- Address health and safety issues such as stormwater runoff and emergency access.
- Ensure new development is adequately served by public facilities such as roads and parks.
- Provide for the efficient placement and delivery of public services and facilities.
- Promote neighborhood designs that meet the needs of residents.
- Ensure accurate legal descriptions of properties.
- Avoid disputes regarding the sale, transfer or subdivision of land.
- Protect other community interests outlined in a comprehensive plan or local ordinance.

**State Defined “Subdivision”** – a division of a lot, parcel or tract of land by the same owner that creates 5 or more parcels or building sites of 1½ acre or less, or successive divisions of land by the same owner within a five year period that result in 5 or more parcels of 1½ acre or less.

*Wis. Stat. § 236.02(12)*

**Local “Land Division”** – local ordinances may be more restrictive than the state definition with regard to the number or size of lots regulated. This publication will generally use the term “land division” to refer to all such developments.

*Wis. Stat. § 236.45*





# Contact Information



ZONING  
CODE  
UPDATE



## City of La Crosse City Hall

400 La Crosse St  
La Crosse, WI 54601

### Contact Us

info@forwardlacrosse.org  
(608) 789-7512  
[www.cityoflacrosse.org](http://www.cityoflacrosse.org)



**Housing Week  
Pop-ups**



**Community  
Survey #1**



**Project  
Website**



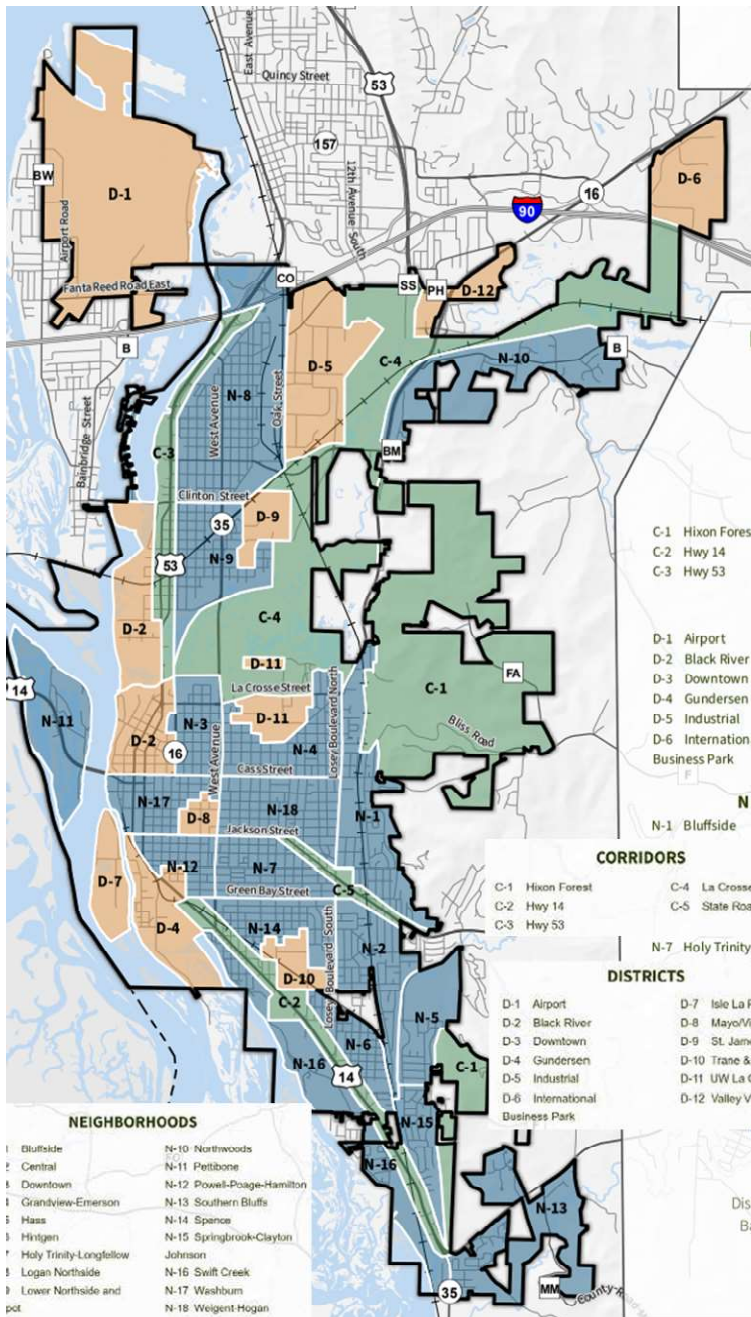
**Workshops**

# Built Form Study | Corridors

Based on the Comprehensive Plan NDC framework, the Built Form Study samples the typical development pattern for each of the neighborhoods, districts and corridors as identified in the comp plan to better understand the physical dimensions of building type, site plan, street frontage and block pattern as well as other conditions.

## Corridors

- C-1 thru C-5
- C-1 Hixson Forest and C-4 La Crosse Marsh not included





## Built Form Study | Plate C-2: Highway 14

### NDC Framework: Corridor



### Urban Pattern



### Built Form Examples



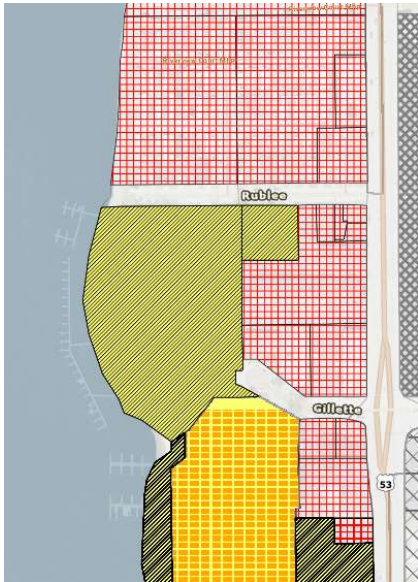
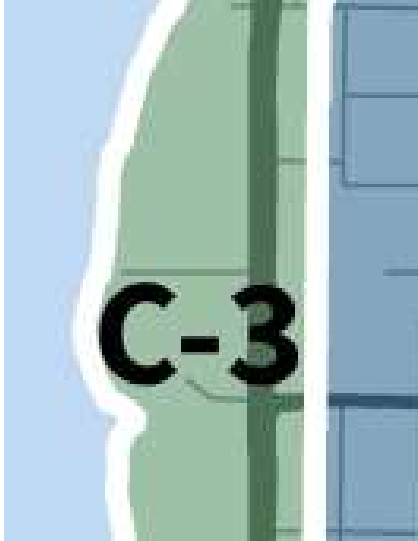
### Notes

- Existing zoning: C2 Commercial
- Character area: Commercial Corridor
- Key intersection: US-14 & Ward Ave/S East Ave
- Parcel pattern: Large irregular lots fronting US-14 & Ward Ave/S East Ave
- Scale: Standalone 1-story commercial structures
- Yards: Deep setback for commercial buildings; large surface parking lots
- Parking: several surface lots front onto Hwy 14 and Ward Ave/S East Ave
- Materials: Brick, metal panel, glass
- Street: US-53 has 85-foot ROW with 9-foot sidewalk on both sides, 5 lanes including two-way left-turn lane in center; Ward Ave/S East Ave are 90-100 feet in width
- Service Drive:

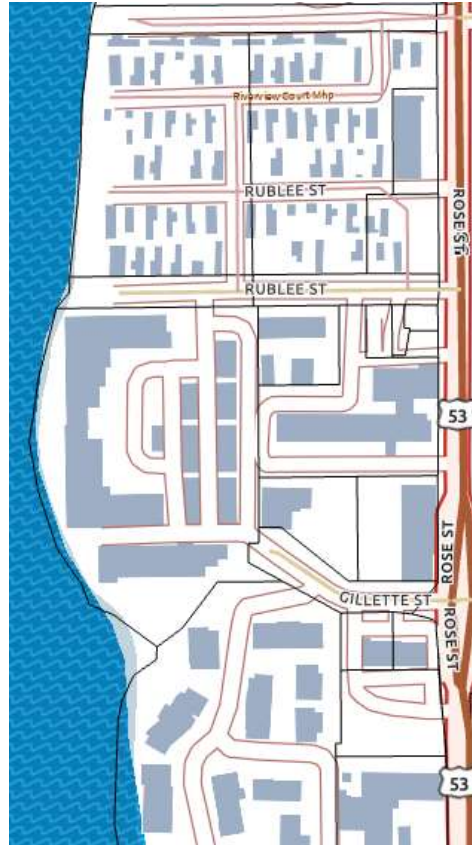


## Built Form Study | Plate C-3: Highway 53

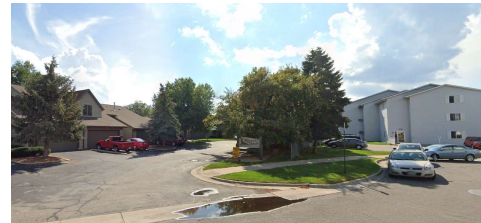
### NDC Framework: Corridor



### Urban Pattern



### Built Form Examples



### Notes

- Existing zoning: C2 Commercial, R5 Multiple Dwelling, PD Planned Development
- Character area: Urban mixed
- Key intersection: US-53 & Gillette St
- Parcel pattern: Irregular lots fronting US-53 and side streets
- Scale: 1 story manufactured homes and retail, 2 story hotels, townhomes; multi-family buildings
- Yards: Shallow setbacks fronting US-53 with parking behind or beside buildings, shallow setbacks between manufactured homes
- Parking: Surface lots for commercial along US-53, wide roads with street parking for manufactured homes
- Materials: Wood siding, masonry, metal structure
- Street: US-53 has 90-foot ROW with 9-foot sidewalk on both sides, 5 lanes including two-way left-turn lane in center; Riverview Court roads are 40 feet in width
- Service Drive: n/a

## Built Form Study | Plate C-3.1: Highway 53

### NDC Framework: Corridor



### Urban Pattern



### Built Form Examples



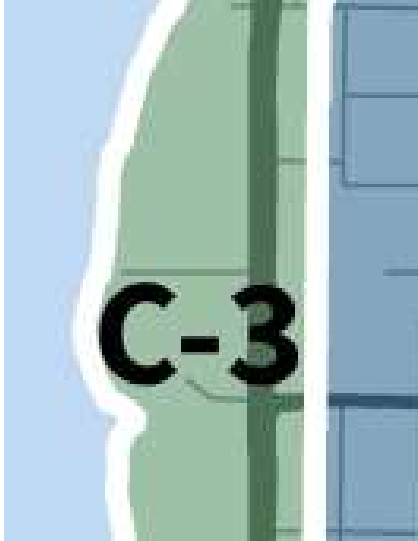
### Notes

- Existing zoning: C2 Commercial, C1 Local Business
- Character area: Commercial corridor
- Key intersection: US-53 & W George St
- Parcel pattern: Large lots fronting US-53
- Scale: 1 story strip mall and standalone commercial buildings; commercial structures tend to have flat roofs and tall pylon signs along highway
- Yards: Deep setback for commercial buildings; large surface parking lots with buildings set behind
- Parking: Several large surface lots front onto US-53 or W George St
- Materials: Brick, lap siding (vinyl and wood), glass
- Street: 150-foot ROW with 6-10 foot sidewalk on both sides; US-53 has grassed boulevards and 7 lanes (including turn lanes); W George St has paved median and island for pedestrian crossing
- Alley/Service Drive: Service drive behind strip mall, built around existing Badger Hickey Park (see image)



## Built Form Study | Plate C-3.2: Highway 53

### NDC Framework: Corridor



### Urban Pattern

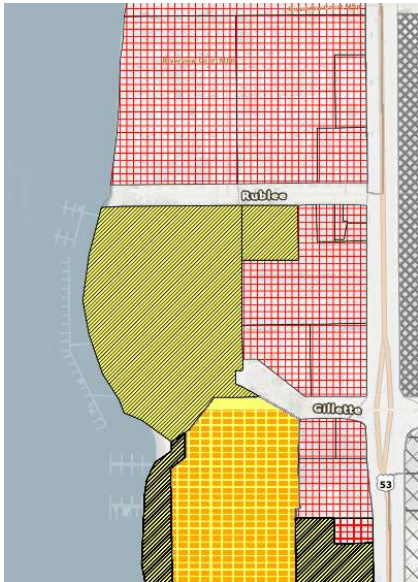


### Built Form Example



### Notes

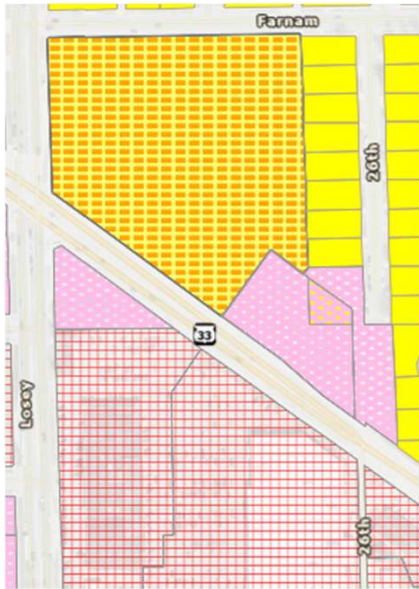
- Existing zoning: R5 Multiple Dwelling,
- Character area: Modular neighborhood
- Key intersection: US-53 & Gillette St
- Parcel pattern: Irregular lots fronting US-53 and side streets
- Scale: 1 story manufactured homes
- Yards: Shallow setbacks with parking behind or beside buildings, shallow setbacks between manufactured homes
- Parking: wide roads with street parking for manufactured homes
- Materials: metal siding
- Street: US-53 has 90-foot ROW with 9-foot sidewalk on both sides, 5 lanes including two-way left-turn lane in center; Riverview Court roads are 40 feet in width
- Service Drive: n/a



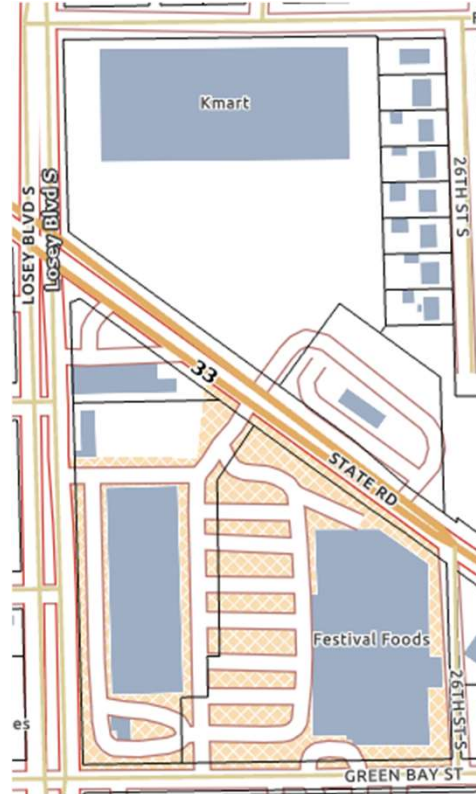


## Built Form Study | Plate C-5 : State Rd

### NDC Framework: Corridor



### Urban Pattern



### Built Form Examples



### Notes

- Existing zoning: C2 Commercial, PD Planned Development, C1 Local Business, & R1 Single Family
- Character area: Commercial Corridor
- Key intersection: State Rd & S Losey Blvd
- Parcel pattern: Large irregular lots fronting State Rd & S Losey Blvd
- Scale: 1-story in-line commercial and standalone buildings
- Yards: Deep setback for commercial buildings; large surface parking lots
- Parking: Several surface lots front onto State Rd and S Losey Blvd
- Materials: Brick, glass, common masonry
- Street: State Rd has 85-foot ROW with 9-foot sidewalk on both sides, 4 lanes with left-turn lanes in both directions at intersection; S Losey Blvd is 100 feet in width and has 6-foot sidewalk on both sides, 4-lanes including occasional left-turn lanes in both directions
- Service Drive: rear & front loaded



## Memo 2

---

**To:** City of La Crosse  
**From:** MSA Zoning Code team  
**Subject:** Diagnostic Summary  
**Date:** February 21, 2025 (Residential Districts: pages 1-4)  
**Date:** March 25, 2025 (Commercial & Industrial Districts; Subdivision Regulations: pages 5-9)

---

The La Crosse Zoning Code is found in Chapter 115 of the Municipal Code and is defined by seven articles and contains the following:

- A total of 211 pages
- 21 districts and 2 overlay districts
- Definitions, penalties, administration, appeals and amendments are found in Articles I and II
- District regulations are found in Article IV; dimensional standards that apply for each district begin on page 26.
- Overlay regulations are defined in Article V.
- A generous list of conditional uses is defined in Article VI that covers 23 pages of address additional standards and regulations. We will provide an additional analysis just focused on conditional uses.
- Article VII cover supplemental regulations including design standards for multi-family housing and commercial uses and the traditional neighborhood development (section 115-403).
- Generally, urban standards (and dimensional requirements) are written out in extended sentences and are often difficult to follow.
- It seems, in general, that most of the residential districts share dimensional standards and regulations subject to different time periods, going back to the 1938 edition of the code.
- The word 'special' is used in the title for the R-3 and R-6 districts but it isn't clear exactly what this means or designates.

### **Residential**

A high level review of the R districts follows; titles are spelled out as they appear in the body of the code.

### **Agriculture (A-1) and Exclusive Agriculture (EA) Districts**

The code includes an Agricultural district and an Exclusive Agricultural district. The A-1 district's purpose is to act as a preserve for future urban development. The Exclusive Ag district is intended to preserve lands for food and fiber production. In either case not many areas/parcels zoned are A-1 or EA; it appears the only active agricultural use is in the southern part of the city along Old Town Hall Rd.

### **R1 District**

Unlike the A-1 and EA districts, the R1 district does not include a direct purpose statement. The R1 Single Family district does allow two-family dwellings provided they were in existence on September 13, 1984 with an odd requirement that a new two family dwelling can replace an existing two family dwelling if it is limited to 2 bedrooms in each unit; no additional bedrooms can be added in any case.

There is no direct mention of lot area and dimensional standards except for the reference to the 'Residence District' (this is a reference to the 1938 zoning code which included two residential districts: Residence and Multiple Dwelling) - apparently this is assumed to refer to the R2 District and these standards apply to R1.

Language and requirements like the following paragraph will need to be resolved regarding the uses in the R1 district:

- *Two or more family dwellings provided that such were in existence on April 10, 1997, have not discontinued the number of dwelling units for a period of 12 months or more, and are located within the area bounded by 9th Street-Farnam Street-east-west alley north of Green Bay Street-West Avenue, and provided further that such two or more family dwellings may be replaced by another two or more family dwellings as long as such replacement shall not contain more units or bedrooms than existed on April 10, 1997 and other applicable building and zoning code requirements for the R-1 District are met.*

### **R2 District**

Like the R1 District, the R2 District does not have a specific purpose statement. It allows two family dwellings but only if they contain no more than three bedrooms per unit. It allows churches that were in existence on August 10, 1989. As in other districts, language makes multiple references to specific dates in time that provide a threshold for permitted uses.

Language and requirements like this this will need to be resolved regarding the uses in the R1 district:

- *The side yard regulations in subsections (3)a. and b. of this section shall apply to all lots including corner lots, except that in the case of a reversed corner lot which faces intersecting streets, the side yard on the street side of such reversed corner lot shall have a width of not less than 50 percent of the front yard depth required on the lots in the rear of such reversed corner lot, and no accessory building on such reversed corner lot shall project beyond the front building line of the lots in the rear of such reversed corner lot; provided, however, that this regulation for reversed corner lots shall not have the effect of reducing the buildable width for the main building to less than 26 feet, or for an accessory building to less than 20 feet, on any lot of record August 27, 1938.*

### **R3 Special Residence District**

This district is meant to allow single family, two-family and up to four or more dwellings provided they were in existence on April 10, 1997. Lot and dimensional standards are the same or similar to R1 and R2.

Standards for yards are laboriously overwritten (similar to R1 and R2) and difficult to interpret in a single reading. These will benefit from summary and simplification:

- a. *On every lot in the Special Residence District, there shall be two side yards, one on each side of the building, and except as hereinafter provided, neither of such side yards shall be less than six feet in width, and provided further that for any main building other than a one-family dwelling neither of such side yards shall be less than seven feet in width, except that lots occupied by each attached dwelling unit which is located within a single structure, which is attached along a lot line which is approximately perpendicular to the street right-of-way line, shall not be required to meet this requirement other than the outer side yards of the structure in which the two attached dwelling units are located shall not be less than seven feet in width.*
- b. *On any lot having a width of less than 44 feet, and of record on August 27, 1938, the width of no side yard shall be less than that heretofore prescribed less one-fourth foot for each foot said lot is less than 44 feet in width; provided further, however, that no side yard shall be less than four feet in width in any case.*
- c. *The side yard regulations in subsections (2)a and b of this section shall apply to all lots including corner lots, except that in the case of a reversed corner lot which faces intersecting streets, the side yard on the street side of such reversed corner lot shall have a width of not less than 50 percent of the front yard depth required on the lots in the rear of such reversed corner lot, and no accessory building on such reversed corner lot shall project beyond the front building line of the lots in the rear of such reversed corner lot; provided, however, that this regulation for reversed corner lots shall not have the effect of*



*reducing the buildable width for the main building to less than 26 feet, or for an accessory building to less than 20 feet, on any lot of record August 27, 1938.*

**Low Density Multiple Dwelling District (R4)**

This district is shown as the R4 district on the map but is not titled as that in the body of the code and allows multiple dwelling buildings that contain more than 4 units. Similar to the other R districts language and standards regarding lot area and yards are very overwritten and can benefit from simplification and more direct language.

**Multiple Dwelling District (R5)**

This district is “nested” into the R4 and thus any use allowed in R4 is permitted in this district. Uses include boarding house, room houses, fraternities and sororities (occupied by less than 6 persons). Height is allowed up to 55 feet and may exceed this per section 115-390 (Art. VII Supplemental Regulations).

**R-6 Special Multiple Dwelling District**

This district is “nested” into the R5 and thus any use allowed in R5 is permitted in this district. Uses include boarding house, room houses, fraternities and sororities (occupied by less than 6 persons). Height is allowed up to 55 feet and may exceed this per section 115-390 (Art. VII Supplemental Regulations).

**Washburn Neighborhood District (R-7)**

The purpose of the district is to encourage people to work and live in the City of La Crosse and will encourage single family dwellings. The district standards and regulations are “nested” in the R1 district (but excludes section 114-142(a) (10). A unique condition in this district is the requirement of Architectural Control that is to encourage physical development to a higher degree of aesthetic satisfaction per approval of the Design Review Board.

## MEMO

March 18, 2025/rev March25, 2025

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### Map Diagrams

In a separate document we reviewed lot sizes for R-1, R-2, R-3 and the Washburn zoning districts based on the threshold of 5000 sf, lots that fall between 5000 -7200 sf and lots over 7200 sf. Lots under 5000 sf are shown in red and based on how the districts are defined many of these lots, we assume, were platted in 1938 or earlier so are not technically nonconforming. Nevertheless there is a distinct pattern (and a significant number) of smaller lots that seem to be functioning well today. More analysis is needed which will help determine how best to define standards.

#### **R-1 = 10,833 Parcels**

>7,200 sqft = 4,878 Parcels (45%)

5,000-7,200 sqft = 4,454 Parcels (41%)

<5,000 sqft = 1,501 Parcels (13.9%)

#### **R-2 = 1,298 Parcels**

>7,200 sqft = 504 Parcels (38.8%)

5,000-7,200 sqft = 522 Parcels (40.2%)

<5,000 sqft = 272 Parcels (20.9%)

#### **R-3 = 4 Parcels**

>7,200 sqft = 1 Parcel (25%)

5,000-7,200 sqft = 2 Parcels (50%)

<5,000 sqft = 1 Parcel (25%)

#### **Washburn Neighborhood District = 451 Parcels**

>7,200 sqft = 185 Parcels (41%)

5,000-7,200 sqft = 111 Parcels (24.6%)

<5,000 sqft = 155 Parcels (34.4%)

#### **R-4 = 169 parcels**

>7,200 sqft = 68 (40.2%)

5,000-7,200 sqft = 68 (40.2%)

<5,000 sqft = 33 (19.6%)

#### **R-5 = 941 parcels**

>7,200 sqft = 592 (62.9%)

5,000-7,200 sqft = 159 (16.9%)

<5,000 sqft = 190 (20.2%)

#### **R-6 = 117 parcels**

>7,200 sqft = 65 (55.6%)

5,000-7,200 sqft = 11 (9.4%)

<5,000 sqft = 41 (35%)

#### **Total = 13,813**

<5,000 sqft = 2,193 (15.8%)

**Commercial Districts**

There are three (3) commercial districts that are closely related to each other relative to dimensional standards, with distinctions for building heights and certain uses.

- Local Business: C-1
- Commercial District: C-2
- Community Business: C-3

The code is written to identify uses that are not allowed in the C-1; and C-2 and C-3 are written that list what uses are allowed. It appears that the Local Business District (C-1) provides the basis for most commercial uses in the city; any use in this district is also permitted in the Commercial District (C-2). The Community Business (C-3) district is mostly focused on blocks and parcels in the downtown area and includes a more narrow range of uses. All of the commercial districts allow some type of residential use and appear to rely on bulk standards based in the Residence (clarified to refer to the current R2 District) and Multiple Dwelling (the R-5 District) districts.

Conditional uses are coded in Article VI; we will provide an additional analysis just focused on conditional uses.

**Local Business C-1**

Despite its title this district regulates a broad range of uses throughout the city and also provides the basis for allowed uses in the Commercial district (C-2). The title, which dates back to the 1938 code, may have regulated smaller size commercial parcels and allowed uses more related to neighborhoods in the city at a point in history. Among the dimensional standards are references to 'outer' and 'inner' courts, a very specific outdoor space that we have not found a local example of from our current analysis.

**Commercial District C-2**

This district functions as the general and 'highway' commercial district throughout the city and as such regulates a wide range of commercial buildings from enclosed malls to small franchise operations to less intensive uses surrounding the downtown core. It regulates large commercial areas like Valley View Mall, in-line and shopping center uses along Hwy 53, commercial uses along Hwy 61 and a number of blocks and partial blocks surrounding the downtown core. The language, unlike language in the C-1 district, defines uses that are allowed. Like the Local Business District, C-2 defines regulations for 'outer' and 'inner' courts as well as residential uses.

**Community Business C-3**

This district is mainly concentrated on the downtown core that is defined by walkable streets, urban storefronts, on-street and structured parking as well as a mix of uses including historic districts and properties.

Page 41 of the code under 'Vision Clearance' refers to properties in the Central Business District (capitalized) and defines a specific boundary (Cameron Ave, Mississippi River, La Crosse St and Sevent St) but there is no Central Business District in the code or zoning map. This appears to be a generic reference but it's capitalized spelling is confusing.

**Industrial**

There are two industrial districts, Light M-1 and Heavy M-2, both of which operate from a similar set of uses. Both of these districts declare particular uses that are not allowed as a distinction for what is allowed. The Heavy Industrial district includes a majority of the land mapped; Light Industrial zoning tends to be smaller lots and parcels in discrete locations.



**Other Districts**

- Public utility (Sec. 115-154) – a very few specific locations
- Parking (Sec. 115-155) – mainly focused on downtown but this district is not mapped
- Planned Development (Sec. 115-156) – strategic locations throughout the city that requires a minimum 2 acre site; a recent example is the River North development.
- Public and Semi-Public (Sec. 115-157) -large parts of the city are zoned including the airport and parts of Barron Island.
- Conservancy (Sec. 115-158) – this district covers one of the largest land areas of the city including wetlands, marshes, lakes, waterways and bluffs.
- Traditional Neighborhood Development (Sec. 115-403) – this district is located in Article VII Supplement Regulations and regulates compact traditional mixed use development pattern. This is no minimum acreage for this district and no requirements for lot dimensional standards.

**Overlay Districts (Article V)**

- Neighborhood Center (Sec. 15-185) – there is one district defined in the code for this overlay, located in the Logan Northside neighborhood but it is not officially mapped.
- Floodplain (Div. 2: Sec. 115-207)
- Historic Zoning Overlay (Div. 3: Sec 115-313) – contains an abundance of requirements and regulations related to the city's historic districts and properties. Design standards are very specific about renovation, rehabilitation and demolition for each historic district.

## Attachments

## Attachment 2.1 - Summary Table of Dimensional Standards (in-progress)

Attachment 2.1: Summary of Dimensional Standards (in progress)

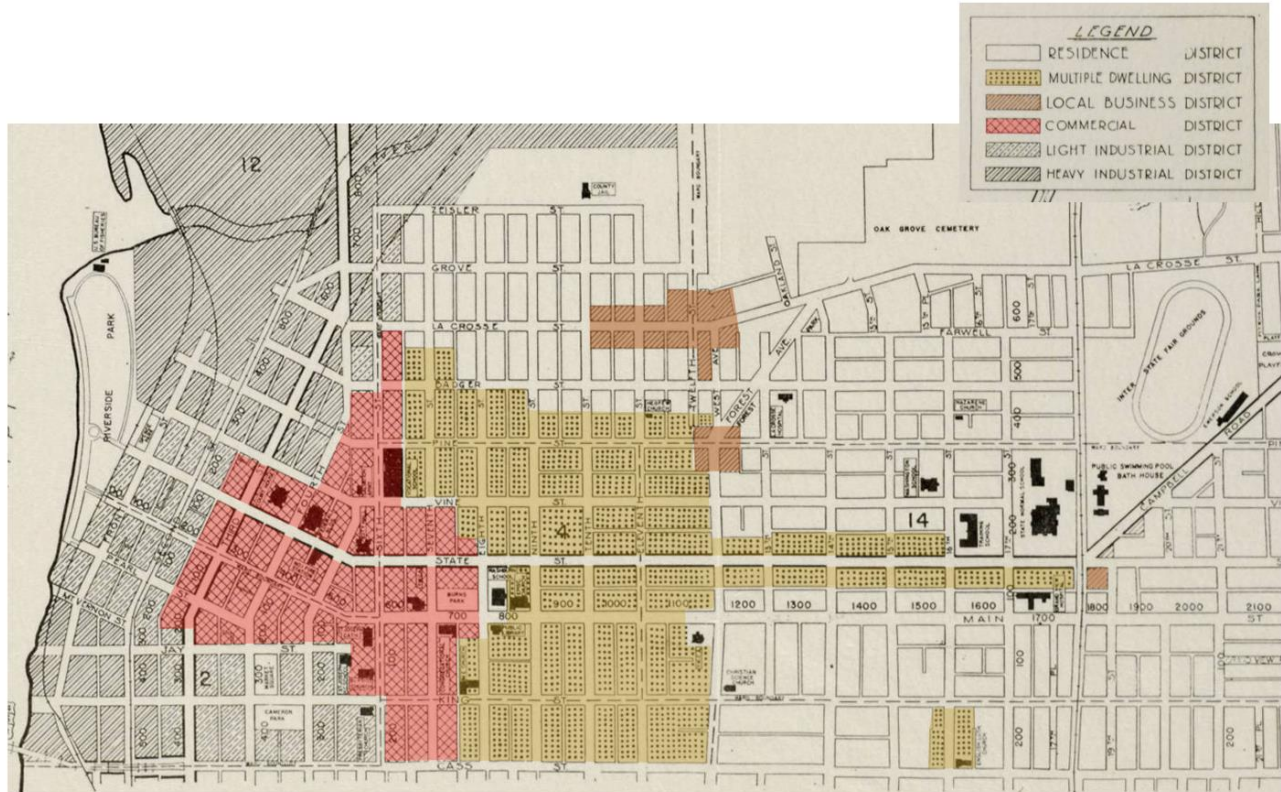
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## MEMO

March 18, 2025/rev March25, 2025

### Attachment 2.2 Historic Zoning Map

Attached is part of the zoning map from 1938 that shows the very simple zoning organization of industrial, commercial, multi-family and single family zoning districts. This simplistic approach may have some benefits as we continue to consider regulations and how best to apply them.





**Chapter 113 Subdivisions**

The Subdivisions chapter covers 23 pages spelled out over four Articles:

- Article I, In General – includes definitions, purpose, intent, compliance, jurisdiction, improvements, fees and a few other administrative rules;
- Article II, Platting – includes Div. 1 Generally, Div. 2 Preliminary Plats, Div. 3 Final Plats;
- Article III, Design Standards – includes street arrangement, street design standards, blocks, lots, easements, public open space, etc;
- Article IV Required Improvements – includes grading, surfaces, curb & gutter, sidewalks, stormwater, other utilities, etc.

Some highlights:

- Cul de sac streets to be no less than 500 ft long.
- A reference to 'green complete streets'; must be reviewed by City Traffic Engineer, City Engineer, City Planner and approved by the Board of Public Works prior to any preliminary or final plat. More detail is found in Chapter 40 Street and Sidewalks.
- Blocks shall not be less than 500 ft long and no longer than 1200 ft long (with exceptions) (as an example the Riverpoint North Planned Development District street and block layout do not meet these standards and this may also conflict with the purpose and intent of the TND ordinance).
- Mid block crossings are required for a street if over 900 ft in length
- Regarding access every lot shall not be less than 60 ft wide and lot depth should not be less than 100 ft.
- Street names must refer to the use of 'courts', 'places' or 'lanes' in certain conditions.
- Local Residential Streets shall have a pavement width of 36 ft.
- Street trees shall be planted at least one per every 50 ft on all streets to be dedicated.
- Reference is made to 'Confluence The La Crosse Comprehensive Plan' (Dec. 2002).
- Plat shall be prepared on tracing cloth or paper of good quality – state statutes (WI 236.12) refer to submitting an electronic copy.



## DRAFT - City of La Crosse Zoning Code Update

### Community Survey #1

Zoning is a powerful tool that significantly impacts our daily lives, from the streets we travel on to the buildings we live in and the parks we enjoy. However, zoning regulations can often be confusing and impose barriers to necessary community changes.

**Forward La Crosse Zoning Code Update** is a collaborative initiative aimed at rewriting the city of La Crosse's Zoning Code and Subdivision Ordinance. The update aims to modernize regulations to better reflect current community needs and growth patterns.

This survey is one of many opportunities for you to provide feedback and influence the new code. Please take a few moments to share your thoughts by completing this quick 10-minute survey.

Learn more about the planning process and get updates at <https://forwardlacrosse.org/>

1. What is your age?

☐ Under 18

☐ 45-54

☐ 18-24

☐ 55-64

☐ 25-34

☐ 65+

☐ 35-44

☐ Prefer not to answer

2. How do you identify your race and/or ethnicity? Select all that apply.

- ☐ Native American/Alaska Native
- ☐ Asian/Asian American
- ☐ Black/African American
- ☐ Hispanic/Latino
- ☐ Native Hawaiian or other Pacific Islander
- ☐ White
- ☐ Prefer not to say
- ☐ Other, or prefer to self-describe:

\* 3. Do you own or rent property in the City of La Crosse? Check all that apply.

- ☐ I'm a renter
- ☐ I own my home (owner-occupied)
- ☐ I own rental property (landlord)
- ☐ Other (please specify)





## DRAFT - City of La Crosse Zoning Code Update

4. How long have you lived in the City of La Crosse?

- |  |   |
|--|---|
| <input type="radio"/> Less than a year | <input type="radio"/> 11-20 years                 |
| <input type="radio"/> 1-5 years        | <input type="radio"/> 21+ years                   |
| <input type="radio"/> 6-10 years       | <input type="radio"/> I do not live in La Crosse. |

5. How long have you lived in your current residence?

- |  |                                   |
|--|-----------------------------------|
| <input type="radio"/> Less than a year       | <input type="radio"/> 11-20 years |
| <input type="radio"/> 1-5 years              | <input type="radio"/> 21+ years   |
| <input type="radio"/> 6-10 years             |                                   |
| <input type="radio"/> Other (please specify) |                                   |

6. In what type of dwelling do you live?

- ☐ Detached (single-dwelling) home
- ☐ 2-unit Building or Duplex
- ☐ 3-4 unit Building
- ☐ 5-19 unit Building
- ☐ 20+ unit Building
- ☐ Accessory Dwelling Unit (secondary unit in or outside of the principal structure)
- ☐ Shelter/transitional facility
- ☐ Assisted living/other group facility
- ☐ Unhoused
- ☐ Other (please specify)

7. How do the members of your household park their personal vehicles at your residence?

- ☐ I don't own a vehicle.
- ☐ Outside in a parking lot or driveway.
- ☐ Inside a garage structure.
- ☐ On the street.
- ☐ Some vehicles are parked inside a garage and others are parked outside in a driveway, parking lot, or on the street.
- ☐ Other (please specify)



## DRAFT - City of La Crosse Zoning Code Update

8. Do you think La Crosse has enough of the following housing types?

	Not enough	Right amount	Too much
Freestanding single-dwelling houses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Two-unit building (Twinhome/Duplex)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3-4 unit building (Triplex/Quadplexes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Townhomes/Row housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi-building complex (multiple 3-19 unit buildings in a group or cluster on one property)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apartment/condo building with 4-19 units	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apartment/condo building with 20+ units	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Units above commercial uses (mixed-use buildings)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



9. Share how you feel about the following statements regarding new **large (20+ unit) residential buildings**.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Create screening when adjacent to lower-intensity residential uses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide outdoor common areas for the residents.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Be situated closer to the street than they typically are today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maximize the use of the lot area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locate parking in well-screened areas behind the building or in a garage structure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet pedestrian-friendly neighborhood standards for building entrance locations, landscaping, and frontage features such as patios and seating, ample windows, overhangs and awnings, architectural details, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Set back the top stories of the building to better improve compatibility with surrounding neighborhoods.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Share how you feel about the following statements regarding **low-density residential uses (free-standing house, duplex, triplex, fourplex)**.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Entrances should face the street and have front porches or covered entries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Side entry garages look better than front entry garages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is acceptable for a garage to be the prominent feature of a residence from the street.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alleyways should be incorporated in new subdivisions for garage access.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An Accessory Dwelling Unit (secondary unit in or outside of the principal structure) is acceptable on a property.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limits should be placed on impervious surfaces such as pavement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## DRAFT - City of La Crosse Zoning Code Update

11. Share how you feel about the following statements.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Neighborhoods should incorporate small retail, food, and service businesses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neighborhoods should incorporate a range of housing types, sizes, and price points.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neighborhood design should emphasize and enable people to safely and enjoyably meet most of their needs within a 15-minute walk or bike (employment, recreation, services, grocery, school, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximity between homes and services/retail is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



important.

Proximity to parks and open spaces is important.

☐☐☐☐☐

New development must promote environmental stewardship through environmentally friendly design practices.

☐☐☐☐☐

It is easy to find parking in the downtown within three blocks of my destination.

☐☐☐☐☐



## DRAFT - City of La Crosse Zoning Code Update

12. Select your top THREE property regulations that you are most concerned about.

- |  |  |
|--|--|
| <input type="checkbox"/> No specific concerns / Not sure | <input type="checkbox"/> Frontages / Streetscape           |
| <input type="checkbox"/> Parking                         | <input type="checkbox"/> Stormwater / Green Infrastructure |
| <input type="checkbox"/> Building Height                 | <input type="checkbox"/> Exterior Lighting                 |
| <input type="checkbox"/> Landscaping                     | <input type="checkbox"/> Noise / Nuisances                 |
| <input type="checkbox"/> Building Setbacks               | <input type="checkbox"/> Large Retail Sites                |
| <input type="checkbox"/> Incompatible Uses               | <input type="checkbox"/> Drive-through Businesses          |
| <input type="checkbox"/> Building Design Standards       | <input type="checkbox"/> Property Maintenance / Upkeep     |
| <input type="checkbox"/> Other (please specify)          |  |

13. In your experience, La Crosse's zoning code is:

- ☐ Too restrictive
- ☐ Fair
- ☐ Too flexible
- ☐ Not sure- no experience

14. How informed do you feel about zoning decisions and their potential impact on your neighborhood?

- ☐ Very
- ☐ Neutral
- ☐ Not at all
- ☐ Not sure - no experience

15. Have you been involved in zoning discussions or decisions affecting your neighborhood?

- ☐ Yes
- ☐ No
- ☐ Not sure

16. How concerned are you about environmental risks and hazards in your neighborhood?

- ☐ Very
- ☐ Neutral
- ☐ Not at all
- ☐ Not sure

17. Any other comments about anything related to existing or future developments in La Crosse or the current zoning code?

**Thank you for your time and valuable feedback!**

To learn more about the project and get involved, visit <https://forwardlacrosse.org/>





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## Introduction



**Zoning** is one of the most common methods of land use control used by local governments. Zoning works by defining a community into districts, regulating uses that are allowed within those districts, and prescribing allowable dimensions such as lot sizes, setbacks and building height. Zoning can help a community to achieve goals outlined in a comprehensive plan including:

- Protecting public health, safety and general welfare.
- Promoting desirable patterns of development.
- Separating incompatible land uses.
- Maintaining community character and aesthetics.
- Protecting community resources such as farmland, woodlands, groundwater, surface water, and historic and cultural resources.
- Providing public services and infrastructure in an economical and efficient manner.
- Protecting public and private investments.

Local governments in Wisconsin decide for themselves whether or not to adopt general zoning, also known as comprehensive zoning. Authority to adopt general zoning is outlined in state statutes and summarized below:

- Cities and villages may adopt general zoning which applies to lands within their municipal boundaries.<sup>1</sup> Cities and villages may also adopt extraterritorial zoning which applies to land in surrounding unincorporated areas.<sup>2</sup>
- The zoning ordinance and map describe uses that are allowed within each zoning district.

## Additional Forms of Zoning

State statutes require communities to administer certain types of zoning as described below:

- **Shoreland zoning** provides development standards near waterways to protect water quality, aquatic and wildlife habitat, shore cover and natural scenic beauty. Wisconsin statutes require counties to exercise shoreland zoning in unincorporated areas.<sup>6</sup>
- **Shoreland-wetland zoning** generally prohibits or severely restricts development in wetlands near waterways. It has the same objectives as shoreland zoning and is required of counties, cities and villages that have received wetland maps from the state.<sup>7</sup>
- **Floodplain zoning** provides location and development standards to protect human life, health and property from flooding. It is required of counties, cities and villages that have been issued maps designating flood prone areas.<sup>8</sup>

Source: UW- Madison Division of Extension



## History



1920 – First Wisconsin zoning ordinance created by City of Milwaukee

1923 – Zoning upheld by Wisconsin Supreme Court

1929 – Wisconsin Legislature authorizes zoning to regulate all uses in rural areas

1933 – Oneida County adopts first comprehensive rural zoning ordinance in the United States

1966 – Wisconsin Legislature adopts the Water Resources Act

1968 – Local governments required to administer minimum shoreland and floodplain zoning regulations

1999 – Wisconsin adopts Comprehensive Planning Law and establishes grant program

2010 – Zoning must be consistent with a comprehensive plan

Source: UW- Madison Division of Extension



## Organization



## Organization of a Zoning Ordinance

Most zoning ordinances are organized in the following manner:

**Title, Authority and Purpose.** This section lists the state enabling legislation which empowers the community to adopt zoning and outlines the community's "statements of purpose" or reasons for having zoning.

**General Provisions.** This section includes definitions of terms and describes the area affected by the ordinance.

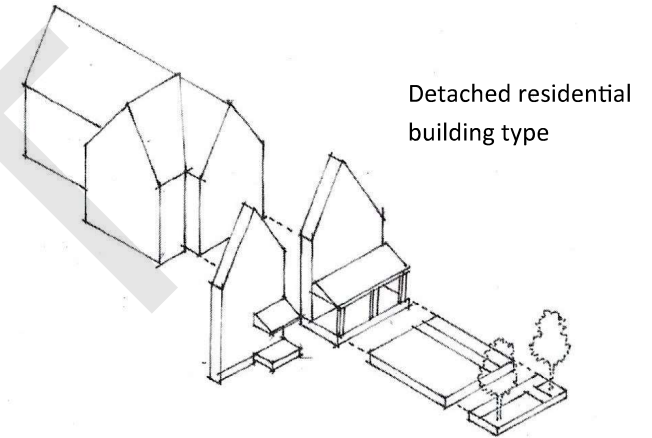
**Zoning Districts and Regulations.** This section lists and defines each zoning district and sets out rules that apply to land in each district. These rules may include permitted and conditional uses, the density of structural development, dimensions of structures and setbacks, and provisions for open space.

**Zoning Nonconformities.** This section describes limitations associated with nonconforming uses, structures and lots.

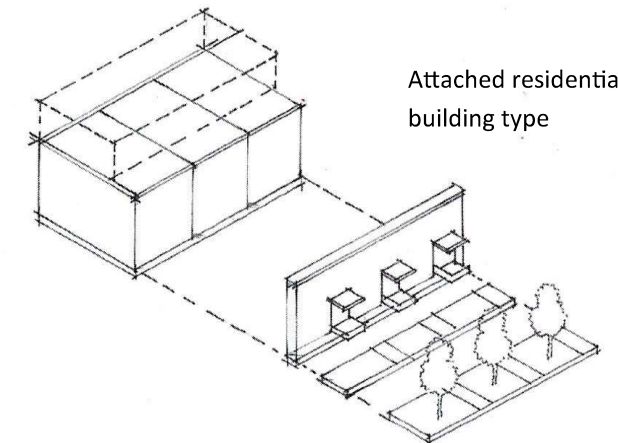
**Impact Regulations.** This section describes parking, landscaping, signage, historic preservation, environmental and other development regulations designed to mitigate the impacts of development.

**Administration and Enforcement.** This section outlines the duties of those involved in administering the zoning ordinance, specifies procedures for amending the ordinance, and sets fines for zoning violations. Enforcement techniques generally include refusal of building or occupancy permits, remediation, fines and forfeitures, or court action to force compliance.<sup>2</sup> Enforcement actions may be initiated by the governing body or an affected landowner.<sup>3</sup>

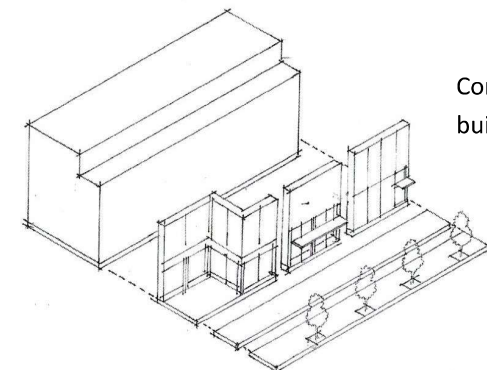
Source: UW- Madison Division of Extension



Detached residential building type



Attached residential building type



Commercial building type

## Words, Definitions & Terms

**ACCESSORY DWELLING UNITS (ADUs)** a small home that is ancillary to a principal dwelling unit on a property.

**ARCADE** a feature for Retail use where the Facade is a colonnade that overhangs the Sidewalk.

**ARCHITECTURAL DESIGN STANDARDS** Requirements that specify building materials, details and facade variations.

**BLANK WALLS** a blank wall is a length of 30 or more feet without openings.

**BLOCK FACE** all the building Facades on one side of a block

**BUILD-TO LINE** A horizontal regulation on the lot for where a building must be located.

**BY RIGHT** a proposal that complies with the code and is permitted and processed administratively, without public hearing.

**CIVIC SPACE** an outdoor area dedicated for public use.

**CONFIGURATION** the form of a building, based on its massing, frontage and height.

**ENCROACHMENT** A structural feature that extends into a yard, space or above a height limit; often used to describe awnings, signs and balconies that project over sidewalks.

**FLOOR AREA RATIO (FAR)** The ratio of a building's floor area to the size of the lot.

**HOME OCCUPATION** When a business is located within a residence.

**LINER BUILDING** A shallow building that is sited in front of parking and service areas.

**LIVE WORK** a mixed use unit consisting of a commercial and residential uses; intended to be occupied by a business operator who lives in the same structure.

**LOT** means land occupied by a permitted use including one main building together with its accessory buildings, and the yards and parking spaces and having its principal frontage on a public street.

**LOT LINE** the boundary that legally and geometrically defines a lot.

**MISSING MIDDLE HOUSING** A term that refers to small multifamily, live/work and cottage-like residences that are generally more affordable, and their neighborhoods more walkable.

**MIXED USE** multiple uses within the same building or in multiple adjacent buildings

**NONCONFORMING USE** means any building or land lawfully occupied by a use per the regulations of the district it is in.

**PUBLIC REALM** Areas that are not privately owned — including streets, sidewalks, other rights-of-way, open spaces, and public facilities such as parks, green spaces and municipal buildings.

**REGULATING PLAN** a Zoning Map or set of maps that shows the special requirements subject to, particular regulations, often in response to a well defined context.

## 2040 Comprehensive Plan Land Use



**Future Land Use** includes twelve (12) categories (*summarized from the 2040 Comprehensive Plan*):

- **Existing Uses:** Existing Uses are noted within each Future Land Use Category to specify that an existing use is always “Allowable” on any property in La Crosse and that no existing property must be changed in order to comply with the Future Land Use Plan.
- **Low-Density Residential:** Low-Density Residential land uses are predominantly made up of one-two story single-family structures but may also include two- and three-unit dwellings that may have been converted from single-family structures. Other housing types such as townhomes and rowhomes may be compatible, especially if developed to fit a single-family mold.
- **Medium-Density Residential:** Medium Density Residential may include more variety of housing types than Low-Density Residential, including townhomes, rowhomes, small multi-family buildings, and large multi family buildings of two-four stories. The uses in this category are interconnected within surrounding neighborhoods as part of a complete neighborhood, providing access to a variety of uses and amenities through enhanced walkability and connectivity.
- **High-Density Residential:** High-Density Residential typically includes multi-family owner-occupied and rental units in structures taller than three stories. Similar to medium- density, high-density is interconnected within surrounding neighborhoods and may be concentrated in areas with major streets connections and employment and commercial areas.
- **Low-Intensity Mixed-Use:** Low-Intensity Mixed-Use may include relatively small existing and planned activity centers that include a variety of uses such as residential, retail, restaurant, service, institutional, and civic uses primarily serving existing neighborhoods and their residents. The design and layout is typically compact, walkable, and nearby transit.
- **High-Intensity Mixed-Use:** High-Intensity Mixed-Use was included to delineate areas of higher-intensity mixed-uses that support an active and vibrant street life. These can be located within the core of Downtown La Crosse, as well as outside of the Downtown core in areas still appropriate for a higher intensity mix of uses.
- **Neighborhood Retail/Commercial:** These areas include walkable, small-business, small format, independent businesses primarily serving walk-up customers from within the neighborhood.
- **Commercial:** Commercial includes professional service uses, corporate, retail, services, and other commercial/consumer based land uses providing consumer and employment opportunities. Commercial can also feature businesses considered “big box” stores, drive-ups, and large format services such as car dealerships.
- **Industrial:** Industrial includes uses involved in manufacturing, wholesale, storage, distribution, transportation, repair/ maintenance, and utilities. These can also include uses typically identified as “nuisance” uses that should not be located in proximity to residential, neighborhood mixed-use, or other non-residential uses due to noise, odor, appearance, traffic, or other potentially adverse impacts. Screening, buffering, and securitization should be deployed to protect surrounding uses wherever possible.
- **Institutional:** Institutional includes government buildings, structures, and campuses, as well as public community.
- **Parks & Open Space:** This category includes public parks, trails, and recreation areas, private recreation uses (such as golf courses), cemeteries, and other natural features that create a park-like setting. The emphasis is on natural and open spaces that provide for recreation and environmental uses.
- **Conservancy, Wetland, & Agricultural:** This category includes wetlands and marshes, greenways and environmental corridors, and other natural areas. These may function as natural drainage or expansion of the Mississippi River corridor. This category includes areas of the City identified as wooded and steep slope areas and also includes any land or parcel used for agricultural purposes. Agricultural uses are typically located at the periphery of the City.

**Refer to the 2040 Comprehensive Plan:** <https://www.cityoflacrosse.org/home/showpublisheddocument/7655/638345999839030000>



## Future Land Use & Building Types



Low-Density Residential



High-Density Residential



Neighborhood Retail/Commercial (Credit: City)



Low-Density Residential



High-Density Residential



Commercial (credit: La Crosse Chamber)



Medium-Density Residential



Low-Intensity Mixed-Use



Institutional (Credit: City)



Medium-Density Residential



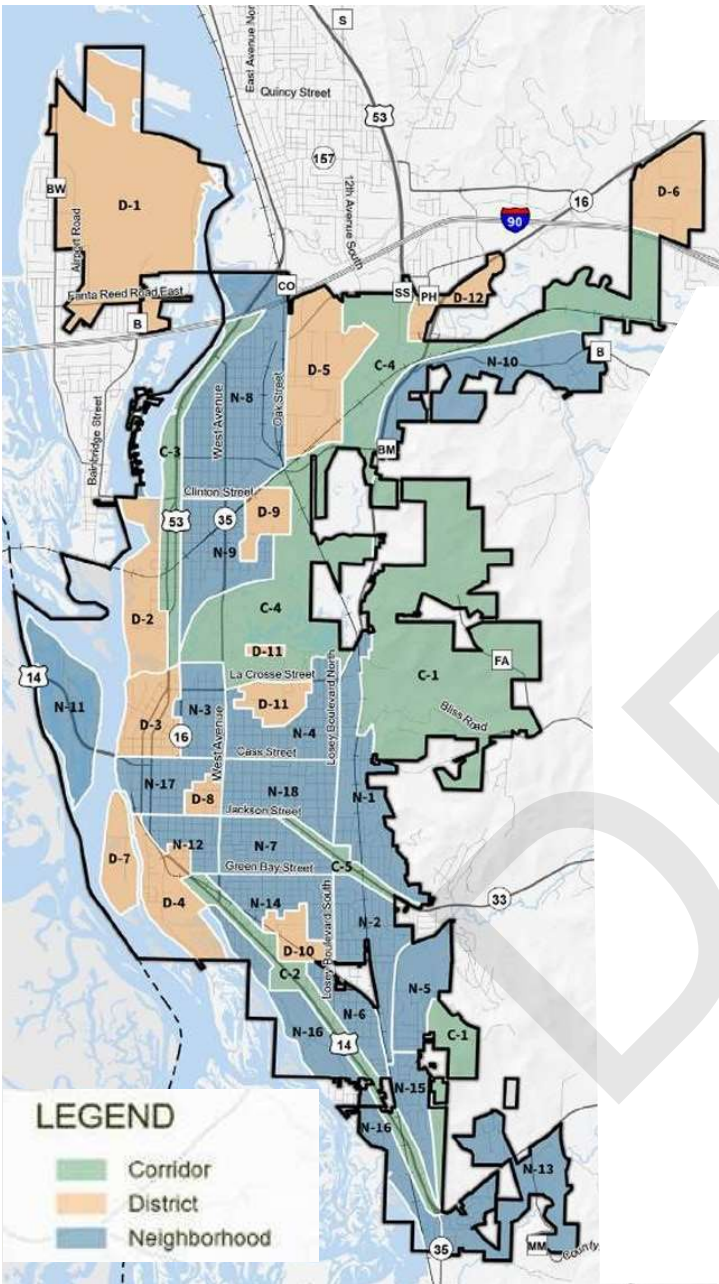
High-Intensity Mixed-Use



Industrial



## 2040 Comprehensive Plan



The **Comprehensive Plan** sets forth the vision of future land uses within the City of La Crosse. Future land use is based on the “Neighborhood, District and Corridor Framework” (NDC), a system devised by the Congress for New Urbanism (CNU).

**How does NDC Work?** The intent of the NDC model is to encourage walkable, compact communities that are rich with amenities and celebrate the history of the built environment and the preservation of natural features, all while respecting the fabric of communities. NDC proposes three fundamental classifications that organize La Crosse into a mix of uses rather than isolated land uses.

### Neighborhoods:

La Crosse neighborhoods have distinct identities, housing characteristics, unique history, and geographic features. They are typically compact, pedestrian-friendly, and mixed-use. Neighborhoods may contain a number of supporting uses and activities that serve residents, such as parks, schools, libraries, small-scale retail, and other services. Neighborhood associations were consulted during the creation of this comprehensive plan to help identify the vision and land uses within La Crosse's neighborhoods.

### Districts:

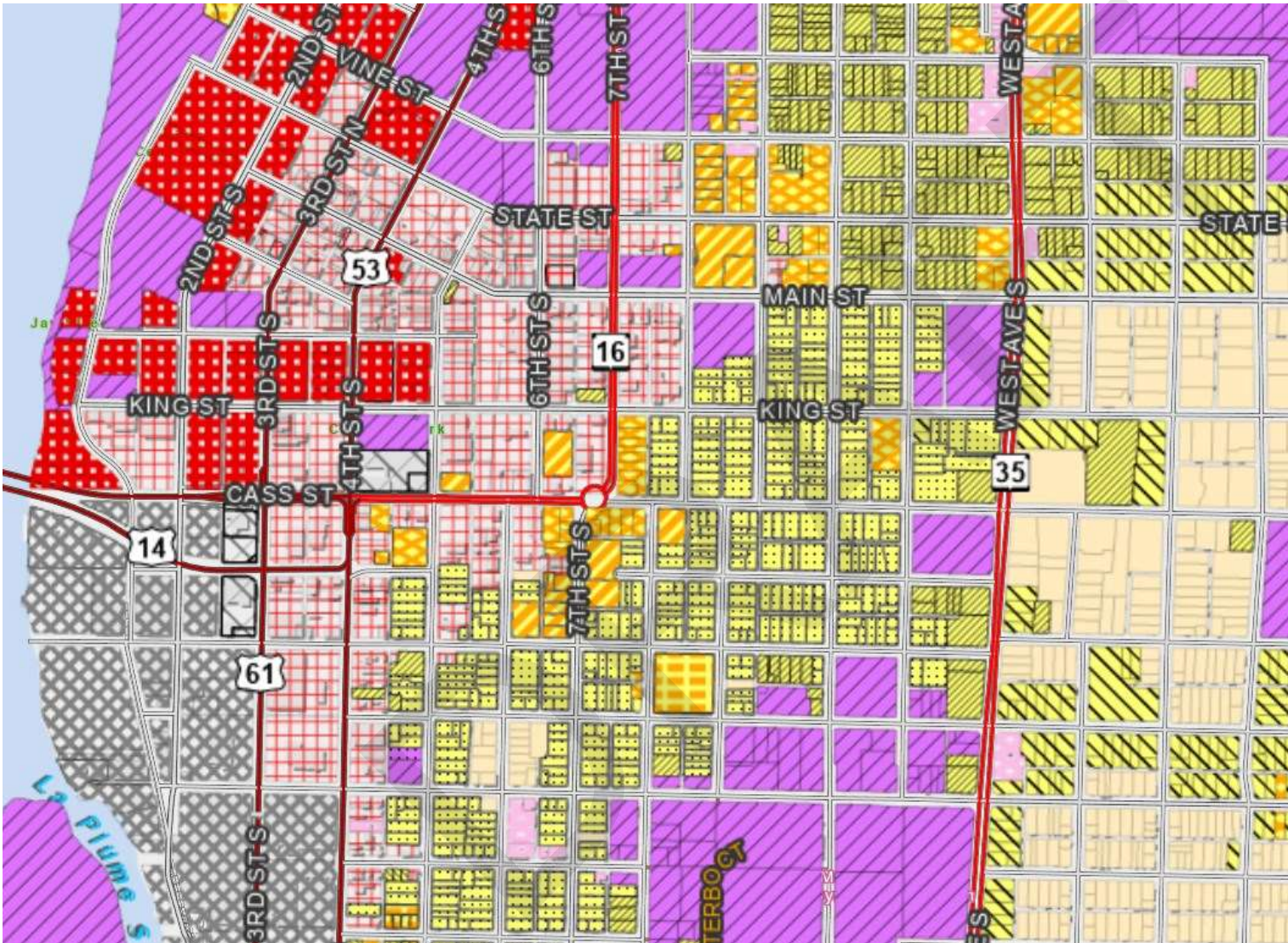
Districts are larger areas where the City, property owners, developers, and investors should concentrate business, commercial, and industrial activity and expansion over the next twenty years. Districts may emphasize a special single use or purpose, but may contain a variety of other uses and activities. For example, a shopping district may have primarily commercial uses with a few small-scale industrial uses mixed in. La Crosse's districts are based on types of dominant uses, include overlapping neighborhoods, and have generally larger geographic extents.

### Corridors:

Corridors are linear areas that provide connectivity between the neighborhoods and districts. Corridors can accommodate a variety of land uses, including natural, recreational, and cultural uses. They can range from boulevards and rail lines to rivers and parkways. La Crosse has several major corridors identified based on transportation and environmental features.



## Zoning Map—Partial Example

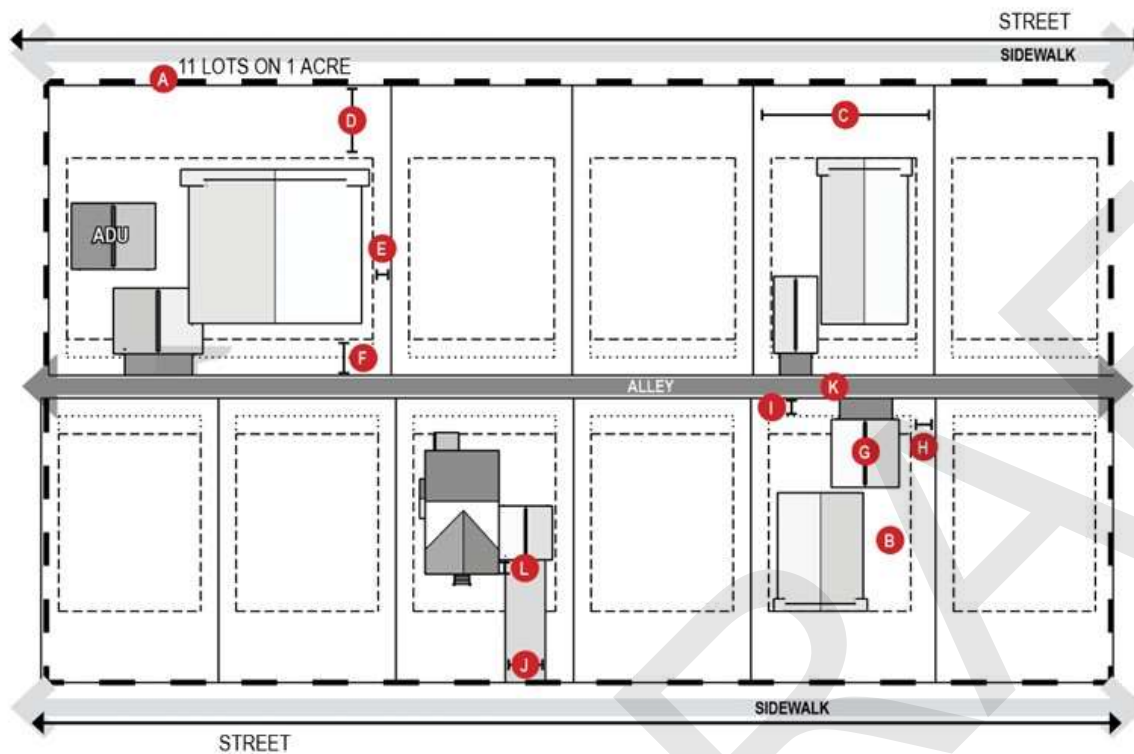


### Zoning

#### Zoning Information

- R1 - SINGLE FAMILY
- R2 - RESIDENCE
- WR - WASHBURN RESIDENTIAL
- R3 - SPECIAL RESIDENCE
- R4 - LOW DENSITY MULTIPLE
- R5 - MULTIPLE DWELLING
- R6 - SPECIAL MULTIPLE
- PD - PLANNED DEVELOPMENT
- TND - TRADITIONAL NEIGHBORHOOD
- C1 - LOCAL BUSINESS
- C2 - COMMERCIAL
- C3 - COMMUNITY BUSINESS
- M1 - LIGHT INDUSTRIAL
- M2 - HEAVY INDUSTRIAL
- PS - PUBLIC AND SEMI-PUBLIC
- PL - PARKING LOT
- UT - PUBLIC UTILITY
- CON - CONSERVANCY
- FW - FLOODWAY
- A1 - AGRICULTURAL
- EA





- A: Lot area
- B: Buildable area
- C : Lot width
- D : Front yard/setback
- E: Side yard/setback
- F : Rear yard/setback
- G : Accessory building
- H/I: Parking setback
- J: Driveway width
- K: Alley width
- L: Front loaded garage setback from main structure



# Possible Housing Types

**HOUSE HACKS**  
Entrepreneurial adaptations to an existing home that diversify housing options or generate an income.



**COMMERCIAL INCUBATION**  
Low-cost ways to grow and validate an early-stage business.



**COMPACT SINGLES**  
One-unit dwellings that fit on small infill lots alone or in combination with other buildings.



**MIDDLE HOUSING**  
Multi-unit residential buildings that blend well with detached homes.



**STEP BUILDINGS**  
Small-scale  
Time-enhanced  
Entrepreneurial  
Purposeful

Designed by GreenSource and the  
Incremental Development Alliance



## Subdivisions

Much of the form and character of a community is determined by the design of subdivisions and the standards by which they are built. State statutes regulate the technical and procedural aspects of dividing land for development and provide minimum standards for subdivisions related to sanitation, street access and layout.

Local communities (counties, towns, cities and villages) may also adopt local land division or subdivision regulations. Local ordinances may be more restrictive than the state with regard to the number or size of lots regulated. Local ordinances tend to focus on the density, layout and design of new developments. They may also require developers to provide public improvements such as roads, storm sewers, water supply systems, landscaping or signage. If a local community does not exert control over local land divisions, the result may be excessive or premature division of land, poor quality or substandard development, or partial or inadequate infrastructure development.

Among its many purposes, land division regulations can help a community to:

- Address health and safety issues such as stormwater runoff and emergency access.
- Ensure new development is adequately served by public facilities such as roads and parks.
- Provide for the efficient placement and delivery of public services and facilities.
- Promote neighborhood designs that meet the needs of residents.
- Ensure accurate legal descriptions of properties.
- Avoid disputes regarding the sale, transfer or subdivision of land.
- Protect other community interests outlined in a comprehensive plan or local ordinance.



**State Defined “Subdivision”** – a division of a lot, parcel or tract of land by the same owner that creates 5 or more parcels or building sites of 1½ acre or less, or successive divisions of land by the same owner within a five year period that result in 5 or more parcels of 1½ acre or less.

Wis. Stat. § 236.02(12)

**Local “Land Division”** – local ordinances may be more restrictive than the state definition with regard to the number or size of lots regulated. This publication will generally use the term “land division” to refer to all such developments.

Wis. Stat. § 236.45



## Contact Information



# Contact Us

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ZONING  
CODE  
UPDATE





Built Form Study | Plate 1: Logan Northside - George St Commercial

## NDC Framework: Neighborhood



## Urban Pattern



## Built Form Examples



## Notes

- Existing zoning: C1 Local Business
- Character area: small scale neighborhood retail street embedded in predominant traditional residential pattern
- Key intersection: George & Gillette
- Parcel pattern: incremental, small lot typically alley loaded; some curb cuts from George; common residential lots are 50 feet wide; some residential lots measure 30 feet wide
- Scale: 1 and 2 story retail and residential buildings; commercial buildings tend to have flat roofs and transparent shopfronts
- Yards: Zero lot line for commercial structures; shallow setback for residential along George
- Parking: several surface lots front onto George
- Materials: brick, stucco, lap siding—vinyl and wood
- Street: 64 foot ROW; curb and gutter with sidewalk back of curb; narrow grassed boulevards here and there
- Alley: 20 ft ROW, paved concrete typ.



## City of La Crosse, Wisconsin

### PROJECT TEAM:

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### DATE:

February 26, 2025

## LA CROSSE ZONING AND SUBDIVISION CODE UPDATE

### Overview

The project team has started the existing conditions analysis. This covers a review of existing City plans and policies, as well as an analysis of the existing code.

The project had its first engagement push on the Forward La Crosse website. River Travel Media saw great engagement with the post. There was an excellent open rate, engagement, and click-throughs, and an increase in web traffic to the site. The next pushes will include zoning 101 content to start educating the community about the importance of zoning and this update.

The engagement team is still collaborating with Habitat for Humanity and will have two scheduled events, during housing week. They are scheduled for 12-1 on April 30<sup>th</sup> and 5pm-6pm on May 1<sup>st</sup>. In-between those scheduled events we are planning on hosting some pop-up events around town, and having stakeholder discussions. More information to come on the programming of the events.

Attached for the commissions review is a short summary of the existing conditions review and a diagnostic summary of the residential zoning districts.

### Project Next Steps

- Finalize zoning 101 content for public engagement pushes.
- Finalize community survey
- Continuation of Existing Conditions Analysis



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**To:** City of La Crosse  
**From:** MSA Zoning Code team  
**Subject:** Existing Conditions Analysis Summary  
**Date:** February 26, 2025

---

The City of La Crosse has several plans with goals and policies pertaining to zoning. Our analysis of these plans allows us to ensure continuity between policy plans and the code. This memo provides a very brief summary of our analysis of the 2040 Comprehensive Plan, Imagine 2040 La Crosse Downtown Plan, and the 2024 Housing Study.

The Comprehensive Plan outlines the importance of aligning the updated code with the Future Land Use (Neighborhood, Districts, Corridors) Map. The NDC organizes the City into a mix of uses rather than isolated land uses, which opens the opportunity for this code update to integrate form based sections. The form-based approach focuses on the physical relationship of development as the existing built form and how it interacts with the public.

There were several elements of the comprehensive plan that had recommendations relevant to the code update.

1. Environmental
  - a. Urban Agriculture and having code amendments that allow for community gardens, local food production and urban farming.
  - b. Wellhead protection and code amendments for setbacks
  - c. Stormwater Management and Impervious Surface Coverage – amending ordinances decrease allowed impervious coverage.
  - d. Shoreland and Floodplain regulation updates to align with State Statute.
2. Historic Preservation (also a big theme in the Imagine 2040 La Crosse Downtown Plan)
  - a. Update ordinances to prevent demolition and establish design standards to integrate new construction in those areas.
  - b. “the maintenance and care of older buildings should continue to remain a priority for preserving the history of La Crosse” – Community Engagement from Imagine 2040 La Crosse Downtown Plan
3. Housing
  - a. Affordability
  - b. Infill Development (also theme in Imagine 2040 La Crosse Downtown Plan)
    - i. Surface lot re-use
    - ii. Neighborhood infill
    - iii. Allow for mix of housing types
  - c. Property conditions

The City of La Crosse Housing Study from 2024 also outlines several very specific code updates, and provides great direction. In summary.

1. Allowing two-unit homes by right in R-1 and amend the # of bedrooms rule.
2. Provide a better understanding in the code of what mix use is and allow them by right in commercial and high density areas.
3. Provide clearer language in the code update.
4. Reduce minimum lot sizes in R-1, R-2, R-3
5. Reduce residential parking to one space per unit
6. Allow more options for Accessory Dwelling Units.

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**To:** City of La Crosse  
**From:** MSA Zoning Code team  
**Subject:** Diagnostic Summary: Residential Zoning Districts  
*(Commercial, Industrial and Subdivision review pending)*  
**Date:** February 21, 2025

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The La Crosse Zoning Code is found in Chapter 115 of the Municipal Code and is defined by seven articles and contains the following:

- A total of 211 pages
- 21 districts and 2 overlay districts
- Definitions, penalties, administration, appeals and amendments are found in Articles I and II
- District regulations are found in Article IV; dimensional standards that apply for each district begin on page 26.
- Overlay regulations are defined in Article V.
- Generally, urban standards (and dimensional requirements) are written out in extended sentences and are often difficult to follow.
- It seems, in general, that most of the residential districts share dimensional standards and regulations subject to different time periods, going back to the 1938 edition of the code.
- The word 'special' is used in the title for the R-3 and R-6 districts but it isn't clear exactly what this means or designates.

A high level review of the R districts follows; titles are spelled out as they appear in the body of the code.

#### **Agriculture and Exclusive Agriculture Districts**

The code includes an AG district and an Exclusive AG district. The AG district's purpose is to act as a preserve for future urban development. The Exclusive AG district is intended to preserve lands for food and fiber production.

#### **R1 District**

Unlike the AG and EX AG districts, the R1 district does not include a direct purpose statement. The R1 Single Family district does allow two-family dwellings provided they were in existence on September 13, 1984 with an odd requirement that a new two family dwelling can replace an existing two family dwelling if it is limited to 2 bedrooms in each unit; no additional bedrooms can be added in any case.

There is no direct mention of lot area and dimensional standards except for the reference to the 'Residence District' (this is a reference to the 1938 zoning code which included two residential districts: Residence and Multiple Dwelling) - apparently this is assumed to refer to the R2 District and these standards apply to R1.

Language and requirements like this this will need to be resolved regarding the uses in the R1 district:

- *Two or more family dwellings provided that such were in existence on April 10, 1997, have not discontinued the number of dwelling units for a period of 12 months or more, and are located within the area bounded by 9th Street-Farnam Street-east-west alley north of Green Bay Street-West Avenue, and*

*provided further that such two or more family dwellings may be replaced by another two or more family dwellings as long as such replacement shall not contain more units or bedrooms than existed on April 10, 1997 and other applicable building and zoning code requirements for the R-1 District are met.*

## **R2 District**

Like the R1 District, the R2 District does not have a specific purpose statement. It allows two family dwellings but only if they contain no more than three bedrooms per unit. It allows churches that were in existence on August 10, 1989. As in other districts, language makes multiple references to specific dates in time that provide a threshold for permitted uses.

Language and requirements like this this will need to be resolved regarding the uses in the R1 district:

- *The side yard regulations in subsections (3)a. and b. of this section shall apply to all lots including corner lots, except that in the case of a reversed corner lot which faces intersecting streets, the side yard on the street side of such reversed corner lot shall have a width of not less than 50 percent of the front yard depth required on the lots in the rear of such reversed corner lot, and no accessory building on such reversed corner lot shall project beyond the front building line of the lots in the rear of such reversed corner lot; provided, however, that this regulation for reversed corner lots shall not have the effect of reducing the buildable width for the main building to less than 26 feet, or for an accessory building to less than 20 feet, on any lot of record August 27, 1938.*

## **R3 Special Residence District**

This district is meant to allow single family, two-family and up to four or more dwellings provided they were in existence on April 10, 1997. Lot and dimensional standards are the same or similar to R1 and R2.

Standards for yards are laboriously overwritten (similar to R1 and R2) and difficult to interpret in a single reading. These will benefit from summary and simplification:

- a. *On every lot in the Special Residence District, there shall be two side yards, one on each side of the building, and except as hereinafter provided, neither of such side yards shall be less than six feet in width, and provided further that for any main building other than a one-family dwelling neither of such side yards shall be less than seven feet in width, except that lots occupied by each attached dwelling unit which is located within a single structure, which is attached along a lot line which is approximately perpendicular to the street right-of-way line, shall not be required to meet this requirement other than the outer side yards of the structure in which the two attached dwelling units are located shall not be less than seven feet in width.*
- b. *On any lot having a width of less than 44 feet, and of record on August 27, 1938, the width of no side yard shall be less than that heretofore prescribed less one-fourth foot for each foot said lot is less than 44 feet in width; provided further, however, that no side yard shall be less than four feet in width in any case.*
- c. *The side yard regulations in subsections (2)a and b of this section shall apply to all lots including corner lots, except that in the case of a reversed corner lot which faces intersecting streets, the side yard on the street side of such reversed corner lot shall have a width of not less than 50 percent of the front yard depth required on the lots in the rear of such reversed corner lot, and no accessory building on such reversed corner lot shall project beyond the front building line of the lots in the rear of such reversed corner lot; provided, however, that this regulation for reversed corner lots shall not have the effect of reducing the buildable width for the main building to less than 26 feet, or for an accessory building to less than 20 feet, on any lot of record August 27, 1938.*

## **Low Density Multiple Dwelling District (R4)**

This district is shown as the R4 district on the map but is not titled as that in the body of the code and allows multiple dwelling buildings that contain more than 4 units. Similar to the other R districts language and standards regarding lot area and yards are very overwritten and can benefit from simplification and more direct language.



**Multiple Dwelling District (R5)**

This district is “nested” into the R4 and thus any use allowed in R4 is permitted in this district. Uses include boarding house, room houses, fraternities and sororities (occupied by less than 6 persons). Height is allowed up to 55 feet and may exceed this per section 115-390 (Art. VII Supplemental Regulations).

**R-6 Special Multiple Dwelling District**

This district is “nested” into the R5 and thus any use allowed in R5 is permitted in this district. Uses include boarding house, room houses, fraternities and sororities (occupied by less than 6 persons). Height is allowed up to 55 feet and may exceed this per section 115-390 (Art. VII Supplemental Regulations).

**Washburn Neighborhood District (R-7)**

The purpose of the district is to encourage people to work and live in the City of La Crosse and will encourage single family dwellings. The district standards and regulations are “nested” in the R1 district (but excludes section 114-142(a) (10). A unique condition in this district is the requirement of Architectural Control that is to encourage physical development to a higher degree of aesthetic satisfaction per approval of the Design Review Board.

**Map Diagrams**

In a separate document we reviewed lot sizes for R-1, R-2, R-3 and the Washburn zoning districts based on the threshold of 5000 sf, lots that fall between 5000 -7200 sf and lots over 7200 sf. Lots under 5000 sf are shown in red and based on how the districts are defined many of these lots, we assume, were platted in 1938 or earlier so are not technically nonconforming. Nevertheless there is a distinct pattern (and a significant number) of smaller lots that seem to be functioning well today. More analysis is needed which will help determine how best to define appropriate standards.

**R-1 = 10,833 Parcels**

>7,200 sqft = 4,878 Parcels (45%)  
5,000-7,200 sqft = 4,454 Parcels (41%)  
<5,000 sqft = 1,501 Parcels (13.9%)

**R-2 = 1,298 Parcels**

>7,200 sqft = 504 Parcels (38.8%)  
5,000-7,200 sqft = 522 Parcels (40.2%)  
<5,000 sqft = 272 Parcels (20.9%)

**R-3 = 4 Parcels**

>7,200 sqft = 1 Parcel (25%)  
5,000-7,200 sqft = 2 Parcels (50%)  
<5,000 sqft = 1 Parcel (25%)

**Washburn Neighborhood District = 451 Parcels**

>7,200 sqft = 185 Parcels (41%)  
5,000-7,200 sqft = 111 Parcels (24.6%)  
<5,000 sqft = 155 Parcels (34.4%)

**Attachments**

Attachment 2.1 - Summary Table of Dimensional Standards

Attachment 2.2 Historic Zoning Map

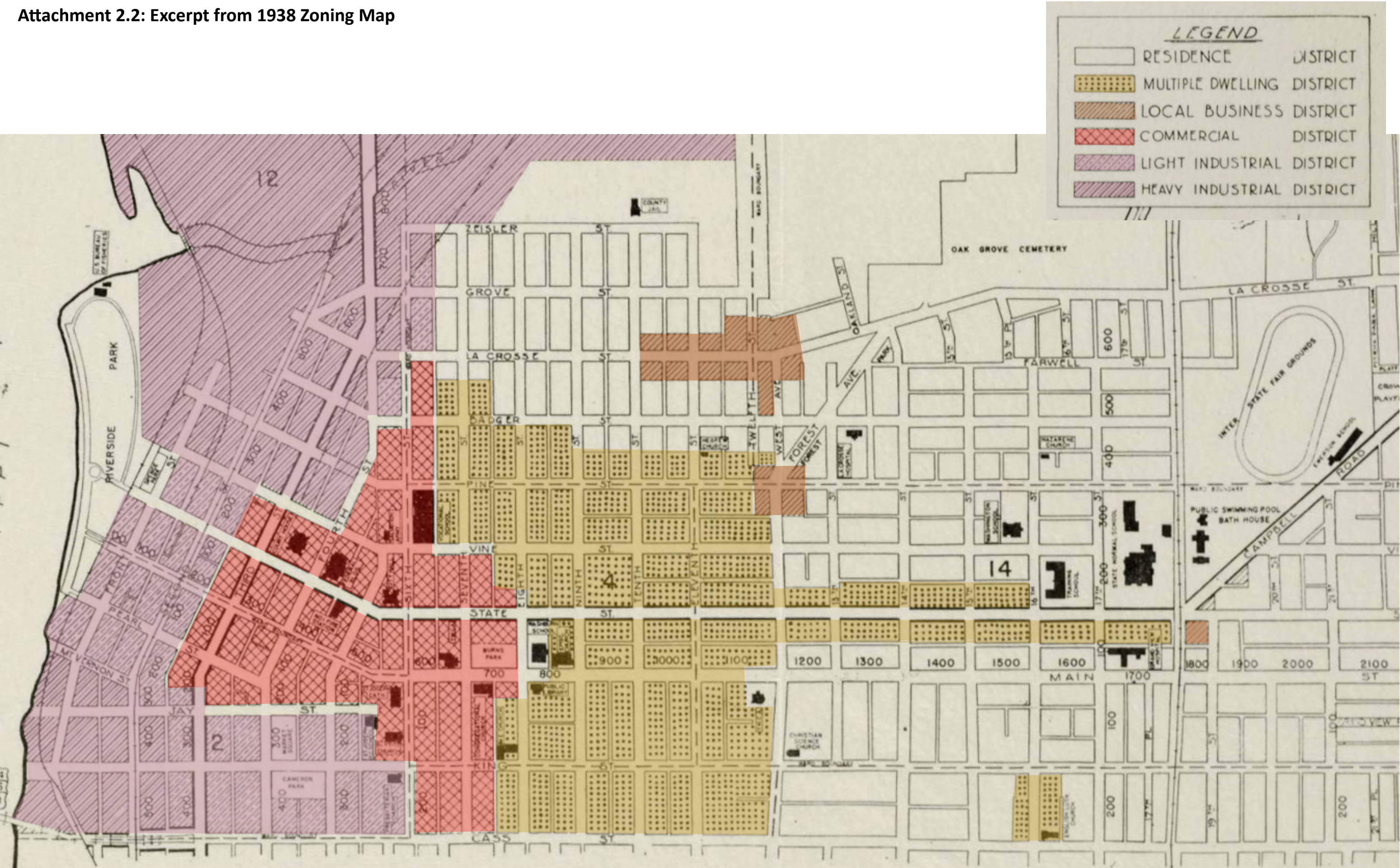
Also attached as a zoning map from 1938 that shows the very simple zoning organization of industrial, commercial, multi-family and single family zoning districts. This simplistic approach may have some benefits as we continue to consider regulations and how best to apply them.

Attachment 2.1: Summary of Dimensional Standards

	AG	EX AG	R1	R2	R3	R4	R5	R6	Washburn
lot area	7200	35ac							
before 1938 less than:	5000sf		5000sf	5000sf	5000 sf	5000 sf	5000 sf	5000sf	5000sf
between 1938 & 1966:	5000+sf		5000+sf	5000+sf	5000+ sf	5000 sf	5000+ sf	5000+sf	5000+sf
after 1966:	7200sf		7200sf	7200sf	7200 sf	7200 sf	7200 sf	7200 sf	7200sf
other		20,000sf							
lot area per per family					1800 sf/unit	1800sf/unit	1500sf/unit	400sf/unit	
front yard			25 fyt	25 ft	25 ft	20 ft	20ft	15 ft	25 ft
side yard		6 ft	6 ft	6 ft	6 ft	6 ft	6 ft	6 ft	6 ft
lots as of 1938 or before			4 ft	4 ft					4 ft
rear yard		6 ft	20% depth	20% depth	20 % depth	20% depth	20% depth	20% depth	20% depth
max. height		35 ft	35 ft	35 ft	35 ft	35 ft	55 ft	100 ft	35 ft
max. height, other		2x fr nearest					55ft		
		lot line							
public street frontage	min 30 ft	none	min. 30 ft	min. 30 ft	min 30 ft	none	min 30 st	min 30 ft	min 30 ft
court width not to exceed							24 ft	24 ft	
architectural control									Design Rev Bd.



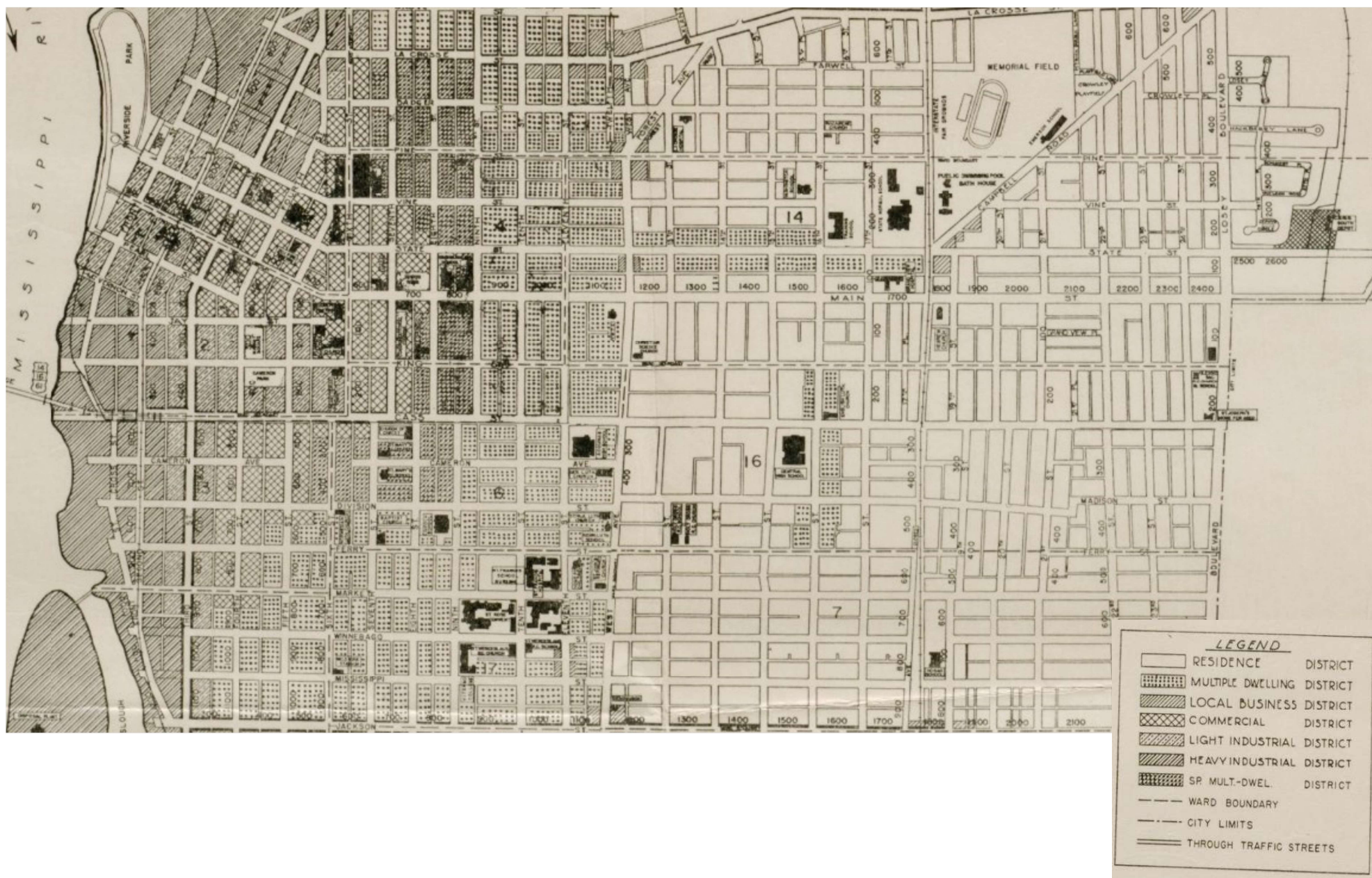
Attachment 2.2: Excerpt from 1938 Zoning Map

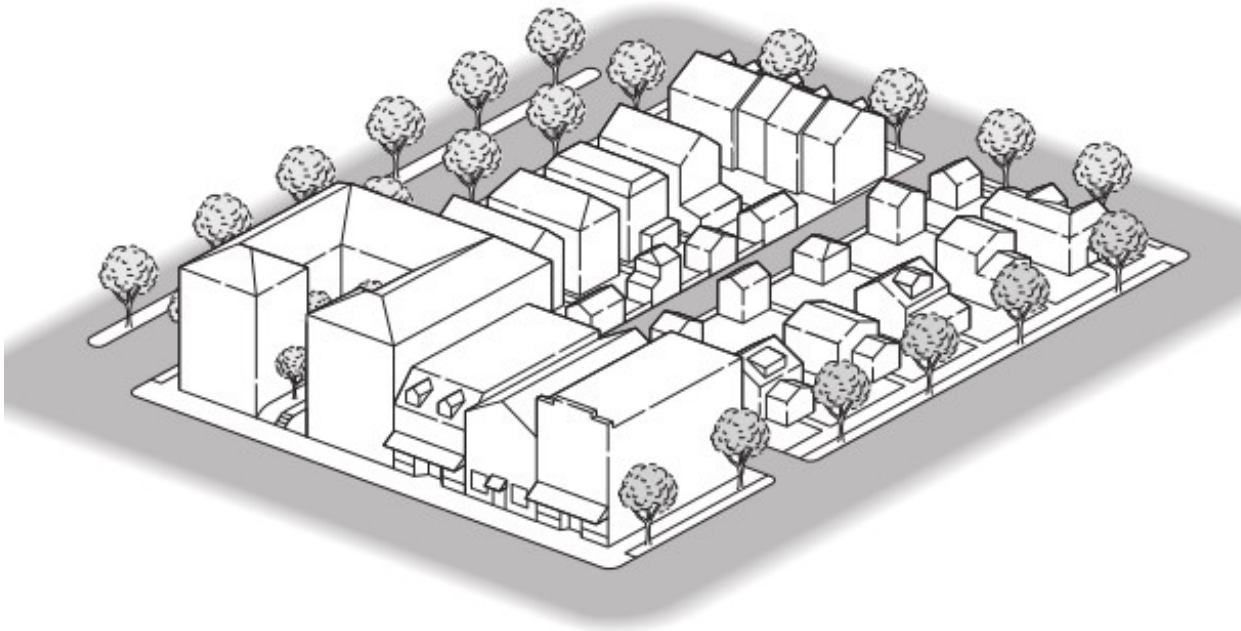




Summary of lot standards

	AG	EX AG	R1	R2	R3	R4	R5	R6	Washburn
lot area	7200	35ac							
before 1938 less than:	5000sf		5000sf	5000sf	5000 sf	5000 sf	5000 sf	5000sf	5000sf
between 1938 & 1966:	5000+sf		5000+sf	5000+sf	5000+ sf	5000 sf	5000+ sf	5000+sf	5000+sf
after 1966:	7200sf		7200sf	7200sf	7200 sf	7200 sf	7200 sf	7200 sf	7200sf
other		20,000sf							
lot area per per family					1800 sf/unit	1800sf/unit	1500sf/unit	400sf/unit	
front yard			25 fyt	25 ft	25 ft	20 ft	20ft	15 ft	25 ft
side yard		6 ft	6 ft	6 ft	6 ft	6 ft	6 ft	6 ft	6 ft
lots as of 1938 or before			4 ft	4 ft					4 ft
rear yard		6 ft	20% depth	20% depth	20 % depth	20% depth	20% depth	20% depth	20% depth
max. height	Mf district	35 ft	35 ft	35 ft	35 ft	35 ft	55 ft	100 ft	35 ft
max. height, other		2x fr nearest					55ft		
		lot line							
public street frontage	min 30 ft	none	min. 30 ft	min. 30 ft	min 30 ft	none	min 30 st	min 30 ft	min 30 ft
court width not to exceed							24 ft	24 ft	
architectural control									Design Rev Bd.





# Zoning & Subdivision Update

## City Plan Commission

**Study Guide** | *June 30, 2025*

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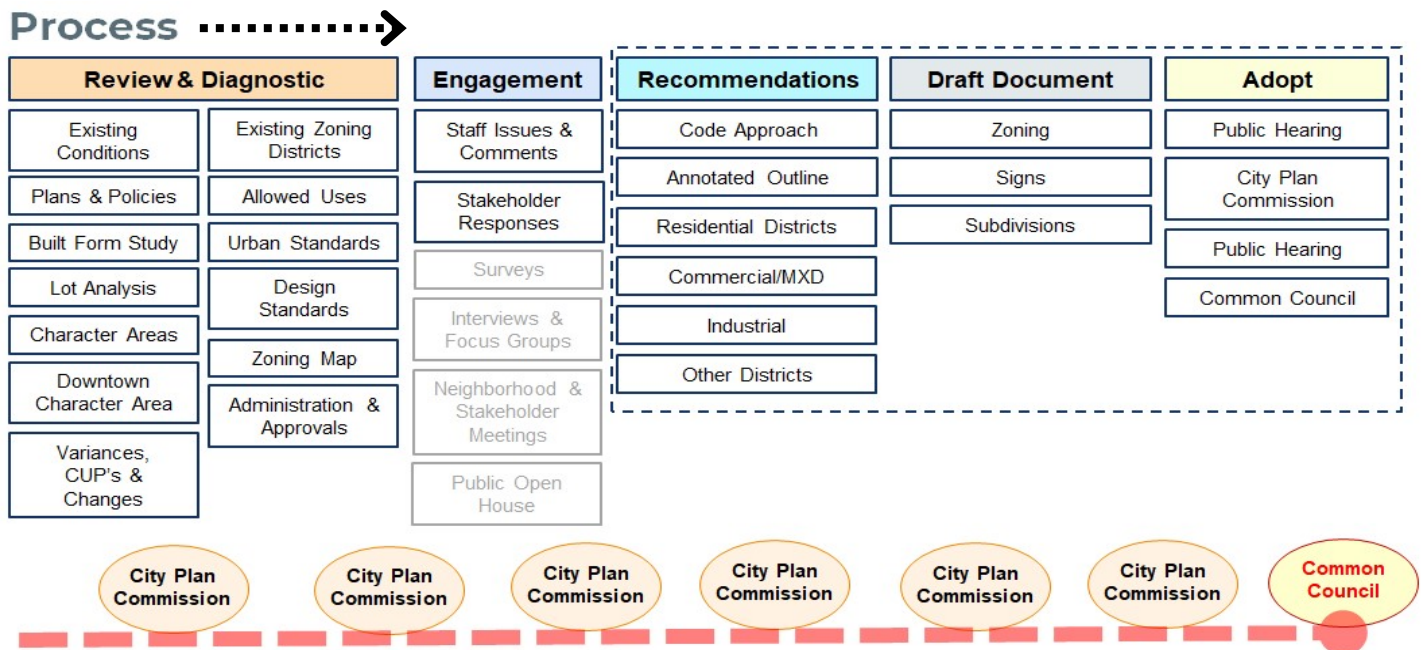


**ZONING  
CODE  
UPDATE**



Use this study guide to help organize the information, analysis and steps to better understand the content of the zoning code and subdivision regulations including existing conditions, code diagnostics, applicable plans and policies, built form and character analysis. Below is the general process for how the code and subdivision regulations will be updated based on direction and input from community stakeholders, staff comments and guidance from the City Plan Commission.

- 1) Memo 1 - Conditions & Plans
- 2) Memo 2 - District Summaries & Subdivisions
- 3) Built Form Study
- 4) Character Areas
- 5) Downtown Character Areas
- 6) Lot Size Study
- 7) Memo 3—Administration
- 8) Approval Flowchart Diagrams

[illegible]

- Population information from the Comp Plan:*

- Residential land use makes up about 19% of the total land area in the City. Residential definitions from the Comp Plan (p. 32):*



- **Low-Density Residential**—mostly one-two story single-family structures but may also include two- and three-unit dwellings; other housing types such as townhomes and rowhomes may be compatible, especially if developed to fit a single-family mold
- **Medium Density Residential** - may include a variety of housing types including townhomes, rowhomes, small multi-family buildings, and large multi family buildings of two-four stories
- **High-Density Residential** - includes multi-family units in structures taller than three stories; interconnected within surrounding neighborhoods and as well as near major streets connections and employment/commercial areas.

[illegible]



Land Use and Zoning matrix from the Comp Plan (p. 69)

## Zoning Guide for future land use: how to use this matrix

As the neighborhoods, districts, and corridors chapter guides property owners and policymakers in land use decisions, it also appropriately locates development within La Crosse's zoning code. Any zoning amendments should refer to this matrix to ensure the proposed zoning is consistent with the Future Land Use (NDC) Map.

Zoning																		
Single-Family Residential	Residence District	Special Residence	Low-Density Multiple Dwelling District	Multiple Dwelling District	Special Multiple Dwelling District	Washburn Neighborhood Residential District	Local Business District	Community Business District	Commercial District	Light Manufacturing District	Heavy Industrial District	Public Utility District	Parking Lot District	Public and Semi-Public District	Conservancy District	Agricultural District	Exclusive Agricultural District	
R-1	R-2	R-3	R-4	R-5	R-6					M-1								
C	C	C	C	i	i	C	i	i	i	i	i	i	i	i	C	i	i	
i	C	C	C	C	i	C	i	i	i	i	i	i	i	i	C	i	i	
i	i	i	i	C	C	i	i	i	i	i	i	i	i	i	C	i	i	
i	i	i	C	C	i	C	C	C	i	i	i	i	i	C	i	i	i	
i	i	i	i	C	C	i	C	C	C	i	i	i	i	C	i	i	i	
i	i	i	i	i	i	i	C	C	C	i	i	i	i	i	i	i	i	
i	i	i	i	i	i	i	C	C	C	C	i	i	i	i	i	i	i	
i	i	i	i	i	i	i	i	i	i	C	C	i	i	i	i	i	i	
i	i	i	i	i	i	i	i	i	i	i	i	C	i	C	i	i	i	
i	i	i	i	i	i	i	i	i	i	i	i	i	i	i	C	C	C	
i	i	i	i	i	i	i	i	i	i	i	i	i	i	i	C	C	C	
C= Consistent			i=Inconsistent															

C= Consistent i=Inconsistent

## Notes

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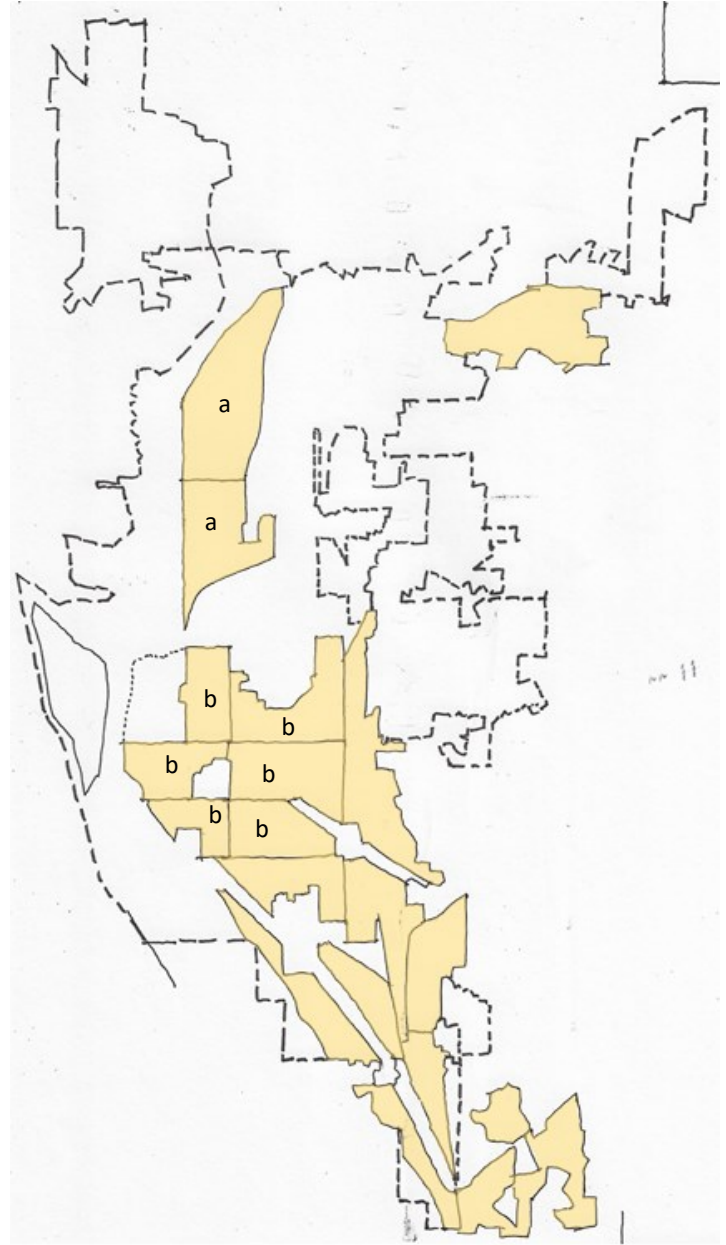
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- a) Introduction
- b) Residential Districts
- c) Residential Map Diagrams
- d) Commercial Districts
- e) Industrial Districts
- f) Overlay & Other Districts
- g) Summary Dimensional Standards Table
- h) Historic Zoning Map
- i) Chapter 113 Subdivisions



- *Residential neighborhood boundaries are shown in yellow at right. The Logan Northside and Lower Northside neighborhoods (a) contain a more consistent low density, detached residential pattern. Neighborhoods in the central part of the city (e.g., Downtown, Grandview-Emerson, Washburn, Weigent-Hogan, Powell-Poage-Hamilton and Holy Trinity-Longfellow) include a similar street and block pattern but contain more corridors and districts that tend to support greater density and diversity with housing, related uses and development changes.*

## Notes

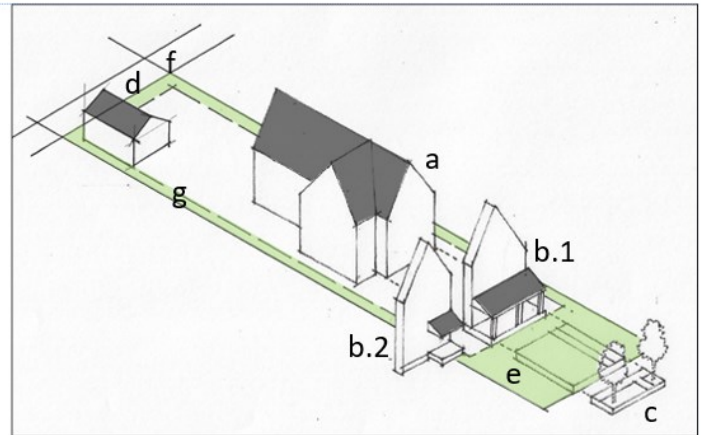
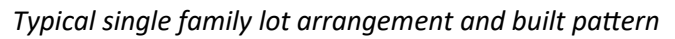
[illegible]

a) 18 Neighborhoods

b) 12 Districts

c) 5 Corridors

*\*based on the NDC Framework as defined in the Comp Plan*



- A. 1.5 to 2 story
- B.1 Stoop entry
- B.2 Porch entry
- C. Sidewalk, planted blvds & on-street parking
- D. Off street parking: alley loaded
- E. Front yards: 15-25 ft
- F. Rear yards: 6-8 ft
- G. Side yard: one tends to be shifted more to one side

- *Compare the built form study characteristics of the various neighborhoods to confirm physical form patterns for neighborhood scale residential and commercial uses.*
- *Should changes to urban and dimensional standards recognize and respond to the local context and character?*

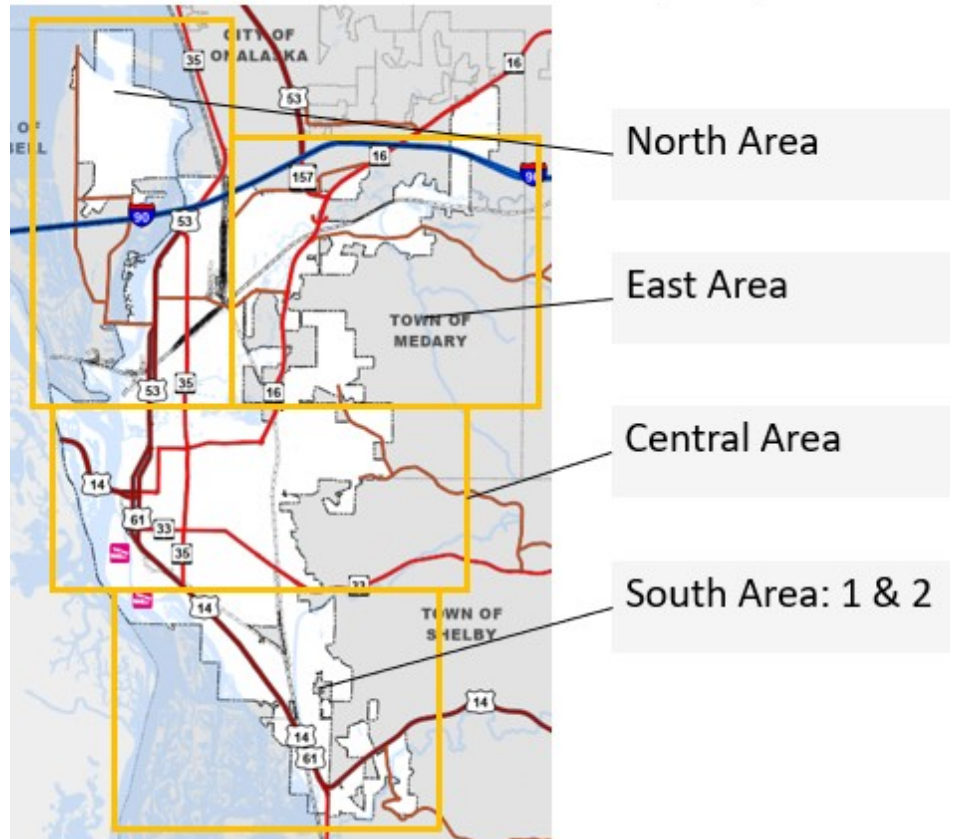
## Notes

[illegible]

- a) North Area
- b) East Area
- c) Central Area
- d) South Area 1 & 2



- *Areas adjacent to a number of districts include “district orbits”, areas that tend to attract interest, investment and influence that may be less compatible with established neighborhood character.*
- *Do these areas need additional standards and regulations relative to scale, density and physical form (e.g., the residential areas west, south and east of the UW campus)?*



## Notes

[illegible]



- a) Downtown Area
- b) Core
- c) Main Street



Downtown Area

Core

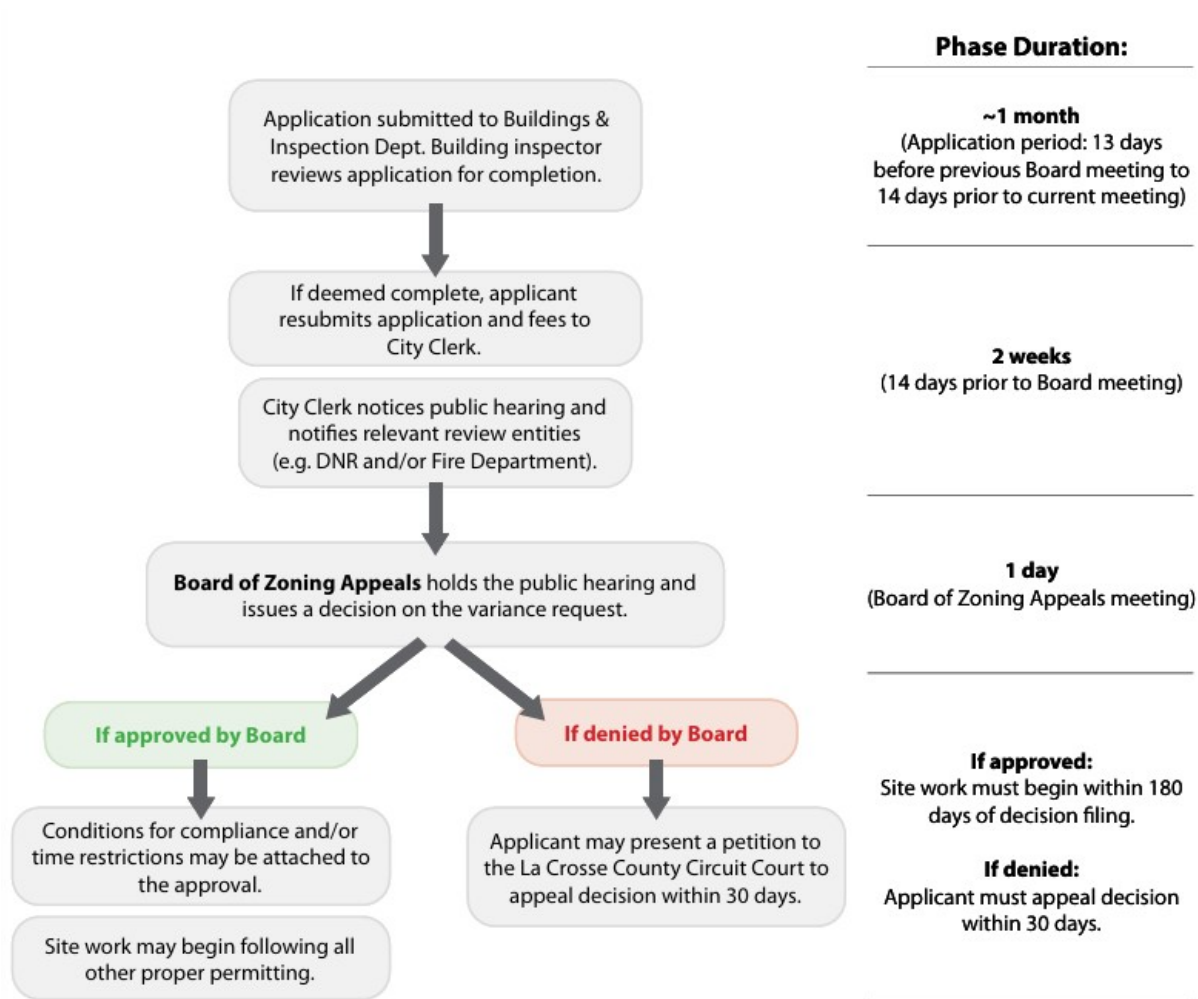
"Main street"

- *Note distinctions between the “main street” area and the larger downtown boundary.*
- *Some new development have included parking on the ground floor (within the building envelope) fronting the pedestrian public realm. Should this condition be differentiated in the “main street” area vs. other areas of downtown.*

## Notes

[illegible]

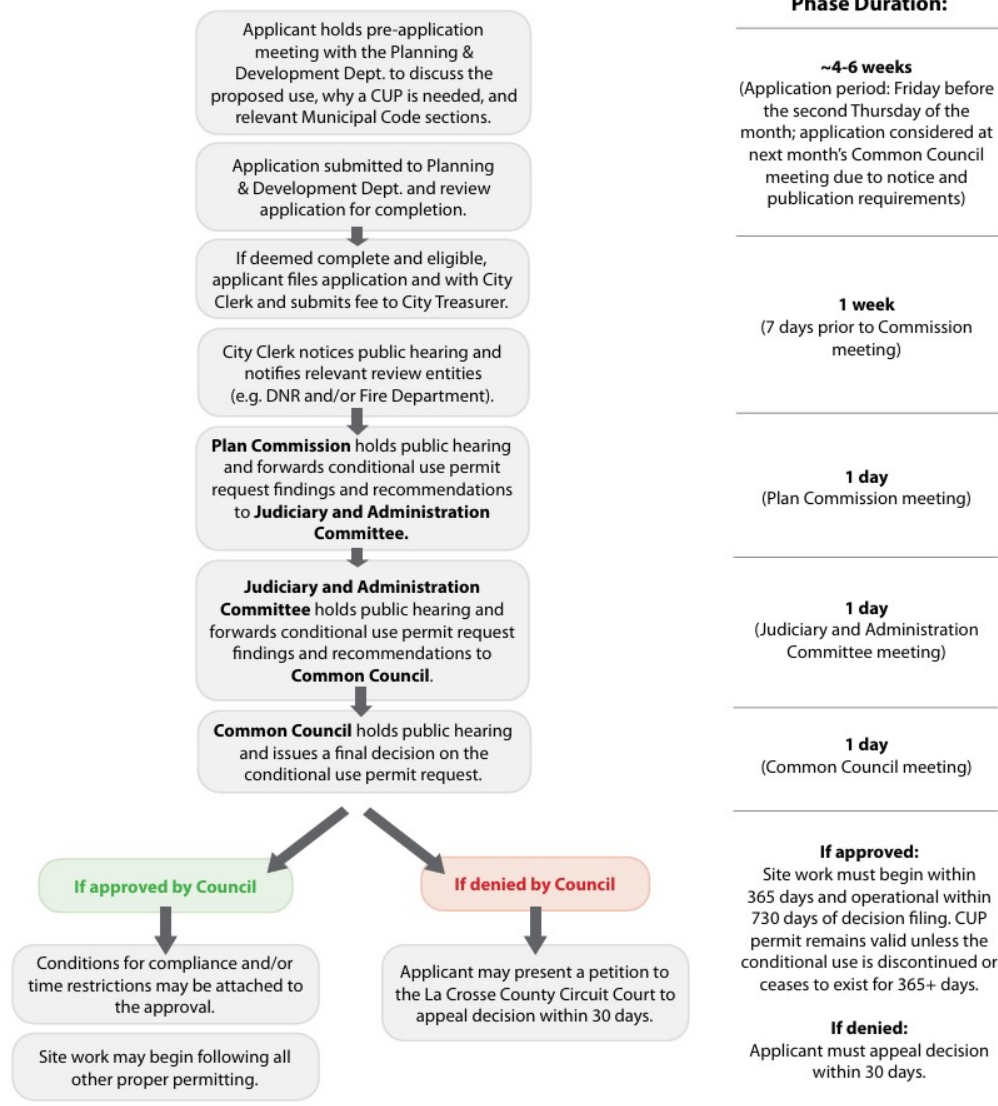
## Approval Process Diagrams: Variance ( Board of Zoning Appeals)



Notes

**DRAFT IN PROGRESS**  
**SUBJECT TO EDITS/CHANGES**

## Approval Process Diagrams: Conditional Use Permit

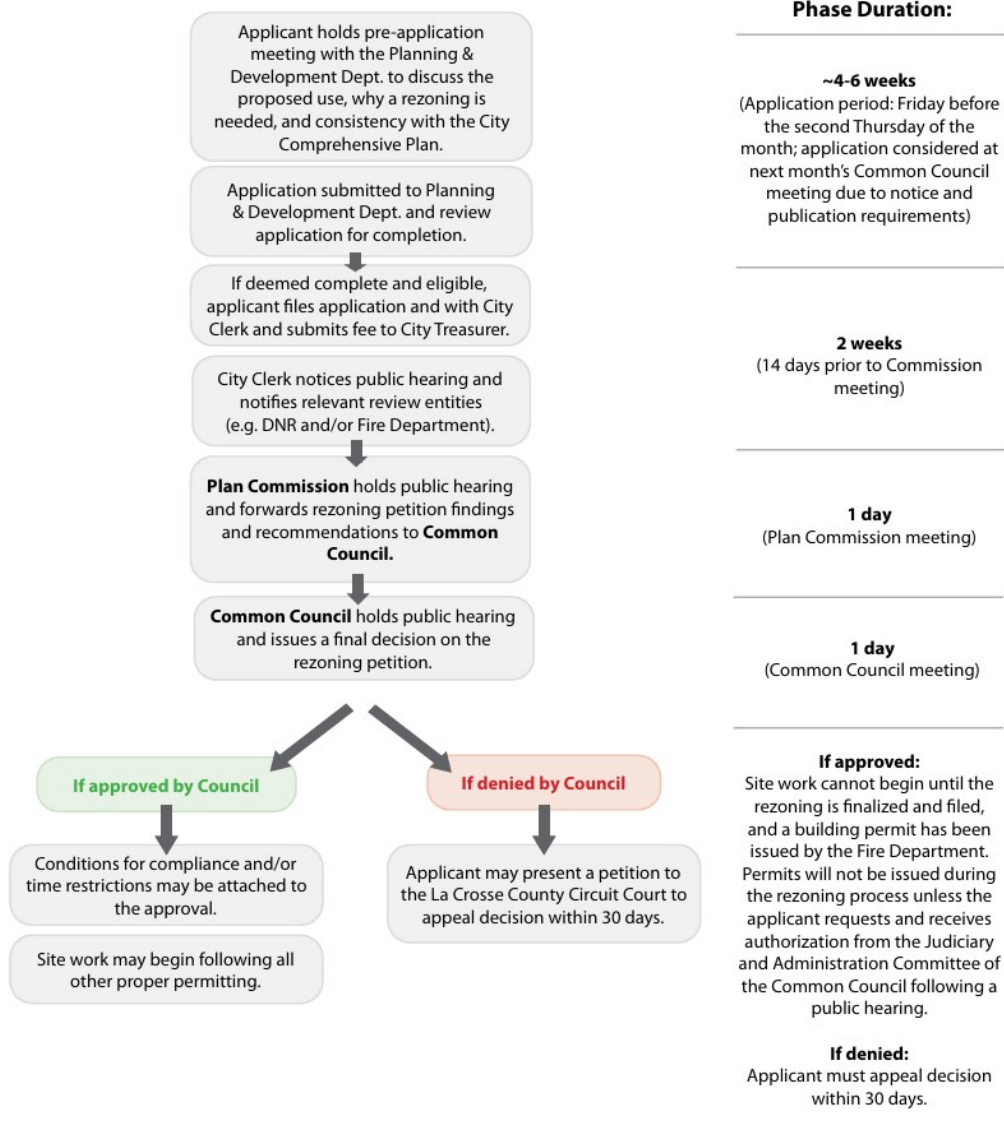


### Notes

**DRAFT IN PROGRESS**  
**SUBJECT TO EDITS/CHANGES**



## Approval Process Diagrams: Zoning Amendment (Rezoning)



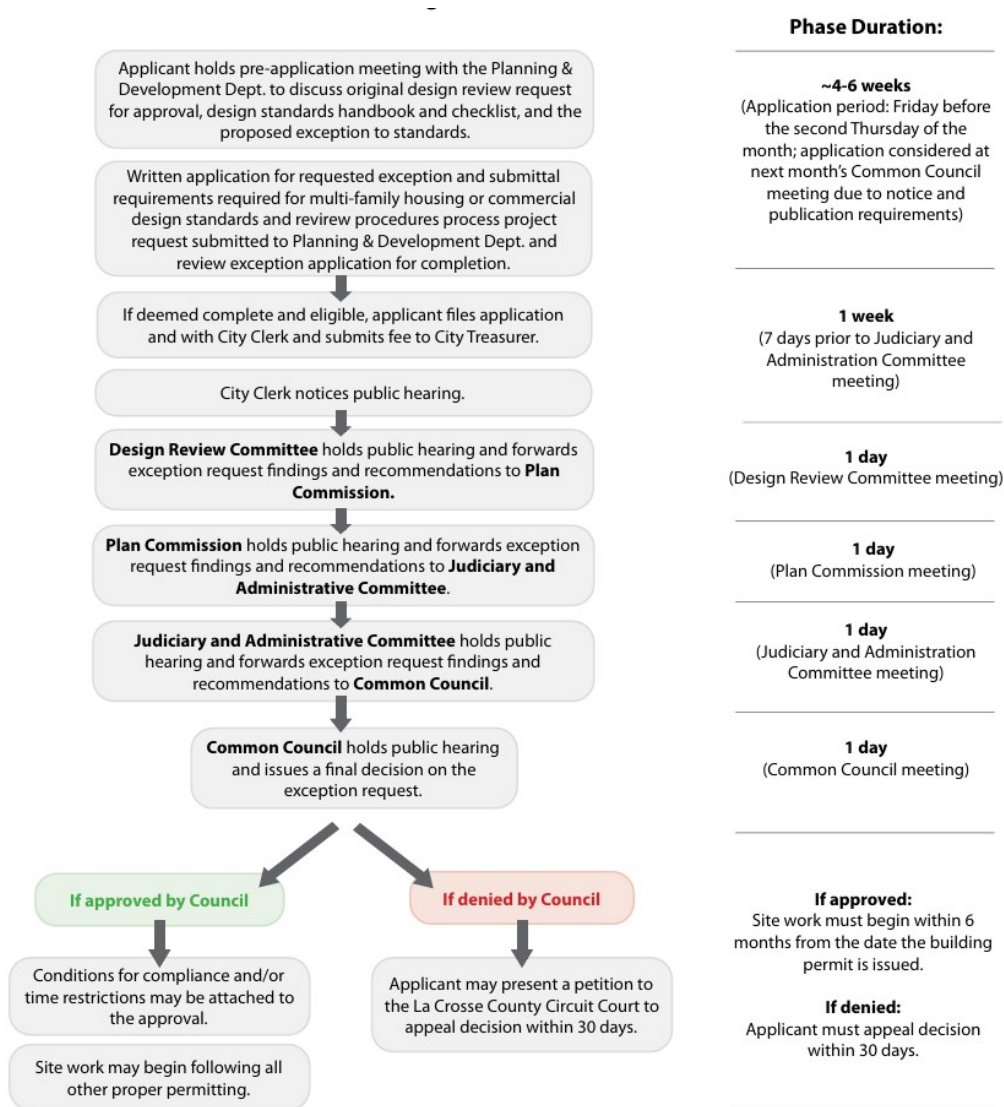
### Note:

- Petition for zoning amendment may be initiated by one or more property owners of the property within the area proposed to be changed.
- Petitions to change any flood district boundary or floodplain regulation may require technical data, including aerial maps, flood elevations, and development details, as determined by the Fire Department - Division of Fire Prevention and Building Safety and DNR.
- Floodplain zoning amendments require approval from the DNR and FEMA before becoming effective, except for map changes tied to the La Crosse River Valley Floodplain Study.

### Notes

**DRAFT IN PROGRESS**  
**SUBJECT TO EDITS/CHANGES**

## Approval Process Diagrams: Request for Exemption to Design Standards



### Note:

1. Ch. 11 Art. VII Div. 3. Multi-Family Housing Design Standards.
2. Ch. 11 Art. VII Div. 4. Commercial Design Standards. The applicant is encouraged to meet with City staff at the schematic stage, the design stage, and at the submittal stage. Members of the Design Review Committee will be encouraged to attend the pre-application meeting to facilitate the development review process. Developers are strongly encouraged to obtain Design Review Committee approval prior to submitting plans to the State for State review and approval.

### Notes

**DRAFT IN PROGRESS**  
**SUBJECT TO EDITS/CHANGES**



# City Plan Commission Meeting

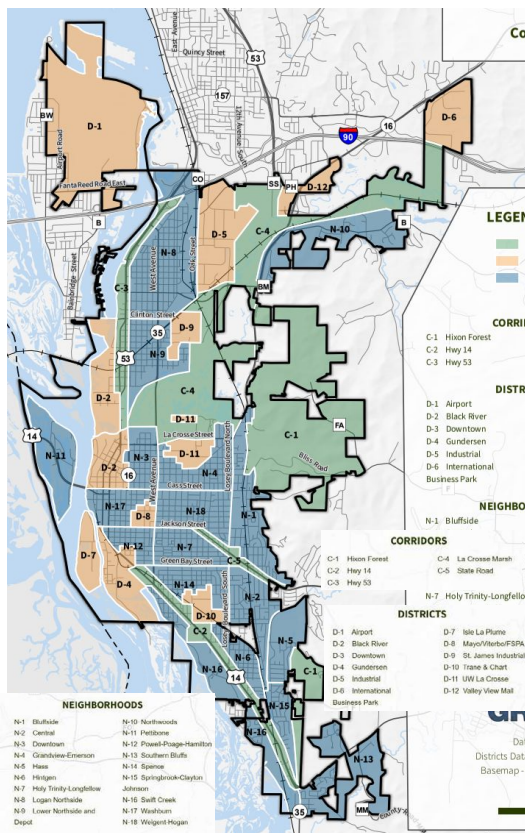
*June 30, 2025*



# Agenda

- a. Introduction & April recap
- b. Scope, Schedule & Progress
- c. Update Process
- d. Study Guide
- e. General Ideas: Residential, Commercial & Industrial
- f. Next steps

# Comprehensive Plan - NDC Framework



## Neighborhoods:

La Crosse neighborhoods have distinct identities, housing characteristics, unique history, and geographic features. They are typically compact, pedestrian-friendly, and mixed-use. Neighborhoods may contain a number of supporting uses and activities that serve residents, such as parks, schools, libraries, small-scale retail, and other services. Neighborhood associations were consulted during the creation of this comprehensive plan to help identify the vision and land uses within La Crosse's neighborhoods.

## Districts:

Districts are larger areas where the City, property owners, developers, and investors should concentrate business, commercial, and industrial activity and expansion over the next twenty years. Districts may emphasize a special single use or purpose, but may contain a variety of other uses and activities. For example, a shopping district may have primarily commercial uses with a few small-scale industrial uses mixed in. La Crosse's districts are based on types of dominant uses, include overlapping neighborhoods, and have generally larger geographic extents.

## Corridors:

Corridors are linear areas that provide connectivity between the neighborhoods and districts. Corridors can accommodate a variety of land uses, including natural, recreational, and cultural uses. They can range from boulevards and rail lines to rivers and parkways. La Crosse has several major corridors identified based on transportation and environmental features.

# NDC Framework >>> Built Form Study

## The Built Form Study:

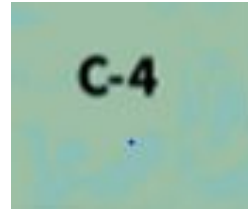
- samples the typical development pattern for each of the neighborhoods, districts and corridors
- better understand the physical dimensions of building type, site plan, street frontage and block pattern as well as other conditions.



**18 Neighborhoods**



**12 Districts**



**5 Corridors**

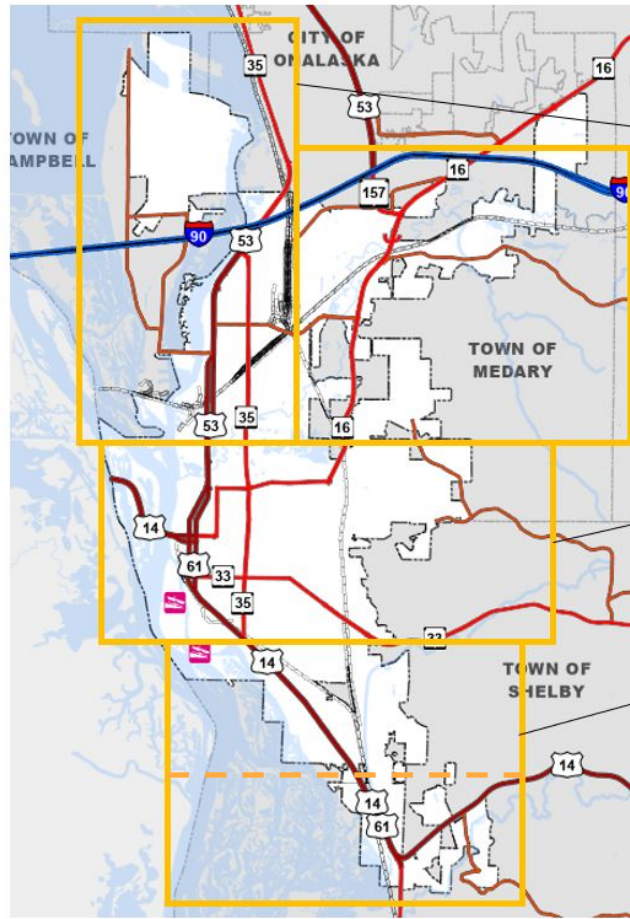


# General Character Areas

## Map Key

### Character Areas

**TN – Traditional Neighborhood**  
**TNV – Traditional Neighborhood Varied**  
**TSS – Traditional Shopping Street**  
**CN – Contemporary Neighborhood**  
**UMX – Urban Mixed Residential**  
**MN – Modular Neighborhood**  
**CMX – Corridor Mixed**  
**CSF – Commercial Small Format**  
**CLF – Commercial Large Format**  
**C/E/M – Campus/Ed./Med.**  
**DT- Downtown**  
**DC- Downtown Core/Main Street**  
**ISL – Industrial Small Lot**  
**ILL – Industrial Large Lot**



North Area

East Area

Central Area

South Area: 1 & 2

# General Character Areas



Traditional neighborhood



Traditional neighborhood varied



Contemporary neighborhood



Urban mixed residential



Modular neighborhood



Traditional shopping street



Corridor mixed



Corridor commercial: large & small format



District (medical/ed)



Downtown



Downtown Core (Main Street)

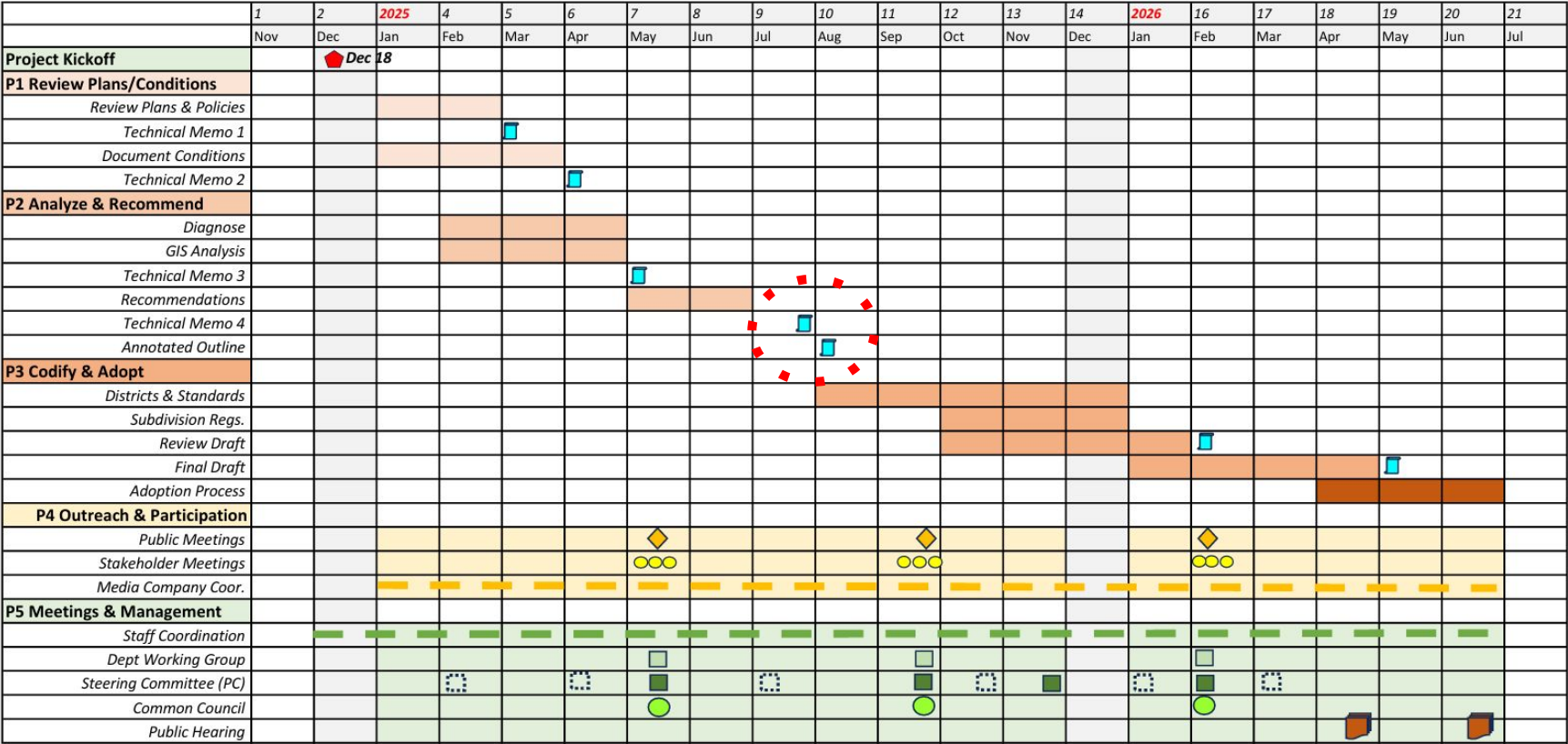


Industrial large lot



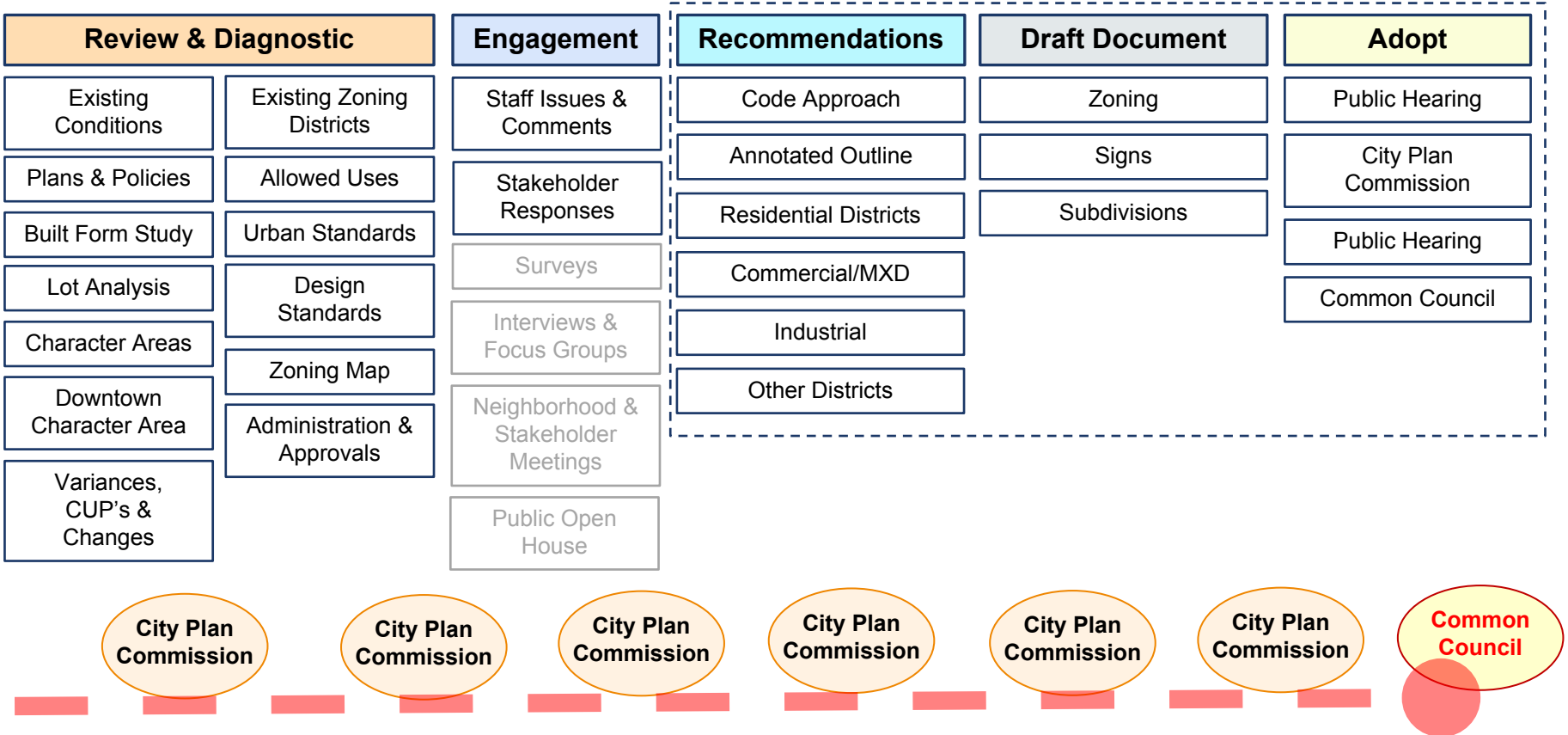
Industrial small lot

# Scope, Schedule & Progress

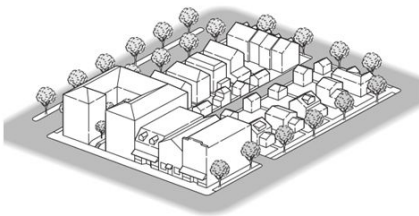




# Process



# Study Guide



## Zoning & Subdivision Update City Plan Commission

Study Guide | June 30, 2025



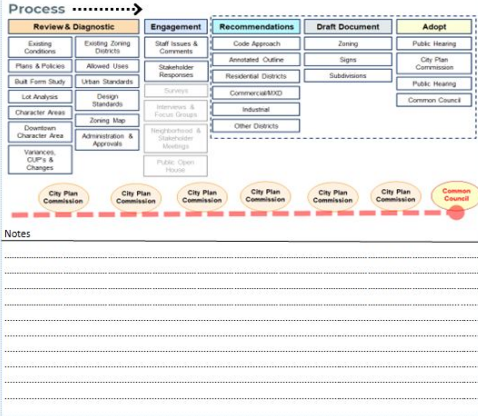
### Study Guide

#### Introduction

Use this study guide to help organize the information, analysis and steps to better understand the content of the zoning code and subdivision regulations including existing conditions, code diagnostics, applicable plans and polides, built form and character analysis. Below is the general process for how the code and subdivision regulations will be updated based on direction and input from community stakeholders, staff comments and guidance from the City Plan Commission.

#### Topics to Review

- 1) Memo 1 - Conditions & Plans
- 2) Memo 2 - District Summaries & Subdivisions
- 3) Built Form Study
- 4) Character Areas
- 5) Downtown Character Areas
- 6) Lot Size Study
- 7) Memo 3—Administration
- 8) Approval Flowchart Diagrams



Notes

### Study Guide

#### Memo 1: Existing Conditions

- a) 2040 Comprehensive Plan
- b) 2024 Housing Study Summary
- c) Analysis to Impediments to Fair Housing Choice
- d) Imagine 2040 Downtown Plan
- e) History of Variances
- f) History of Conditional Use Permits
- g) Other adopted plans & polides

1/?

- What are the key policies from the Comp Plan driving the zoning and subdivision updates?
- Review the Housing Study recommendations relative to zoning code content.

1/?

Population information from the Comp Plan:

- Population is projected to moderately increase from 50,869 (2021) to 53,480 (2030)
- As of Jan 1, 2024 the population was 52,115 (WI Department of Admin. Estimate)

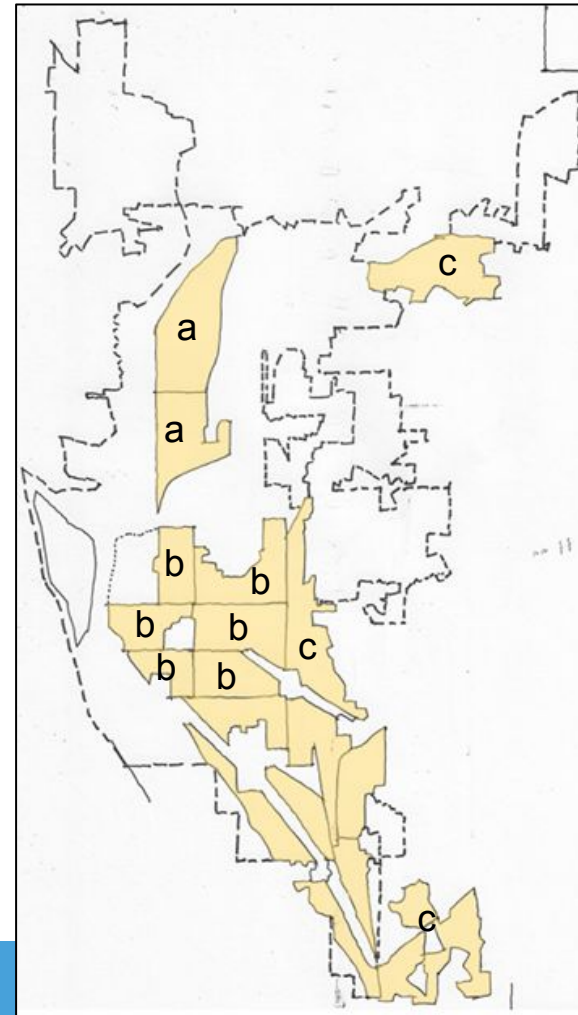
Residential land use makes up about 19% of the total land area in the City. Residential definitions from the Comp Plan (p. 32):

- Low-Density Residential**—mostly one-two story single-family structures but may also include two- and three-unit dwellings; other housing types such as townhomes and rowhomes may be compatible, especially if developed to fit a single-family mold
- Medium-Density Residential** - may include a variety of housing types including townhomes, rowhomes, small multi-family buildings, and large multi-family buildings of two-four stories
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Notes

## General Ideas for Districts: Residential

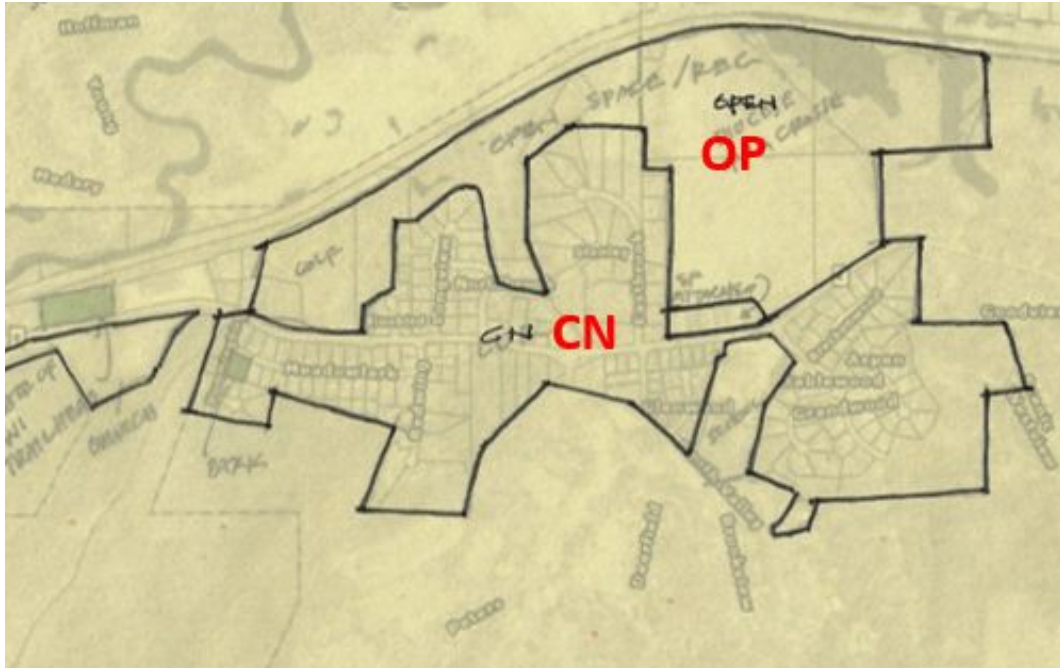
- Residential neighborhood boundaries are shown in yellow at right
- (a) The Logan Northside and Lower Northside neighborhoods contain a more consistent low density, detached residential pattern
- (b) Neighborhoods in the central part of the city (e.g., Downtown, Grandview-Emerson, Washburn, Weigent-Hogan, Powell-Poage-Hamilton and Holy Trinity-Longfellow) include more corridors and districts that tend to influence greater housing development changes, density and diversity
- (c) Typical large lot, single family zoning would pretty much remain as is





## General Ideas for Districts: *Residential*

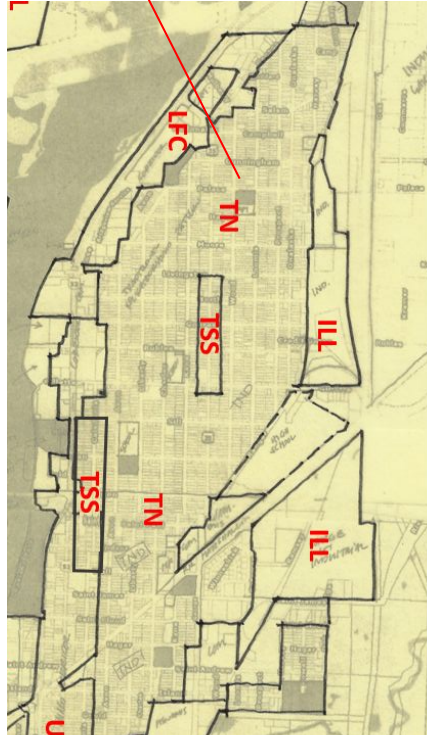
**Garden District** – single unit, detached, larger lots: 10,000 SF or more



# General Ideas for Districts: *Residential*

**Neighborhood District North** – attached, detached & small cluster types, lot range from 2500-7500

SF

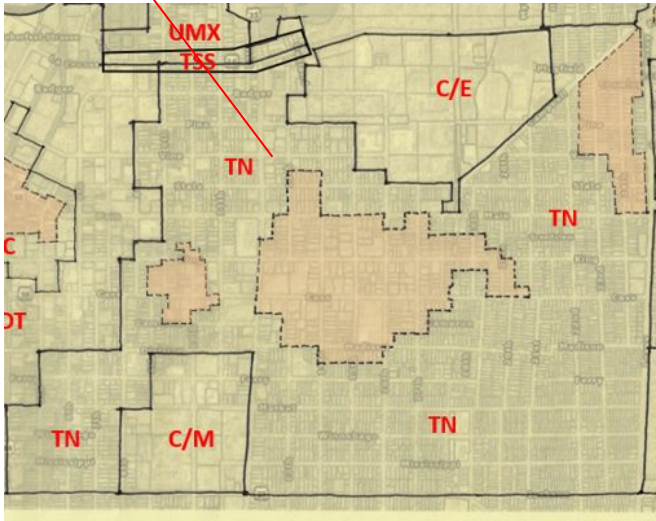


- Building types should respond to the scale and character of the neighborhood
- Can include detached types, 2 unit/lot & duplex types.
- Other building types: small residential court, pocket neighborhood, attached townhouses and accessory dwelling units.
- Lot size range from 2500 sf to 7500 sf

# General Ideas for Districts: *Residential*

**Neighborhood District Central** – attached, detached & smaller multi-family types

**Neighborhood Mixed Use** – range of residential types & small commercial shops



- Building types should respond to the scale and character of the neighborhood
- Building types include: attached, detached units, and neighborhood scale multi-family & mixed use buildings
- Lot size range from 5000 sf



## General Ideas for Districts: *Residential*

## Traditional Neighborhood Development District

# WI Model Ordinance

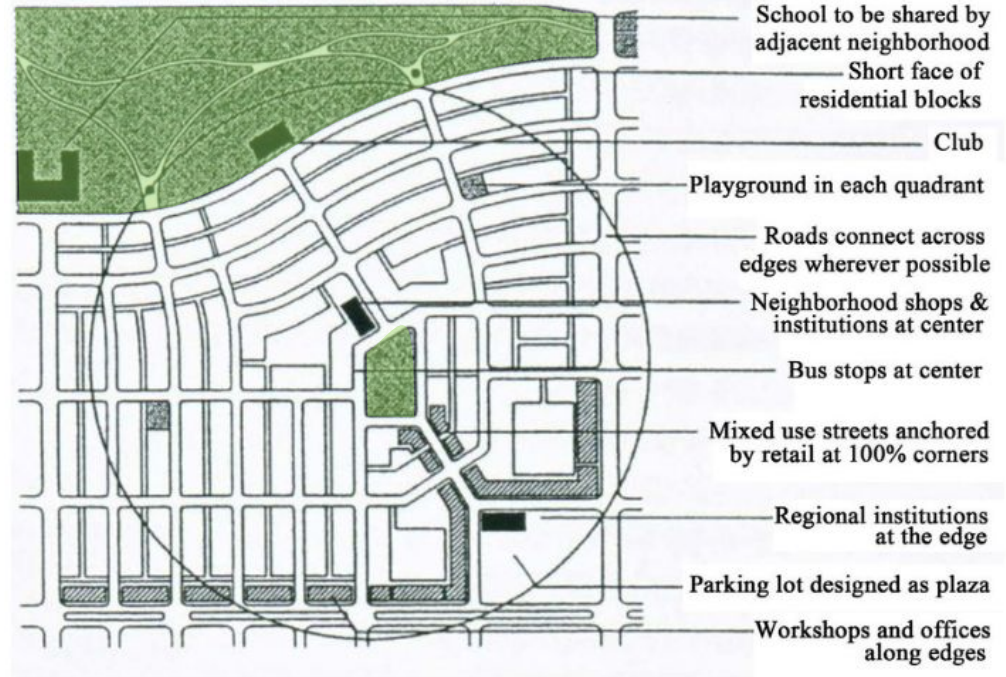
1.3 Applicability. The traditional neighborhood development ordinance is an alternative set of standards for development within the [City/Village] for new development of [15 acres or more] contiguous to existing development, redevelopment or infill development of [10 acres or more].

*Source: A Model Ordinance for a Traditional Neighborhood Development, UW Extension, April 2001*

# La Crosse Zoning

**(b) *Applicability.***

(1)Traditional Neighborhood Development is for lot sizes less than two acres.



# General Ideas for Districts: *Commercial Corridor & Large Format*

**Commercial Corridor** – auto-oriented pattern common to local corridors today; mainly commercial/service uses (re: Hwy 14 & Losey Blvd)



**Urban Corridor/MXD** – range of commercial uses & larger multi-family units in a walkable pattern; use of regulating plan (re: Hwy 53 Plan)



# General Ideas for Districts: *Industrial*

**General Industrial** – addresses most industrial/large lots \*& large format buildings in current use



**Crafters & Makers District** – smaller lot industrial, assembly, & employment that fits into existing neighborhood/corridor character





## Character Area: *Downtown – Three Distinct Areas*



Three distinct areas assume that the zoning districts may also be more responsive to the character of each with the “main street” area requiring the most rigorous standards and regulations.



**Downtown Area**

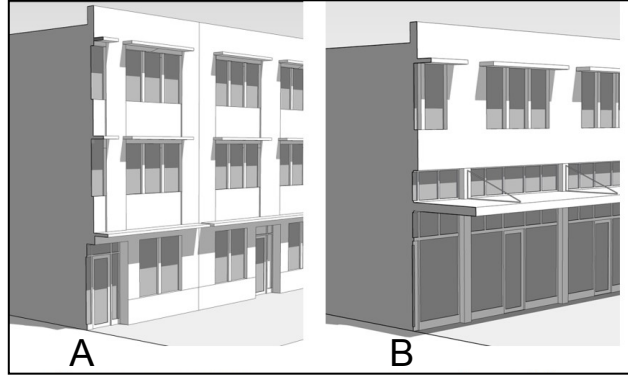


**Core**



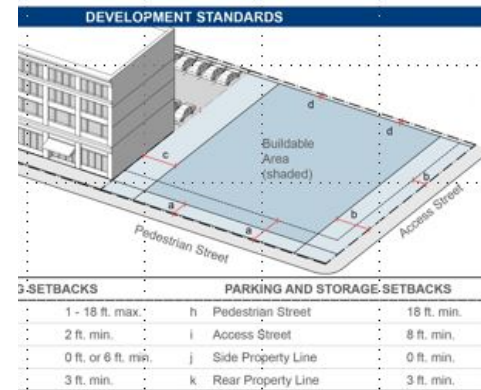
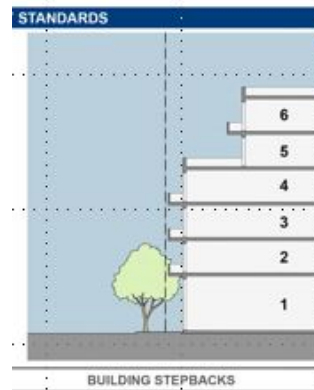
**“Main street”**

# Downtown “Main Street” - Coding for Frontage



“Main Street” district would be regulated by two frontage types:

- common entry (A)
- Shopfront (B)



Dimensional & urban standards would use simple graphics to communicate regulations



Active building frontage

## Next Steps: July, August.....

- Engagement – Interviews and Focus Groups
- Compile and summarize survey
- Approach & Recommendations
- Annotated Outline



## Questions & Comments



ZONING  
CODE  
UPDATE



To learn more & get involved, visit:

[www.forwardlacrosse.org](http://www.forwardlacrosse.org)



## **Forward La Crosse: 2025 Zoning Code Update Promotion**

[www.forwardlacrosse.org](http://www.forwardlacrosse.org)

Campaign Timeline: Kick Off February 2025

### **Overview**

The City of La Crosse is updating its Zoning and Subdivision code, an 18-month initiative to help shape a more vibrant, resilient, and livable city for the residents of La Crosse, Wisconsin. This collaborative effort will build on the efforts of past City plans, including the most recently adopted 2040 Comprehensive Plan and the La Crosse 2024 Housing Study.

### **ForwardLacrosse.org**

Since the launch of the 2025 Zoning Code Update in February, the website <https://forwardlacrosse.org> has recorded 3,896 users and 14,952 page views.

### **Social Media**

Since February 2025, the Forward La Crosse Facebook page has received 17,570 views, with 80.3% of the audience located in La Crosse, WI, followed by viewers in Onalaska and Holmen. The strongest age group is 35–64 (women), with the 35–44 range accounting for 29% of total viewership.

On Instagram, over the past 30 days, Forward La Crosse received 248 views.

### **Regional Press Releases**

May 7, 2025 - [City of La Crosse Launches Zoning Survey to Gather Input on Future Development and Neighborhood Character](#)

March 20, 2025 - [La Crosse Housing Week Returns! April 28 – May 3, 2025: Join the Conversation on the Future of Housing](#)

Feb 17, 2025 - [The City of La Crosse Announces an Update to their Zoning and Subdivision Code and Upcoming](#)

### **E-newsletters**

July 14, 2024 - [Submit Your Comments: info@forwardlacrosse.org – We're Listening](#)

- Zoning Comments - [LINK](#)

June 16, 2025 - [Survey Deadline June 30: Shape La Crosse's Future!](#)

June 9, 2025 - [Zoning Code 101 – Join Us June 9th & 23rd! \\$20 gift card!](#)

May 21, 2025 - [Zoning Code 101 – Join Us This Thursday!](#)

May 9, 2025 - [Help Shape La Crosse's Future—Take the Zoning Code Survey Today!](#)

April 24, 2025 - [NEXT WEEK! La Crosse Housing Week April 28 – May 3, 2025!](#)

April 3, 2025 - [Forward La Crosse News: La Crosse Housing Week April 28 – May 3, 2025!](#)

### **In the News**

2025



1. Feb 17, 2025 (Around River City - Online Print) - [La Crosse Seeks Community Input for Zoning and Subdivision Code Update](#)
2. March 14, 2025 (WIZM News - Radio) [Women Build, Housing Week and Neighbor's Day with Habitat La Crosse's Kahya Fox](#)
3. March 24, 2025 (AARP Local) - [Join La Crosse Housing Week April 28 through May 3](#)
4. Apr 17, 2025 (WIZM News+Podcast) - [Habitat's Kahya Fox previews La Crosse Housing Week](#)
5. Apr 21, 2025 (wiproud.com) - [La Crosse organizations to launch first-ever La Crosse Housing Week April 28 to May 3](#)
6. April 21, 2025 (Yahoo News) - [La Crosse organizations to launch first-ever La Crosse Housing Week April 28 to May 3](#)
7. Apr 23, 2025 - (La Crosse Tribune) - [Housing Week aims to engage La Crosse on affordable housing issues](#)
8. Apr 23, 2025 - (La Crosse Tribune) - [La Crosse Housing Week: Affordable housing..](#)
9. Apr. 28, 2025 (WEAU 13) - [Local organizations launch first La Crosse Housing Week](#)
10. April 29, 2025 (Yahoo News) - [Housing Week kicks off in La Crosse](#)
11. Apr 29, 2025 - (wiproud.com) [Housing Week kicks off in La Crosse](#)
12. Apr 30, 2025 (News 8) - [La Crosse Housing Week aims to address community...](#)
13. May 7, 2025 (WXOW 19) - [City of La Crosse is seeking input on future development and neighborhood character](#)
14. June 30, 2025 (WIZM News) - [Zoning and neighborhood needs are top priorities for new development in La Crosse, for city plan commission](#)
15. June 09, 2025 (News 8) - [City of La Crosse educates residents on the importance of zoning](#)

### **Event Calendars Submissions**

- La Crosse Tribune
- WXOW News 19
- [News 8](#)
- [Next Door](#)
- WI Proud (Fox 25/48)
- Good Morning Coulee
- La Crosse Local
- City of La Crosse Event Calendar
- Around River City

### **Physical Media – Posters**

Forty posters were distributed across locations in La Crosse, including Viterbo University, UW-La Crosse, the public library, City Hall, and various spots throughout downtown for Housing Week.

### **In Person Presentations/Discussions**





## 2025

June 23, 2025 - [Zoning Code 101](#) - Bluffside and Grandview Emerson Neighborhood Associations  
June 9, 2025 - [Zoning Code 101](#) - Weigent-Hogan, Holy Trinity-Longfellow, and Hintgen Neighborhood Associations  
May 27, 2025 - [Zoning Code 101](#) - Logan-Northside Neighborhood Association and Lower Northside Depot Neighborhood  
May 22, 2025 - [Zoning Code 101](#) - Washburn, Downtown, and Powell-Poage-Hamilton Neighborhood Associations  
May 5 - La Crosse Chamber - [The Forum: La Crosse Housing & Zoning Changes](#)  
April 30, 2025 - [Zoning & Beyond: Forward La Crosse](#) - La Crosse Public Library Main Branch  
May 1, 2025 - [Zoning & Beyond: Forward La Crosse](#) - La Crosse Public Library Main Branch

### **Housing Week April 30- May 2, 2024**

#### **Wednesday, April 30**

- **12:00–1:00 PM** – *Zoning & Beyond*  
La Crosse Public Library (*City Standalone Event*)
- **2:00–3:30 PM** – *Riverside Park (Pop-up Table)*
- **6:30–8:00 PM** – *Housing on Tap*  
Cappella Events Center (*Pop-up Table*)

#### **Thursday, May 1**

- **8:30–10:00 AM** – *Grounded Patio Cafe (Pop-up Table)*
- **12:00–1:00 PM** – *Let's 'Taco Boat' Housing Lunch*  
Pump House Regional Arts Center (*Pop-up Table*)
- **2:00–3:30 PM** – (*Pop-up Table*)
- **5:00–6:00 PM** – *Zoning & Beyond: Forward La Crosse*  
La Crosse Public Library (*City Standalone Event*)

#### **Friday, May 2**

- **9:30–11:30 AM** – *Then & Now History Exhibit*  
La Crosse Public Library (*Pop-up Table*)
- **1:00–3:00 PM** – *The Economics of Redevelopment*  
Black River Beach Neighborhood Center (*Pop-up Table*)

### **Organizational Media Inclusion**

May 25, 2025 – The Bluffside Neighborhood Association shared the Forward La Crosse newsletter with their network.



Before and during Housing Week- Habitat for Humanity of the Greater La Crosse Region - including outreach through social media, newsletters, and other communication channels.

April 18, 2025 - (Couleecap, Inc. FB Page) - [Don't miss La Crosse Housing Week! April 28th...](#)

April 30, 2025 - (Extension La Crosse County FB Page) - ["Get ready, La Crosse! The first-ever Housing Week is happening this spring."](#)

Date: July 17<sup>th</sup>, 2025

Time: 1:00 pm

Organization: 360 Real Estate

- Small boutique development company; most employees are the management side (manage the buildings we develop; management portfolio). Do everything in house.
- Always looking at things from the perspective of what's good for the customer, neighborhood, city.
- Not attracted to greenfield; focus on infill and adaptive re-use.
- Primarily multi-family mixed use development.

Interviewees: Jeremy & Marvin

- Question to the team: What are the metrics the city will use to assess that this process was successful? What is the process for accountability?
  - Identify metrics that we can use to assess that the project is moving in the right direction.
  - Potential metrics:
    - Housing unit development (in line with what is recommended in the housing study).
    - Reduction in approval process time.
    - reduction in variances (old code would have required it, new code doesn't).

### Questions

**1. What are the top three issues with the code from your experience (can be urban/performance/landscape standards, districts, administration, approval process or other)?**

- a. First test case for the TND ordinance.
- b. "the code is always the stick and never the carrot."
  - i. Build more creatively and character into the code.
- c. We have rationed housing through approval and process.
  - i. "it should be damn near impossible to ration housing in this country. And we are all paying the price. We ration where people can live."

**2. Please share 1 major challenge you have with this code.**

- a. "If there was one major issue I could change in this city is disfunction within City Hall (Council and Administration; organizational structure)."
  - i. We could have a perfect code, and staff would still be hamstrung.
  - ii. Tim and the Planning department can't reach their true potential because of dysfunction.
  - iii. Hire an Administrator and shrink the council to 7. Pay Councilors what they are worth. PC citizen members don't get anything. Increase the qualifications of the Councilors.
- b.



- 3. What is the best way the code and urban regulations can provide, encourage, support a larger and broader range of housing choices in the city?**
- a. Move things to the staff level and away from the Council level.
    - i. Or for large projects, get council approval on the front end (meets comp plan objectives), and then work with staff, whereas the opposite is true currently.
      - 1. This would help us not overextend ourselves financially.
      - 2. Spend half a million dollars on something before we even get a yes and we never know for certain how the process is gonna go.
  - b. Flexibility is key. The most decision making can stay at the staff level, the better.
    - i. Get out of staff's way.
  - c. Think strategically about where we want to be in 10, 15 years and how we want to get there.
- 4. Would changes in the code allow a broader range of housing types (re: "missing middle") to be developed?**
- a.

Date: July 16<sup>th</sup>, 2025

Time: 4:00 pm

Organization: Borton Construction

- Unicorn in the construction world because we are mid-size (50 field staff). Commercial builder but doing more upper end residential. Design-build.
- \$25-30 mill annual company. Worked in 14 states over the last 20 years. Doing more multi-family and affordable housing. Our niche is food service. Also do a lot of higher ed food service work (dining halls, food courts).
  - Washburn waived all fees for a large affordable housing project they worked on.

Interviewees: Paul Borshiem (helped write the commercial design standards)

## Questions

1. **What are the top three issues with the code from your experience (can be urban/performance/landscape standards, districts, administration, approval process or other)?**
  - a. It feels like the goal line keeps changing or its applied differently. We have a very good relationship with city planning, but 80% of our problems end up in the engineering dept.
    - i. Ex. Badger Corgie – met with planning and inspections for a pre-construction/design mtg. Implemented that and are two weeks away from being done building and then engineering says we have to do it another way (even after permits were issued). 1 person holding up the project at the very end is very frustrating. Once projects are approved, the city can't be making changes.
    - ii. There are silos even within engineering. Its not my job to tell city hall how to manage the engineering department. It seems like there isn't really one person running the department.
  - b. In the city of Onalaska, the process runs more smoothly and once its approved they never go back on it. I think it helps that there seems to be one person running ship on the whole project across the city departments.
  - c. Everyone's mentioned stormwater issues – "amen"
    - i. Yuri lives in a black and white world but the real world is grey.
    - ii. La Crosse's stormwater management is on steroids in comparison to every other city.
    - iii. The city is going beyond state requirements. This will drive projects away from the city of La Crosse.\*\*\* (ex. sprinkler requirements, which greatly can drive up the cost of insurance).
  - d. TIFF and Development Agreements: working with the City Attorney is next to impossible and there is no negotiation (its brutal). We're not getting a copy of the agreement until hours before the meeting and we have issues with it and then look bad in front of council for bringing them up.
    - i. Brutal honesty: I think he's lazy.

- ii. Previous City Attorney was easier to work with, but at least you could get a meeting with him. Now it's a black hole.

**2. Please share 1 major challenge you have with this code.**

- a. La Crosse is on the high end of permitting fees.
  - i. One year the mil rate didn't increase, so all the fees had to increase.
  - ii. Top 10% of fees regionally per square feet in the communities we've worked with.
  - iii. \$3,600 vs. \$900 for the same permit between La Crosse and Shelby. I also saved weeks in process time.

**3. What is the best way the code and urban regulations can provide/encourage/support a larger and broader range of housing choices in the city?**

- a. We don't have greenspace available for SFH. Therefore, we have to acquire enough properties to develop.
- b. There needs to be an understanding of what can be done when we don't have enough land to do greenfield development (education).
- c. I'm not sure if it's even attainable even more for the \$50k-\$100k household income range to even own anymore.
  - i. Condo projects with a TIFF might be the only way to make something affordable at this price point.
- d. There are a lack of industrial sites available, so they are going to other communities.

**4. Would changes in the code allow a broader range of housing types (re: "missing middle") to be developed?**

**5. Active Projects in La Crosse**

- a. Considering building an office warehouse for our company in town (first step of that discussion).
  - i. Fire district limits are causing issues with the potential process here.
- b. Potential private school work (rehab and small addition)
- c. 7 Copeland (Riverpoint)
  - i. Interest rates and construction costs are a double whammy issue.

**6. Paul was a part of a committee that developed the commercial design standards.**

- a. Council members were also on the committee which was really smart. All the developers were on board and it sailed through easily.
- b. Only issue is the loss of the parking standards. I'm surprised about the "0" parking requirement. 80% of people will do the right thing, but some people won't provide anything and then it will create issues that are difficult to resolve once implemented.



## **7. Magic Wand**

- a. Single point of contact to facilitate the process (more administrative approval). Less Council approval and say in the process.
  - i. When I have this in other communities, it's really helpful and simplifies the process.

Date: July 21<sup>st</sup>, 2025

Time: 4:00 pm

Organization: BOZA

Interviewees: Ben, Douglas, Jim, Anatasia, James

## Questions

### 1. What are the top three issues with the code from your experience (can be urban/performance/landscape standards, districts, administration, approval process or other)?

- a. Douglas: two major issues that we hear are floodplain (our hands are tied by DNR; 800 properties in N and 1,000 in S that are affected by floodplain issues) and setbacks.
  - i. Setbacks – developed over different times, so there are a range of lot sizes, but the same constraints are put on the tiny lots as the large one.
  - ii. We need to empower building and inspections in making more judgement calls.
- b. Mr. Farmer: we are expected to issue waivers when the lots are small, but we are not expected to grant waivers down by the marsh when folks have tons of space.
  - i. We are subject to criticism based on the direction the code sends us.
  - ii. “planning was very happy to criticize BOZA, but they didn’t ever come to the meetings.”
  - iii. When I was on council I pointed out inconsistencies.
  - iv. Inconsistency: if they want wood steps, have to get a waiver from us. Concrete steps, no waiver. Same with wood vs. concrete decks. Causes headaches.
    1. Standards that are in the zoning code.
  - v. Nothing annoys me more than when BOZA asks inspections what the reasoning is behind a rule, and no one has one. “I don’t make the rules I just enforce them.” \*\*this damages our credibility a lot\*\*
- c. James: process issues. The current code is incoherent; stuff is located in lots of different places. Leads to people doing work without permits. The public doesn’t even know what is or not allowed.
  - i. “I have to spend 1-2 hours trying to figure things out myself”
  - ii. Whatever the final format is, municode won’t cut it. We need something that is user friendly. Need folks to be able to put their property into a system and then the regs that that apply to them pop up.
  - iii. Clean up the code and make it more accessible to the public.
- d. Anatasia: when someone is denied an appeal or told to move a sign (for ex), there is no policing or enforcement. What was the point of having the zoning appeal in the first place when nothing happened?
  - i. Enforcement shouldn’t come from us. We just make the decisions.
- e. Ben: what I’ve heard from the public is that the zone feels like the “wild west.” Inconsistent application, enforcement. Confusing. People aren’t building because it’s difficult to know what the rules are.

**2. Please share 1 major challenge you have with this code.**

- a. Difficult navigation
  - i. Ex. three different standards for vision triangle.
- b. Last June, your packet was 300 pages long. Is this something we could improve on?
  - i. I like more information than less.
  - ii. “the applicant has the burden of proof. So I wouldn’t do anything to restrict their case.”
- c. “we have a lean board in terms of membership.” Leads to more referrals.
- d. “the board doesn’t have any constituents. We shouldn’t think of the applicants this way. We need to be as independent and impartial as possible.”
- e. Detached garages: 2 ft set back vs attached garages: 6 ft setback.
  - i. Another example of inconsistency and arbitrariness (no one has an explanation or why)
- f. “I have no training in zoning.”
- g. **\*\*gotta get rid of the conditional use permits.\*\***
  - i. Under new legal standards, we’ll never have the legal evidence to deny a CU
  - ii. Opens the city up to litigation
  - iii. Opens up politics to a process that should be technical.
- h. Jenna: we did get rid of most of our conditional use code maybe 2 things left).

**3. What is the best way the code and urban regulations can provide/encourage/support a larger and broader range of housing choices in the city?**

- a.

**4. Would changes in the code allow a broader range of housing types (re: “missing middle”) to be developed?**

- a. Not long ago the council asked for a resolution asking for more ADUs; not sure in practicality many people have explored it. But its good to lay the groundwork.
  - i. Height restrictions are limiting the ADU ordinance (carriage house issue)
- b. Tiny homes are not allowed within city limits. I see their value especially since they are less permanent. Can’t think of areas except downtown where tiny homes couldn’t fit into the properties. It should be the prerogative of the property owner.
  - i. Tiny homes could fall under the ADU ordinance or be an alternative to the ADU
  - ii. Could be easier to remove or move.

**5. Magic Wand – changes you’d like to see**

- a. 200 some odd airbnbs in the scattered across the city/neighborhoods.



- i. “I live next door to one.” I’m the night clerk. I’m the one who really knows whose there. Creates a security/public safety problem. Never have to furnish a drivers license to get into a Airbnb but you would to get into a hotel.
  - ii. Gradually swiss cheesing our neighborhoods. Has never come up to BOZA, but I hope that the code could address this.
    - 1. If I was still on the council this is the issue I would bring up.
  - iii. Dream: Zero lot lines, ease height restrictions... “but its never gonna happen”
  - iv. New construction is required to have a garage; that may not be the best policy for folks with small lots.
- b. Accessibility and understanding. My wife and I purchased a home 4 years ago and we haven’t done a lot of work because its so hard to know what you can do.
- c. Our downtown is very heavily regulated. If I rent or own a commercial building, I can only convert 1/3 of the ground floor.
  - i. I think some of these ground level commercial storefronts might be better served as residential townhome.
  - ii. And some businesses could be upstairs.
  - iii. Could make for a more vibrant downtown if we allow more flexibility.

Date: July 17<sup>th</sup>, 2025

Time: 10:00 am

Organization: Building & Inspections Department

Interviewees: Department Staff

### Questions

**1. What are the top three issues with the code from your experience (can be urban/performance/landscape standards, districts, administration, approval process or other)?**

- a. \*\*moving the sign code into the zoning code.
- b. Andy:
  - i. TND development density (40 units /acre). Leads to a lot of variances.
  - ii. Washburn district—is it necessary to have it's own thing? No reason to have it.
  - iii. Vision clearance triangle.
    1. Amended the ordinance to accommodate one person.
  - iv. Put everything together into one spot.
  - v. Limit on the number of unrelated people. Leads to rezonings to allow for more unrelated people.
  - vi. Size requirements for bedrooms → that's currently in Chap. 103 (building code), should that be in the zoning code?
  - vii. Wood fence and vinyl fence not allowed in the commercial zone (only chain link). Do we even need a fence code?
    1. Example, trash enclosures. Either has to meet the code or go for a variance.
    2. Conflict between the design standards and the actual fence code.
    3. Fire dept, might have had a play in it
  - viii. Height/areas recommendations are in its own section; move them into each zoning district.
  - ix. If a fence is abutting a public sidewalk it can only 4 ft, solid. But "abutting" is not defined.
  - x. Garages: 8 ft door and 10 ft wall restrictions, but the total height is restricted to 17 ft.
    1. "we want it to be black and white: you can go up to 20 ft"
- c. Only inspected 2 ADUs; one was a remodel
  - i. 1 slab on grade
  - ii. 1 above a garage
  - iii. No off-street parking requirements.
  - iv. Limited to the number of accessory units you are allowed.

**2. Please share 1 major challenge you have with this code.**

- a. Reading the code itself isn't easy, especially the normal person. Hard to decipher.

- i. Should be clear for your mom or grandma to read it.
    - ii. Lot's of cross-sectioning.
  - b. The City of Onalaska is better organized. For ex. for section for accessory structures.
  - c. Height restrictions are located in a lot of different places.
  - d. Multi-family and commercial design approval process. Something more official or streamlined.
    - i. People come in to apply for permits, but its unclear if they are approved or not.
    - ii. Folks don't understand the process after final design review.
  - e. Strike the satellite disj code (out dated). Sec. 115-397.
  - f. Need to update wireless communications facilities code. Sec. 115-439.
  - g. Noxious weeds—not defined.
    - i. Pollinator gardens aren't defined int eh code and people get cited for them.
    - ii. You can't even technically have bushes.
  - h. Properties are supposed to be seeded or sodded in the residential zone.
  - i. CAN'T touch the floodplain ordinance because it's a model ord. from the DNR.
  - j. It would be nice to have FAQs on the city website. So they don't have to even go into the code; to cut down on miscommunication.
    - i. Lots of general things that could be addressed.
  - k. Code has a lot of jargon; cutting it down would be helpful. (more so in the non-zoning/sub chapter).
  - l. Driveway can only be as wide as the garage door; causes issues.
  - m. Sec. 115-339: second garages. Convolutd.
- 3. What is the best way the code and urban regulations can provide/encourage/support a larger and broader range of housing choices in the city?
  - a.
- 4. Would changes in the code allow a broader range of housing types (re: “missing middle”) to be developed?



Date: July 16<sup>th</sup>, 2025

Time: 1:00 pm

Organization: DBS Group – Design Build Construction

- Work in Rochester and La Crosse

Interviewees: Kyle Olson, Greg Towner (also a developer), and Matt Gobel

## Questions

**1. What are the top three issues with the code from your experience (can be urban/performance/landscape standards, districts, administration, approval process or other)?**

b. Not so many issues, but things we've stumbled on:

- Stormwater standards: identifying early on when projects will be susceptible to certain requirements. Guidance would be beneficial.
- Parking previously has been an issue (no longer; no set min requirement).
- City staff is very helpful when I need help finding certain things on the website or code
  - \*\*\*a flowchart would be very helpful\*\*\*
  - Pre-development meeting with staff are always very helpful.
- Parking required behind the building; would be nice to make exceptions when there are issues preventing this in implementation without a variance.
- "The code as its written isn't terribly difficult to figure out if you are used to reading them. I've worked in areas that are far more challenging."
  - Ex. of more challenging places
    - Other communities have a lot of third-party consultants so its hard to know who really is in charge (smaller community).
    - Larger municipalities (Rochester) have a very extensive PW Dept. that is very tricky to navigate.
- Greg (developer standpoint): it would be helpful to know what all the fees are across the board and ahead of time. It would also be helpful to have an understanding of timeframes (feels like a mystery a lot of time).

**2. Please share 1 major challenge you have with this code.**

- Not ran into many challenges in La Crosse specifically.
- Lessons learned from other communities: PUDs are becoming a lot more common. There is interest in La Crosse too.
  - Communities are saying its easier to get a PUD rather than work within the existing zoning.
    - Most of the time they are larger parcels of units of land.

- e. The application process is straightforward for the most part. Used to have a list of dates when the meetings are held and the dates they need to be submitted by but had to call city staff to find a copy of it.
  - f. Can there be one person/point of contact that walks the developer through the whole process?
    - i. Not really because it has to move through different departments.
- 3. What is the best way the code and urban regulations can provide/encourage/support a larger and broader range of housing choices in the city?**
- g. Common question: why can't I have an apartment on my first floor?
- 4. Would changes in the code allow a broader range of housing types (re: "missing middle") to be developed?**
- h. Getting more into assisted living housing development. 90% of clients are relationships based.
  - i. Active projects in La Crosse:
    - i. Remodel work/renovations → not a lot of zoning issues come up with this work.
    - ii. Done some ground up mixed-use projects; one project is slated to begin next year (remodel of the old holiday inn before the convention center)
    - iii. Most work right now is in surrounding states.
- 5. Magic wand**
- j. Big fan of creating a uniform structure for code. Rochester just implemented a UDC.
    - i. Its helpful when communities have similar structures to their codes
  - k. Identifying sunk costs and impact fees upfront is crucial.
  - l. No magic wand for financing unfortunately.
    - i. Would respond to incentives for sure. Have projects that they are waiting on are the owners getting the last bit of funding.

Date: July 17<sup>th</sup>, 2025

Time: 2:00 pm

Organization: Engineering Department

Interviewees: Staff- Matt, Stephanie, Brian, Yuri, Jamie, Tina; Ellen (Legal)

### Questions

#### 1. What are the top three issues with the code from your experience (can be urban/performance/landscape standards, districts, administration, approval process or other)?

- a. Need to fix mobile cell tower regulations that are in the zoning code; this will lead to some revisions in chapter 40 (ROW management) it would be best to do them at the same time.
  - i. It's very preemptive.
  - ii. Engineering staff is reviewing everything except industrial and light industrial (and some instances of small resi).
- b. Utility code is really the state code.
- c. Design review is great, but industrial is falling through the cracks (Kwik Trip just keeps expanding and buying up properties).
  - i. They don't have to go through a review process.
  - ii. Some customers don't have metered water.
  - iii. Inspections also thinks that bringing industrial into the design review process would be helpful.
    1. Light industrial gets review if tis along a corridor.
  - iv. We just want a consistent process
  - v. Would help us catch problems and inconsistencies earlier (and not after construction has started, which has happened a few times).
- d. UW is subject to city zoning – its one of the only local regs they are actually subject to.
- e. Kyle: my struggle is opposite that many in this room. My struggle is our own internal process (interdepartmental). Making sure everyone who needs to see it, sees it. The process is buried.
  - i. Process needs to be consistent and enforceable.
  - ii. The sheer language of our ordinance is different to follow.
  - iii. Utilities gets left out of the subdivision plat process.
  - iv. Intergov—as a potential solution.

#### 2. Developers

- a. Is the problem the developers or the consultants they hire? The experience is inconsistent.
  - i. Some just don't seem to get the basics (ex. parking lot standards). Leads us to having to through things over and over again.
  - ii. Parks review landscaping for basic compliance
  - iii. Lighting layouts. Expect the city to move.
    1. Design standards should reference broader standard bearer.

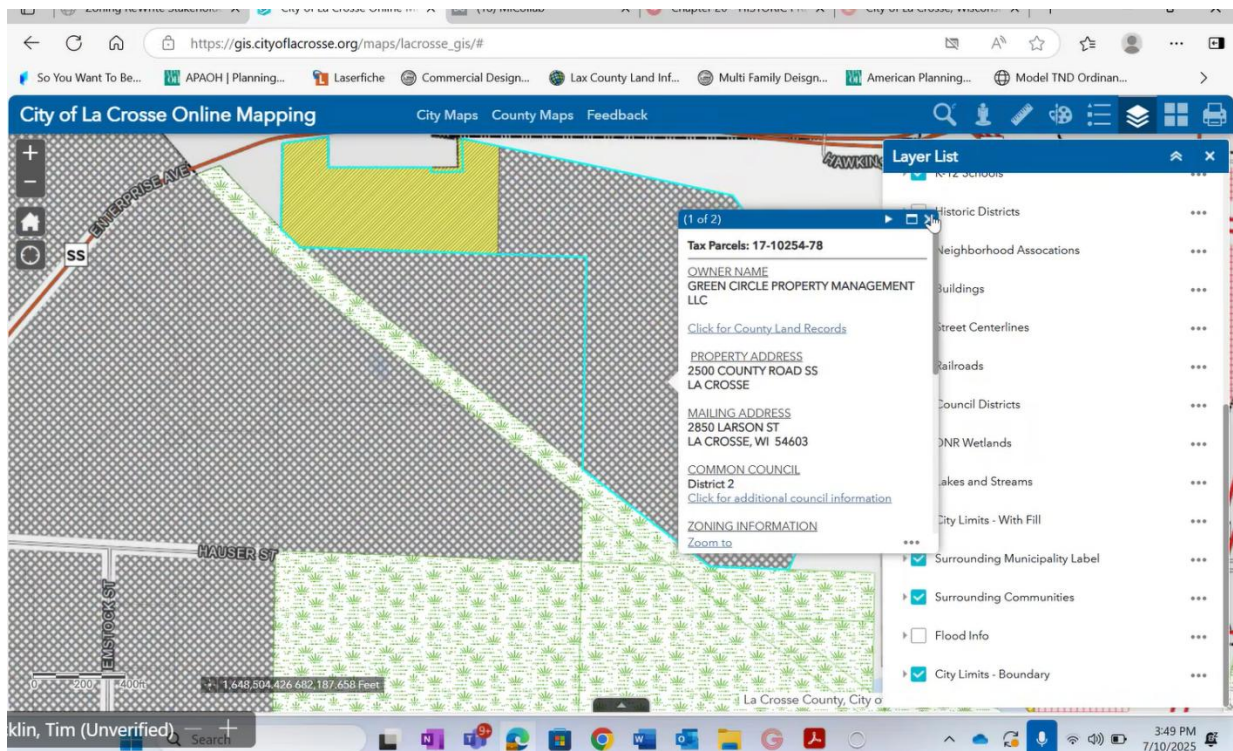


2. “Try to keep the dark sky people at bay.” We follow a lot of those standards/best practices anyway. There are dark sky advocates in the community.
  - iv. “Its all about money. They use the cheapest consultants, but then we have to deal with their mistakes.”
    1. What should have been 1-2 submittals, turns into 5.
    2. The engineering dept also wants to avoid re-work. But we find sometimes they just don’t follow the city specs. (we are saying the same thing, to the same people, over and over again).
  - v.
- 3. Please share 1 major challenge you have with this code.**
- a. Different zoning districts are treated differently by staff.
    - i. Not a consistent way across the districts of being reviewed by staff.
    - ii.
- 4. What is the best way the code and urban regulations can provide/encourage/support a larger and broader range of housing choices in the city?**
- a.
- 5. Would changes in the code allow a broader range of housing types (re: “missing middle”) to be developed?**
- a.

## **Friends of the Marsh, Stakeholder Focus Group – 7/10/2025 Stakeholder Focus Group**

### **Intros:**

- Ralph K: board member
  - Chuck Lee: pres. of board, founder
  - Sue: Board member
  - Rebecca: newest board member works for a nonprofit near the marsh
- 
- Define what you mean by “the marsh”
    - Our mission concerns the riparian marsh within city limits
  - Heavy industrial zoning is located within the northern portion of the wetland.
    - We shouldn’t be building within flood fringe, floodway, etc.
  - In the south: residential, commercial zoning that intrudes into the marsh
    - “The edges are not clean”
    - Riverpoint district: some land has been transferred to parks that needs to be zoned for conservancy
    - “To the north there is contradictory zoning”
  - “How do we re-zone private property?” especially in the north
    - Expectation from owners to develop, but it located within the flood fringe/floodway; how do we get around private property?
  - Example of contradictory zoning: heavy industrial in the northern portion of the marsh
    - Don’t want any development of any kind in the floodway/fringe
    - Property owner is still trying to figure out what to do with the land
    - Zoning is one way to protect the land.
    - Lots of heavy equipment is being stored that they can be moved when there’s a flood; high potential for contamination.



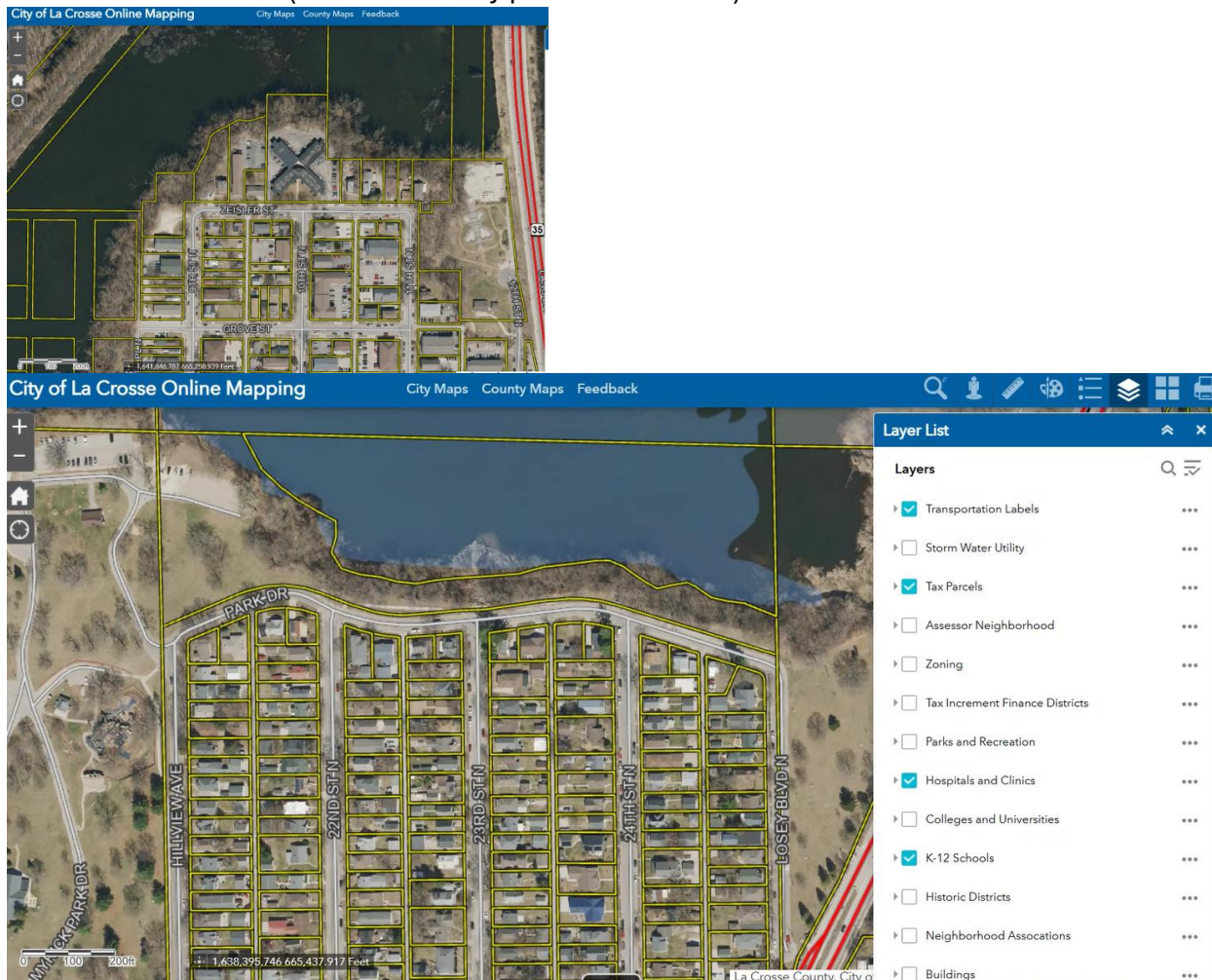
- This process is just updating the code; afterwards, will be the process of actually updating the zoning map, which is where individual property owners could appeal a potential rezoning of their property.
  - This will be mid-to late next year (late summer early fall)
  - The code update process will wrap up the middle of next year.
- Boundaries & riparian areas:



- MN root river riparian plan (across the river)
- Goal: 50 ft of perennial greenspace on either side of the river, with incentives for landowners. Could this be done by ordinance?
  - Pervious buffer that can't be altered
- Overlapping/Abutting jurisdictions:
  - The city vs. the DNR
  - Town of Medary has jurisdiction of a small portion of the marsh and has no rules about potential discharge into the river/marsh (guns, hunting).
  - This might have to be dealt with in a parallel process.
- Drive La Crosse St along the south end of the campus; nature place; rain gardens; lateral retention basin planted with natives → good examples of improved stormwater management
  - Multi-family developments require on site/parcel stormwater management (another good practice)
  - Example of apartments that get permits from the DNR to discharge their runoff into the marsh
  - The Nature Place is a city property; used as an example to demonstrate best practices (bioswale as a buffer for runoff)
- \*\*question for Uri in engineering → exceptions to stormwater management
- Development has been driven to the edge of the city because of the restrictions on redevelopment and dominance of SFH
  - “if it was easier to build more housing within the city (infill) that would relieve pressure off the marsh.”
  - Development and impervious surface right up to the edge of the marsh
  - Filled in marsh: UWL fields
    - “a lot of athletic fields border the marsh and in practice they act much like a parking lot.” Lots of fertilizer runoff; could have depressions built in to retain some water



- Development standards for previous surfaces and runoff are things that can be added to certain zoning districts.
  - Standards should be in place to anticipate low quality buildings eventually being redeveloped (Rose St-Copeland Ave)
  - However, we can't retrofit development standards.
- Most vulnerable place:
  - Menards
  - Single family homes near Zeisler St (a block off of La Crosse St)
    - Produce a lot of trash
    - Old, decrepit houses that are likely to be redeveloped in the long term; stormwater standards should be in place
    - Potential overlay for design standards, but don't limit it to just this area, have it apply to lots of other areas adjacent to the marsh ("marsh friendly protection zone")



- Lots of runoff going straight into the marsh; large washout during a high rainfall event.; these are more well-maintained homes, as compared to the area above.
- Pervious pavement – what's preventing broader implementation?

- High installation and maintenance costs; have performance issues (grit, debris build up). Have to vacuum out the stuff that gets filtered out
- Better in low traffic areas than high traffic.
- Vulnerable places:
  - Hwy 53
    - “Some properties need to be razed because they are within the floodway”
  - Oktoberfest grounds: redevelopment
    - Adjacent to a brownfield site (Excel)
- Magic Wand:
  - Some type of “Marsh Protection Zone/Overlay”
  - Uniform and consistent zoning for the entire marsh and its edges
  - Unified jurisdiction (“definitely need a magic wand here”)
  - \*\*additional standards along the edges of the Marsh\*\*



Date: July 16<sup>th</sup>, 2025

Time: 2:00 pm

Organization: Habitat for Humanity, CouleeCap, City Housing Staff

Interviewees: Kahya, Ashley, Jonah, Mara

### Questions

**1. What are the top three issues with the code from your experience (can be urban/performance/landscape standards, districts, administration, approval process or other)?**

- a. Kahya (Habitat): sent a letter with recommendations for the zoning code update in 2022 (comp plan process); some have been resolved but there are still some that need to be addressed.
  - i. Ex. a variance can lead to 5-6 meetings, often a night
  - ii. SFH standards are very big headache for us. The margins don't exist for us. It's heavy lift for every single home we build. Study says that WI is an especially onerous place to build
    - 1. Density is huge; getting into twinhomes, but would love to do even more
    - 2. Anything to make the process easier would help us.
- b. Ashley (Coulee): second everything Kahya said. Biggest issue is the number of meetings, and the fact that they are at night. Just to get one thing done and then your back the next month. Reducing meetings and process time directly would save us money. SFH design standards make it difficult to do our work. Doing some multi-family development through partners using tax credits.
  - i. Streamline and slim down meetings
- c. Kahya: We've tried to see if we could meet with Council or PC members to just talk with them about affordable housing (educate them). Feels like there is animosity with City Hall.
- d. Jonah (City): purchasing the parcels to redevelop. If there are major setback problems, I won't even touch it. Inconsistency with meetings is my big issue. Frustrating to not be able to predict if a variance will be approved or not (Board is inconsistent); gives you one shot to make this work.
  - i. Min. lot size is a big one for me. There are big lots that could be split so more, smaller homes can be built. But BOZA and the code make that difficult.
  - ii. Commissions pushes for owner-occupancy only. Creates issues for twinhomes.

**2. Please share 1 major challenge you have with this code.**

- a. Jonah: 1003 Island St (city-owned). 175 ft deep on a corner. Proposed that the parcel be split, facing Island St → dead in the water.
  - i. Would have worked in so many ways, except for the lot size requirements.

- b. Kahya: inspections and their consistency with interpretation of zoning. We've been told different things for different developments by the same department.
  - i. We left a line blank because the answer to that question was "NA" and it was accepted but did that again on another application and it was not accepted and had to have a sit down meeting to resolve the issue.
- c. BOZA is unpredictable. Long meetings.
  - i. They are also inconsistent. Denied a city-led project, but then a very similar project by a private citizen was approved.
  - ii. Haven on Main was referred to BOZA on more than one occasion.
  - iii. BOZA is appointed by the Mayor; allowed to be up to 7 but there are currently only 4. Only meet once a month.
    - 1. Why are they difficult to work with? Jonah: Big personalities and they have agendas. They have conflicts.
      - a. Tim: they have their own thoughts on how they should be reviewing and interpreting things that are different than the code.
      - b. They just deal with variances.
      - c. Kahya: there is confusion with what actually needs to be referred to BOZA; seems like there are times when something should have gone to Council, but it went to BOZA as a scapegoat/shield. Over time it seems like there been mission drift.
- d. City staff, Habitat, and Coulee feel like they are held to different standards by BOZA.
  - i. "We would love it if the zoning code was flexible enough that we didn't have to go to BOZA." Or there were exceptions for affordable housing.

**3. What is the best way the code and urban regulations can provide/encourage/support a larger and broader range of housing choices in the city?**

- a. Flexible standards for affordable housing:
  - i. Setbacks and lot sizes cause the most headache.
  - ii. Design standards. If we get money from the city of la crosse we had to follow the SFH design standards. The discount gets eaten up by having to follow these standards.
  - iii. Habitat gets the "stinky" complicated lots, but those are the ones that need to most amount of variances and exceptions because they are complicated (ex. nonconforming).
  - iv. Had to spend \$75 to get a signed letter from planning staff stating what the underlying zoning district for a parcel (separate one for every parcel). Additional costs and hoops for us because we are trying to do affordable housing.

- v. Habitat: it feels like we are held to different standards but than also expected to be the trial and error/creative ones. But then council gets mad at us sometimes for these things.
  - 1. Ex. modular homes

#### **4. Magic Wand**

- a. Mara: city projects should be able to do what they want. Shouldn't have to go through the same rigamarole as everyone else.
  - i. Have a zoning code that can actually combat NIMBYism
- b. A more administrative process would be helpful. But it also needs to be fairly applied. Decisions are made uniformly and apply to everyone.
- c. Jonah: make the floodplain go away on the northside.
  - i. Two separate sets of rules when you are working in the floodplain (FEMA and DNR)
  - ii. What if we let the building inspector be the first level of zoning review? (put the first part of the zoning approval process work to the folks that are working in the field).
- d. Ashley: a simplified process to get us to where we want to go. Take NIMBYs and other naysayers out of the process.
- e. It's confusing when there are city plans out there (for ex. the climate action plan) that state city goals, but then city processes get in the actual way to implementing those stated goals.
- f. Kahya: get rid of SFH standards. Apply the rules consistently.
- g. Mara: get the entire city on board that the unified goal should be building more housing. Inspections doesn't always see it that way.



Date: July 16<sup>th</sup>, 2025

Time: 9:00 am

Organization: ISG & Spies Construction

- Spies: small family-owned business. Mostly build SFH on unique lots. Been through BOZA a lot.

Interviewees: Will (sits on the building code appeals board), Chris (Civil PE), Adam (project architect); Delores Spies

## Questions

### 1. What are the top three issues with the code from your experience (can be urban/performance/landscape standards, districts, administration, approval process or other)?

- a. Spies: BOZA and zoning are time intensive and expensive.
  - i. Take on a lot of the weird parcels. Sometimes the city will buy the parcel, but Spies ends up developing because it would be too expensive for the city, coulee, or habitat to actually do it.
  - ii. They work on a lot of La Crosse Promise homes.
  - iii. Not currently building in La Crosse – nothing is available. She drives around town to find good opportunity.
- b. ISG (Will): you can tell the city's code is antiquated in comparison to other cities.
  - i. Goal should be to basically eliminate anything having to go through BOZA.
  - ii. I'm a big component of approving things by right.
  - iii. I'm anti-neighborhood associations. Begins as well intentioned, but turns into a force for NIMBY-ism.
    1. Comes up for anything larger than a quadplex.
  - iv. La Crosse has a reputation in our firm for being hard to develop it because of the citizenry and the process. Planning staff are great.
  - v. Lifelong resident of La Crosse. I want to see it grow,
  - vi. A lot of unintended conflict between what they say they want (affordable housing, climate crisis, etc) and what they actually have control over which is housing density.
    1. Their actions don't match their words. Lack of education.
  - vii. Council people don't understand that making firms go to tons of different meetings is very costly.
  - viii. A major driver of housing affordability is regulations. We have to figure out how to build more housing.
  - ix. No administrator, strong council, weak mayor.
    1. We need to take power away from the neighborhood associations.
- c. ISG (Chris): I like the design review process; preliminary meetings are good.
  - i. It would be nice for the sections to all be compiled in the same place.
  - ii. Use tables!

- iii. Challenges with TND. 12-unit townhome with a community garden onsite, but those two separate uses and therefore required it to be rezoned as TND.
      - 1. Need to make community gardens permitted by right in all resi districts.
    - d. ISG (Adam): overall design review process is helpful. Don't find it too restrictive. Certain districts and neighborhoods could have specific form based standards and would help take other interests off the table.
      - i. TND – had a project that exceeds the density limit. And didn't allow resi on the first floor.
    - e. Engineering and architects sometimes take more risk than developers because we don't get paid until later.
    - f. Delores: biggest complaint is the timeframe.
      - i. She typically gets the request she asks for; rear set backs.
- 2. Please share 1 major challenge you have with this code.**
  - a. Current code requires you to do damn near complete civil/architectural plans—when you are going through TND, PUD, or having to go through a rezoning.
    - i. Form based code could also basically solve this problem.
    - ii. The design size of things is fine, it's the process.
- 3. What is the best way the code and urban regulations can provide/encourage/support a larger and broader range of housing choices in the city?**
  - a. Density. Horizontal and vertical stacking.
  - b.
- 4. Would changes in the code allow a broader range of housing types (re: “missing middle”) to be developed?

Date: July 16<sup>th</sup>, 2025

Time: 3:00 pm

Organization: Makepeace Engineering, Roush Rentals

Interviewees: Jamey & Nick

- Roush; multi-family housing developer; manage everything we build)
  - “middle of the middle;” workforce housing. Don’t like to do anything less than 24 units, but its all site specific. Biggest building is 68 units.
- Makepeace: small civil engineering firm based on Onalaska. Helping folks gets through red tape
  - Issues when regulators and reviews don’t understand the ordinances. This is often state folks and even municipal folks.

## Questions

### 1. What are the top three issues with the code from your experience (can be urban/performance/landscape standards, districts, administration, approval process or other)?

- a. Are their communities you like working with more or less in the area?
  - i. Differences have more to do with staff and personalities than it does with different codes.
  - ii. Makepeace: my engineering fees are higher in La Crosse than Onalaska, but they are quickly catching up.
- b. Roush: multi-family housing reg/standards. They were developed myopically with student housing in mind at the time (no consideration of senior housing). Very prescriptive.
  - i. A lot of subjectively. Leaves the door open for NIMBY arguments.
  - ii. Needs layers for different uses.
  - iii. More by right allowances.
- c. Roush: stormwater regulations are stricter than the DNR. Have to spend more money working with Makepeace to make the reg work.
- d. Roush: the process. I know the process, so it’s not that difficult, but a lot of developers are whiners.
  - i. When the process is deep and expensive that can determine developers from wanting to work in your community or going to another one with less friction.
- e. Makepeace:
  - i. R-5 and R-6 setback requirements push people into PUD and TND
  - ii. Throw out the lot requirements for R-5 and R-6 entirely.
  - iii. Makepeace: Adjust the TND district; I love the PUD.
    1. What I don’t like about these districts is introducing politics into the process via public hearing.
    2. I want to be able to work directly with staff, and not have to through a bunch of committees.
  - iv. Roush: every project we’ve done has been TND or PUD. We’ve never been able to work within the ordinance.



- f. Roush and Makepeace both think it was a mistake to get rid of parking minimums.
  - i. Nick: the riverpoint district is going to be majorly under-parked and will be a perpetual problem.
  - ii. Makepeace: is a community with a better public transit system, it makes sense. But it doesn't make sense here. It creates a very expensive problem to solve later.
  - iii. Nick: I don't have a single tenant under the age of 70 that doesn't have a car.

**2. Please share 1 major challenge you have with this code.**

- a. Subdivision:
  - i. Requiring a plat for something that the state stats wouldn't require.
- b. Transparency is key to avoiding rework.
  - i. Fragmentation. Have all the information you need for a specific project in one place.
  - ii. Make it clearer with that people need to do right off the bat.
- c. Don't "through the baby out with the bath water"
- d. Multi-family design standard:
  - i. Weirdly specific and strange stormwater infiltration (parking lot section)
  - ii. Landscaping design is required too early; we don't have that person involved in the project as early as required by the process.

**3. What is the best way the code and urban regulations can provide/encourage/support a larger and broader range of housing choices in the city?**

- a.

**4. Would changes in the code allow a broader range of housing types (re: "missing middle") to be developed?**

- a. Nick: all of La Crosse's employers are 10% short on workforce, and yet our rental housing is at 1%. All the rentals are filled. Big city developers aren't coming to La Crosse. Lack of housing is the biggest roadblock to economic growth.

Date: July 16<sup>th</sup>, 2025

Time: 4:00 pm

Organization: Nicolai Development

- Been developing for 2 decades now. Did a lot of development on the north side where Menards used to be.
- Primarily do multi-family resi. Manage the properties they build.
- Manage about 700 units right now. “don’t use the word problems. Use solutions”

Interviewees: Steve and Nate

## Questions

- 1. What are the top three issues with the code from your experience (can be urban/performance/landscape standards, districts, administration, approval process or other)?**
  - a. Own several sites that they haven’t developed yet
    - i. Working towards it, including TIF requirements. Looking at a project downtown. Just finished a PUD project.
    - ii. Steve was on the architectural review committee in 2010.
- 2. Please share 1 major challenge you have with this code.**
  - a. Nate thinks the design review process was kind of weird. Trying to take notes from all the different city departments.
  - b. Steve: things have always been pretty good with city hall. Work well with Tim.
  - c. Steve was the president of the La Crosse Apartment Association (Landlord Association) and then your automatically include in the statewide association. “Sometimes it goes a little negative. Becomes a whining association.”
    - i. Had a branding issue for some time. Larger landlords felt like they didn’t need to be apart of it.
  - d. Was doing raingardens before it was popular.
  - e. Haven’t had issues with parking or the sign code.
- 3. What is the best way the code and urban regulations can provide/encourage/support a larger and broader range of housing choices in the city?**
  - a.
- 4. Would changes in the code allow a broader range of housing types (re: “missing middle”) to be developed?**
  - m.

Date: July 16<sup>th</sup>, 2025

Time: 9:00 am

Organization: Paragon Associates

- Consultant; civil engineering (stormwater)
- Firm often hired to help navigate city process

Interviewees: Jeff

## Questions

### 1. What are the top three issues with the code from your experience (can be urban/performance/landscape standards, districts, administration, approval process or other)?

- a. “don’t over change it.” We work in 20 different communities and each community has a certain “rhythm” that we are used to. Biggest challenge is having to start over.
  - i. Don’t put sections buried inside sections that don’t belong (West Salem); We refuse to work in West Salem because their code is so hard to follow.
- b. The code is working. “your [subdivision code] has always been easy to follow in my opinion.”
  - i. “the process is easy to follow.”

### 2. Please share 1 major challenge you have with this code.

- a. The way standards are referred to in the code isn’t clear.
  - i. Ex. Vision triangle clearance
  - ii. Put all of the site development standards in one place.
- b. For zoning, the TND process was “the most frustrating process of my life.”
  - i. Acts like a PUD.
  - ii. The zoning should operate like a preliminary and final plat. The final shouldn’t even go to council; have the plan commission have the final say at the preliminary level. Have a public hearing at the plan commission level.
    1. All TND processes should fit into either the residential or commercial design standards.
    2. The frustrating process he’s referencing took place beginning in Oct 2024 through spring of this year; the code changed in the middle of the process. Had to get a variance for the density.
    3. Had initial approval before the ordinance changed and then when it when for finalization the standards were different.
    4. Was working in an industrial parcel, so resi/commercial standards didn’t apply.
- c. TND zoning: feels like two separate applications. Shouldn’t feel like I’m starting from scratch.
  - i. Submitted a lot of information with the preliminary application and didn’t get any feedback from engineering.

1. Tim: I'm not sure how we can solve that problem through this process. Jeff: put it in the code (ex. must have comments back within 10 days).
  2. Engineering said "we don't have to review it because it's not final."
  - ii. There is an option to do the TND process as a "one step." However developers was assurances of approval before they invest a lot of time and money.
  - iii. Tim: my overall goal with this project is that people won't have to used the TND process, and people won't have to use special zonings.
  - iv. Jeff: we used TND because it was a mixed-use development (resi and office together on the same floor).
    1. The solution is a mixed use zone—which we don't currently have. Need to allow resi on the ground floor as a permitted use.
    2. Need to have neighborhood scale mixed use and higher density mixed around corridors. Relate the zoning districts to the scale and character to what we have in the city today.
  - d. La Crosse is a *redevelopment* community. Different community than when I started.
    - i. The market drives what the developer will propose to you, and what the developer can offer is driven by the code.
    - ii. Don't let the code drives what happens; let the community needs and market demands drive the code.
    - iii. "Developers are inherently market driven."
3. **What is the best way the code and urban regulations can provide/encourage/support a larger and broader range of housing choices in the city?**
  - a. Density—how we define density needs to be addressed.
4. **Would changes in the code allow a broader range of housing types (re: "missing middle") to be developed?**
  - a. Mixed-use zoning.
  - b. There is clarity and direction in the comprehensive plan that isn't getting translated into the zoning code.
    - i. Jeff: make sure that the comp is relevant. Tim: was intentionally left vague in our comp plan to allow flexibility (not tied to specific lots).
  - c. "The typical zoning districts work."
5. **"I don't have an issue with the subdivision ordinance. We know the quirks and it would be more difficult to re-learn a new code at this point."**
  - a. Just becomes a problem when things are reworked.
  - b. Unless there is something specific that the city is trying to achieve, then don't change it.



**6. Are there other communities you can reference that have easier codes to navigate?**

- a. Not really. Some of them are more intense (ex. River Falls; it's extremely specific and at the same time it's very predictable/straightforward).
  - b. West Salem: they don't even follow their own code. It's bizarre.
  - c. Holmen and Onalaska: very easy to work with. They don't have design standards\*\*
    - i. There's a lot of staff discretion in Holmen. The Village trusts us that we will put together a good landscaping plan.
    - ii. Potential issue is if the staff or administration in Holmen changes, and then the process changes.
    - iii. Would you rather have a River Falls or Holeman situation? Jeff: Holmen.
    - iv. Jeff has primarily been working with the school district and commercial in Holmen
  - d. Onalaska: give the public works director a lot of authority when it comes to stormwater management.
    - i. Small sites are easier to navigate there.
    - ii. La Crosse should give staff more discretion on stormwater management on small lots; currently hindered by the ordinance (which is a different chapter than zoning + sub.
      - 1. One set of stormwater standards for the WHOLE city. Poses challenges to downtown.
    - iii. "Putting a really big burden on a small piece of land." Over an acre and then the DNR
  - e. "The system you have here is good. I can't believe how quickly you turn things around."
    - i. "I like the design review process"
7. \*\* "We don't do site design. We design around stormwater." \*\*
8. Can't do water infiltration. The solution to stormwater is infiltration, and the code doesn't allow us to do that.
9. "We do porous pavement regularly. The maintenance issue is that people don't do the maintenance."

Date: July 16<sup>th</sup>, 2025

Time: 11:00 am

Organization: River Architects

Interviewees: Val (moved here 50 years ago from Philly and lived in town), Matt (3 years w/ River, NC roots), Noah (intern, grew up in this area), & Mike (been here just as long as Val)

- “three of us are homeowners, so that’s another perspective”

## Questions

1. What are the top three issues with the code from your experience (can be urban/performance/landscape standards, districts, administration, approval process or other)?
  - a. Design vs. dimensional standards
    - i. Matt: my feeling is that the design standards aren’t really helping. They are pretty easy to meet in a half-hearted fashion. Leads people to meet them in a superficial way. It becomes one more hurdle.
      1. Both site design and building design.
  - b. Mike: Bentonville, AK → they sell a lifestyle there and people have bought into it. It’s not legislated, its survey.
    - i. La Crosse is moving in this direction (outdoor rec, trails)
  - c. Campus work: may or may not be totally beholden to the city’s code
    - i. Val: The campus has edges (the private property across the street). A recent test was the parking structure on the NW corner of campus near the fine arts center.
      1. The character of that neighborhood has changed a lot over the 50 years (asphalt and big boxy apartments).
    - ii. River did the master plan for the campus with SmithGroup/JJR
    - iii. Chancellors are less interested in acquiring.
  - d. Working with private customers near campus
    - i. Navigate the code isn’t the word, it’s more accept.
  - e. Mike - my three topics:
    - i. Residential density – buildable open area (ratio). Really restricted what we could build on the resi lots.
    - ii. Garage setback – different setbacks for attached or detached (who cares? Make it go away).
    - iii. Height limitations on smaller structures – crazy low numbers; really limits what can be down.
    - iv. Variance process – The boundaries between the townships and La Crosse are difficult to navigate and discern. It would be nice if there would be one code between the city and all the towns.
    - v. Think there should be more PUD for urban residential development.
      1. Pet peeve: pocket housing. Turn the house inwards but turns their backs on the rest of the neighborhood.
    - vi. Look up project in Nashville, TN: removing old housing and replacing with townhouses (putting two homes on the same lot).

1. Creative ways to change the setbacks and require the setbacks.
2. Please share 1 major challenge you have with this code.
  - a. Is there a way to build in accountability into the code?
    - i. Post occupancy evaluation would be an architectural parallel.
    - ii. Is there some way to evaluate if the thing got done the way we set out to?
3. What is the best way the code and urban regulations can provide/encourage/support a larger and broader range of housing choices in the city?
  - a. Appreciate what was done with the ADU ordinance. Owner-occupied requirement was a clever middle ground.
    - i. Having a similar requirement for duplexes could be an option. Could be a way to de-center developers in this conversation and lead more homeowner-drive redevelopment (bottom up).
  - b. Val: The sanctity of the SFH lot needs to be addressed. What is the balance point between attachment to that concept and the openness to integrate broader thinking. ADU is a good start, but the missing middle expands the conversations.
    - i. McHarley Lane: small resi development from early 2000's. No alleys, very traditional, porches close to the road, garages off to the side, smaller lots. It was a challenge even at the time.
    - ii. Interest in acquiring and consolidating lots to build a cottage cluster type development.
4. Would changes in the code allow a broader range of housing types (re: "missing middle") to be developed?

**5. River's Areas of work:**

- a. Yes: Commercial/residential, civic (healthcare), churches, historic preservation, and campus
  - i. Most resi work is SFH; multi-family is not a huge portion of portfolio.
  - ii. Do a lot of work directly with the city on their smaller projects; neighborhood parks. Touched almost every parks with the park and rec department. We are in touch with the neighborhoods.
- b. No: retail, industrial
- c. One of biggest clients is UWL, starting in 1990 into the present.
  - i. Also work in Madison, Platteville, and Eau Claire
  - ii. Gives perspective on differences between cities
- d. Work in a 3-hr radius of La Crosse (tri-state)
- e. Matt: why I live in La Crosse → bike trail connectivity and marsh trails connectivity.

- i. Awkward experience where zoning became a factor: La Crosse St and Mosey Blvd development (Heeders/Heaters?). Resistant neighbors that don't want any change were weaponizing the zoning code (parking standards specifically) in their favor. The code wasn't encouraging things to make things better. "Not pushing the design beyond some bare minimum state."
  - 1. Parking min for multi-family requires a variance. May no longer be the case since change.



Date: July 17<sup>th</sup>, 2025

Time: 8:30 am

Organization: REACH Center - Underrepresented Populations

- Service provider hub for those experiencing housing instability
- YMCA, behavioral health services, salvation army, and many more
- First of its kind hub is WI; other communities working to duplicate
  - Offering up additional, affordable

Interviewees: Kim (program development director for CouleeCap); Jason (entirely free clinic, pharmacy);

### Questions

1. Rodney; Community member
  - a. Came to La Crosse from Atlanta many years ago; “should have had a place like this a lot earlier.” Currently experiencing homelessness. Had a place last year but it was infested with roaches. 20 years in the military. Working with someone at the REACH Center now to find an apartment. The homelessness problem in the La Crosse has been going on for a long time.
    - i. Trying to get into county housing.
    - ii. Doesn’t want to live with a lot of other people. Wants to live alone, which makes it even more difficult to find a place.
    - iii. “Being homeless is very dangerous. It’s not fun. Wouldn’t put it on no-one.”
    - iv. A new apartment opened up with 13 units set aside for people who are homeless, but the application itself it’s a huge barrier in and of itself.
      1. \*\*need even lower barriers for these folks\*\*
      2. Have to have a case manager, do a sit down interview. a
      3. Not even half of the units are currently filled.
    - v. \*\*huge issue: landlords providing far less than livable housing. And they get away with it in part because of the housing shortage.
2. REACH Center
  - a. Had to deal with sooooo much to get all the zoning approved for the renovation
  - b. Have to deal with a lot of NIMBY-ism with the neighborhood. Get way too much attention and scrutiny for any “mistakes.”
3. Couleecap
  - a. Community Action Agency (programs rolled out in the 1960’s with LBJ’s “war on poverty”); really big in the La Crosse county. Mission is essentially to fight poverty, through a variety of services and programs. Oriented towards those who are low income.
    - i. Homelessness to home-buyer. Food pantry, food security programs, employment development.
    - ii. Operate in 4 counties
4. St. Clare Health Mission

- a. Free health clinic for the uninsured (once or twice a week). Specialist clinic once a month. Do street medicine, farm medicine.
  - b. Community health workers in both Gunderson and Mayo.
  - c. Serve folks who are experiencing homelessness.
  - d. No governing body for free clinics in WI.
  - e. 95% of who we serve are employed; but this likely to change over the next 6 months with the new federal Medicaid cuts.
- 5. Top Issues:
  - a. Lack of *actual* affordable housing.
  - b. Lack of treatment and sober living for women.
  - c. Housing people with high barriers, low income, or no income.
  - d. Lack of shelter space. If we had affordable housing, we could get people in and out of shelters more quickly.
  - e. Funding. We lack staff to even serve all the people.
  - f. Both an infrastructure problem and a process/red tape/application process.
    - i. And the root of both is funding.
  - g. HUD: Coulee gets grants every year for permanent supportive housing. They have a scoring system that gets people in need more directly.
    - i. Local housing authorities—even though they are getting money from HUD—they have different rules and screening that kick people out.
- 6. Local Landlord Associations
  - a. Very organized group; the demand is greater than the supply so they have all the power. They say we are business not a charitable organization.
  - b. Larger landlords may not be involved in the group because they don't need to be.
  - c. The folks at the REACH center have tried many times to work with the landlords to try and find solutions, and they are very difficult to work with.
  - d. "There are a lot of landlords in this city."
- 7. 2219 Lofts – success story for set asides
  - a. Couleecap is the liaison between units and homeless community.
  - b. Really great manager to work with who understood the mission.
  - c. Couleecap was able to push back on the screening requirements to make them looser. Were able to switch
- 8. Another barrier for folks is being on the sex offender registry.
- 9. Homeless pop
  - a. ~270 people in the pathways program (city-county collaboration)
  - b. Unaccounted for: living in motels, doubling up with friends and family, camping.
  - c. Kim says 20 years ago the homeless population was not nearly as visible as it is today.
    - i. Not keeping up with the trends.
- 10. Zoning Issues
  - a. Unrelated rule (rooming house aspect); no clear.
  - b. LIHTC → requires a community room

- i. These rooms are difficult to include in current zoning, so projects have to use TND.
  - c. The reach center ran into issues with the 50% rule for renovations.
  - d. Can the REACH Center and the Salvation Army's building have a special zoning designation that makes it easier to do renovations? Currently very difficult.
  - e. The organizations are already doing enough—let's not add red tape on top of them.
  - f. Don't have a good way to zone for shelters. They try to go "commercial" but they have to shuffle people out every 28 days (like a hotel).
  - g. Youth shelter (rymes) just now has the ability for people to stay over night
    - i. Issue with the definition of "bed"
    - ii. Similar for "warming shelter"
  - h. Ideally would like a non-religious shelter. More welcoming to LGBTQ.
11. Magic Wand:
- a. Nancy: accessible/attainable units, that are low barrier.
  - b. Kim: don't create zoning that marginalizes already marginalized folks, even unintentionally.
  - c. Nuche: second Nancy.
  - d. Rodney: Everyone that's entitled to housing can get it. Everyone needs it. Give people a second chance. "everything free ain't good for you."
  - e. Megan: the whole community would have trauma-informed care, more empathy and understanding.

Date: July 17<sup>th</sup>, 2025

Time: 11:00 am

Organization: Vantage Architects, Weiser Brothers

- Weiser: general commercial construction
- Vantage: commercial architecture

Interviewees: Jeff & Cathy (Vantage), Brian (Weiser)

## Questions

**1. What are the top three issues with the code from your experience (can be urban/performance/landscape standards, districts, administration, approval process or other)?**

a.

**2. Please share 1 major challenge you have with this code.**

a. Eliminating parking requirements

i. Ex. Millennial Project. Had to fit a rehab project to the existing surface parking lot, which created limitations. (fit the design to the parking).

1. The new code would have given more flexibility.

2. Stormwater: b/c it was a new site they didn't have to meet all the stormwater requirements. But when they built a new building on the site a year later all the requirements changed. Had to go through full commercial design review. Had to rebuild a completed stormwater system to meet the city higher standards than the DNR.

ii. Redevelopment of sites get really tricky with meeting the stormwater regs.

iii. We have to be really proactive with talking with our clients to prep them for future projects and phases.

b. The design standards require that the city's stormwater regs be met, but they are in another chapter. So can't be changed directly through the process, but maybe the design standards can be.

c. Design review process:

i. Issue: once the process has been completed but a change comes up afterwards, do they have to re-do the process from scratch? Unclear who are are supposed to talk to.

1. Would have to get a variance to do the signage on a public/semi public zoned property.

ii. Signage comes up in almost every project we do.

iii. Conflict between clients that have national standards butting up against local sign code standards.

d. Haven on Main Project → conflict with new TND density requirement.

e. Pump house project → **Fire Districts**. It's difficult to figure out if you are in the fire districts or not. Not currently mapped!! Insanely arcane language to try and determine the geographic area.



- i. This was revealed after a lot of work and variances had already been worked though and were finally ready to get a permit.
- ii. River point district is also located within the fire limits districts.
- iii. Process: historic building, so they had to go through the historic preservation commission (not commercial design standards).  
Disconnection between state and local preservation standards.
  - 1. Lessor standards for really small additions? Build in the ability for their to be staff discretion for small projects.

- 3. What is the best way the code and urban regulations can provide/encourage/support a larger and broader range of housing choices in the city?**
  - a.
- 4. Would changes in the code allow a broader range of housing types (re: “missing middle”) to be developed?**