

ORDINANCE NO.: 4991

AN AMENDED ORDINANCE to amend Sections 2-404(d)(1), (6) and (7), Section 2-404(g)(3), to create Section 2-404(l)(9) through (13), to amend Section 2-404(l) and 2-404(M)(8) of the Code of Ordinances of the City of La Crosse regarding Economic Development.

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

SECTION I: 2-404(d)(1), (6) and (7) is hereby amended to read as follows:

- (1) Stimulate~~ing~~ revitalization of the City, its older neighborhoods, industrial areas, commercial districts and Historic Downtown La Crosse by:
  - a. ~~Improving~~ infrastructure;
  - b. ~~Meeting~~ Job creation—meeting requirements as referenced in the City's Living Wage Resolution as amended or superseded;
  - c. ~~Retention of~~ Retaining existing jobs;
  - d. Creating a variety of mixed-use commercial/housing opportunities to increase the number of downtown residents;
  - e. Attracting desirable businesses and retaining existing businesses;
  - f. Encouraging development projects that enhance the streetscape and pedestrian experience and improve the vitality of the downtown area by adding interest and activity on the first floor of mixed-use buildings;
  - g. ~~Promoting~~ use of Mass Transit by actively promoting and participating in the MTU Works pass program for employees.

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- (6) Leverage~~ing~~ the maximum amount of non-City funds into a development and back into the community.
- (7) Support~~ing~~ an educated workforce.

SECTION II: Section 2-404(g)(3) is hereby amended to read as follows:

- (3) *TIF cap.* The total amount of TIF assistance should not exceed ten percent of the increase in taxable valuation-total project costs. This limitation may be ~~waived~~ modified by special consideration as outlined in (i). ~~if the project involved redevelopment of existing structures of the assembly and clearance of land upon which existing structures are located.~~

SECTION III: Section 2-404(l)(9) through (13) is hereby created as follows:

- (9) Environmental abatement or clean-up.
- (10) Historic rehabilitation.
- (11) Redevelopment of existing structures.
- (12) Assembly and clearance of land upon which existing structures are located.
- (13) Manufacturing projects.

SECTION IV: Section 2-404(l)(1) is hereby amended to read as follows:

- (l) Application and review procedure.
  - (1) The following information is required of all applicants for any type of incentive. Application for financial assistance shall include a cover letter and shall be made on the forms provided by the City and include all of the information requested on the form. An initial nonrefundable fee of ~~one percent of the requested assistance or~~ \$10,000.00,

~~whichever is greater~~, shall accompany any financial assistance request involving a grant. For loan requests, the fee shall be one percent of the requested amount. This fee shall be used to partially cover the City's legal, professional, administrative, and planning costs. Costs exceeding \$2,000 to hire outside consultants hired by the City to analyze funding requests including, without limitation, evaluating the gap and/or determination of financial need and the project's return on investment (ROI) shall be paid for by the applicant and will not be considered part of the fee. If an additional amount of money is required to reimburse the City of its reasonable costs, the applicant shall be responsible for those costs. If the application is made and the project does not move forward, the application fee, minus documented City expenditures for the project, will be refunded to the applicant. The applicant shall, at a minimum, provide the following information:

Section V: Section 2-404(M)(8) is hereby amended to read as follows:

(8) The conditions for sale found in (m) do not apply to the following:

(a) Lands that are deemed of local interest, such as a parcel smaller than 7,200 square feet or a remnant parcel created as a result of a highway construction project or remnant or surplus parcels that would only have an interest by the abutting property owner, shall only be required to be advertised via a legal ad in the La Crosse Tribune. Per the discretion of the Board or Committee overseeing the sale, adjacent land owners in need of land for business expansion may be given priority in the land sale.

~~(9) The above policies and procedures for land sale in section 2-204(5), shall not apply to the following:~~

~~(b)~~ Land sold to non-profit entities or corporations for municipal public purpose.

~~(c)~~ Land sold in the City's industrial/business parks, land sold for industrial purposes, or land sold by the Redevelopment Authority where Wisconsin Law otherwise authorizes sale of industrial or Redevelopment Authority lands. However, such land sales shall be advertised on the City website as well as with signage on the property.

~~(d)~~ Land or projects under the authority of the Housing Rehabilitation Review Board.

~~(e)~~ Whereas otherwise provided by law or otherwise directed by Common Council Resolution.

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

\_\_\_\_\_/s/\_\_\_\_\_  
Timothy Kabat, Mayor

\_\_\_\_\_/s/\_\_\_\_\_  
Teri Lehrke, City Clerk

Passed: 5/11/17  
Approved: 5/15/17  
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