



PLANNING AND DEVELOPMENT

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Memorandum

To: Community Development Committee
From: Caroline Gregerson
Date: 09/12/2017 Updated
Re: 17-1036 Approval of revised Single Family Design Guidelines for vacant land property sales

The first Single Family Design Standards were launched October 9th, 2014 with the start of the vacant land sale program. Since our first lot sold, more interest has developed in the program, especially with the launch of the La Crosse Promise, which offers college scholarship incentives to anyone who purchases a lot. Since then, it has also become more expensive for the city to clear lots due to the improving housing market.

City staff is proposing stricter guidelines to ensure that plans that do not have “curb appeal” would not be brought forth for approval by the Committee. With the steep amount of resources invested in a lot, the City believes that having the right architectural plans is critical. It is important to set expectations with buyers upfront, before investment is made in creating architectural plans.

These standards are based on other standards developed by other cities and the original guidelines.

At the previous meeting, staff was asked to consider ways to encourage builders to build homes that meet focus on energy standards. Staff has increased the points dedicated to this standard as well as the minimum points are needed. In the coming months, staff would like to explore ways to provide monetary standards for builders to have their homes be Focus on Energy Certified.

Plans that meet the revised design guidelines

Does not meet revised guidelines

