

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
APRIL 4, 2022**

➤ **AGENDA ITEM: 22-0381 (Tim Acklin)**

Request for exception to Commercial Design Standards by Todd Page allowing for an exception to the requirement that no parking stall may be closer to the street than the building setback line or the building on the same parcel and an exception to the requirement that parking areas shall be separated from primary buildings by a landscaped buffer for a project at 2552 Rose Street.

➤ **ROUTING: J&A 4.5.2022**

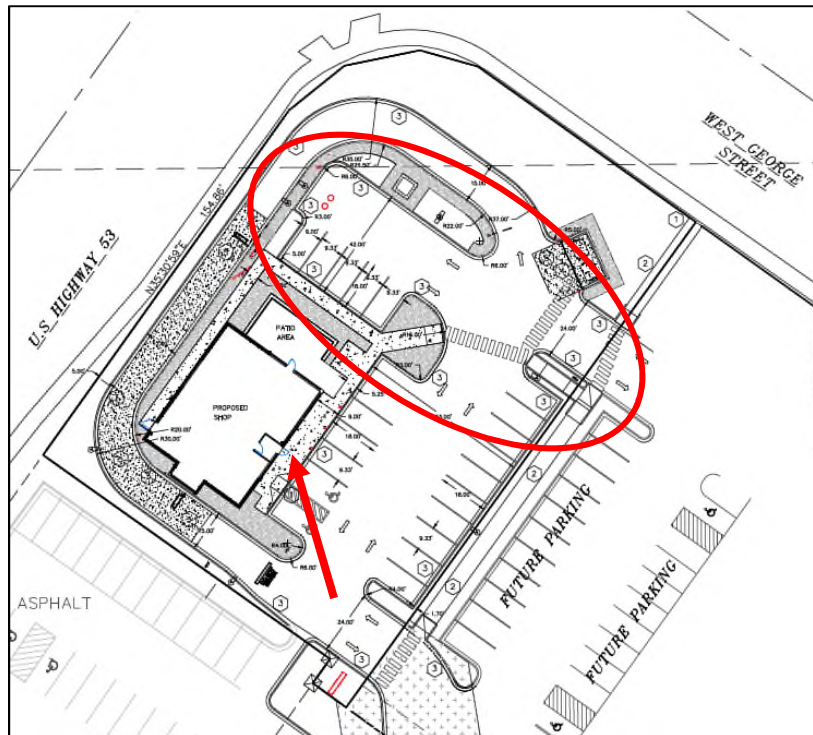
➤ **BACKGROUND INFORMATION:**

The applicant is requesting an exception to the commercial design review standards for the new commercial development (Starbucks) on the property depicted on attached MAP PC22-0381. The applicant is requesting an exception to the following design standards:

- C(2)- No parking stall may be closer to the street than the building setback line or the building on the same parcel.
- C(4)- Parking areas shall be separated from the primary buildings by a landscaped buffer.

The applicant has stated that, due to the unique shape and location of the parcel, as well as the type of business that is being proposed, eliminating the parking spots to comply, or moving the building closer to West George St, would significantly reduce the number of parking spaces they desire or significantly reduce the length of their drive thru stacking lane.

The applicant has also stated the area that does not provide the landscaped buffer includes the outdoor seating area. Providing this buffer would significantly reduce the outdoor seating capacity and impact the ability to provide a canopy cover.

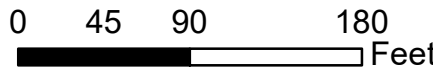


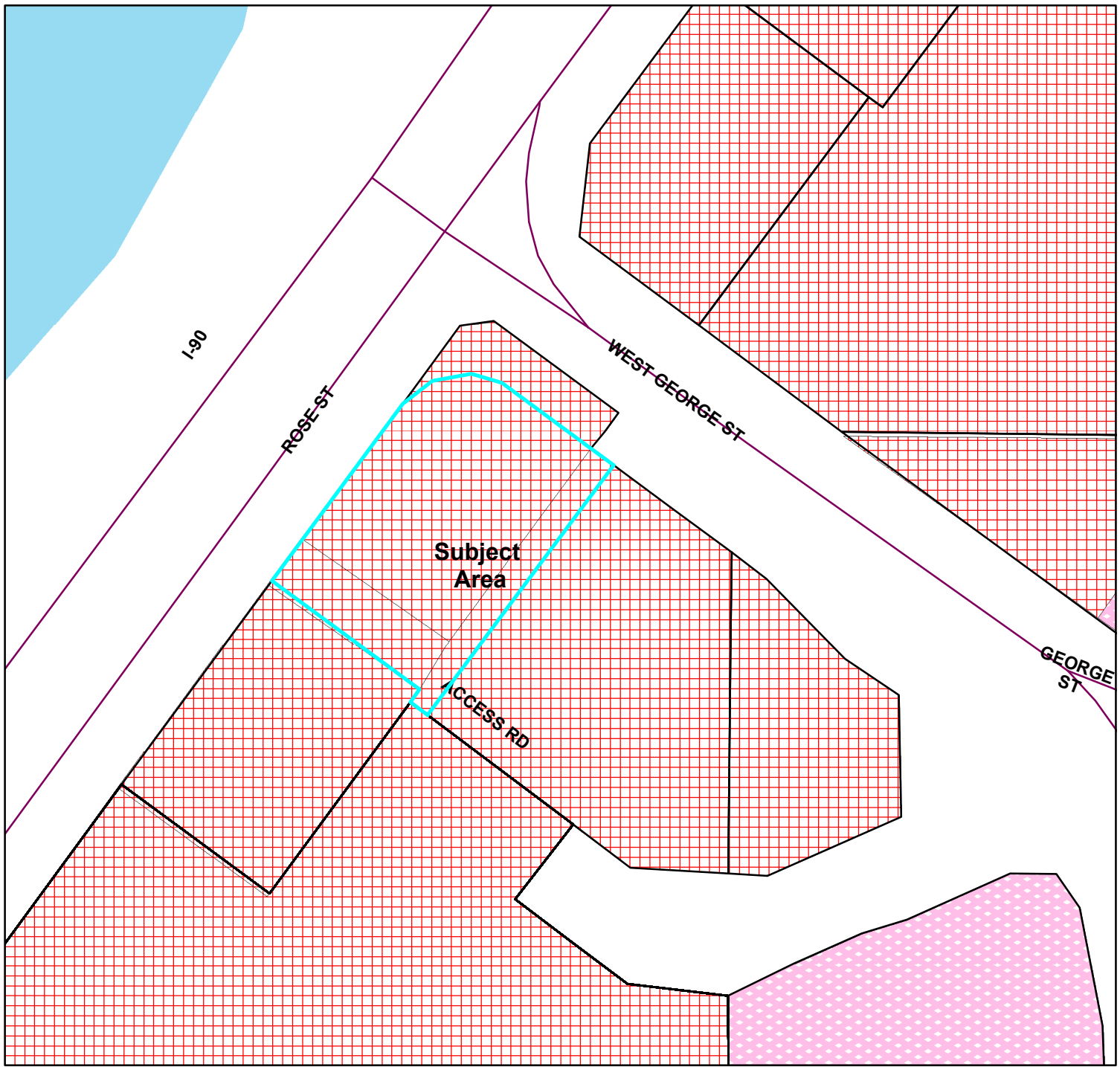
- **GENERAL LOCATION:**
Corner of Rose St (Hwy 53) & West George Street. The site is in Common Council District 1. Logan Northside Neighborhood Association.
- **RECOMMENDATION OF OTHER BOARDS AND COMMISSIONS:**
The Design Review Committee reviewed this project at their March 18, 2022 meeting and required that these items apply for an exception from the Common Council.
- **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**
Redevelopment of this area, particularly Bridgeview Plaza, is a high priority in the Hwy 53 Corridor Master Plan.
- **PLANNING RECOMMENDATION:**
Approval – Staff has no concerns with either of the requested exceptions. As the area where there was no landscaped buffer is being used for outdoor seating, staff suggested using planter boxes to assist with compliance but is fine with it if they do not want to provide them. Due to the irregular shape of the lot, nature of the business, and the fact that it is a corner lot staff accepts the rationale provided by the applicant.



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





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