

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
August 1, 2016**

➤ **AGENDA ITEM - 16-0696 (Tim Acklin)**

AN ORDINANCE to amend Section 115-110 of the Code of Ordinances of the City of La Crosse transferring certain property from the Local Business District to the Commercial Business District at 2127 and 2135 George Street allowing operation of a motorcycle sales and service dealership.

➤ **ROUTING:** J&A Committee

➤ **BACKGROUND INFORMATION:**

The Subject Ordinance would transfer the property depicted on attached **MAP PC16-0696** from the C1-Local Business District to the C2-Commercial District. The applicant would like to rezone the property to allow for the sales and repair of motorcycles, as C1 zoning does not allow for this use. The applicant intends to sell motorcycles for a nationally known manufacturer that has not been sold in the area before. This location suits the applicant's needs in terms of proximity to the major roads/highways and in the size of the existing building meets their needs for both sales, off-street parking, and repair. The applicant states that there will not be any outside storage of motorcycles or parts. The applicant also states that there are not noisy air tools or tire machines associated with the sales and service operations of motorcycles. Hours of operation will be 8am to 5pm, 5-6 days a week.

The applicant also states that improvements will be made to the site that include a new north entrance, paving of the existing gravel lot, and some interior remodeling.

➤ **GENERAL LOCATION:**

2127 & 2135 George Street.

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

N/A

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

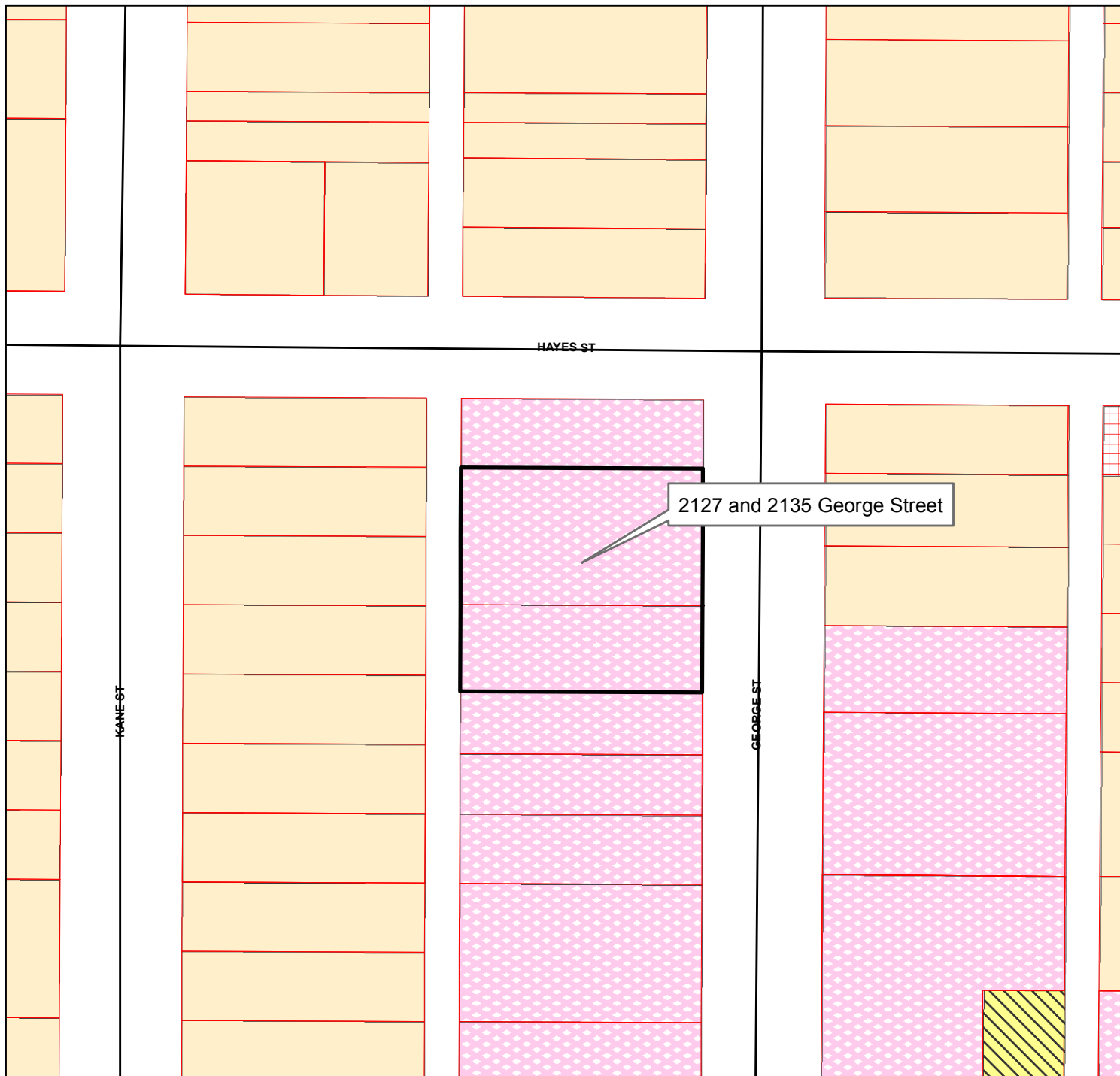
This rezoning is not consistent with the Comprehensive Plan. This area is depicted as Medium Intensity Retail, Office, or Housing. C2-Commercial Zoning is not a zoning district associated with this land use.

➤ **PLANNING RECOMMENDATION:**

Past concerns with this type of use adjacent to residential properties typically includes levels of noise, particularly during later hours of the day, and outside storage of vehicles and/or parts. The applicant has stated that there will be no outside storage and all servicing of motorcycles will occur inside the building with tools that are not considered “noisy”. In addition, the business will close at 5pm each day it is open. Lastly, the applicant intends to make several exterior improvements to the site.

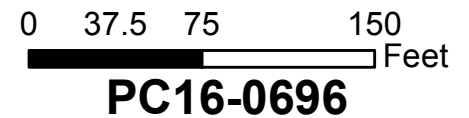
While staff is confident that the proposed use of this site will have little to no negative impact on the surrounding properties there is still a concern about the use of this property in the future. If this property ceases to exist in a year or so an automotive repair shop that is substantially more impactful to the adjacent residential properties would be permitted. Additionally, rezoning this property to C2-Commercial is not consistent with the comprehensive plan.

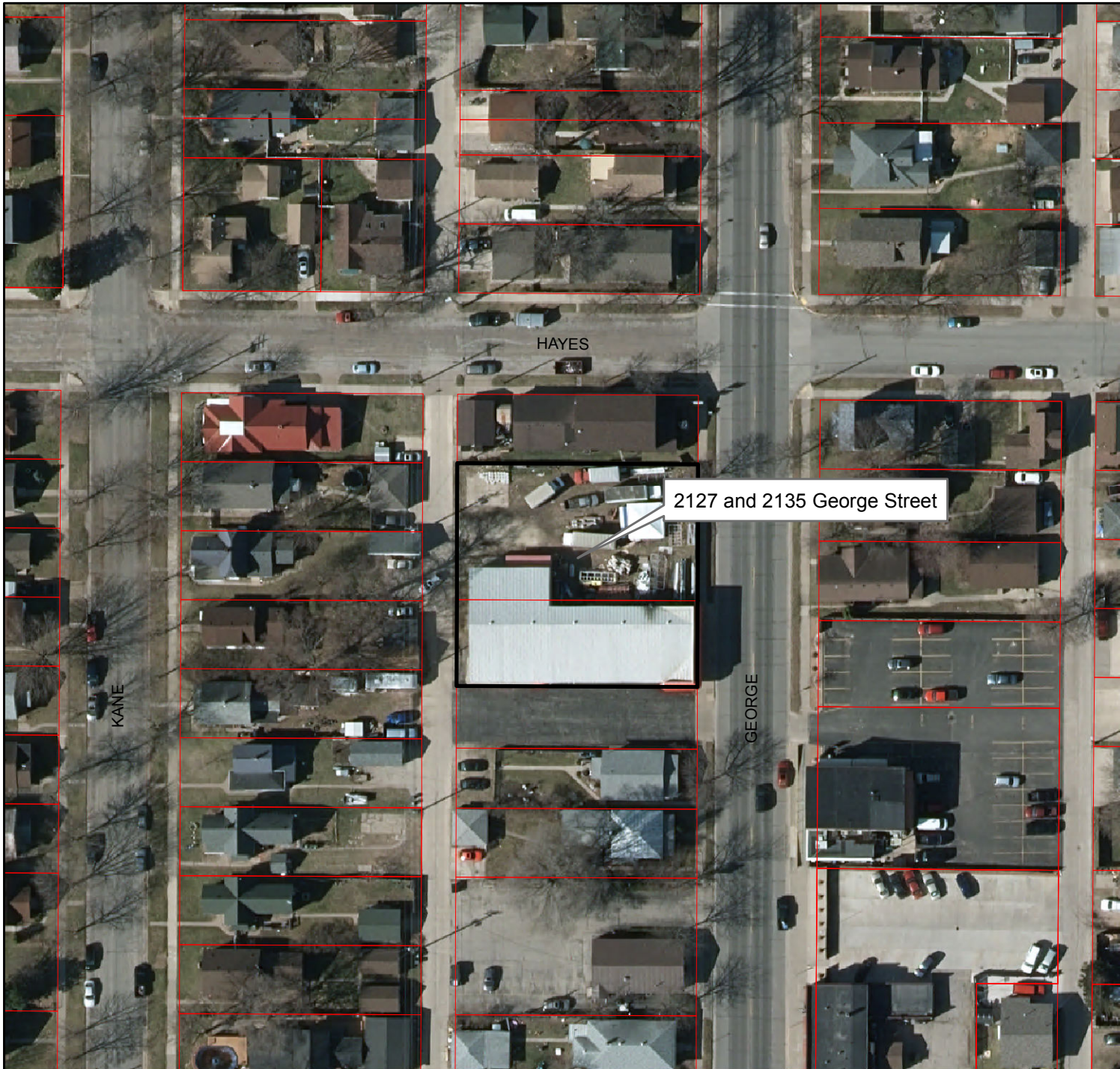
Due to the fact that this rezoning is not consistent with the comprehensive plan and that the City cannot ensure that the adjacent residential properties can be protected from future uses. **This ORDINANCE is recommended for denial.**



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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