

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
July 1, 2019**

- **AGENDA ITEM – 19-0825 (Jason Gilman)**
An ORDINANCE to create Section 115-185 of the Code of Ordinances of the City of La Crosse establishing the Bridgeview Neighborhood Center Zone Overlay District.

- **ROUTING:** J&A 7/2/19

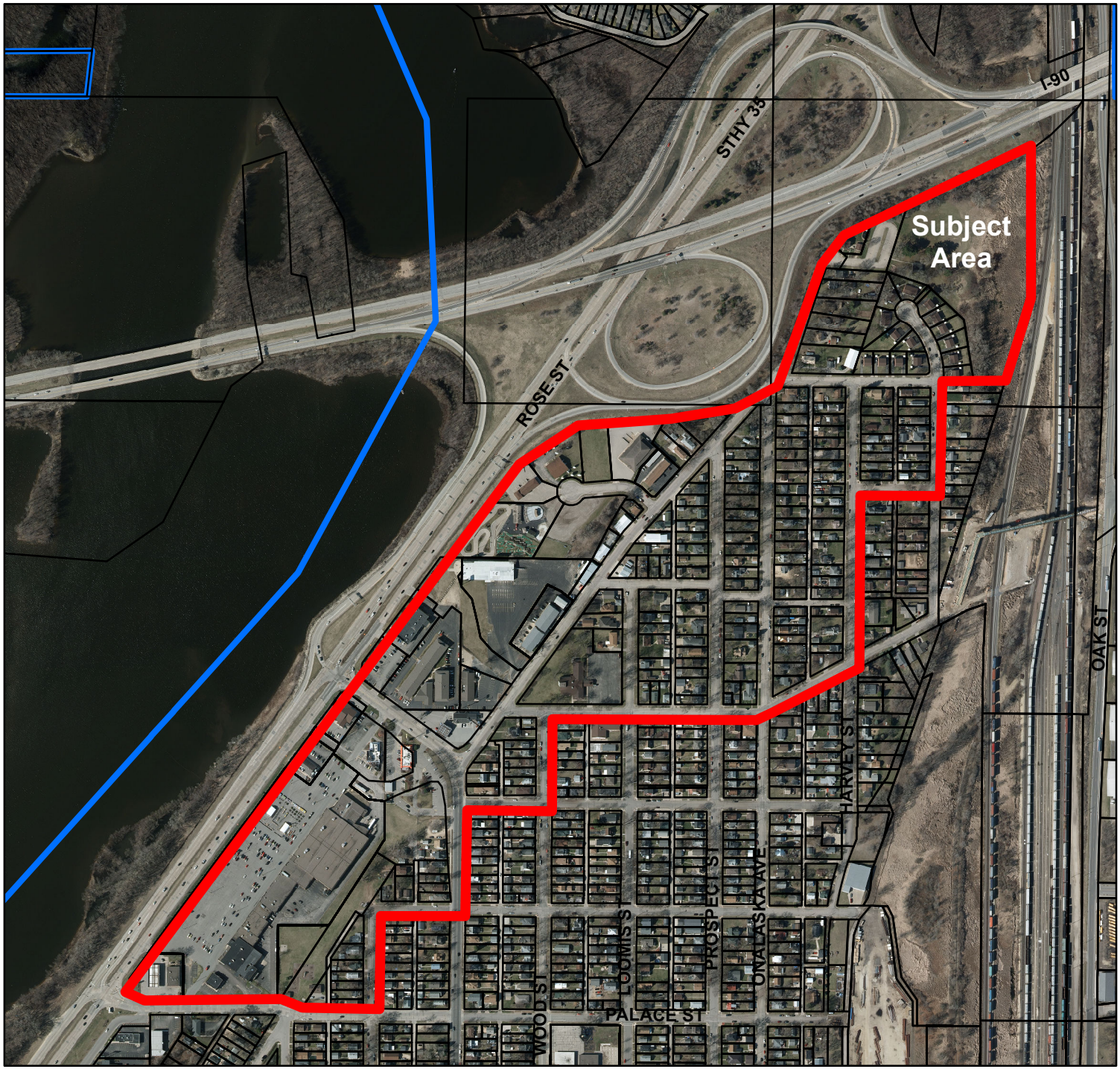
- **BACKGROUND INFORMATION:** In response to various redevelopment opportunities, goals and emerging funding sources, the Planning Department is proposing the use of zoning overlay districts in three key areas of the City to encourage reinvestment in areas with redevelopment opportunity. The overlay district for the Bridgeview Plaza area allow prospective developers proposing redevelopment in accordance with City plans, to plan for mixed use (residential and commercial), without the requirements of individual rezoning procedures and hearings and to better deal with the challenges of vacant retail sites, floodplain areas and urban infill development. Additionally, the overlay district serves much like a Planned Development District, offering developers and investors flexibility in the typical area standards (setbacks). Lastly, the overlay district proposes flexibility in off-street parking requirements if the developer/owner is employing transportation demand management on the site. This overlay district concept has been presented to the Logan Northside Neighborhood Association.

- **GENERAL LOCATION:** Palace Street to Interstate 90 and US 53 to Hamilton Street. (See Map)


- **RECOMMENDATION OF OTHER BOARDS AND COMMISSIONS:** N/A

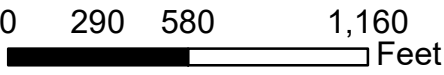
- **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:** This proposal generally conforms to the Comprehensive Plan, but does offer mixed use opportunity over separation of land uses. This ordinance is also consistent with the goals of the US 53 corridor plan.

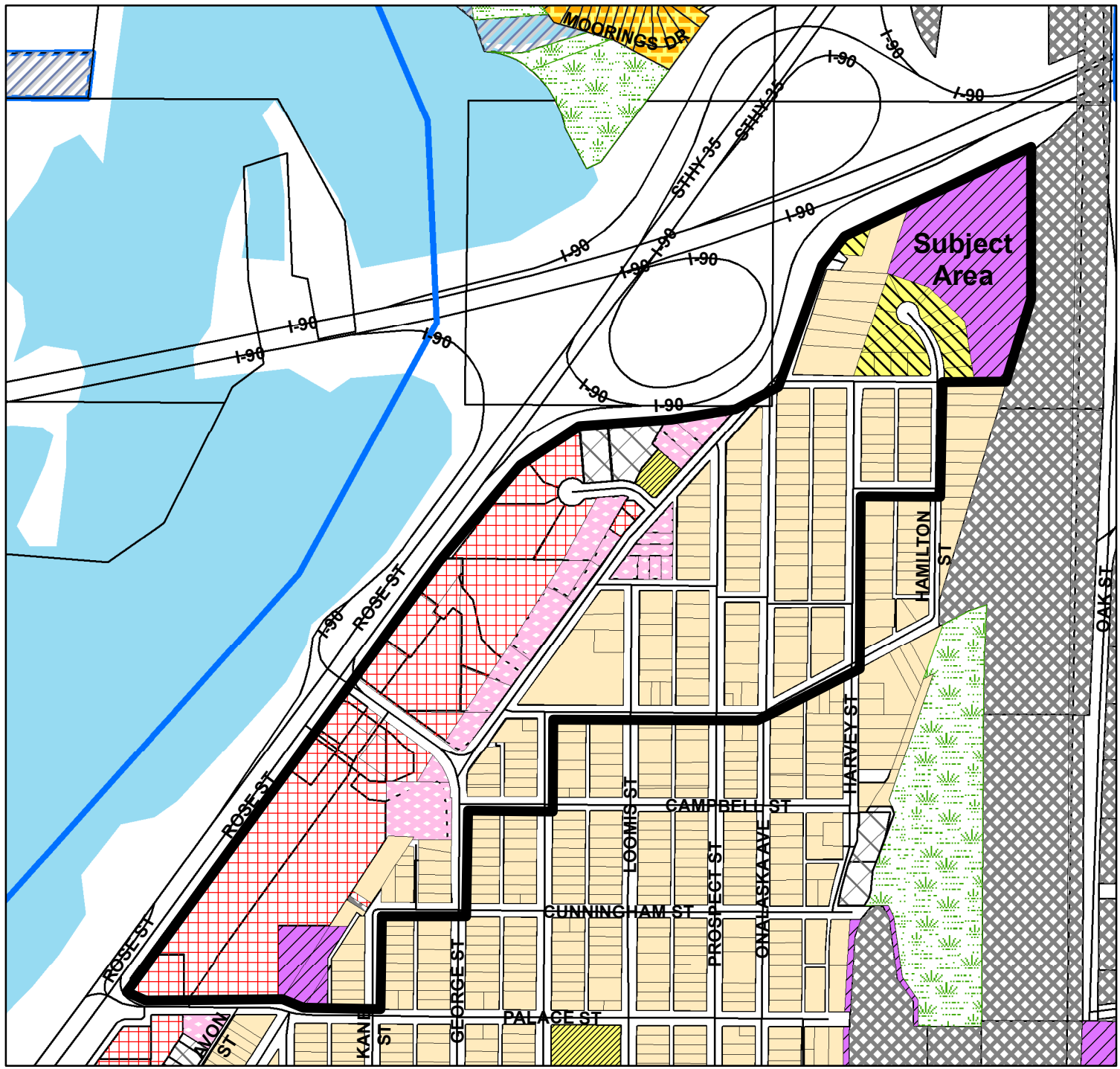
- **PLANNING RECOMMENDATION:** Given the recommendations of the US 53 Corridor Plan and the challenges associated with redevelopment as well as opportunities in the area of Bridgeview Plaza, the **Planning Department recommends approval** of the neighborhood center overlay district.



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 |
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