

**CITY OF LA CROSSE, WISCONSIN  
CITY PLAN COMMISSION  
REPORT  
October 2, 2017**

➤ **AGENDA ITEM – 17-0912 (Jason Gilman)**

AN ORDINANCE to amend Subsection 115-110 of the Code of Ordinances of the City of La Crosse transferring certain property from the Multiple Dwelling District to the Public and Semi-Public District allowing new development for Coulee Council on Addictions at 923, 927, 929, 935 and 939 Ferry Street

➤ **ROUTING:** J&A, Public Hearing 7/31/17 6:00 p.m.

➤ **BACKGROUND INFORMATION:**

Coulee Council on Addictions Inc. is requesting the rezoning of the 923, 927, 929, 935 and 939 Ferry Street from R-5 Residential to P-S, Public Semi-Public Zoning to construct a 13,000 square foot building at this location and including 921 Ferry Street, replacing their existing facility at 921 West Avenue South. The facility will include flexible spaces to allow for diverse programming, including recreational and psycho-social activities for those seeking long term recovery. It will also include confidential office space for staff and visitors, an updated kitchen to allow for efficient food storage and handling, a resource library and place other organizations could meet with visitors, a mediation and contemplation area, and an inviting drop-in center that is alcohol and chemical free, as well as a coffee area for both community members and those seeking services at Coulee. It includes adequate parking for those visiting on a daily basis.

➤ **GENERAL LOCATION:**

921, 923, 927, 929, 935 and 939 Ferry Street, just north of the Franciscan-Mayo Health Campus and west of West Avenue.

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

N/A

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

This parcel is indicated as Traditional Neighborhood Development in the Comprehensive Land Use Plan, which provides for a variety of housing unit types and densities, along with small-scale retail and service businesses. Some buildings may have both businesses and housing units. Buildings are set close to the sidewalk with parking is located behind buildings. Streets are narrow and include sidewalks and boulevard trees. Parks and other public spaces are integrated with other land uses. This land use

encompasses existing traditional neighborhoods and high-amenity or high-activity locations such as near downtown and major institutions. The density is expected to be greater than 4 housing units per net acre and will include a mix of single and multi-family housing

Since this is a non-profit service type of use, it arguably can fit into the TND designation, however, TND prefers mixed land use development and residential development that is designed to have the character of more historic or traditional neighborhoods. Services uses should be designed to forward the goals and character of TND development with street facing buildings, lesser setbacks, aesthetics consistent with surrounding historic areas and integrated public spaces where possible.

It is important to also note, this project is within Mayo's 10 year campus plan area which was adopted by the City in 1997, but presumably expired in 2007. These campus plans are typically to state an areas of likely institutional influence for future growth of the institutional footprint, which may also include accessory or partner uses.

Additionally, the Housing Task Force completed a plan in 2012 that provides a strong argument and recommendations for housing investment in the City as a key strategic economic development strategy , while also recognizing the institutional campuses in these neighborhoods.

The owner/applicant has also submitted a revised site plan based on some of the feedback and design development they have been conducting and has adjusted their parking numbers and received a letter of commitment from Mayo Health Systems for off-lot parking, reducing the number of stalls on site.

➤ **PLANNING RECOMMENDATION:**

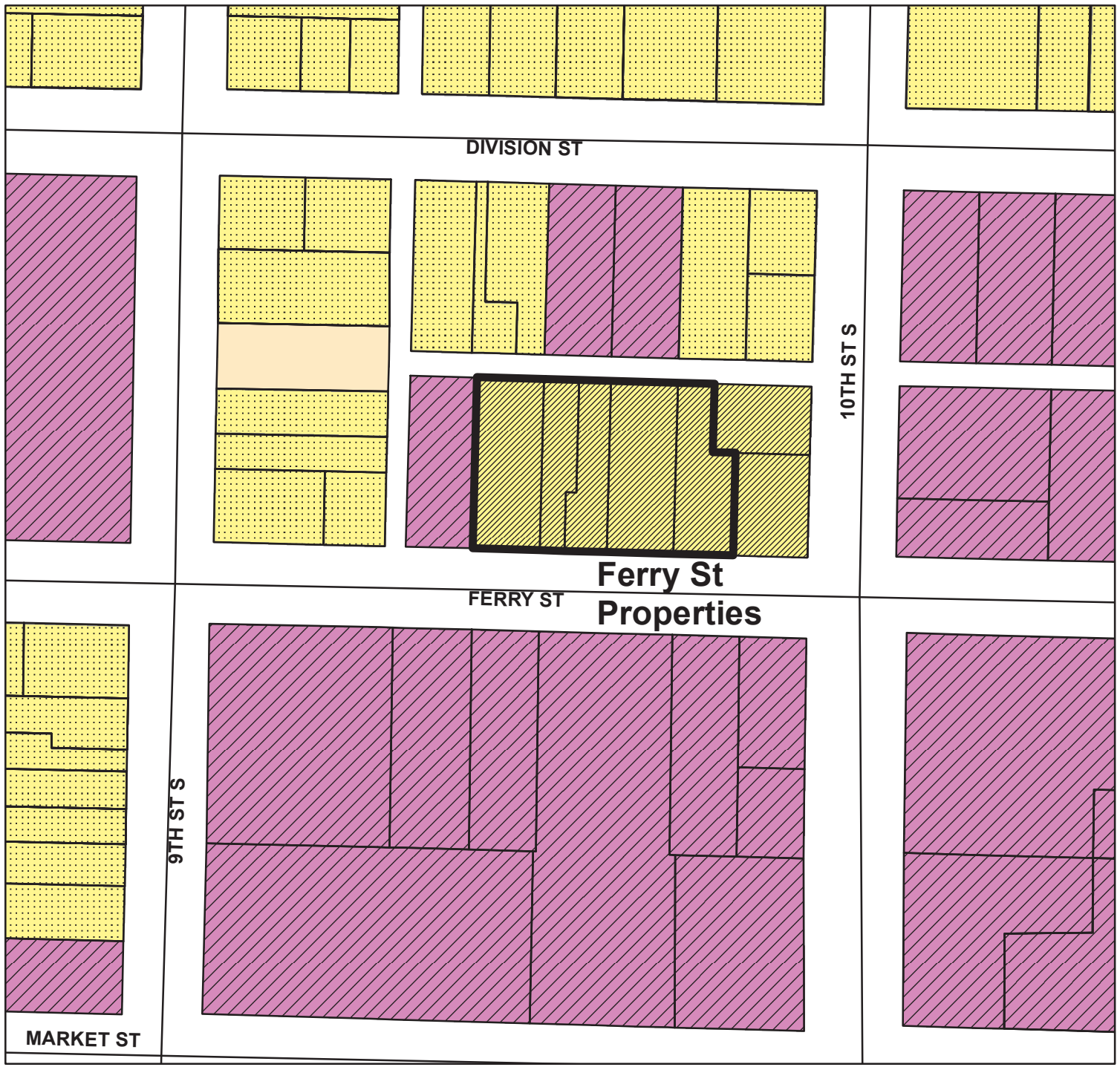
Secondary impacts of service type uses including those dealing with social issues are considered by planning staff when recommending land use changes and potential adjacent impacts. A check with the Community Services Bureau of the La Crosse PD, found minimal activity in the form of police actions specifically related to the facility affecting the external neighborhood (3 calls over 2 years) at the current location of the facility at 921 West Avenue South. Given the Comprehensive Land Use Plan allows for service uses in the TND land use designation and the adopted campus plan showed these parcels as an area of influence for institutional services growth, **this ordinance is recommended for approval, with conditions below.**

Planning staff also consider the environmental, economic and social impacts of proposals and while this project proposes a tax exempt non-profit development, a Payment in Lieu of Taxes is customary to offset any municipal impacts and the preliminary site plan appears to have a favorable impact on storm-water planning as well as other environmental considerations (landscaping, sidewalks, aesthetics, etc.)

Additionally staff is concerned with the current and very significant impact of addictions within the City, which not only include significant human costs, but also very significant public safety, social services and medical costs. Development of cutting-edge services such as this are important to the greater mission of the City in social stability and public health, safety and welfare.

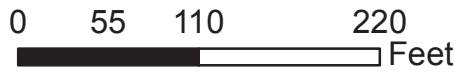
**1. Coulee Council on Addictions be responsible for a Payment in Lieu of Taxes for the proposed development.**

**2. The proposed development is required to be reviewed for design review and in particular consider Traditional Neighborhood design guidance.**



## 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



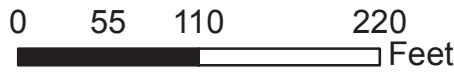
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