

**CITY OF LA CROSSE, WISCONSIN
PLAN COMMISSION
REPORT
January 3, 2017**

➤ **AGENDA ITEM - 16-1107 (Lewis Kuhlman)**

Request for Exception to Standards for Commercial Design by Wiebke Fur Co., Inc. for an exception to parking lot design and parking standards with construction of new facility at 100, 110 and 122 Rose St.

➤ **ROUTING:** J&A Committee, Public Hearing 1/3/17 7:30 p.m.

➤ **BACKGROUND INFORMATION:**

Weibke Fur Co. Inc. has been at 110 Rose St. for about 30 years and is a unique commercial destination for the city. The applicant, Dan Weibke, intends to build a new retail and storage facility that will expand into two adjacent parcels, approximately 27,500 sq. ft. To move forward with the concept plan, the applicant requires a waiver from the design requirement to have the building closer to the street than the parking. The applicant cites several difficulties for meeting this requirement: slope due to raising the property out of the floodplain, split zoning on the lot, and desire to remain open throughout most of construction.

The parcel and street are in the 100-year floodplain. The new building must be elevated over 5 ft. to get out of the 100-year floodplain, but the street will like not be raise for many years. Therefore, an acceptable slope for the driveway and any landscaping would extend deep into the lot. The new building is setback far enough to be completely within the M2 – Heavy Industrial District. The lots have two zoning districts to allow for retail in the front and storage and processing furs in the back. The applicant hopes to redevelop the back storage area in the first phase to leave the existing retail facility open as long as possible.

While not within the boundary of a neighborhood association, this site is part of a commercial strip along Copeland Ave and Rose St. Its redevelopment may have an impact on neighboring businesses – Affordable Inn, Taco John’s, and a fabric sewing shop – as well as the customers and fur dealers it serves. This redevelopment may also impact the current Highway 53 Corridor planning process. The site includes two driveways and semi loading docks. On-street parking is not permitted in front of the property on Rose St. The concept plan does not show bicycle parking or pedestrian connection from the sidewalk to the main entrance. The concept plan likely would not negatively impact nearby wetland soils, since the pavement would not expand into wetlands and it includes pervious landscaping.

Planning staff met with the applicant on December 13th to discuss alternatives. Roger Lundsten from Brickl Bros. was not available to meet, so staff scheduled a meeting with

him for Jan. 5th.

➤ **GENERAL LOCATION:**

100, 110, and 122 Rose Street – on the east side of Rose St. one block south of Monitor St. as depicted in Map 16-1107.

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

On December 8th, the Common Council referred this item for 30 days to allow the applicant to discuss alternatives with City Planners.

Historical board and commission decisions likely led to these parcels being split into two zoning districts. “Tanning, curing or storage of raw hides or skins” is not a permitted use in the M1 – Light Industrial District, according to [Sec. 115-152\(a\)\(63\)](#). This requirement, circa 1980, may be due to nuisance caused by offensive odors. Rather than rezone the entire parcel and deal with potential future heavy industry on a commercial corridor or ask the owner to move, the City split its zoning district.

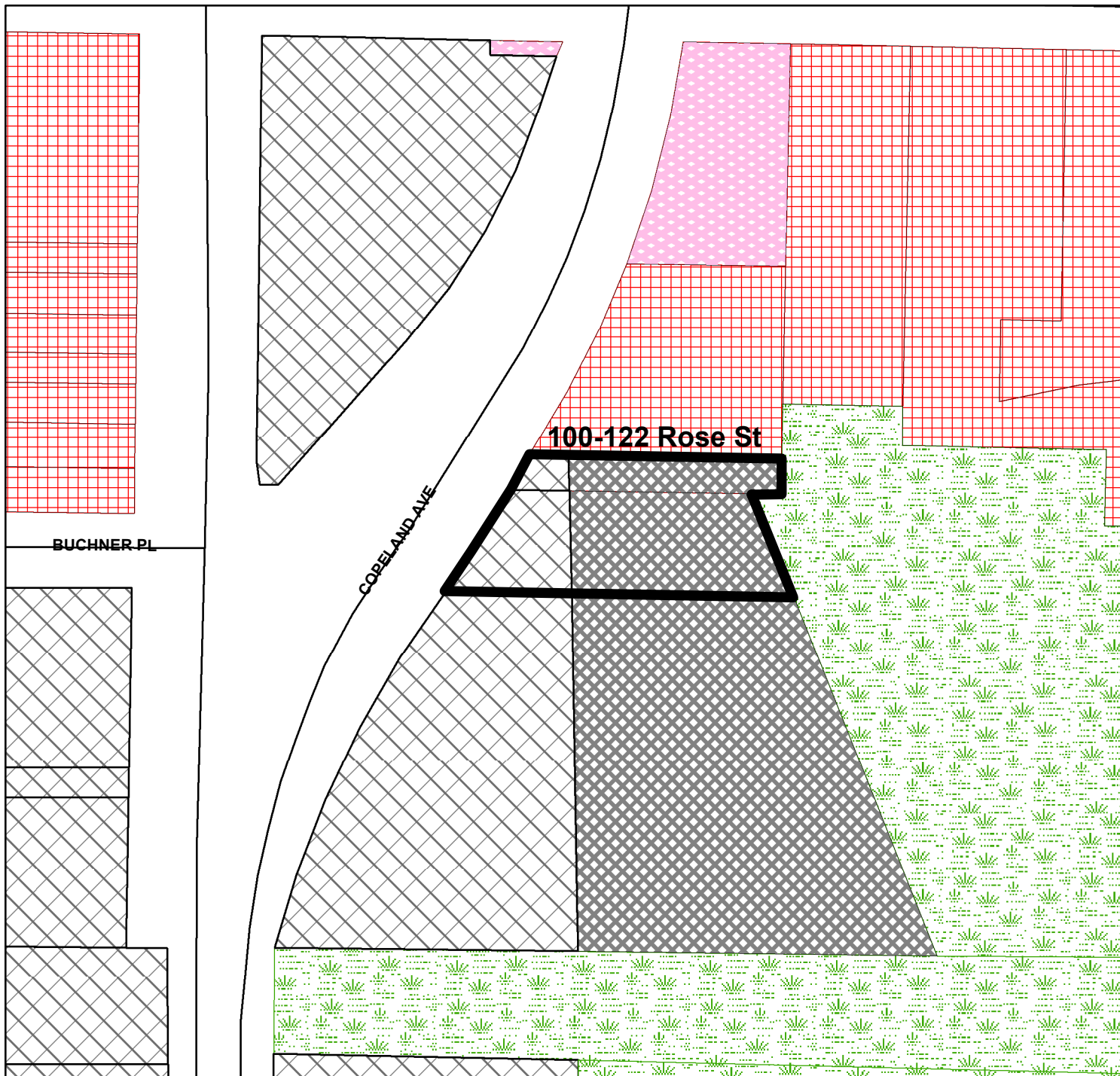
➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

The Future Land Use Map has identified this area as High Intensity Retail, Office, or Housing. M1 and M2 are not corresponding zoning districts for this land use. The redevelopment may meet land use objectives to enhance commercial corridors due to the other design standards, but may not improve compatibility with the neighboring motel, fast food restaurant, sewing shop, and wetlands.
























➤ **PLANNING RECOMMENDATION:**

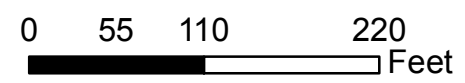
Planning staff recommends referral of this waiver for another 30 days. Planning staff will meet with the contractor on January 5th and work toward a revision of the concept plan so the waiver isn’t necessary; if it is unavoidable, the staff would like the best design possible. The concept plan improves on the existing buildings and will likely meet the rest of the design requirements, but it still retains the split zoning and an industrial use that is not necessarily compatible or desirable within a commercial node. The future height above the street complicates the design requirements since a retaining wall would add to the cost. One precedent would be, Three Rivers Plaza, with a 3-foot retaining wall and parking in the front.

Ideally, the lots would be rezoned C2 – Commercial, the industrial use would be relocated, and the billboard would be removed. The building could avoid a waiver by facing sideways with a retaining wall and stairs to the sidewalk and parking on the side and rear. If necessary, the warehouse area could continue as a nonconforming use while the owner looks for a new space, and a billboard no more nonconforming than the existing billboard could be replaced elsewhere on the lot.



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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