

**CITY OF LA CROSSE, WISCONSIN  
CITY PLAN COMMISSION  
REPORT  
September 28, 2015**

➤ **AGENDA ITEM - 15-0937 (Jason Gilman)**

Request for Exception to Standards for Commercial Design by VEH Properties LLC for a two-tenant commercial building at 707, 713, 717 and 721 La Crosse Streets allowing for a waiver of parking lot placement.

➤ **ROUTING:** J&A Committee

➤ **BACKGROUND INFORMATION:**

This item is related to item #15-0969, VEH Properties, LLC is proposing a two tenant, commercial building at 707-721 La Crosse Street. The applicant's submitted site plan indicates surface parking lots at both the corner of La Crosse Street and 7<sup>th</sup> Street North and east of the building along La Crosse Street. Section 115-550 of the City of La Crosse Code of Ordinances requires surface parking lots in the downtown area defined by the code to be located in accordance with the following provisions:

- **Sec. 115-550. - Parking lot design and parking standards.**
  - (a) The intent of this section is to follow "New Urbanist" principles where buildings are strongly encouraged to be placed close to the street to enhance customer and tenant use of mass transit and to reinforce the existing building setback pattern; to minimize the visual impact of parking areas as seen from the street; to enhance pedestrian access, circulation and safety by reducing curb cuts and approaches that cut across sidewalks; to minimize the volume and maximize the quality of stormwater runoff; to provide adequate but not excessive parking for customers and tenants; to prohibit the use of satellite parking lots (unless it can be demonstrated that shared parking will be beneficial to multiple property owners and does not result in "gap tooth" effect on a block face); to prohibit parking in side or front yards to provide for adequate snow storage; to discourage the reliance on single occupant vehicles (SOVs); to encourage the use of mass transit and other alternative means of transportation; to reduce the reliance on petroleum based paving materials and methods; and to reduce the "heat island" effect of traditional paved parking lots due to lack of trees or plants.
  - (b) No parking stall may be closer to the street than the building setback line or the building on the same parcel, whichever is further from the street unless the applicant can demonstrate that there are no practical alternatives related specifically to the site.

Therefore the proposed parking lot location along the street frontages does not conform to the required design standard.

➤ **GENERAL LOCATION:**

707, 713, 717 and 721 La Crosse Street, at the northeast corner of La Crosse Street and 7<sup>th</sup> Avenue N. **See attached MAP PC15-0937.**

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

Introduced by the Common Council 9-10-2015

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**
























The parcel is designated C-2 Commercial on the City of La Crosse Comprehensive Land Use Plan and the general commercial use is consistent, however, the parking lot location is inconsistent with the referenced design standards.

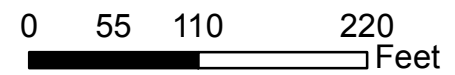
➤ **PLANNING RECOMMENDATION:**

**Due to the commercial design requirements parking in the downtown area as defined by the City of La Crosse Code of Ordinances, section 115-550 the Planning Department staff recommends a denial of this request, in favor of a redesigned site plan with the building being placed nearer to the corner of La Crosse Street and 7<sup>th</sup> Street N.**



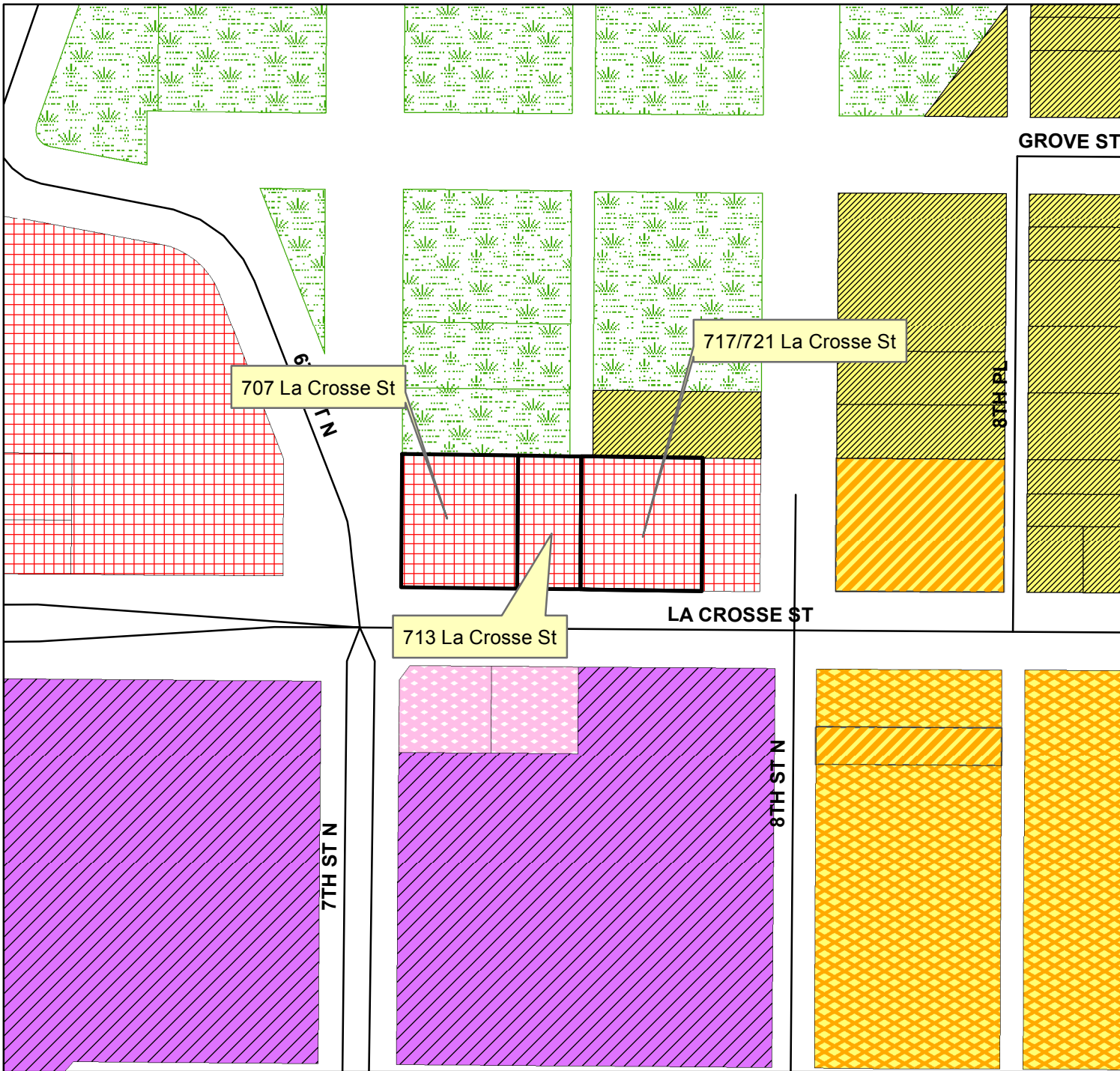
# BASIC ZONING DISTRICTS

-  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



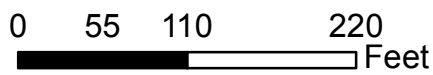
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