



August 5, 2019

Memo

To: City of La Crosse Common Council
From: Jason Gilman, Director of Planning and Development
C: Mayor Kabat
RE: Zoning Overlay Districts

Dear Council Members:

In the September cycle of J&A and Council, you will be considering the proposed neighborhood center overlay district for the Bridgeview Plaza area. This is one of three proposed overlay areas (the other two at Monitor and Rose/Copeland and the Western Technical College Neighborhood between Western and West Ave.)

This is an important land use policy initiative for the City intended to provide greater predictability for investors, encouraging areas of redevelopment and eliminating a sole reliance on single family zoning. Cities like Minneapolis have proposed doing away with single family zoning altogether as it has been suggested by critics to be the cause of housing unaffordability in urban areas, in addition to its zoning history of redlining and housing segregation.

I believe this approach in offering greater land use flexibility in targeted redevelopment areas of the City in conjunction with plans such as the US 53 corridor plan, is a sound approach over city-wide up-zoning (elimination of single-family zoning such as in MPLS) to providing more housing choices in the City, especially in areas benefiting from mixed use services and transit corridors.

You may know several neighborhood association meetings and a direct mailing public informational meeting have been held to address any concerns or questions by citizens in advance of the public hearings.

If you have any concerns or questions, please contact me. I am at your disposal. Thank you.

JASON GILMAN, AICP, PLANNING & DEVELOPMENT DIRECTOR
TIM ACKLIN, AICP, SENIOR PLANNER
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