

**CITY OF LA CROSSE, WISCONSIN  
CITY PLAN COMMISSION  
REPORT  
October 3, 2016**

➤ **AGENDA ITEM - 16-0892 (Tim Acklin)**

AN ORDINANCE to amend Subsection 115-110 of the Code of Ordinances of the City of La Crosse transferring certain property from the Single Family District to the Local Business District to allow the combining of parcels for commercial use at 2419 George Pl., 2417 George Pl., 2421/2423 George St. and 2425 George St.

➤ **ROUTING:** J&A Committee, Public Hearing 10/4/16 7:30 p.m.

➤ **BACKGROUND INFORMATION:**

The Subject Ordinance would transfer the properties depicted on attached **MAP 16-0892** from the R1-Single Family District to the C1-Local Business District. The applicant (Courtesy Corporation-McDonalds) has purchased the subject parcels in order to relocate the existing McDonalds due to the WisDOT's plan to redesign West George St and George St. The new road is proposed to be located through the existing McDonalds building. The applicant would like to shift their business to the south and has purchased several properties to ensure they have enough space for the building and parking. A copy of their proposed Site Plan is attached as part of this legislation.

The applicant has already purchased and vacated land from the City for this project. Additional vacation of George Place may be requested by the applicant.

➤ **GENERAL LOCATION:**

2419 George Pl., 2417 George Pl., 2421/2423 George St. and 2425 George St.

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

The sale of a portion of City land for this project was approved by the Common Council at their April 2016 meeting.

Vacation of a portion of George Place for this project was approved by the Common Council at their May 2016 meeting.

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

Rezoning these parcels to C1-Local Business is not consistent with the Comprehensive Plan's Future Land Use Map. These parcels are depicted as Single Family Housing.

➤ **PLANNING RECOMMENDATION:**

A meeting was held on Wednesday, September 28<sup>th</sup> between the applicant/owner of McDonalds and many of the surrounding property owners. A few concerns from some of the surrounding property owners regarding the relocation of the McDonalds were discussed. They included:

- 1) Increase in noise levels from the drive-thru for those properties now located closer to it.
- 2) Garbage from McDonalds blowing onto adjacent properties.
- 3) Reduced value of property as a result of McDonalds being closer to their property.
- 4) Vandalism/damage along George Place from people traveling to McDonalds during the night.

At this meeting the applicant stated that they intend to heavily landscape the area between their building and George St to help reduce the noise from their drive-thru as well as meet the landscape requirements for the City's design standards. The applicant also intends to build and fence and install landscaping along the southern portion of their property to also screen their parking and reduce noise levels for those properties. This fence will also prohibit access to McDonalds from George Place which will limit pedestrian traffic that has been causing some of the issues. It was also stated at this meeting that the property owners across the street re will likely hear more noise from the traffic on George Street than from the drive-thru, particularly as the street will now be closer to their houses.

The applicant also stated at this meeting that they take pride in keeping a clean property and routinely pick up all garbage. They personally stated to all of the property owners that he was willing to give them his manager's phone numbers that they can call if any garbage from their property needs to be picked up. Other people had stated that they did not believe that the garbage blowing on to their properties was from McDonalds themselves, but rather from customers who had purchased food and then thrown their trash on the ground.

Those in attendance at the meeting were very vocal in their frustration at not being able to be told what the impact of the value of their properties would be as a result of the DOT's project and the relocation of McDonalds. Many felt that it would be harder for them to sell their property in the future as a result of McDonalds being closer. In staff's discussion with the City Assessor's Office on this issue we were informed that they annually re-evaluate the factors that influence value on properties, such as this, and adjust value accordingly. Unfortunately until sales of home occur after all of the changes have been made, there can't be an accurate determination of how the value may change.


This project still has to complete the design review process with the City that will ensure that these site design features desired by the surrounding property owners are part of the final plans. **This ORDINANCE is recommended for approval.**

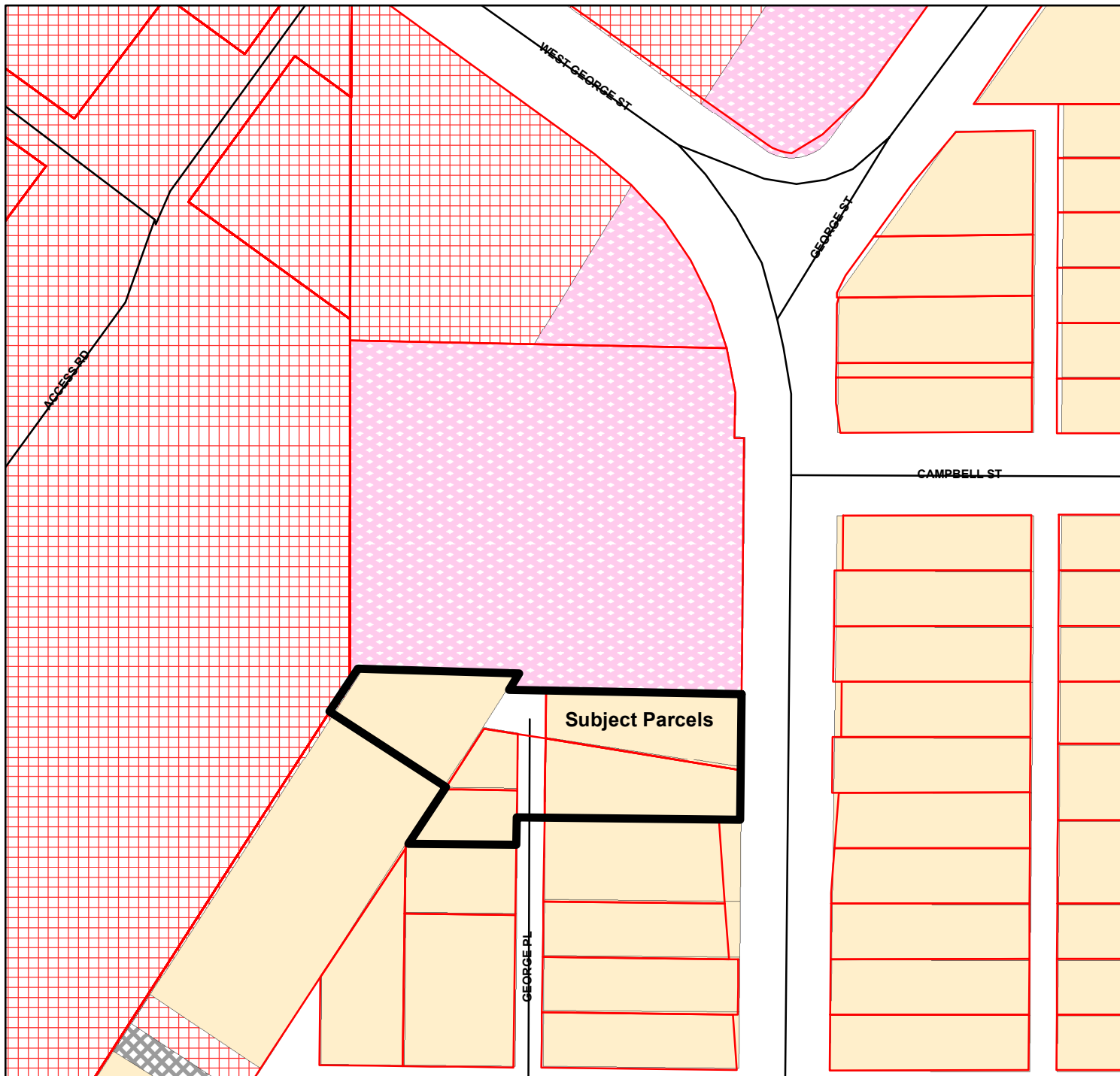


## BASIC ZONING DISTRICTS
























	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



0 395790 1,580  
 Feet



# 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



0 395790 1,580 Feet