

From: Jeremy Novak <Jeremy@threesixty.bz>
Sent: Wednesday, April 23, 2025 11:31 AM
To: Jeremy Novak
Cc: ZZ Council Members
Subject: Badger West Rezoning & 12th Street Partial Vacation
Attachments: 32213 Badger West-Visualization Package (04-09-2025).pdf; West Ave photos - 11.10.23 .docx

*** **CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. ***

Dear City Council Members,

I'm writing to you today regarding the rezoning request for the Badger West Residences, located at the corner of Badger Street and West Avenue which you will hear about at the City Plan Commission, J & A committee, and F & P meetings next week on **April 28, 29, May 1**, and then also at the City Council meeting on **May 8**.

Please see the attached graphic rendering of the project for your reference, and photos of the properties on November 10, 2023.

BACKGROUND

In the past three years, we have collaborated on the development with an adjacent property owner, Benson Management, to assemble parcels large enough to build higher-density housing at this site. These new parcels created an opportunity to address new higher-density housing, which increases supply in the Educational "District" and helps protect single-family neighborhoods. We engaged in discussions with city staff on the project scope and plans, and out of those discussions, it was determined that there were some challenges that the city wanted to address and overcome as it related to 12th Street and the surrounding neighborhood. The list of challenges is as follows:

1. The city needs more housing of all types, but doesn't have land to construct new housing. The recent City of La Crosse comprehensive plan laid out these challenges as well as possible solutions.
2. The proximity to both UW-La Crosse and WTC makes this location a prime opportunity to increase density to accommodate housing needs for these institutions and reduce the migration of students renting into single-family neighborhoods.
3. 12th Street is in disrepair and needs overdue maintenance.
4. 12th Street cannot be vacated due to the city code requiring properties to have a street frontage for address purposes.
5. While we were planning this project, the city amended the Traditional Neighborhood Development (TND) code language. It's important to note that this project would be compliant under the previous code thresholds. The current code makes it noncompliant. Strategically, the current code is prohibitive to addressing the community's housing needs related to small-scale infill projects such as Badger West. City staff are working on amending the current zoning code, including the TND code, which will be completed in 2026. Unfortunately, due to the economics of the project, Three Sixty cannot delay the project another year.

SOLUTIONS

1. The city removed the parking requirement for new projects, which is a significant step toward increasing new housing projects, understanding that parking is still needed for residents and the project's marketability and success.
2. At the suggestion of a City Council representative in a discussion, Three Sixty added a third floor of residences to increase the density of the site.
3. We worked with city staff to apply for a partial vacation of 12th Street, which provides for increased density and necessary parking for residents on the site. Building underground parking is not a viable option at this site as the area is too small, would require an elevator, and substantially increase project site costs, which would eliminate the affordability aspect.
4. Keep the west side of 12th Street for the west side residences and for emergency services to access the homes in this area.
5. Significantly improve the appearance of this block, which is a "gateway" to the university and a reflection of our community to people attending both UWL and WTC from out of town.
6. Increase the tax base of this land while at the same time placing it for higher and better end use for the neighborhood and community.

In summary, Badger West Residences is an opportunity to increase housing supply in the "Educational District", increase tax base, and beautify a neighborhood that needs it. La Crosse has limited land availability, and this limitation requires unique, creative, and collaborative solutions to address the housing demands. The Badger West project is a step in the right direction, but it will take continued collaboration, compromise, and flexibility to complete.

I will be reaching out to you in the next couple of days to see if you have additional questions or concerns about this much-needed project at Badger West. My contact information is below. You are welcome to reach out at your convenience.

Thank you in advance for your thoughtful consideration. Jeremy

Jeremy Novak

Development Director

1243 Badger St. La Crosse, WI 54601
Office: (608) 782-7365 | M: 608-790-5589
Jeremy@threesixty.bz



Plan. Develop. Manage.

www.threesixty.bz



The content of this email is confidential and intended for the recipient specified in the message only. It is strictly forbidden to share any part of this message with any third party, without the written consent of the sender. If you received this message by mistake, please reply to this message and follow with its deletion, so that we can ensure such a mistake does not occur in the future.







West Ave & Pine St Currently – November 10, 2023





