

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
October 31, 2016**

➤ **AGENDA ITEM – 16-1031 (Jason Gilman)**

Request for Exception to Standards for Commercial Design by Automotive Enterprises LLC for allowing for an exception to the parking lot design and parking standards and visual relief screen for the improvement project at 811 3rd St. S. (803, 807, 811, 817, 819, 827 3rd St. S. and 804, 810, 830 4th St. S. and 321 Market St.).

➤ **ROUTING:** J&A Committee, Public Hearing 11/1/16 7:30 p.m.

➤ **BACKGROUND INFORMATION:**

This request filed by Automotive Enterprises LLC (Dahl Automotive) is for the development of the block between 3rd and 4th Streets between Market and the existing dealership at 715 3rd Street South. The request is for exceptions to the design standards including permitting parking between the proposed building and the street and providing a minimum three foot visual screen between the parking and the street.

➤ **GENERAL LOCATION:**

811 3rd St. S. (803, 807, 811, 817, 819, 827 3rd St. S. and 804, 810, 830 4th St. S. and 321 Market St.). See attached **MAP PC16-1031**.

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

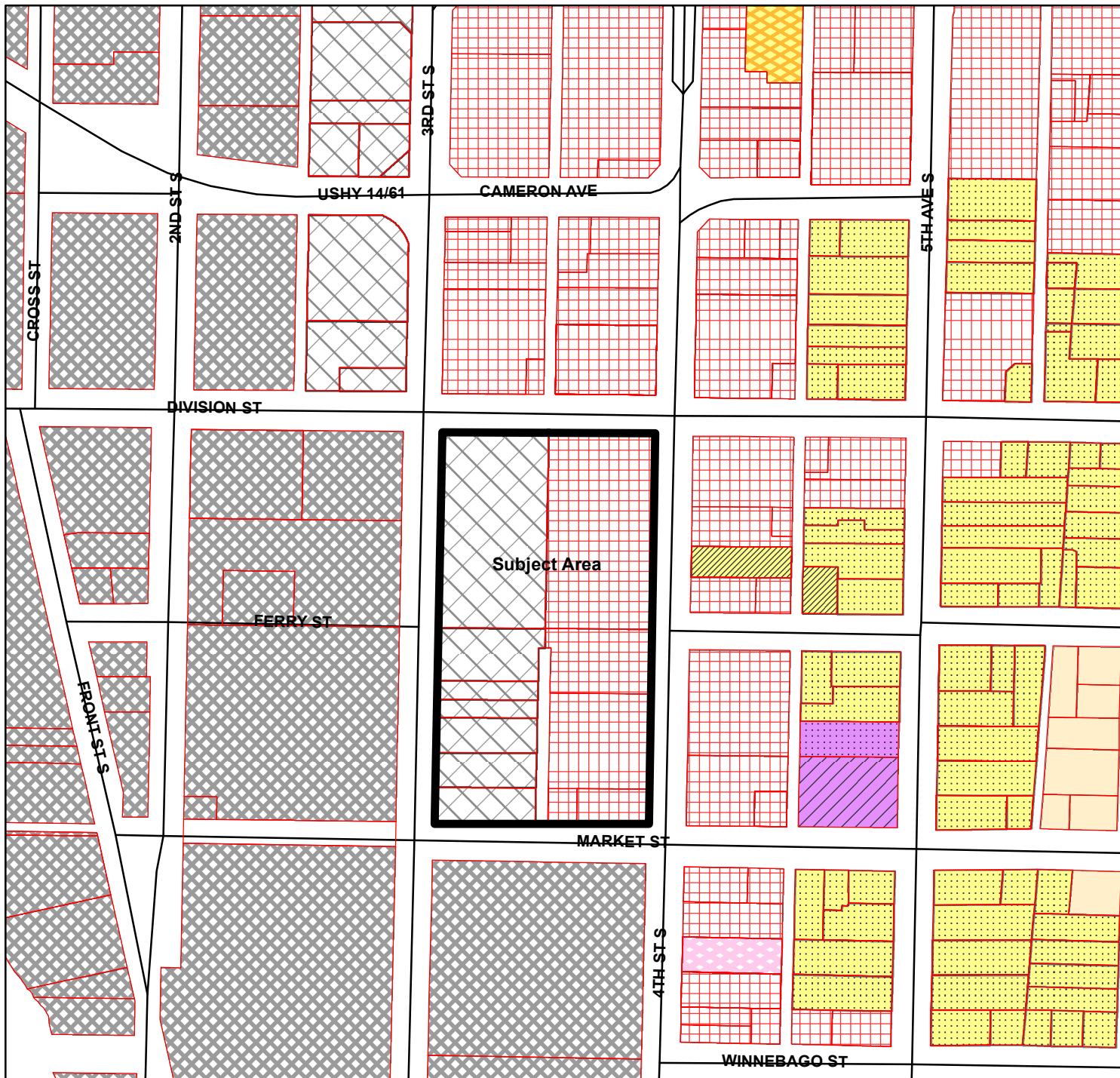
N/A

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

The proposed use for auto sales is consistent with the City's Comprehensive Plan which recommends high intensity retail and service uses.

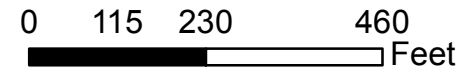
➤ **PLANNING RECOMMENDATION:**

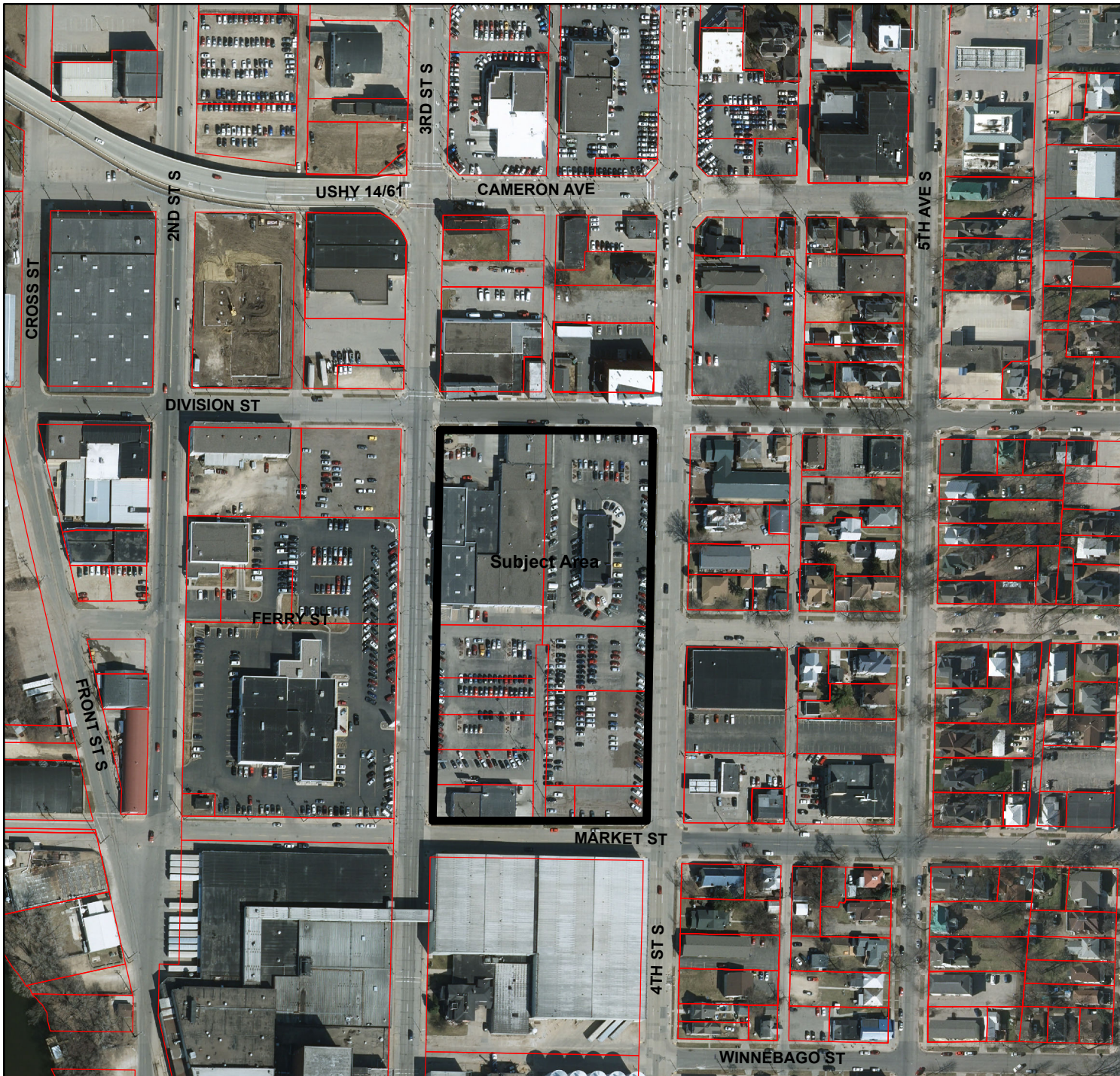
The Department of Planning and Development recognizes the inherent qualities of an automotive dealership having outdoor display of automobiles. Given this is an improvement to a previously existing auto dealership "campus" and outdoor sales lot, with an existing principal existing dealership fronting Division and 3rd Streets, the Department recommends approval of the requested exceptions. This recommendation does not relieve the applicant from other required landscaping on site per design review recommendations.


























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





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

