

CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
September 6, 2016

➤ **AGENDA ITEM – 16-0823 (Tim Acklin)**

Request for Exception to Standards for Commercial Design by Wieser Brothers General Contractors, Inc. for an expansion to Dave's Guitar Shop building at 1227 3rd St. S. allowing for an exception to the standard that 20% of facades facing any street consist of either doors, windows/glazing or trims.

➤ **ROUTING:** J&A Committee

➤ **BACKGROUND INFORMATION:**

The applicant is requesting a waiver of the commercial design standards for the property depicted on attached **MAP PC16-0823**. The applicant (Dave's Guitar Shop) is proposing to build an addition on the north end of their existing building. The proposed addition is intended to match the existing building in design and materials including window placement and height. The first floor is intended to be used as additional retail space for Dave's Guitar Shop and retail space for another business. The second floor is intended to be used for either storage or additional retail space, or both, for Dave's Guitar Shop.

The proposed addition has gone through the Commercial Design Review Process and has met all of the other requirements except for requirement 115-558(e) *The first floor facade shall include windows to provide visual interest and visual connection to the street. The total area of windows and doors on the street-facing facade, including trim, shall not be less than 20 percent of the total area of the facade, excluding gables.* This requirement would apply to the west elevation as it faces 3rd Street and the north elevation as it faces Jackson Street. The east elevation of the proposed addition only has windows around the entrance and there are no windows on the first floor of the north elevation.

➤ **GENERAL LOCATION:**

1227 3rd Street S

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

The project was approved by the Design Review Committee at their July 9, 2016 meeting with the condition that a waiver for this standard was approved by the Common Council.

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

The creation and implementation of design standards was a primary objective in the Urban Design Element of the Comprehensive Plan.

➤ **PLANNING RECOMMENDATION:**
























The applicant has stated that they do not want to provide windows on the first floor of the addition for the following reasons:


- 1) It would not match the design of the rest of the existing building and would look out of place.
- 2) Due to the type of product (guitars) being sold, having windows on the first floor would reduce the retail/display space as they are hung on the wall. Also, sunlight can be very damaging to the guitars.
- 3) The prospective tenant for the retail space is also selling a product that sunlight can be very damaging too.
- 4) Security issues. The applicant stated that they love being located in the Powell-Poage-Hamilton Neighborhood but realizes the challenges the neighborhood faces and wants to protect the investment that has been made.

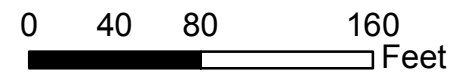
Staff completely understands all of the reasons stated to not include windows on the first floor of the addition. Additionally, Dave's Guitar Shop has been a tremendous asset to the City. Staff's only concern is that by not including windows along the first floor we will not be providing visual interest and connection to the street which is desirable for effective urban development. Adding windows can help make this building viable in the future should it ever be available to purchase. Staff is also concerned that by allowing this waiver the City will be setting a precedent for this type of design in the future. **This request is recommended for denial.**

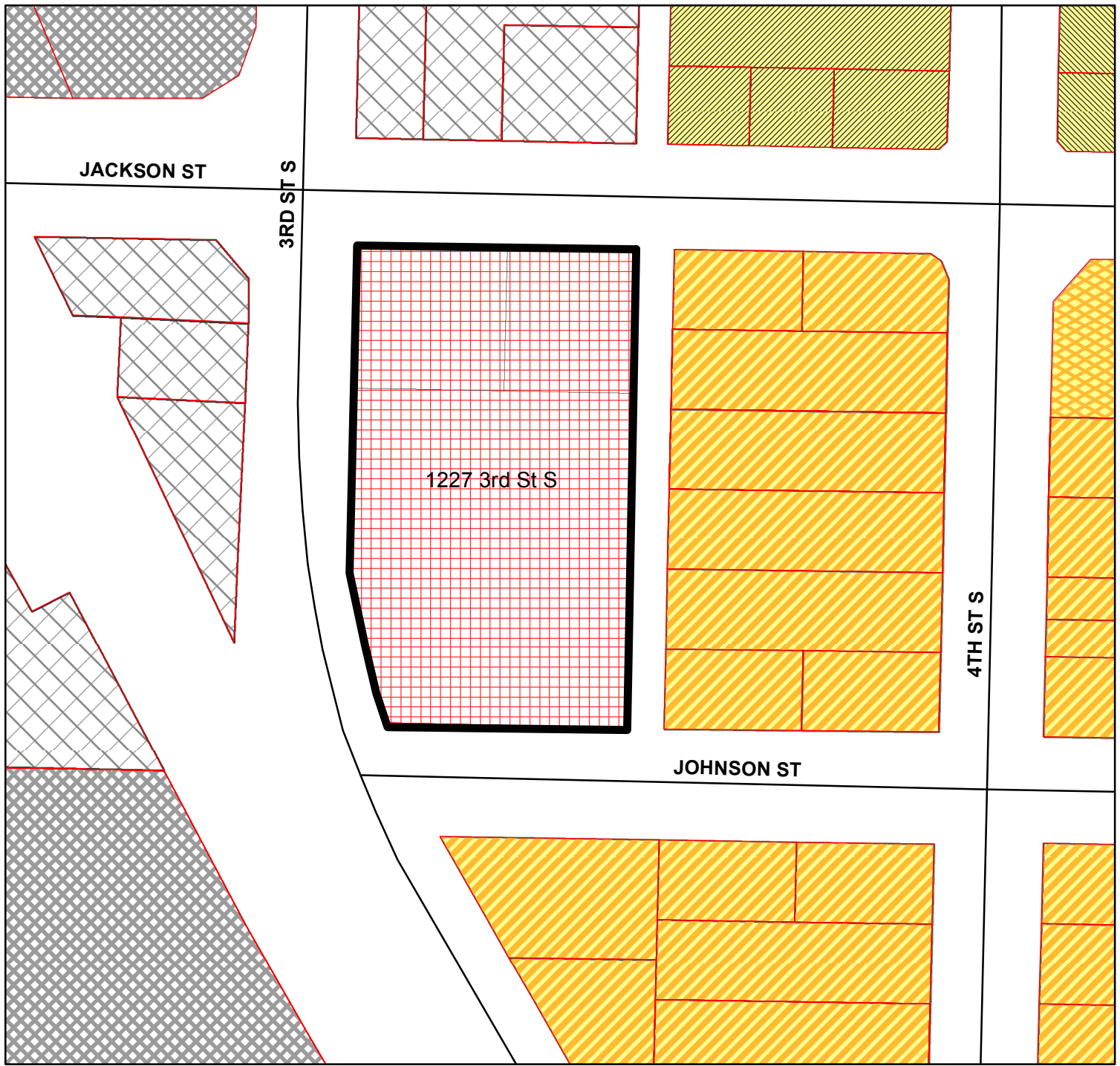


BASIC ZONING DISTRICTS

	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
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	City Limits
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