

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
January 5, 2015**

➤ **AGENDA ITEM - 14-1368 (Tim Acklin)**

AN ORDINANCE to create Sec. 115-320 of the Code of Ordinances of the City of La Crosse to designate the Historic Overlay District known as the Downtown Commercial Local Historic District and to create the design review standards for the district.

➤ **ROUTING:** J&A Committee

➤ **BACKGROUND INFORMATION:**

The subject Ordinance would designate the Downtown National Register District as a local historic district and create design standards for the district. This project was started back in 2004 when the City was working with Downtown Main Street (DMI) to develop the 2020 Downtown City Vision Master Plan, the Downtown Heritage Preservation Plan, and the Downtown Retail Market Analysis. The Heritage Preservation Plan was developed by URS Corporation, along with several property and business owners in the district, over an eight month period and was adopted in December 2004 by the La Crosse Common Council.

The preservation plan establishes goals and objectives that will preserve the historical character and integrity of the district. It includes recommendations, created by the property and business owners of the district, to achieve those goals and objectives. The major objective in the plan was to designate the National Register District as a Local Historic District, and adopt design standards.

Over the last several years staff has been working with them Design Subcommittee to finalize the proposed design standards into a draft ordinance and design standard handbook. Staff and DMI held public informational meetings for property owners within the district on October 14 and October 28, 2014. At these meetings staff presented the proposed design standards to gain feedback and to answer any questions.

The draft ordinance, nomination form, and preservation plan are attached to this legislation.

➤ **GENERAL LOCATION:**

Downtown National Register District Boundary. See attached **MAP PC14-1368**.

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

The Heritage Preservation Commission recommended approval at their December 18, 2014 Meeting.

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

Designation of this district as a local historic district and adopting design standards for the district is a primary objective in the Heritage Preservation Element of the Comprehensive Plan.

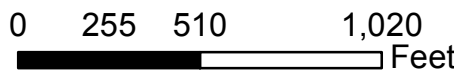
➤ **PLANNING RECOMMENDATION:**

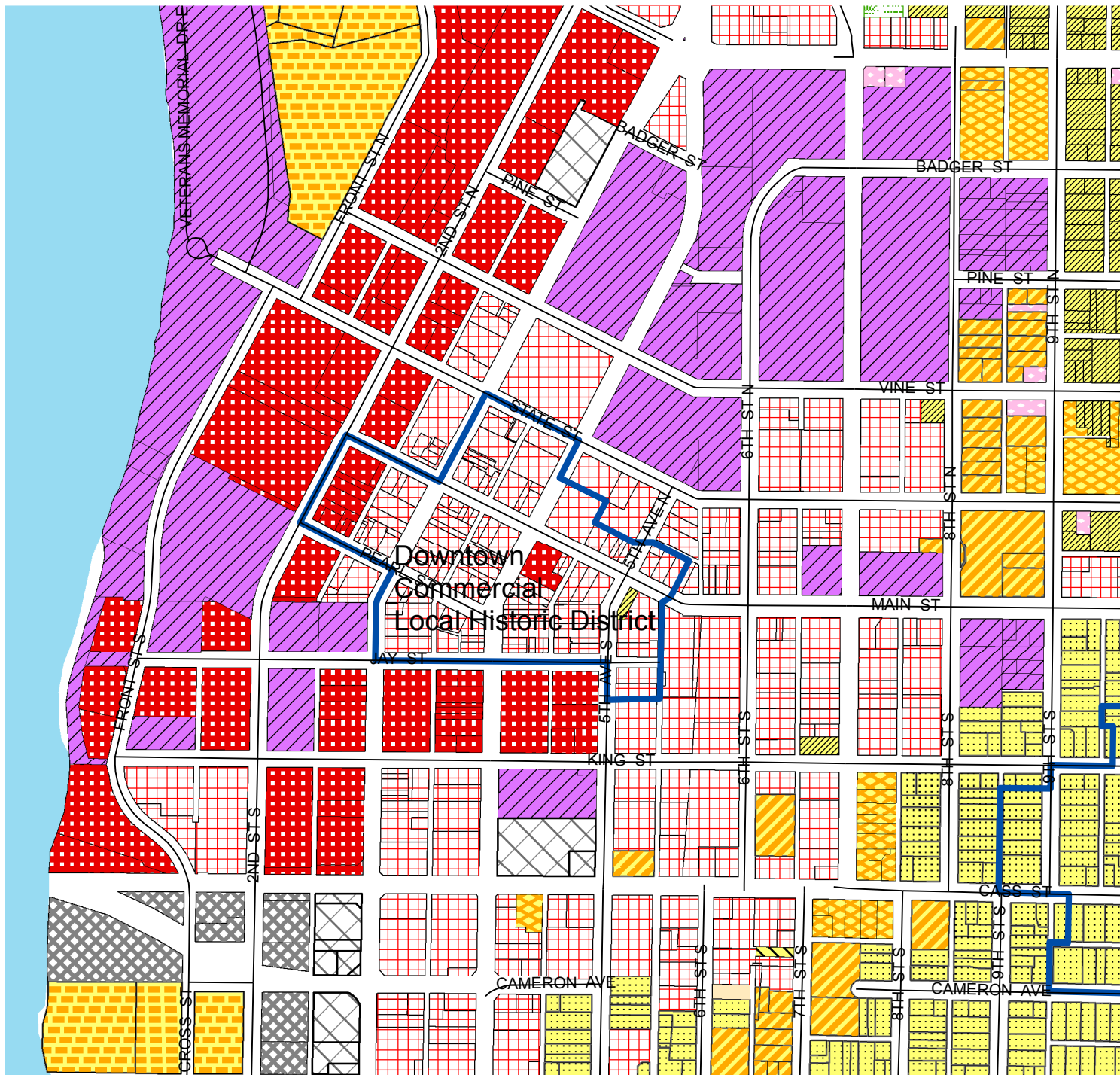
Through the years this has been a collaborative effort between the City, DMI, and Downtown building owners. Over the last three years as the project was finalized and presented for public comment, there has been substantial support, with no opposition raised for this ORDINANCE. **This ORDINANCE is recommended 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
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- A1 - AGRICULTURAL
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