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Rezoning Request for 918-940 Division St. "C&C Residences" - Townhomes

March 21, 2025
City Council

Project Address: 918-926 Division St.

Please consider this the cover letter for the formal application to rezone from R5 to TND at the above-referenced address, which we are calling "C&C Residences." Enclosed with this application, please find all of the items detailed in Section 115-403 of the La Crosse Municipal Code, which was submitted by ISG, Inc. earlier today.

C&C Residences is a unique and thoughtful residential redevelopment designed to provide high-quality, attainable housing while fostering long-term neighborhood stability. This project is the result of a collaborative effort spanning over three years between Three Sixty Real Estate Solutions, Habitat for Humanity, Mayo Clinic, and neighborhood stakeholders. Throughout this process, extensive community engagement and coordination have ensured that the development meets the needs of neighborhood residents while promoting sustainable urban growth. Importantly, this project directly addresses the demand for workforce housing expressed by Mayo Clinic Health System, providing housing solutions for employees who contribute to the region's healthcare sector.

The overall C&C Residences project, when viewed as a whole, achieves a density of 28 dwelling units per acre, which aligns with the intended range of the zoning code and embodies its principles. By integrating a mix of housing types, including rental apartments and homeownership opportunities, this project reflects the zoning code's vision for balanced, sustainable growth. The combination of density, affordability, and thoughtful design ensures that C&C Residences enhances the neighborhood while fulfilling the city's long-term planning goals. This coordinated effort between Three Sixty Real Estate Solutions, Habitat for Humanity, Mayo Clinic, the neighborhood, and the broader community demonstrates a thoughtful approach to density, balancing high-quality rental housing with homeownership opportunities. This integrated approach demonstrates that the development exceeds the spirit of the zoning code while responding to market needs and providing diverse, attainable housing options that strengthen the community.

Additionally, we are actively working with the neighborhood to preserve and enhance the existing community garden space, ensuring that this valued resource remains a vital part of the project moving forward. We have also partnered with the La Crosse Police and Fire Departments to allow them to use the vacant homes on the site for training purposes before redevelopment begins. This initiative strengthens public safety efforts and reinforces our commitment to contributing to the broader community.

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Over the past several months, we have engaged with planning, engineering, and staff regarding this application. These discussions have provided valuable insight into ensuring that C&C Residences aligns with the city's broader planning objectives.

C&C Residences aligns seamlessly with the City of La Crosse's Comprehensive Plan and Vision for Future Land Use in the Washburn neighborhood. The plan calls for an increase in affordable and workforce housing while maintaining a diverse mix of housing types. This development directly supports those goals by introducing medium-density housing that is well-integrated with the surrounding neighborhood. Additionally, the site's location makes it an ideal fit for increased residential density, aligning with the city's vision for responsible urban growth.

A key infrastructure improvement associated with the project is revitalizing an underutilized site that currently consists of a vacant single-family home. By replacing this structure with a thoughtfully designed, higher-density development, C&C Residences will optimize land use, improve connectivity, and enhance the overall streetscape. Walkable streetscapes, shared garden spaces, and connectivity will help establish a livable and community-focused environment. Sustainability is a central component of C&C Residences, incorporating Three Sixty Real Estate's Agriwild philosophy to enhance the neighborhood and promote sustainably conscious development.

Currently, the site has an approximate value of $200,000. With the completion of the C&C Residences townhomes development, the projected value will increase to approximately $2,600,000. This substantial appreciation aligns with the city's goal of enhancing property values, expanding the tax base, and supporting long-term economic sustainability. The increased tax revenue generated by this development will provide resources for city infrastructure and services, further benefiting the broader La Crosse community.

We look forward to improving the aesthetics of this block, providing much-needed housing options, and increasing the tax base with the C&C Residences project. If there are any questions regarding this application, please contact me at the number or email below.

Thank you for your consideration.

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