City Plan Commission Meeting

June 30, 2025

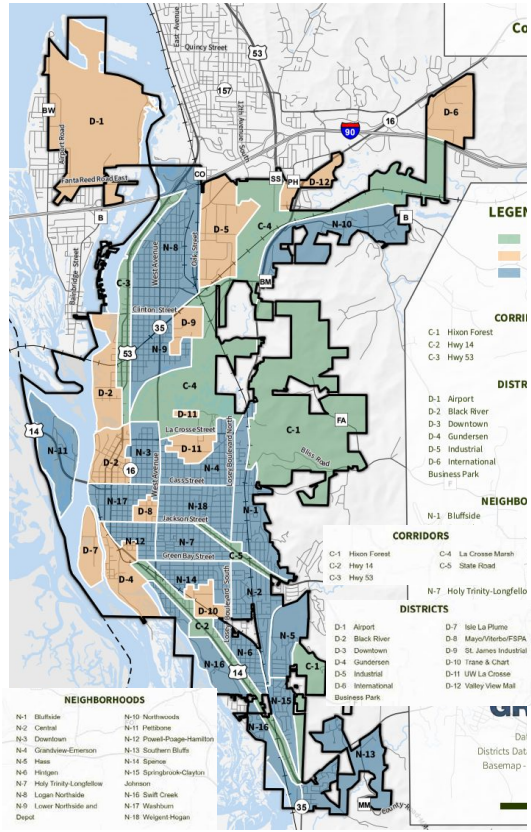
Zoning Code & Subdivision Update

LA CROSSE WISCONSIN

Agenda

a. Introduction & April recap
b. Scope, Schedule & Progress
c. Update Process
d. Study Guide
e. General Ideas: Residential, Commercial & Industrial
f. Next steps

Comprehensive Plan - NDC Framework



Neighborhoods:

La Crosse neighborhoods have distinct identities, housing characteristics, unique history, and geographic features. They are typically compact, pedestrian-friendly, and mixed-use. Neighborhoods may contain a number of supporting uses and activities that serve residents, such as parks, schools, libraries, small-scale retail, and other services. Neighborhood associations were consulted during the creation of this comprehensive plan to help identify the vision and land uses within La Crosse's neighborhoods.

Districts:

Districts are larger areas where the City, property owners, developers, and investors should concentrate business, commercial, and industrial activity and expansion over the next twenty years. Districts may emphasize a special single use or purpose, but may contain a variety of other uses and activities. For example, a shopping district may have primarily commercial uses with a few small-scale industrial uses mixed in. La Crosse's districts are based on types of dominant uses, include overlapping neighborhoods, and have generally larger geographic extents.

Corridors:

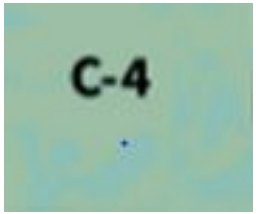
Corridors are linear areas that provide connectivity between the neighborhoods and districts. Corridors can accommodate a variety of land uses, including natural, recreational, and cultural uses. They can range from boulevards and rail lines to rivers and parkways. La Crosse has several major corridors identified based on transportation and environmental features.

The Built Form Study:

- samples the typical development pattern for each of the neighborhoods, districts and corridors
- better understand the physical dimensions of building type, site plan, street frontage and block pattern as well as other conditions.

18 Neighborhoods

12 Districts



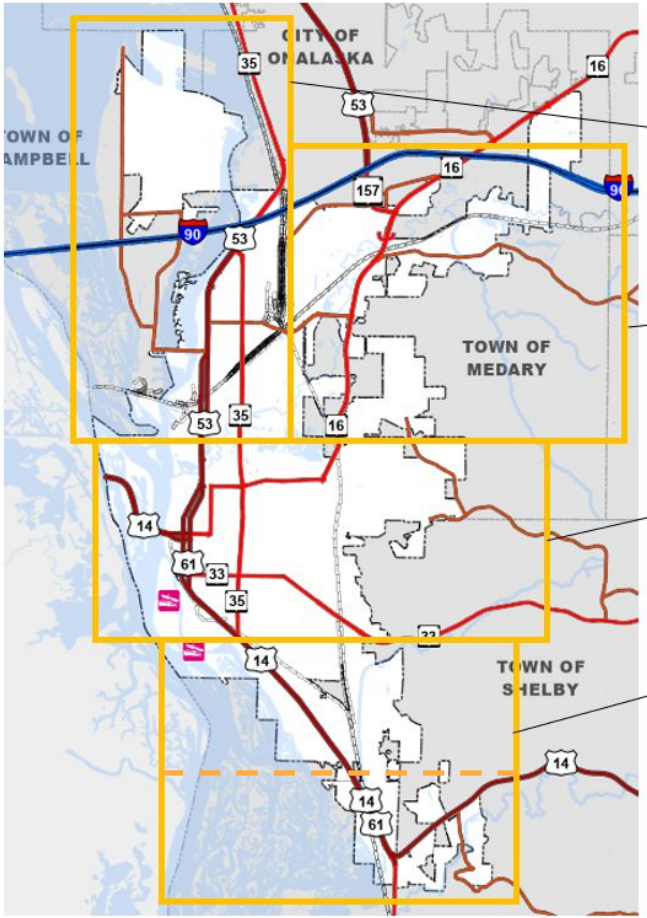
5 Corridors

General Character Areas

Map Key

Character Areas

- TN – Traditional Neighborhood
- TNV – Traditional Neighborhood Varied
- TSS – Traditional Shopping Street
- CN – Contemporary Neighborhood
- UMX – Urban Mixed Residential
- MN – Modular Neighborhood
- CMX – Corridor Mixed
- CSF – Commercial Small Format
- CLF – Commercial Large Format
- C/E/M – Campus/Ed./Med.
- DT- Downtown
- DC- Downtown Core/Main Street
- ISL – Industrial Small Lot
- ILL – Industrial Large Lot



North Area

East Area

Central Area

South Area: 1 & 2

General Character Areas

Traditional neighborhood

Traditional neighborhood varied

Contemporary neighborhood

Urban mixed residential

Modular neighborhood

Traditional shopping street

Corridor mixed

Corridor commercial: large & small format

District (medical/ed)

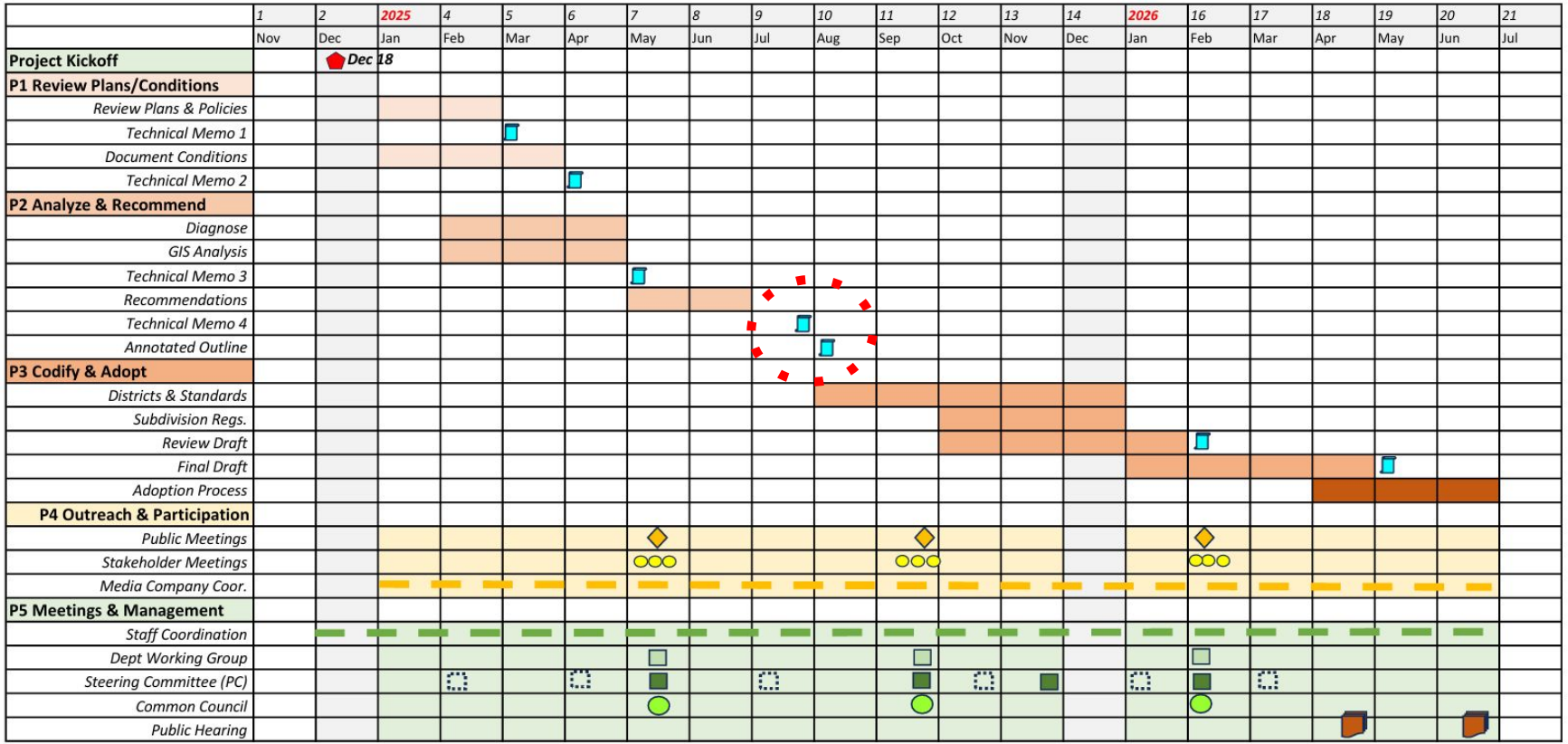
Downtown

Downtown Core (Main Street)

Industrial large lot

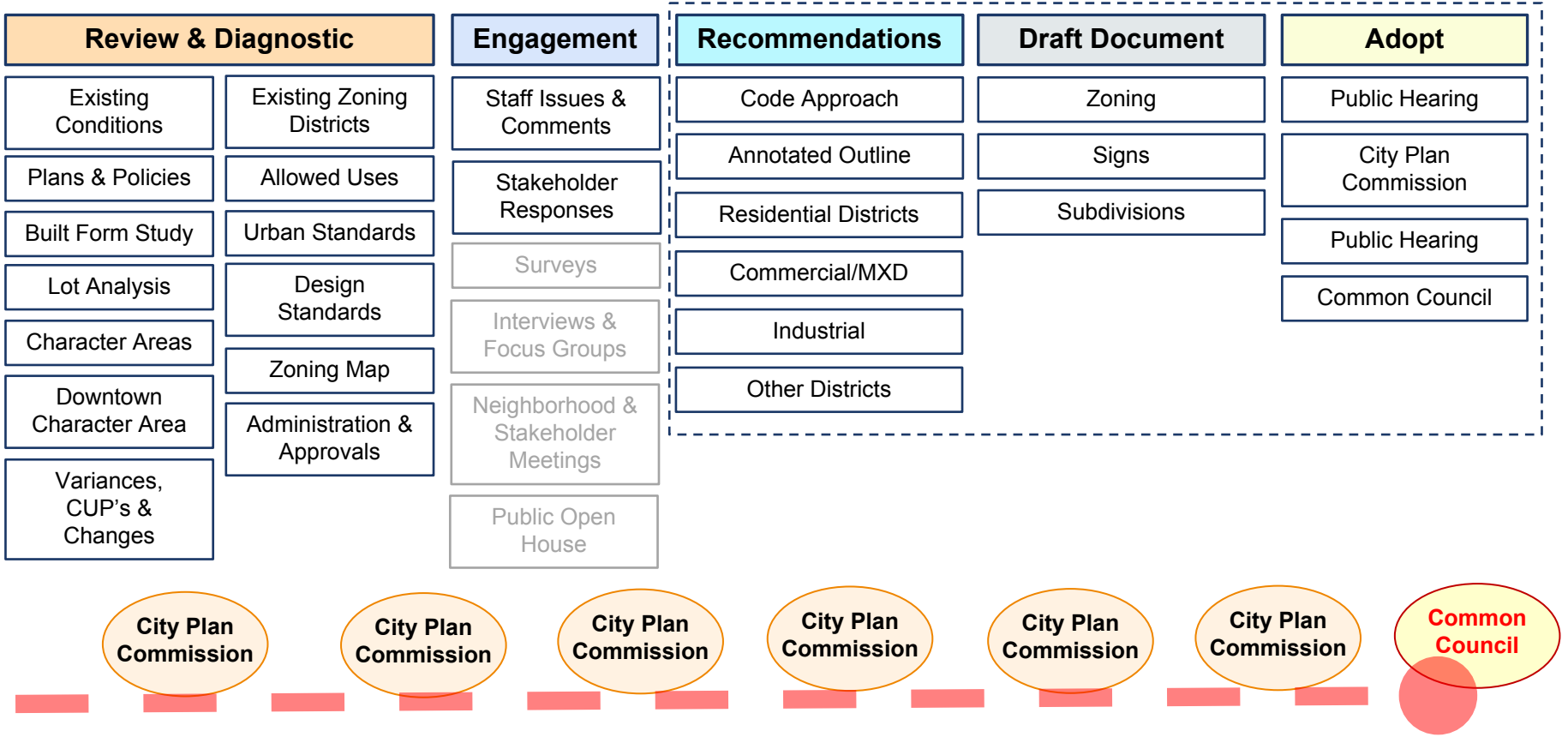
Industrial small lot

Scope, Schedule & Progress

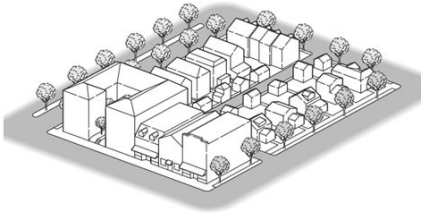


FORWARD LA CROSSE ZONING CODE UPDATE

Process


Review & Diagnostic
Existing Conditions
Plans & Policies
Built Form Study
Lot Analysis
Character Areas
Downtown Character Area
Variances, CUP's & Changes
Existing Zoning Districts
Allowed Uses
Urban Standards
Design Standards
Zoning Map
Administration & Approvals
Engagement
Staff Issues & Comments
Stakeholder Responses
Surveys
Interviews & Focus Groups
Neighborhood & Stakeholder Meetings
Public Open House
Recommendations
Code Approach
Annotated Outline
Residential Districts
Commercial/MXD
Industrial
Other Districts
Draft Document
Zoning
Signs
Subdivisions
Adopt
Public Hearing
City Plan Commission
Public Hearing
Common Council
City Plan Commission
City Plan Commission
City Plan Commission
City Plan Commission
City Plan Commission
City Plan Commission
Common Council

Study Guide



Zoning & Subdivision Update
City Plan Commission

Study Guide | *June 30, 2025*

FORWARD LA CROSSE ZONING CODE UPDATE

Study Guide

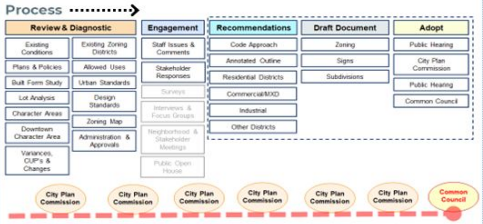
Introduction

Use this study guide to help organize the information, analysis and steps to better understand the content of the zoning code and subdivision regulations including existing conditions, code diagnostics, applicable plans and policies, built form and character analysis. Below is the general process for how the code and subdivision regulations will be updated based on direction and input from community stakeholders, staff comments and guidance from the City Plan Commission.

Topics to Review

1) Memo 1 - Conditions & Plans
2) Memo 2 - District Summaries & Subdivisions
3) Built Form Study
4) Character Areas
5) Downtown Character Areas
6) Lot Size Study
7) Memo 3—Administration
8) Approval Flowchart Diagrams

Process



Notes

Study Guide

Memo 1: Existing Conditions

a) 2040 Comprehensive Plan
b) 2024 Housing Study Summary
c) Analysis to Impediments to Fair Housing Choice
d) Imagine 2040 Downtown Plan
e) History of Variances
f) History of Conditional Use Permits
g) Other adopted plans & policies

!/?

- *What are the key policies from the Comp Plan driving the zoning and subdivision updates?*
- *Review the Housing Study recommendations relative to zoning code content.*

!/?

Population information from the Comp Plan:

- *Population is projected to moderately increase from 50,869 (2021) to 53,480 (2050)*
- *As of Jan 1, 2024 the population was 52,115 (WI Department of Admin. Estimate)*

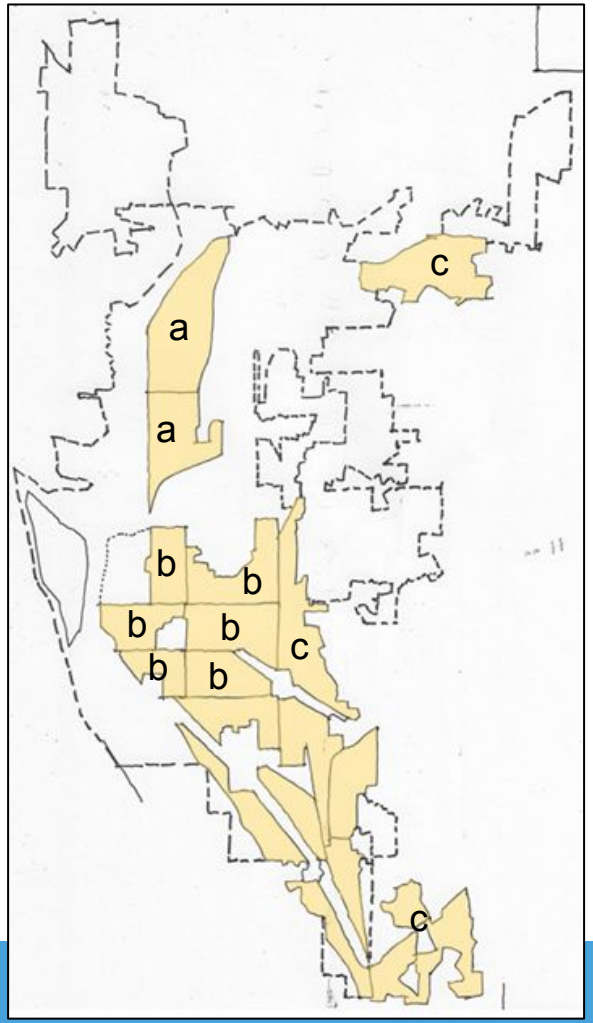
Residential land use makes up about 19% of the total land area in the City. Residential definitions from the Comp Plan (p. 32):

- ***Low-Density Residential**—mostly one-two story single-family structures but may also include two- and three-unit dwellings; other housing types such as townhomes and rowhomes may be compatible, especially if developed to fit a single-family mold*
- ***Medium Density Residential** - may include a variety of housing types including townhomes, rowhomes, small multi-family buildings, and large multi family buildings of two-four stories*
- ***High-Density Residential** - includes multi-family units in structures taller than three stories; interconnected within surrounding neighborhoods and as well as near major streets connections and employment/ commercial areas.*

Notes

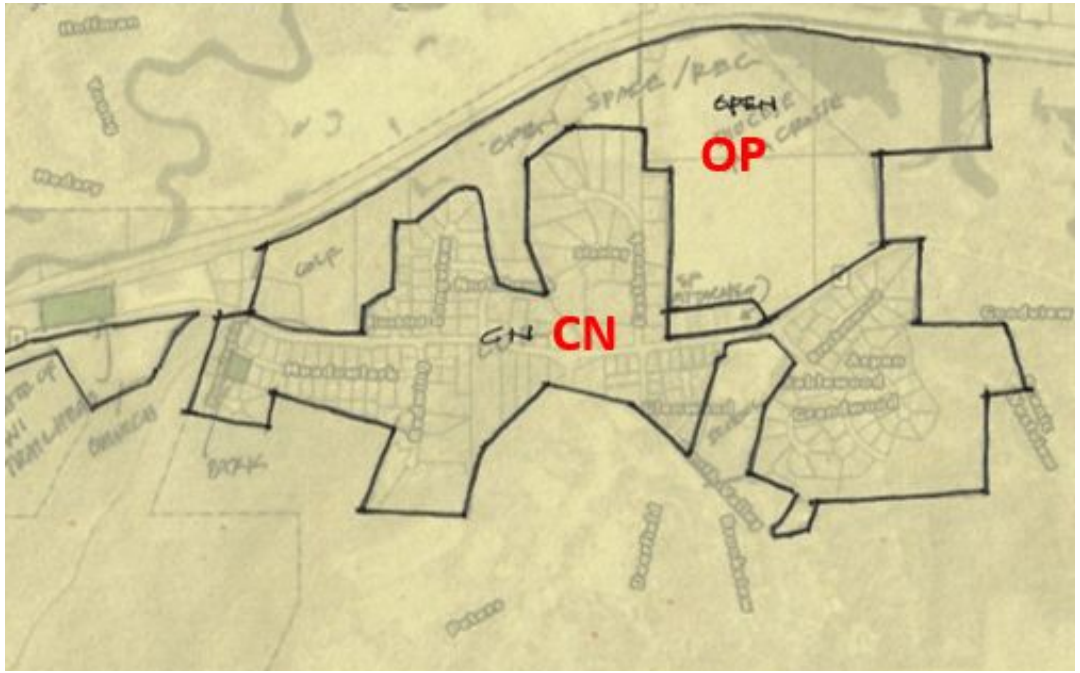
General Ideas for Districts: *Residential*

- *Residential neighborhood boundaries are shown in yellow at right*
- *(a) The Logan Northside and Lower Northside neighborhoods contain a more consistent low density, detached residential pattern*
- *(b) Neighborhoods in the central part of the city (e.g., Downtown, Grandview-Emerson, Washburn, Weigent-Hogan, Powell-Poage-Hamilton and Holy Trinity-Longfellow) include more corridors and districts that tend to influence greater housing development changes, density and diversity*
- *(c) Typical large lot, single family zoning would pretty much remain as is*



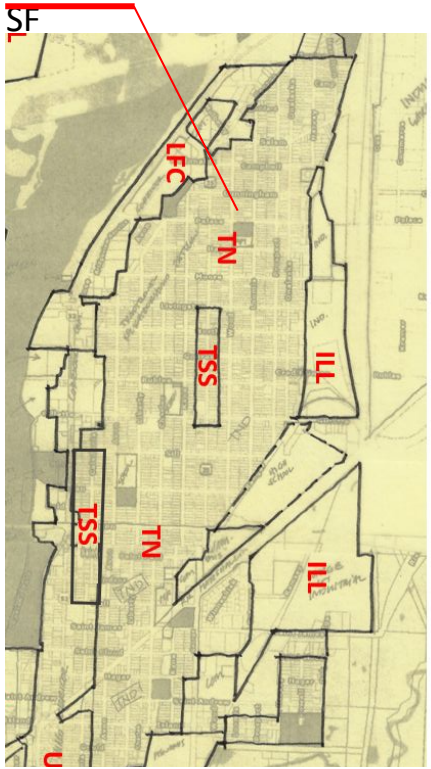
General Ideas for Districts: *Residential*

Garden District – single unit, detached, larger lots: 10,000 SF or more



General Ideas for Districts: *Residential*

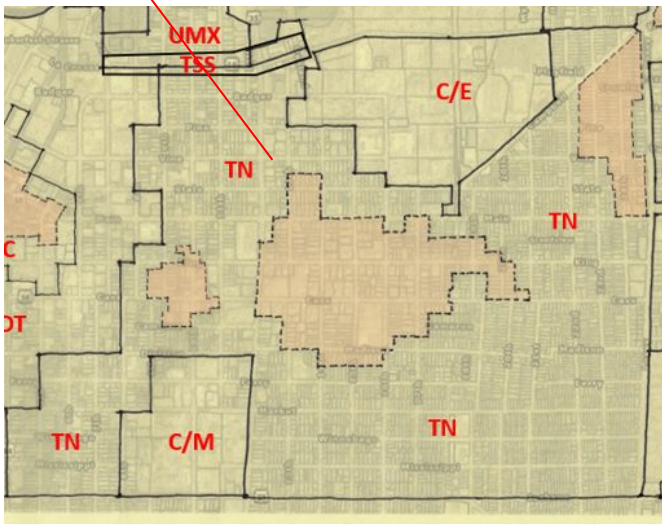
Neighborhood District North – attached, detached & small cluster types, lot range from 2500-7500



- Building types should respond to the scale and character of the neighborhood
- Can include detached types, 2 unit/lot & duplex types.
- Other building types: small residential court, pocket neighborhood, attached townhouses and accessory dwelling units.
- Lot size range from 2500 sf to 7500 sf

General Ideas for Districts: *Residential*

Neighborhood District Central – attached, detached & smaller multi-family types
Neighborhood Mixed Use – range of residential types & small commercial shops



- Building types should respond to the scale and character of the neighborhood
- Building types include: attached, detached units, and neighborhood scale multi-family & mixed use buildings
- Lot size range from 5000 sf

General Ideas for Districts: *Residential*

Traditional Neighborhood Development District

WI Model Ordinance

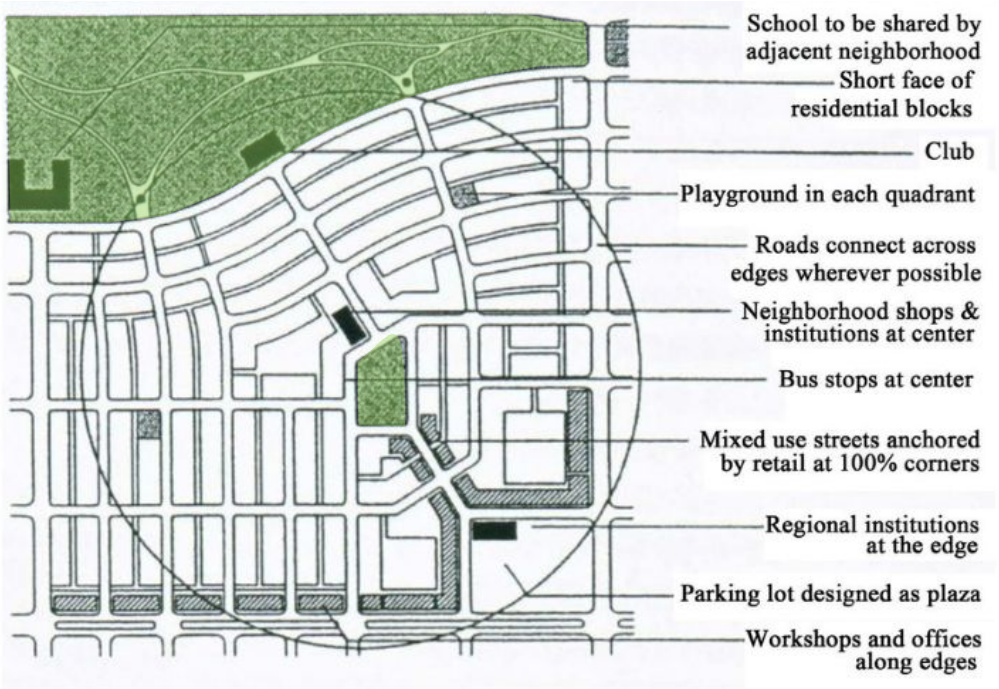
1.3 Applicability. The traditional neighborhood development ordinance is an alternative set of standards for development within the [City/Village] for new development of [15 acres or more] contiguous to existing development, redevelopment or infill development of [10 acres or more].

Source: A Model Ordinance for a Traditional Neighborhood Development, UW Extension, April 2001

La Crosse Zoning

(b)*Applicability*.

(1)Traditional Neighborhood Development is for lot sizes less than two acres.



General Ideas for Districts: *Commercial Corridor & Large Format*

Commercial Corridor – auto-oriented pattern common to local corridors today; mainly commercial/service uses (re: Hwy 14 & Losey Blvd)

Urban Corridor/MXD – range of commercial uses & larger multi-family units in a walkable pattern; use of regulating plan (re: Hwy 53 Plan)

General Ideas for Districts: *Industrial*

General Industrial – addresses most industrial/large lots *& large format buildings in current use

Crafters & Makers District – smaller lot industrial, assembly, & employment that fits into existing neighborhood/corridor character

Character Area: *Downtown – Three Distinct Areas*

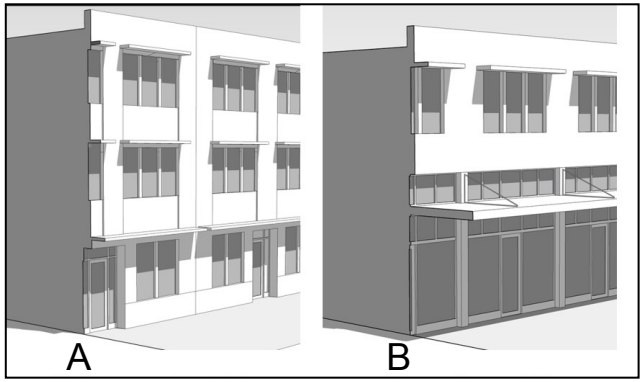
Three distinct areas assume that the zoning districts may also be more responsive to the character of each with the “main street” area requiring the most rigorous standards and regulations.

Downtown Area

Core

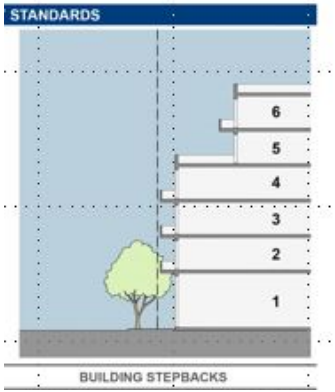
“Main street”

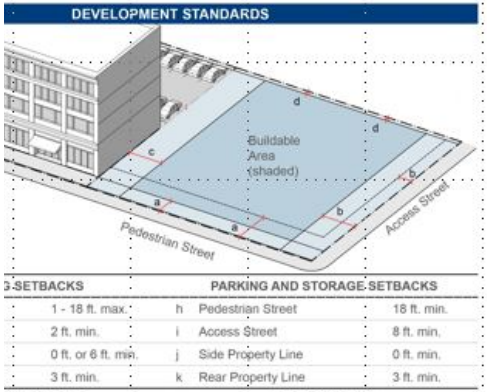
Downtown "*Main Street*" - *Coding for Frontage*



"Main Street" district would be regulated by two frontage types:

- common entry (A)
- Shopfront (B)





Dimensional & urban standards would use simple graphics to communicate regulations

Active building frontage

Next Steps: July, August…..

- Engagement – Interviews and Focus Groups
- Compile and summarize survey
- Approach & Recommendations
- Annotated Outline

Questions & Comments

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www.forwardlacrosse.org