CITY OF LA CROSSE

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LEGISLATION STAFF REPORT FOR COUNCIL

File ID: 26-0644

Caption: Resolution Establishing the Boundaries of and Approving the Project Plan for Tax Incremental District No. 22.

Staff/Department Responsible for Legislation

Planning and Economic Development

Requestor of Legislation

Julie Emslie

Location, if applicable

529 & 455 Park Plaza Drive.

Summary/Purpose

The creation of TID 23 would allow for desired redevelopment of 455 Park Plaza Drive, and allow for the potential redevelopment of the currently vacant parcel at 529 Park Plaza Drive.

Background

The property owner of 455 Park Plaza Drive is actively working to redevelop this parcel into a multifamily, mixed use residential project. The property has already invested significant resources into getting the site ready for development. Preliminary review of the site plans and restrictions indicate that Tax Increment Financing (TIF) will be a necessary tool to make this development project feasible. Additionally, the neighboring parcel is currently vacant and underutilized and could likely benefit from TIF assistance as well. Consideration for this resolution went before the Joint Review Board and City Plan Commission on June 1, 2026, both of which recommended approval to the City Council.

Fiscal Impact

N/A

Staff Recommendation

Approval