Agenda Item 26-0619 (Tim Acklin)

AN ORDINANCE to amend Subsection 115-110 of the Code of Ordinances of the City of La Crosse by transferring certain property from the Commercial District to the Planned Development District - General, allowing for redevelopment of the property into commercial and residential uses at 2330, 2334, 2400, 2402, 2406, 2408, 2410, 2416, 2418, 2420, 2422, 2424, 2430, 2432, 2434, 2532, and 2536 Rose St.

General Location

Council District 1 in the Logan Northside Neighborhood Association. Located along State Highway 53/Rose Street just south of Interstate 90, Exit 3 as depicted on attached Map PC26-0619. (Bridgeview Plaza) The property is surrounded by commercial to the north and south along Highway 53 and residential and a park to the east.

Background Information.

The applicant is requesting Planned Development- General (PPD-General) in order to redevelop Bridgeview Plaza to include new mixed-use and multi-family buildings. Specifically, the strip mall structure between the existing Harbor Freight building and The Blue Zone (Pickleball Courts) will be demolished. The applicant intends to subdivide the parcel into several smaller parcels with the primary intent to have each building, existing and new, on their own parcel.

Phase 1 will be the construction of a 5-story building where the existing strip mall is to be demolished. It will consist of 101 units (mostly 1- & 2-bedroom units and five (5) 3-bedroom units) and 95 underground parking stalls.

Phase 2 will be the construction of second 5-story building parallel to the first located out in the parking lot along Highway 53/Rose Street. It will consist of 100 units (mostly 1- & 2-bedroom units, eight (8) studio units, and eight (8) 3-bedroom units) and 95 underground parking stalls. There will also be some space dedicated for commercial use.

The rest of the site, particularly the parking lot, will be reconfigured around the new buildings. Additionally, the applicant has been working with the owners of North Country Steak Buffet to relocate them to a new space within the development, demolish the existing building and create additional surface parking.

Recommendation of Other Boards and Commissions

Preliminary plans for the proposed development were reviewed by the Design Review Committee on June 20, 2025. Final plans will still need to be reviewed by this Committee.

Consistency with Adopted Comprehensive Plan

The subject parcel is located in the C-3 Corridor area (Highway Route 53). Both “High Intensity Mixed-Use” and “High Density Residential”, which is what proposed, is listed as “desirable” for this area.

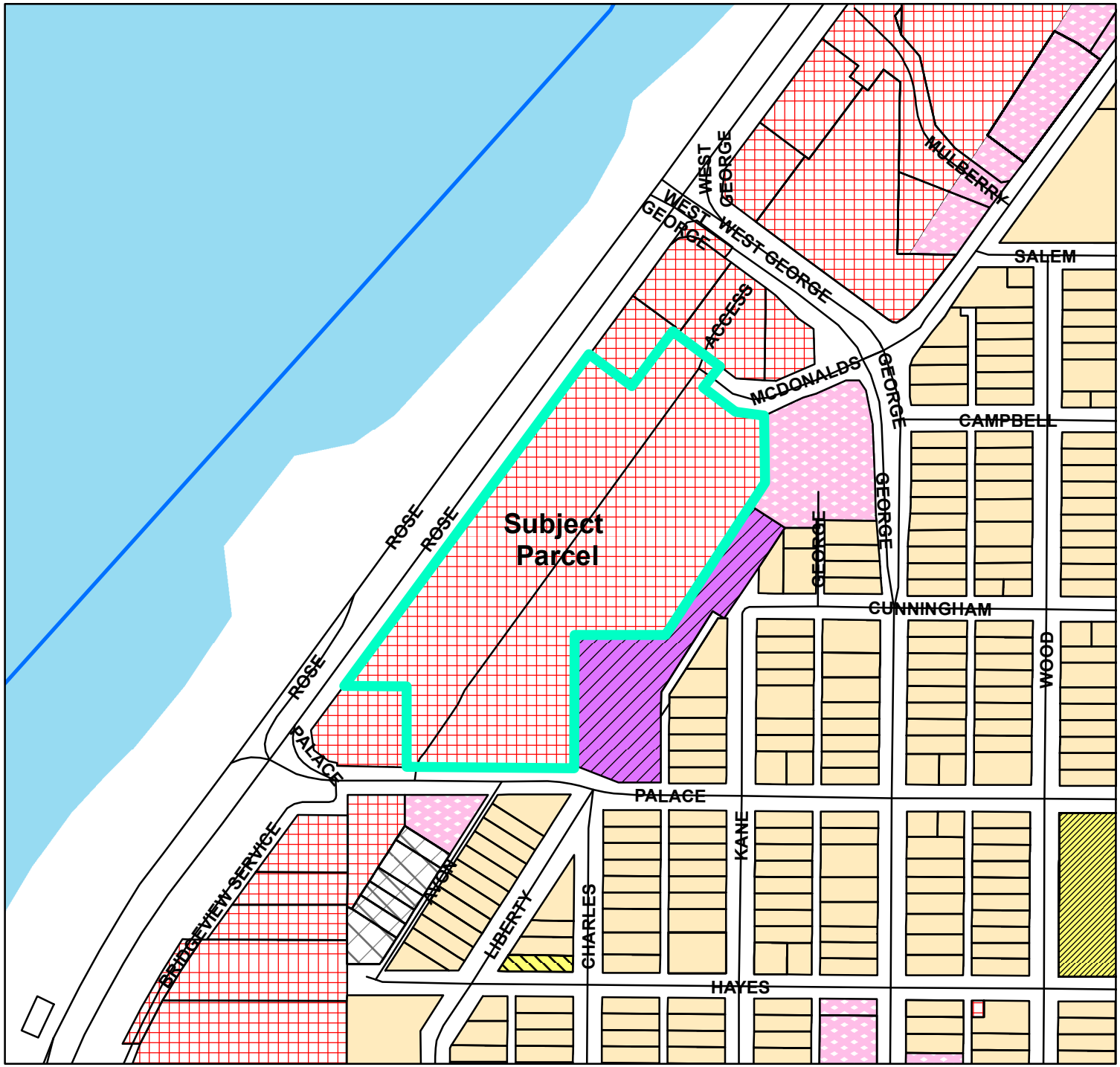
In the Highway 53 Corridor Master Plan, adopted in 2018, Bridgeview Plaza in located in Pulse Node A that included the following recommendations for redevelopment:

- Provide mixed residential, multi-story buildings
- Provide mixed commercial buildings with shared parking opportunities
- Create new mixed-use development on the Bridgeview Plaza site

Staff Recommendation

The applicants will still need to finalize their civil and architectural plans and have them reviewed by the Design Review Committee and approved by staff. They will also have to come back to the Common Council for final approval of Planned Development District-Specific zoning. At this time, they are looking for approval of use. **This item is recommended for approval.**

Routing J&A 6.30.26



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
- EA - EXCLUSIVE AG
- City Limits
- SUBJECT PROPERTY

0 165 330 660 Feet

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