City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Agenda - Final

Common Council

Tuesday, September 22, 2026 | **4:10 PM** | **Council Chambers, City Hall, First Floor**

Special Meeting per Sec. 2-34 La Crosse Municipal Code

This meeting is open for in-person attendance and will also be available through video conferencing. The meeting can be viewed (no participation) by visiting the Legislative Information Center Meetings calendar (https://cityoflacrosse.legistar.com/Calendar.aspx) - find the scheduled meeting and click on the "In Progress" video link to the far right in the meeting list.

Mayor Shaundel Washington-Spivey, Presiding

Roll Call

Agenda Item:

26-0932 AN ORDINANCE to amend Subsection 115-110 of the Code of Ordinances of the City of La Crosse by transferring certain property from the Planned Development District - Specific to the Commercial District, allowing for the development of a restaurant with a drive-thru facility at 4358 Mormon Coulee Rd.

Short-circuited 8/31/2026 per Sec. 2-34 of the Municipal Code

Adjournment

Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.

NOTICE TO PERSONS WITH A DISABILITY
Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to ADAcityclerk@cityoflacrosse.org, with as much advance notice as possible.

Council Members:
Tamra Dickinson, Erin Goggin, Barb Janssen, Larry Sleznikow, Olivia Stine, Christine Kahlow, Gary Padesky, Mackenzie Mindel, Aron Newberry, Jennifer Trost, Crystal Bedford, Lisa Weston, Rosanne Northwood

City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 26-0932

Agenda Date: 9/22/2026 **Version:** 1 **Status:** New Business

In Control: Judiciary & Administration Committee **File Type:** Ordinance

Agenda Number:

ORDINANCE NO.: _____

AN ORDINANCE to amend Subsection 115-110 of the Code of Ordinances of the City of La Crosse by transferring certain property from the Planned Development District - Specific to the Commercial District, allowing for the development of a restaurant with a drive-thru facility at 4358 Mormon Coulee Rd.

THE COMMON COUNCIL of the City of La Crosse do ordain as follows:

SECTION I: Subsection 115-110 of the Code of Ordinances of the City of La Crosse is hereby amended by transferring certain property from the Local Business District to the Planned Development District - Specific to the Commercial District on the Master Zoning Map, to-wit:

A portion of current Tax Parcel 17-50323-500; 4358 Mormon Coulee Rd

SECTION II: Should any portion of this ordinance be declared unconstitutional or invalid by a court of competent jurisdiction, the remainder of this division shall not be affected.

SECTION III: This ordinance shall take effect and be in force from and after its passage and publication.

_____
Shaundel Washington-Spivey, Mayor

_____
Nikki M. Elsen, City Clerk

Passed:
Approved:
Published:

August 28, 2026

City Clerk's Office
City of La Crosse
400 La Crosse Street
La Crosse, WI 54601

RE: Rezoning Petition - 4358 Mormon Coulee Road

Dear City Clerk:

Please accept the enclosed Petition for Amendment of Zoning District Boundaries for the newly created parcel located at 4358 Mormon Coulee Road in the City of La Crosse.

The applicant is requesting that the property be rezoned from PDD-Specific to C2 Commercial. The rezoning is necessary because the Master Development Plan associated with the existing PDD-Specific zoning designation does not include the proposed development.

The property is proposed to be developed with an approximately 2,400-square-foot freestanding restaurant with drive-thru facilities and related site improvements. The site is located within an established commercial corridor, and the proposed C2 Commercial zoning classification is compatible with surrounding commercial uses and the City's long-range planning objectives.

Enclosed with this submission are the following:

1. Petition for Amendment of Zoning District Boundaries;
2. Approved Certified Survey Map showing the new parcel and legal description;
3. Site plan;
4. Building elevations; and
5. Application fee of $500 and special-meeting fee of $1,000.

Thank you for your consideration of this request. Please contact me if any additional information is required.

Sincerely,

Adam J. Dreier
Principal, Sr. Vice President
Mid-America Real Estate - Wisconsin, L.L.C.
Mobile: 414.687.5828
adreier@midamericagrp.com

26-0932

PETITION FOR CHANGE TO ZONING
CITY OF LA CROSSE

AMENDMENT OF ZONING DISTRICT BOUNDARIES

Petitioner (name and address):

Alliance Development - 230 Ohio Street, Suite 200, Oshkosh, WI 54902

Owner of site (name and address):

Shelby Mall South LLC (Allan McCormick) - 2809 Losey Blvd., La Crosse, WI 54601

Address of subject premises:

4358 Mormon Coulee Road, La Crosse, WI 54601

Tax Parcel No.: To be assigned following recording of the Certified Survey Map.

Legal Description (must be a recordable legal description; see Requirements):

*portion of current tax parcel 17-50823-500
See attached Certified Survey Map (CSM)

Zoning District Classification: PDD-Specific (Planned Development District - Specific)

Proposed Zoning Classification: C2 Commercial District

Is the property located in a floodway/floodplain zoning district? ___ Yes X No

Is the property/structure listed on the local register of historic places? ___ Yes X No

Is the Rezoning consistent with Future Land Use Map of the Comprehensive Plan? X Yes ___ No

Is the Rezoning consistent with the policies of the Comprehensive Plan? X Yes ___ No

Property is Presently Used For:

The subject property is currently vacant commercial land that is being created through an approved Certified Survey Map from a larger commercially developed property located along the Mormon Coulee Road commercial corridor.

Property is Proposed to be Used For:

The applicant proposes development of a freestanding approximately 2,400-square-foot quick service restaurant, together with a drive-thru facility, parking, landscaping, utilities, stormwater management improvements, and other related site improvements.

Proposed Rezoning is Necessary Because (Detailed Answer):

The subject property is currently located within a Planned Development District (PDD-Specific). The Master Development Plan associated with the existing PDD-Specific zoning designation does not include the proposed restaurant development.As part of the Certified Survey Ma

Proposed Rezoning will not be Detrimental to the Neighborhood or Public Welfare Because (Detailed Answer):

The proposed rezoning will not be detrimental to surrounding properties or the public welfare because the property is located within an established commercial area of the City of La Crosse characterized by retail, restaurant, service, and other commercial uses.The proposed C2 C

Proposed Rezoning will not be Detrimental to the City's Long Range Comprehensive Plan Goals, Objectives, Actions and Policies Because (Detailed Answer):

The proposed rezoning is consistent with the goals and policies of the City of La Crosse Comprehensive Plan by encouraging reinvestment and redevelopment of commercially designated property within an existing commercial corridor.The request promotes efficient use of land,

The undersigned depose and state that I/we am/are the owner of the property involved in this petition and that said property was purchased by me/us on the 31 day of October, 2022.

I hereby certify that I am the owner or authorized agent of the owner (include affidavit signed by owner) and that I have read and understand the content of this petition and that the above statements and attachments submitted hereto are true and correct to the best of my knowledge and belief.

Allan McCormick

(signature)

507 313 3230 Aug 28, 2026

(telephone) (date)

Allan@mccormickPG.com

(email)

PETITIONER SHALL, <u>BEFORE FILING</u>, HAVE PETITION REVIEWED AND INFORMATION VERIFIED BY THE DIRECTOR OF PLANNING & DEVELOPMENT.

Review was made on the 31st day of August, 2024.

Signed: _____

Deputy Director of Planning & Development

AFFIDAVIT

STATE OF)
) ss
COUNTY OF)

The undersigned, _____, being duly sworn states:

1. That the undersigned is an adult resident of the City of_____, State of _____.

2. That the undersigned is (one of the) legal owner(s) of the property located at 4358 Mormon Coulee Road, La Crosse, WI 54601.

3. By signing this affidavit, the undersigned authorizes the application for a conditional use permit/district change or amendment (circle one) for said property.

_____
Property Owner

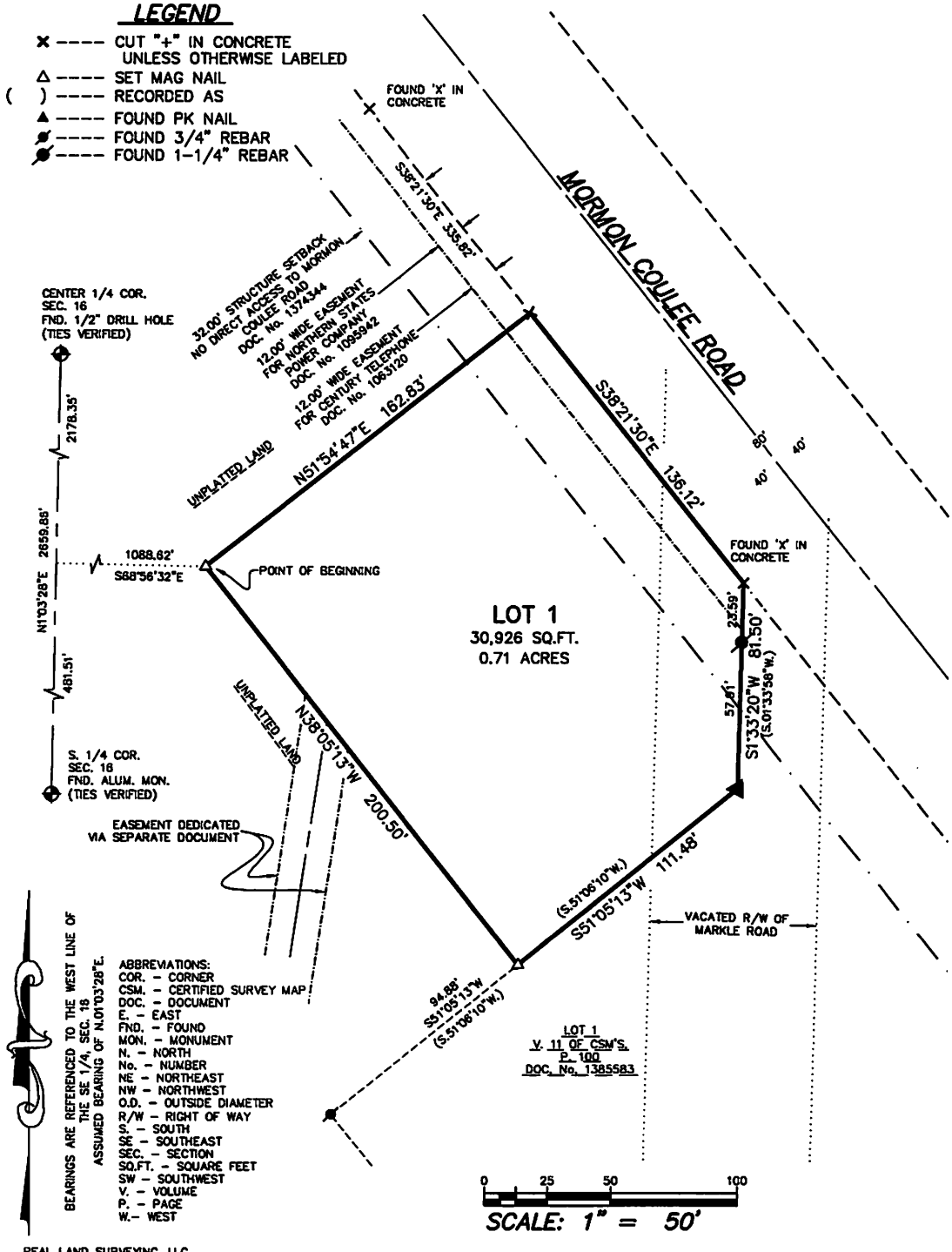
Subscribed and sworn to before me this _____ day of _____, 20__.

_____
Notary Public
My Commission expires _____.

VOLUME _____ OF CERTIFIED SURVEY MAPS, PAGE _____

CERTIFIED SURVEY MAP, NUMBER_____

IN THE SOUTHWEST 1/4 OF THE SOUTHEAST 1/4, SECTION 16, TOWNSHIP 15 NORTH, RANGE 7 WEST, CITY OF LA CROSSE, LA CROSSE COUNTY, WISCONSIN



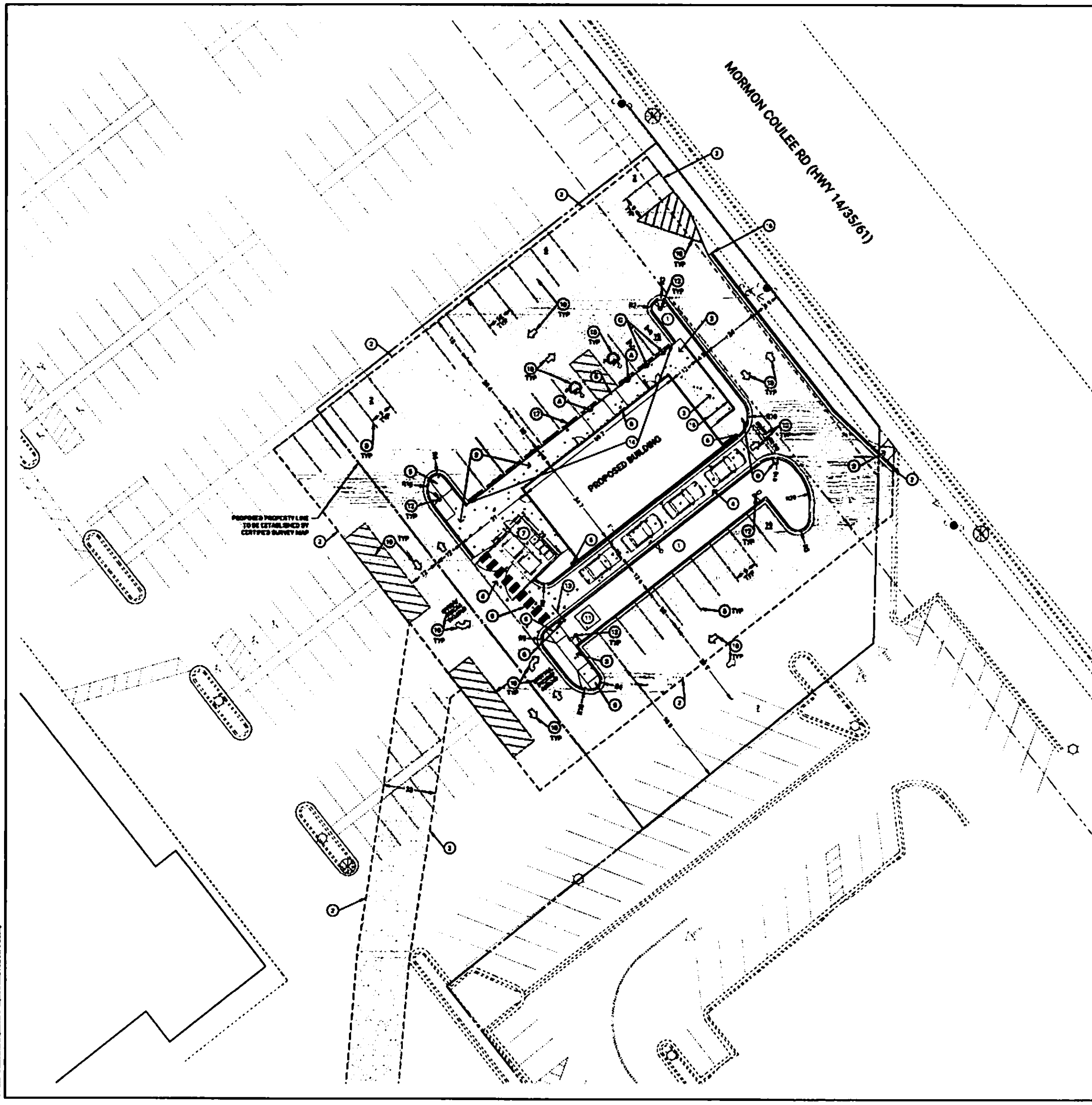
REAL LAND SURVEYING, LLC
1356 INTERNATIONAL DRIVE
EAU CLAIRE, WI 54701
(715)514-4116
rlswi.com
CADD No. 26251 CSM

FIELDWORK COMPLETION DATE: 7/15/2026

SHEET 1 OF 2 SHEETS

LOCATED IN THE SOUTHWEST 1/4 OF THE SOUTHEAST 1/4, SECTION 16, TOWNSHIP 15 NORTH, RANGE 7 WEST, CITY OF LA CROSSE, LA CROSSE COUNTY, WISCONSIN AND BEING MORE PARTICULALRY DESCRIBED AS FOLLOWS:

COMMENCING AT THE SOUTH 1/4 CORNER OF SAID SECTION 16; THENCE N.01°03'28"E., ALONG THE NORTH-SOUTH 1/4 LINE OF SAID SECTION 16, AT A DISTANCE OF 481.51 FEET; THENCE S.88°56'32"E., AT A DISTANCE OF 1088.62 FEET TO THE POINT OF BEGINNING; THENCE N.51°54'47"E., AT A DISTANCE OF 162.83 FEET TO THE SOUTHWESTERLY R/W OF MORMON COULEE ROAD; THENCE S.38°21'30"E., ALONG SAID R/W, AT A DISTANCE OF 136.12 FEET TO THE NORTH CORNER OF LOT 1, V. 11 OF CSM'S, P. 100; THENCE S.01°33'20"W., ALONG THE EXTERIOR BOUNDARY OF SAID CSM, AT A DISTANCE OF 81.51 FEET; THENCE S.51°05'13"W., ALONG SAID BOUNDARY, AT A DISTANCE OF 111.48 FEET; THENCE N.38°05'13"W., AT A DISTANCE OF 200.50 FEET TO THE POINT OF BEGINNING, AND BEING SUBJECT TO EXISTING EASEMENTS, THE ABOVE DESCRIBED PROPERTY CONTAINS 30,926± SQ.FT.



SIGNAGE AND PAVEMENT MARKING NOTES

1. ALL SIGNS SHALL BE PLACED 18" MINIMUM BEHIND BACK OF CURB UNLESS OTHERWISE NOTED
2. SIGNS SHALL INCLUDE HARDWARE, POST, FOOTING, CASING, AND ALL APPURTENANCES REQUIRED FOR TYPICAL INSTALLATION
3. PARKING LOT STRIPING AND PAVEMENT MARKINGS SHALL BE 4" SOLID WHITE PAINT. ALL PAVEMENT LETTERING SHALL BE 12" HEIGHT.
4. ALL SIGNS AND PAVEMENT MARKINGS SHALL BE PER THE LATEST EDITION OF THE MINNESOTA MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES (MNMUTCD)

SITE DATA

EXISTING ZONING	C2, COMMERCIAL
PROPOSED ZONING	C2, COMMERCIAL
PARCEL AREA	30,936 SF
IMPERVIOUS AREA	
BUILDING	2,370 SF 8%
PAVEMENTS	25,143 SF 82%
TOTAL	27,513 SF 90%
PERVIOUS AREA	3,504 SF 10%

PARKING SUMMARY

STANDARD STALLS	35
HANDICAP STALLS	2
TOTAL STALLS	37

SIGN SCHEDULE

A	HANDICAP PARKING SIGN ON 6" BOLLARD	R7-8m MN R7-8b (12" X 18")
B	NO PARKING SIGN	R8-3a (12" X 18")
C	PULL AHEAD PARKING SIGN	BY TENANT
D	DO NOT ENTER SIGNS	R5-1 (30"X30")

LEGEND

EXISTING	PROPOSED	
		PROPERTY LINE
		EASEMENT LINE
		BITUMINOUS PAVEMENT
		CONCRETE WALK/STOOP
		CONCRETE PAVEMENT
		CURB LINE
		STORM SEWER
		SANITARY SEWER
		WATER MAIN
		UNDERGROUND ELECTRIC
		UNDERGROUND GAS
		UNDERGROUND FIBER OPTIC
		OVERHEAD UTILITY
SEE SURVEY		STORM CATCH BASIN
SEE SURVEY		STORM MANHOLE
SEE SURVEY		HYDRANT
SEE SURVEY		GATE VALVE
SEE SURVEY		LIGHT POLE
SEE SURVEY		OTHER SYMBOLS

BENCHMARK

SEE SURVEY

SITE PLAN NOTES

1. ALL DIMENSIONS ARE TO FACE OF CURB AND OUTSIDE FACE OF BUILDING UNLESS OTHERWISE NOTED
2. ALL CURB AND GUTTER SHALL BE B612 UNLESS OTHERWISE NOTED
3. TYPICAL PARKING STALLS ARE 9' X 18'
4. ALL PEDESTRIAN RAMPS SHALL MEET CURRENT ADA STANDARDS.
5. UNLESS OTHERWISE SHOWN IN THE PLANS, CONTRACTOR SHALL PROVIDE CONTROL JOINTS AND EXPANSION JOINTS IN SLAB ON GRADE, SIDEWALKS, AND DRIVES PER THE FOLLOWING REQUIREMENTS:

CONTROL JOINTS: WALKS @ 6' SPACING, OTHERS @ 10' SPACING

SAWCUT CONTROL JOINTS MINIMUM ¼ CONCRETE THICKNESS

EXPANSION JOINTS: WALKS @ 24' SPACING, OTHERS @ 48' SPACING

PROVIDE EXPANSION JOINT AT ALL POINTS WHERE A CHANGE IN PAVEMENT THICKNESS OCCURS AND WHERE NEW PAVEMENT WILL MATCH EXISTING PAVEMENT

DOWEL ALL EXPANSION JOINTS AT 24" SPACING MAX

KEYNOTES

- SEE ARCHITECTURAL SITE PLANS FOR ADDITIONAL SITE PLAN NOTES.

1. LANDSCAPE AREA. SEE LANDSCAPE PLAN
2. MATCH EXISTING CURB/SIDEWALK/PAVEMENT.
3. CONCRETE WALK/PATIO
4. CONCRETE PAVEMENT/APRON
5. PEDESTRIAN CURB RAMP
6. 6" CONCRETE FILLED PIPE BOLLARD
7. TRASH ENCLOSURE
8. 4" SOLID WHITE LINE
9. CROSS WALK PAVEMENT MARKINGS, SOLID WHITE
10. SOLID WHITE PAVEMENT MARKING
11. TRANSFORM PAD. FINAL LOCATION TO BE CONFIRMED BY CONTRACTOR AND ELECTRIC PROVIDER
12. LIGHT POLE AND BASE
13. CLEARANCE/HEIGHT RESTRICTION BAR PER TENANT
14. INTEGRAL CONCRETE CURB/SIDEWALK IN FRONT OF BUILDING.
15. PATIO FENCE, SEE ARCHITECTURAL PLANS
16. 3 FT. TAPER CUT CURB
17. WHEEL STOPS

N

0 10 20 40

SCALE IN FEET

CALL BEFORE YOU DIG

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TEL: 612.730.2255 | WWW.CONTOURCD.COM

I HEREBY CERTIFY THAT THIS PLAN, SPECIFICATION, OR REPORT WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION AND THAT I AM A DULY LICENSED PROFESSIONAL ENGINEER UNDER THE LAWS OF THE STATE OF WISCONSIN

NAME JOSEPH T. RADACH PE

SIGNATURE [signature]

DATE 07/16/2024 LIC # [illegible]

ISSUE DATE: 07/16/25 BY: JTR

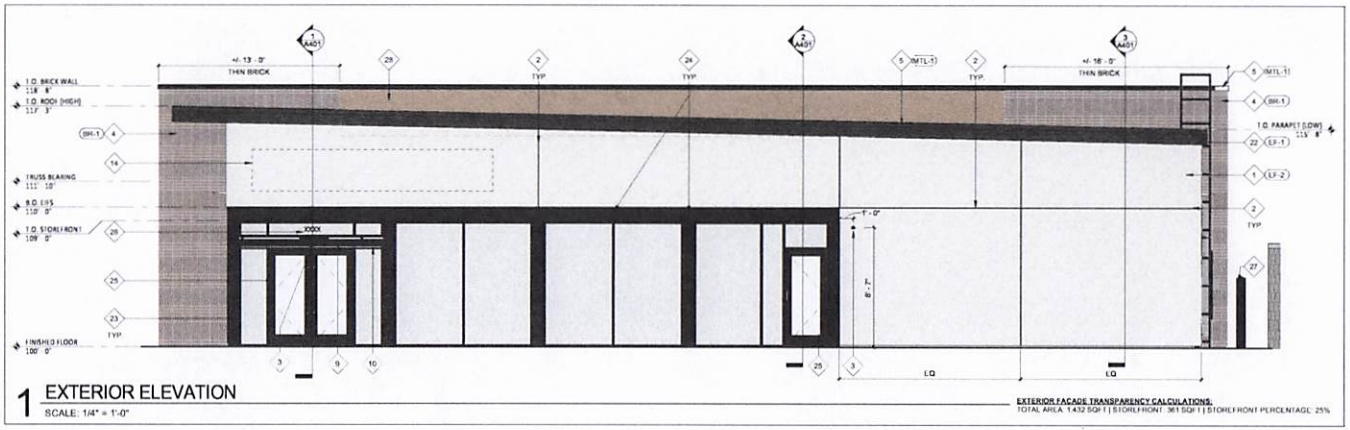
REVISIONS 1 2 3 4 5 6 7

OWNER
ALLIANCE DEVELOPMENT
230 Ohio Street, Suite 200
Oshkosh, WI 54902

SITE PLAN

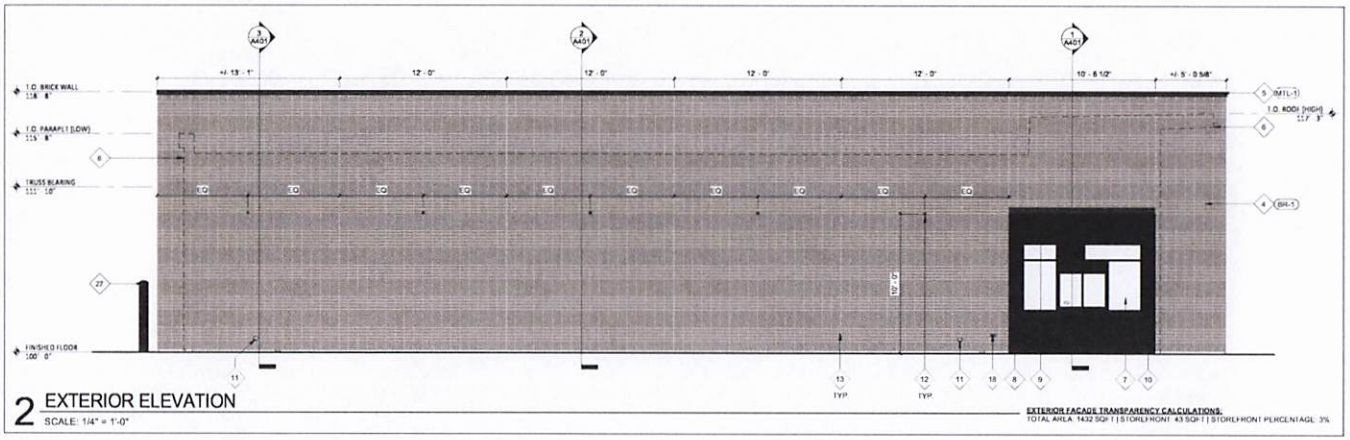
CHIPOTLE RESTAURANT
Mormon Coulee Road & Shelby Road
La Crosse, WI 54601

SHEET NUMBER
C2.1



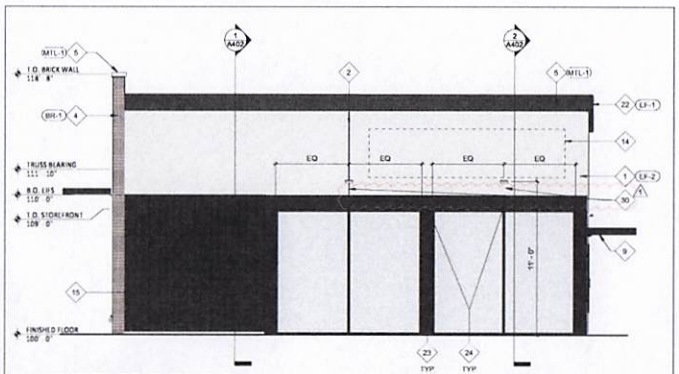
1 EXTERIOR ELEVATION
SCALE: 1/4" = 1'-0"

EXTERIOR FACADE TRANSPARENCY CALCULATIONS:
TOTAL AREA: 1,432 SQFT | STOREFRONT: 361 SQFT | STOREFRONT PERCENTAGE: 25%



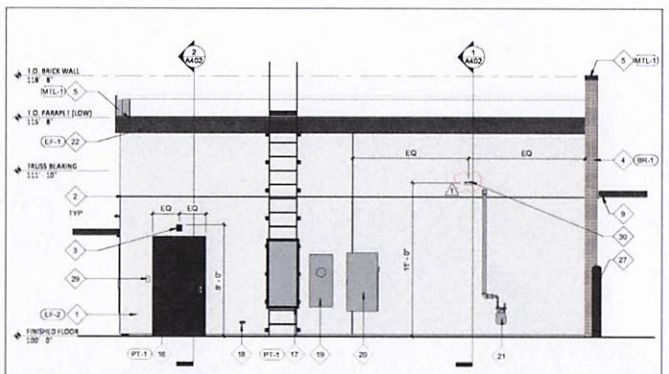
2 EXTERIOR ELEVATION
SCALE: 1/4" = 1'-0"

EXTERIOR FACADE TRANSPARENCY CALCULATIONS:
TOTAL AREA: 1,432 SQFT | STOREFRONT: 43 SQFT | STOREFRONT PERCENTAGE: 3%



3 EXTERIOR ELEVATION
SCALE: 1/4" = 1'-0"

EXTERIOR FACADE TRANSPARENCY CALCULATIONS:
TOTAL AREA: 591 SQFT | STOREFRONT: 180 SQFT | STOREFRONT PERCENTAGE: 30%



4 EXTERIOR ELEVATION
SCALE: 1/4" = 1'-0"

EXTERIOR FACADE TRANSPARENCY CALCULATIONS:
TOTAL AREA: 540 SQFT | STOREFRONT: 0 SQFT | STOREFRONT PERCENTAGE: 0%

EXT ELEV GENERAL NOTES

1. PAINT ANY ALLOWABLE UTILITY BOXES AND LINES 'PEGASUS'
2. EXTERIOR SIGNAGE PROVIDED BY TSV AND INSTALLED BY TSV. GC TO MAKE FINAL CONNECTION.
3. EXTERIOR SIGNAGE LOCATIONS, SIZES, AND DESCRIPTIONS SHOWN FOR REFERENCE ONLY. PERMIT AND INSTALL BY OTHERS.
4. PROVIDE BLOCKING, SUPPORTS, AND UTILITIES FOR EXTERIOR SIGNAGE AS REQUIRED.
5. METAL CANOPY IS AVAILABLE FROM AMERICAN PRODUCTS, INC. (API). PHONE: (813) 925-0144, EMAIL: BIDS@AMERICANPROD.COM

KEYNOTE LEGEND

1	EIFS - COLOR TO MATCH PPG 'PEGASUS' - REFER TO SPECIFICATIONS FOR ADDITIONAL INFORMATION.
2	EIFS CONTROL JOINT - REFER TO MANUFACTURER'S RECOMMENDATION FOR SPACING REQUIREMENTS.
3	EXTERIOR EMERGENCY LIGHT - SEE ELECTRICAL FOR FURTHER INFORMATION.
4	THIN BRICK VENEER - STACKED BOND - REFER TO SPECIFICATIONS FOR ADDITIONAL INFORMATION.
5	PREFINISHED BLACK METAL COPING.
6	DASHED LINE INDICATES BUILDING OUTLINE BEYOND.
7	PREFINISHED DARK BRONZE ALUMINUM PASS-THRU WINDOW WITH INTEGRATED INTERIOR AIR CURTAIN, TRANSOM AND SIDELITES - CAULK AROUND ENTIRE PERIMETER OF OPENING.
8	PREFINISHED BLACK FLUSH METAL PANELS - SEE SPECIFICATIONS FOR FURTHER INFORMATION.
9	PREFINISHED METAL CANOPY W/ INTEGRAL LED LIGHTING CHANNEL - COLOR TO MATCH STOREFRONT - SEE SPECIFICATIONS FOR FURTHER INFORMATION.
10	LED CHANNEL LIGHT - LENGTH TO MATCH CANOPY - SEE ELECTRICAL FOR FURTHER INFORMATION.
11	STAINLESS STEEL COW TONGUE OVERFLOW ROOF DRAIN DISCHARGE - SEE PLUMBING FOR FURTHER INFORMATION.
12	WALL PACK LIGHT - SEE ELECTRICAL FOR FURTHER INFORMATION.
13	MASONRY CONTROL JOINTS - REFER TO MANUFACTURER'S RECOMMENDATIONS FOR SPACING REQUIREMENTS.
14	DASHED AREA INDICATES EXTENTS OF BLOCKING FOR FUTURE TENANT SIGNAGE - PROVIDE ELECTRICAL ACCESS AS REQUIRED - COORDINTE ADDITIONAL REQUIREMENTS WITH TENANT SIGNAGE VENDOR.
15	PREFINISHED BLACK RIBBED METAL PANELS - SEE SPECIFICATIONS FOR FURTHER INFORMATION.
16	INSULATED HOLLOW METAL DOOR AND FRAME - CAULK AROUND ENTIRE PERIMETER OF OPENING - PAINT DOOR AND FRAME BLACK.
17	EXTERIOR ROOF LADDER WITH LOCKING GATE - PAINT BLACK.
18	FROST PROOF WALL HYDRANT - SEE PLUMBING FOR FURTHER INFORMATION.
19	ELECTRICAL METER - SEE ELECTRICAL FOR FURTHER INFORMATION.
20	ELECTRICAL FUSED DISCONNECT SWITCH - SEE ELECTRICAL FOR FURTHER INFORMATION.
21	GAS METER - SEE PLUMBING FOR FURTHER INFORMATION.
22	EIFS - COLOR TO MATCH PPG 'BLACK MAGIC' - REFER TO SPECIFICATIONS FOR ADDITIONAL INFORMATION.
23	PREFINISHED BRAKE METAL - COLOR TO MATCH STOREFRONT.
24	BRAKE METAL SEAM LOCATION - MAINTAIN ALIGNMENT WITH ADJACENT FINISHES.
25	THERMALLY BROKEN PREFINISHED BLACK ALUMINUM STOREFRONT SYSTEM WITH 1" INSULATED GLAZING - CAULK AROUND ENTIRE PERIMETER OF OPENINGS.
26	6" HIGH VINYL BUILDING ADDRESS NUMBERS - COORDINATE REQUIREMENTS WITH AUTHORITIES HAVING JURISDICTION.
27	8" CONCRETE SAFETY BOLLARD.
28	DARK GREY ROOFING MEMBRANE AT BACK SIDE OF PARAPET WALL.
29	KNOX BOX - COORDINATE FINAL LOCATION AND PREFERRED MODEL WITH LOCAL FIRE AUTHORITY PRIOR TO INSTALLATION.
30	WALL PACK LIGHT - COLOR TO MATCH WALL - SEE ELECTRICAL FOR FURTHER INFORMATION.

EXTERIOR FINISH SCHEDULE

FINISH	MATERIAL	COLOR	REMARKS
BR-1	ENDICOTT THIN BRICK	SIENNA IRONSPOT SMOOTH	STACKED BOND, SLL SPLCS FOR GROUT COLOR
EF-1	EIFS	MATCH PT-1	FLAT FINISH
EF-2	EIFS	MATCH PT-2	FLAT FINISH
MTL-1	PREFINISHED METAL COPING	MATCH PT-1	TO MATCH ADJACENT FINISH
PT-1	PAINT	PPG #1001-7 'BLACK MAGIC'	
PT-2	PAINT	PPG #1010-1 'PEGASUS'	

CONSULTANT

WILKUS ARCHITECTS

CLIENT

Alliance DEVELOPMENT

FRED JACQUES
ALLIANCE DEVELOPMENT
230 OHIO ST, SUITE 200
OSHKOSH, WI 54902
(612) 313-0126

PROJECT INFORMATION

SOUTH LA CROSSE SHELL

NWC OF SHELBY RD AND MORMON COULEE RD
LA CROSSE, WI 54601

SEAL

WISCONSIN
MATTHEW M WILKUS
A-12282
MINNETONKA MN
ARCHITECT

July 17, 2026
MATTHEW M WILKUS
LICENSE #12282-5
(EXPIRES 07/31/2026)

PROJECT NO	2025-0304
DRAWN BY	BLH
CHECKED BY	SAS

ISSUE	DATE
PERMIT SET	01/09/2026

REVISION	DATE
1 SITE CHANGE	7/16/26

SHEET TITLE

EXTERIOR ELEVATIONS

SHEET NUMBER

A301

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REZONING APPLICATION SUPPLEMENT

Petition for Amendment of Zoning District Boundaries
City of La Crosse, Wisconsin

PROPERTY AND APPLICATION INFORMATION

Petitioner	Alliance Development 230 Ohio Street, Suite 200 Oshkosh, WI 54902
Owner of Site	Shelby Mall South LLC (Allan McCormick) 2809 Losey Boulevard La Crosse, WI 54601
Subject Property	4358 Mormon Coulee Road La Crosse, WI 54601
Tax Parcel Number	To be assigned following recording of the Certified Survey Map.
Legal Description	See attached Certified Survey Map (CSM).
Current Zoning	PDD-Specific (Planned Development District - Specific)
Proposed Zoning	C2 Commercial District

APPLICATION FINDINGS

Floodway/Floodplain District	No
Local Register of Historic Places	No
Consistent with Future Land Use Map	Yes
Consistent with Comprehensive Plan Policies	Yes

DETAILED APPLICATION NARRATIVE

Property is Presently Used For

The subject property is currently vacant commercial land that is being created through an approved Certified Survey Map from a larger commercially developed property located along the Mormon Coulee Road commercial corridor.

Property is Proposed to be Used For

The applicant proposes development of a freestanding approximately 2,400-square-foot quick service restaurant, together with a drive-thru facility, parking, landscaping, utilities, stormwater management improvements, and other related site improvements.

Proposed Rezoning is Necessary Because

The subject property is currently located within a Planned Development District (PDD-Specific). The Master Development Plan associated with the existing PDD-Specific zoning designation does not include the proposed restaurant development.

As part of the Certified Survey Map process, a new development parcel is being created. Rezoning the parcel from PDD-Specific to C2 Commercial is necessary to establish a zoning classification that is consistent with the proposed commercial use and to allow development of the property in accordance with City zoning regulations.

The proposed C2 Commercial zoning district is appropriate for the site given its location within an established commercial corridor and its proximity to existing commercial uses.

Proposed Rezoning Will Not Be Detrimental to the Neighborhood or Public Welfare Because

The proposed rezoning will not be detrimental to surrounding properties or the public welfare because the property is located within an established commercial area of the City of La Crosse characterized by retail, restaurant, service, and other commercial uses.

The proposed C2 Commercial zoning classification is compatible with existing and anticipated development patterns along Mormon Coulee Road. The proposed restaurant use is consistent with surrounding commercial development and will utilize existing public infrastructure, including streets, utilities, and stormwater management systems.

The development will remain subject to all applicable City review, permitting, engineering, and building requirements. As a result, the rezoning is not expected to create adverse impacts on neighboring properties, public safety, traffic circulation, or general welfare.

Proposed Rezoning Will Not Be Detrimental to the City's Long-Range Comprehensive Plan Goals, Objectives, Actions and Policies Because

The proposed rezoning is consistent with the goals and policies of the City of La Crosse Comprehensive Plan by encouraging reinvestment and redevelopment of commercially designated property within an existing commercial corridor.

The request promotes efficient use of land, existing infrastructure, and public services while supporting continued economic development and investment within the City. The proposed commercial development represents an appropriate infill use that complements surrounding commercial properties and contributes to the continued vitality of the Mormon Coulee Road corridor.

Rezoning the property to C2 Commercial will facilitate a use that is compatible with surrounding land uses and consistent with the long-term planning objectives for commercial growth and redevelopment within the City of La Crosse.

Supporting exhibit: The approved Certified Survey Map is attached separately and contains the new parcel and legal description.

Tax Parcel	OwnerName	Property Address	Mailing Address	MailCityStateZip
17-50323-361	4601 WEST NORTH LLC	4422 MORMON COULEE RD	3309 COLLINS LN	LOUISVILLE KY 40245-1629
17-50159-50	BENJAMIN J SALASKI, KORINDA F SALASKI	3723 28TH ST S	3723 28TH ST S	LA CROSSE WI 54601-7926
17-50327-40	BROOKS B KVALHEIM, ANGELA E KVALHEIM	4349 MORMON COULEE RD	4349 MORMON COULEE RD	LA CROSSE WI 54601
17-50323-370	CRYSTAL M KUHNKE, CHAD KUHNKE	4430 MORMON COULEE RD	E723 MALIN RD	GENOA WI 54632
17-50595-11	GUNDERSEN CREDIT UNION	2810 BROADVIEW PL	1910 SOUTH AVE	LA CROSSE WI 54601
17-50323-380	KRAUS-ANDERSON INC	4242, 4252, 4254, 4300, 4304, 4308, 4312, 4320, 4322, 4324, 4326, 4328, 4336, 4338, 4340 MORMON COULEE RD	501 8TH ST S	MINNEAPOLIS MN 55404
17-50159-60	MARK L SERVAIS, FRANCINE SERVAIS	3715 28TH ST S	3715 28TH ST S	LA CROSSE WI 54601-7926
17-50327-20	OXFORD LANE INC	4329 MORMON COULEE RD	4329 MORMON COULEE RD STE 5	LA CROSSE WI 54601
17-50159-10	PHILLIP A DOERING, HEIDI J WIEGREFE	3705 28TH ST S	3705 28TH ST S	LA CROSSE WI 54601-7926
17-50314-45	RIVER BANK	4401 MORMON COULEE RD	4401 MORMON COULEE RD	LA CROSSE WI 54601
17-50314-40	SCHAMS RENTAL LLC	2825 BROADVIEW PL	2325 KRAUSE RD	ONALASKA WI 54650
17-50323-500	SHELBY MALL SOUTH LLC	4329 EAST AVE S 4342 4344, 4348, 4354 MORMON COULEE RD	2809 LOSEY BLVD S	LA CROSSE WI 54601
17-50327-30	YORK FERNS LLC	4341 MORMON COULEE RD	4329 MORMON COULEE RD STE 5	LA CROSSE WI 54601

Properties listed above are 300 feet from 4358 Mmormon Coulee Rd.

Applicant:	ALLIANCE DEVELOPMENT	230 OHIO ST STE 200	OSHKOSH WI 54902
Owner:	SHELBY MALL SOUTH LLC	2809 LOSEY BLVD S	LA CROSSE WI 54601

Properties within 300 feet of 4358 Mormon Coulee Rd.

NOTICE OF HEARING ON
AMENDMENT TO ZONING RESTRICTION

TO WHOM IT MAY CONCERN:

NOTICE IS HEREBY GIVEN that the Common Council of the City of La Crosse, by its Judiciary & Administration Committee, will hold a public hearing on a proposed ordinance change in the zoning code as follows:

AN ORDINANCE to amend Subsection 115-110 of the Code of Ordinances of the City of La Crosse by transferring certain property from the Planned Development District - Specific to the Commercial District, allowing for the development of a restaurant with a drive-thru facility at 4358 Mormon Coulee Rd.

Property is presently: vacant land

Property is proposed to be: quick-service restaurant with a drive-thru facility

Rezoning is necessary: to allow for a restaurant

A portion of current Tax Parcel 17-50323-500; 4358 Mormon Coulee Rd

The City Plan Commission will meet to consider such application on **Tuesday, September 22, 2026, at 4:00 p.m.** (public speaking on such application is allowed).

A public hearing before the Judiciary & Administration Committee will be held on **Tuesday, September 22, 2026, at 4:05 p.m.**

Final action will be determined by the **Common Council** on **Tuesday, September 22, 2026, at 4:10 p.m.**

All meetings will be held in the Council Chambers of City Hall, 400 La Crosse St., in the City of La Crosse, La Crosse County, Wisconsin

Any person interested may appear at public hearings either in person, by agent, or by attorney, and may express their approval or objection, or file a letter in the office of the City Clerk.

The petition and/or maps relating to the above referenced amendment may be examined in the Office of the City Clerk, La Crosse City Hall, between the hours of 8:00 a.m. and 4:30 p.m. on any regular business day, holidays excepted, (by appointment) or in the Legislative Information Center which can be accessed from the City website at www.cityoflacrosse.org (search for File 26-0932).

Dated this 31st day of August, 2026.

Nikki M. Elsen, City Clerk
City of La Crosse

- -

Published: September 8 & 15, 2026
One (1) Affidavit

Agenda Item 26-0932 (Tim Acklin)

AN to amend Subsection 115-110 of the Code of Ordinances of the City of La Crosse by transferring certain property from the Planned Development District - Specific to the Commercial District, allowing for the development of a restaurant with a drive-thru facility at 4358 Mormon Coulee Rd.

General Location

Council District 11 and part of the former ShopKo parcel, now Aldi's, which is connected to the Shelby Mall. The newly created parcel will be immediately adjacent to the north of the existing parcel where Wendy's is currently located as depicted on attached Map PC26-0932. The property is immediately surrounded by a mix of commercial uses to the north, south, east and west, all of which buffer a mix of residential types from Mormon Coulee Road.

Background Information.

The applicant is requesting to rezone a newly created parcel, which was subdivided from the larger parcel where Aldi's is located, to construct a new satellite restaurant. (Chipotle).

The current zoning is Planned Development District (PDD)- Specific and, while this development would be permitted under this zoning per the previous & approved application, it was recommended by staff to rezone the parcel to C2-Commercial to allow them greater control and flexibility of use with their own parcel.

This development has also been reviewed by the Design Review Committee.

Recommendation of Other Boards and Commissions

N/A

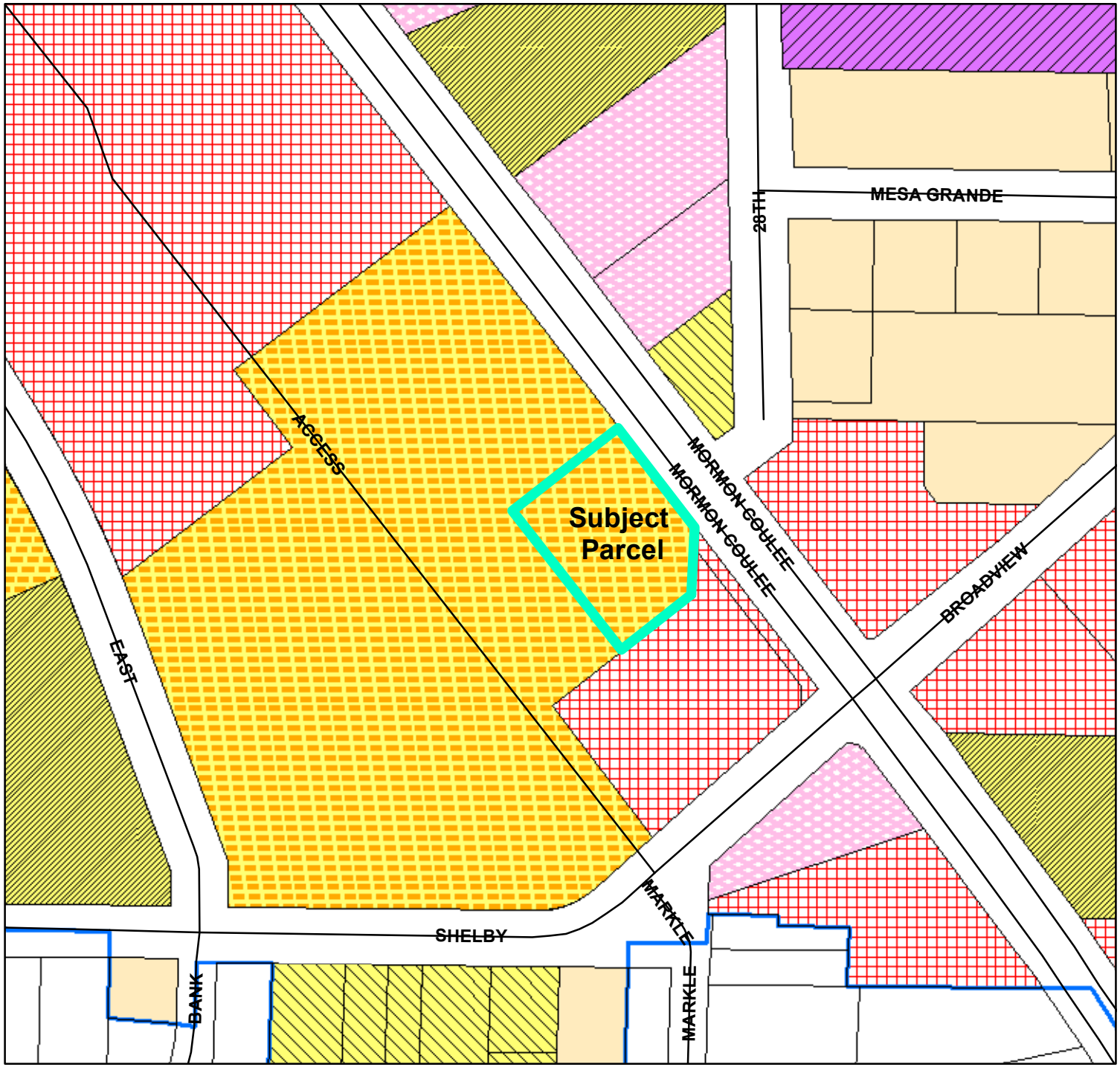
Consistency with Adopted Comprehensive Plan

In the Land Use Element of the Comprehensive Plan, this parcel is part of C-2, the Highway 14 Corridor, where commercial uses are desirable.

Staff Recommendation

This item is recommended for approval.

Routing J&A 9.22.26



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 80 160 320 Feet

City of La Crosse Planning Department - 2026

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