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Rezoning Request for 413, 417, 423, 425, and 431 West Ave "Badger West Residences"

February 7, 2025
City Clerk & City Planning

Project Address: 413, 417, 423, 425 and 431 West Ave, La Crosse.

Please consider this the cover letter for the formal application to rezone from C-1 to TND at the above referenced addresses which we are calling "Badger West 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.

The project is a compact, high-density redevelopment, replacing aging single-family rental homes with approximately 42-50 apartments, with approximately 42-50 beds, optimizing land use near UW-La Crosse and Western Technical College. Its mixed-use design incorporates approximately 1,000 square feet of commercial space, fostering an active and walkable neighborhood. The residential component offers three different housing options, including studio and 1-bedroom modular interiors featuring ORI furnishings, accommodating a diverse range of urban residents.

Over the past eighteen months and more recently, we have met with planning staff, engineering staff and legal staff with regards to this application as well as the request to partially vacate 12th street, so staff is aware and supportive of this proposed rezoning.

The partial vacation of 12th Street is a key infrastructure improvement, facilitating better site design while preserving emergency access and enhancing future connectivity within the city's street system. The project revitalizes an underutilized area by replacing deteriorated structures with a modern, well-designed building that improves the streetscape and neighborhood.

Sustainability is integral to Badger West Residences, with the Agriwild landscaping concept incorporating native plantings to enhance ecological benefits and urban green space.

Badger West Residences aligns seamlessly with the City of La Crosse's Comprehensive Plan and Vision for Future Land Use in the Downtown neighborhood. The plan calls for an increase in affordable housing while maintaining a mix of housing types. This development directly supports that objective by introducing high-density affordable housing that fits within the neighborhood's scale and character. As outlined in the city's plan, the site's location along a high-traffic corridor makes it an ideal fit for higher-density housing. The project's mixed-use nature aligns with the city's preferred use for commercial spaces that serve local residents by incorporating a residential element.

We look forward to improving the aesthetics of this block, providing needed housing around the WTC and UW-L campuses, and increasing the tax base with the Badger West Residences project.

Currently, the site has an approximate value of $400,000. With the completion of the Badger West Residences development, the projected value will increase to approximately $6,600,000. This significant appreciation reflects the project's alignment with the city's goals of enhancing property values, increasing the local tax base, and encouraging responsible urban development.

If there are any questions regarding this application, please contact me at the number or email below. Thank you for your consideration.

Three Sixty Real Estate Solutions, LLC
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Section 15-403(c)(2)(a):

1. The proposed site will consist of a reconstruction of 12 St to replace existing utilities and reduce the ROW from 66 feet to 33 feet. Along with the street construction a new apartment building will be constructed along with on-site parking, landscaping, trash enclosure, and stormwater management as shown on sheet C3-10.
2. Existing trees and landscaping will be removed as shown on sheet C2-10, proposed landscaping will include native shrubs and perennials as shown on sheet C3-10.
3. Stormwater management for the site will consist of a biofiltration basin on the south side of the site that. Runoff from the site will overland flow across the parking lot from north to south into the ban and runoff from the building will flow into roof drains that will discharge to the basin. An outlet for the basin will be tied into the proposed storm sewer in 12 Street.
4. Refer to sheet number 2 and 3 for conceptual building elevations and precedent imagery.
5. Requested departures and waivers include parking setback along 12th St, rear building setback and parking lot landscaping
6. Demolition and site work March 2025 with occupancy September 2025.
7. Bordered on 3 sides by public streets, this building fits with the residential and various mixed-use/commercial properties within a 3-block radius.
8. Soil on site is urban land according to the USDA soils report for La Crosse County, refer to provided soils report.
9. Existing and proposed topography are shown on sheet C4-10.
10. The residential component offers three different housing options, including studio and 1-bedroom, 42-50 units in total.
11. Incorporates approximately 1,000 square feet of commercial space, fostering an active and walkable neighborhood.
12. N/A
13. Uses of the proposed development are described in the cover letter.
14. Refer to provided plan sheets.

Section 115-403(c)(2)(c):

1. Site plan for the development is provided on sheet C3-10 including the proposed lot for the apartment building and reconstructed street
2. Utility plan showing the reconstructed utilities in 12th street and proposed services for the building are shown on sheet C3-20
3. Grading, stormwater management, and erosion control layout are shown on sheet C4-10. Proposed stormwater management will consist of a bio-filtration basin to treat runoff prior to discharging to the proposed City storm sewer in 12th Street.
4. Refer to plan sheet 2 and 3 of architectural drawings for building elevations and materials.
5. Proposed landscaping will consist of native shrubs and perennials as shown on sheet C3-10.
6. Refer to provided plan sheets.