

Agenda Item 25-1251 (Andrea Trane)

Resolution adopting the Downtown La Crosse River Area Inventory and Redevelopment Plan.

General Location

"La Crosse River Area" which is northwest of downtown and next to the confluence of the La Crosse River and Mississippi River.

Background Information

Recognizing the potential of this area adjacent to the active downtown, the Common Council allocated funding for this planning effort through the 2021–2025 Capital Improvement Plan.

Building on the momentum of catalytic redevelopment projects in the area, such as the Landmark mixed-use development, the Hampton Inn, and La Crosse Distilling Co., there was a growing interest in establishing a more formal plan to guide future investment. This included addressing key underutilized parcels such as the Xcel site adjacent to the Oktoberfest grounds, the vacant La Crosse Tribune property and surrounding parcels, and the City-owned building at 621 3rd Street North.

With interest from various groups seeking City participation in potential projects within this area, the City initiated this planning process to provide clear direction for evaluating and supporting redevelopment concepts. The goal is to guide City staff and decision-makers in considering future proposals.

A professional consulting firm was selected to lead this effort, which included engaging with property owners, conducting an inventory of existing conditions, reviewing previous planning efforts, and identifying opportunities for redevelopment and placemaking.

The consultant team evaluated development concepts for underutilized parcels, with a focus on addressing the community's growing housing needs and enhancing connectivity between downtown and the River Point District. The planning process also considered emerging proposals, including the Discovery Campus and the Public Market, to ensure alignment with broader community goals. As property ownership is likely to change over time and community needs continue to evolve, this plan is intended to serve as a reference point to help guide future development opportunities.

This document presents a targeted redevelopment plan shaped by over a year of work and collaboration with stakeholders. It reflects the input of property owners and the expertise of the consulting team, offering a shared vision for the future of this area.

Key Considerations

- This plan does not include any recommendations for condemnation or the extension of rights-of-way.
- None of these concepts are set in stone.
- Any redevelopment would require the approval of the affected property owners.
- If the City were to participate as a partner in any redevelopment efforts, funding would require approval by the Common Council.

Recommendation of Other Boards and Commissions

N/A

Consistency with Adopted Comprehensive Plan

This area is the northern part of the Downtown district (D-3) in the Comprehensive Plan. The vision for future land use here notes the 2040 Downtown Plan's emphasis on the importance of utilizing the highest and best use for all sites within the Downtown, weaving together residential and commercial uses as a connected urban center, and strengthening connections between the Downtown core, neighborhoods, and the river and bluffs. It also mentions the zoning code's requirement that new buildings be a minimum of two stories in height to facilitate multi-store commercial/office uses within the district.

Desirable uses here include High-Density Residential, High-Intensity Mixed-Use, Commercial and Parks and Open Space.

Staff Recommendation

This item is recommended for approval. Approval of this resolution and adoption of the plan provides guidance for staff on developing these concepts.

Routing J&A 11.4.25



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



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