



# City Plan Commission Meeting

*June 30, 2025*

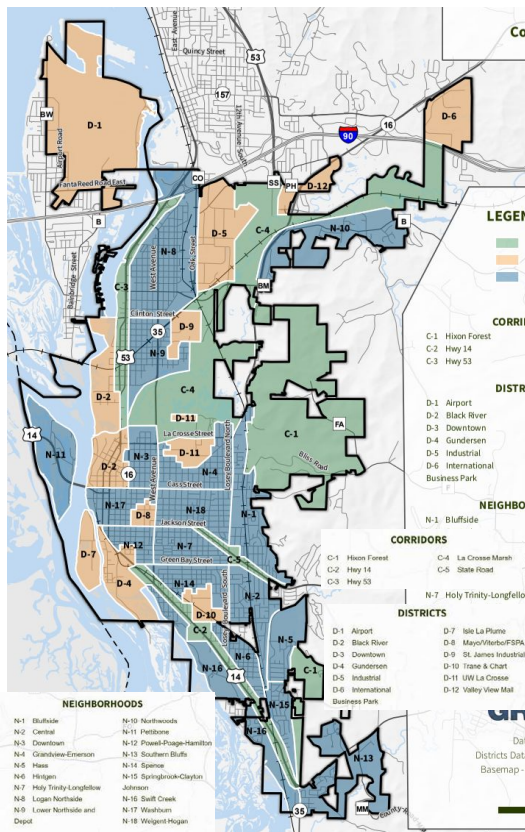
Zoning Code & Subdivision Update

LA CROSSE  
WISCONSIN

# Agenda

- a. Introduction & April recap
- b. Scope, Schedule & Progress
- c. Update Process
- d. Study Guide
- e. General Ideas: Residential, Commercial & Industrial
- f. Next steps

# Comprehensive Plan - NDC Framework



## Neighborhoods:

La Crosse neighborhoods have distinct identities, housing characteristics, unique history, and geographic features. They are typically compact, pedestrian-friendly, and mixed-use. Neighborhoods may contain a number of supporting uses and activities that serve residents, such as parks, schools, libraries, small-scale retail, and other services. Neighborhood associations were consulted during the creation of this comprehensive plan to help identify the vision and land uses within La Crosse's neighborhoods.

## Districts:

Districts are larger areas where the City, property owners, developers, and investors should concentrate business, commercial, and industrial activity and expansion over the next twenty years. Districts may emphasize a special single use or purpose, but may contain a variety of other uses and activities. For example, a shopping district may have primarily commercial uses with a few small-scale industrial uses mixed in. La Crosse's districts are based on types of dominant uses, include overlapping neighborhoods, and have generally larger geographic extents.

## Corridors:

Corridors are linear areas that provide connectivity between the neighborhoods and districts. Corridors can accommodate a variety of land uses, including natural, recreational, and cultural uses. They can range from boulevards and rail lines to rivers and parkways. La Crosse has several major corridors identified based on transportation and environmental features.

# NDC Framework >>> Built Form Study

## The Built Form Study:

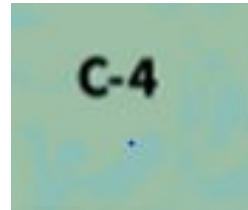
- samples the typical development pattern for each of the neighborhoods, districts and corridors
- better understand the physical dimensions of building type, site plan, street frontage and block pattern as well as other conditions.



**18 Neighborhoods**



**12 Districts**



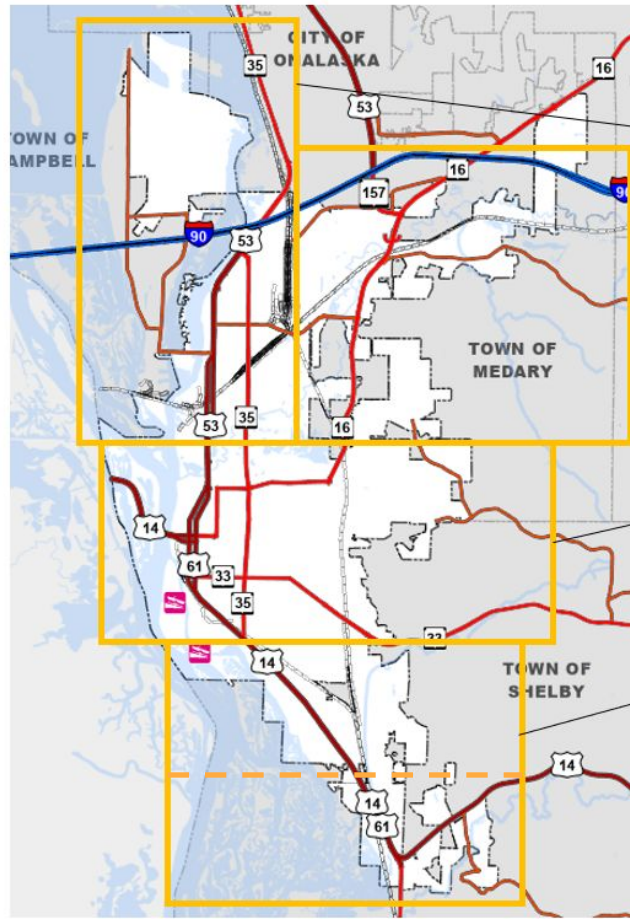
**5 Corridors**

# General Character Areas

## Map Key

### Character Areas

**TN** – Traditional Neighborhood  
**TNV** – Traditional Neighborhood Varied  
**TSS** – Traditional Shopping Street  
**CN** – Contemporary Neighborhood  
**UMX** – Urban Mixed Residential  
**MN** – Modular Neighborhood  
**CMX** – Corridor Mixed  
**CSF** – Commercial Small Format  
**CLF** – Commercial Large Format  
**C/E/M** – Campus/Ed./Med.  
**DT** – Downtown  
**DC** – Downtown Core/Main Street  
**ISL** – Industrial Small Lot  
**ILL** – Industrial Large Lot



North Area

East Area

Central Area

South Area: 1 & 2

# General Character Areas



Traditional neighborhood



Traditional neighborhood varied



Contemporary neighborhood



Urban mixed residential



Modular neighborhood



Traditional shopping street



Corridor mixed



Corridor commercial: large & small format



District (medical/ed)



Downtown



Downtown Core (Main Street)












































Industrial large lot

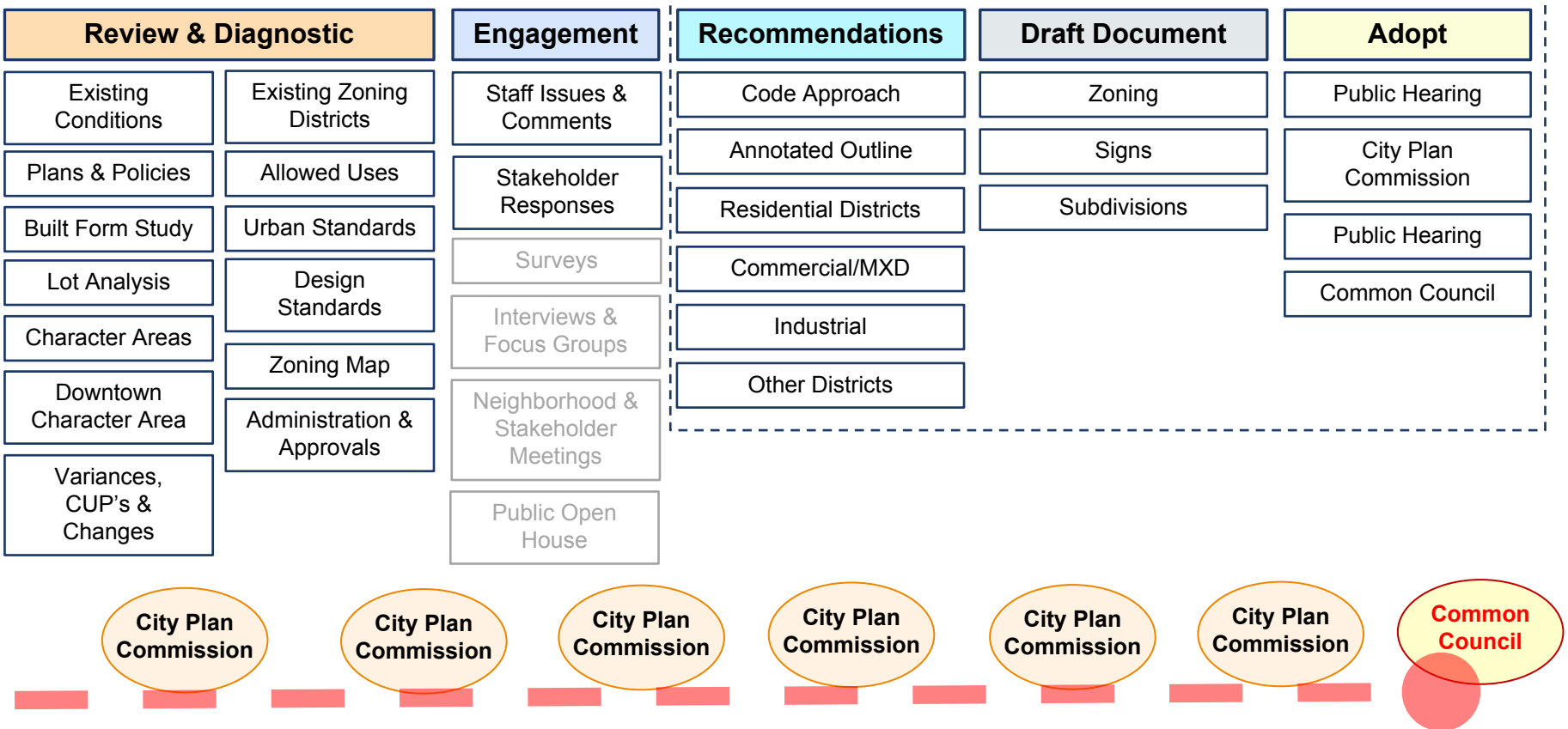


Industrial small lot

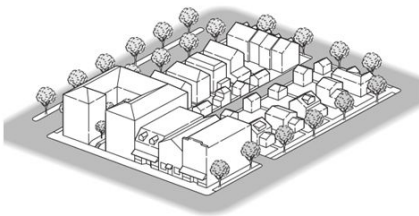
## Scope, Schedule & Progress

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Project Kickoff		 Dec 18																			
P1 Review Plans/Conditions																					
Review Plans & Policies																					
Technical Memo 1																					
Document Conditions																					
Technical Memo 2																					
P2 Analyze & Recommend																					
Diagnose																					
GIS Analysis																					
Technical Memo 3																					
Recommendations																					
Technical Memo 4																					
Annotated Outline																					
P3 Codify & Adopt																					
Districts & Standards																					
Subdivision Regs.																					
Review Draft																					
Final Draft																					
Adoption Process																					
P4 Outreach & Participation																					
Public Meetings																					
Stakeholder Meetings							  				  					  					
Media Company Coord.																					
P5 Meetings & Management																					
Staff Coordination																					
Dept Working Group																					
Steering Committee (PC)																					
Common Council																					
Public Hearing																					

# Process



# Study Guide



## Zoning & Subdivision Update City Plan Commission

Study Guide | June 30, 2025



### Study Guide

**Introduction**

Use this study guide to help organize the information, analysis and steps to better understand the content of the zoning code and subdivision regulations including existing conditions, code diagnostics, applicable plans and polides, built form and character analysis. Below is the general process for how the code and subdivision regulations will be updated based on direction and input from community stakeholders, staff comments and guidance from the City Plan Commission.

**Topics to Review**

- 1) Memo 1 - Conditions & Plans
- 2) Memo 2 - District Summaries & Subdivisions
- 3) Built Form Study
- 4) Character Areas
- 5) Downtown Character Areas
- 6) Lot Size Study
- 7) Memo 3—Administration
- 8) Approval Flowchart Diagrams

**Process** ----->

Review & Diagnostic	Engagement	Recommendations	Draft Document	Adopt
Existing Conditions	Staff Review & Comments	Code Approach	Zoning	Public Hearing
Plans & Policies	Stakeholder Responses	Amended Outline	Signs	City Plan Commission
Allowed Uses	Business & Focus Groups	Residential Districts	Subdivisions	Public Hearing
Built Form Study	Neighborhood & Stakeholder Meetings	Commercial/ROAD		Common Council
Lot Analysis	Public Open House	Industrial		
Design Standards		Other Districts		
Character Areas				
Downtown Character Area				
Variances, CUPs & Changes				

City Plan Commission City Plan Commission City Plan Commission City Plan Commission City Plan Commission City Plan Commission Common Council

**Memo 1: Existing Conditions**

- a) 2040 Comprehensive Plan
- b) 2024 Housing Study Summary
- c) Analysis to Impediments to Fair Housing Choice
- d) Imagine 2040 Downtown Plan
- e) History of Variances
- f) History of Conditional Use Permits
- g) Other adopted plans & polides

**1/?**

*Population information from the Comp Plan:*

- Population is projected to moderately increase from 50,869 (2021) to 53,480 (2030)
- As of Jan 1, 2024 the population was 52,115 (WI Department of Admin. Estimate)

*Residential land use makes up about 19% of the total land area in the City. Residential definitions from the Comp Plan (p. 32):*

- **Low-Density Residential**—mostly one-two story single-family structures but may also include two- and three-unit dwellings; other housing types such as townhomes and rowhomes may be compatible, especially if developed to fit a single-family mold
- **Medium Density Residential** - may include a variety of housing types including townhomes, rowhomes, small multi-family buildings, and large multi-family buildings of two-four stories
- **High-Density Residential** - includes multi-family units in structures taller than three stories; interconnected within surrounding neighborhoods and as well as near major streets connections and employment/ commercial areas.

**1/?**

What are the key policies from the Comp Plan driving the zoning and subdivision updates?

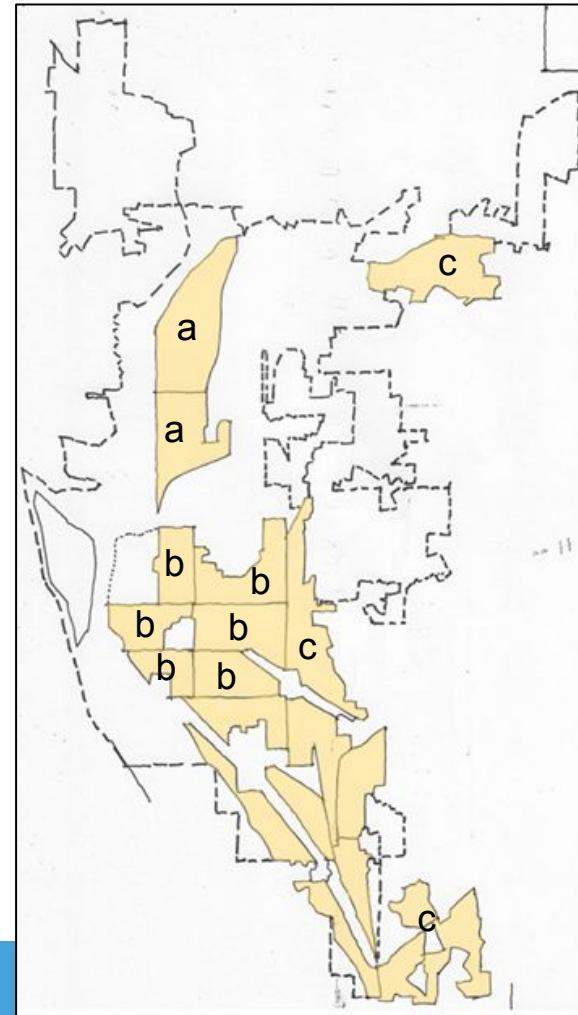
Review the Housing Study recommendations relative to zoning code content.

Notes

Notes

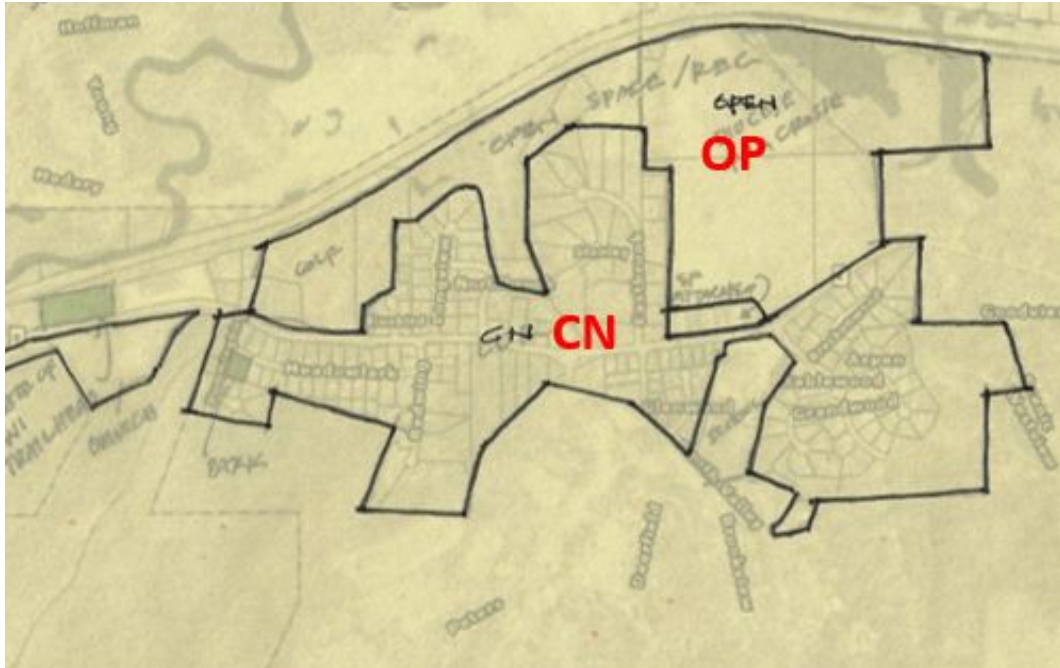
## General Ideas for Districts: Residential

- Residential neighborhood boundaries are shown in yellow at right
- (a) The Logan Northside and Lower Northside neighborhoods contain a more consistent low density, detached residential pattern
- (b) Neighborhoods in the central part of the city (e.g., Downtown, Grandview-Emerson, Washburn, Weigent-Hogan, Powell-Poage-Hamilton and Holy Trinity-Longfellow) include more corridors and districts that tend to influence greater housing development changes, density and diversity
- (c) Typical large lot, single family zoning would pretty much remain as is



## General Ideas for Districts: *Residential*

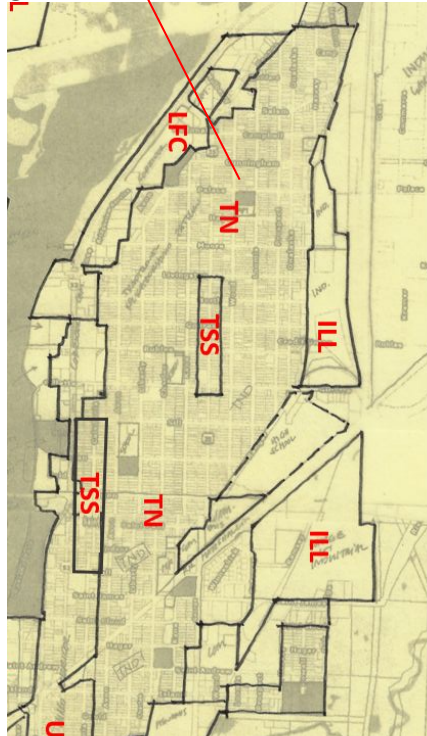
**Garden District** – single unit, detached, larger lots: 10,000 SF or more



# General Ideas for Districts: *Residential*

**Neighborhood District North** – attached, detached & small cluster types, lot range from 2500-7500

SF

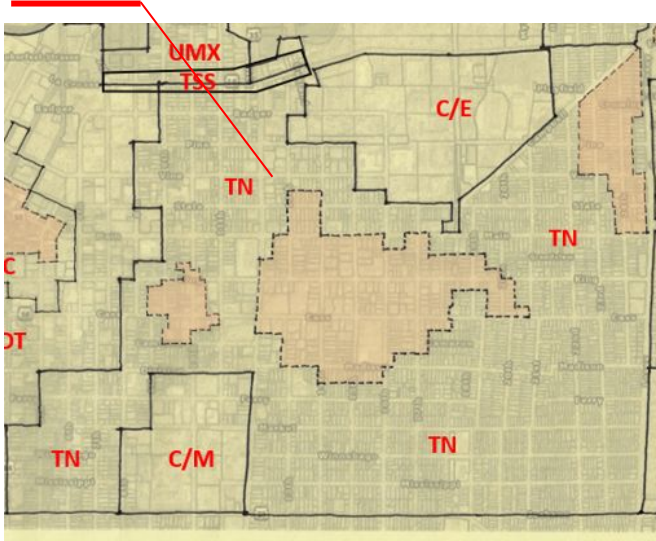


- Building types should respond to the scale and character of the neighborhood
- Can include detached types, 2 unit/lot & duplex types.
- Other building types: small residential court, pocket neighborhood, attached townhouses and accessory dwelling units.
- Lot size range from 2500 sf to 7500 sf

# General Ideas for Districts: *Residential*

**Neighborhood District Central** – attached, detached & smaller multi-family types

**Neighborhood Mixed Use** – range of residential types & small commercial shops



- Building types should respond to the scale and character of the neighborhood
- Building types include: attached, detached units, and neighborhood scale multi-family & mixed use buildings
- Lot size range from 5000 sf

# General Ideas for Districts: *Residential*

## Traditional Neighborhood Development District

### WI Model Ordinance

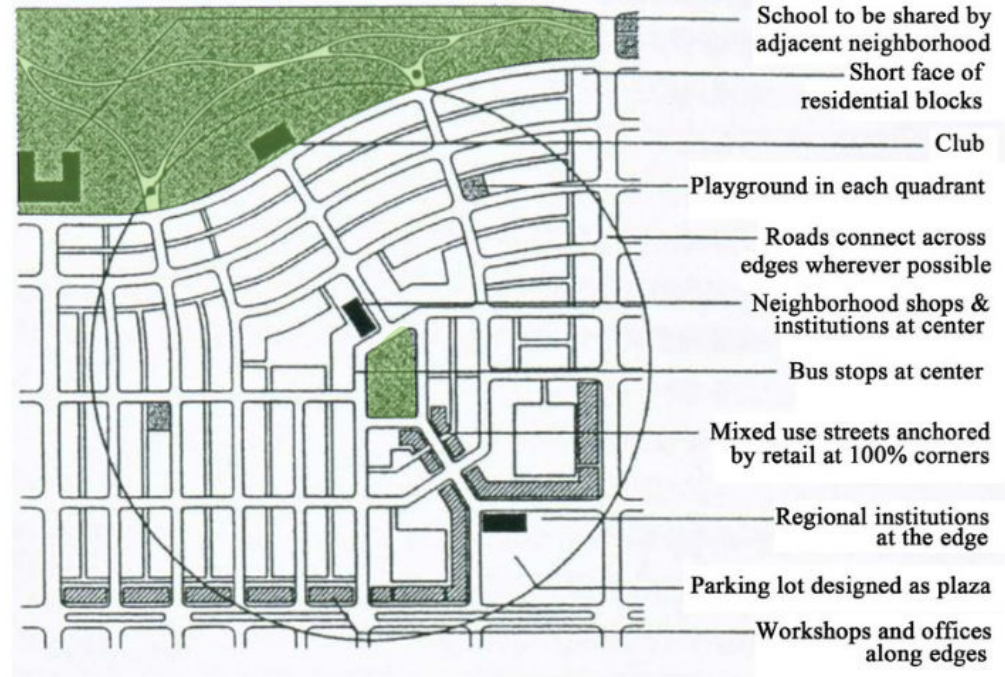
1.3 Applicability. The traditional neighborhood development ordinance is an alternative set of standards for development within the [City/Village] for new development of [15 acres or more] contiguous to existing development, redevelopment or infill development of [10 acres or more].

Source: *A Model Ordinance for a Traditional Neighborhood Development*, UW Extension, April 2001

### La Crosse Zoning

(b) *Applicability.*

(1) Traditional Neighborhood Development is for lot sizes less than two acres.



# General Ideas for Districts: *Commercial Corridor & Large Format*

**Commercial Corridor** – auto-oriented pattern common to local corridors today; mainly commercial/service uses (re: Hwy 14 & Losey Blvd)



**Urban Corridor/MXD** – range of commercial uses & larger multi-family units in a walkable pattern; use of regulating plan (re: Hwy 53 Plan)



# General Ideas for Districts: *Industrial*

**General Industrial** – addresses most industrial/large lots \*& large format buildings in current use



**Crafters & Makers District** – smaller lot industrial, assembly, & employment that fits into existing neighborhood/corridor character



## Character Area: *Downtown – Three Distinct Areas*



Three distinct areas assume that the zoning districts may also be more responsive to the character of each with the “main street” area requiring the most rigorous standards and regulations.



**Downtown Area**

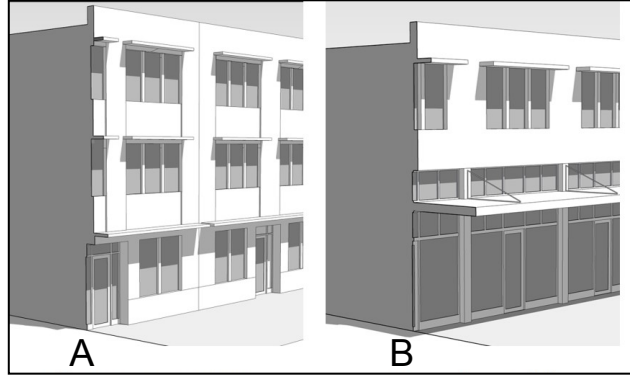


**Core**



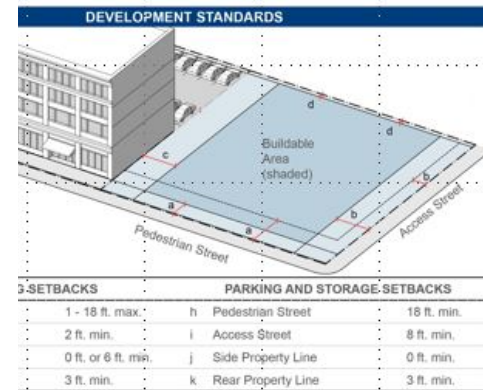
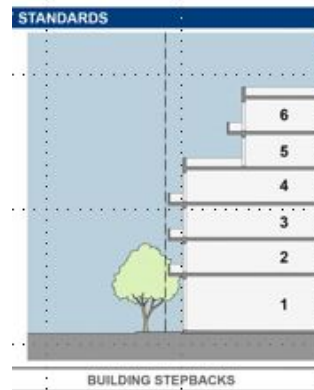
**“Main street”**

# Downtown “Main Street” - Coding for Frontage



“Main Street” district would be regulated by two frontage types:

- common entry (A)
- Shopfront (B)



Dimensional & urban standards would use simple graphics to communicate regulations



Active building frontage

## Next Steps: July, August.....

- Engagement – Interviews and Focus Groups
- Compile and summarize survey
- Approach & Recommendations
- Annotated Outline

# Questions & Comments



ZONING  
CODE  
UPDATE



To learn more & get involved, visit:

[www.forwardlacrosse.org](http://www.forwardlacrosse.org)