

**PETITION FOR CHANGE TO ZONING  
CITY OF LA CROSSE**

**AMENDMENT OF ZONING DISTRICT BOUNDARIES**

For a Planned Development District or  
Traditional Neighborhood District

Petitioner (name and address):

Gerrard Development, LLC

Owner of site (name and address):

100 N 6th Street, La Crosse, WI 54601

Address of subject premises:

927 MAIN ST (principally)

Tax Parcel No.:

20204-10; 20204-20; 20204-30; ; 20204-100; 20204-110; 20204-120

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

See Attached HOM TND LEGAL DESCRIPTIONS: Exhibit A

PDD/TND: \_\_\_\_\_ General ☒ Specific \_\_\_\_\_ General & Specific

Zoning District Classification: TND GENERAL

Proposed Zoning Classification: TND SPECIFIC

Is the property located in a floodway/floodplain zoning district? \_\_\_\_\_ Yes ☒ No

Is the property/structure listed on the local register of historic places? \_\_\_\_\_ Yes ☒ No

Is the Rezoning consistent with Future Land Use Map of the Comprehensive Plan? ☒ Yes \_\_\_\_\_ No

Is the consistent with the policies of the Comprehensive Plan? ☒ Yes \_\_\_\_\_ No

Property is Presently Used For:

Vacant Land

Property is Proposed to be Used For:

Mixed with the main floor being Parking and Commercial and the upper floors being Residential Apartments.

Proposed Rezoning is Necessary Because (Detailed Answer):

The proposed mixed use requires it as well as the reductions in parking requirements, surface off-street parking closer to street than building, proposed color scheme on the facades will need an exception to the requirement, and TND zoning development density is needed add 10 units to the project.

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

The proposed zoning/uses fit well into the current neighborhood. This project includes a Community Services Facility that is greatly needed in the neighborhood and the community overall.

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

This fits well into the City's long term goals for greater density, urban mixed uses, and increased efficiency of resources.

**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, 2024.**

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.



(signature)

608-782-4376

(telephone)

5-2-25

(date)

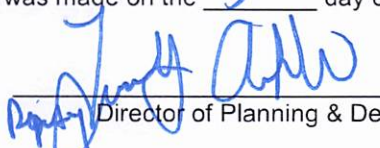
Peter@Gerrardcompanies.com

(email)

At least 30 days prior to filing the petition for approval of the designation of a Planned Development District, the owner or his agent making such petition shall meet with the Planning Department, Engineering Department and Building Safety to discuss the scope and proposed nature of the contemplated development. (Pursuant sec. 115-156(3)(e)(1) of the Municipal Code of Ordinances of the City of La Crosse.)

**PETITIONER SHALL, BEFORE FILING, HAVE PETITION REVIEWED AND INFORMATION VERIFIED BY THE DIRECTOR OF PLANNING & DEVELOPMENT.**

Review was made on the 5<sup>th</sup> day of May, 2025.

Signed: 

Director of Planning & Development

AFFIDAVIT

STATE OF )  
 ) ss  
COUNTY OF )

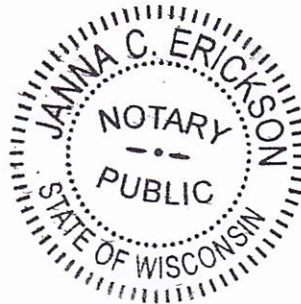
The undersigned, PETER T. GERRARD, being duly sworn states:

1. That the undersigned is an adult resident of the City of La CROSSE, State of WISCONSIN.
2. That the undersigned is (one of the) legal owner(s) of the property located at 927 MAIN ST.
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 2nd day of May, 2025

Janna Erickson   
Notary Public  
My Commission expires 4/10/28



## **EXHIBIT A**

### **Legal Description**

All of Lot 1, Lot 2, Lot 9, Lot 10, Lot 11 & Lot 12 and Parts of Lot 3, Lot 8 & the East 117.88 Feet of the Alley of Metzger's Addition to the City Of La Crosse. Located in Part of the SE 1/4 of the SW 1/4 of Section 32, T16N, R7W, City Of La Crosse, More Particularly Described as Follows:

Commencing at the West 1/4 Corner of Said Section 32;

Thence S1°38'20"E, Along the West Line of Said SW 1/4, 2668.03 Feet to the Southwest Corner of Said Section;

Thence N87°53'57"E 1345.00 Feet to the Intersection of the East Right-Of-Way of 9th Street North with the North Right-Of-Way of Main Street, to the Southwest Corner of Lot 7 of said Metzger's Addition and to the Southwest Corner of That Parcel Described in Document Number 1554813;

Thence N89°36'41"E, Along Said North Right-Of-Way and the South Line of Said Parcel, 73.49 Feet to the Southeast Corner Thereof and to the Point of Beginning;

Thence N0°18'11"W, Along the East Line of Said Parcel, 94.71 Feet to the Northeast Corner Thereof and to the South Line of That Parcel Described in Document Number 1408323;

Thence N89°40'32"E, Along the South Line of Said Parcel, 27.30 Feet to the Southeast Corner Thereof;

Thence N0°18'11"W, Along the East Line of Said Parcel, 56.00 Feet to the Northeast Corner Thereof and to the South Line of the Alley;

Thence N89°40'37"E, Along South Line of Said Alley, 92.63 Feet to the Southwest Corner of the East 117.88 Feet of the East-West Alley.

Thence N0°19'54"W, Along the West Line of Said Alley, 20.00 Feet to the North Line of Said Alley;

Thence S89°40'37"W, Along Said North Line of the Alley, 20.00 Feet to the Southeast Corner of That Parcel Described in Document Number 1704834;

Thence N0°28'38"W, Along the East Line of Said Parcel, 150.35 Feet to the Northeast Corner Thereof and to the South Right-Of-Way of State Street;

Thence N89°34'49"E, Along Said South Right-Of-Way, 138.26 Feet to the Intersection of Said South Right-Of-Way of State Street with the West Right-Of-Way of 10th Street North and to the Northeast Corner of Lot 1 of Said Metzger's Addition;

Thence S0°19'54"E, Along Said West Right-Of-Way, 321.01 Feet to the Intersection of Said West Right-Of-Way of 10th Street North with Said North Right-Of-Way of Main Street and to the Southeast Corner of Lot 12 of Said Metzger's Addition;

Thence S89°36'41"W, Along Said North Right-Of-Way, 237.88 Feet to the Point of Beginning.

The Above-Described Lands Contain 57,415 Square Feet, or 1.32 Acres and are Subject to all Covenants, Restrictions and Easements, Implied or Recorded.

Excepting thereof the West 20 Feet of the East 34 Feet of Lot 3 of Metzger's Addition to the City of La Crosse.

## The Haven on Main TND - Specific Application Narrative

In support of our application for petition of rezoning, we are filing with the Office of the City Clerk these documents and plans for an amendment to the City's Master Zoning Map. Our General Development plan was approved in January of 2024 in order to receive concept approval ahead of our submission of this Specific development plan. The project has been reviewed by the Design Review process at both the preliminary and final levels. The Final Design Review plan set is included as part of this application. We submit the following information as well as our plan set (printed separately):

a. Specific Development Plan.

1. Property Data

- i. The total area within the Traditional Neighborhood District (PDD) is 57,415 square feet or 1.32 Acres (see the CSM in Exhibit A).
- ii. Our project site plans indicates the use areas in good detail. There is proposed to be 45,410 sf (1.01 Ac) (83 % of the site) of impervious surface related to parking, driveways, and roof areas leaving 9,220 sf (0.21 Ac) (17 % of the site) of green space.
- iii. We have addressed how the development fits in with surrounding land uses by selecting building and site elements appropriately.
- iv. The proposed plan results in a proposed density of 53 units/Ac not counting the land dedication for the public alley.
- v. The development is proposing to provide a total of 70 dwelling units. The mix of apartment unit types is as follows: 34 One-Bedroom, 30 Two-Bedroom, and 6 Three-Bedroom.
- vi. There will be 12 One-bedroom units on each of the three housing floors for a total of 34 One-bedroom units. The second floor of the building is to have 10 Two-bedroom units with floors three and four having 10 Two-Bedroom units each for a total of 30 Two-bedroom units. There will also be 2 Three-bedroom units on each of the three housing floors for a total of 6 Three-bedroom units.
- vii. The population analysis for the development project is based on 74 units, of which 50% will be set aside for a population with special needs, primarily people with disabilities. The remaining units will be available for the local workforce and seniors. The vision of this project is to provide quality, inclusive housing that supports the workforce and a vibrant downtown for people with all abilities. The final plans show a slight reduction in total units from 74 in the General Plan to 70 in the Specific plan.

The development team has been working closely with a group representing adults with disabilities that will continue to support tenants in the building once the development is complete. Through data collection and surveys with parents and caregivers of adults with disabilities looking for housing in the La Crosse area, we know that 96% of

adolescents and adults with disabilities in households surveyed live with their parents but would have a desire for housing elsewhere. We also know that 865 students in La Crosse School District in 2021-22 received special education services and will become adults in need of housing. The Haven on Main will offer inclusive, community-integrated housing options for this population.

The Haven on Main is based on a proven model. The Prairie Haus in New Glarus was developed in a similar fashion – prompted by a group of parents of adults with disabilities, the housing development uses a mixed-rate and all ability, inclusive housing approach to create a caring community within the development. Our development has been consulted by the Prairie Haus team and will continue to utilize their experience to guide our development.

Additionally, we have assembled a market study that provides the income targeting mix and proposed expected rent pool for the general population of tenants expected in this development. This mix is identified in the qualified allocation plan available through the Wisconsin housing and economic development Authority. This project will be submitted for federal tax credits to help aid in the construction and development of this project.

- viii. A review of the existing City utility services and a call to the City of La Crosse Engineering Department indicates existing services for sewer and water will be adequate and that significant storm water controls will be needed although there are storm sewers that serve the project. Project storm water will be managed below ground. Additional public storm sewers will be needed as indicated in the Specific plan set.
- ix. Given the population mix the development will serve, special consideration is given to accessibility and transportation. For example, a drive-thru portico and additional van-accessible stalls have been added. At the same time, the development is demonstrating a reduced parking ratio based on data collected through surveys of households with adults with disabilities in the La Crosse area. In that survey, 10% of prospective tenant candidates with disabilities drive and would require parking on site. Other candidates utilize private transport service (pick up/drop off), public transportation, bicycles, or other non-auto transportation. There would be a need for caregivers but that would vary depending on the candidate's level of need, work schedule, and other factors. In the survey conducted, 35% of respondents would need parking on site for 8-24 hours for caregivers. Other caregivers would require parking for partial day shifts or occasionally throughout the week. Therefore, we will develop a rotating parking schedule where spaces are shared. 10% of caregivers from the survey would not require parking.

Half of the building tenants will be a general population of working adults, seniors, and other members of the community. Given the downtown location of the property, a key feature is the proximity to businesses, educational institutions, hospitals, shopping, and other amenities. The property is located on a bus line and will contain bike parking and storage on site. In comparison, another housing development project at 4th and Jackson

Street in La Crosse proposed a 50% parking ratio without the disabled set-aside units that our project is proposing.

Given this data, population served by the project, and property location, we are requesting a 60% parking ratio.

2. General estimated project summary of value: The Project will include 70 apartments with many additional amenities and an on-site community services facility. The estimated development cost is \$~~5,250,000~~ million. The site plan includes a generous landscaped outdoor recreational area that is fenced and appropriately sized. The development also includes landscaping around the perimeter of the entire building. The building includes a community services facility, a passenger drop-off that is sheltered and public service offices that will house Couleecap professionals. The first floor (indoor) includes many project amenities that are not commonly offered such as several communal spaces, community kitchens, fitness center, a gymnasium that include a basketball court, hair salon, storage lockers, bike storage, indoor parking, and exterior parking. This building will also feature green building design by including solar in the electrical systems. This project plans to include all utilities in rent, which includes sewer, water, hot water, air conditioning, heating, electricity, cable, and Internet. Each apartment will be furnished with a stove, refrigerator, washer/dryer, dishwasher, disposal, miniblinds, pantries, and bathrooms that have a double entry (as requested for units for people with disabilities).

3. General operations of the project:

i. The proposed organization chart would be as follows:

- Haven on MainStreet LLC. 100%
- The managing member LLC would be the managing member. .01%
- Investment fund member LLC.99%
- Couleecap taxable.01%

This project would be owned and managed long-term by Couleecap. Couleecap would also relocate current La Crosse service staff to the first floor of the building and provide connectivity to services. The agency would be responsible for the management of the first floor (community spaces, kitchens, fitness facilities, etc.).

Paramark Real Estate are based in Rochester Minnesota and currently manages over 5000 units in four states, including Wisconsin and the City of La Crosse. Paramark will be hired for the day-to-day property management operations, including contacts with all asset managers financial institutions.

- ii. Given the population served by this development, memorandums of understanding have been, or will be, entered into that provide connectivity to services for persons with disabilities. The development will also include a specific plan for implementation of services for the population, as required by the tax credit application.

Couleecap will occupy and provide lease payments for office space on the first floor of the building and will become Couleecap's La Crosse office for public services. The agency

will locate approximately seven full time staff at the location to operate financial counseling, workforce development, homebuying and homeowner support, and other support services.

- iii. This project will enter into a land use restriction agreement that will be recorded against the title and will restrict the tenant base population living in this facility.
4. A review of the Zoning Code in light of combining the needs of the project with the R-5 and the C-2 zoning elements we are requesting the following regulations of the proposed district:
  - (a) Permitted use.
    - 1) Any use permitted in the R-5 District
    - 2) Any use permitted in the C-2 District
    - 3) Any reasonable combination of uses shall be allowed in a single structure. How uses are distributed within a structure must be approved by the Plan Commission.
  - (b) Height regulations.
    - 1) No building or structure shall be erected or altered to exceed 60 feet in height.
  - (c) Area regulations.
    - 1) Front Yards. There shall be a front yard of not less than 8 feet. Where a canopy for an entrance is provided, the canopy structure shall have no required setback but shall not extend into any right-of-way without an approved street privilege permit.
    - 2) Side Yards. Side yards shall be a minimum of 8 feet.
    - 3) Outer Courts. Outer Courts shall have a minimum depth of 20 feet
    - 4) Inner Courts. Inner Courts shall have a minimum depth of 20 feet.
    - 5) Lot area per dwelling unit. There shall be a lot area of not less than 740 square feet per dwelling unit.
  - (d) Vision Clearance. The vision clearance requirements shall be the same as required for the Local Business District.
5. The expected date of commencement of physical development is as follows (no phasing is planned):
  - i. Land sale closing: On or before September 30, 2024
  - ii. Demolition and site prep: January 2025
  - iii. Construction begins: April/May 2025 for 16 months
  - iv. Certification of occupancy on the commercial component: April 2026
  - v. Pre-marketing of units: May 2026
  - vi. Certification of occupancy: August 2026
6. The site plan of the proposed project is included in Exhibit D.
7. Legal descriptions of the properties are included in Exhibit A. The boundaries of the project property are depicted in Exhibit C.



8. Please see the attached Exhibit B which is a map of the surrounding properties indicating the current uses. This map provides an excellent depiction of the nature of the surrounding properties in relation to the proposed Planned Development.
9. The site plan included in Exhibit D and building plans included in Exhibit E depict the location of recreational, open space areas, and common areas both outside and inside the building.
10. The native soils within the development are anticipated to be sand as is typical in this area of the City. Project close to this site have had extensive soil investigations done and those results support this. Therefore, we do not anticipate any restrictive soil conditions to hinder the project.
11. The site, in general, has very little topography. A full topographic survey is included in Exhibit F.
12. The general character of the final site, building and landscape is included in Exhibit G. These color renderings are a reflection of the detailed planning and thoughtful design of the project to bring development to this point. It is clear that the thoughts expressed in this submittal and the intent of the requested zoning to bring about this important project for the community are well expressed.

The PDD requirements include a request for “additional material and information shall be provided for specific types of uses when petitioning for a change in zoning under a general development plan.” We believe this additional information was adequately covered in the body of this submittal so no additional materials have been provided under the “Additional Information” section of the requirements.