

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):

Benson Properties I, LLC  
320 West Ave N  
La Crosse, WI 54601

Owner of site (name and address):

Benson Properties I, LLC  
320 West Ave N  
La Crosse, WI 54601

Address of subject premises:

415 12th Street N  
La Crosse, WI 54601  
*1117, 1119, 1125, 1129-1135 Pine Street*

Tax Parcel No.: 17-20160-20, 17-20200-60, 17-20200-70, 17-20200-80, 17-20200-90

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

Lot 10 and all of Lot 9 except the north 42.3 feet thereof, Block 25, T. Burns, H.S. Durand, S.T. Smith and R.F. Rublee's Addition to the City of La Crosse, along with Lot 228, Lot 229, and the west 80 feet of Lots 230 and 231, Block 24, Allen Overbaugh & Peter Burns Addition to the City of La Crosse, La Crosse County, Wisconsin.

PDD/TND:  General  Specific  General & Specific

Zoning District Classification: R5 *- Multiple Dwellings*

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:

Multiple single family structures used as student rental housing.

Property is Proposed to be Used For:

A single multi-family building

Proposed Rezoning is Necessary Because (Detailed Answer):

R5 zoning district contains minimum area per dwelling requirements which prevent achieving required density to make project financially feasible. R5 and R6 zoning districts contain front yard setbacks that prevent the project area from meeting parking requirements. TND zoning will allow the building to be placed closer to Pine Street, thereby providing adequate space for requisite parking.

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

This neighborhood is primarily student housing focused. Many of the projects within this neighborhood were developed through TND rezoning in order to achieve densities necessary for financial feasibility. The project is very similar to most developments in the area in recent years. The project meets multi-family parking requirements and is expected to reduce the number of cars parked on-street.

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

The future land use map labels these parcels HIR-High Intensity Retail, Office or Housing. The project will demolish 7 single family structures with a total assessed value of \$760,000 and replace them with a single structure which will likely be assessed at about \$2.5 million. This represents a significant increase in revenue for the City.

**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 25th day of January, 2018.**

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.

Barbara A Benson  
(signature)

(608)467-4581  
(telephone)

Mar. 7, 2024  
(date)

eric@bensonmanagement.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 12<sup>th</sup> day of March, 2024

Signed: [Signature]  
Director of Planning & Development

Eric Glamm  
Benson Properties I, LLC  
320 West Ave  
La Crosse, WI 54601

8-Mar-2024

Ladies/Gentlemen of the La Crosse City Council, Plan Commission, and Judiciary & Administration Committee,

We are pleased to offer this petition for a new Traditional Neighborhood Development at Pine Street and 12<sup>th</sup> Street N. The project will replace seven old single family residential structures, used as student rental housing, with a single, brand new, multi-family structure. The project will increase the assessed value of the property from \$750,000.00 to approximately \$2.5 million.

The project will include modern architecture with high quality and attractive building materials. The building will significantly increase the curb appeal of the neighborhood. Landscaping will include attractive plantings and trees which will be maintained by professional landscaping companies.

Rents will be on the low end for brand new construction, thereby increasing the amount of affordable housing in the City of La Crosse.

Benson Properties and its management company, Benson Management, have a long history of providing quality, affordable housing options that are well maintained and manicured in the City of La Crosse. Brian and Barb Benson, who started the company, graduated from UW-La Crosse in the early '70s and have long-standing relationships within the community. Their daughter, Kelly, and son-in-law, Eric, are continuing that tradition as executive officers of the organization.

Again, we are pleased to offer this new development.

1. *A plat plan including all information required for a preliminary plat and applicable provision of Wis. Stat. ch. 236, together with areas to be reserved for vehicular and pedestrian traffic, utilities, parking, public uses and easements. For commercial, industrial, public or semi-public, or mixed use developments, a detailed site plan showing the dimensions and locations of all proposed structures, areas to be reserved for vehicular and pedestrian traffic, utilities, parking, public uses and easements.*

**Enclosed, please find our complete set of engineering and architectural plans. The Site Plan includes details on locations of all proposed structures, areas reserved for vehicular and pedestrian traffic. The Utility Plan details utilities.**

2. *A legal description of the boundaries of lands included in the proposed Planned Development District.*

**The legal description is as follows:**

**Lot 10 and all of lot 9 except the north 42.3 feet thereof, Block 25, T. Burns, H.S. Durand, S.T. Smith and R.F. Rublee's Addition to the City of La Crosse, along with Lot 228, Lot 229, and the west 80 feet of Lots 230 and 231, Block 24, Allen Overbaugh & Peter Burns Addition to the City of La Crosse, La Crosse County, Wisconsin.**

3. *A description of the relationship between the lands included in the proposed Planned Development District and surrounding properties.*

**The lands included in this Traditional Neighborhood Development will redevelop seven single family residential properties, all used as student rentals, into a single multi-family property.**

**Nearly all of the surrounding properties are also developed as student rentals. A few single-family homes remain, but the majority of the surrounding properties have already been redeveloped into apartment buildings. The proposed development is very much in line with surrounding properties.**

*4. The location of public and private roads, driveways and parking facilities.*

**Please refer to the Site Plan. The project fronts on Pine Street to the south, and 12<sup>th</sup> Street N to the northeast. To the west is the alley between 11<sup>th</sup> and 12<sup>th</sup> Streets N.**

**The existing structures include several driveways which converge at the cul-de-sac at the south end of 12<sup>th</sup> Street N. The project will remove all of the driveways, and replace them with a single driveway off the aforementioned alley.**

**Currently, off-street parking in the area is somewhat insufficient. Each structure has tenants with multiple cars, most of which are parked on 12<sup>th</sup> Street, Pine Street, and other adjacent streets.**

**The new project will include off-street parking immediately adjacent to the new building at the rate required by the City of La Crosse Multi-Family Design Standards. This will reduce the number of cars parked on the public streets, and will improve snow removal efficiency in the public streets.**

*5. The size, arrangement and location of any individual building sites and proposed building groups on each individual lot (not applicable to single-family attached or detached residential projects).*

**The proposed project includes one multi-family building. The proposed building measures 122 feet by 48 feet, or approximately 5,765 sf per floor.**

**The building will front on, and be oriented parallel to, Pine Street. The building will be set adequately far off the sidewalk to allow for mild slopes in all directions.**

*6. The location of institutional, recreational and open space areas, common areas and areas reserved or dedicated for public uses, including schools, parks and drainageways.*

**As this development includes just half an acre of land, the project includes no institutional spaces or spaces dedicated for public use.**

**The project does include recreation space for tenants to the east side of the proposed building.**

*7. The type, size and location of all temporary advertising signs and permanent entrance features or signs.*

**No advertising signs are proposed. No permanent entrance signs are proposed. Typical address signage will be included on the building.**

*8. Detailed landscaping plans including plant listings.*

**Please find the Landscape Plan included with our plan submission.**

9. *Final architectural plans, elevations and drawings and sketches illustrating the design and character of proposed structures (not applicable to single-family attached or detached residential projects).*

**Please find the architectural plans included with our plan submission.**

10. *The existing and proposed location of public sanitary sewer, water supply facilities and stormwater drainage facilities in the form of engineering plans.*

**Please find complete engineering plans showing all sanitary sewer, water supply, and stormwater facilities, included in our plan submission.**

11. *The existing and proposed location of all private utilities or other easements.*

**All private utilities are shown on the enclosed plan submission, as are all existing and proposed easements.**

12. *Characteristics of soils related to contemplated specific uses.*

**Anticipated soils include sands and loamy sands. Native soils in the area are well suited for this type of building and construction.**

13. *Existing topography on-site with contours at no greater than two-foot intervals City Datum.*

**Please refer to the Grading Plan, which includes 1' contour intervals as well as many spot elevations.**

14. *Provide for anticipated uses of adjoining lands, whether owned by the developer or not, in regard to roads, surface water drainage, utilities, and compatibility with existing adjacent land uses.*

**All adjoining lands include very similar uses. The proposed project fully captures all stormwater. Stormwater will not be directed across property lines.**

15. *If the development is to be staged, a staging plan describing each stage of the development and how it will function by itself and the relationship to other development stages/units within the district or on adjacent property.*

**The development will not be staged.**

16. *All restrictive covenants.*

**Not applicable.**

17. *Proposed erosion control plan and final grading plan in conformance with article II of [chapter 105](#).*

**Please refer to the engineered erosion control plan in the plan submission.**

18. *All conditions agreed to by the applicant which are not included in the written documentation required under subsection (2)c.1 through 12 of this section shall be part of the development plan.*

**Not applicable.**

19. *Exceptions to Multi-Family Design Standards*

**We request the following exceptions to the Multi-Family Design Standards:**

**C.2 No parking closer to the street than the building.**

In order to meet ordinance requirements for parking stall count, we propose a parking lot which extends approximately four feet closer to the street than the front of the building.

**C.4 Parking areas shall be separated from the primary buildings by a 15' landscape buffer.**

In order to meet ordinance requirements for parking stall count, we propose a five-foot buffer. This is very similar to other projects in the area.

**C.6 Parking lots for more than 12 vehicles shall incorporate planting islands.**

We propose landscape islands at the corners of the parking lots.

**C.15 Raised curbs or blocks preventing vehicles from driving on landscaping.**

With multiple buildings in La Crosse, and indeed in this immediate area, most do not contain raised curbs. We have not found a detrimental impact to the landscaping. Further, we have professional landscaping companies maintain our landscaping. Rather than raised curbs, we often incorporate judiciously placed small boulders within the landscaping to prevent vehicles from driving on the landscaping. We find this achieves the same effect, but provides a more natural, pleasing aesthetic.

**K.8 Buildings shall be built to the front setback line or further.**

In order to meet ordinance parking requirements, we propose a 10-foot front setback.

**N.5 Large roofs shall be articulated with dormers, shifts in height, cupolas, etc.**

The roof system proposed is very similar to other projects we've constructed in the neighborhood, and will be an attractive roof.

Thank you for your consideration.

Sincerely,



Eric Glamm, CFO, Benson Management, Inc.  
Authorized Agent for Benson Properties I, LLC