



The REACH Center partners are applying to rezone 212 11th Street South from ‘Washburn Residential’ to ‘Traditional Neighborhood Development’. This fact sheet provides information about the zoning proposal.

To submit questions, comments, or speak to someone about this proposal, visit <https://www.couleecap.org/community-feedback.html>

Q: Why are REACH partners pursuing new zoning?

A: Since the building was built in 1957, it has served the community as a professional office and medical building. In the early 2000’s a large area was re-zoned as ‘Washburn Residential’. The REACH Center lot was included in that rezoning even though the property was not used as a residential lot. The building was permitted to be used as a professional building indefinitely and will continue to be so. Our goal is to bring zoning up-to-date with how the building has been and will continue to be used.

Q: If the building has been used as an office building, why do you have to rezone?

A: Since the building is not zoned in accordance to how it is used, it is considered ‘non-conforming’ by the city. As a non-conforming building, there can be confusion within the community and among owners over allowable uses. Additionally, certain building upgrades are not allowable. For example, REACH partners want to add updated dental suites to serve families, and add solar panels to the rooftop to improve the building’s efficiency. These renovations are not allowed while the building is considered ‘non-conforming.’

Q: Under new Traditional Neighborhood Development (TND) zoning, what would be considered allowable on the property and in the building?

A: Within TND zoning, only uses reviewed and approved by the City of La Crosse Common Council are allowable. REACH partners have worked closely with the City Planning office and are gathering input from the community to define a specific list of allowable uses. Once the list is approved, no other use would be allowed without further approval from the Common Council or a rezoning effort. Please see a list of proposed uses at the end of this document.

Q: Once the REACH Building receives TND zoning, what changes would you make to the building?

A: Any changes would be interior renovations or rooftop renovations with the installation of solar panels. For the interior renovations, we will be remodeling the lobby to be more modern and efficient. We will also add dental suites and update existing office spaces to provide better working space for our partners at Scenic Bluffs Community Health Centers. We will not be making additions to the exterior of the building, adding a second story, or making any changes that would impact the size of the building.

Q: Will you be adding a Methadone Clinic or other drug treatment facility?

A: No. This is not a service REACH partners provide, nor are there plans to provide this service. Additionally, since serving as a Methadone or drug treatment facility would first need approval by Common Council, this would not be an allowable use for the property under new TND zoning.

Q: Will you be providing any form of shelter for people who are currently without shelter?

A: No. The REACH Center is a professional office building and does not provide shelter of any kind. This is not currently an allowable use of the building, and we are not including shelter in the list of allowable uses requested in our zoning application.

Q: Where can I go to request more information or ask additional questions?

A: We welcome questions and feedback! Please visit <https://www.couleecap.org/community-feedback.html> to submit your comments or questions and we will be in touch.

PROPOSED LIST OF ALLOWABLE PROPERTY USES UNDER TND ZONING

General office-based services to the public for the purpose of providing:

- Social services - public services intended to advance housing, financial, educational, health, and other areas of individual and community wellbeing.
- Community education and resources
- Housing Navigation, coordination, or support
- Legal assistance
- Employment and educational support
- Basic needs items (examples include hygiene items, clothing items, etc.)
- Benefits and identification documentation enrollment
- Counseling services
- Primary medical care services including preventive, diagnostic care and treatment (e.g., chronic condition management, immunizations, screenings, blood tests, x-rays, health education, etc.) for all age groups, and for a wide range of health-related issues.
- Dental care
- Behavioral health services
- Prescription-only pharmacy services exclusively for Scenic Bluffs Community Health Center patients only; Excludes dispensing of opioids.
- Health education
- Language interpreting
- Patient access coordination
- Health insurance navigation
- Chiropractic, acupuncture, massage therapy
- Parking for visitors and employees of the REACH Center

Uses not allowable: Methadone clinic, needle exchange program, drug detoxification center, sheltering services including overnight housing.