

4/6/17

Dear City Council Members, Planning Commission Members and City Staff,

Please see the attached plan for the proposed development along the north side of the 1000 block of La Crosse St. The plans consist of two buildings sites divided by only the alley that runs through the block. The larger site on the corner of N. 11<sup>th</sup> and La Crosse Streets is .58 acres in size. The smaller site directly west on the other side of the alley next to the bike shop is .09 acres. Both sites have been cleared of all structures and are ready for development.

The final plans consist of a multifamily residential building with 18 high-end 2-bedroom apartments on the larger site. A small leasing office is also incorporated into this building. The building plan for the smaller site consists of retail/office space on the ground level with 2 high-end 1-bedroom apartments above. Our proposed plans have been through the city's multifamily and commercial design standards review process. The design meets with the intent of the City of La Crosse Multifamily Housing and Commercial Design Standards. We are however, asking for a couple small waivers to the standards, both of which have been asked for and approved for other recently built developments in the area. For this reason, as well as the added mixed use element of this project, we must rezone the properties from C-1 (local business) and R-5 (multiple dwelling) to all PDD specific. The waivers we are asking for are fully supported by the City Planning Department as they were in recent past development projects and are outlined in the specific zoning request.

We have developed and managed our own properties in the campus area for over 20 years and are very excited for our proposed development on this site which we've owned and planned for many years. This development will obviously result in a substantial increase in property tax revenue for the City of La Crosse and we hope to start construction in 2017.

In conclusion, we feel that these plans align with the city's Long Range Comprehensive Plan goals. The development will be an asset to the city by providing quality housing between two campuses as well as an opportunity for a local business to thrive and serve our community on a main street in our city. We hope that you agree and urge you to please call me with any questions that you might have.

Sincerely,



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