

Applicant (name and address): ___ Maria Norberg_2102 31st St S, La Crosse, WI-54601: _____ 100.00

Owner of site (name and address): ___ Airam Group, LLC 2102 31st ST S, La Crosse, WI 54601 _____

Architect (name and address), if applicable: _ Alyssa Campbell, _I&S Group, 201 Main Street, Ste 710, La Crosse, WI 54601 _____

Professional Engineer (name and address), if applicable: _ Will Kratt, I&S Group, 201 Main Street, Ste 710, La Crosse, WI 54601 _____

Contractor (name and address), if applicable: _ Brian Wellendorf, Wellendorf Contractors _____

Address of subject premises:

___ 304 Main Street, La Crosse, WI 54601 _____ *Initials of Inspector* TRN

Tax Parcel No.: _ 17-20016-130 _____ *Initials of Inspector* TRN

Current Zoning.: C2-commercial _____ *Initials of Inspector* TRN

Legal Description: TOWN OF LA CROSSE N 40 1/2 FT OF E 45 FT OF W 85 FT LOT 1 BLOCK 23 LOT SZ: 45 X 40.5 _____ *Initials of Inspector* _____

Details of Exception Request:

Grounded Specialty Coffee (Grounded) has existed at 308 Main Street in downtown La Crosse for almost 12 years. We have recently signed an offer to purchase the property at 304-306 Main Street with the intention to expand the business. This business expansion would transform Grounded from a basic coffee shop into a full restaurant available for breakfast, lunch, and dinner, along with a full coffee and wine bar. The proposal is to expand the existing business onto the lot at 304-306 Main Street, include indoor and outdoor seating on the ground level, and offer partially covered and open air seating on a terrace above the addition. Please see the attached renderings. The building plans allow Grounded to expand the kitchen and much needed seating space for the restaurant, while meeting the demand for more downtown outdoor dining options.

We are requesting an exception to the two story height requirement so that we can expand the business to offer additional seating, including rooftop and outdoor seating. Patrons of downtown La Crosse will be able to enjoy the view of our downtown from an elevated area. Approximately half of the proposed 1,400 square foot terrace would be below the two story height requirement.

Please explain why the standards of this ordinance should not apply to your property:

Adding a third story to the proposed expansion would require the addition of an elevator to meet code, and the additional costs and constructed area would make this expansion economically unfeasible. In taking the financial risk for this expansion, we feel that the most economical and responsible option is to start with the first floor and upper terrace to ensure that the business can succeed. We will design and engineer the building so that it is structurally able to handle additional stories if it becomes an economically feasible, good business decision in the future. In designing the layout and architecture of this proposed expansion, we were very mindful of the need for it to blend into the existing charm and historic downtown feel and incorporated design elements from the currently published plans and design standards for this area. We have taken extra care to incorporate the current building façade, while also providing an open air layout that is a fresh take on classic style. Since our expansion will still be

adjacent to a lot with no structure, we feel the design does well to step down the elevations along the block to ground level.

We have included green space in the landscaping design. We have spoken with the owners of 302 Main Street, and we can potentially expand the landscaping design into the vacant area of 302 Main Street as well. The properties of 302-306 Main Street have been vacant for decades. We intend to take a vacant lot, and turn it into something that is complimentary to historic downtown La Crosse and functional.

What other options have you considered and why were they not chosen:

We considered additional stories with the currently proposed expansion to be used for office or residential living space, but this is not economically feasible at this time. In weighing the budget we have available and our goals for this property, we feel that it is most critical that the restaurant business currently in the building succeeds in its expansion before taking the additional risk of adding unknown variables to the project.

Please explain how granting this/these exceptions is consistent with protecting the public interest; in particular, explain how it will impact adjacent properties:

A stated mid-term priority plan recommendation from the La Crosse City Vision 2020 Master Plan in the Historic Commercial Neighborhood is, "Promote a balance of nighttime activities to provide an alternative to the college bar scene. A more diversified mix of attractions would include art and cultural attractions, fine restaurants, bars appealing to an older (after college) crowd." Our business model fits this recommendation very well. While expanding our thriving daytime coffee shop will benefit our business, the entire area will benefit from an upscale restaurant/bar destination with expanded hours and outdoor seating. The market shows continued demand for outdoor hospitality options, and meeting that demand will benefit the entire downtown.

Adjacent employers, retail businesses, and residents will benefit from increased options and patronage in the immediate area. Several once vacant lots will benefit from landscaping and other improvements. All of downtown La Crosse will benefit from the improvements to the vacant area that has detracted from one of the main intersections in our Historic Downtown for decades.

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 request and that the above statements and any attachments submitted hereto are true and correct to the best of my knowledge and belief.

Mandi Daley
(signature)
715-418-1199 8/8/14
(telephone) (date)
groundedlacrosse@gmail.com
(email)

STATE OF WISCONSIN)
)ss.
COUNTY OF LA CROSSE)

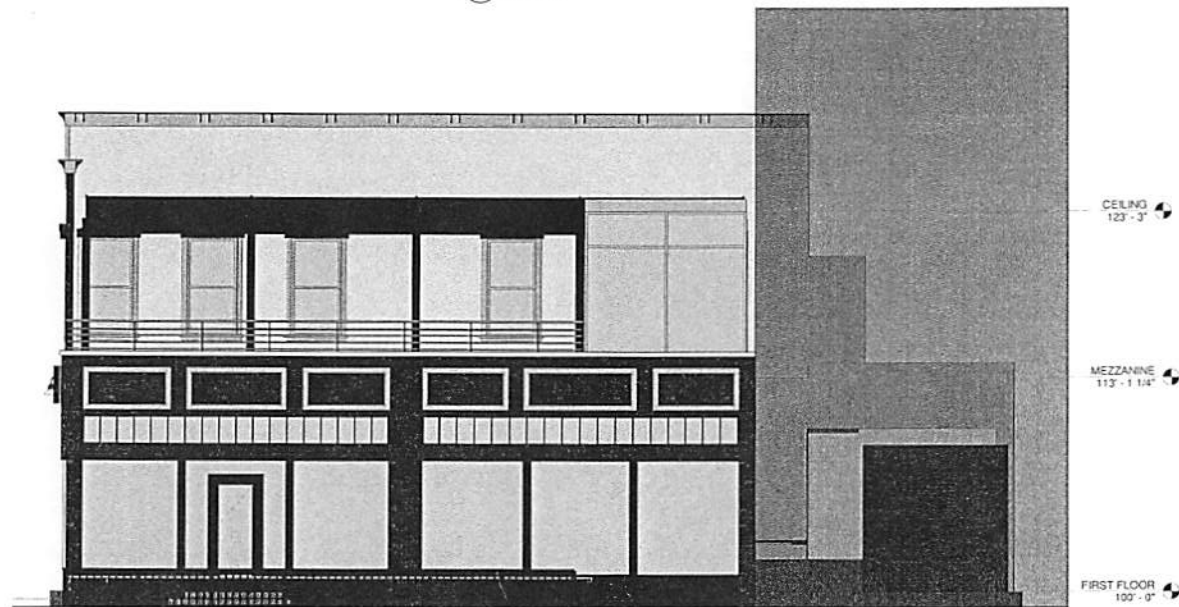
Personally appeared before me this 8th day of Aug, 2014, the above named individual, to me known to be the person who executed the foregoing instrument and acknowledged the same.

John M. Eisen
Notary Public
My Commission Expires: 6/23/2017

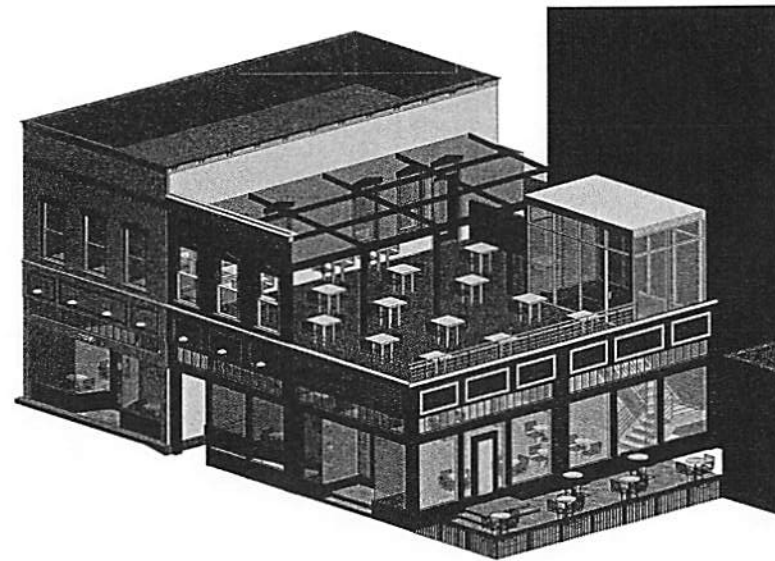
Jeff Akler 8/8/14
on behalf of Larry Krich



2 NORTH ELEVATION
1/4" = 1'-0"



1 WEST ELEVATION
1/4" = 1'-0"



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PROJECT

**GROUND
SPECIALTY
COFFEE**

LA CROSSE WI

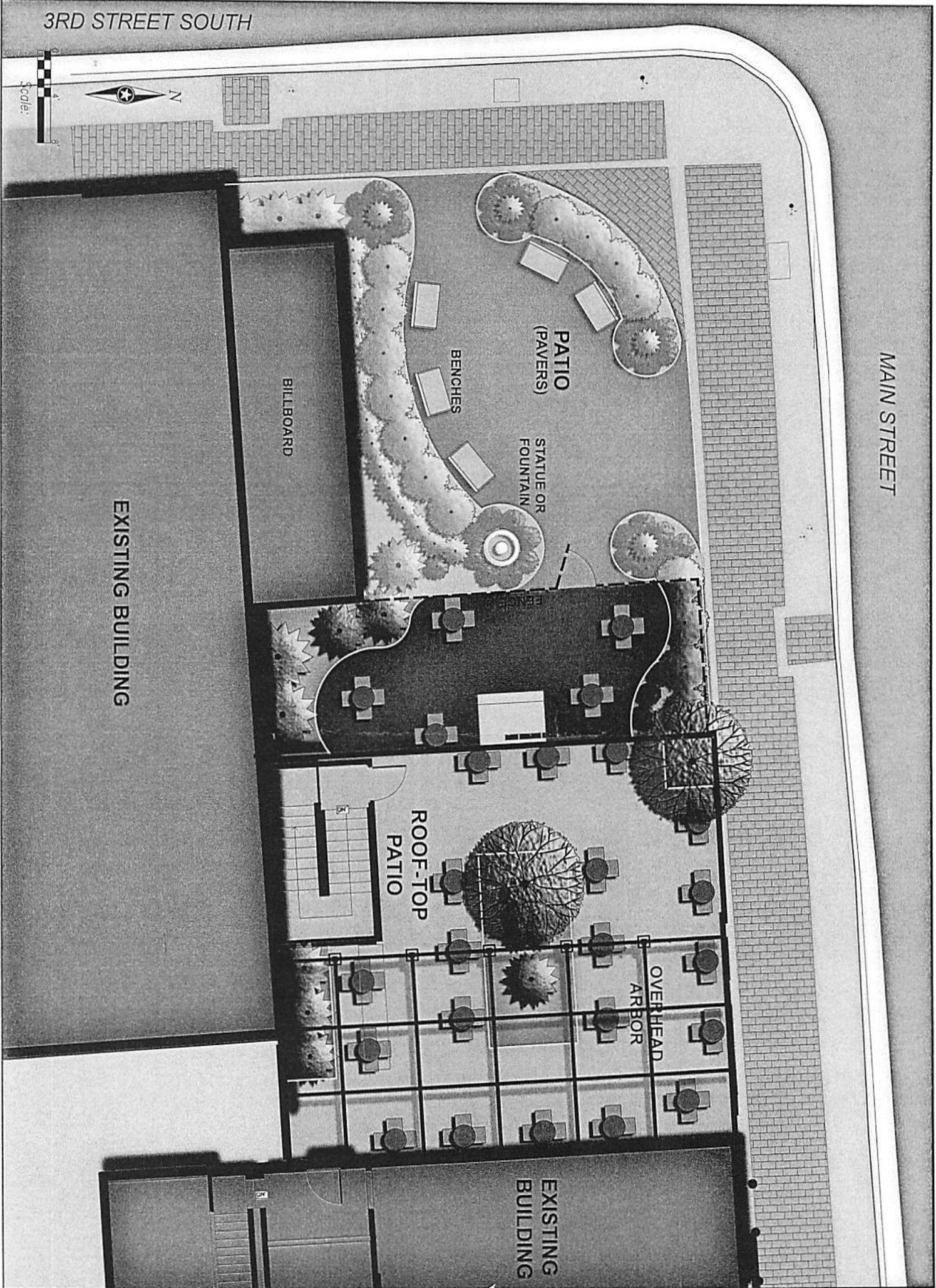
NO.	DATE	REVISION SCHEDULE	DESCRIPTION

PROJECT NO.	14-15812
FILE NAME	15812 Architectural.rvt
DRAWN BY	ALF
DESIGNED BY	APC
REVIEWED BY	APC
ISSUE DATE	
CLIENT PROJECT NO.	

TITLE

**EXTERIOR
ELEVATIONS**

SHEET



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PROJECT
LA GROSSE
WISCONSIN

NO.	DATE	REVISION/SCALE	DESCRIPTION

PROJECT NO.	18812 CHGO
FILE NAME	18812 CHGO
DRAWN BY	
DESIGNED BY	
REVIEWED BY	
ISSUE DATE	8.1.18
CLIENT PROJECT NO.	

TITLE
LANDSCAPE PLAN