

**CITY OF LA CROSSE, WISCONSIN  
CITY PLAN COMMISSION  
REPORT  
June 4, 2018**

➤ **AGENDA ITEM – 18-0667 (Andrea Schnick)**

Application of Maluna LLC (Sheldon Scott Hoyt) for a Conditional Use Permit allowing permission to apply for a Combination "Class B" Beer & Liquor License at 411 3rd St. S.

➤ **ROUTING:** J&A, Public Hearing 6/5/18 6:00 p.m.

➤ **BACKGROUND INFORMATION:**

Mr. Hoyt is applying for a Conditional Use Permit for a Class B Beer and Liquor License on the property depicted on attached **MAP PC18-0667**. Mr. Hoyt will be leasing the first floor and basement of the property where the vacant Octane Bar is located to turn the first floor into a bar to cater to his already-established clientele, new patrons, and to also provide a small amount of retail space for his coolers and t-shirts. Bar food such as pizzas may also be served but will not have a full kitchen.

The Conditional Use Permit required is per La Crosse Municipal Code section 115-359. Per that code, this business does reside in the Central Business District and the required floor plan, site plan, and gross sales estimation are included as attachments in the legislation. They anticipate that 85% of their sales will come from beer, wine and liquor.

There has consistently been a liquor license at this location.

Mr. Hoyt currently has a successful business located in the Coulee Region Business Center selling coolers, cooler accessories, and t-shirts. He is interested in diversifying his business portfolio.

➤ **GENERAL LOCATION:**

411 3rd St. S., Downtown

➤ **RECOMMENDATION OF OTHER BOARDS AND COMMISSIONS:**

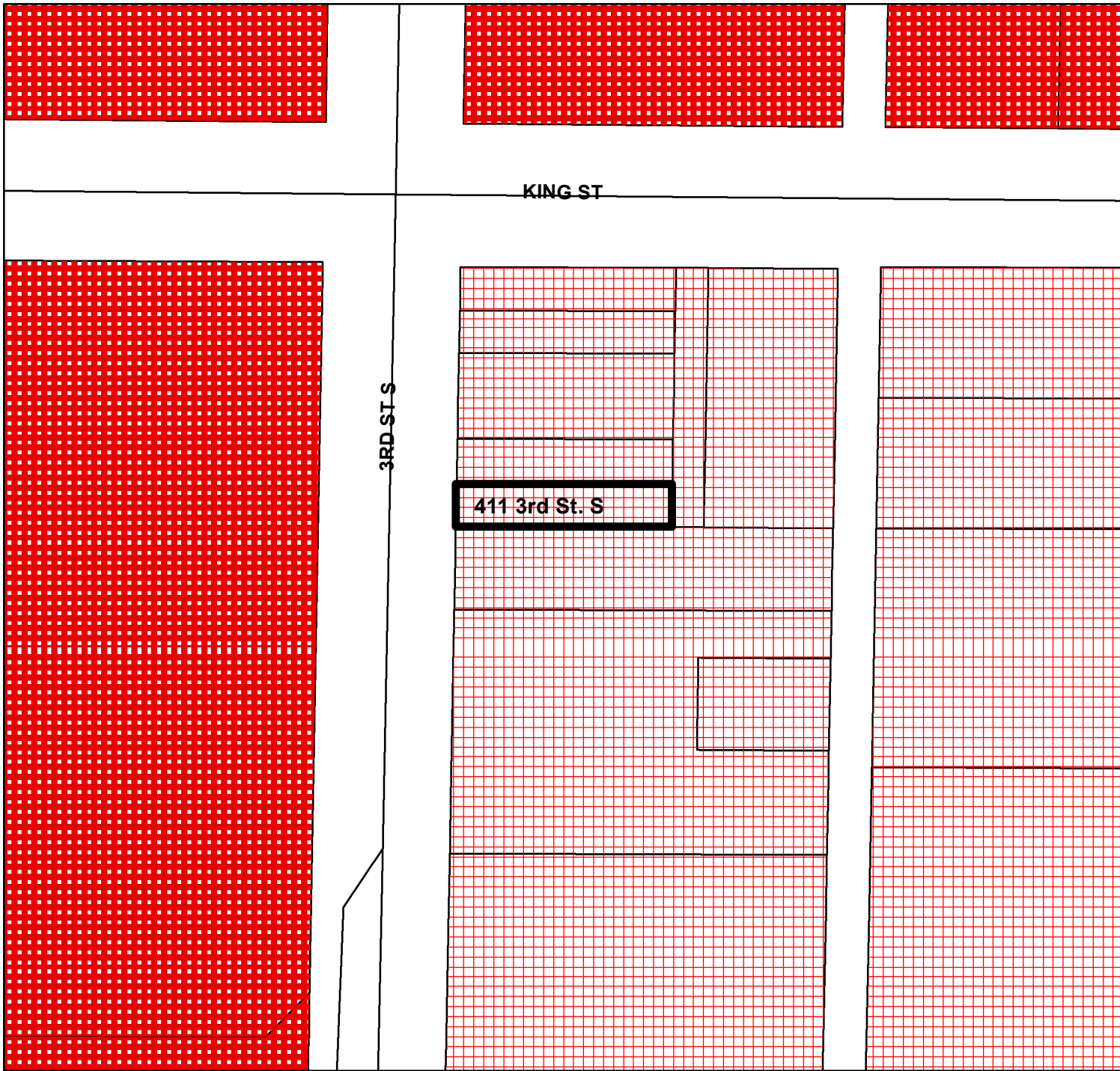
N/A

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

Continuing Downtown revitalization and small business growth is a primary objective in the Comprehensive Plan.

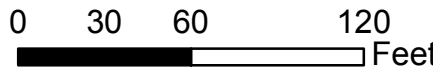
➤ **PLANNING RECOMMENDATION:**

**Planning Staff recommends approval.**


























## BASIC ZONING DISTRICTS

- R1 - SINGLE FAMILY
- R2 - RESIDENCE
- WR - WASHBURN RES
- R3 - SPECIAL RESIDENCE
- R4 - LOW DENSITY MULTI
- R5 - MULTIPLE DWELLING
- R6 - SPECIAL MULTIPLE
- PD- PLANNED DEVELOP
- TND - TRAD NEIGH DEV.
- C1 - LOCAL BUSINESS
- C2 - COMMERCIAL
- C3 - COMMUNITY BUSINESS
- M1 - LIGHT INDUSTRIAL
- M2 - HEAVY INDUSTRIAL
- PS - PUBLIC & SEMI-PUBLIC
- PL - PARKING LOT
- UT - PUBLIC UTILITY
- CON - CONSERVANCY
- FW - FLOODWAY
- A1 - AGRICULTURAL
- EA - EXCLUSIVE AG
- City Limits
- SUBJECT PROPERTY





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