

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
March 31, 2014**

➤ **AGENDA ITEM – PC2014-03-31-04**

Application of Turtle Stack Brewery LLC for a Conditional Use Permit allowing for a craft brewery and tasting room at 125 2nd St. S.

➤ **ROUTING: J&A Committee**

➤ **BACKGROUND INFORMATION:**

The applicant is requesting a Conditional Use Permit (CUP) to allow for a brewery and tasting room on the property depicted on attached **MAP PC2014-03-31-04**. [It should be noted that this application is not seeking a CUP for a Combination Class B beer and liquor license.] The applicant would like to produce specialty beers for distribution to local bars and restaurants and provide a tasting room for sampling. The applicant intends have the majority of all the incoming and outgoing deliveries occur through the rear alley entrance/exit. All of the beer produced will only be packaged in kegs. No bottling of beer will be permitted.

The applicant applied, and was approved, for a Conditional Use Permit to operate a brewery a 313-315 Pearl Street in December 2013. Since then, lease negotiations have broken down and the applicant decided to find another location for his business.

The applicant's CUP application and letter is attached.

➤ **GENERAL LOCATION:**

125 2nd Street S. (La Crosse Clock Company)

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

This CUP was approved by the Common Council in December 2013 at 313-315 Pearl Street.

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

This proposed CUP is consistent with the City Vision 2020 Master Plan which states that:

"Promote a balance of nigh time 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."

➤ **PLANNING RECOMMENDATION:**
























The proposed use for this location is for a brewery and tasting room, which is a vastly different use than most other Conditional Use Permit applications for liquor licenses in the Downtown. It is not intended to be a bar or provide a bar-like atmosphere. Only beer will be allowed to be served here and the applicant does not intend to be open until 2:00 a.m. every day of the week. The applicant was granted approval of his CUP application at Pearl Street with several conditions and has stated that they

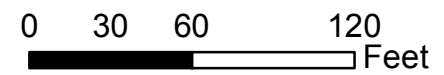
would agree to those same conditions at this location. In addition, staff recommends rescinding the CUP that was approved at 313-315 Pearl Street as this use will not be located there. **This application is recommended for approval with the same conditions that were approved by the Common Council and recommends rescinding the CUP that was approved for 313-315 Pearl Street. The conditions are:**

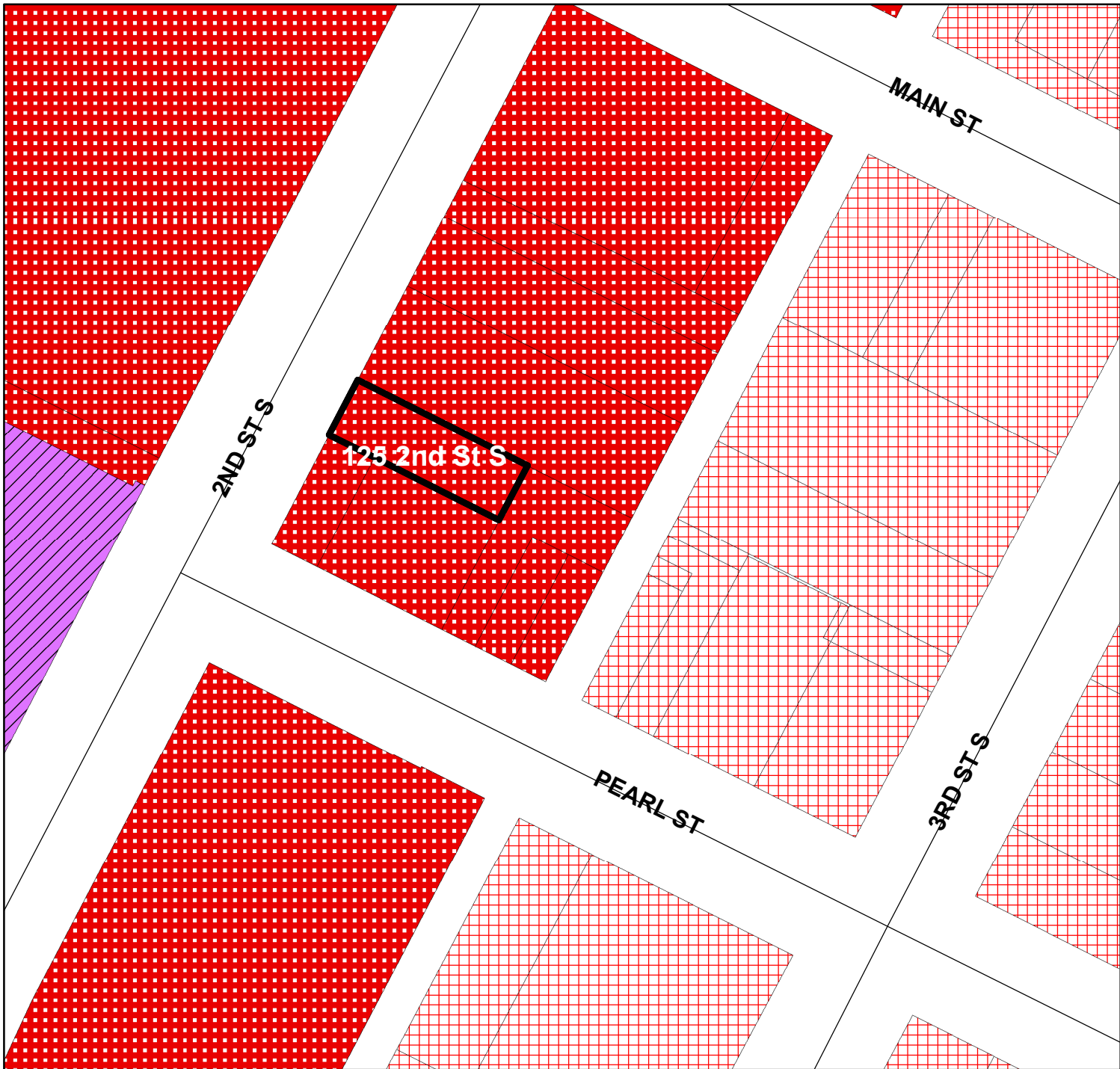
- 1. Establishment is open no more than six days per week;**
- 2. Operational hours on Friday and Saturday are noon to midnight**
- 3. The other days the hour of operation shall be 3:00 p.m. to 10:00 p.m. with the exception of Sundays, legal holidays and days when special tours are scheduled in which case the open time shall be no earlier than noon.**
- 4. Any schedule changing hours of operation must be approved by the City Plan Commission.**
- 5. Operator is to specify to the City Clerk which day of the week the tasting room is closed**
- 6. Include language that this Resolution supersedes Resolution13-0719 (Resolution approving Application of Turtle Stack Brewery LLC for a Conditional Use Permit allowing for a craft brewery and tasting room at 313-315 Pearl Street.)**



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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