

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
October 4, 2021**

➤ **AGENDA ITEM – 21-1289 (Lewis Kuhlman)**

Application of Events on Main LLC for a Conditional Use Permit at 422 Main St allowing for permission to apply for a Combination "Class B" Beer and Liquor license.

➤ **ROUTING:** J&A 10.5.21

➤ **BACKGROUND INFORMATION:**

The applicant intends to use this building to host special events such as concerts, comedy shows, luncheons, business meetings, weddings, and fundraisers. It was formerly Crossfire and the floorplan does not appear to be changed. The proposed use may increase noise or traffic congestion, but could have a net positive economic impact in terms of jobs generated, the investment of private capital, the generation of additional spin-off economic activity and significant net tax revenues. The estimated percent of gross receipts of beer, wine and liquor sold in relation to total goods sold is unknown. This would have been more important if it was a bar where people walk in off the street to have a drink, but it is not. Building or facade renovation and remodeling plans were not included, but would have to go through the Heritage Preservation Committee.

➤ **GENERAL LOCATION:**

Aldermanic District 6, Downtown neighborhood, on Main St. and less than a block east of 4th St. as depicted on Map 21-1289. Adjacent properties include The Wedding Tree and Court Above Main, City Square, Anytime Fitness, River City Hobbies, Americans for Prosperity, The Studio (photography), and likely upper floor offices and residences.

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

None.

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

This use is consistent with the Future Land Use Map designation of Downtown.

➤ **PLANNING RECOMMENDATION:**

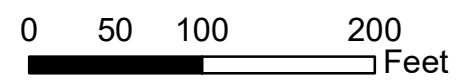
Approved – Granting this beer and liquor license will allow greater flexibility in the type of events hosted at this location.

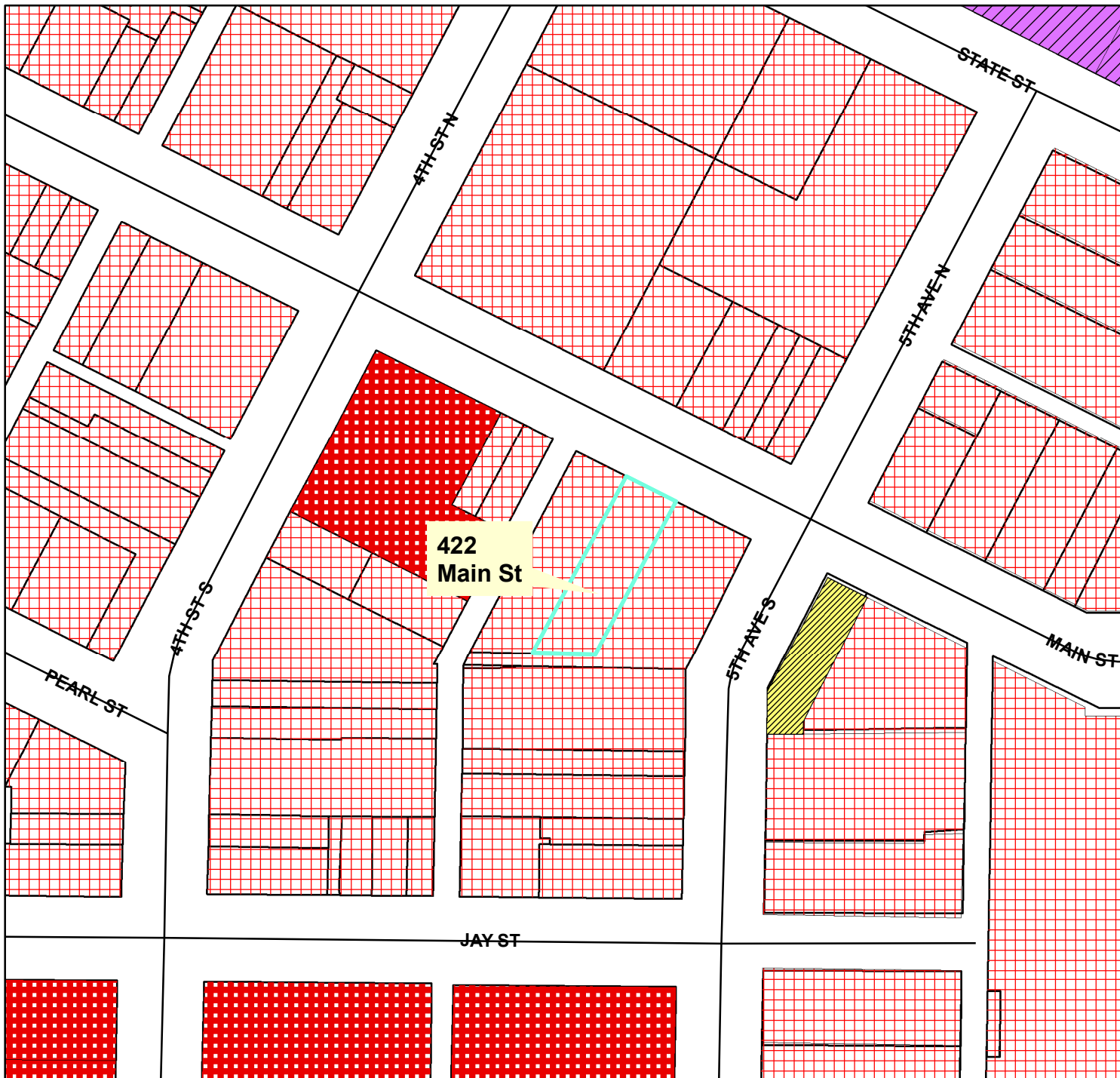


422
Main St

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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