PETITION FOR CHANGE TO ZONING
CITY OF LA CROSSE

AMENDMENT OF ZONING DISTRICT BOUNDARIES

Petitioner (name and address):
David LaValley Jr
3300 S 27th St
La Crosse, WI
54601

Owner of site (name and address):
Joseph Kish, Kish & Kish LLP
1128 Oak Ave N
Onalaska, WI
54650

Address of subject premises:
722 Rose St
La Crosse, WI
54603

Tax Parcel No.: 17-10019-50

Legal Description: ORIG PLAT NORTH LA CROSSE LOTS 6,7,10 & 11 & W 71 FT LOT 14 BLOCK 28 EX E 8FT TAKEN FOR ALLEY 'IN' V832 P925

Zoning District Classification: Commercial C1

Proposed Zoning Classification: Commercial C2

Is the property located in a floodway/floodplain zoning district? ___ Yes X No

Is the property/structure listed on the local register of historic places? ___ Yes X No

Is the Rezoning consistent with Future Land Use Map of the Comprehensive Plan? X Yes ___ No

Is the Rezoning consistent with the policies of the Comprehensive Plan? X Yes ___ No

Property is Presently Used For:
The building has been vacant for approximately one year.

Property is Proposed to be Used For:
A used vehicle dealership.

Proposed Rezoning is Necessary Because (Detailed Answer):
We can't have a dealership on a commercial C1, must be a C2.

Proposed Rezoning will not be Detrimental to the Neighborhood or Public Welfare Because (Detailed Answer):
LV (Lakeview Auto) is a well respected, veteran owned dealership. We use the latest technology to attain accountability and safety of our dealership, customers, and property. We are dedicated to being an eco friendly business.

CITY OF LA CROSSE, WI
General Billing - 144512 - 2017
003459-0082 Crystal H 02/03/2017 02:17PM
188857 - LAKEVIEW AUTO LLC

Payment Amount: 450.00

Proposed Rezoning will not be Detrimental to the City's Long Range Comprehensive Plan Goals, Objectives, Actions and Policies Because (Detailed Answer):
Lakeview Auto is commited to working with La Crosse on the north revitalization efforts, updating and maintaining the property to the highest standards of La Crosse

The undersigned depose and state that I/we am/are the owner of the property involved in this petition and that said property was purchased by me/us on the 14 day of April, 2003.

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

(signature)

608-519-9570 (telephone) 2/1/2017 (date)

joe@kistelectric.com
(email)

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

Personally appeared before me this 1 day of Feb, 2017, the above named individual, to me known to be the person who executed the foregoing instrument and acknowledged the same.

Notary Public
My Commission Expires: 3-1-19

PETITIONER SHALL, BEFORE FILING, HAVE PETITION REVIEWED AND INFORMATION VERIFIED BY THE DIRECTOR OF PLANNING & DEVELOPMENT.

Review was made on the 3rd day of February, 2017

Signed: Senior Planner
Director of Planning & Development

AFFIDAVIT

STATE OF)
) ss
COUNTY OF)

The undersigned, Joseph B. Kish, Kish & Kish LLP, being duly sworn states:

1. That the undersigned is an adult resident of the City of LaCrosse, State of Wisconsin.

2. That the undersigned is (one of the) legal owner(s) of the property located at 722 Rose St.

3. By signing this affidavit, the undersigned authorizes the application for a conditional use permit/district change or amendment (circle one) for said property.

Kish & Kish, LLP

Property Owner

Subscribed and sworn to before me this 1 day of Feb, 2017

Notary Public
My Commission expires 3-1-19.

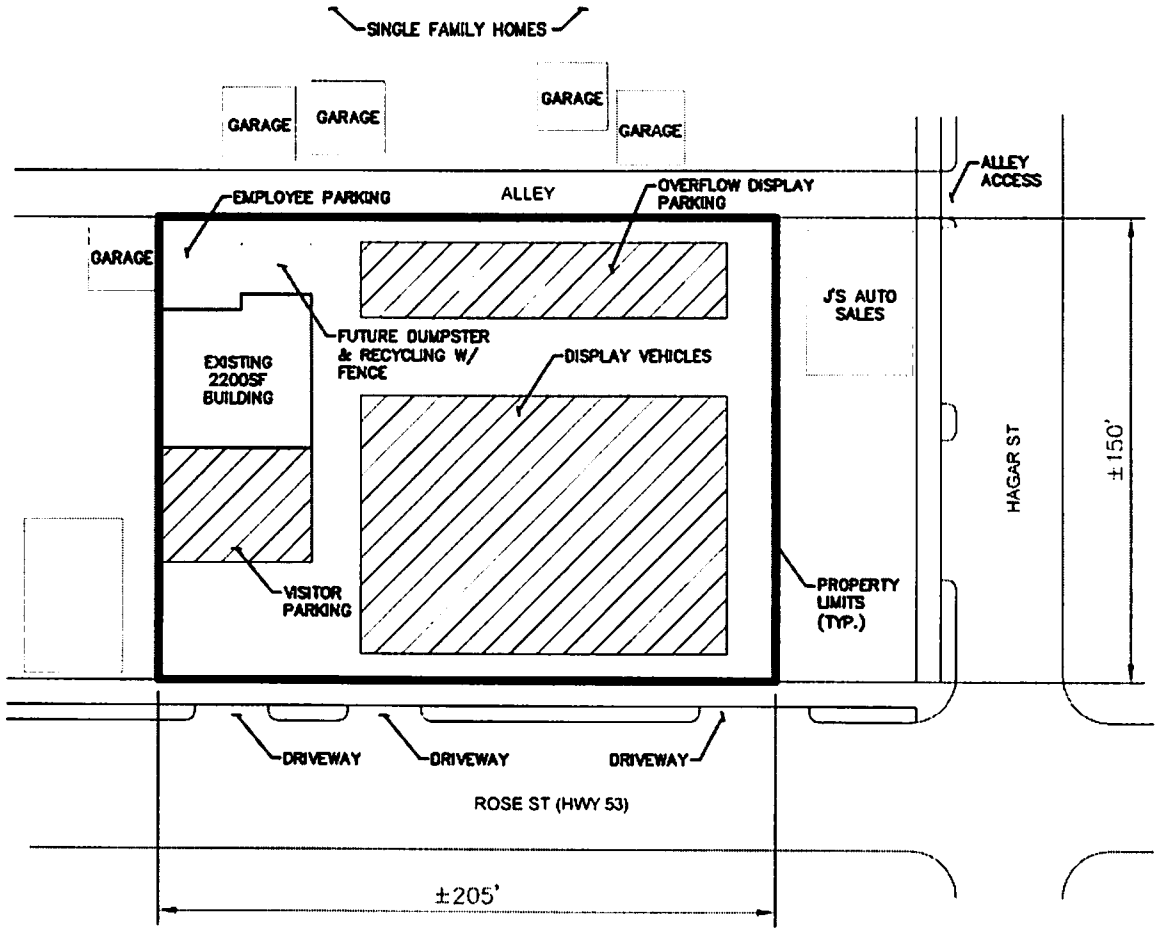
Petition For Change to Zoning 722 Rose, St La Crosse WI 54603
Lakeview Auto

Lakeview Auto petitions to change property – from C1 to C2 to accommodate our auto dealership. This rezoning will allow Lakeview Auto to sign a three year lease with the intent to purchase the property. Lakeview Auto is a used vehicle dealership and complete automotive repair shop that opened April, 1 2015 in Onalaska, WI. Lakeview Auto is a "Service Disabled, Veteran Owned Small Business" comprising three full-time employees and two part-time employee, we are dedicated to hiring veterans wherever possible. We currently have one full time & one part time veteran employed.

The majority of the vehicles are sold for less than $10,000, with the average vehicle sold between $5,000 and $6,000. The average inventory for sale includes approximately 15-20 vehicles, with this new location we look to average 20-25 vehicles. This type of inventory allows the business to appeal to a wide range of customers, with variable budgets. The majority of vehicles are purchased from local auctions, including WMI in Holmen, WI. WMI is composed of vehicles from the larger, local dealerships, purchasing our inventory from local business helps support our local economy and community. We utilize local insurance agents to help our customers with upgrades in their insurance when purchasing a new vehicle.

We are looking to move into the La Crosse area to help better service our customers and participate in more La Crosse community events. By rezoning the property on Rose Street we want to help with the La Crosse North side revitalization. Bringing back additional revenue to local business who do not otherwise have our customers patronizing their business.

Every customer is treated equally regardless of economic status. . Our goal is to assist all customers to the highest level, even those with poor credit or a significant credit history, in purchasing a safe and reliable vehicle for their personal needs, in turn helping that person better themselves and our local economy.



GENERAL PLAN

0 15 30 60

TOWNSHIP	16
RANGE	17
SECTION	29

SHEET 1 OF 1	722 ROSE ST. LACROSSE, WI 54603	PARCEL: 17-10019-50 TOTAL ACREAGE: 0.736