

**CITY OF LA CROSSE, WISCONSIN  
CITY PLAN COMMISSION  
REPORT  
June 29, 2015**

➤ **AGENDA ITEM – 15-0643 (Tim Acklin/Jack Zabrowski)**

Application of La Crosse Hotel Group LLC dba Hampton Inn & Suites for a Conditional Use Permit at 511 3rd St. S. allowing for a Combination "Class B" Beer & Liquor License.

➤ **ROUTING:** J&A Committee

➤ **BACKGROUND INFORMATION:**

The La Crosse Hotel Group LLC is applying for a Conditional Use Permit for the property depicted on attached **MAP PC15-0643** for a combination "Class B" Beer & Liquor License. The applicant is proposing to sell beer and wine within the gift shop at the new Hampton Inn and Suites. The gift shop is located adjacent to the front desk and is 80 square feet in size. The gift shop will be operated by front desk staff. They will sell snacks, sodas, amenities as well as single service beer and wine to guests for consumption in their room. There will be no bar on the premises.

The sales of wine, beer and liquor are expected to be approximately .64% of all total sales on the premises. This includes the sales of hotel room reservations.

➤ **GENERAL LOCATION:**

At the corner of 2<sup>nd</sup> and La Crosse Streets.

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

N/A

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**
























This application is part of a downtown revitalization effort which is a major objective in the Land Use Element of the La Crosse Comprehensive Plan.

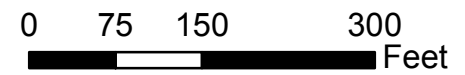
➤ **PLANNING RECOMMENDATION:**

This application is for a license to sell beer and liquor in a gift shop for guest to take back to their room. Staff does not feel that this will have a detrimental effect on the surrounding uses. **This application is recommended for approval.**

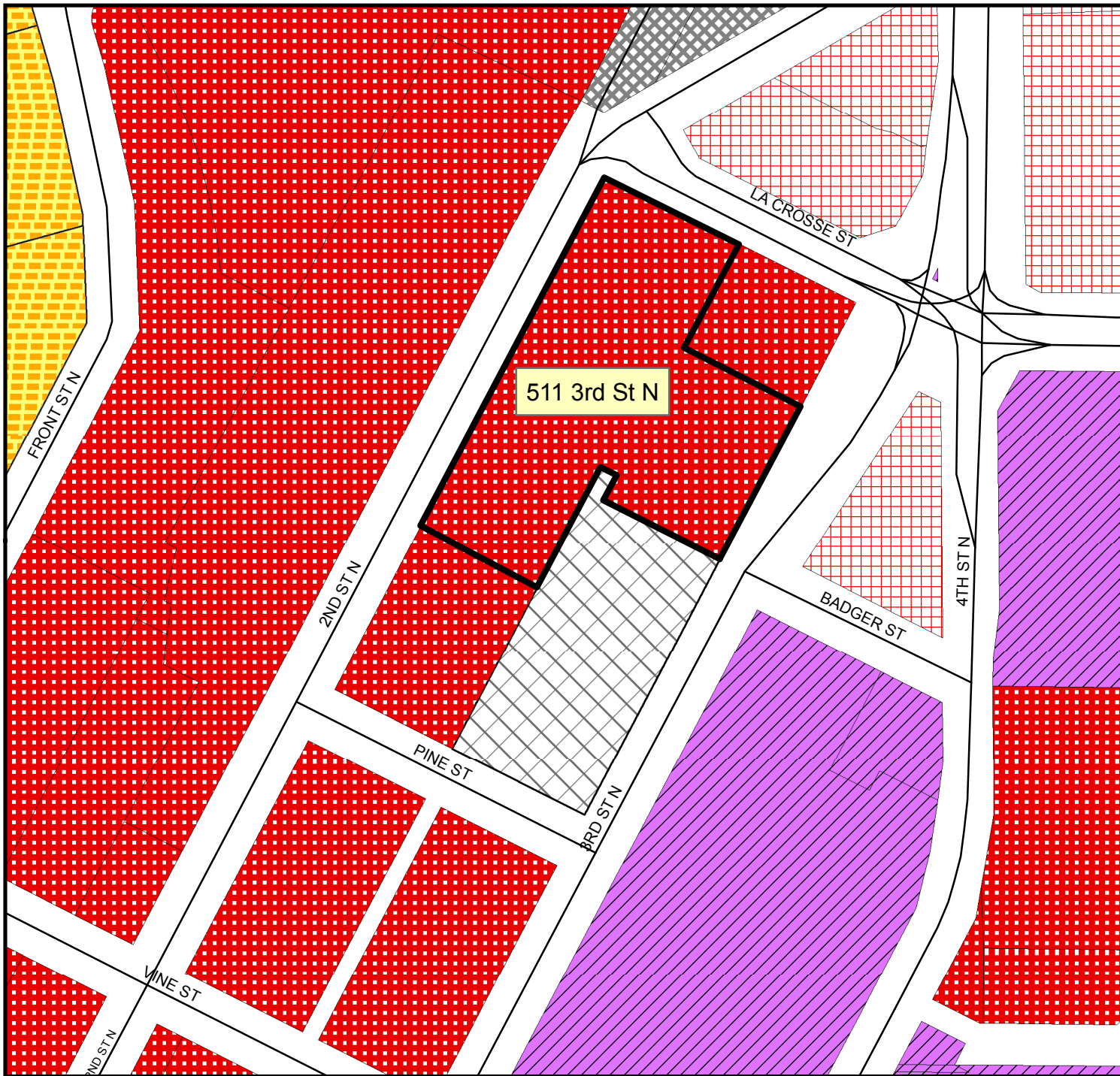


# BASIC ZONING DISTRICTS

-  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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