

REQUEST FOR EXCEPTION TO STANDARDS

(Check One)

MULTI-FAMILY HOUSING DESIGN
 COMMERCIAL DESIGN

Applicant (name and address):

Automotive Enterprises, LLC c/o Jansen Dahl

230 Front Street North, Suite 401, La Crosse, WI 54601

Owner of site (name and address):

Harry J. Dahl Revocable Trust & Automotive Enterprises, LLC

Architect (name and address), if applicable:

Gries Architectural Group c/o Brannin Gries

500 N Commercial St, Neenah, WI 54956

Professional Engineer (name and address), if applicable:

Davy Engineering c/o Dan Cook

115 6th Street S, LaCrosse, WI

Contractor (name and address), if applicable:

Wieser Brothers

200 Twilite Street, La Crescent, MN

Address of subject premises:

811 S. 3rd Street South (803, 807, 811, 819, 827 3rd, 804, 810, 828 4th)

Initials of Inspector

JOD

Tax Parcel No.:

817, 321, Market St 830
17-3012-20, 17-3012-10, 3011-140, 17-3011-130
17-3011-110, 17-3011-100, 17-3012-30
17, 3012-40, 17-3012-70, 17-3012-60

Initials of Inspector

JRA

Legal Description:

SEE ATTACHED

Initials of Inspector

JRA

Details of Exception Request:

- 1.) Sec. 115-550 - parking lot design and parking standards - no parking between building and street
2.) F.9b - provide minimum three foot high visual relief screen when adjacent to a street in form of hedge, fence, planter, shrubbery and trees.

Please explain why the standards of this ordinance should not apply to your property:

Building is centered on the property to provide franchise required number of vehicle display and guest parking around dealership. Our proposed building will be surrounded on all sides by public streets so orienting bldg along 1 street violated franchise recommendations that new and used inventory be prominently displayed and visible to customers at all times. Inventory stored and displayed along 3rd, 4th and Market will be brand new, well organized and well kept vehicles for sale.

CITY OF LA CROSSE, WI
General Billing - 141627 - 2016
003189-0104 Amber W. 10/12/2016 10:28AM
160979 - DAHL AUTOMOTIVE

Payment Amount: 300.00



TO: [Illegible]
FROM: [Illegible]
SUBJECT: [Illegible]
[Illegible text block]

What other options have you considered and why were they not chosen:

We considered 1. building in Onalaska in an open green field, but chose to improve our downtown la crosse location instead.
2. remodeling existing showroom for one franchise and build new for two others, but didn't because main franchise strongly recommended against it. 3. Keep properties as they are now, but decided it's best to develop and improve on barren open land that is directly on a major thoroughfare into and out of La Crosse.

Please explain how granting this/these exceptions is consistent with protecting the public interest; in particular, explain how it will impact adjacent properties:

Granting this waiver should not be detrimental to neighboring properties because directly across 3rd street from proposed dealersh is a Toyota franchise; our plan will enhance the section of 3rd street that their customer frequent. The exception will allow us to improve our property and help lift up neighboring properties value and traffic flow.

Please explain the granting of the requested waiver(s) is consistent with the spirit and intent of the Ordinance; in particular, how will it meet the purpose of the Commercial District in which your property is located:

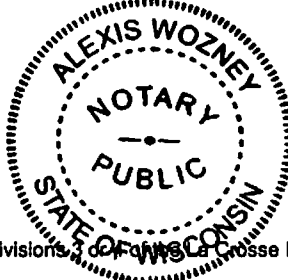
The requested waiver will not harm the appearance or public use of our property, on the contrary, the waiver will enhance and improve an otherwise barren and undeveloped section of downtown La Crosse.

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

[Signature]
(signature)
608-784-9601 (telephone) 10/11/16 (date)
jansen@dahlauto.com
(email)

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

Personally appeared before me this 11 day of October, 2016 the above named individual, to me known to be the person who executed the foregoing instrument and acknowledged the same.



Alexis Wozney
Notary Public Alexis Wozney
My Commission Expires: 06/14/2020

DAHL AUTOMOTIVE — 1911 —

City of La Crosse
400 La Crosse Street
La Crosse, WI 54601
Attn: Common Council

Dahl Automotive
711 South 3rd Street
La Crosse, WI 54601
608.784.9600

October 10, 2016

Dear Ladies & Gentlemen,

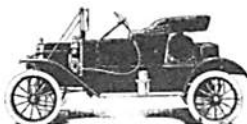
On behalf of Dahl Automotive, I request an exception to the commercial design standards that include:

1. *Sec. 115-550 – Parking lot design and parking standards. Part (b), which states No parking stall may be closer to the street that the building setback line or the building on the same parcel, whichever is further from the street unless the applicant can demonstrate that there are no practical alternatives related specifically to the site.*

Dahl Automotive, along with our Architectural Partner and General Contracting partner, considered several options for adhering to Subaru of America's requirements for a separate and stand-alone dealership operation. One involved purchasing property in Onalaska, WI to build the facility on a "green field" near I-90. A second option included renovating the existing showroom at 712 4th Street South and building new for Mazda and Hyundai. The third option was to build a stand-alone facility on our property south of Ferry, between 3rd/4th Streets for a Subaru stand alone dealership. While Subaru approved building in Onalaska, we decided to keep Subaru downtown and invest in La Crosse instead. Once we made that decision, Subaru required a completely separate sales & service operation from any other manufacturers. Franchise facility requirements require 292 total parking spaces for New, Used, Service and customer parking display and storage in such a way as to provide optimal visibility to increase sale ability. The site option we chose is centralized on the lot allowed for a maxim number for display and storage parking spaces to meet such requirements. We're building as close to the street as possible while still meeting franchise requirements.

F.9b Provide a minimum three (3) foot high visual relief screen when adjacent to a street in the form of a hedge, fence, planter, berm, dividers, shrubbery and trees or any combination....

Our plan for our La Crosse campus will include extensive renovations, improvements and new construction to an otherwise undeveloped and barren part of downtown La Crosse. The building improvements include a large amount green space islands between parking rows, new tree planting, native grasses and general landscaping that



**Dahl Hyundai
Mazda Subaru**
608.784.9600
La Crosse, WI

Dahl Ford Lincoln
608.779.2886
Onalaska, WI

**Dahl Chevrolet
Buick GMC**
507.452.3660
Winona, MN

Dahl Toyota
507.452.4080
Winona, MN

**Dahl Auto
Museum**
608.791.6494
La Crosse, WI

Clearview Sign
608.783.6460
West Salem, WI

**Line-X Protective
Coatings**
608.786.4403
West Salem, WI

**ABRA
Auto Body & Glass**
608.785.1160
La Crosse, WI

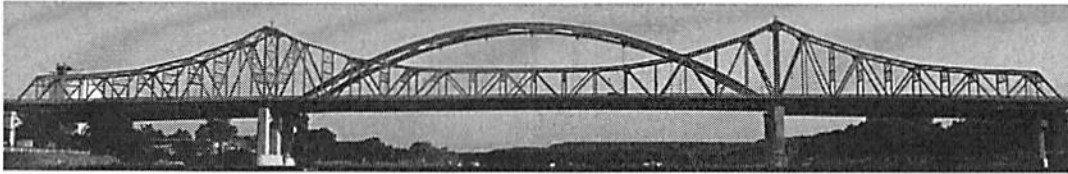


will beautify one of La Crosse's main corridors into and out of the City of La Crosse. We will made a concerted effort to create an aesthetical break between the street-sidewalk and our display vehicles. The nature of our business involves professional and clean display of new and used inventory for purpose of retail sales. The franchise strongly recommends as much display as possible in order to adhere to their requirements.

We appreciate your consideration of this exception request and look forward to improving downtown La Crosse for generations to come.

Sincerely,

Jansen Dahl
Vice President
Dahl Automotive Holdings, Ltd.


[Parcel Search](#) | [Permit Search](#)

803 3RD ST S LA CROSSE

Parcel: 17-30112-20 Internal ID: 56825
 Municipality: City of La Crosse Record Status: Current

Print View

Parcel Information:

Parcel: 17-30112-20
 Internal ID: 56825
 Municipality: City of La Crosse
 Record Status: Current
 On Current Tax Roll: Yes
 Total Acreage: 0.370
 Township: 15
 Range: 07
 Section: 06
 Qtr: SE-NE

Parcel

Taxes

Outstanding Taxes

Assessments

Deeds

Permits

History

Legal Description:

STODDARD & LEVYS ADDITION LOT 5 EX S 2FT BLOCK 12 & S 1/2 VAC FERRY ST
 AS VAC IN V872 P769

Property Addresses:

<u>Street Address</u>	<u>City (Postal)</u>
803 3RD ST S	LA CROSSE

Owners/Associations:

<u>Name</u>	<u>Relation</u>	<u>Mailing Address</u>	<u>City</u>	<u>State</u>	<u>Zip Code</u>
HARRY J DAHL REVOCABLE TRUST	Owner	PO BOX 788	LA CROSSE	WI	54602-0788

Districts:

<u>Code</u>	<u>Description</u>	<u>Taxation District</u>
2849	LA CROSSE SCHOOL	Y
3	Book 3	N
CDZ	Community Development Zone	N
0031	La Crosse TIF 11	N

Additional Information

<u>Category</u>	<u>Description</u>
2012+ VOTING SUPERVISOR	2012+ Supervisor District 9
2012+ VOTING WARDS	2012+ Ward 14
POSTAL DISTRICT	LACROSSE POSTAL DISTRICT 54601
Use	VACANT LOT

Lottery Tax Information

Lottery Credits Claimed: 0
 Lottery Credit Application Date:


[Parcel Search](#) | [Permit Search](#)

807 3RD ST S LA CROSSE

Print View

Parcel: 17-30112-10 Internal ID: 31877
 Municipality: City of La Crosse Record Status: Current

Parcel Information:

Parcel: 17-30112-10
 Internal ID: 31877
 Municipality: City of La Crosse
 Record Status: Current
 On Current Tax Roll: Yes
 Total Acreage: 0.129
 Township: 15
 Range: 07
 Section: 06
 Qtr: SE-NE

Parcel

Taxes

Outstanding Taxes

Assessments

Deeds

Permits

History

Legal Description:

STODDARD & LEVYS ADDITION N1/2 LOT 4 & S 2FT LOT 5 BLOCK 12 LOT SZ: 32 X 172.5

Property Addresses:

Street Address	City (Postal)
807 3RD ST S	LA CROSSE

Owners/Associations:

Name	Relation	Mailing Address	City	State	Zip Code
HARRY J DAHL REVOCABLE TRUST	Owner	PO BOX 788	LA CROSSE	WI	54602-0788

Districts:

Code	Description	Taxation District
2849	LA CROSSE SCHOOL	Y
3	Book 3	N
CDZ	Community Development Zone	N
0031	La Crosse TIF 11	N

Additional Information

Category	Description
2012+ VOTING SUPERVISOR	2012+ Supervisor District 9
2012+ VOTING WARDS	2012+ Ward 14
POSTAL DISTRICT	LACROSSE POSTAL DISTRICT 54601
Use	VACANT LOT

Lottery Tax Information

Lottery Credits Claimed: 0
 Lottery Credit Application Date:


[Parcel Search](#) | [Permit Search](#)

811 3RD ST S LA CROSSE

Parcel: 17-30111-140 Internal ID: 31876
 Municipality: City of La Crosse Record Status: Current

Print View

Parcel Information:

Parcel: 17-30111-140
 Internal ID: 31876
 Municipality: City of La Crosse
 Record Status: Current
 On Current Tax Roll: Yes
 Total Acreage: 0.121
 Township: 15
 Range: 07
 Section: 06
 Qtr: SE-NE

Parcel
 Taxes
 Outstanding Taxes
 Assessments
 Deeds
 Permits
 History

Legal Description:

STODDARD & LEVYS ADDITION S1/2 LOT 4 BLOCK 12 LOT SZ: 30 X 172.5

Property Addresses:

Street Address	City(Postal)
811 3RD ST S	LA CROSSE

Owners/Associations:

Name	Relation	Mailing Address	City	State	Zip Code
HARRY J DAHL REVOCABLE TRUST	Owner	PO BOX 788	LA CROSSE	WI	54602-0788

Districts:

Code	Description	Taxation District
2849	LA CROSSE SCHOOL	Y
3	Book 3	N
CDZ	Community Development Zone	N
0031	La Crosse TIF 11	N

Additional Information

Category	Description
2012+ VOTING SUPERVISOR	2012+ Supervisor District 9
2012 + VOTING WARDS	2012+ Ward 14
POSTAL DISTRICT	LACROSSE POSTAL DISTRICT 54601
Use	VACANT LOT

Lottery Tax Information ⓘ

Lottery Credits Claimed: 0
 Lottery Credit Application Date:

1945

1946

1947

1948

1949

1950

1951

1952


[Parcel Search](#) | [Permit Search](#)

817 3RD ST S LA CROSSE

Parcel: 17-30111-130 Internal ID: 31875
 Municipality: City of La Crosse Record Status: Current

Print View

Parcel Information:

Parcel: 17-30111-130
 Internal ID: 31875
 Municipality: City of La Crosse
 Record Status: Current
 On Current Tax Roll: Yes
 Total Acreage: 0.242
 Township: 15
 Range: 07
 Section: 06
 Qtr: NE-SE

[Parcel](#)
[Taxes](#)
[Outstanding Taxes](#)
[Assessments](#)
[Deeds](#)
[Permits](#)
[History](#)

Legal Description:

STODDARD & LEVYS ADDITION LOT 3 BLOCK 12 LOT SZ: 60 X 172.5

Property Addresses:

<u>Street Address</u>	<u>City (Postal)</u>
817 3RD ST S	LA CROSSE

Owners/Associations:

<u>Name</u>	<u>Relation</u>	<u>Mailing Address</u>	<u>City</u>	<u>State</u>	<u>Zip Code</u>
HARRY J DAHL REVOCABLE TRUST	Owner	PO BOX 788	LA CROSSE	WI	54602-0788

Districts:

<u>Code</u>	<u>Description</u>	<u>Taxation District</u>
2849	LA CROSSE SCHOOL	Y
3	Book 3	N
CDZ	Community Development Zone	N
0031	La Crosse TIF 11	N

Additional Information

<u>Category</u>	<u>Description</u>
2012+ VOTING SUPERVISOR	2012+ Supervisor District 9
2012 + VOTING WARDS	2012+ Ward 14
POSTAL DISTRICT	LACROSSE POSTAL DISTRICT 54601
Use	VACANT LOT

Lottery Tax Information

Lottery Credits Claimed: 0
 Lottery Credit Application Date:

[Heavily obscured and illegible text]

[Heavily obscured and illegible text]

[Heavily obscured and illegible text]

[Heavily obscured and illegible text]

[Heavily obscured and illegible text]

[Heavily obscured and illegible text]

[Heavily obscured and illegible text]

[Heavily obscured and illegible text]


[Parcel Search](#) | [Permit Search](#)

819 3RD ST S LA CROSSE

Parcel: 17-30111-110 Internal ID: 31874
 Municipality: City of La Crosse Record Status: Current

Print View

Parcel Information:

Parcel: 17-30111-110
 Internal ID: 31874
 Municipality: City of La Crosse
 Record Status: Current
 On Current Tax Roll: Yes
 Total Acreage: 0.242
 Township: 15
 Range: 07
 Section: 06
 Qtr: NE-SE

Parcel

Taxes

Outstanding Taxes

Assessments

Deeds

Permits

History

Legal Description:

STODDARD & LEVYS ADDITION LOT 2 BLOCK 12

Property Addresses:

Street Address	City (Postal)
819 3RD ST S	LA CROSSE

Owners/Associations:

Name	Relation	Mailing Address	City	State	Zip Code
AUTOMOTIVE ENTERPRISES LLC	Owner	561 THEATER RD	ONALASKA	WI	54650

Districts:

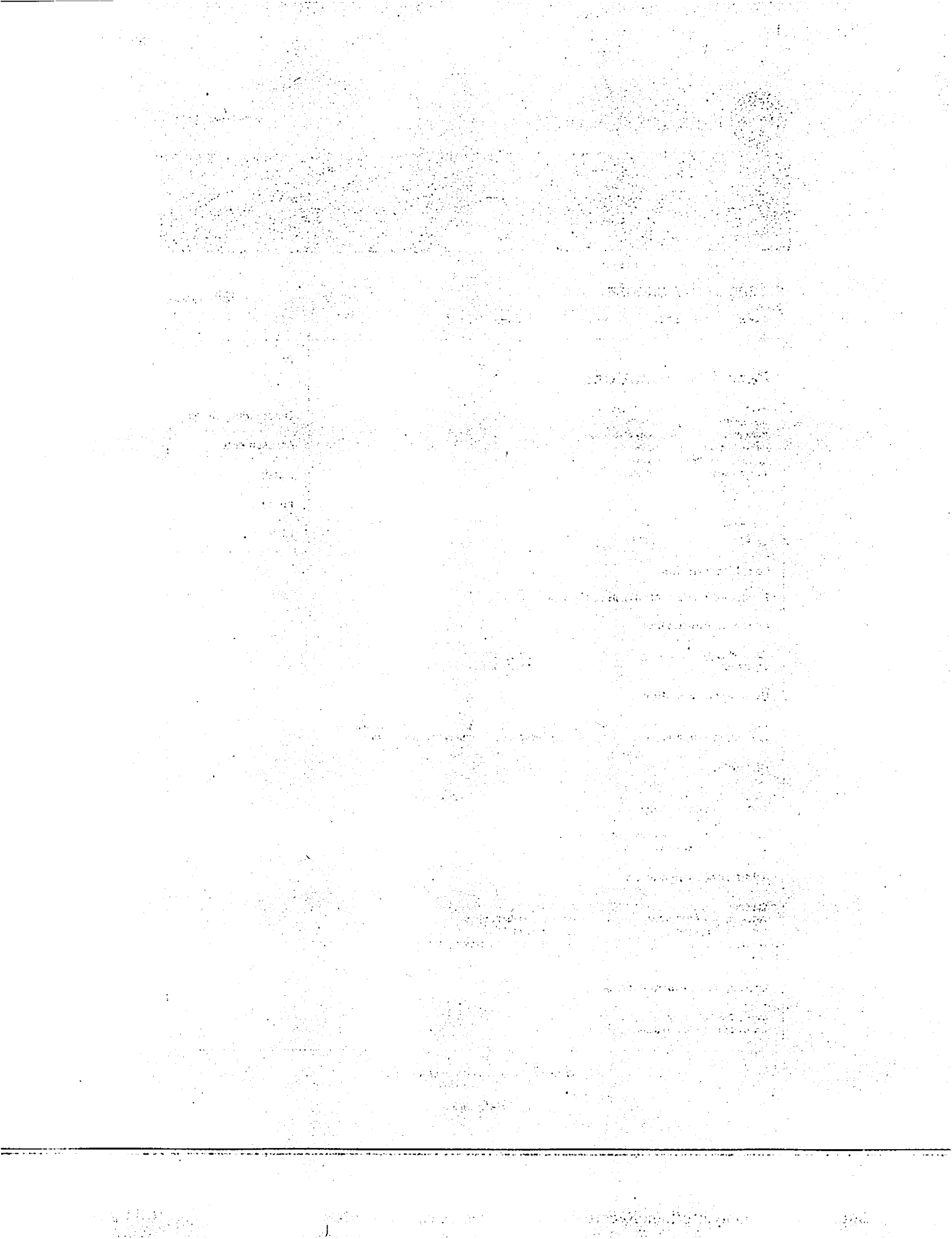
Code	Description	Taxation District
2849	LA CROSSE SCHOOL	Y
3	Book 3	N
CDZ	Community Development Zone	N
0031	La Crosse TIF 11	N

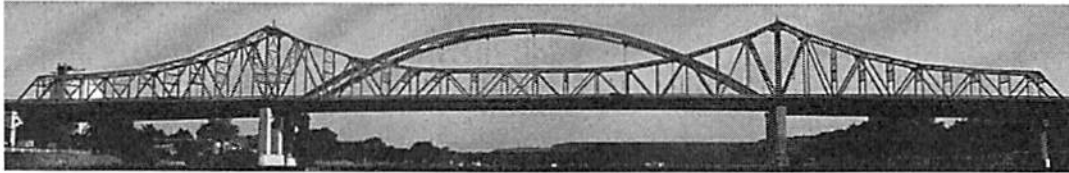
Additional Information

Category	Description
2012+ VOTING SUPERVISOR	2012+ Supervisor District 9
2012 + VOTING WARDS	2012+ Ward 14
POSTAL DISTRICT	LACROSSE POSTAL DISTRICT 54601
Use	VACANT LOT

Lottery Tax Information ⓘ

Lottery Credits Claimed: 0
 Lottery Credit Application Date:




[Parcel Search](#) | [Permit Search](#)

315 MARKET ST LA CROSSE

Parcel: 17-30111-100 Internal ID: 66242
 Municipality: City of La Crosse Record Status: Current

Print View

Parcel Information:

Parcel: 17-30111-100
 Internal ID: 66242
 Municipality: City of La Crosse
 Record Status: Current
 On Current Tax Roll: Yes
 Total Acreage: 0.242
 Township: 15
 Range: 07
 Section: 06
 Qtr: NE-SE

Parcel

Taxes

Outstanding Taxes

Assessments

Deeds

Permits

History

Legal Description:

STODDARD & LEVYS ADDITION LOT 1 BLOCK 12

Property Addresses:

Street Address	City (Postal)
315 MARKET ST	LA CROSSE
827 3RD ST S	LA CROSSE

Owners/Associations:

Name	Relation	Mailing Address	City	State	Zip Code
HARRY J DAHL REVOCABLE TRUST	Owner	PO BOX 788	LA CROSSE	WI	54602-0788

Districts:

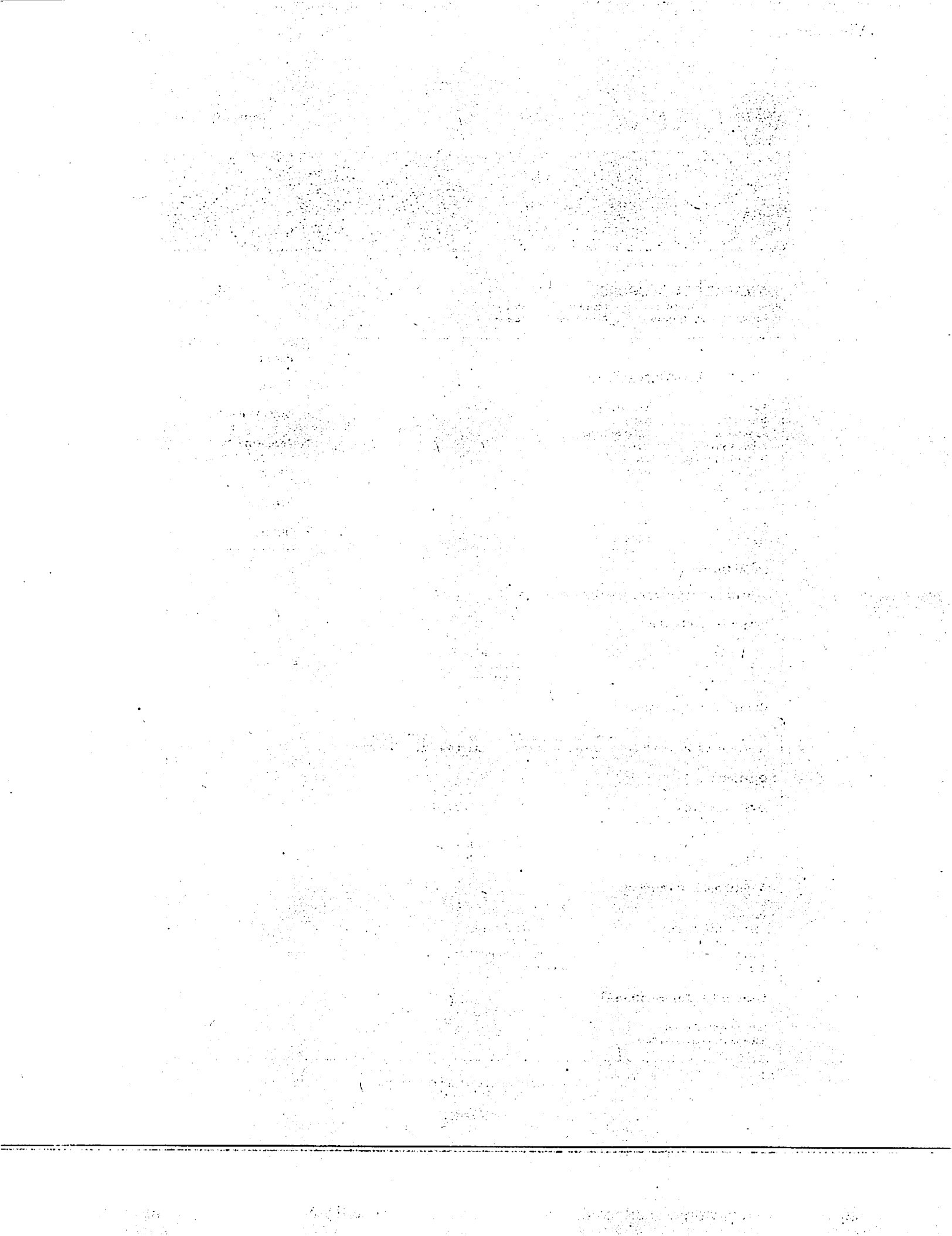
Code	Description	Taxation District
2849	LA CROSSE SCHOOL	Y
3	Book 3	N
CDZ	Community Development Zone	N
0031	La Crosse TIF 11	N

Additional Information

Category	Description
2012+ VOTING SUPERVISOR	2012+ Supervisor District 9
2012 + VOTING WARDS	2012+ Ward 14
POSTAL DISTRICT	LACROSSE POSTAL DISTRICT 54601
Use	VACANT LOT

Lottery Tax Information

Lottery Credits Claimed: 0
 Lottery Credit Application Date:




[Parcel Search](#) | [Permit Search](#)

804 4TH ST S LA CROSSE

Parcel: 17-30112-30 Internal ID: 56826
 Municipality: City of La Crosse Record Status: Current

Print View

Parcel Information:

Parcel: 17-30112-30
 Internal ID: 56826
 Municipality: City of La Crosse
 Record Status: Current
 On Current Tax Roll: Yes
 Total Acreage: 0.450
 Township: 15
 Range: 07
 Section: 06
 Qtr: SE-NE

Parcel

Taxes

Outstanding Taxes

Assessments

Deeds

Permits

History

Legal Description:

STODDARD & LEVYS ADDITION LOT 6 & N 18FT LOT 7 BLK 12 & S1/2 VAC FERRY ST IN V872 P769

Property Addresses:

Street Address	City(Postal)
804 4TH ST S	LA CROSSE
320 FERRY ST	LA CROSSE

Owners/Associations:

Name	Relation	Mailing Address	City	State	Zip Code
HARRY J DAHL REVOCABLE TRUST	Owner	PO BOX 788	LA CROSSE	WI	54602-0788

Districts:

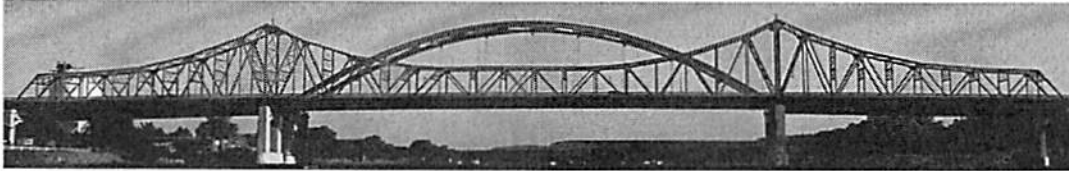
Code	Description	Taxation District
2849	LA CROSSE SCHOOL	Y
3	Book 3	N
CDZ	Community Development Zone	N
0031	La Crosse TIF 11	N

Additional Information

Category	Description
2012+ VOTING SUPERVISOR	2012+ Supervisor District 9
2012 + VOTING WARDS	2012+ Ward 14
POSTAL DISTRICT	LACROSSE POSTAL DISTRICT 54601
Use	VACANT LOT

Lottery Tax Information

Lottery Credits Claimed: 0
 Lottery Credit Application Date:


[Parcel Search](#) | [Permit Search](#)

810 4TH ST S LA CROSSE

Parcel: 17-30112-40 Internal ID: 31880
 Municipality: City of La Crosse Record Status: Current

Print View

Parcel Information:

Parcel: 17-30112-40
 Internal ID: 31880
 Municipality: City of La Crosse
 Record Status: Current
 On Current Tax Roll: Yes
 Total Acreage: 0.654
 Township: 15
 Range: 07
 Section: 06
 Qtr: NE-SE

Parcel
 Taxes
 Outstanding Taxes
 Assessments
 Deeds
 Permits
 History

Legal Description:

STODDARD & LEVYS ADDITION LOT 7 EX N 18FT & ALL LOTS 8 & 9 BLOCK 12 LOT SZ: 162 X 172.1

Property Addresses:

<u>Street Address</u>	<u>City(Postal)</u>
810 4TH ST S	LA CROSSE

Owners/Associations:

<u>Name</u>	<u>Relation</u>	<u>Mailing Address</u>	<u>City</u>	<u>State</u>	<u>Zip Code</u>
AUTOMOTIVE ENTERPRISES LLC	Owner	561 THEATER RD	ONALASKA	WI	54650

Districts:

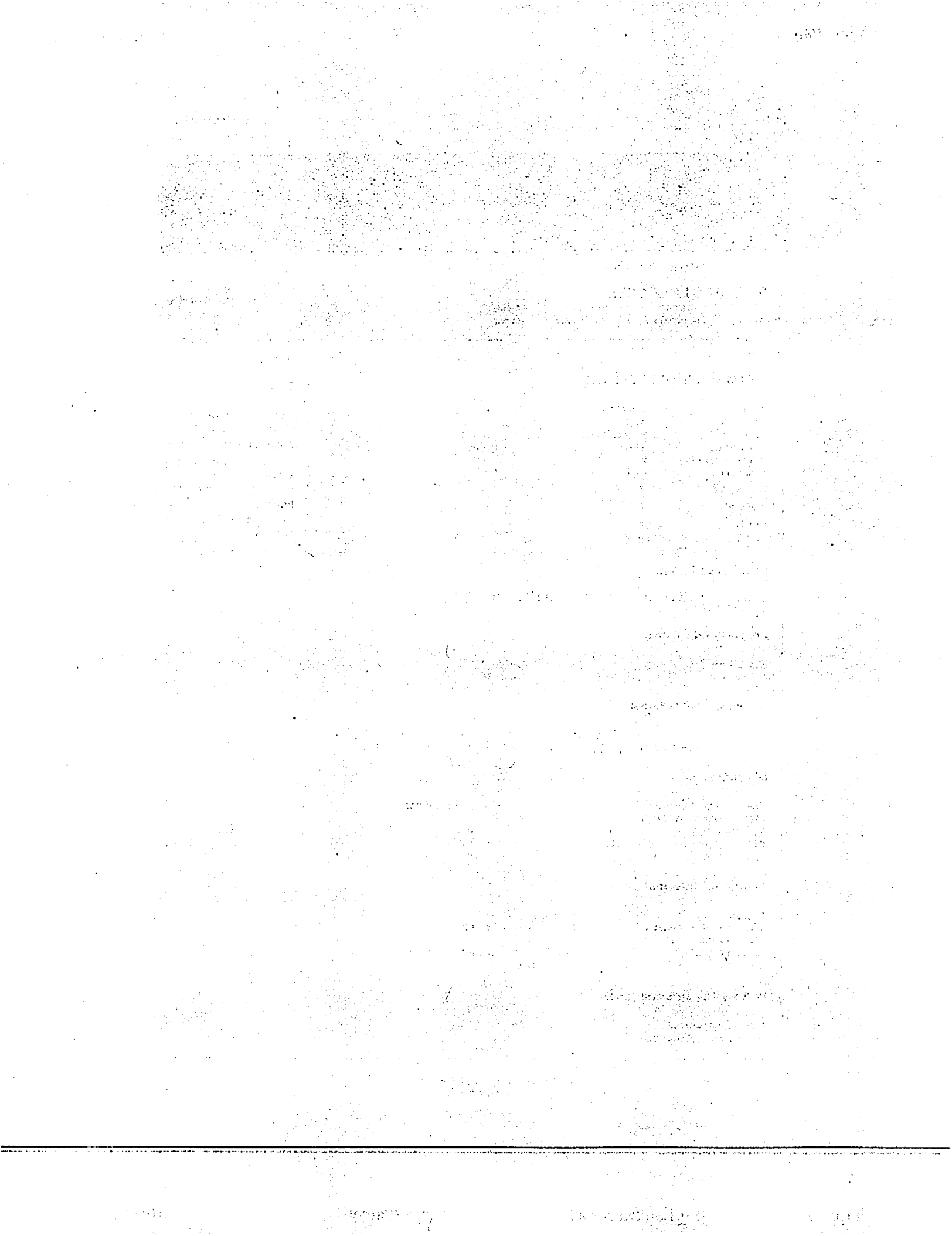
<u>Code</u>	<u>Description</u>	<u>Taxation District</u>
2849	LA CROSSE SCHOOL	Y
3	Book 3	N
CDZ	Community Development Zone	N
0031	La Crosse TIF 11	N

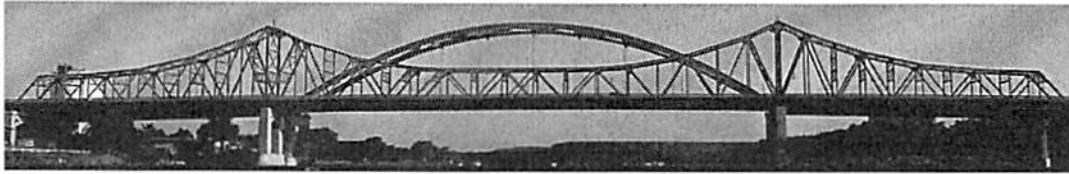
Additional Information

<u>Category</u>	<u>Description</u>
2012+ VOTING SUPERVISOR	2012+ Supervisor District 9
2012+ VOTING WARDS	2012+ Ward 14
POSTAL DISTRICT	LACROSSE POSTAL DISTRICT 54601
Use	MOTEL/HOTEL

Lottery Tax Information

Lottery Credits Claimed: 0
 Lottery Credit Application Date:




[Parcel Search](#) | [Permit Search](#)

321 MARKET ST LA CROSSE

Parcel: 17-30112-70 Internal ID: 31882
 Municipality: City of La Crosse Record Status: Current

Print View

Parcel Information:

Parcel: 17-30112-70
 Internal ID: 31882
 Municipality: City of La Crosse
 Record Status: Current
 On Current Tax Roll: Yes
 Total Acreage: 0.070
 Township: 15
 Range: 07
 Section: 06
 Qtr: NE-SE

Parcel

Taxes

Outstanding Taxes

Assessments

Deeds

Permits

History

Legal Description:

STODDARD & LEVYS ADDITION W 50FT LOT 10 BLOCK 12 LOT SZ: 50 X 60

Property Addresses:

<u>Street Address</u>	<u>City(Postal)</u>
321 MARKET ST	LA CROSSE

Owners/Associations:

<u>Name</u>	<u>Relation</u>	<u>Mailing Address</u>	<u>City</u>	<u>State</u>	<u>Zip Code</u>
HARRY J DAHL REVOCABLE TRUST	Owner	PO BOX 788	LA CROSSE	WI	54602-0788

Districts:

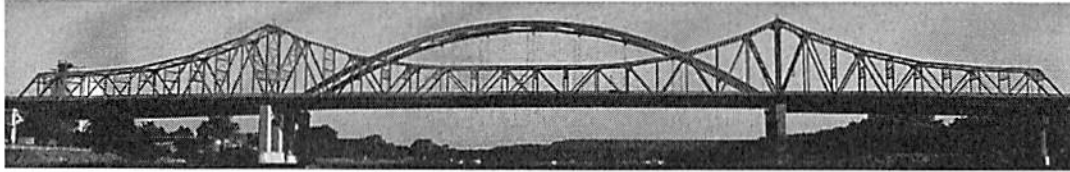
<u>Code</u>	<u>Description</u>	<u>Taxation District</u>
2849	LA CROSSE SCHOOL	Y
3	Book 3	N
CDZ	Community Development Zone	N
0031	La Crosse TIF 11	N

Additional Information

<u>Category</u>	<u>Description</u>
2012+ VOTING SUPERVISOR	2012+ Supervisor District 9
2012+ VOTING WARDS	2012+ Ward 14
POSTAL DISTRICT	LACROSSE POSTAL DISTRICT 54601
Use	VACANT LOT

Lottery Tax Information

Lottery Credits Claimed: 0
 Lottery Credit Application Date:


[Parcel Search](#) | [Permit Search](#)

828 4TH ST S LA CROSSE

Parcel: 17-30112-60 Internal ID: 31881
 Municipality: City of La Crosse Record Status: Current

Print View

Parcel Information:

Parcel: 17-30112-60
 Internal ID: 31881
 Municipality: City of La Crosse
 Record Status: Current
 On Current Tax Roll: Yes
 Total Acreage: 0.172
 Township: 15
 Range: 07
 Section: 06
 Qtr: NE-SE

Parcel

Taxes

Outstanding Taxes

Assessments

Deeds

Permits

History

Legal Description:

STODDARD & LEVYS ADDITION LOT 10 EX W 50FT BLOCK 12 LOT SZ: 60 X 122.5

Property Addresses:

Street Address	City(Postal)
828 4TH ST S	LA CROSSE
830 4TH ST S	LA CROSSE

Owners/Associations:

Name	Relation	Mailing Address	City	State	Zip Code
HARRY J DAHL REVOCABLE TRUST	Owner	PO BOX 788	LA CROSSE	WI	54602-0788

Districts:

Code	Description	Taxation District
2849	LA CROSSE SCHOOL	Y
3	Book 3	N
CDZ	Community Development Zone	N
0031	La Crosse TIF 11	N

Additional Information

Category	Description
2012+ VOTING SUPERVISOR	2012+ Supervisor District 9
2012 + VOTING WARDS	2012+ Ward 14
POSTAL DISTRICT	LACROSSE POSTAL DISTRICT 54601
Use	VACANT LOT

Lottery Tax Information

Lottery Credits Claimed: 0
 Lottery Credit Application Date: