

CONDITIONAL USE PERMIT APPLICATION

Applicant (name and address):

Turtle Stack Brewery, LLC
PO Box 1504, La Crosse, WI 54602-1504

Brent Martinsen - 608-397-6816
(Manager)

Owner of site (name and address):

A&L McCormick, LLC
PO Box 135, La Crosse, MN 55947

Architect (name and address), if applicable:

Architectural Design (Gary Kastner)
2809 Losey Blvd., La Crosse, WI 54601

Professional Engineer (name and address), if applicable:

TBD

CITY OF LA CROSSE, WI
General Billing - 113160 - 2014
000503-0069 Paula G. 03/07/2014 02:56PM
164098 - TURTLE STACK BREWERY LLC

Contractor (name and address), if applicable:

TBD

Payment Amount: 250.00

Address of subject premises:

125 2nd St. S., La Crosse, WI 54601

Tax Parcel No.: 17-20014-120

Legal Description: TOWN OF LACROSSE West 94 1/2 Feet OF South 1/2
LOT 4 BLOCK 20 LOT Size: 30 x 94 +/-

Zoning District Classification: C2 - Community Business

Conditional Use Permit Required per La Crosse Municipal Code sec. 15.26 (H)(2)
(If the use is defined in (H)(6)(c)(i) or (ii), see "*" below.)

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

Description of subject site and current use (include such items as number of rooms, housing units, bathrooms, square footage of buildings and detailed use, if applicable). If available, please attach blueprint of building(s):

Basement & Street Level: Retail (Clock Sales & Repair)
Upper Level: Residential

Description of proposed site and operation or use (include number of rooms, housing units, bathrooms, square footage of buildings and detailed use). If available, please attach blueprint of building(s):

Basement & Street Level: Craft Brewery - On Premise Production & Kegging for Distribution
Tasting Room - On/Off Premise Retail Sales as allowed
by State of WI Brewer's Permit
Upper Level: Residential

Type of Structure (proposed):

Number of current employees, if applicable: 0

Number of proposed employees, if applicable: 1+ (increase as needed with growth)

Number of current off-street parking spaces: _____

Number of proposed off-street parking spaces: _____

Check here if proposed operation or use will be a parking lot: _____

Check here if proposed operation or use will be green space: _____

* If the proposed use is defined in 15.26(H)(6)(c)

_____ (i) and is proposed to have 3 or more employees at one time, a 500 foot notification is required and off-street parking shall be provided.

_____ (ii) a 500 foot notification is required and off-street parking is required.

If the above paragraph is applicable, the Conditional Use Permit shall be recorded with the County Register of Deeds at the owner's expense.

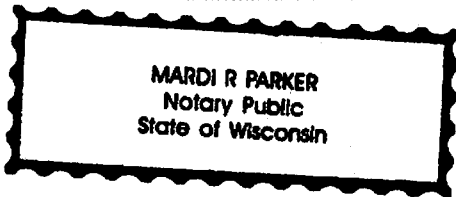
In accordance with subsection 15.26(R) of the La Crosse Municipal Code, a Conditional Use Permit is not required for demolition permits if this application includes plans for a replacement structure(s) of equal or greater value. Any such replacement structure(s) shall be completed within two (2) years of the issuance of any demolition or moving permit.

I hereby certify under oath the current value of the structure or structures to be demolished or moved is \$ _____.

I hereby certify under oath the value of the proposed replacement structure or structures is \$ _____.

If the above paragraph is applicable, this permit shall be recorded and should the applicant not complete the replacement structure or structures of equal or greater value within two (2) years of the issuance of any demolition and moving permit, then the applicant or the property shall be subject to a forfeiture of up to \$5,000 per day for each day the structure(s) is not completed.

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



Allan M Cook 2-28-2014
(signature) (date)

608 782 1982 ex 108 allan@lacrosseTechnology.com
(telephone) (email)

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

Personally appeared before me this 28 day of February, 2014, the above named individual, to me known to be the person who executed the foregoing instrument and acknowledged the same.

Mardi R. Parker
Notary Public
My Commission Expires: 11/06/17

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

Review was made on the 3rd day of March, 2014.

Signed: Judy Chilton, Director of Planning & Development
on behalf of Larry Kirch.

Turtle Stack Brewery, LLC
PO Box 1504.
La Crosse, WI, 54602-1504

To: La Crosse Common Council
400 La Crosse St.
La Crosse, WI, 54601

Re: Conditional Use Permit for a Brewery in Downtown La Crosse

I am seeking approval of a new conditional use permit to establish a small craft brewery and tasting room in downtown La Crosse. After approval of a CUP for a brewery to operate at 315 Pearl Street, build quotes substantially higher than we had planned for and inability to finalize a acceptable lease agreement, led to the conclusion that pursuing a different location will put us in a much better position to succeed as a new business. While the location has changed, the plan has not. The goal is still to produce a wide variety of hand-crafted specialty beers for distribution to local bars and restaurants interested in providing high quality local products to residents of the greater La Crosse community and visitors to the upper Mississippi Valley. The tasting room provides a unique community gathering place and allows guests to meet the brewer while they sample flavorful beers and experience the sites, sounds, and smells of a fully functioning brewery. The opportunity to educate the public about the art and science of artisanal beers, sustainability practices utilized by the brewery, and to provide information about La Crosse and the surrounding communities to visitors are additional benefits of including the tasting room as an integral part of the brewery.

I believe that the only responsible way to run a business is to be involved in the local community, limit environmental impact, and support efforts to create a healthier, safer, more equitable, and overall happier society. Operating a business based on this core philosophy will foster a mutually beneficial relationship with the residents of La Crosse. Here are a few of the benefits that I can see:

- We will strive to source equipment, ingredients, and labor from the nearest local community or Wisconsin whenever possible. Spending money near La Crosse and the potential for local job creation in the future is good for all members of the community.
- Promotional events sponsored by the brewery or in the brewery tasting room will be used to help support creative groups and businesses in the community that share our core philosophy.
- By emphasizing quality rather than quantity, a new craft brewery would help to continue the transformation of downtown La Crosse into a more vibrant community supporting dynamic cultural experiences and diverse retail, entertainment, and dining options for the local population and visitors to the area.
- La Crosse has a large community of craft beer enthusiasts and beer-centric tourism is on the rise across the country. A new brewery would help to satisfy demand for local craft beer in the community and draw craft beer enthusiasts from near and far to downtown La Crosse.

I would like to thank the La Crosse Common Council in advance for consideration of this application. I have attached a very short summary of our plans for operation and a preliminary floor plan to help clarify how we intend to utilize the property listed on the conditional use permit application. I am committed to working with the City of La Crosse to ensure that all concerns are addressed and look forward to a productive exchange of ideas throughout the approval process.

Sincerely,

Brent Martinson
608-397-6816
Brent.Martinson@Yahoo.com

LOCATION & OPERATION SUMMARY

Location Description:

With approval of a conditional use permit by the City of La Crosse, *Turtle Stack Brewery, LLC* will occupy the street level and basement areas of a building located at 125 2nd Street South in downtown La Crosse, WI. The location is geographically close to a majority of the bars and restaurants that are being targeted as sales accounts and a rear entrance/exit provides access to the alley for incoming and outgoing deliveries. Exposure from high vehicular and pedestrian traffic as well as proximity to hotels and the La Crosse Center will help to ensure that the tasting room becomes a destination for La Crosse residents as well as visitors to the region. The building does not have dedicated parking, but street parking and public parking garages in a compact downtown area provide several parking options within short walking distance.

Brewery Operation:

An on site production facility will produce high quality hand-crafted beers. Beer selection will rotate with a heavy emphasis on variety and seasonality. Beers will be packaged in kegs for sales and distribution to local bars and restaurants.

Tasting Room Operation:

The tasting room in the brewery will be promoted as a community gathering space and will be used as an outlet for on/off premise retails sales as allowed by the State of WI Brewers Permit.

123 2ND ST S LA CROSSE

Parcel: 17-20014-120
 Internal ID: 27825
 Municipality: City of La Crosse
 Record Status: Current
 On Current Tax Roll: Yes
 Total Acreage: 0.065
 Township: 16
 Range: 07
 Section: 31
 Qtr: SW-SE

Abbreviated Legal Description:

TOWN OF LA CROSSE W 94 1/6 FT OF S 1/2 LOT 4 BLOCK 20 LOT SZ: 30 X 94 +/-

Property Addresses:

Street Address	City(Postal)
123 2ND ST S	LA CROSSE
125 2ND ST S	LA CROSSE
127 2ND ST S	LA CROSSE

Owners/Associations:

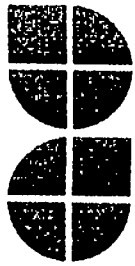
Name	Relation	Mailing Address	City	State	Zip Code
A & L MCCORMICK LLC	Owner	PO BOX 135	LA CRESCENT	MN	55947-0135

Districts:

Code	Description	Taxation District
2849	LA CROSSE SCHOOL	Y
9010	City LAX Business Dist	N
2	Book 2	N
CDZ	Community Development Zone	N
DBS	DOWNTOWN BUSINESS STUDY	N
0026	La Crosse TIF 6	N

Additional Information:

Category	Description
2012+ VOTING SUPERVISOR	2012+ Supervisor District 6
2012 + VOTING WARDS	2012+ Ward 7
POSTAL DISTRICT	LACROSSE POSTAL DISTRICT 54601
Use	RETAIL



ARCHITECTURAL DESIGN

2809 LOSEY BLVD S LA CROSSE, WI 54601
OFFICE 608-785-1750 CELL 608-385-4647
koston@1060001.com FAX 608-785-1751

TURTLE STACK BREWING CO.
125 SOUTH SECOND ST.
LA CROSSE, WI.

