

CONDITIONAL USE PERMIT APPLICATION

Applicant (name and address):

ED O'BRIEN eddieobrien76@gmail.com
120 E. CLYDE STREET
HOLMEN, WI. 54636 608-792-4739

Owner of site (name and address):

JEFF WELLENDORE NPA
jeffwellendorf@gmail.com

CITY OF LA CROSSE, WI

General Billing - 140748 - 2016

003109-009 Architect (name and address), if applicable:

185908 - O'BRIEN, ED

Payment Amount: 300.00

Professional Engineer (name and address), if applicable:

Contractor (name and address), if applicable:

Address of subject premises: 411 S. 3rd STREET
LACROSSE, WI. 54601

Tax Parcel No.: 17-20029-20

Legal Description: SEE ATTACHED

Zoning District Classification: C2- Commercial

Conditional Use Permit Required per La Crosse Municipal Code sec. 115-359
(If the use is defined in 115-347(6)(c)(1) or (2), see "*" below.)

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

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):

.05 acre lot. 2960 Square Feet. Upstairs has kitchen, bathroom, 3-bedroom apartment. Basement with hot water heater and walk in cooler. First floor is the bar, two bathrooms and beer garden.

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):

The size and number of rooms will remain the same. No additions or major construction needs to be done. Painting and flooring will be redone.

Type of Structure (proposed): 1st Floor Bar. 2nd Floor Owner occupied apartment.

Number of current employees, if applicable: 0


Number of proposed employees, if applicable: 2

AFFIDAVIT


STATE OF)
) ss
COUNTY OF)

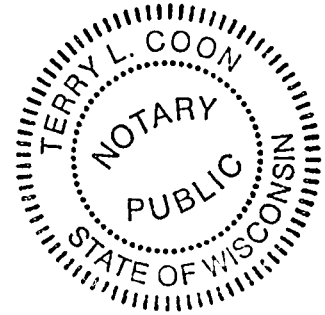
The undersigned, JEFF WELLENDORE, being duly sworn states:

1. That the undersigned is an adult resident of the City of _____, State of Texas.
2. That the undersigned is (one of the) legal owner(s) of the property located at 411 S. 3rd St. LaCrosse, WI 54601.
3. By signing this affidavit, the undersigned authorizes the application for a conditional use permit/district change or amendment (circle one) for said property.


Jeff Wellendorf
Property Owner

Subscribed and sworn to before me this 30TH day of August, 2016


Notary Public
My Commission expires 5-9-2017.



Number of current off-street parking spaces: 0

Number of proposed off-street parking spaces: 0

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 115-347(6)(c)(1) or (2)

_____ (1) 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.

_____ (2) 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.

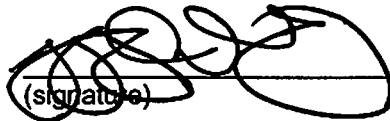
In accordance with Sec. 115-356 of the La Crosse Municipal Code, a Conditional Use Permit is not required for demolition permits if this application includes plans for a replacement structure(s) of equal or greater value. Any such replacement structure(s) shall be completed within two (2) years of the issuance of any demolition or moving permit.

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

I hereby certify under oath the value of the proposed replacement structure(s) 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.

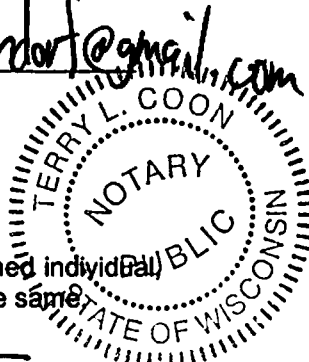

(signature)

8-30-2016
(date)

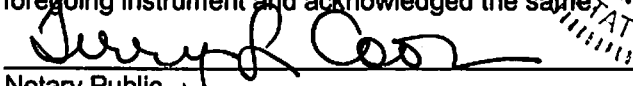
608 769 7896
(telephone)

jeffwellendorf@gmail.com
(email)

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



Personally appeared before me this 30TH day of AUGUST, 2016, 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: 5-9-2017

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

Review was made on the 31st day of August, 2016.

Signed: 
Director of Planning & Development, Senior Planner

Conditional Use Permit Application for the City of LaCrosse.

August 30th, 2016

Dear sir/ma'am,

I, Ed O'Brien, am interested in purchasing the former Octane Bar located at 411 S. 3rd Street, LaCrosse, WI. 54601. The name will be changed to reflect the atmosphere and theme of the establishment. My intent is to renovate the property into a classy establishment. With the construction of the new Marriott - Fairfield Inn and Suites in place of the old Chapter 2 bar I believe this would be an excellent location for a new trendy business. My intent is to purchase the Octane and remodel it into a Speakeasy that would cater specifically to out of town travelers, business professionals and middle to older aged patrons. Converting this property from a dark biker bar into a well lit, comfortable, stylish establishment, I believe it would attract customers other than your typical college bars.

I have been the security director for O'Brien Event Security for 5 years. We provide security services for most of the local festivals as well as the LaCrosse Center. Our staff has annual Responsible Server and ID Verification Training at the Oktoberfest grounds the day prior to the beginning of the fest. We are all very conscious of the dangers of over consumption and we pride ourselves on ensuring that the guests are safe. We often provide food and water to intoxicated guests, located friends and family or provide them with a safe ride voucher. We have a close working relationship with the Wisconsin Tavern League which provides us with safe ride vouchers. We also work closely with two local cab companies which provide expedited cab service for us when we notify them that a patron is in need of a safe ride from the fest grounds. They are normally there within a few minutes to assist our staff in getting a guest home safely.

Remodeling plan:

Exterior: The front of the building needs some work. Over the next two weeks I will be doing research at the public and UWL libraries to find original photographs of the building with the intent of restoring the facade to its original condition when first constructed. No construction would be done to the building that would harm or detract from the historical appearance and integrity.

Interior: This remodeling would entail leaving the exposed brick work on the inside walls. Brightening of the colors on the other walls and the addition of era specific lighting would make it more inviting. I would utilize antique furniture that will be restored to original condition. The replacement of such items as the toilets and sinks with 1920's style fixtures would enhance the appearance. A large conference table would be added to the back room for small meetings and other gatherings. Most of the work done inside will be primarily aesthetic in nature. The interior is well built but needs to be more

inviting and less dark.

Upstairs apartment: Currently there are tenants living in the upstairs apartment. My plan is to move into the upstairs once their leases expire. This will allow me to keep an eye on the business and be able to work around the clock when necessary.

Estimate of gross receipts of beer, wine and liquor sold in relation to total goods sold will be approximately 90% to 10%.

Future goals: In a year or so I would like to remodel the upstairs into a seating area and possibly add a kitchen as well. This could provide a nice dining area for guests. I would also like to explore the possibility of a roof top seating area in a few years.

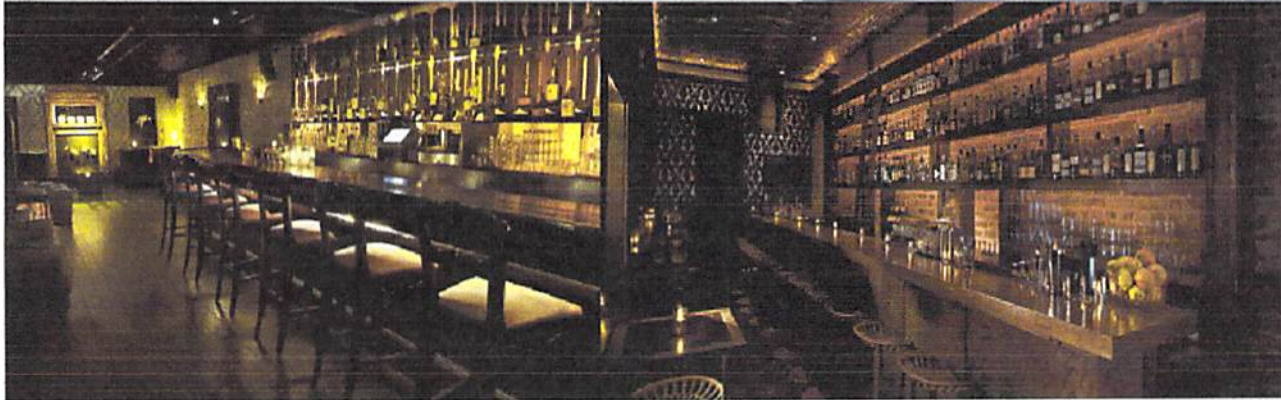
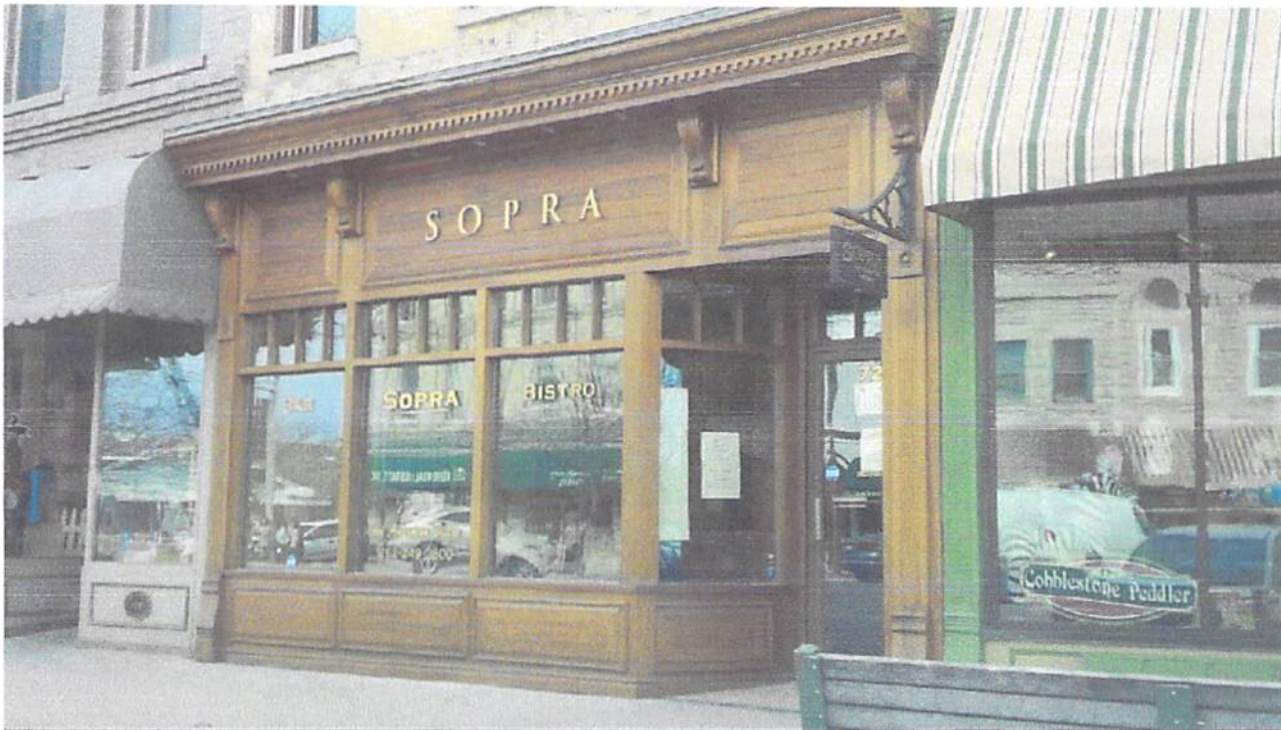
Summary:

There would be no loud music played, only soft background music from that era. There will be no pool table, dart boards or gambling machines as my goal is to keep it exclusive. My goal is to provide a safe and friendly atmosphere for our guests. A licensed security officer would be on duty every Friday and Saturday night to provide ID verification for guests as well as ensure that no one is allowed in who is over intoxicated or rowdy. Bartender, server and security will all be dressed in era appropriate attire in order to add to the ambiance which I seek to provide.

Thank you all for your time and consideration in this matter.

Very respectfully,

Ed O'Brien
608-792-4739

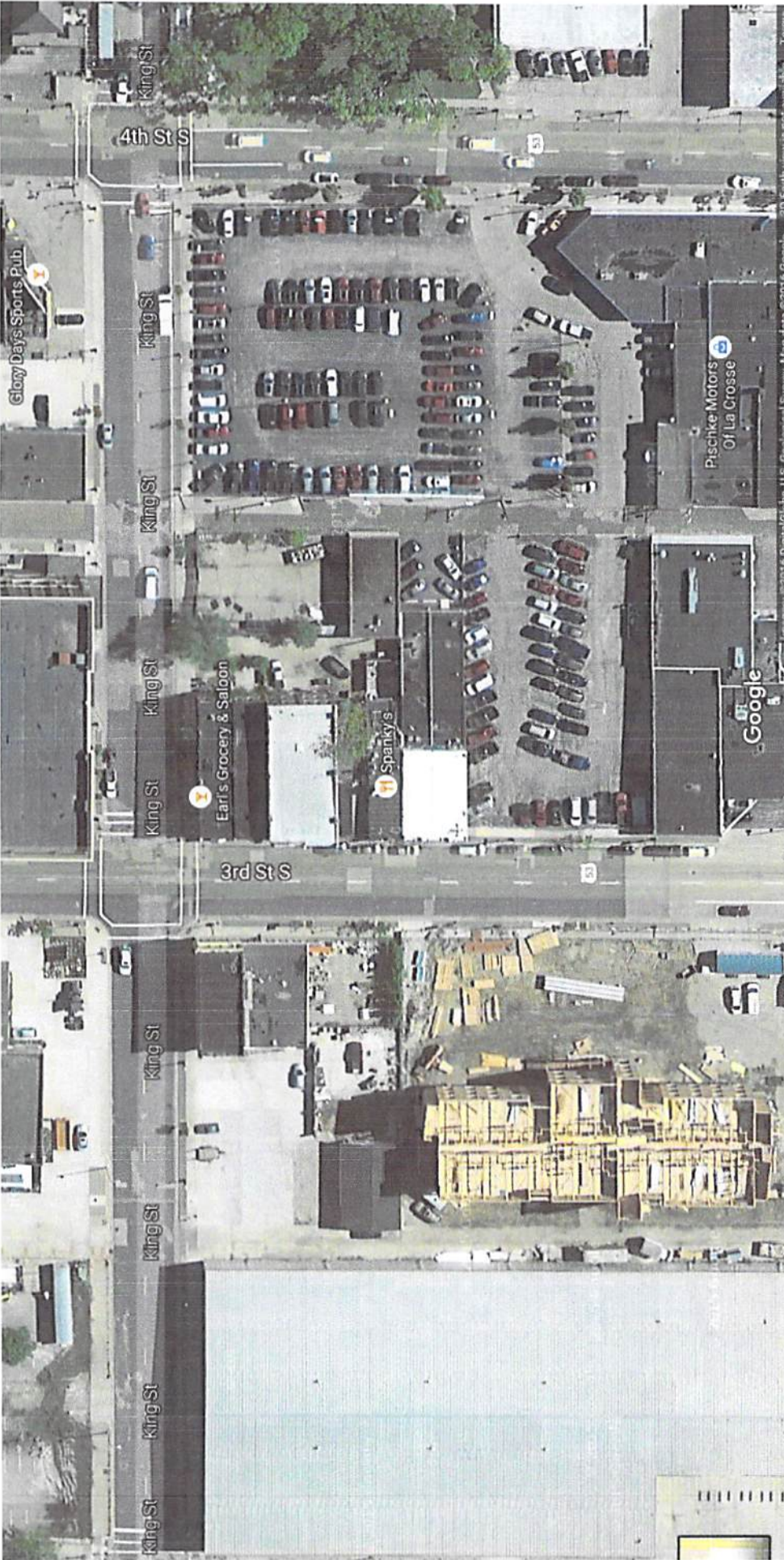


Sample photos of the renovation proposal.
(These are just examples and not final designs)



Pictures of Octane in its current condition.

↑ NORTH



↑ NORTH



King St

King St

King St



Earl's Grocery & Saloon



Spanky's

3rd St S



First Floor Bar



Exit to Alley

Beer Garden

Back Room

Mens Bathroom

Females Bathroom
(2 Stalls)

Liquor Rack

Beer Cooler

Beer Cooler

Beer Cooler

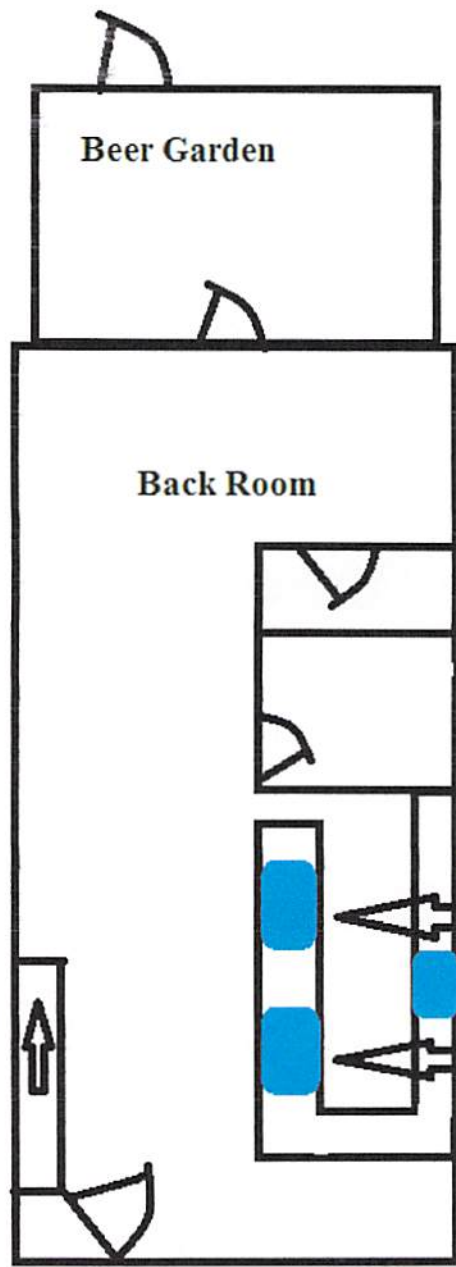
WINE RACK

Stairs to apartment
(up)

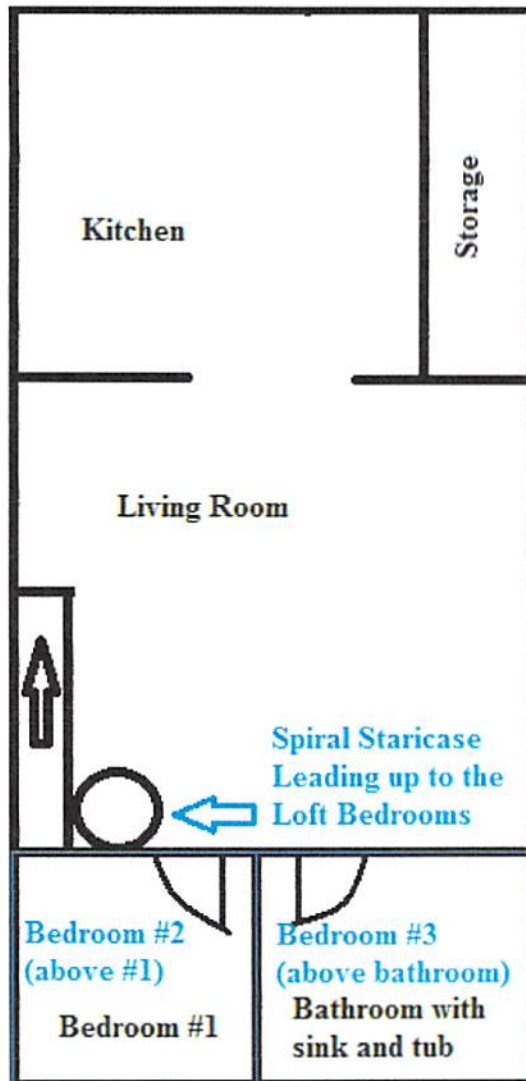
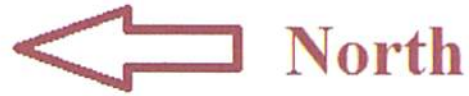
Entrance to Bar

3rd Street

Sales area: 1480 sq ft.
Storage: 400 sq ft.
Total: 1880 sq ft.

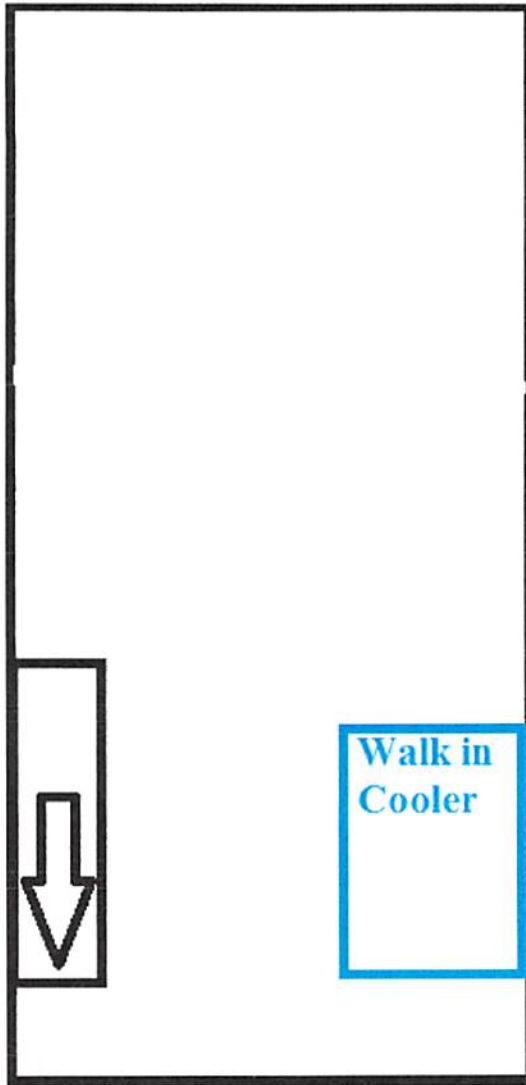


2nd Floor Apartment

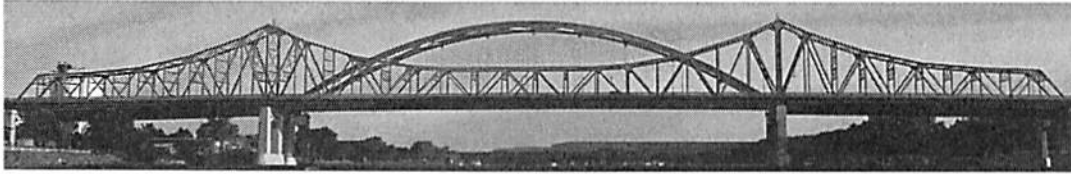


3rd Street

Basement



3rd Street


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

411 3RD ST S LA CROSSE

Parcel: 17-20029-20 Internal ID: 27962
 Municipality: City of La Crosse Record Status: Current

Print View

Parcel Information:

Parcel: 17-20029-20
 Internal ID: 27962
 Municipality: City of La Crosse
 Record Status: Current
 On Current Tax Roll: Yes
 Total Acreage: 0.053
 Township: 15
 Range: 07
 Section: 06
 Qtr: NE-NE

Parcel

Taxes

Outstanding Taxes

Assessments

Deeds

Permits

History

Legal Description:

C & F J DUNN, H L DOUSMAN & PETER CAMERONS ADDITION S 20FT OF W 100FT
 LOT 2 BLOCK 10 LOT SZ: 20X100

Property Addresses:

Street Address	City(Postal)
411 3RD ST S	LA CROSSE

Owners/Associations:

Name	Relation	Mailing Address	City	State	Zip Code
BRIDGETTE A WELLENDORF	Owner	155 DOWNY WILLOW CIR N	SPRING	TX	77382-6001
JEFF D WELLENDORF	Owner	30804 OLD HICKORY LN	LA CRESCENT	MN	55947

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
0031	La Crosse TIF 11	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	REST/TAVERN

Lottery Tax Information

Lottery Credits Claimed: 0
 Lottery Credit Application Date: