

May 8, 2020
Tracy and Joseph Endrizzi
JME Products, LLC.
236 17th Place South
La Crosse, WI 54601

Common Council for the City of La Crosse

Dear Council Members,

In 2015, JME Products LLC purchased the building located at 1514-1516 Market Street. What once was a barbershop and bowling ball business is now a thriving art shop (artPOP) and specialty gift store (Twinkle & Twine Design) that offers a variety of art classes and retail items. We collaborate with other local artists and offer an opportunity for them to market their arts through our location. Our focus in bringing these businesses to this location was to provide the neighborhood and surrounding area with an opportunity to walk in and socialize, learn and build relationships as neighbors and friends.

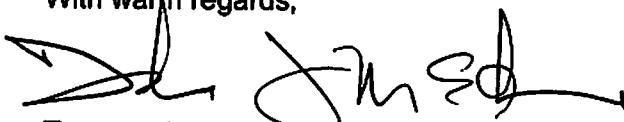
This particular location caught our eye when it was listed for sale because it is situated in a family-friendly, youth-oriented neighborhood; many of our potential customers are able to frequent the business on a bike-in/walk-in basis. We have dense foot traffic from Mayo Clinic employees, University staff and students, other local businesses, and neighborhood inhabitants. This allows for a community feel that we have come to love in La Crosse.

We would like to add approximately 1,000 square feet to our current building. As our art business has grown, we have found there is a need to expand our workspace. The current building is used primarily for retail. It greatly limits our ability to produce larger scale art. We envision expanding the building to create an artisan workshop workspace but are also designing the space to meet the needs of future possible uses in the neighborhood.

We are requesting a waiver for the required five foot setback for parking (section 115-550e). Many of the adjacent properties along the alley of the 1500/1600 block have paved or gravel parking up to the property lines. The proposed project would actually improve the current conditions by paving the area currently in gravel, and treat stormwater run-off from the new paving. In addition, we request a waiver for the required number of parking stalls (Section 115-550Q). The current businesses would not need the amount of required parking stalls. As stated earlier, being a neighborhood commercial property, much of our customer traffic is by foot or bike. Bike parking is proposed at the front of the building to accommodate patrons as well as improved parking in the alley.

My husband and I have lived a few blocks from Market Street for more than 15 years. We have a passion for improving our neighborhood and keeping our community involved in healthy, family-friendly activities. We believe this business will thrive in the neighborhood and will offer a unique way for people to bond with other local residents. We very much appreciate your consideration of our proposal and are excited about the potential opportunities this will offer to the neighborhood and the city.

With warm regards,



Tracy and Joseph Endrizzi