



March 4th, 2016

To Whom it May Concern,

Please see the attached plan for the proposed redevelopment of the "Sunset 16" Site. The site is located on the South East Corner of Hwy 16 and Gillette St. and is 1.31 acres in size.

We are very excited about this project! Our specific plan is to construct two buildings on this site. Each building would have sixteen, high end, two bedroom apartments, 32 units total. We will also provide garages and adequate off street parking. The tenant for these residences will hopefully work in the City of La Crosse.

The City of La Crosse Planning Department endorses this project and feels it is in alignment with the City's Long Term Comprehensive plan. Additionally the "PDD General" rezoning for this plan has already been approved by city council. Additionally, the proposed design has gone through the City of La Crosse Multifamily Housing Standards approval.

We have offered to purchase the property, contingent upon the proposed rezoning and redevelopment plan approval by the City of La Crosse. Under the current owner's tenure, the structures on the property were razed and the site is currently "shovel ready". As the land is currently vacant, our proposed redevelopment would provide a substantial increase in Property Tax revenue, bringing the parcel to its "Highest and Best Use". The cost of this entire project will be just over two million dollars and our intent is construction in 2016.

In summary, we look forward to creating a new residential asset for the City of La Crosse. This location has wonderful proximity to both commercial and employment opportunities in the City, creating an excellent long term asset for the City of La Crosse. Our family is directly involved with the care and management of our rental property, we are not absentee landlords. We also believe in the growth of the City of La Crosse and we are willing to invest in its future! We hope you agree our proposal for redevelopment of this site would benefit the City of La Crosse. If you have questions and would like to talk about our proposal, I encourage you to reach out to me.

Most Sincerely,

Nicholas A. Roush

Principle
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