

CONDITIONAL USE PERMIT APPLICATION

Applicant (name and address):

Turtle Stack Brewery, LLC (Manager - Brent Martinson)  
503 9th St. S., LaCrosse, WI 54601

Owner of site (name and address):

Fortney, Fortney & Fortney, LLP

Architect (name and address), if applicable:

TBD

DUPLICATE RECEIPT

485 CITY CLERK/LICENSED  
TF404394569 001 131108  
11/08/13 5:46AM PAID

0610

250.00

Professional Engineer (name and address), if applicable:

TBD

Contractor (name and address), if applicable:

TBD

Address of subject premises:

313-315 Pearl Street, LaCrosse, WI 54601

Tax Parcel No.: 17-20017-90

Legal Description: TOWN OF LACROSSE E 31.95 FT. of S 20FT. LOT 4  
& E 31.95 FT. LOT 5 BLOCK 23

Zoning District Classification: C2

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):

Street Level and Basement - Vacant  
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):

Street Level and Basement - Craft Brewery and Tasting Room  
Upper Level - Residential (No Change)

Type of Structure (proposed):

Number of current employees, if applicable: 0

Number of proposed employees, if applicable: 1+ (will 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.

[Signature] (signature) 10-30-13 (date)

608-784-1225x0 (telephone) MFortney@FortneyCompanies.com (email)

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

Personally appeared before me this 30 day of October, 2013 the above named individual, to me known to be the person who executed the foregoing instrument and acknowledged the same.

[Signature]  
Notary Public  
My Commission Expires: 2/16/14

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

Review was made on the 8th day of November, 2013

Signed: [Signature], Director of Planning & Development  
on behalf of Larry Kirch.



The proposed structure shall be designed to meet the requirements of the current zoning ordinance and shall be designed to meet the requirements of the current zoning ordinance and shall be designed to meet the requirements of the current zoning ordinance.

I hereby certify that I am the owner or authorized agent of the owner (include address) and that I have read and understand the contents of this application and that the above statements and attachments submitted herewith are true and correct to the best of my knowledge and belief.

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If the above paragraph is applicable, this permit shall be recorded and should the applicant not complete the application within the period of time specified in the zoning ordinance, the applicant shall be liable for a fee of \$100 per day for each day that the application is not completed.

I hereby certify under oath the value of the proposed replacement structure on structure # \_\_\_\_\_ is \_\_\_\_\_ and the value of the structure to be demolished or removed is \_\_\_\_\_

I hereby certify under oath the current value of the structure to be demolished or removed is \_\_\_\_\_

In accordance with subsection 15.25(4) of the Local Government Code, a Conditional Use Permit is not required for a replacement structure of the same or lesser size and use as the original structure. If the replacement structure is of a greater size or use than the original structure, the applicant shall be required to submit a Conditional Use Permit application to the County Registrar of Deeds at the owner's expense.

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In accordance with subsection 15.25(4) of the Local Government Code, a Conditional Use Permit is not required for a replacement structure of the same or lesser size and use as the original structure. If the replacement structure is of a greater size or use than the original structure, the applicant shall be required to submit a Conditional Use Permit application to the County Registrar of Deeds at the owner's expense.

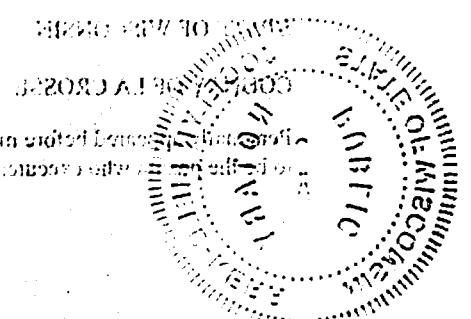
I hereby certify under oath the value of the proposed replacement structure on structure # \_\_\_\_\_ is \_\_\_\_\_ and the value of the structure to be demolished or removed is \_\_\_\_\_

I hereby certify under oath the current value of the structure to be demolished or removed is \_\_\_\_\_

If the above paragraph is applicable, this permit shall be recorded and should the applicant not complete the application within the period of time specified in the zoning ordinance, the applicant shall be liable for a fee of \$100 per day for each day that the application is not completed.

CERTIFICATION: I hereby certify that I am the owner or authorized agent of the owner (include address) and that I have read and understand the contents of this application and that the above statements and attachments submitted herewith are true and correct to the best of my knowledge and belief.

\_\_\_\_\_ (Signature)  
 \_\_\_\_\_ (Address)  
 \_\_\_\_\_ (Signature)  
 \_\_\_\_\_ (Address)



My Commission Expires \_\_\_\_\_

I have read and understand the contents of this application and that the above statements and attachments submitted herewith are true and correct to the best of my knowledge and belief.

APPROVED BY THE DIRECTOR OF PLANNING & DEVELOPMENT.

WITH THESE CONDITIONS: IF ANY VIOLATION OCCURS, THE PERMIT SHALL BE SUBJECT TO THE PENALTIES PROVIDED IN THE ZONING ORDINANCE.

Director of Planning & Development

Brent Martinson  
503 9th St. S.  
La Crosse, WI, 54601

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 conditional use permit to establish a small craft brewery and tasting room in downtown La Crosse. The goal is 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 would provide a unique community gathering place and allow 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 as I see them:

- 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 an even 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 with the tasting room drawing 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 conditional use 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

10/10/00  
10/10/00  
10/10/00

La Crosse Common Council  
400 La Crosse St  
La Crosse, WI 54601

Request for Conditional Use Permit for a Brewery in Downtown La Crosse

The following information is provided to assist you in reviewing and commenting on the Conditional Use Permit application for a brewery in downtown La Crosse. The goal is to produce a well-informed public and to provide a fair and equitable process 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 would provide a unique community gathering place and allow guests to meet the brewer while they sample flavorful beers and experience the site, sound, and smell of a fully functioning brewery. The opportunity to educate the public about the art and science of craft beer, sustainability practices utilized by the brewery, and to provide information about La Crosse and the surrounding community 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 community. This environmental impact and support efforts to create a healthier, safer, and more vibrant, and overall happier society. Our business is based on the core philosophy of a mutually beneficial relationship with the residents of La Crosse. There are a few of the benefits as I see them:

- We will strive to source equipment, ingredients, and labor from the local community whenever possible. Spending money here in 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 employing quality craft beer production, a new craft brewery would help to continue the transformation of downtown La Crosse into an even more vibrant community, supporting dynamic cultural experiences and diverse retail, entertainment, and dining options for the 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 with the tasting room drawing 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 conditional use 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,

La Crosse Common Council  
400 La Crosse St  
La Crosse, WI 54601

## **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 space located at 313-315 Pearl Street 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. A rear entrance/exit provides access to the alley for incoming and outgoing deliveries. Exposure from high vehicular and pedestrian traffic will help to ensure that the tasting room becomes a destination for La Crosse residents as well as visitors to the region. Like most businesses in downtown La Crosse, 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:**

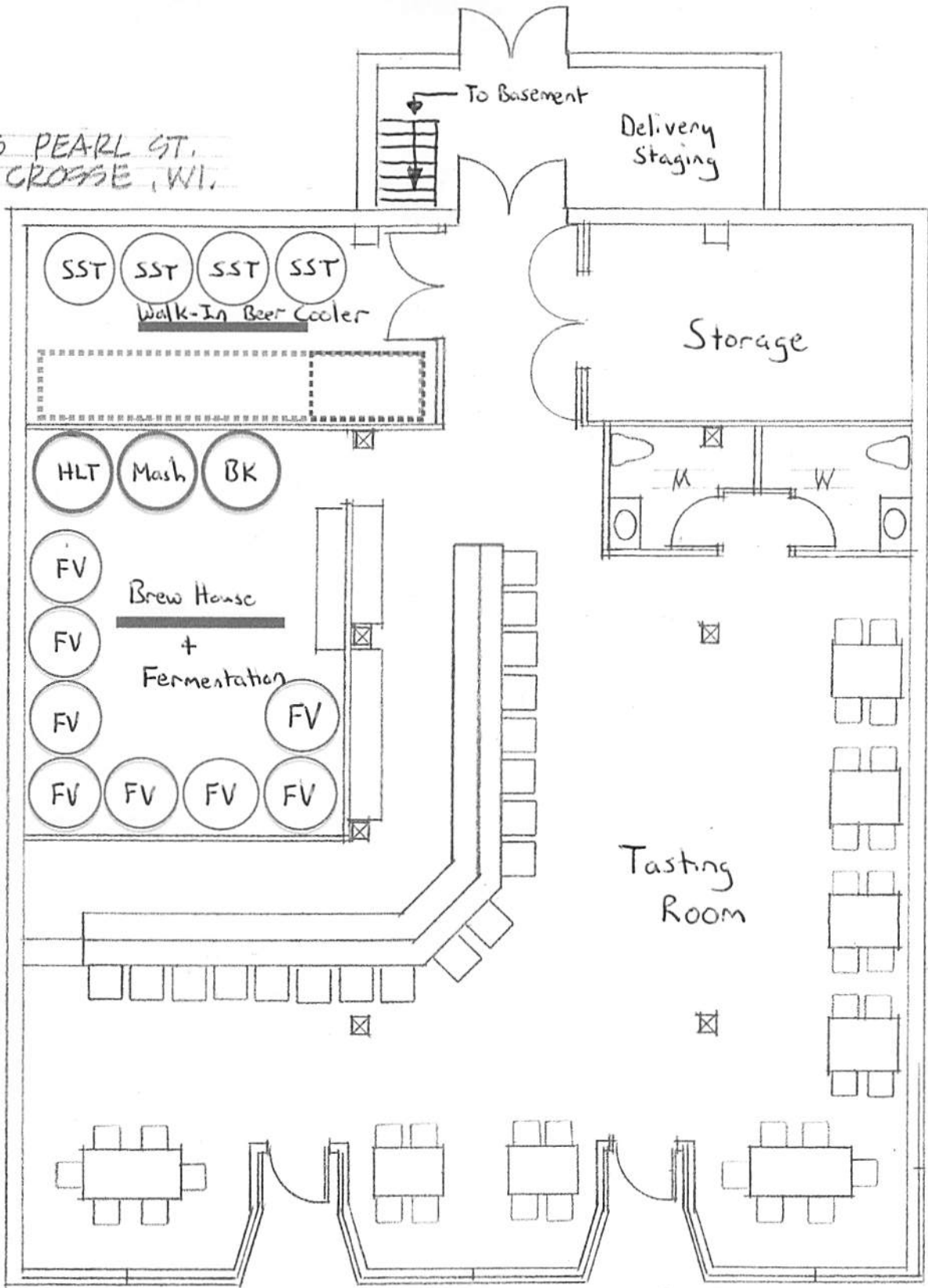
An on site production facility will produce high quality hand-crafted beers. Beer selection will rotate with a heavy emphasis on variety and seasonality. Beers will be packaged in kegs for sales and distribution to local bars and restaurants.

### **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. The tasting room will tentatively be open 5-6 days per week from late afternoon until 9 or 10 p.m. Weekend hours may include opening earlier in the day and closing slightly later at night. Outside food will be welcome in the tasting room.



315 PEARL ST.  
LA CROSSE, WI.



FIRST FLOOR PLAN

- \* Approximately 3000 ft<sup>2</sup> on 1<sup>st</sup> Floor
- \* Rest Rooms will be sized to ADA standards with fixtures for projected capacity
- \* Utilities, Mechanical, and Additional Storage will be located in the basement