



July 5<sup>th</sup>, 2018

To All Whom it May Concern,

Please see the attached plan for the proposed redevelopment of lots 1 & 2 in the new Waterview Subdivision Site. We are very excited about this project! Our hope is to construct two multifamily buildings, in two phases. The site is located on the South East Corner of Hwy 35 and Sunnyside Drive. Lot 1 is 1.57 acres and Lot 2 is 1.81 acres in size with soil comprised of "sandy loam".

Our preliminary plans show 30 apartments on Lot 1 and 38 apartments on Lot 2, these quantities may vary slightly as we near the specific and multifamily housing completion stages. The buildings will have a mixture of 1, 2 & 3 bedroom high end apartments, with sizes and amenities to suit multiple types of tenants and support a diverse community. Workforce and empty nester housing opportunities are greatly needed in the city of La Crosse, we are working to help fulfill that need.

We will provide mixture of garages and surface spots to accommodate the parking needs for the development. We have met with City Planning regarding our parking arrangements and have provided 1 space for each 1 bed unit, 2 spaces for each 2 bedroom unit and 2 spaces for each 3 bedroom unit. This parking arrangement well exceeds our existing parking data and has met with the approval of the City Planning Department staff.

As this is a new development currently under construction, we are asking for a rezoning from Agricultural to PDD (Planned Development District). Our proposed use of the lots is in direct alignment with the intent for the already approved & platted Waterview Subdivision development. It meets with the City's long term plan and vision for development of the South Side of La Crosse. We specifically curated the site plan based on feedback from the City Planning Department staff to make a beautiful statement as people arrive at our City limits. Our proposed design also meets with the intent of the City's Multifamily Housing Standards.

We have offered to purchase the property, contingent upon the proposed rezoning and development plan approval by the City of La Crosse. The site is currently "shovel ready" and is relatively flat in grade. Our proposed development 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 in excess of five million dollars and we are hopeful for construction to commence in the fall of 2018.

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 & Thank You for your consideration.

Most Sincerely,

Nicholas A. Roush

President  
Roush Rentals  
707 La Crosse Street Ste. 102  
La Crosse, WI 54601  
(608) 498-3333



07/06/2018

189744 - ROUSH RENTALS

**CITY OF LA CROSSE, WI**  
**General Billing - 157895 - 2018**  
**005129-0049 Rachel H... 07/06/2018 11:55AM**  
**189744 - ROUSH RENTALS**

**Payment Amount: 700.00**

Account Information  
Account Number: 005129-0049  
Account Name: Rachel H...  
Billing Period: 07/06/2018 11:55AM  
Service Address: 189744 - ROUSH RENTALS

Payment Information  
Payment Method: [Faint text]  
Payment Amount: 700.00

Service Description  
Description of services provided, including equipment rental and maintenance fees.

Additional Information  
Notes regarding the account, including any late fees or discounts.

Terms and Conditions  
Summary of the terms and conditions for the rental service.

City of La Crosse, WI  
City Manager

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