

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
April 3, 2017**

➤ **AGENDA ITEM - 17-0273 (Tim Acklin)**

Application of Tushar Patel dba Noble Hotels LLC for a Conditional Use Permit allowing for a manager apartment within hotel at 1906 Rose Street.

➤ **ROUTING:** J&A Committee, Public Hearing 4/4/17 7:30 p.m.

➤ **BACKGROUND INFORMATION:**

The applicant is requesting a Conditional Use Permit for the property depicted in attached **MAP PC17-0273** in order to create a residential apartment in their hotel. The applicant/owner of the property would like to create an on-site manager apartment on the first floor of the hotel in order to assist with the current renovations/improvements of the hotel, improving the image of the hotel, maintain and increase revenue, and be able to handle any important matter quickly. This request is part of a \$500,000 investment by the owners that includes converting 5 existing hotel rooms into a new breakfast area for the guests as well as the manager's unit.

Dwelling units for this purpose must not exceed more than 25% of the first floor. The proposed apartment is well below the 25% restriction as it is the equivalent of two guest rooms on a floor that includes 30 total guest rooms, the reception desk and the new breakfast area.

➤ **GENERAL LOCATION:**

1906 Rose Street. (Econolodge)

➤ **RECOMMENDATION OF OTHER BOARDS AND COMMISSIONS:**

N/A

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

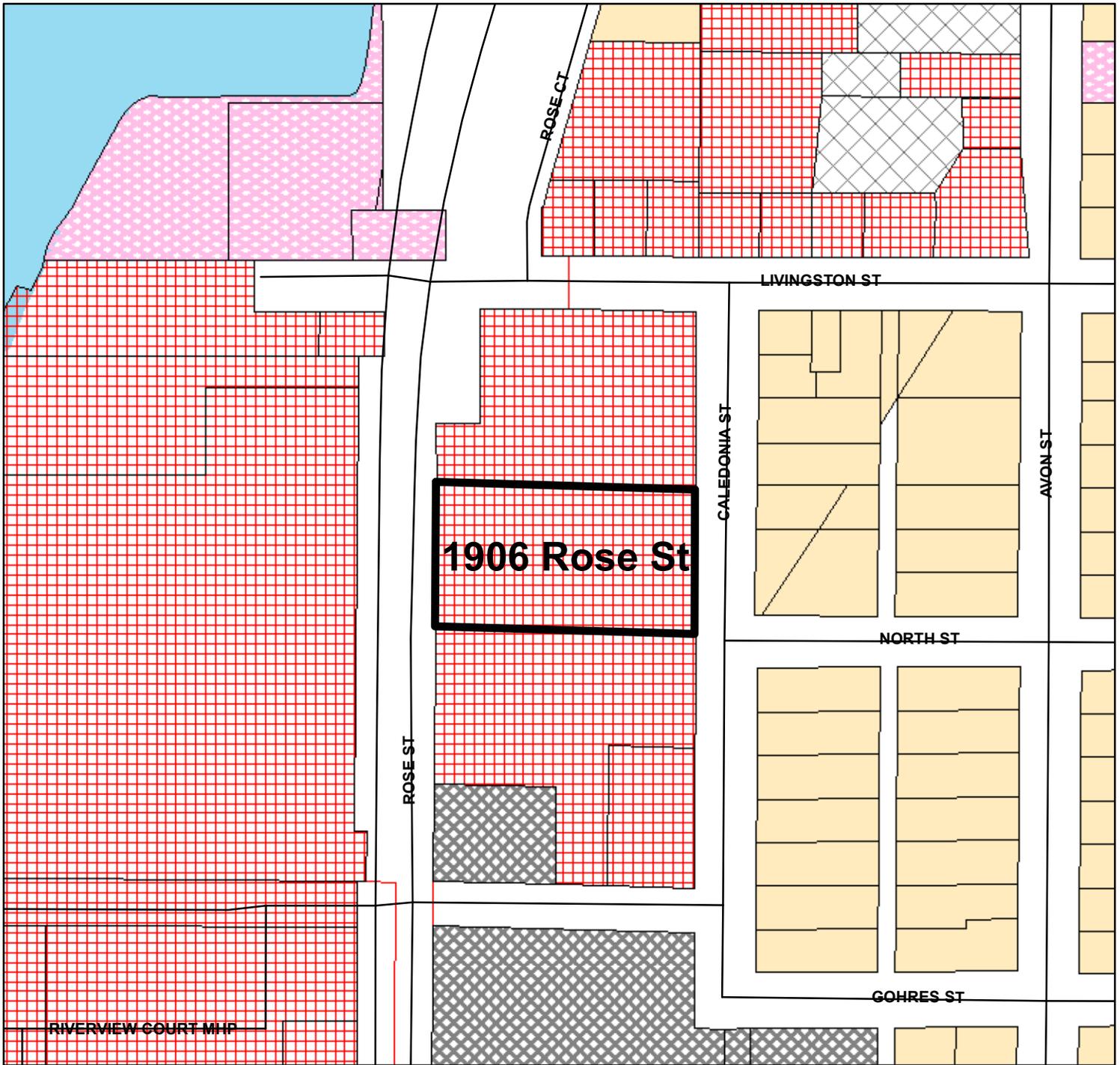
N/A

➤ **PLANNING RECOMMENDATION:**

The owners have stated that with the new hotels Downtown it has been an average year for them in revenue and with the Rose Street construction beginning this year they expect the same for 2017. With the planned improvements and having a manager on

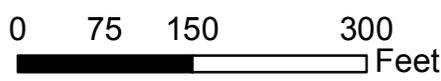
site they are hoping to reduce the economic impact from both the increased number of hotels and the road construction. **This item is recommended for approval with the following conditions:**

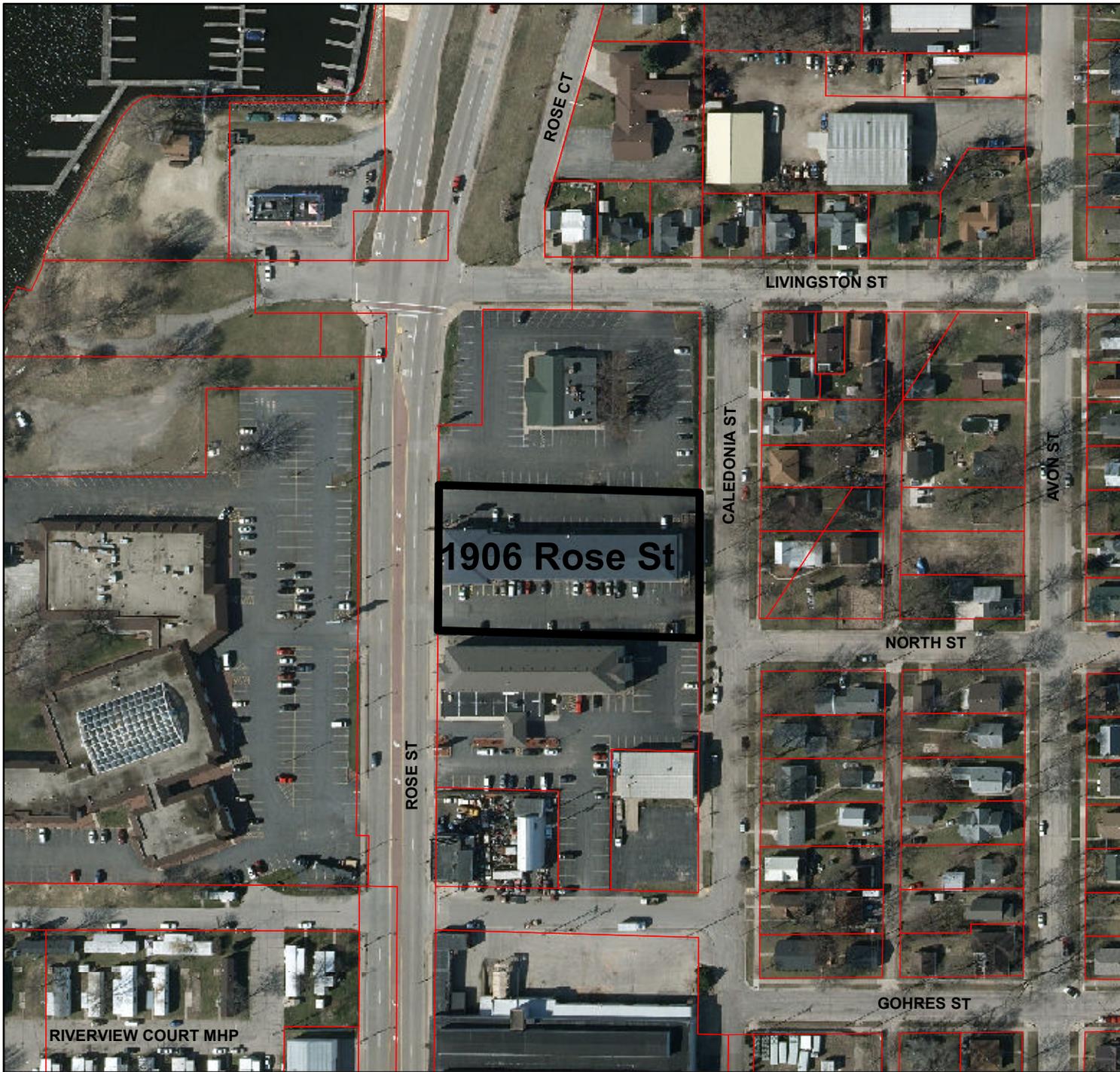
- 1) The dwelling unit can only be used by the owner, operator, or manager of the hotel.**
- 2) This Conditional Use Permit only allows for one (1) dwelling unit.**
- 3) The Conditional Use Permit is only valid to the existing owner(s). If ownership of the hotel changes the new owners must re-apply for a Conditional Use Permit if they want to keep the dwelling unit.**



BASIC ZONING DISTRICTS

	R1 - SINGLE FAMILY
	R2 - RESIDENCE
	WR - WASHBURN RES
	R3 - SPECIAL RESIDENCE
	R4 - LOW DENSITY MULTI
	R5 - MULTIPLE DWELLING
	R6 - SPECIAL MULTIPLE
	PD- PLANNED DEVELOP
	TND - TRAD NEIGH DEV.
	C1 - LOCAL BUSINESS
	C2 - COMMERCIAL
	C3 - COMMUNITY BUSINESS
	M1 - LIGHT INDUSTRIAL
	M2 - HEAVY INDUSTRIAL
	PS - PUBLIC & SEMI-PUBLIC
	PL - PARKING LOT
	UT - PUBLIC UTILITY
	CON - CONSERVANCY
	FW - FLOODWAY
	A1 - AGRICULTURAL
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	City Limits
	SUBJECT PROPERTY





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