

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
June 1, 2021**

Ø **AGENDA ITEM – 21-0676 (Tim Acklin)**

Application of The Mexcal LLC for a Conditional Use Permit at 333 Main St allowing for permission to apply for a Combination "Class B" Beer and Liquor License.

Ø **ROUTING:** J&A 6/1/2021

Ø **BACKGROUND INFORMATION:**

The applicant, Mexcal LLC, is requesting a Conditional Use Permit to allow them to obtain a Combination “Class B” Beer and Liquor License on the property depicted in attached **MAP PC21-0676**. A Conditional Use Permit is required for any business wanting to obtain this type of liquor license in the area between La Crosse Street on the North and Cass Street on the South, the Mississippi River on the West and 7th Street on the east.

Mexcal LLC will be a Mexican restaurant serving both food and beverages with an intended customer base of families and adults. The estimated percent of food to alcohol sales 80% food to 20% alcohol. They will employ approximately 15-20 and will be open Monday-Wednesday from 11am-9m and Thursday-Saturday 11am-midnight.

Ø **GENERAL LOCATION:**

333 Main Street. NW corner of Main and 4th Streets.

Ø **RECOMMENDATION OF OTHER BOARDS AND COMMISSIONS:** None

Ø **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

Creating an attractive pedestrian environment, increased housing, day and night activities, river access and intensified land uses in the Downtown, as well as support of local “mom & pop” businesses are all components of the Economic Development Element of the Comprehensive Plan.

Ø **PLANNING RECOMMENDATION:**

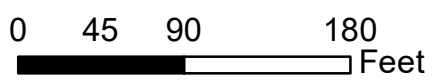
This location was previously used as a restaurant with a “Class B” liquor license. The City Clerk’s Office has also stated that there are several licenses currently available. **This item is recommended for approval.**

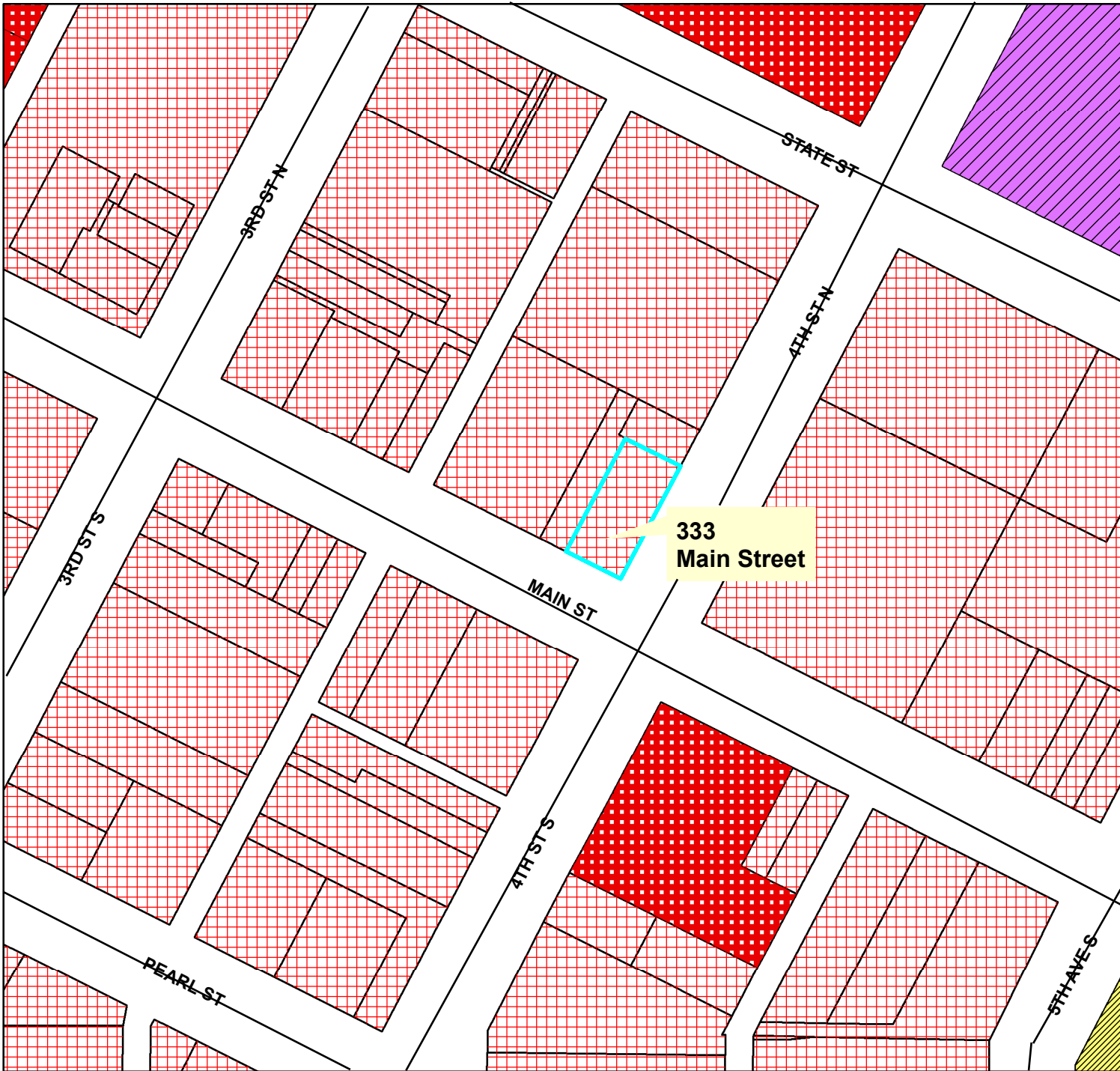


333
Main Street


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
-  EA - EXCLUSIVE AG
-  City Limits
-  SUBJECT PROPERTY





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