

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
December 1, 2014**

➤ **AGENDA ITEM - 14-1289 (Nathan Patros)**

Application of Court Above Main LLC for a Conditional Use Permit at 420 Main Street allowing for a Combination "Class B" Beer and Liquor License.

➤ **ROUTING:** J&A Committee

➤ **BACKGROUND INFORMATION:**

The applicant is requesting approval of a "Class B" Beer and Liquor License for the purpose of hosting wedding receptions and banquets at 420 Main Street. Court Above Main, LLC is the owner and developer of the project and is in the process of an extensive renovation to their upper floors. The 3rd floor of this building had previously been used as a basketball court for the YWCA, prior to its relocation. The court will be converted into the reception venue, which will hold up to 300 individuals.

A dedicated entrance, located off of the alley, will be located on the ground floor lobby, accompanied by elevator access, and a secondary emergency exit. Other modifications to the third floor of the building include new bathrooms, a staging area, and other interior upgrades including a reception bar.

According to letters submitted with the CUP application, Downtown La Crosse has become a destination for weddings, but the demand for downtown wedding venues has outpaced supply, resulting in customers "leaving the City of La Crosse for their wedding celebrations".

➤ **GENERAL LOCATION:**

420 Main Street

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

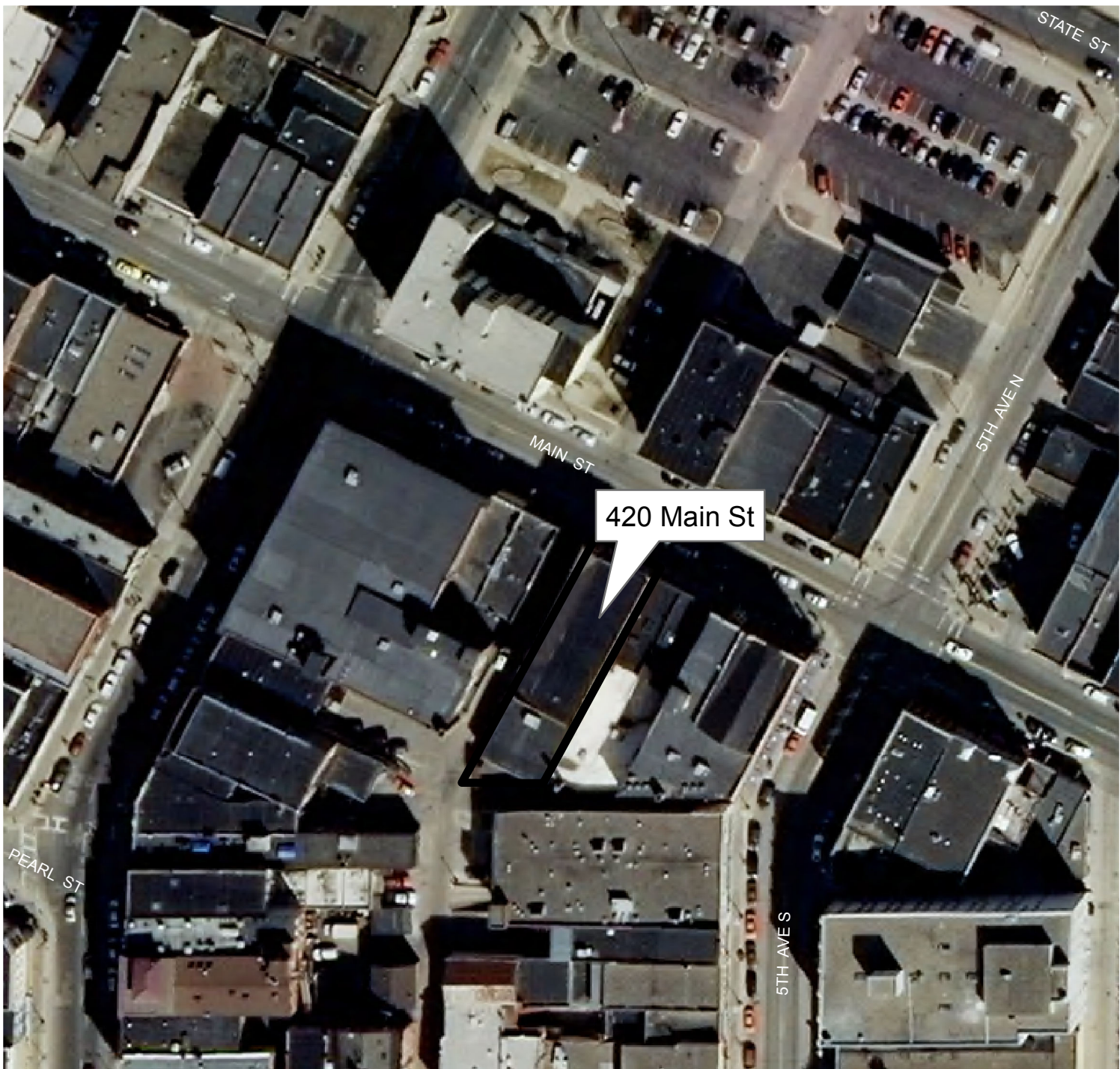
N/A

➤ **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**

The notion of adding reception venues to the downtown area is consistent with the Comprehensive Plan's goal of increasing business diversification in the downtown area, and by increasing complementary business ventures.

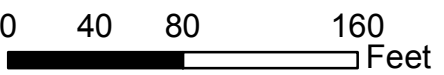
➤ **PLANNING RECOMMENDATION:**

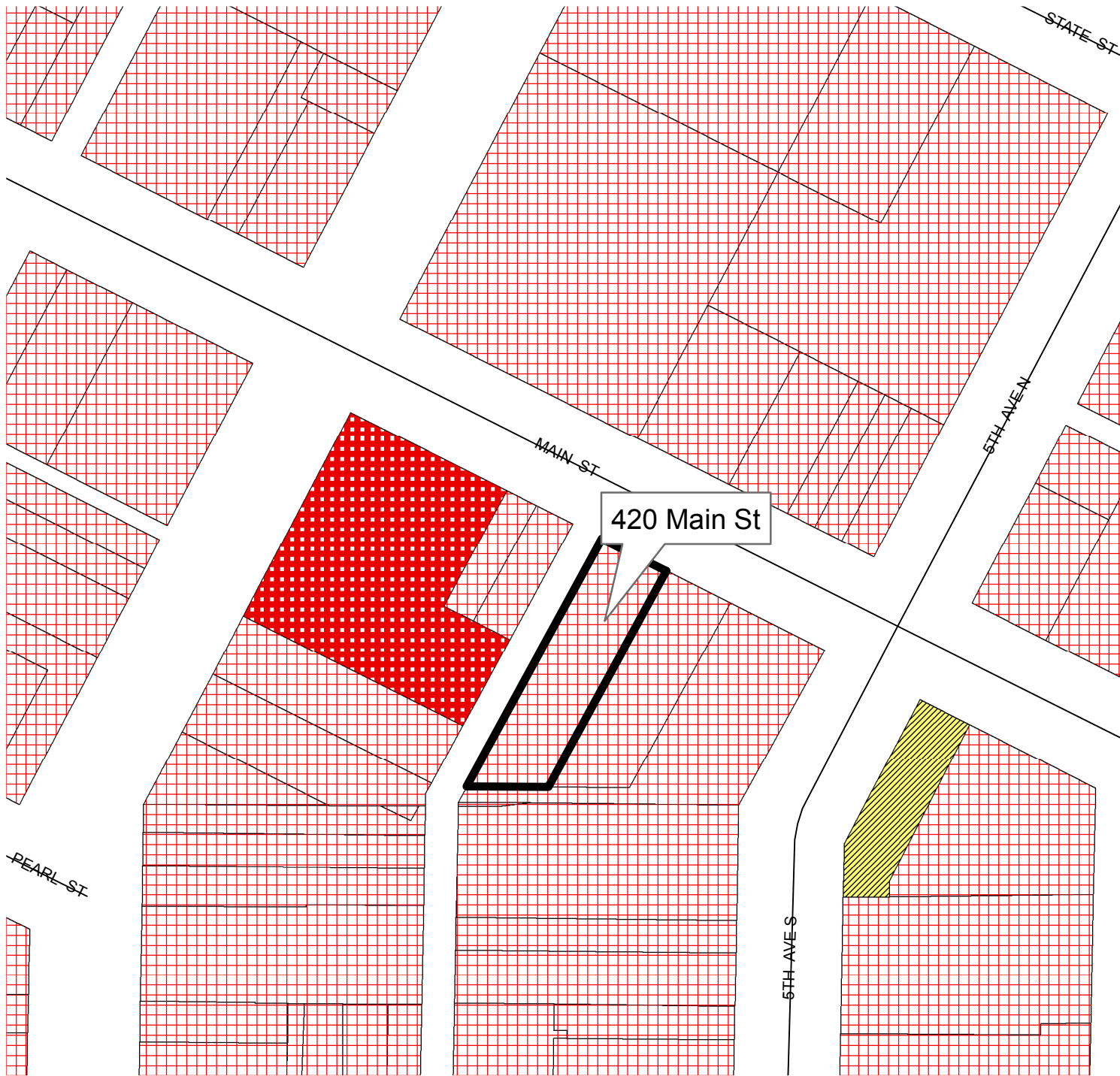
This application is recommended for approval



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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