



March 6, 2020

To All Whom it May Concern,

Please see the attached application, plan for the proposed redevelopment of lots 1 in the new Waterview Subdivision Site. We are very excited about this project! In alignment with the previous general PDD zoning we are now finalizing our zoning for lot 1 to build a 32 unit apartment building. The site is located on the South East Corner of Hwy 35 and Sunnyside Drive. Lot 1 is 1.59 acres in size with soil comprised of "sandy loam".

Our plans show 32 apartments on Lot 1. The building will have a mixture of 1 & 2 bedroom apartments, with sizes and amenities to suit multiple types of tenants and support a diverse community. Workforce and empty nester affordable 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. We have exceeded the parking requirements by 1 space. This parking arrangement also well exceeds our existing parking data and has met with the approval of the City Planning Department staff.

We are asking for a rezoning from PDD General to PDD Specific. 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. The only exceptions to standards noted are having a parking space closer to the road than the building (just like the sister property next door) and the private road width. The private road meets the needs of the development and accommodates needed turning radius requirements for emergency vehicles .

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" for the location. Our plan is for construction to commence immediately upon approval in April of 2020. 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) 782-0912