

Lighthouse Hospitality, LLC  
1518 Ferry St.  
La Crosse, WI 54601  
(612) 910-3966  
info@fatporcupine.com

06/06/2019

RE: Fat Porcupine, 127 4th St., La Crosse, WI 54601, Tax Parcel #17-20023-35

To the City Council Members of La Crosse,

This letter is requesting that the Conditional Use for the above-referenced project be placed on the 06/13/2019 Common Council Meeting agenda for introduction and on the 07/01/2019 City Plan Commission Meeting agenda for consideration.

The project proposes the creation of Fat Porcupine as a 55-seat noodle bar featuring a 7-seat chef's counter, 12-seat bar, and 36 seats at tables in a spacious, modern dining room. Our kitchen will largely be based around a 6 item ramen menu, as well as a charcoal grilled section, and some lighter, more shareable appetizers, and elevated asian-inspired bar food. Our bar will mainly serve inventive cocktails and also feature a limited beer, wine, and cider menu. Both the food and beverage programs will focus on the highest quality local and organic ingredients, utilizing the talents of growers and producers from the Driftless region whenever possible.

Located in the heart of Downtown Lacrosse on the corner of 4th and Pearl, we'll be in the middle of a booming, trendy business and leisure district a few blocks from the river, walking distance from the La Crosse Center, as well as many other theaters and venues, and neighboring some of the hippest restaurant and retail shops in the entire city.

While new restaurants are opening all around La Crosse with new, young, and excited talent continually raising the bar of what restaurants are capable of in this part of Wisconsin, there is currently nowhere to go for our style of service and cuisine, and we'll be delivering a much needed and appreciated alternative to fine dining, while still offering elevated cuisine and cocktails and a slightly more sophisticated atmosphere, while also keeping our vibe light, edgy, and fun. We are beyond excited to bring our concept to this neighborhood in particular, as it features a diverse selection of restaurants and we will round out the options by offering something unique that compliments our neighbors, bringing even more business to an already healthy area.

We project \$625,000 in sales in our first year, based on doing an average of 400 covers (guests) per week, operating Tuesday-Saturday, from 4pm-11pm. Our check average per person is projected at \$31 per person: \$18 in food (60% of gross sales), and \$13 in beverage (40% in gross sales). We expect to serve a diverse range of guests but largely plan on seeing individuals or couples coming in for a quick bite. Later in the evening we expect to see groups coming in and spending more time, lingering, and enjoying more of our offerings. We are seeking a Cabaret

License and plan to offer karaoke and other curated live performance in the later hours earlier in the week to draw in a younger crowd and keep them around longer on typically slower nights.

Not only will the project contribute to the historic renovation of downtown; it will also be responsible for the creation of at least eight new jobs. In addition, there will be offered incentives for bike riders in terms of discounts for bringing in bike helmets as proof of riding as well as other incentives.

Please find enclosed the following:

- Completed Conditional Use Permit Application.
- Check in the amount of \$450.00 for the application fee made payable to the City of La Crosse.
- One copy of all plans/drawings for proposed project.

Please call should you have any questions or require additional information.

Sincerely,

A handwritten signature in black ink that reads "Gabrielle Roland". The signature is written in a cursive style with a large, sweeping flourish at the end.

Gabrielle Roland

Enclosures