

Ryan R. Johnson  
319 Main St. STE 404  
La Crosse, WI 54601  
September 3, 2020

Common Council,

It is the intent of RRJ Holdings, LLC's sole owner, Ryan R. Johnson, to temporarily rezone 1605 Rose St. in order to facilitate increased growth in at least two locally owned La Crosse businesses, 608 Brewing Company and TreeHuggers Co-op and a potential for a third, new locally owned business, 608 Craft Soda (name TBD). These additions by businesses already proven to be great community partners will be beneficial for the overall La Crosse economy by encouraging increased local and tourist patronage.

Proposed plans for a rezoned 1605 Rose St. include an overall building refresh including exterior painting and a refinished and stripped parking lot, increasing overall curb appeal. Interior build outs are to be determined, but will be done in order to best fit the commercial tenants' needs in order to best facilitate their business needs and desires. At present, TreeHuggers Co-op has the intent to build out a retail space and an interior greenhouse. 608 Brewing Company is intending to build out a brewhouse to better meet increased demand for their renowned craft beer products.

Enabling the continued growth and future success of both 608 Brewing Company and TreeHuggers Co-op will have only positive impacts on the surrounding neighborhoods and community overall by providing an updated, new space for destination retail. Business plans for both businesses can be seen in attached Appendices 3 and 4.

The answers to the following questions and additional Appendices will provide insight as to our current General Development Plan.

1. Total area to be included in the Planned Development District, area of open space in acres and percent, proposed uses of land keyed to the comparable existing zoning districts, residential density computations (gross and net), proposed number of dwelling units, the approximate location of different types or densities of dwelling units, population analysis, availability of or requirements for municipal services and utilities and any other similar data pertinent to a comprehensive evaluation of the proposed development. **Proposed site is 11,000sf building sitting on .700 acre lot. New use will include multiple (2-3) commercial tenants. The north portion of the building consists of approx. 5100 sq. feet. This space will be used for setting up a brew house to support the existing 608 Brewing Company operations and also be the future home of 608 Craft Soda Co. (official name TBD). Phil Humphrey and Ryan Johnson have been working on a**

partnership to create craft soda in La Crosse. The operation would consist of the brew house and potential bottling line. This would be a phase 3 addition once the partnership secures the equipment and decides on timing for launch. The operation would look to possibly have a small retail area to purchase products and items/merchandise associated with the brand. 608 Brewing Company is currently located at 83 Copeland Ave. In the 2 years since opening 608 Brewing Company has seen significant growth and have already reached the point where they need to expand. The ability to add additional brew space at this location allows 608 Brewing Company to continue operating at 83 Copeland Ave. while meeting increased demand. 608 Brewing Company has already proven themselves to be a community asset, so we personally want to be a part of finding a solution with them in La Crosse. Please see attached Appendices A-3 for TreeHuggers Co-op phased plan at operating within 1605 Rose St.

2. A general summary of the estimated value of structures and site improvement costs, including landscaping and special features. Current city assessment values the land and building at \$599,000. Landlord and tenants will have capital improvement cost for but not limited to: Exterior paint and increased curb appeal, parking lot refinishing and striping, interior buildout(s) for tenants specific use. Total cost to be determined. Immediate exterior attention to deferred maintenance will be immediate. Tenant build outs will take place 4th quarter 2020 into first quarter 2021.
3. A general outline of the organizational structure of a property owner's or management's association, which may be proposed to be established for the purpose of providing any necessary private services including proposed restrictive covenants. RRJ Holdings, L.L.C. (landlord) sole owner Ryan R. Johnson. TreeHuggers Co-op is owned by Brent Welch and Sara Viner. 608 Craft Soda (name TBD) will be a partnership between Phil Humphrey (608 Brewing Company) and Ryan R. Johnson. 608 Brewing Company is owned by Phil and Lori Humphrey and Ryan and Daniel Beach.
4. Any proposed departures and requested waivers from the standards of development as set forth in other City zoning regulations, land division ordinance, sign ordinance and other applicable regulations.
5. The expected date of commencement of physical development as set forth in the proposal and also an outline of any development staging which is planned. Phase 1: TreeHuggers Co-op Retail and 608 Brewing Company supplemental brewhouse. Phase 2: TreeHuggers Co-op indoor garden. Phase 3: 608 Craft Soda (name TBD).
6. A sketch plan depicting the proposed lot layout, street configuration, utilities, and open space. There will be no site plan change. Exterior building and parking lot updates but not reconfiguration of site planned.
7. A legal description of the boundaries of lands included in the proposed Planned Development District. **-Legal Description:**

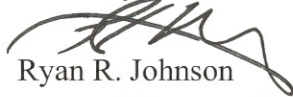


**RIVERS WALK ADDITION LOT 6 & E 40FT LOT 5 EX .04 AC FOR R/W IN V1423  
P345 LOT SZ: .700 AC**

8. A description of the relationship between the lands included in the proposed Planned Development District and surrounding properties.
9. The location of institutional, recreational and open space areas, common areas and areas reserved or dedicated for public uses, including schools, parks, and drainageways. **N/A**
10. Characteristics of soils related to contemplated specific uses. **N/A**
11. Existing topography on site with contours at no greater than two-foot intervals City Datum where available.
12. General landscaping treatment. **No landscaping planned. Zero setback on the street side and parking lot on the backside of the building. Paved lot, no greenspace.**

Thank you all for taking the time to review and reflect upon our proposed petition and business development plan. We will look forward to working with the City in aiding it's long range comprehensive goals and plans for the Northside La Crosse community.

Cordially,



Ryan R. Johnson

RRJ Holdings, LLC.

(608)881-6555

## Appendices

### *A-1 - Proposed Zoning Will Not Be Detrimental to the Neighborhood or Public Welfare*

The proposed zoning of 1605 Rose St. in La Crosse, WI will not be detrimental to the neighborhood or to public welfare. This rezoning will allow growth for two existing local businesses, 608 Brewing Company and TreeHuggers Co-op. Both of these locally owned and run businesses have proven to be active, successful and engaging assets within the local La Crosse community. Both businesses intend to continue to grow and expand within La Crosse to better serve their patrons, tourists and the community as a whole. Both of these businesses with the rezoning will not have a negative impact in any way, shape or form.

### *A-2 - Propose Zoning Will Not Be Detrimental to the City's Long Range Plans*

The proposed zoning of 1605 Rose St. in La Crosse, WI will not be detrimental to the City's Long Range plans, goals, actions or objectives; instead, this will be used to move forward toward the City's forward looking vision for La Crosse. This rezoning will create a destination retail outlet with TreeHuggers Co-op and potentially a second new local business, 608 Craft Soda (name TBD) creating more opportunities for consumer sales. This dedicated retail space will improve the building's exterior appeal in addition to their already established position within the community and desire to grow.

### *A-3 - Attached TreeHuggers Co-op Phased Business Expansion Plan*

- 3.1 - TreeHuggers Co-op Business Summary
- 3.2 - TreeHuggers Co-op Phased Business Expansion Plan
- 3.3 - TreeHuggers Co-op City Council Letter of Grow Approval
- 3.4 - TreeHuggers Co-op Hemp License

### *A-4 - Attached 608 Brewing Company's Business Plan*

### *A-5 - Proposed Pictures and Plans for Utilizing Space Within 1605 Rose St.*

- 5.1 - Future Retail Expansion Space (608 Craft Soda, name TBD)





5.2 - Future Indoor Garden Room for TreeHuggers Co-op



5.3 - Proposed brewhouse for 608 Brewing Company; potential future retail outlet space





Brewhouse (north 5100sf of building), potential future retail outlet space for 608 Craft Soda (name TBD)

5.4 - Proposed brewhouse for 608 Brewing Company; potential future retail outlet space



Brewhouse (north 5100sf of building), potential future retail outlet space for 608 Craft Soda (name TBD)

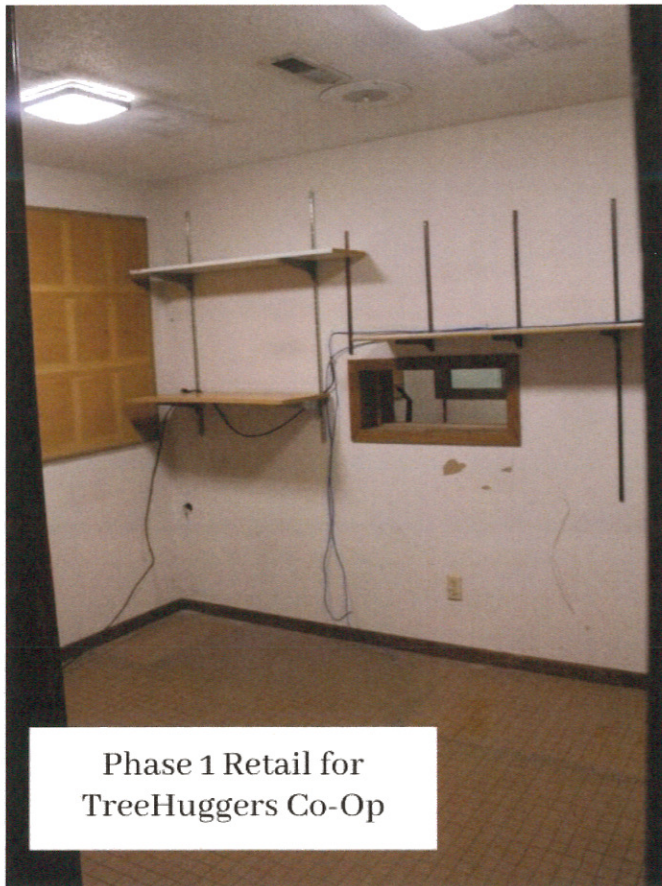
5.5 - Phase 1 Retail for TreeHuggers Co-Op





Phase 1 Retail for  
TreeHuggers Co-Op

5.6 - Phase 1 Retail for TreeHuggers Co-Op



Phase 1 Retail for  
TreeHuggers Co-Op



5.7 - Phase 1 Retail for TreeHuggers Co-Op



Phase 1 Retail for  
TreeHuggers Co-Op

5.8 - Parking Lot Plans



Resurface and stripe parking lot.  
Exterior building paint.



5.9 - Exterior Building Painting

