

Craig, Sondra

From: Elsen, Nikki
Sent: Wednesday, July 28, 2021 3:43 PM
To: Craig, Sondra
Subject: FW: Re-Zoning of 520 Veterans Memorial Dr. E.

----- Original message -----

From: Lisa Moe <lmoe@stuartco.com>
Date: 7/28/21 3:21 PM (GMT-06:00)
To: "Janssen, Barb" <janssenb@cityoflacrosse.org>
Subject: Re-Zoning of 520 Veterans Memorial Dr. E.

*** CAUTION: This email originated from an external sender. DO NOT click links or open attachments unless you recognize the sender and know the content is safe. ***

Council President Janssen,

Please accept this email as part of the public record for the re-zoning proposal for the Lacrosse Area Heritage Center located almost adjacent to our RiverPlace Apartments.

While we can understand the desire of the City of Lacrosse to maximize use and potential revenue for this area and along the river front, we feel and believe that the City needs to ensure that what is decided on benefits the community and all residents.

If the intention is to rezone to commercial and then lease this building as an event center with larger crowds, events held 7 days a week and much more traffic at all hours of the evening/night time – this will be very concerning for us.

We built RiverPlace in 1996 and have provided 78 lovely homes to the area – our residents value the location, the view and the quiet evenings facing the river. We feel strongly that an event center will erode our environment without proving any additional amenity to our residents.

While we recognize that there are other events during the year that impact the noise level, traffic and crowds for our neighborhood, these events are for a defined timeframe and not 365 days a week.

As a business owner, we have financially contributed to the International Garden, to other non-profit endeavors for the community and we have paid over \$3.5M in real estate taxes to the City.

While we are supportive of improvements and added amenities to the community/river front – we are very concerned about the city's direction and intention for this building.

We would like to be part of the conversation for best use.

Thank you
Lisa Moe

Lisa Moe
President and Chief Executive Officer

P:952-948-9506
F:952-346-7006
lmoe@stuartco.com