

CONDITIONAL USE PERMIT APPLICATION

Applicant (name and address):

(Tabby Farley) The Driftless Axe, LLC
PO Box 1482 LaCrosse WI 54602

Owner of property (name and address), if different than Applicant:

Kellogg Investments LLC

Architect (name and address), if applicable:

Professional Engineer (name and address), if applicable:

Contractor (name and address), if applicable:

Address(es) of subject parcel(s): 300 4th St. S ^{Suite 101} LaCrosse WI 54601

Tax Parcel Number(s): 17-20031-40

Legal Description (must be a recordable legal description; see Requirements):

C&F J Dunn Hl Deusman & Peter Camerons Addition Lot 10
EX W 80 FT Block II

Zoning District Classification: C3 - Community Business

A Conditional Use Permit is required per La Crosse Municipal Code Sec. 115-359

If the use is defined in Sec.:

- 115-347(6)(c)(1) or (2), see "" on the next page.
- 115-353 or 356, see "" on the next page.

Is the property/structure listed on the local register of historic places? Yes _____ No

Description of subject site and **CURRENT** use: Currently 1/2 is Players Bar. Proposed space is adjacent in space formerly used by Players Bar. Currently vacant

Description of **PROPOSED** site and operation/use (detailed plan of the proposed site):

See Attached

Type of Structure proposed: Commercial Building

Number of current employees, if applicable: 0

Number of proposed employees, if applicable: 7-10+

Number of current off-street parking spaces: 0

Number of proposed off-street parking spaces: 0

CITY OF LA CROSSE, WI

General Billing - 157822 - 2018

005118-0023 Mark Pad... 07/03/2018 03:16PM

193919 - THE DRIFTLESS AXE LLC

Payment Amount: 300.00

...of the property... (faint, mostly illegible text)

* If the proposed use is defined in Sec. 115-347(6)(c)

_____ (1) and is proposed to have 3 or more employees at one time, a 500-foot notification is required and off-street parking shall be provided. Will there be 3 or more employees at one time? Y__ N

or

_____ (2) a 500-foot notification is required and off-street parking is required.

Where the side or rear lot line abuts or is located across an alley from any residential zoning district, abutting residential property owners shall be notified of the privacy fence provision by the City Clerk.

Any Conditional Use Permit required pursuant Sec. 115-347(6) shall be recorded with the La Crosse County Register of Deeds at the owner's expense.

**If the proposed use is defined in Sec. 115-353 or 115-356, abutting property owners shall be notified of the privacy fence provision by the City Clerk.

Check here if proposed operation or use will be a parking lot: _____

Check here if proposed operation or use will be green space: _____

Applicant/property owner may be subject to a payment in lieu of taxes for a period of twenty (20) years or until the property tax valuation of any new structure or improvements is equal to or greater than the base year valuation of the improvement or structure being demolished.

In accordance with Sec. 115-356 of the La Crosse Municipal Code, a Conditional Use Permit is required for demolition or moving permits if the application does not include plans for a replacement structure of equal or greater value. Any such replacement structure shall be completed within two (2) years of the issuance of any demolition or moving permit.

If the above paragraph is applicable, the Conditional Use Permit shall be recorded with the La Crosse County Register of Deeds and should the applicant not complete the replacement structure of equal or greater value within two (2) years of the issuance of any demolition/moving permit, the applicant or property owner shall be subject to a forfeiture of up to \$5,000 per day for each day not completed.

CERTIFICATION: I hereby certify that I am the owner of the subject parcel(s) or authorized agent and that I have read and understand the content of this application and that the above statements and attachments submitted hereto are true and correct to the best of my knowledge and belief.

Bob (signature) 7/2/18 (date)
608-385-7752 (telephone) escapekcrosse@gmail.com (email)

STATE OF WISCONSIN)
)ss.
COUNTY OF LA CROSSE)

Personally appeared before me this 2nd day of July, 2018, the above named individual, to me known to be the person who executed the foregoing instrument and acknowledged the same.

Teri L. MARG
Notary Public
My Commission Expires: 4-1-2021



Applicant shall, before filing with the City Clerk's Office, have this application reviewed and the information verified by the Director of Planning & Development.

Review was made on the 3rd day of July, 2018.

Signed: [Signature]
Director of Planning & Development

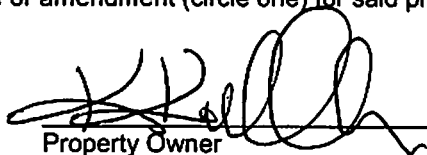
AFFIDAVIT OF OWNER

STATE OF WI)
COUNTY OF LACROSSE) ss

The undersigned, KEWLOGG INVESTMENTS, KEVIN KEWLOGG, being duly
(owner of subject parcel(s) for Conditional Use)

sworn states:

1. That the undersigned is an adult resident of the City of LACROSSE,
State of WI.
2. That the undersigned is a/the legal owner of the property located at:
332 JAY ST - PARCEL
(address of subject parcel for Conditional Use)
3. By signing this affidavit, the undersigned property owner authorizes the application for a conditional use permit/district change or amendment (circle one) for said property.


Property Owner

Subscribed and sworn to before me this 3 day of July, 2018.

Jenni Foley
Notary Public
My Commission expires 6/3/2022



Description of proposed site and operation/use:

The Driftless Axe will reside at 300 4th St S. #101 (previously 332 Jay St) in the northern section running along the Jay St side of the building, formerly occupied by Players Bar. The space has been subdivided into 2 separate venues and will have a separate entrance from Players Bar. The Driftless Axe will specialize in Axe Throwing experiences and other games, while having the ability to serve beer and light re-heated foods such as flatbread pizzas, hot dogs, & pretzels. Approximately 80+% of the venues space will be dedicated to competitive axe throwing and is the primary focus of the business. Our intention is not to create an alcohol centered business (we have no initial intention on even serving liquor, beer/wine only), rather we are creating an experience that guests can enjoy their favorite craft beer while enjoying everything else provided.

Only an estimated 15-20% of sales will be derived from alcohol sales. The remaining revenue is split into 65+% axe throwing/games and 10-15% food. Again, it is not our intention to create "just another bar" in the downtown district, we are an experience driven venture and will be developing unique cross promotions with our current business, The Great Escape of La Crosse and others throughout La Crosse.

Our employees and guests will utilize on-street and primarily be pointed to the Market Street Ramp for parking, no additional parking will be provided, which will also help to drive city revenue from parking fees for both employees and guests.

We do not have any intention on making any significant changes to the exterior of the building. Interior will have 2 bathrooms added and a small bar area for food/beverage and checking in.

As previously stated, the location we will reside in was previously a bar and by filling this space it will not be adding any additional bar space in the downtown area, so as not to increase the footprint of existing bar type establishments. By doing so we will not negatively impact the surrounding properties and will be bringing a substantial net positive impact to the district. Our investment in the property will increase its value and those surrounding it, as well as help bring even more people to the downtown district for other activities.

The spin-off economic activity due to being able to cross-promote with our existing business The Great Escape of La Crosse, will positively impact the adjacent business and properties. We are currently invested in growing the downtown La Crosse district and will continue working towards its growth and improvement in positive ways.

Jay Street

4th Street

