

REQUEST FOR EXCEPTION TO STANDARDS

(Check One)

MULTI-FAMILY HOUSING DESIGN
 COMMERCIAL DESIGN

Applicant (name and address):

434 Holdings, Inc. 8022 Polo Club Lane
C/O Mike Ferro Sarasota, FL 34240

Owner of site (name and address):

434 Holdings, Inc. 8022 Polo Club Lane
C/O Mike Ferro Sarasota, FL 34240

Architect (name and address), if applicable:

Vantage Architects, Inc. Jerry Schomberg
750 North Third Street Suite E, La Crosse, WI 54601

Professional Engineer (name and address), if applicable:

Mead & Hunt, Inc. Jay Wheaton
750 North Third Street, La Crosse, WI 54601

Contractor (name and address), if applicable:

Wieser Brothers General Contractor, Inc.
200 Twilite Street, La Crescent, MN 55947 Jeff Wieser

Address of subject premises:

434 3rd Street Initials of Inspector

Tax Parcel No.: 17-20028-70

Initials of Inspector

Legal Description:

C&F J Dunn, HL Dousman & Peter Camerons Addition Lots 10
& 11 Block 9 & Lot 9, Block 0 EX BEG SE COR W 171 FT
N4FT E 151 FT N45DE 28 3 FT S to POB

Initials of Inspector

Details of Exception Request:

C-2
No parking stall may be closer to the Street than the
building.

Please explain why the standards of this ordinance should not apply to your property:

Building was placed as close to 3rd street as possible to
allow room for hotel franchise required canopy. Also in
order to meet hotel franchise parking requirements, space

(See Addendum)

CITY OF LA CROSSE, WI
General Billing - 122313 - 2015
001394-0104 Kelly S. 01/07/2015 02:00PM
174480 - 434 HOLINGS INC

Payment Amount:

300.00

What other options have you considered and why were they not chosen:

- 1. Removing the front canopy and provide parking in rear.
Hotel franchise would not accept removing the front canopy.
- 2. Move building to north end of property closer to King Street.
North Property (parcel A) will not be purchased until
December of 2015 due to requirements from the current owner.

Please explain how granting this/these exceptions is consistent with protecting the public interest; in particular, explain how it will impact adjacent properties:

There will not be impact to adjacent properties as the proposed
development will extend from King to 3rd Street and from
3rd Street to the alley on the West.

Please explain the granting of the requested waiver(s) is consistent with the spirit and intent of the Ordinance; in particular, how will it meet the purpose of the Commercial District in which your property is located:

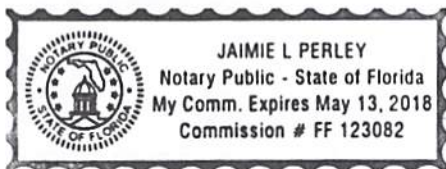
Building will be positioned closest to the street as practice.
A vast majority of the parking will be on the side of the
building and only a very small percentage will be in the
front. (See Addendum)

I hereby certify that I am the owner or authorized agent of the owner (include affidavit signed by owner) and that I have read and understand the content of this request and that the above statements and any attachments submitted hereto are true and correct to the best of my knowledge and belief.

Beverly J. Brown Ronald Brown
 Beverly J. Brown (signature) Ronald Brown
608-385-7813 12-20-2014
 (telephone) (date)
FerroEnterprisesLLC@gmail.com
 (email)

Florida
 STATE OF ~~WISCONSIN~~)
Manatee)ss.
 COUNTY OF ~~LA CROSSE~~)

Personally appeared before me this 20 day of December, 2014, the above named individual, to me known to be the person who executed the foregoing instrument and acknowledged the same.



Jaimie L. Perley
 Notary Public
 My Commission Expires: May 13, 2018

Justine 1/2/15
 Sen. of Florida

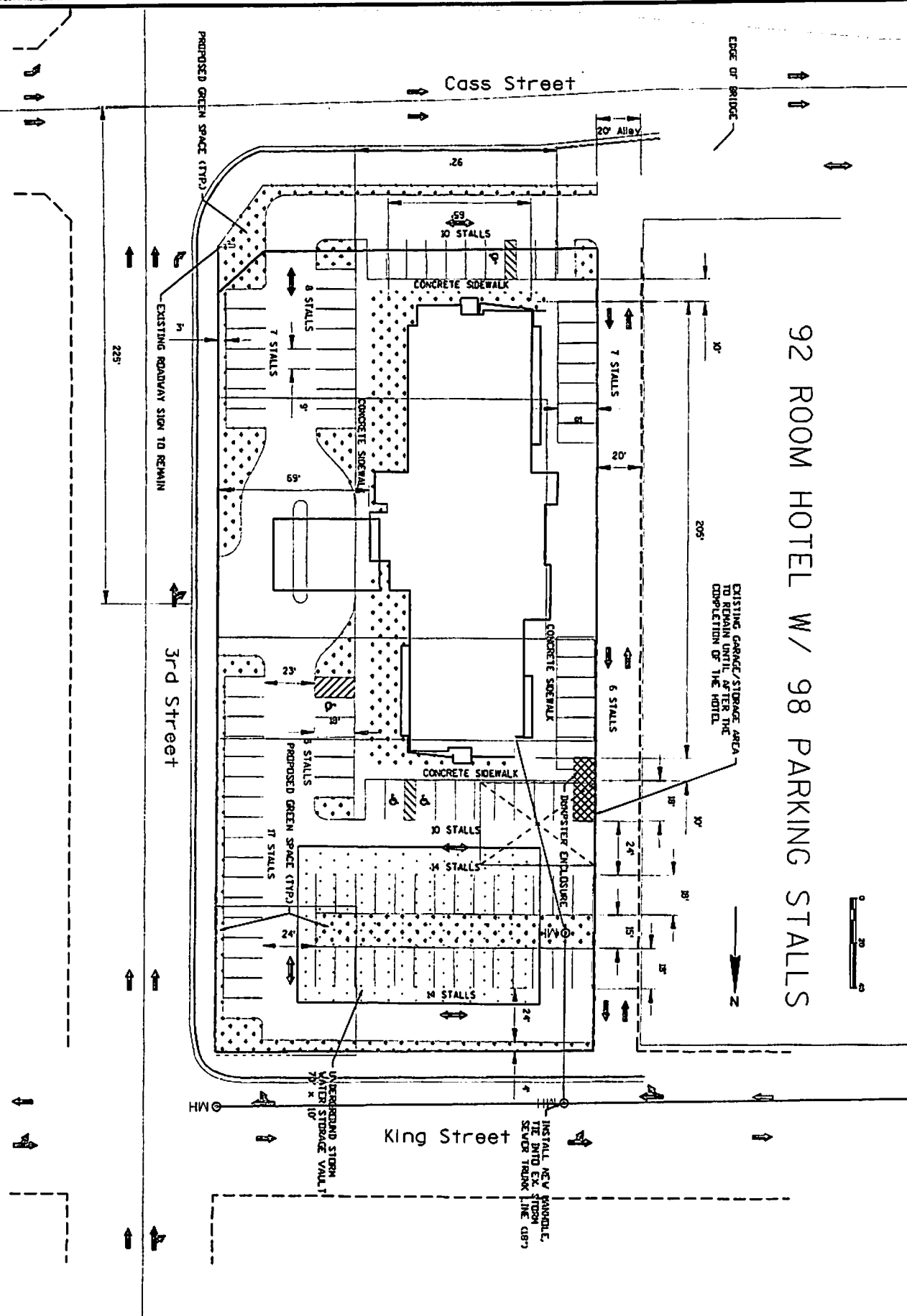
ADDENDUM

Please explain why the standards of this ordinance should not apply to your property: Continued:

- ... between building and street must be used to meet those requirements. With the parking requirements it will allow that all guests can park on the property and not use street or ramp parking.

Please explain the granting of the requested waiver(s) is consistent with the spirit and intent of the Ordinance; in particular, how will it meet the purpose of the Commercial District in which your property is located: Continued:

- ... We are complying with all the other aspects of the Commercial Design Standards and we feel that our project certainly will compliment pervious developments in the area. Our proposed design and modifications to the Gen 4 prototype is in the spirit of the Design Standards.



92 ROOM HOTEL W/ 98 PARKING STALLS

NOT FOR CONSTRUCTION

DATE: 02/18/14
 DRAWN: RJS
 CHECKED: RJS
 PROJECT: 9744

4318103 (4/6/2017)

SITE LAYOUT

PROJECT #9744
 FFIS WI La Crosse

434 HOLDINGS, INC.



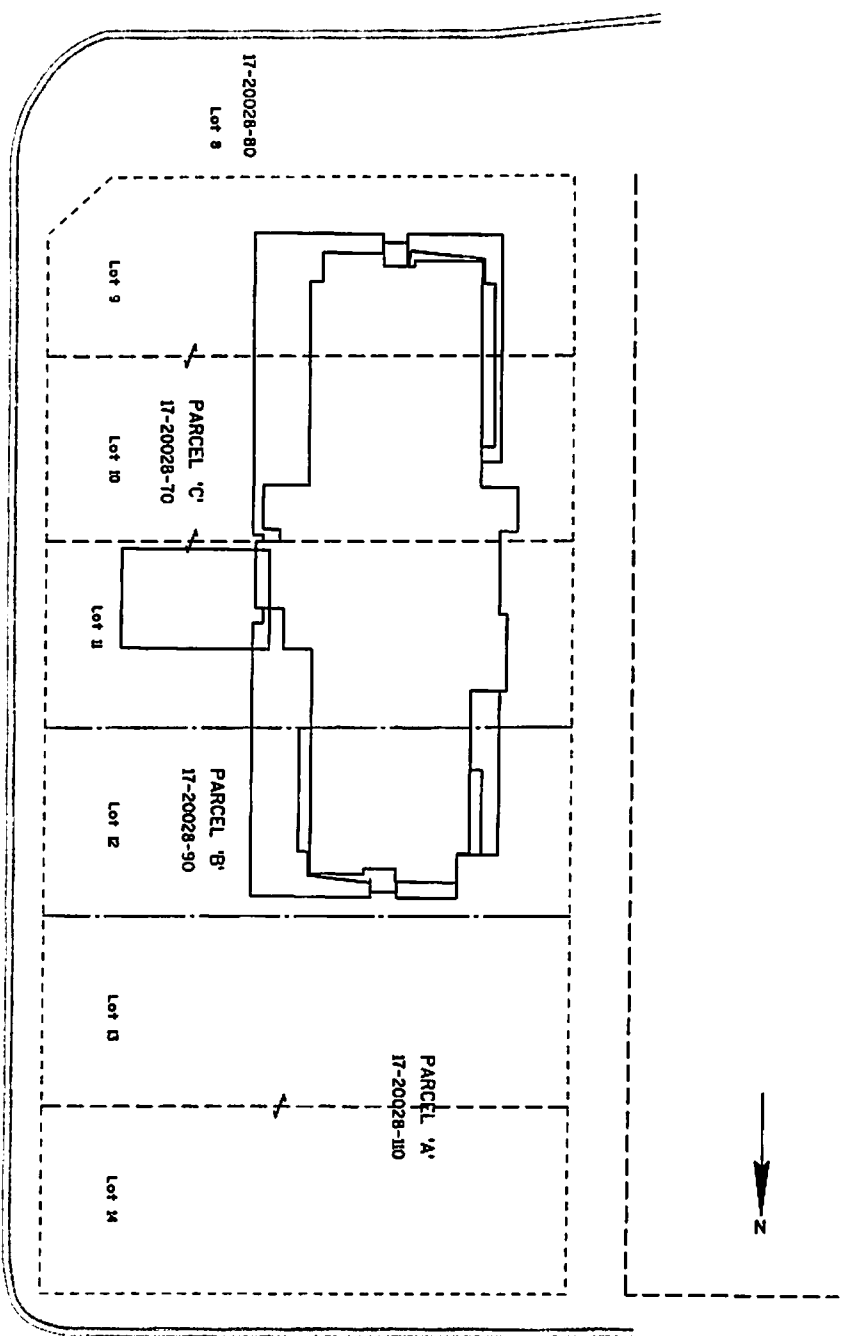
Mead & Hunt
Consultants

720 North Third Street
 La Crosse, WI 54601
 Phone: (608) 784-0800
 Fax: (608) 784-0800
 meadandhunt.com

Cass Street

3rd Street

King Street



Mead & Hunt
 Mead & Hunt, Inc.
 720 North Third Street
 P.O. Box 394200
 Milwaukee, WI 53239
 meadandhunt.com

NOT TO SCALE
 DIMENSIONS IN FEET
 UNLESS OTHERWISE NOTED
 THIS PLAN IS A PRELIMINARY DESIGN
 AND IS SUBJECT TO CHANGE WITHOUT NOTICE
 ALL RIGHTS RESERVED

PROJECT #9744
FFIS WI La Crosse
 434 HOLDINGS, INC.

NOT FOR CONSTRUCTION

DATE: 4/10/10-10/03/11
 DRAWN BY: JLF
 CHECKED BY: JLF
 SCALE: AS SHOWN
 SHEET NO. 1 OF 1
 LOT LINES AND PARCEL NUMBERS

C-101