

CONDITIONAL USE PERMIT APPLICATION

Applicant (name and address): CDHN LLC 200 Main St.  
# 102 La Crosse, WI 54601

Owner of property (name and address), if different than Applicant:  
Docs Hideout 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): 200 Main St. Suite 102

Tax Parcel Number(s): 17-20014-70

Legal Description (must be a recordable legal description; see Requirements): \*See Attached

Zoning District Classification: C-3 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: Vacant

Description of **PROPOSED** site and operation/use (detailed plan of the proposed site):  
An Upscale Restaurant and Bar Aimed for  
Cocktail enthusiasts and food lovers. \*See Attached  
Cover letter for more detail

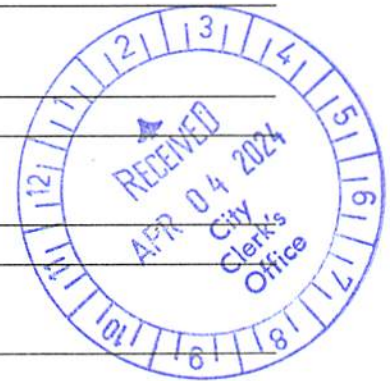
Type of Structure **proposed**: UP Scale Restaurant and Bar

Number of **current** employees, if applicable: 4

Number of **proposed** employees, if applicable: 9

Number of **current** off-street parking spaces: 0

Number of **proposed** off-street parking spaces: Parking Ramp



# Legal Description

5. The Land referred to in this policy is described as follows:

*That part of Lots 1 and 2 in Block 20 of Town of LaCrosse, in the City of LaCrosse, LaCrosse County, Wisconsin, described as follows: Beginning at the Northwestern corner of said Lot 1; thence Easterly along the Northerly line thereof 127.86 feet, more or less, to the centerline of a party wall; thence Southerly along said centerline 99.68 feet to the Northerly line of the Southerly 22.25 feet of said Lot 2; thence Westerly along said Northerly line 46 feet 2 inches to a point which is .06 feet Northerly of the Northeastly corner of a building; thence Southerly parallel with the Westerly line of said Lot 2 a distance of .06 feet to said Northeastly corner of the building; thence Westerly along the Northerly line of said building 81 feet 6.5 inches to the Westerly line of said Lot 2; thence Northerly along the Westerly line of said Lots 2 and 1 a distance of 101 feet more or less to the point of beginning.*

*Together with an easement for driveway purposes over the South 10 feet of the premises immediately adjacent on the East and together with the right to install under the surface of said South 10 feet a fuel oil storage tank and together with the right to service, repair and use said tank. Together with Party Wall Rights set forth in deed recorded in Volume 158 of Deeds, page 601, LaCrosse County Records. Together with Party Wall Rights set forth in deed recorded in Volume 144 of Deeds, page 253, LaCrosse County Records.*

*200 Main St.  
(Tax Parcel No. 17-20014-070)*

**\* 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.

[Signature] (signature) 04/02/24 (date)  
507-429-5465 (telephone) HBrom33@gmail.com (email)

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

Personally appeared before me this 2nd day of April, 2024, the above named individual, to me known to be the person who executed the foregoing instrument and acknowledged the same.

Michelle L Volz  
Notary Public  
My Commission Expires: 9-17-27

**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 10th day of April, 2024.

Signed: [Signature], Ann Maresy  
Director of Planning & Development



AFFIDAVIT OF OWNER

STATE OF Wisconsin )  
 ) ss  
COUNTY OF La Crosse )

The undersigned, Bradley Frahm, being duly  
(owner of subject parcel(s) for Conditional Use)

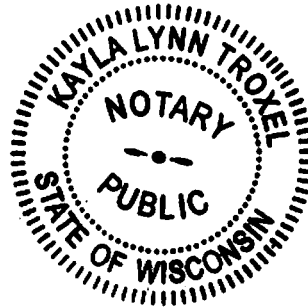
sworn states:

1. That the undersigned is an adult resident of the City of La Crosse,  
State of Wisconsin.
2. That the undersigned is a/the legal owner of the property located at:  
200 Main Street  
~~205 5th Ave S~~, La Crosse, WI 54601  
(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.

Bradley Frahm  
Property Owner

Subscribed and sworn to before me this 2 day of April, 2024.

Kayla Lynn Troxel  
Notary Public  
My Commission expires 11/23



NOTARY PUBLIC STATE OF MASSACHUSETTS

NOTARY PUBLIC STATE OF MASSACHUSETTS

NOTARY PUBLIC STATE OF MASSACHUSETTS

NOTARY PUBLIC STATE OF MASSACHUSETTS

NOTARY PUBLIC STATE OF MASSACHUSETTS

NOTARY PUBLIC STATE OF MASSACHUSETTS

*[Signature]*  
NOTARY PUBLIC STATE OF MASSACHUSETTS

*[Signature]*  
*[Signature]*  
*[Signature]*



*[Small mark]*

CDHN LLC DBA as Lux lounge  
200 main st. La Crosse WI 54601  
Suite 102

Appointed agent:

Hunter Brom

507-429-5465

## Business Plan

### 1. Executive Summary:

The Lux Lounge is a veteran owned speakeasy. The cocktail lounge is positioned to revive the allure of Prohibition-era indulgence, offering a hidden oasis for cocktail enthusiasts and food lovers. With an annual sales target of \$500,000 (split equally between alcohol and food), we aim to merge the charm of yesteryears with modern twists on classic cocktails and upscale comfort dining. Operating from 4 pm until closing, our establishment promises to be the clandestine rendezvous for those seeking sophistication and intrigue.

### 2. Business Description:

Nestled discreetly, our cocktail lounge exudes the ambiance of a bygone era with vintage decor, subtle lighting, and an air of secrecy. Behind our unassuming exterior lies a world of refined libations and gourmet cuisine, featuring artisanal cocktails, high-end appetizers, and gourmet burgers. Our menu blends flavors of the past with contemporary culinary techniques, ensuring an unforgettable dining experience.

### 3. Market Analysis:

Appealing to a sophisticated clientele, the speakeasy concept offers exclusivity and allure. By combining clandestine drinking with elevated dining, we aim to carve a niche, attracting discerning patrons seeking an immersive experience. Our evening hours cater to professionals, couples, and groups desiring an intimate and refined social atmosphere.

#### **4. Marketing Strategy:**

- **Mystery and Intrigue:** Embrace our speakeasy concept in marketing, generating curiosity among potential patrons.
- **Word of Mouth:** Foster exclusivity through word-of-mouth, encouraging patrons to share their experiences.
- **Limited-Time Offerings:** Create excitement with seasonal cocktails and special events, enticing regular visits.
- **Social Media Teasers:** Tease upcoming offerings on platforms like Instagram and Twitter to drive foot traffic.

#### **5. Operations Plan:**

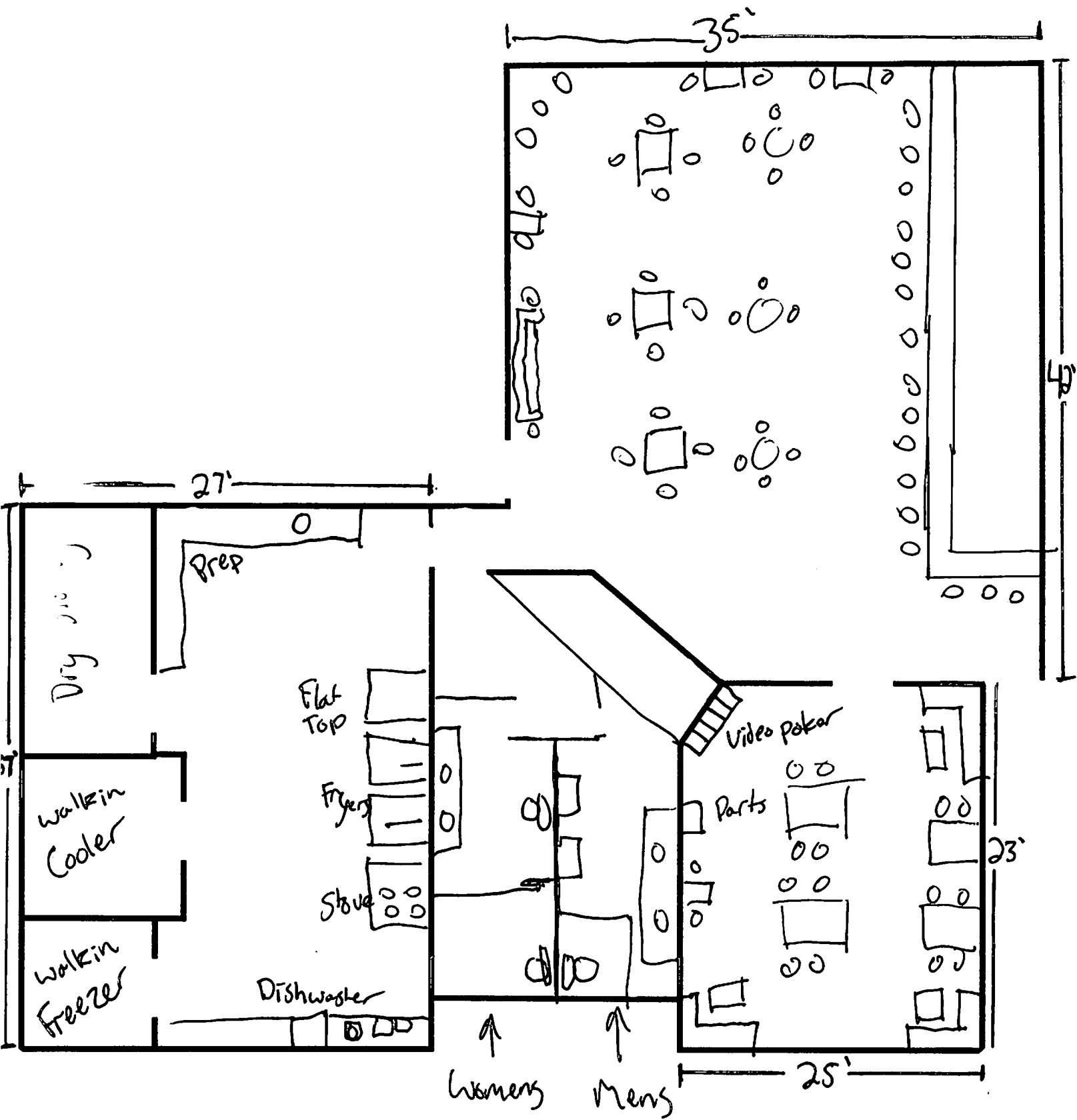
- **Beverage Program:** Develop a bespoke cocktail menu with premium spirits and fresh ingredients.
- **Culinary Excellence:** Craft a menu of Gourmet appetizers and Gourmet burgers that complement our cocktails.
- **Atmosphere and Ambiance:** Pay meticulous attention to decor for an immersive experience.
- **Guest Experience:** Train staff to provide personalized service, enhancing the speakeasy vibe.

#### **6. Financial Projections:**

- **Start-up Investment:** Estimate initial expenses for leasehold improvements, equipment, staffing, and marketing.
- **Revenue Forecast:** Our annual sales are based on estimated alcohol and food sales.
- **Profitability Analysis:** Monitor key performance indicators to optimize profitability and sustainability.

#### **7. Conclusion:**

**Our speakeasy cocktail lounge promises to captivate patrons with its blend of mystery, intrigue, and culinary excellence. With strategic marketing, meticulous operations, and a commitment to customer satisfaction, we're poised to exceed sales projections and cultivate a loyal following. We eagerly await the opportunity to transport guests to a bygone era of clandestine cocktails and immersive ambiance at our establishment.**



35'

27'

53'

23'

25'

Womens Mens

Dry Storage

Prep

Walkin Cooler

Walkin Freezer

Dishwasher

Flat Top

Fryers

Stove

Video Poker

Parts





# BASEMENT FLOOR PLAN

<p style="text-align: center;"><b>GERRARD</b></p> <p style="text-align: center;">GERRARD CORPORATION POWELL PLACE 200 MAIN STREET LACROSSE, WISCONSIN 54601</p>	<p>SCALE 1/16" = 1'-0"</p> <p>DATE: JULY 23, 2007</p> <p>GERRARD OFFICE PH: 908-782-4488</p>	<p style="text-align: center;">NORTH</p>
<p>DREAM ARCHITECTURE LLC design work live</p> <p>272 Indian Bend Road Burlington, Wisconsin 53105 James Warner Pankratz AIA PH: 414-588-5311</p>		

