

PETITION FOR CHANGE TO ZONING
CITY OF LA CROSSE

AMENDMENT OF ZONING DISTRICT BOUNDARIES
For a Planned Development District or
Traditional Neighborhood District

Petitioner (name and address):

Joseph Endrizzi
236 17th Pl South, La Crosse, WI. 54601

Owner of site (name and address):

JME Products, LLC
236 17th Pl South, La Crosse, WI. 54601

Address of subject premises:

1513 Market St
La Crosse, WI. 54601

Tax Parcel No.: 17-30172-30

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

Gould Add lot 3 lot sz: 53 x 126

PDD/TND: General Specific General & Specific

Zoning District Classification: RA-Residence

Proposed Zoning Classification: Traditional Neighborhood District - General

Is the property located in a floodway/floodplain zoning district? Yes No

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

Is the Rezoning consistent with Future Land Use Map of the Comprehensive Plan? Yes No

Is the consistent with the policies of the Comprehensive Plan? Yes No

Property is Presently Used For:

residential rental property

Property is Proposed to be Used For:

A small bakery, deli and coffee shop on ground level. A second story apartment would replace out dated housing with updated housing.

Proposed Rezoning is Necessary Because (Detailed Answer):

The current structure was built as a single family home. It has been converted to a rental property and has suffered significant neglect and a lack of upkeep over several decades. We propose razing the structure and replacing it with an equal amount of updated housing but also a business that would fit with traditional neighborhood development.

Proposed Rezoning will not be Detrimental to the Neighborhood or Public Welfare Because (Detailed Answer):

The space that we are proposing is approximately 3000 sq ft on 2 floors. We planned paved parking and an off street garage in the alley. We have dense food traffic from local businesses and neighborhood residents. It is located just west of the neighborhood corridor. We have found the neighborhood receptive to and pleased by local

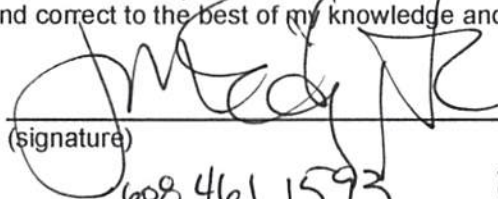
Proposed Rezoning will not be Detrimental to the City's Long Range Comprehensive Plan Goals, Objectives, Actions and Policies Because (Detailed Answer):

The model ordinance for traditional neighborhood development describes areas that are designed to include a mixture of uses. This means that nonresidential land uses, such as commercial, civic and open space, are mixed with residential land uses. Mixed land use is preferred in neighborhoods to promote community.

The undersigned depose and state that I/we am/are the owner of the property involved in this petition and that said property was purchased by me/us on the 30th day of

January, 2024.

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 petition and that the above statements and attachments submitted hereto are true and correct to the best of my knowledge and belief.



(signature)

608 461 1593

(telephone)

22 May 2024

(date)

JMENDRIJR@GMAIL.COM

(email)

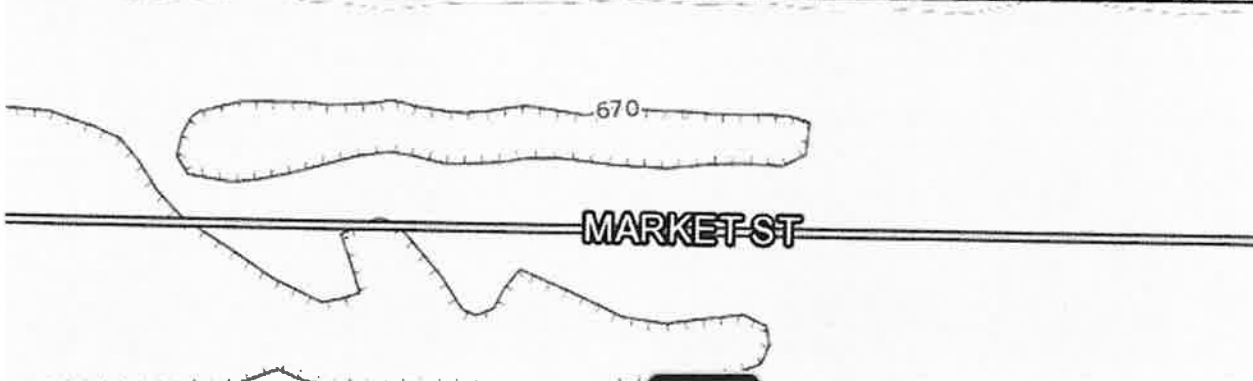
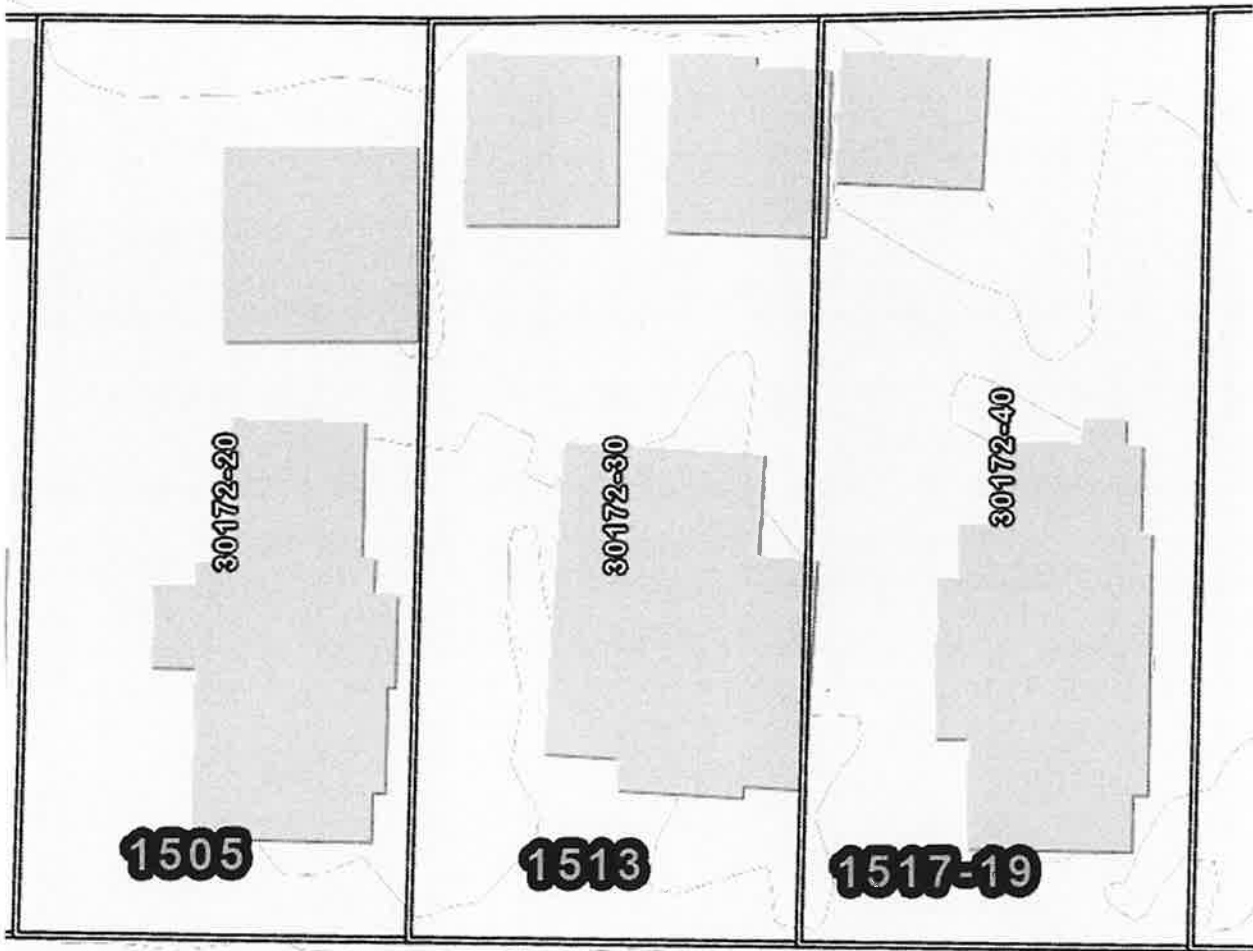
At least 30 days prior to filing the petition for approval of the designation of a Planned Development District, the owner or his agent making such petition shall meet with the Planning Department, Engineering Department and Building Safety to discuss the scope and proposed nature of the contemplated development. (Pursuant sec. 115-156(3)(e)(1) of the Municipal Code of Ordinances of the City of La Crosse.)

PETITIONER SHALL, BEFORE FILING, HAVE PETITION REVIEWED AND INFORMATION VERIFIED BY THE DIRECTOR OF PLANNING & DEVELOPMENT.

Review was made on the 12th day of June, 2024.

Signed:  Plan Manager

Director of Planning & Development



Contour Map

1513 MARKET ST LA CROSSE

Parcel: 17-30172-30
 Internal ID: 32622
 Municipality: City of La Crosse
 Record Status: Current
 On Current Tax Roll: Yes
 Total Acreage: 0.156
 Township: 15
 Range: 07
 Section: 05

Abbreviated Legal Description:

GOULD ADD LOT 3 LOT SZ: 53 X 126

Property Addresses:

Street Address	City(Postal)
1513 MARKET ST	LA CROSSE

Owners/Associations:

Name	Relation	Mailing Address	City	State	Zip Code
JME PRODUCTS LLC	Owner	236 17TH PL S	LA CROSSE	WI	54601

Districts:

Code	Description	Taxation District
2849	LA CROSSE SCHOOL	Y
3	Book 3	N

Additional Information:

Code	Description	Taxation District
2020+ VOTING SUPERVISOR	2020+ Supervisor District 8	
2020+ VOTING WARDS	2020+ Ward 16	
Use	1 UNIT	

Lottery Tax Information:

Lottery Credits Claimed: 0
 Lottery Credit Application Date:

Tax Information:

Billing Information:

Bill Number: 7730

Billed To: ARTHUR J MELBY
2524 ISLAND PARK RD
LA CROSSE WI 54603

Total Tax: 3942.05

Payments Sch.	1-31-2024	985.52
	3-31-2024	985.51
	5-31-2024	985.51
	7-31-2024	985.51

Tax Details:

	Land Val.	Improv Val.	Total Val.	Assessment Ratio	0.882864875
Assessed:	26300	168100	194400	Mill Rate	0.020645677
Fair Market:	29800	190400	220200	School Credit:	332.89
Taxing Jurisdiction:			2022 Net Tax	2023 Net Tax	% of Change
STATE OF WISCONSIN			\$ 0.0000	\$ 0.0000	0.0000
La Crosse County			\$ 564.5300	\$ 554.4900	-1.8000
Local Municipality			\$ 1686.7500	\$ 1826.4500	8.3000
LA CROSSE SCHOOL			\$ 1322.3800	\$ 1408.6000	6.5000
WTC			\$ 232.6600	\$ 223.9900	-3.7000
	Credits:				
		First Dollar Credit:		71.48	
		Lottery Credit:		0.00	
	Additional Charges:				
		Special Assessment:		0.00	
		Special Charges:		0.00	
		Special Delinquent:		0.00	
		Managed Forest:		0.00	
		Private Forest:		0.00	
		Total Woodlands:		0.00	
		Grand Total:		3942.05	

Payments & Transactions

Desc.	Rec. Date	Rec. #	Chk #	Total Paid	Post Date
Payment to Local Municipality	12/21/2023	1024403	0	\$ 3942.05	12/2023
			Totals:	\$ 3942.05	

Assessment Information:

Class	Description	Year	Acreage	Land	Improvements	Total	Last Modified
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G1 Residential 2023 0.156 26300 168100 194400 10/27/2022

Deed Information:

The following documents are those that impact the transfer of ownership or the legal description of the parcel. There may be other documents on file with the Register of Deeds Office.

Volume Number	Page Number	Document Number	Recorded Date	Type
808	454	1003043	12/3/1987	HT110
0	0	1484897	8/23/2007	PERSONAL REP'S DEED
0	0	1753451	8/31/2020	HT110
0	0	1816810	1/30/2024	PERSONAL REP'S DEED

Outstanding Taxes

There are no outstanding taxes for this property.

Permits Information:

Municipality: City of La Crosse
 Property Address: 1513 MARKET ST

Click on the permit number for additional details regarding the permit.

Description	Per. #	Applicant Name	Status	Status Date	Activity
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History Information:

Parent Parcel(s)

There are no parent parcels for this property.

Child Parcel(s)

There are no child parcels for this property.

22 May 2024

Joseph and Tracy Endrizzi
JME Products, LLC.
236 17th Place South
La Crosse, WI 54601

Common Council for the City of La Crosse

Dear Council Members,

Several months ago, JME Products, LLC purchased the property located at 1513 Market St. The proper legal description of this property is Lot 3 of Gould Addition to La Crosse, in the city of La Crosse, La Crosse County, Wisconsin. This residential rental property is directly across from ARTPOP and Twinkle and Twine Design, our gift shop and art studio we have been successfully running since 2015 at 1514 Market St. We live 4 blocks away from our business. We have taken pride in the neighborhood and have been very thoughtful about improving 1514 Market St. when adding on additional studio workspace and a garage. We now wish to thoughtfully and carefully redevelop our new property, 1513 Market St.

The residential rental property that stands at 1513 Market St is over 100 years old and has had no major improvements or updating in at least 4 decades. It has been a single-family rental that has fallen gradually into disrepair. The roof has leaked for an undetermined amount of time leading to water damage. The vinyl siding incompletely covers the exterior of the house showing exposed and rotting wood. There have been birds nesting in the areas that have not been appropriately covered where wood has rotted away. There have been no significant recent internal improvements to electrical or plumbing infrastructure. There have been no improvements to the window or interior in at least as long. There is a single bathroom on the upper level and a half bath attached to the kitchen that are both in disrepair. We have had a contractor and an architect assess the property and both agree that it would require gutting the property and making significant capital investment to make it appropriately habitable.

We have a vision for this property that would offer an improved single family living space and a business that would add to the livability of the neighborhood. We would like to propose rezoning from residential to a Traditional Neighborhood District property. This rezoning would allow us to move forward with a plan to redevelop the property. Our vision is to raze the existing structure and build in its place a building that would house a first-floor business and a second-floor apartment. We have been working with our architect, Ernie Tourville of DesignFocus, on preliminary drawings that would

appropriately blend into the neighborhood. We have been in contact with Trevor Brown, owner of Opus Bakehouse, located in Onalaska. He has outgrown his current location and is interested in this neighborhood location. He has verbally committed to putting a neighborhood bakery and deli at the site. Tracy and I have lived in our current house on Cass Street for 20 years and we are looking to downsize. Our current plan is to occupy the second-floor apartment upon completion of the building.

I have attached the General Development plan and attachments for plans, the contour map and additional background information pertinent to this application.

We have discussed our plan with our council member, Mackenzie Mindel, and the Weigent Hogan neighborhood association president Linda Lee. We have attended a neighborhood association function to present our plan. Feedback to date has been universally supportive and positive. We very much would appreciate your consideration of our proposal. We are excited about the potential impact this would have on our neighborhood.

With warm regards,

Joseph and Tracy Endrizzi



Trevor Brown
Owner-Operator, Opus Bakehouse, LLC
870 Janice Ct.
La Crosse, WI 54601
515.460.6685
Trevor@opusbakehouse.com

Dear City Council Members:

Since moving to La Crosse with my family in 2017, it has been my aspiration to provide this community with exceptional, nutritious sourdough breads and pastries. In that time, Opus Bakehouse transitioned from a market bakery at the Cameron Park Farmers' Market to a small retail bakery in Onalaska, all the while building a loyal, passionate customer base. It has been a privilege to build community in Onalaska, but my goal has always been to house Opus in a La Crosse neighborhood within walking or cycling distance from my core customer base. The proposed location on Market Street in the Weigent-Hogan neighborhood will allow our bakery to contribute to the vitality and livability of the neighborhood and surrounding areas through thoughtfully sourced, extraordinary baked goods.

We have outgrown our 500 sq ft facility and the proposed 2000 sq ft commercial space on Market Street would give us the production space that we need to grow. This move would facilitate expanding our hours to Wednesday through Sunday from 7:30 am - 2 pm to serve weekday morning commuters, customers looking for a quick lunch, and weekend breakfasters. We envision having sufficient retail space to allow customers to sit and enjoy a morning pastry and espresso, or a sandwich on freshly baked sourdough bread at lunchtime. Our menu changes on a weekly basis, driven primarily by seasonal fruit and vegetable availability, and includes a variety of sourdough breads and pastries.

The Weigent-Hogan neighborhood's economically diverse population aligns with our goal to provide exceptional baked goods at a fair price. Opus is not an inexpensive bakery: we source local, organic products and pay our employees a competitive wage. However, we do not artificially inflate prices to keep up with trends. We believe a loaf of bread should be affordable, and that sharing knowledge (and sourdough starter) is at the heart of building community—we anticipate offering occasional sourdough classes in the proposed location. In our ego-free, affirming workplace, Opus currently employs between 2 to 6 employees ranging in age from 14 to 60, and we anticipate a similar roster at the Market Street location.

Eating locally is a critical part of a healthy and strong community. Since starting Opus, I have built connections with numerous area growers and producers. We are proud to source the vast majority of our ingredients from the Driftless region and surrounding locales. We plan to continue providing bread on a limited scale to select restaurants, including our friends at Sagra Food & Wine. To highlight these connections, we envision a small retail display featuring products from a variety of our community partners.

My family and I love living in La Crosse: the welcoming people, natural beauty, and widespread passion for outdoor activity make this a special city. Situating more small businesses throughout the city's neighborhoods will allow residents to spend more time within walking or bicycling distance from their homes instead of driving to the commercial centers on the outskirts of town. As someone who has always dreamed of being able to walk down the street for a cup of coffee or a fresh loaf of bread, I eagerly anticipate making a bakery on Market Street a reality.

Thank you for your consideration and support,

Trevor Brown

General Development Plan

Property: Lot 3 of Gould addition to La Crosse, in the city of La Crosse, La Crosse County, Wisconsin **Recordable legal description from property deed.**

Parcel Identification number 17-30172-30

Property address 1513 Market St, La Crosse, WI. 54601

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

- Lot size: 0.156 acre/6,678 sq. ft.

- Percent of property used for existing structures: approx. 1920 sq. ft/29%

- Percent of property proposed for new structures: approx. 2200 sq ft/33%

- Structures will be utilized for small business as outlined by the businesses approved by the conditional use permit and a single-family residential unit.

- See attached sketches for the proposed structures.

2. A general summary of the estimated value of structures and site improvement costs, including landscaping and special features.

- approximately \$1,200,000.

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.

- JME Products LLC is the owner of the property. JME Products is owned by Joseph and Tracy Endrizzi. JME Products LLC would rent the property to a first-floor business owner and second floor tenant.

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.

-None are identified at this time.

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.

-Project start demolition of existing structure upon approval of proposed rezoning and construction approval to be completed NLT 9 months later.

6. A sketch plan depicting the proposed lot layout, street configuration, utilities, and open space.

-See attachment

7. A legal description of the boundaries of lands included in the proposed Planned Development District.

-See attachment

8. A description of the relationship between the lands included in the proposed Planned Development District and surrounding properties.

-See attachment

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.

-Not applicable

10. Characteristics of soils related to contemplated specific uses.

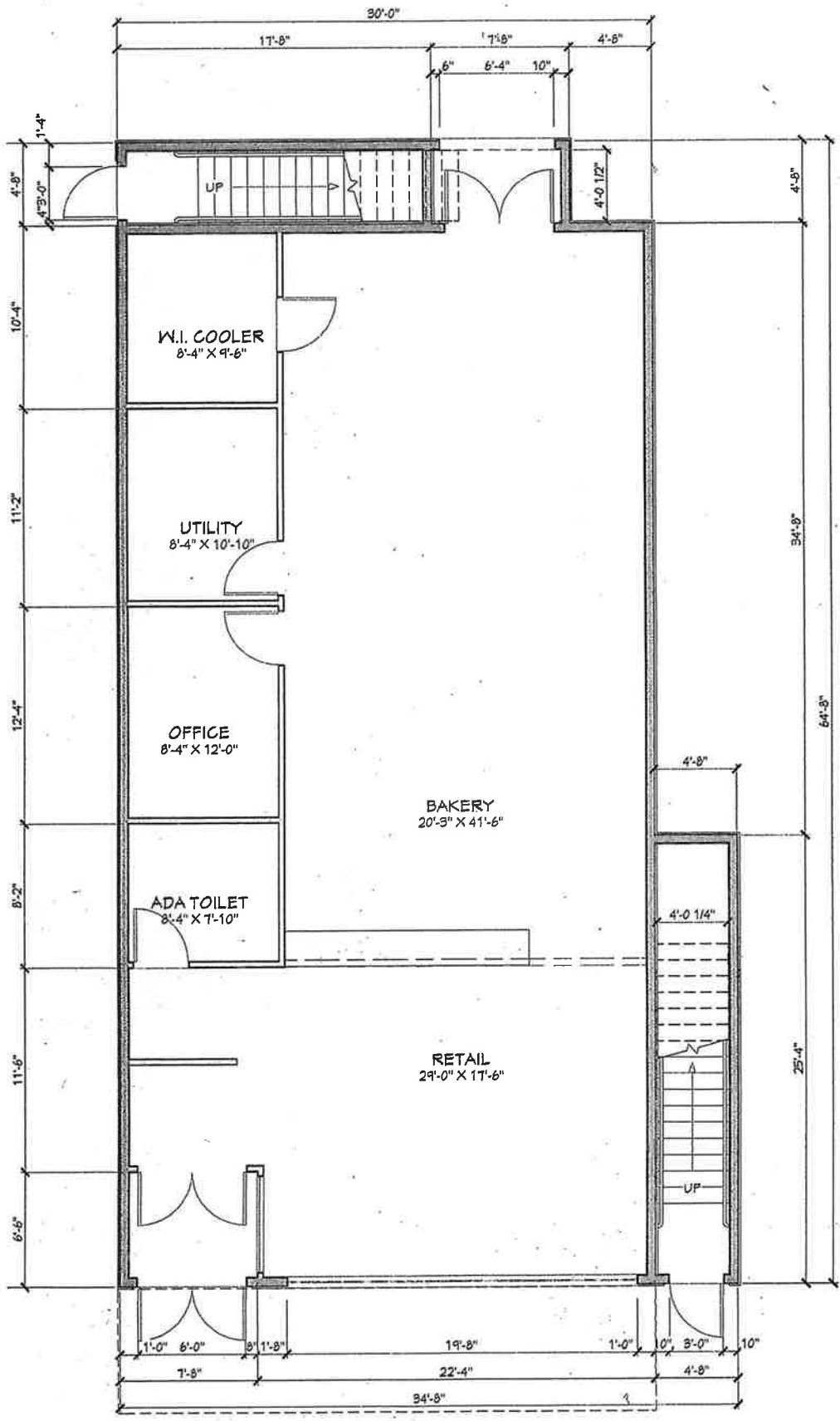
-Urban Land, Valley Trains

11. Existing topography on site with contours at no greater than two-foot intervals City Datum where available.

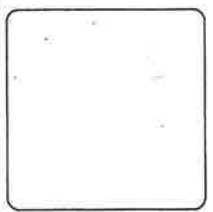
-See attachment

12. General landscaping treatment.

-Landscaping will be consistent with the City of La Crosse design standards. Rain gardens will be used as appropriate to manage stormwater.



DesignFocus LLC
 Onalaska, Wisconsin 54650
 Ernie Tourville/Architect 608-780-1836



1513 MARKET STREET
 NEW COMMERCIAL BUILDING
 &
 RESIDENCE
 LA CROSSE, WISCONSIN 54601

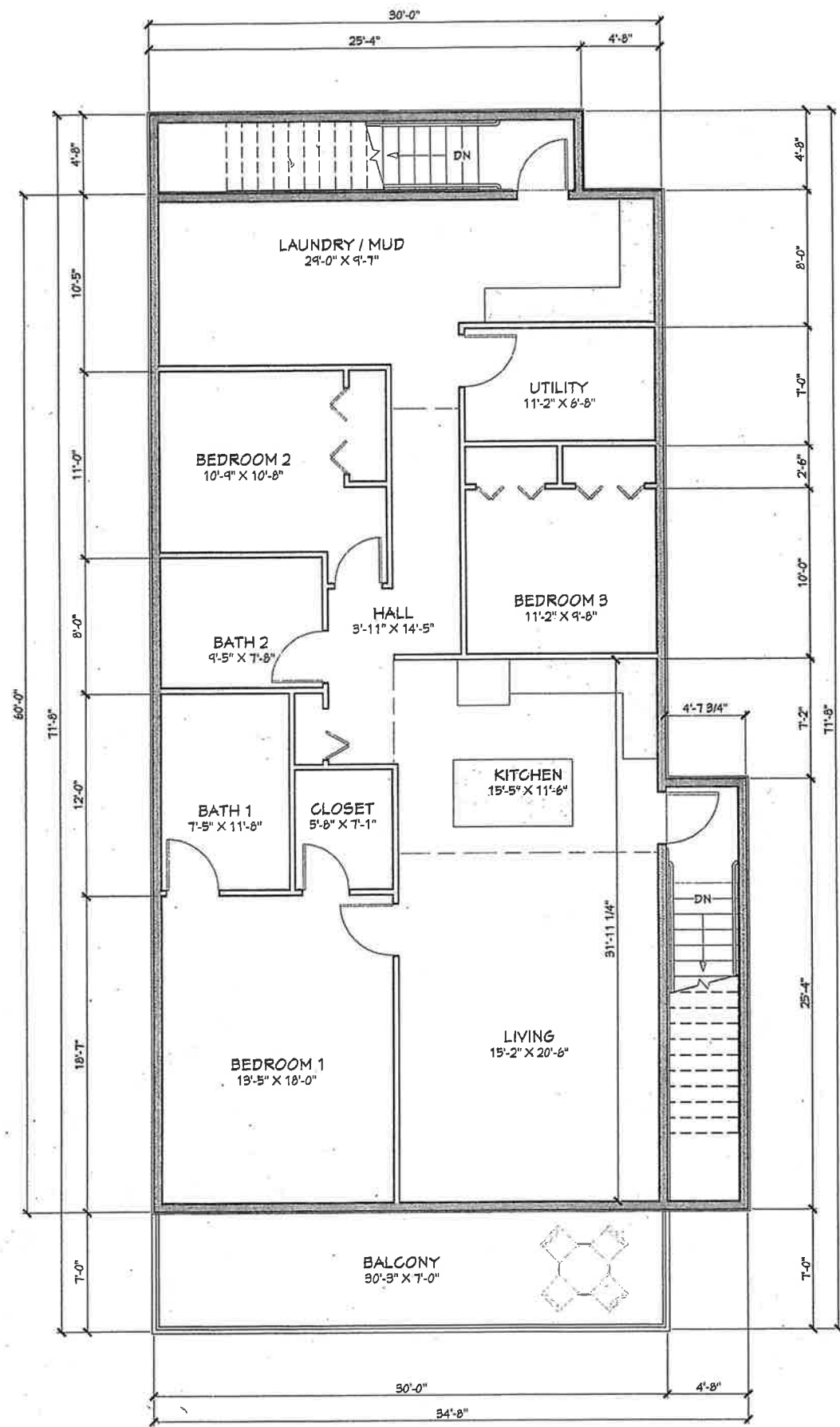
SCALE @ 24" X 36"
 DATE: 04/01/2024

SHEET
A3

1 FIRST FLOOR PLAN
 AS 1/4" = 1'-0"



CONCEPT v1.0



2 UPPER FLOOR PLAN
 AS 1/4" = 1'-0"
 NORTH



ALLEY

2'

24'

YARD DUMPSTER

2 CAR GARAGE

EMPLOYEE PARKING (3)

RAZE EXISTING BUILDING

PATIO

SIDEWALK

SCREEN

SIDEWALK

FENCE

NEW 2 STORY BUILDING

RAZE EXISTING BUILDING

SECOND FLOOR BALCONY

LOW RETAINING WALL

OUTDOOR SEATING

LOW RETAINING WALL

30172-20

30172-38

30172-40

1505

1513

1517-19

1 ARCHITECTURAL SITE PLAN
A2 1/8" = 1'-0"







1 ARCHITECTURAL SITE PLAN
 A2 1/8" = 1'-0"



CONCEPT v1.0

SCALE @ 24" X 36"

DATE: 04/01/2024

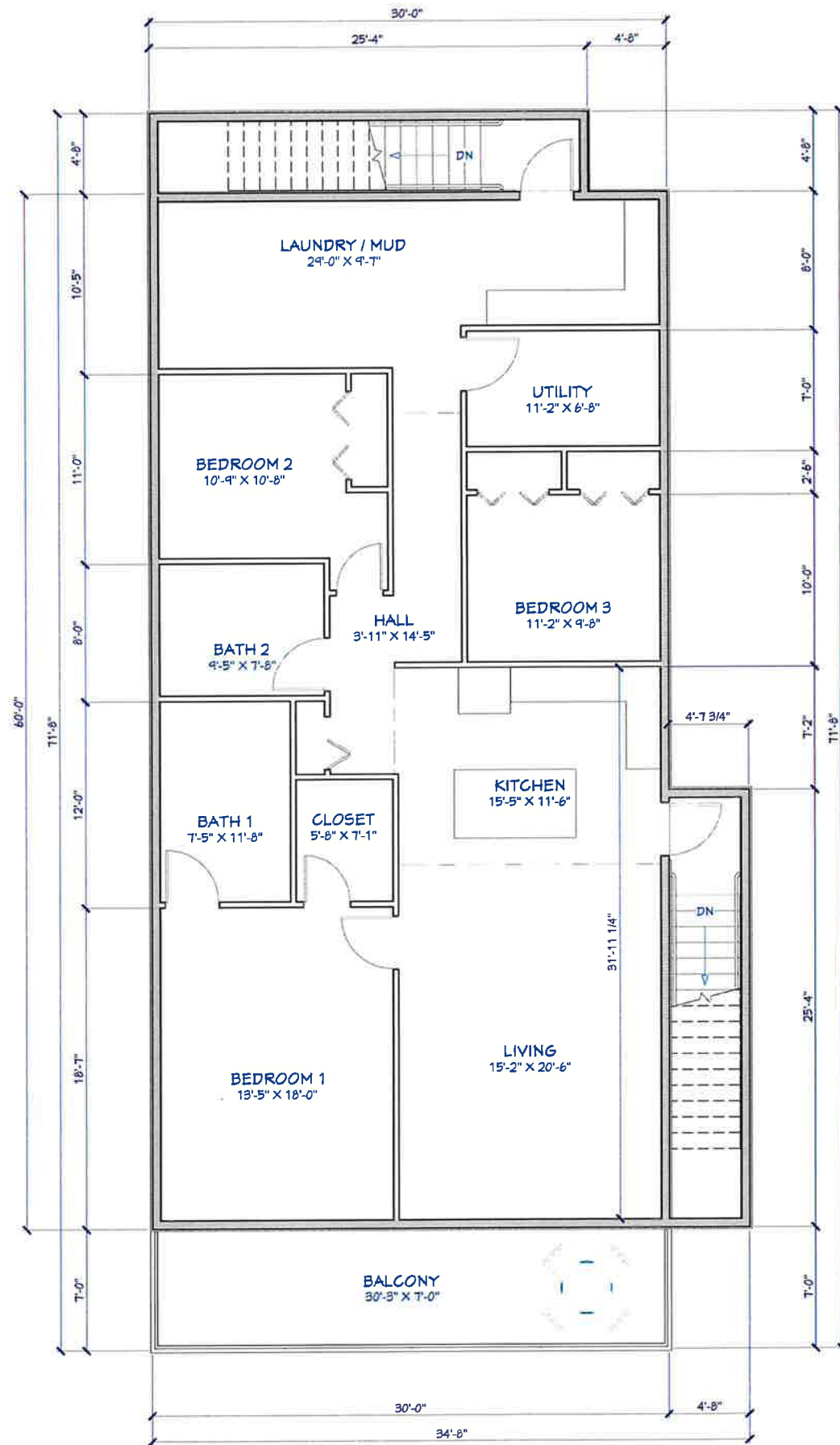
SHEET

A2

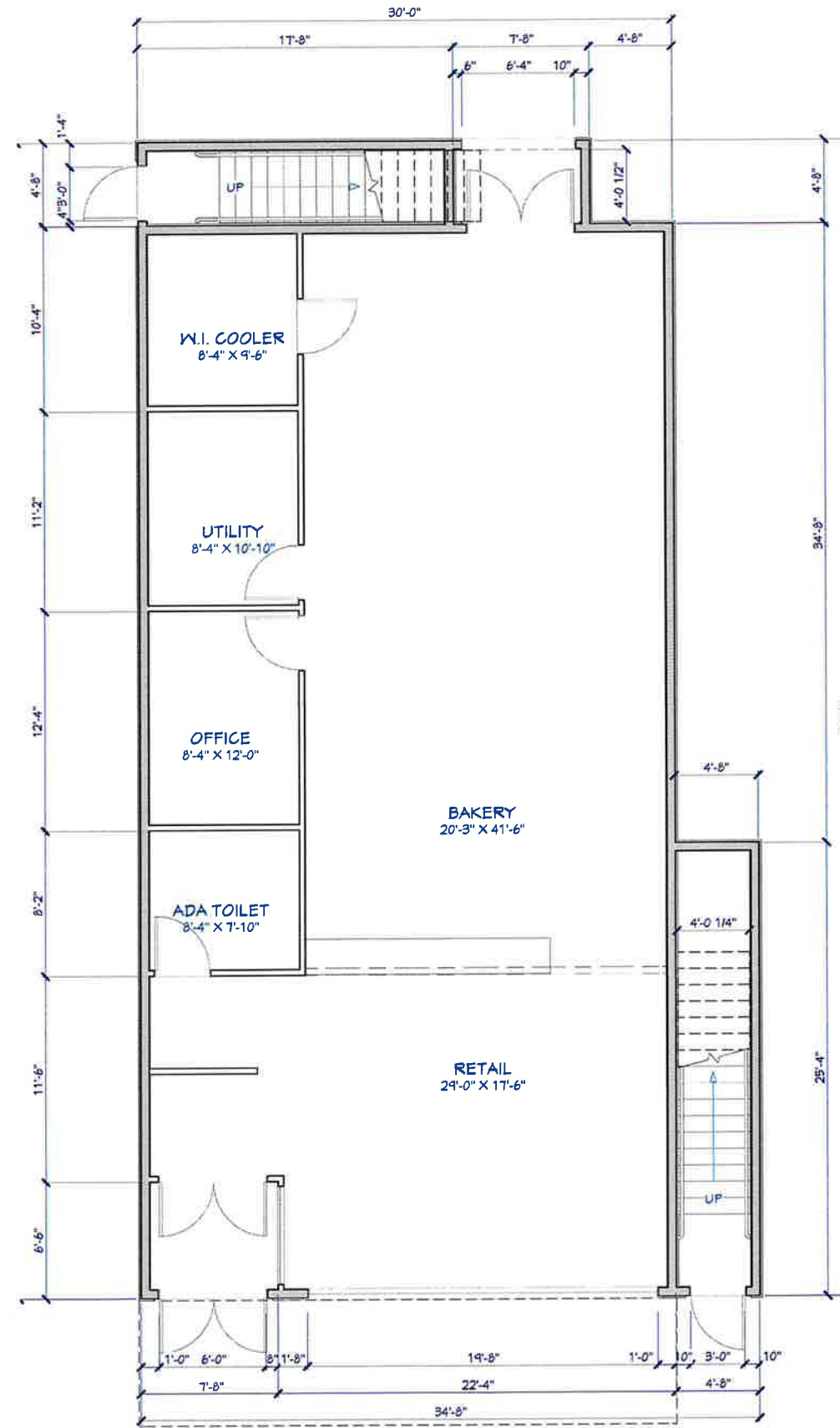
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1513 MARKET STREET
 NEW COMMERCIAL BUILDING
 &
 RESIDENCE
 LA CROSSE, WISCONSIN 54601

DesignFocus LLC
 Onalaska, Wisconsin 54650
 Ernie Tourville Architect 608-780-1826



2 UPPER FLOOR PLAN
1/4" = 1'-0"



1 FIRST FLOOR PLAN
1/4" = 1'-0"

CONCEPT v1.0