



Store Engineering

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January 25th, 2024

Planning Department
City of LaCrosse
400 LaCrosse Street
La Crosse, WI

RE: Kwik Trip 762 La Crosse

To whom it may concern:

This letter is intended to accompany the submittal to the City of La Crosse for the Commercial Design Review Committee submittal and subsequent plan & zoning commission/council meetings. Please accept this letter as our request to be placed on the next available Meeting Agendas.

Kwik Trip, Inc. is proposing the construction of a convenience store with attached carwash, 8-dispenser auto fueling canopy, and detached dumpster enclosure. Included in the submittal is the Cover Letter, Civil plans, Stormwater Calculations, Building/ Canopy Elevations, and the Sign plan. The existing store will remain open while the new store is built on the former motel property.

Operations

The requested hours of operation will be 24 hours for all uses. The type of products that will be sold will be similar to that of our existing stores throughout the mid-west: fresh produce, bakery and dairy, hot and cold food and beverages, fresh meat and groceries, tobacco products, lotto, convenience store merchandise, alcohol, gasoline, diesel, E-85, ice and propane. The outside merchandising of products is being requested next to the store (three ice chests and one propane cage) and underneath the proposed main canopy. To ensure that the freshest products are sold in our stores, we request that daily deliveries be allowed.

OUR MISSION

To serve our customers and community more effectively than anyone else by treating our customers, co-workers and suppliers as we, personally, would like to be treated, and to make a difference in someone's life.

Buildings, Architecture and Site Design

The architectural elements in this state-of-the-art building consist of a full brick cladding, standing seam metal roof, store front aluminum openings and stucco accents. Extensive landscaping, modern storm water facilities, two new monument signs, existing pylon sign and wall signage, customer and employee parking, concrete paving with curb and gutter are also included in the overall site design.

Investment in the City

This project will be a multi-million dollar investment in the City of La Crosse. Not only in the physical improvements and re-development of a blighted parcel, but also an investment of approximately 20 new permanent jobs in the City for a total of 40-50 permanent jobs. The projected payroll here is estimated to be approximately \$700,000 annually.

Community Partner

We pride ourselves in being an asset in the communities where we are located. Families can walk or ride their bikes to our stores. Retirees on fixed income can access fresh groceries like milk, eggs, bread and fruit just steps from their car. We take pride in giving back to the communities we serve with charitable donations and by partnering with local non-profits. Kwik Trip would be happy to provide any additional information or answer any questions or concerns the City of La Crosse may have with our submittal. Please feel free to call or email with any questions you may have.

Sincerely,



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