

**NOTICE OF PUBLIC HEARING
ON APPLICATION FOR A CONDITIONAL USE PERMIT**

NO. 1297 BY:

**Jon Holthaus o/b/o Mark Wolf
P.O. Box 141
West Salem, WI, 54669**

NOTICE IS HEREBY GIVEN, that a public hearing will be held in the COUNTY BOARD ROOM (1700) of the ADMINISTRATIVE CENTER (entry via EAST entrance only), 212 6TH ST N, LA CROSSE, WI 54601 on April 6, 2026 at 5:30 p.m. for an application for a CONDITIONAL USE PERMIT in accordance with La Crosse County Ordinance chapter 17.10(6)(c)6. Events & 17.10(6)(c)7. Special event camping to operate/host a multi day music event with camping.

PROPERTY DESCRIBED AS: SE-SE S.6, T.16N, R.5W & NE-NE S.7, T.16N, R.5W. Tax parcel(s) 1-130-0, 1-126-0, 1-127-0. Property address Wolf Rd. Town of Bangor.

ANY PERSON HAVING A CONCERN IN THIS MATTER WILL BE GIVEN THE OPPORTUNITY TO BE ORALLY HEARD RELATIVE TO THE GRANTING OR DENYING OF THIS PETITION. WRITTEN CORRESPONDENCE CAN BE READ INTO THE RECORD OF A PUBLIC HEARING BY THE SUBMITTING INTERESTED PARTY OR A REPRESENTATIVE. A TECHNICAL REPORT PREPARED AND SUBMITTED BY OTHER GOVERNMENTAL AGENCIES SHALL BE READ INTO THE RECORD. ALL OTHER CORRESPONDENCE IS RETAINED ON FILE.

All pursuant to Section 59.69 Wisconsin Statutes. The application is on file in the office of the County Zoning Department. If you have any questions, please call (608) 785-9722.

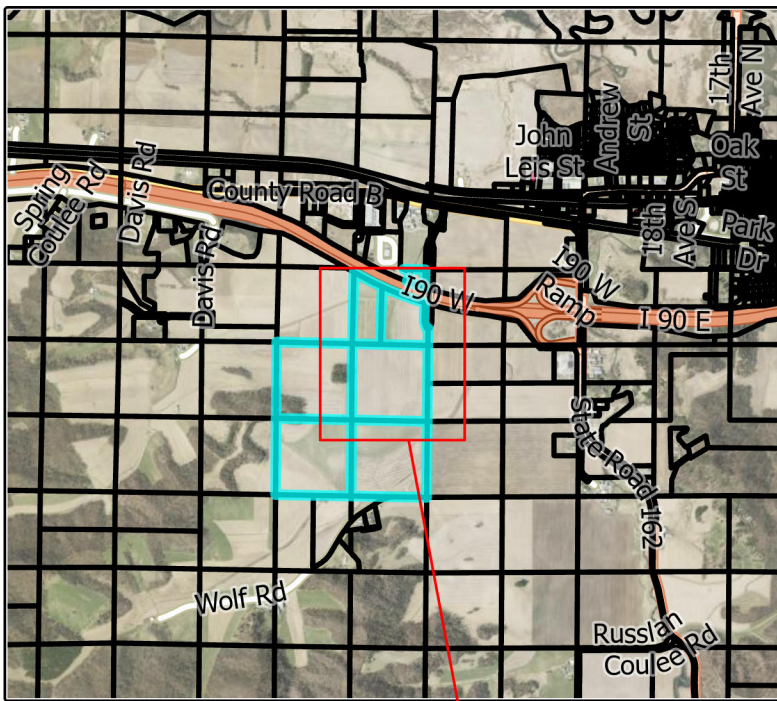
Dated: Thursday, March 26, 2026

LA CROSSE COUNTY PLANNING, RESOURCES
AND DEVELOPMENT COMMITTEE

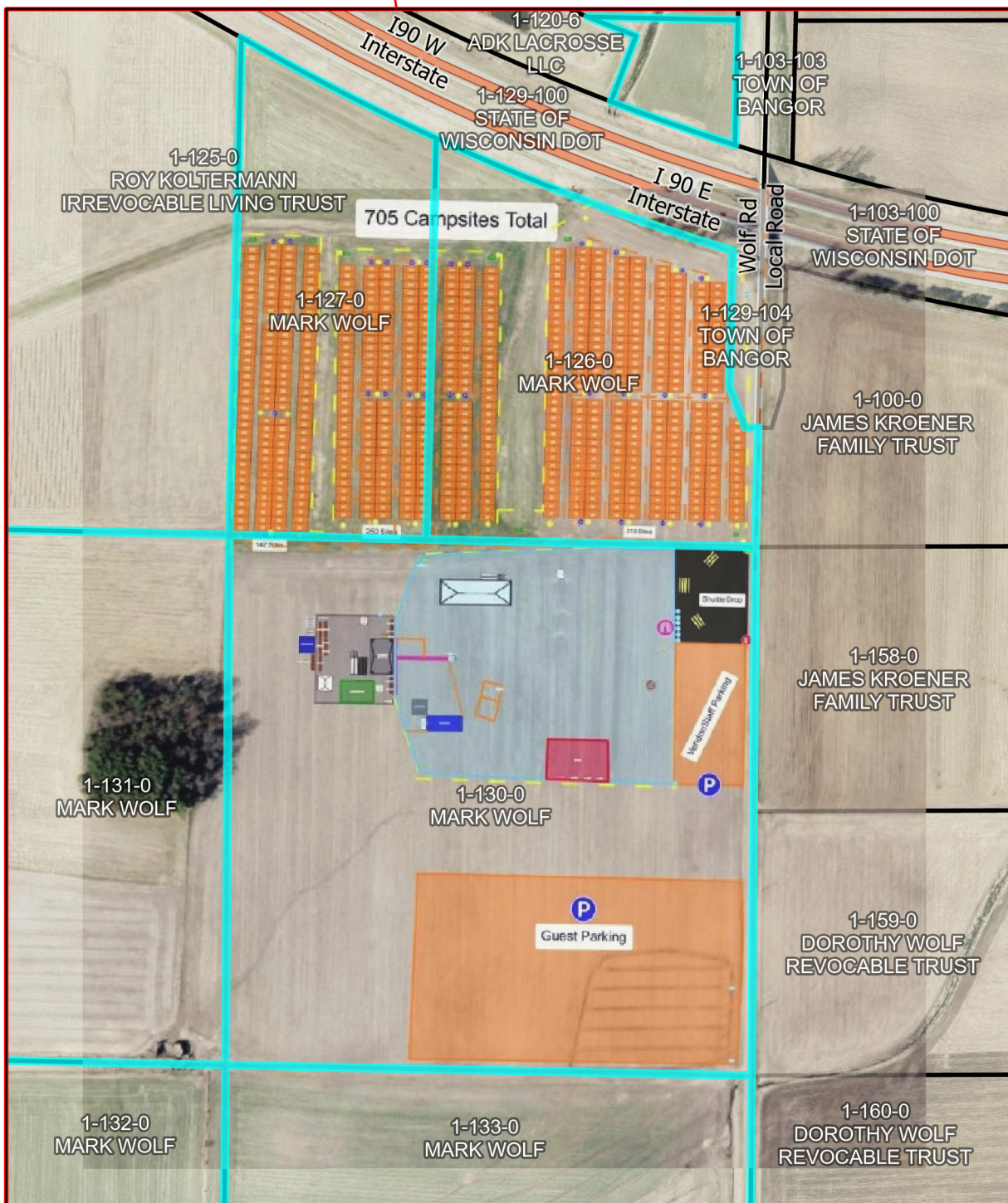
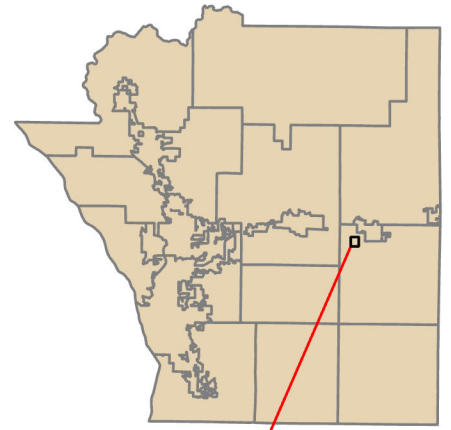
BY *Kathleen Stewart*
Kathleen Stewart, Director
Zoning, Planning and Land Information Department

ACCORDING TO THE AMERICANS WITH DISABILITIES ACT, PUBLIC ACCESS TO THE ADMINISTRATIVE CENTER IS LIMITED.

PERSONS WITH DISABILITIES: IF YOU NEED ACCOMMODATION TO ATTEND THIS MEETING, CONTACT THE ZONING, PLANNING AND LAND INFORMATION OFFICE AT (608) 785-9722 THE FRIDAY PRIOR TO THE MEETING SO THAT ARRANGEMENTS CAN BE MADE.



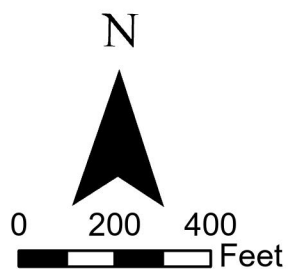
Parcels



Parcels

Roads

- Interstate
- Local Road



CONDITIONAL USE NO. 1297

Jon Holthaus o/b/o Mark Wolf, P.O. Box 141, West Salem, WI 54669, apply(ies) for a CONDITIONAL USE PERMIT on land zoned Exclusive Agricultural District in accordance with La Crosse County Ordinance section 17.10(6)(c)6. Events & 17.10(6)(c)7. Special event camping to operate/host a multi day music event with camping. Property described as SE-SE S.6, T.16N, R.5W & NE-NE S.7, T.16N, R.5W., Sec., T.N, R.W. Tax parcel 1-130-0, 1-126-0, 1-127-0. Property address Wolf Rd. Town of Bangor.



LA CROSSE COUNTY
Exceptional services. Extraordinary place.

ZONING, PLANNING AND LAND INFORMATION OFFICE

La Crosse County Administrative Center
212 6th St. North • Suite 1300
La Crosse, Wisconsin 54601-3200

Staff Report – Application for CONDITIONAL USE PERMIT

CUP#: 1297

Parcels: 1-126-0, 1-127-0, 1-130-0, 1-131-0, 1-133-0, 1-132-0.

Applicant: Jonathan Holthaus o/b/o Mark Wolf

Application Date: 3/13/2026

Hearing Date: 4/6/2026

Zoning District: Exclusive Agriculture

Conditional Use: 17.10(6)(c)6. Events & 17.10(6)(c)7. Special event camping to operate/host a multi day music event with camping.

Town: Bangor

Reviewer: Brock Tokach & Dillon Constant

Request Summary

The applicant is requesting a conditional use permit (CUP) to operate and host a multi day music event with camping on land in the Exclusive Agriculture district. Applicant is proposing to host a country music event July 9th-11th 2026. Applicant expects 7,000-12,000 spectators with 705 onsite campsites and up to 230 staff and vendors including EMS and security. Music hours are 1:00 p.m. to 12:00 a.m. and 10-20 service/vendor deliveries in mornings before gates open. Primary customer parking will be off site with shuttle services provided and 200-300 staff and 500-600 spectator parking. No new permanent infrastructure is proposed with a resurfacing of existing agriculture roads from dirt to crushed rock.

Materials Submitted by Applicant

1. CUP Application
2. [Plan Overview/Impact statement](#)
3. Traffic and Logistics Plan

Site Characteristics

Location: Requested sites consist of 6 parcels totaling 191 acres in the exclusive agriculture district on Wolf Rd ±0.56 miles South of the intersection of Wolf Rd and County Road B.

Adjacent Land Uses: The surrounding area is agriculture bordered to the north by Interstate 90.

Slopes: 2-7%.

Water: Soils possessing wetland indicators and artificial waterways are present on the northern lots adjacent to I-90.

Soils: Class I-III. (limited to proposed site)

Public Comments

Public: email from Andrea Hemker dated 3/23/2026 outlining concerns about flooding due to high rain events, the condition of the town road to include traffic, and parking on the town road.

Town: Draft town board minutes dated 3/16/2026.

Zoning & Permit History (information limited to area of proposed CUP)

None

Applicable Ordinance Sections & Statutes

Wis. Stats. S. 59.69(5e) enables counties to issue conditional use permits and sets forth required procedures. Statute requires that “substantial evidence” be the basis for decisions on conditional use permit applications. La Crosse County Ordinance (LCCO) Chapter 17.10 further establishes procedures required locally.

1. Wis Stats. s. 59.69(5e):

“(a)...“Substantial evidence” means facts and information, other than merely personal preferences or speculation, directly pertaining to the requirements and conditions an applicant must meet to obtain a conditional use permit and that reasonable persons would accept in support of a conclusion.

1. If an applicant for a conditional use permit meets or agrees to meet all of the requirements and conditions specified in the county ordinance or those imposed by the county zoning board, the county shall grant the conditional use permit. Any condition imposed must be related to the purpose of the ordinance and be based on substantial evidence.

2. The requirements and conditions described under subd. 1. must be reasonable and, to the extent practicable, measurable and may include conditions such as the permit's duration, transfer, or renewal. The applicant must demonstrate that the application and all requirements and conditions established by the county relating to the conditional use are or shall be satisfied, both of which must be supported by substantial evidence. The county's decision to approve or deny the permit must be supported by substantial evidence.

2. LCCO s. 17.10(6)(c)6. Exclusive Agriculture District. Conditional Uses. Other. *“Events, commercial event spaces, entertainment venues, and wedding venues. Must be consistent with Wis. Stats. §91.01(1)*

a. The appearance of permanent structures shall be consistent with the agricultural intent of the district.

Staff Analysis: No new permanent structures are proposed. Temporary access roads and parking pads are to be removed and agriculture land must be restored to pre-disturbance state.

b. There must be continued agricultural use of the property, and the use of the property for weddings and events shall remain subordinate to the principal agricultural use of the property.

Staff Analysis: Agriculture lands disturbed by the event must be restored.

c. The use of the property for weddings and events shall not reduce or impair the current or future agricultural use of the property.

Staff Analysis: Agriculture lands disturbed by the event must be restored.

d. Parking requirements. See §17.04(18).”

Staff Analysis: Proposed plan identifies temporary event parking off municipal roads and off site parking with shuttle services.

3. Wis Stats. 91.01(1)(d) Definitions and General Provisions. Definitions. *““Accessory use” means any of the following land uses on a farm:”*

- d. *“A business, activity, or enterprise, whether or not associated with an agricultural use, that is conducted by the owner or operator of a farm, that requires no buildings, structures, or improvements other than those described in par. (a) or (c), that employs no more than 4 full-time employees annually, and that does not impair or limit the current or future agricultural use of the farm or of other protected farmland.”*

Staff Analysis: No new permanent structures are proposed. No full-time employees are proposed. All event staff are employed for a limited time or volunteer only for the requested event. No permanent infrastructure is allowed and any agriculture land disturbed by the event shall be restored through reseeding or cover crops in accordance with land conservation standards.

4. LCCO s. 17.10(6)(c)6. Exclusive Agriculture District. Conditional Uses. Other. *“Special event camping. See La Crosse County Ordinance §11.42(2)(b).”*

5. LCCO s. 11.42(2)(b). Campgrounds. Licenses and fees. *“The County Health Department shall issue a special event campground license for each special event as defined in chapter ATCP 79.”*

Staff Analysis: Special event campground is required to receive a license administered by the County Environmental Health Department. Standards for campgrounds are outlined by other county ordinance chapters and state statutes.

Proposed Findings

Following the public hearing, actions the Committee could consider include the following:

- A. RECOMMEND APPROVAL of the request based on the applicants’ submittals and findings of fact.
- B. RECOMMEND DENIAL of the request based on the applicants’ submittals and findings of fact.
- C. DEFER the items to a later meeting and request additional information.

Staff recommends **APPROVAL** subject to the recommended conditions based on the following findings, which are provided for consideration and adoption by the Board.

- 1. The Committee is empowered to approve conditional use permits.
- 2. The application was properly made and noticed.
- 3. Approval is consistent with the general purpose of the official controls, promotes the public interest, and will not create an undue nuisance resulting from smoke, increased traffic, heavy vehicular traffic, odors, impacts on water and sewer systems, impacts on public waters, impacts on neighboring property values and other similar factors.

Staff Analysis: The proposed use will have a positive economic impact on the local economy. A Special Event permit will be required from the County Sheriff’s Department and traffic impacts, emergency response, venue safety and security, and pedestrian traffic control will be coordinated with the Sheriff Fire, and Health Departments. A special campground license will be required from the County Environmental Health Department which will also address wastewater disposal, emergency response, and sanitation requirements. An erosion control permit will be required for ground disturbance activities. No mapped wetlands or navigable waterways are present in the permitted area.

4. The proposed use will support La Crosse County Comprehensive Plan, Envision 2050:

14. *Final Chapters*. Economic Development Recommendations.

B) Encourage economic expansion and employment opportunities that build upon the diversity of the county's economy.

6. Strengthen the county's position as a regional distribution, manufacturing, health, technology, tourism, and service center.

Proposed Conditions

Should the Committee make a favorable determination, staff recommends the following conditions:

1. The owner(s) of the property to which this Conditional Use Permit is issued will abide by all representations and commitments made during the permitting process as well as before the Committee, in accordance with all conditions to the conditional use permit, taken as a whole, as approved by the Planning Resource and Development Committee.
2. This approval does not preempt permittees' obligation to comply with all other applicable federal, state, and local regulations.
3. This permit is not transferable, except to entities in which Mark D. Wolf is the principal owner.
4. No parking on town or county roads associated with the music event or event camping.
5. Agriculture land shall not be permanently removed from production or future production. All improvements other than those to agriculture roads or driveways existing prior to 2016 shall be removed and agriculture lands restored through reseeding or cover crops no later than 9/12/2026.
6. Temporary fencing or barriers shall be placed around existing waterways to prevent vehicular traffic in the waterways.
7. Multi-day music events shall be limited to one event.
8. This permit expires 9/12/2026.

**Conditional Use Permit
Application Worksheet**



OFFICE USE ONLY

Cond. Use No. _____
Fee _____
Meeting Date _____
Application Date _____

LA CROSSE COUNTY

Applicant's Name/Acting on behalf of Jonathan Holthaus / Acting on Behalf of Mark Wold (landowner)

Address PO BOX 141 West Salem, WI 54669 Phone 608-732-6349

Email Address jon@countryboom.com

Parcel Number 01-00126-000, 01-00127-000, 01-00130-000, 01-00131-000, 01-00133-000, 01-00132-000 _____ Township Bangor

Conditional Use Permit to Allow a temporary outdoor event / music festival and associated temporary infrastructure, including shuttle staging areas, temporary gravel pads, parking management, and event support facilities.

Mailing List (OFFICE USE ONLY)

- | | | | |
|--|-------|--|-------|
| <input type="checkbox"/> Applicant | _____ | Others: | _____ |
| <input type="checkbox"/> Property owner | _____ | | _____ |
| <input type="checkbox"/> Owners within 300 feet | _____ | | _____ |
| <input type="checkbox"/> PRD Committee Members | _____ | | _____ |
| <input type="checkbox"/> Town Board | _____ | | _____ |
| <input type="checkbox"/> County Board Supervisor | _____ | | _____ |
| <input type="checkbox"/> County Board Chair | _____ | <input type="checkbox"/> Dept. Natural Resources | _____ |
| <input type="checkbox"/> County Administrator | _____ | | _____ |
| <input type="checkbox"/> County Surveyor | _____ | <input type="checkbox"/> Corps of Engineers | _____ |
| <input type="checkbox"/> Land Conservation | _____ | | _____ |
| <input type="checkbox"/> Highway Department | _____ | <input type="checkbox"/> Dept. of Transportation | _____ |

**PUBLIC HEARING REQUIREMENTS
PETITIONS TO REZONE AND CONDITIONAL USE PERMITS**

Applications for Petitions to Rezone and Conditional Use Permits are considered by the Planning, Resources and Development Committee, which holds a monthly public hearing. In order to be considered at the next meeting, complete applications, along with the filing fee, must be received in the Zoning, Planning and Land Information Office no later than **12:00 NOON on the working Friday four weeks before the next Planning Resources and Development Committee Meeting.**

Meeting Date at 6:00 PM
County Board Room – Administrative Center

***INCOMPLETE APPLICATIONS WILL NOT
BE PLACED ON THE MEETING AGENDA***

ALL applications must include:

1. Application forms, signed and dated, which are available at the Zoning, Planning and Land Information Office;
2. Legal description of the property (survey required if no legal description exists);
3. A written summary of the impacts to this and surrounding properties, for example: noise, lighting, signage, health issues, safety issues, traffic (current and proposed increase), aesthetics, number of employees, number of customers.
4. A site sketch to a minimum scale of 1" = 100' indicating the location of all structures existing and proposed on the property, all roads, wells, sanitary sewers, stormwater drainage and any other pertinent information.
5. A plan to a maximum scale of 1" – 100' which shows proposed land use, configuration of lots, roads, drainage patterns, and all other improvements necessary for the proposed land use.
6. All documentation of necessary federal, state and local agency approvals, including, but not limited to: WI DOT, WI DNR, La Crosse County Highway Department, Town, Land Conservation Department, County Surveyor.
7. Recommended Land Use Type in County's Development Plan.

PETITIONS TO REZONE must also include the reason for the rezone request; **CONDITIONAL USE PERMITS** must also include a description of the activity which requires the Conditional Use Permit.

HEARING INFORMATION

A Class II notice is published in the local newspaper. A notice of the date and time of the public hearing will be mailed to all property owners within 300 feet of your property. Notice of the hearing is sent to the Town Board. **Zoning change and Conditional Use permit applications require Town Board approval. It is the applicant's responsibility to contact Town Board officials to obtain the Town's decision regarding the proposed rezoning.** A veto by the Town Board within 10 days after the public hearing or a Town recommendation for Conditional Zoning could add an additional month to the final decision-making process. **Contact the town and obtain the scheduling of the next available Town Planning Commission and Town Board meeting dates along with an authorized signature. Your application is not complete until this confirmation is provided.**

Planning Commission
Meeting Date

Town Board
Meeting Date


Authorized Town Signature (Printed Name)

Depending on the location of your property, notice of the public hearing will be sent to the County Highway Commissioner, the Wisconsin Department of Transportation, the County Land Conservation Department, the Department of Natural Resources, and the La Crosse Municipal Airport for technical input relating to proposed activity and will become part of the record. Any other correspondence can be viewed during normal work hours up to the Friday before the public hearing and will not become part of the record.

Due process is afforded the applicant. The property owner or representative must be present at the public hearing to present their application to the Committee and answer any questions the Committee may have. Should an appearance not be made, or should insufficient information be presented, the Petition will not be considered by the Planning, Resources and Development Committee and will be deferred to be placed on the agenda for the next public hearing. **After the petition has been publicly noticed, there will be no refund issued in the event of a withdrawal by the petitioner. Additionally, the petitioner will be required to pay the additional expense that is incurred in the event of a postponement of the hearing**

NOTE: Once a public hearing is held on a Petition to Rezone or Conditional Use Permit application, the petition or application cannot be withdrawn, unless a majority vote of the Planning, Resources and Development Committee approves such withdrawal at said public hearing. County Board final approval is generally the 3rd Thursday of each month.

By signing this form, I certify that all information contained in or attached to this application is true and correct to the best of my knowledge. I understand that I am responsible for obtaining all necessary federal, state, and local permits pertaining to this project. I hereby authorize permission for La Crosse County Zoning staff to access the property described herein for the purpose of verifying or gathering information relating to this application. I further understand that an onsite inspection of the proposed structure or project may be made by La Crosse County Zoning between the hours of 8:00 am and 4:30 pm, Monday through Friday during the duration of the applicable permits.

Applicant 

03/11/2026

Date

CONDITIONAL USE PERMIT QUESTIONNAIRE

This document will need to be filed along with your permit application. Please answer all questions below. If additional space is needed, please attach additional sheets. If a question does not apply, please indicate "N/A".

1.) Business Name/Property Address/Billing Address:

Country Boom/ NA / PO Box 141, West Salem, WI 54669

2.) Is your business name registered?

Yes

3.) Do you currently have a Tax ID number for your business? If so, what is your number?

* 82-2415391

4.) Please list any equipment, materials, vehicles, etc. which you have that are associated with your business:

Temporary event equipment may include: Concert staging, Lighting and sound systems, Shuttle buses, Portable sanitation facilities, Temporary fencing and barricades, EMS and emergency response vehicles, Shade structures and tents, Temporary gravel pads for shuttle and backstage operations.

5.) Do you currently report your business equipment to your tax assessor for personal property tax?

No permanent business equipment is stored on the property, temporary equipment is brought on-site only for the event.

6.) Number of Employees (please include yourself or other family members):

Estimated Type Approx Event staff 50-100
Security 40-60, Vendors 50+, EMS / safety 10-20

7.) Do you provide for off-street parking and if so, how many spaces?

Parking will be primarily handled through remote parking areas with shuttle transportation. Temporary on-site operational parking will be provided for: Staff, Vendors, Emergency services, and limited attendee general parking. Estimated on-site operational parking: 500-600 attendee spaces and 200-300 staff and workforce parking

8.) What do you intend to have for hours & days of operation?

Event dates: 3 days (July 9th-11th)
Typical operational hours: 1:00 PM - 12:00 AM.
Setup and teardown occur before and after event days.

9.) Traffic Counts: How many customers will be served at your business per day? 7,000-12,000

Deliveries per day? Approximately 10-20 service or vendor deliveries, done in the morning before gates open.

*****Shuttle transportation will be used to reduce on-site traffic

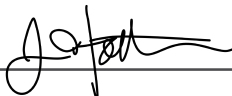
10) Have you prepared and submitted your **IMPACT STATEMENT** along with the rest of the application Materials?

Yes.

11) Have you discussed your proposal with your neighbors?

YES NO

Signature



Date 03/11/2026

Mailing Address: PO Box 141, West Salem, WI 54669

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	3-16-26		
Planning Commission Meeting Date	Town Board Meeting Date	Authorized Town Signature	(Printed Name)

Depending on the location of your property, notice of the public hearing will be sent to the County Highway Commissioner, the Wisconsin Department of Transportation, the County Land Conservation Department, the Department of Natural Resources, and the La Crosse Municipal Airport for technical input relating to proposed activity and will become part of the record. Any other correspondence can be viewed during normal work hours up to the Friday before the public hearing and will not become part of the record.

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Applicant 

Date 03/11/2026