

BETHANY LUTHERAN HOMES

A GUNDERSEN HEALTH SYSTEM AFFILIATE

Great People, Great Care!

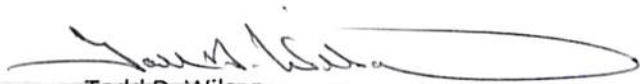
March 2, 2018

Dear City Planning Department,

Please accept Bethany Lutheran Homes Application for Eagle Crest South expansion. Attached you will find.

1. Formal letter
2. PDD Application
3. PDD Application Attachment with Supporting Information 1-18
4. Certified Survey Map
5. Application Fee \$500~~0~~700

Sincerely,



Todd D. Wilson
Chief Executive Officer
Bethany Lutheran Homes
2575 South 7th Street, La Crosse, WI 54601
(608) 406-3887

Payment Amount: 700.00

CITY OF LA CROSSE, WI
General Billing - 154951 - 2018
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3729 - BETHANY LUTHERAN HOMES INC

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A GUNDERSEN HEALTH SYSTEM AFFILIATE

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March 2, 2018

RE: Eagle Crest South - Phase 2
Planned Development District
Rezoning Application Including:
Request for Parking Variance & Exception to 115-518 (d) Light Pole Height
Request for Exemption from Light-Colored Coatings and Porous Pavement

Dear City Council Members, Planning Commission Members and City Staff,

Bethany Lutheran Homes was officially incorporated in 1946. Over the last 71 years Bethany Lutheran Homes has continued to expand to meet the needs of the La Crosse area senior population. Bethany Lutheran Homes owns and operates 10 senior living communities serving 660 people throughout La Crosse, Onalaska and Holmen. The need for additional senior care facilities continues to grow and Bethany Lutheran Homes is very excited to submit our plan for expansion at Eagle Crest South senior living community located at 622 Bennora Lee Court. We have met with the City Planning Department regarding this project. The site is currently zoned as PDD Specific. In order to move forward with the project, a rezoning application is necessary, which includes the proposed expansion. Construction timeline for calls for groundbreaking after city council approval in April 2018 and 18 months for construction with completion in December 2019.

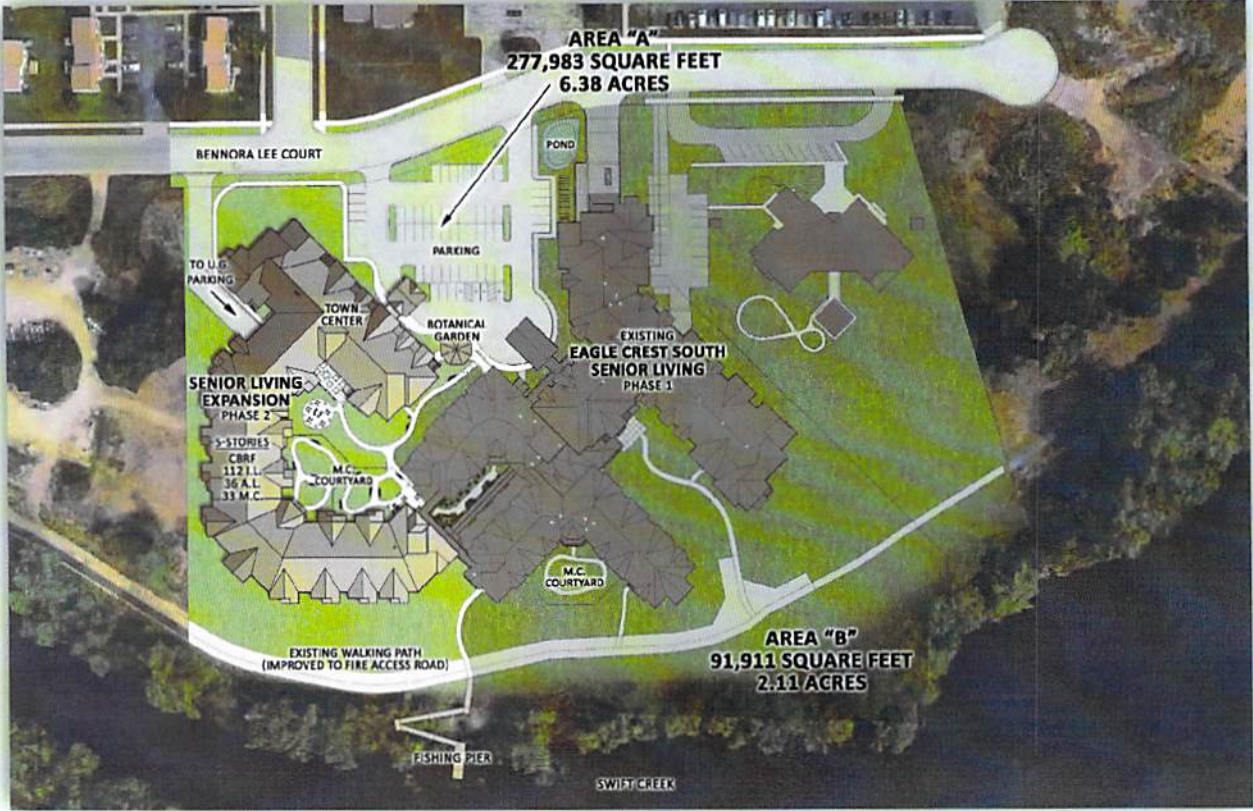
Bethany Lutheran Homes opened Eagle Crest South senior living community in June of 2015. The seniors in La Crosse, as well as their adult children embraced this new community asset, which offered a safe, socially active and life enriching environment. Seniors in La Crosse now had an option that was not available before, which allowed seniors to continue to live life to its fullest, remain physically and socially active and at the same time receive the health care and supportive services they need.

With a growing waiting list and knowledge of the demographic changes that will take place throughout the country over the next 20 years, we invested in a market research study to confirm a need for expanding our Eagle Crest South senior living community. The market study was completed by Maxfield Research and Consulting in July of 2017. The results of the study confirmed the need for additional independent living with supportive services, assisted living and memory care.

Our Eagle Crest South expansion may not be a part of the City's master plan, but it will play a critical role in maintaining a healthy community balance. Our Eagle Crest South expansion will more than double the population density on the existing site, going from 23 residents per acre to 50 residents per acre. With an estimated \$27,000,000 construction cost, it will more than double the municipal services dollars payed to the City. Many of the seniors that move into Eagle Crest South are homeowners, who will sell their home to young families with children.

Eagle Crest South will continue to play a vital role in maintaining a healthy demographic balance in our community. As we look to expand, it's important that we maximize the potential of the land we have available. Land is a rare and valuable commodity in the city, so our planning for the Eagle Crest South expansion was done so with great care. It's important to know and understand all the characteristics of the population we are serving and not assume that one set of standards is a good fit for all. In conducting our project analysis, we find the population we serve is not typical when it comes to the amount of off-street parking needed. Seniors typically start relying on other forms of transportation rather than continuing to own and drive themselves. It's also important to note that Bethany Lutheran Homes provides transportation for those living at Eagle Crest South and will arrange transportation whenever needed. With technology changing we also realize that self-driving cars available to provide transportation is only a few years away. Here is our analysis of the parking needed at Eagle Crest South and the basis for requesting a variance to the parking stall requirement.

Please see the attached plan for phase 2 of the Eagle Crest South Campus. The site is south of Bennora Lee Court and has an area of 6.38 acres. It is a senior living expansion to the existing Eagle Crest South Senior Living Campus.



The proposed phase 2 will consist of 181 units in a five-story addition with underground parking in the basement. 112 units will be independent living, 34 assisted living units, and 35 memory care units.

The proposed parking for the campus does not conform to local zoning ordinances. However, those ordinances reflect the living arrangements of a much younger population. With an average age of 84, the senior living campus houses older adults that have a lower percentage of drivers. With this in mind, Bethany Lutheran Homes would like to minimize the amount of hard surface and thus negative impact on the site by using historical data to determine the number of parking stalls required by the aforementioned population. The historical data has been obtained from two campuses owned by Bethany Lutheran Homes, Eagle Crest South and Eagle Crest North.

The following are the percentages of parking spaces actually used by residents by number of apartments and by number of bedrooms.

Eagle Crest South

Independent Living (62 Parking Spaces utilized)	80 Apartments	= 78%
	112 Bedrooms	= 55%
Assisted Living (3 Parking Spaces utilized)	34 Apartments	= 9%
	34 Bedrooms	= 9%
Memory Care (1 Parking Spaces utilized)	30 Apts./Bedrooms	= 3%

Eagle Crest North

Independent Living (50 Parking Spaces utilized)	70 Apartments	= 71%
	106 Bedrooms	= 47%
Assisted Living (9 Parking Spaces utilized)	42 Apartments	= 21%
	50 Bedrooms	= 18%
Memory Care (2 Parking Spaces utilized)	18 Apts./Bedrooms	= 11%

NEW CONSTRUCTION

New Independent Living

Based on the two campuses, we have determined that the average parking stall to bedroom ratio is 51%.

New construction – 112 Independent units, 49 doubles = 161 beds

161 beds X 51% = 82 spaces

New Assisted Living

Based on the two campuses, we have determined that the average parking stall to bedroom ratio is 14.6%

New construction – 34 assisted living units

34 x 14.6% = 5 stalls

No Memory Care Parking Stalls

The new construction would require 87 stalls for the residents and we are providing 91 stalls in the garage.

EXISTING BUILDING AND PARKING

Existing Underground Parking	=	57 stalls
On-grade parking after construction is complete	=	64 stalls
Total	=	121 stalls

Based on the usage obtained for the historical data, the residents are using 66 stalls. We have 55 additional stalls for staff and guests.

Campus Summary:

Here is an overall summary for the parking on the Eagle Crest South campus after constructing phase 2:

Total spaces needed by residents after construction = 153 spaces needed

Total spaces provided after construction	=	212 spaces provided
Remaining spaces for staff and guests	=	59 spaces

Along with our PDD application Bethany Lutheran Homes requests a variance exception be granted for the number of parking stalls required and the following:

Exception to 115-518 (d)

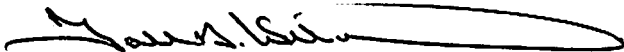
The existing light poles are 22-feet above ground and we are relocating two of them. The existing lights are higher than the maximum height of 16-feet from the ground in section 115-518 (d). We request to keep using the 22-foot high lights.

Request for an exemption from light-colored coatings for parking lots.

Request an exemption for not having porous pavement material for the pedestrian routes.

With this information, and for the common good of the community, we request the city approve Bethany Lutheran Homes Eagle Crest South expansion and grant a variance for parking stalls needed, light pole height, light colored coatings for parking lots and porous material for pedestrian lots.

Sincerely,



Todd D. Wilson

Chief Executive Officer

Bethany Lutheran Homes, 2575 South 7th Street, La Crosse WI, 54601

(608) 406-3887