



December 22, 2023

RE: Zoning Petition for Haven on Main LLC (Couleecap)

To: La Crosse City Plan Commission and Judiciary & Administration Committee:

La Crosse Community Foundation is proud to offer this letter of support for the zoning petition submitted by Couleecap for The Haven on Main project at 927 Main Street. The Haven on Main will offer new housing opportunities for people with disabilities, the local workforce, seniors, and families. This housing will be affordable and accessible within walking distance to key downtown amenities and workplaces. The project will also support many of the city's long-term development and climate action goals by providing a community service facility, solar and geothermal heat, and increased tax base.

Haven on Main is an example of community-informed development. The project was the vision of Haven for Special People, a local group of parents, educators, and friends of adults with disabilities who understand the lack of housing options for this population. Haven for Special People was inspired by Prairie Haus in New Glarus, a similar development operating successfully and offering consultation to other communities. Haven for Special People has also surveyed households who would be tenant candidates to gather data for the project and alongside Couleecap, have hosted community meetings to inform site planning and building design.

Couleecap is partnering with the Gerrard Corporation on this project, a local, multi-generational real estate development company with the experience necessary to make this project a success. We, too, are exploring potential partnership options to help make this project successful.

It is for these reasons that the La Crosse Community Foundation strongly supports the zoning petition for the Haven on Main and I hope you will also. Thank you for your consideration.

Sincerely,

Jamie Schloegel
CEO