

Eagle Crest South Phase II

Our Eagle Crest South development that opened in 2015 has been very well received by the community. Due to a large waiting list, plans for expansion at our Eagle Crest South location began after completing a professional market study, which supported the need for additional senior services in La Crosse. Demographics show the number of people age 85 and over in La Crosse will grow from 18% to 25% in the next 5 years and continue to grow until 2050. Housing and services needed to meet this growing demand are necessary for the health of the community.

Our Phase II expansion takes into account Mayor Kabat's desire to maximize the population density on the existing site and improves the economies of scale. Population density is currently at 23 people per acre and will increase to 50 per acre with the expansion. The site has restrictive covenants in place imposed by the DNR dating back to September of 1978 when Lutheran Hospital was issued a dredging permit allowing the location to be filled. Restrictive covenants only allow the land to be used by not-for-profit organizations with a very select set of public purposes identified as healthcare and elderly care facilities.

Our phase II expansion follows the Eagle Crest model, which incorporates a Town Center into the middle of the building and brings the community to their doorstep. Innovations incorporated into the building's design provide an opportunity for seniors to live a socially active lifestyle and at the same time receive the health care services and support they need. Eagle Crest South will grow from 144 combined

units to 326 combined units comprised of Independent Living, High Acuity Assisted Living, Traditional Assisted Living and Memory Care.

Senior communities when developed in the right way become important to the economic health of a community. When you have senior communities that are desirable like Eagle Crest South, the health and wellbeing of the senior community as a whole is improved. It's not a primary focus from a city planning standpoint, but typically seniors own a single-family home and if they have a desirable senior living option to move into it allows for homes in the community to be sold to new families with children, which is vital to maintain a healthy demographic balance.

Project Scope

1. Housing sq. ft. 230,000 of living space
2. Underground parking sq. ft. 45,000
3. 5-story Steel frame construction
4. 4-story wood frame construction
5. 112 independent living apartments ranging in size from 768-1520 sq. ft.
6. 36 assisted living apartments
7. 33 memory care apartments
8. 89 stalls underground parking

The phase II addition will be physically connected to the existing Eagle Crest South building at three locations providing efficiency in the use of staff and easy crossover access from both buildings for the residents.

New Amenities - Amenities added to the Town Center of Phase II will further enhance the quality of life and allow for improved functional utility. Added amenities include:

- Additional underground parking/storage areas
- Larger Club Lounge for social interaction
- Game room
- Botanical Garden
- Arts and Crafts Room
- Light Therapy Room
- Café
- Convenience Market
- Outdoor patio/grilling area
- Library/computer/social media center
- Fishing Pier on Swift Creek

Variance Waivers and Payment for Municipal Services

- **Variance Waiver need for parking:** Like our phase I Eagle Crest project, we will need to secure a variance waiver for the number of parking spaces needed. Unlike traditional independent living, those residing in senior living communities often do not own a car due to driving limitations. We have very good statistical data showing the actual parking stall need over the last 10 years at our Eagle Crest North community in Onalaska and 2 ½ years statistical data for our Eagle Crest South facility in La Crosse. The population served at the two communities is identical and the parking stall utilization is consistent at both communities.
- **Variance Waiver for Light Pole Height** – Existing light pole height in the parking lot is 22 feet. We are not adding any additional lighting but we will need to move one of the existing light poles.

So, we request a variance waiver to keep the light poles at 22 feet for parking lot lighting.

- **Conditional Use Permit** needed to increase our CBRF Licensure amount. Like our phase I development we request approval to add 70 more CBRF licensed beds as part of the phase II expansion.
- **Payment for Municipal Services or (PILOT) will be paid based on the same language and formula developed by the City Assessors Office for our Phase I Development with the addition of ½ acre of land added to the land valuation and the valuation of the new building being added to the total value of the property. PMS for phase II is estimated to add an additional \$100,000 in revenue per year to the City of La Crosse. Total PMS payment per year will be around \$200,000.**
- **The Payment for Municipal Services Agreement has been reviewed by the assessor's office and was passed on to Attorney Matty's office for final review back on March 22nd.**
- **We are currently waiting on Attorney Matty's final approval.**

Timeline

1. April – groundbreaking, footings and fill
2. June – Construction start
3. Build time 18 months opening November/December 2019

Architect: Pope Architects, St. Paul MN

Civil Engineer: Davy Engineering, La Crosse

Soil Engineer: Braun Intertec, La Crosse

General Contractor: Wieser Brothers