

# O'Flaherty Heim Egan & Birnbaum LTD.

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†Of Counsel

TRIAL, FAMILY, EMPLOYMENT & BUSINESS LAWYERS

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Jessica T. Kirchner\*  
Aaron D. Birnbaum  
Amanda M. Halderson Jackson  
Scott J. Curtis\*

April 1, 2016

**Via Hand Delivery**

Ms. Teri Lehrke  
La Crosse City Clerk  
400 La Crosse Street, Second Floor  
La Crosse, WI 54601

**Re: Conditional Use Permit Application  
1120 Caledonia Street**

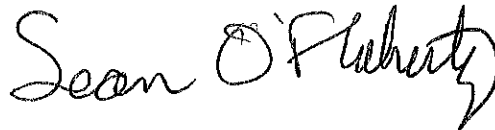
Dear Ms. Lehrke:

I have enclosed a completed conditional use application of RR Properties of the Midwest, LLC along with several exhibits including the legal description of the property, an operational plan, a plat map showing the dimensions of the property and the application fee in the amount of \$300.00 made payable to the City Treasurer. The property at 1120 Caledonia Street is currently being used as a single family home and we propose that the property continue to be used for residential purposes a community living arrangement operated by Driftless Housing, LLC. The conditional use application is being filed to allow the community living arrangement within 2,500 feet of another facility and for approval of ten off street parking spaces for the property.

Thank you for your attention to this matter.

Sincerely,

**O'FLAHERTY HEIM EGAN & BIRNBAUM, LTD.**



Sean O'Flaherty

SOF/pjc

Enclosures

Payment Amount: 300.00

CITY OF LA CROSSE, WI  
General Billing - 135176 - 2016  
002709-0132 Paula G. 04/04/2016 11:12AM  
184209 - O'FLAHERTY HEIM EGAN & BIRNBAUM

# **DRIFTLESS INTRODUCTION**



444 Main Street suite 301 La Crosse, WI

It is the purpose of Driftless Housing Services, a subsidiary of Driftless Recovery INC., to utilize 1120 Caledonia Street as a supportive sober housing complex. The Driftless Housing Model will be similar to successful programs across the country which provide safe, supportive housing environments for men entering recovery. While clients are in charge of themselves and their recovery, we are the supportive unit driving and enabling healthy choices by providing support and structure across the field of care. That support and structure may include helping residents to obtaining employment, offering recovery support, educational support, or any other guidance a resident may need.

Housing is among the foremost concerns for people new to recovery. It is critically important that those individuals entering recovery or returning from an inpatient or residential treatment immerse themselves in a supportive recovering community. Residents will be in charge of their treatment at any local agency of their choice that treats Substance Use Disorders. They will follow all house rules and maintain a schedule that is productive and consistent. House rules will include curfew, employment and/or education equaling no less than thirty hours per week, volunteer work in the community at a minimum of 10 hours per month, attending a minimum of three recovery support groups per week, weekly work with a mentor in recovery as well as attending weekly house meetings. During these weekly house meeting resident chores will be divided and assigned and the residents personal challenges and progress will be discussed.

*In the rushing waters of life, stand with us; Driftless.*

[www.Driftlessrecovery.com](http://www.Driftlessrecovery.com)

P: (608) 519-5906

F: (608) 519-5908

**RR PROPERTIES OF THE MIDWEST, LLC**

**CUP APPLICATION**

**DATED APRIL 1, 2016**

**FOR**

**1120 CALEDONIA STREET**

**LACROSSE, WI 54603**

**CONDITIONAL USE PERMIT APPLICATION**

Applicant (name and address):  
RR Properties of the Midwest, LLC  
444 Main Street, #301  
La Crosse, WI 54601

Owner of site (name and address):  
Joseph Chase  
1120 Caledonia St  
La Crosse, WI 54603

Architect (name and address), if applicable:  
Mike Swinghammer  
River Arcitencs  
740 7th St. N La Crosse WI 54601

Professional Engineer (name and address), if applicable:  
Mike Swinghammer  
River Arcitencs  
740 7th St. N La Crosse WI 54601

Contractor (name and address), if applicable:  
Spies Construction, LLC  
2011 Liberty Street  
La Crosse, WI 54603

Address of subject premises:  
1120 Caledonia Street La Crosse, WI 54603

Tax Parcel No.: 17-10004-85

Legal Description:  
See Attached Exhibit A

Zoning District Classification: Community Business

Conditional Use Permit Required per La Crosse Municipal Code sec. 115- 364 & 115-401  
(if the use is defined in 115-347(6)(c)(1) or (2), see "\*" below.)

Is the property/structure listed on the local register of historic places? Yes \_\_\_\_\_ No  \_\_\_\_\_

Description of subject site and **current** use (include such items as number of rooms, housing units, bathrooms, square footage of buildings and detailed use, if applicable). If available, please attach blueprint of building(s):  
Current use is single family home. Seventeen total rooms on .34 acres with 2 car detached garage  
The house has eight bedrooms, six full and one half bathrooms and a total of 6,980 square feet.

Description of **proposed** site and operation or use (include number of rooms, housing units, bathrooms, square footage of buildings and detailed use). If available, please attach blueprint of building(s):  
The property will be used as a sober living home with a community living arrangement  
for recovering addicts. Please see the the following for a more detailed description: letter of introduction,  
Operation Plan (Exhibit B), proposed Building Plan (Exhibit C) and proposed Site Plan (Exhibit D)

Type of Structure (**proposed**): Residential Community Living Arrangement

Number of **current** employees, if applicable: 0

Number of **proposed** employees, if applicable: 4

Number of **current** off-street parking spaces: 10

Number of **proposed** off-street parking spaces: 10

Check here if proposed operation or use will be a parking lot: \_\_\_\_\_

Check here if proposed operation or use will be green space: \_\_\_\_\_

\* If the proposed use is defined in 115-347(6)(c)(1) or (2)

\_\_\_\_\_ (1) and is proposed to have 3 or more employees at one time, a 500-foot notification is required and off-street parking shall be provided.

X (2) a 500-foot notification is required and off-street parking is required.

If the above paragraph is applicable, the Conditional Use Permit shall be recorded with the County Register of Deeds at the owner's expense.

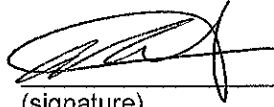
In accordance with Sec. 115-356 of the La Crosse Municipal Code, a Conditional Use Permit is not required for demolition permits if this application includes plans for a replacement structure(s) of equal or greater value. **Any such replacement structure(s) shall be completed within two (2) years of the issuance of any demolition or moving permit.**

I hereby certify under oath the **current** value of the structure(s) to be demolished or moved is \$NA

I hereby certify under oath the value of the **proposed** replacement structure(s) is \$NA

If the above paragraph is applicable, this permit shall be recorded and should the applicant not complete the replacement structure or structures of equal or greater value within two (2) years of the issuance of any demolition and moving permit, then the applicant or the property shall be subject to a forfeiture of up to \$5,000 per day for each day the structure(s) is not completed.

CERTIFICATION: I hereby certify that I am the owner or authorized agent of the owner (include affidavit signed by owner) and that I have read and understand the content of this application and that the above statements and attachments submitted hereto are true and correct to the best of my knowledge and belief.



(signature)

4/11/16

(date)

608-799-6820

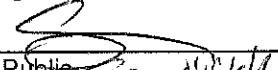
(telephone)

austin.reinhart@live.com

(email)

STATE OF WISCONSIN )  
 )ss.  
COUNTY OF LA CROSSE )

Personally appeared before me this 1 day of April, 2016, the above named individual, to me known to be the person who executed the foregoing instrument and acknowledged the same.

  
Notary Public \_\_\_\_\_  
My Commission Expires: Permanent

**PETITIONER SHALL, BEFORE FILING, HAVE APPLICATION REVIEWED AND INFORMATION VERIFIED BY THE DIRECTOR OF PLANNING & DEVELOPMENT.**

Review was made on the 1<sup>st</sup> day of April, 2016.

Signed:  Senior Planner  
Director of Planning & Development



**EXHIBIT A**

**LEGAL DESCRIPTION**



## **1120 Caledonia Street Legal Description**

Parts of Lot 7 and 10 in Block 9 of North La Crosse Addition to the City of La Crosse, La Crosse County, State of Wisconsin, described as follows:

Commencing at the Northeast corner of said Lot 7; thence South along the East line thereof 26.70 feet to the point of beginning of this description: Thence continuing South 27.48 feet; thence North 89 degrees 41 minutes 46 seconds West 40.18 feet; thence North 1 degree 39 minutes 16 seconds East 29.00 feet; thence South 87 degrees 30 minutes 21 seconds East 39.37 feet to the point of beginning. EXCEPT lands taken for alley purposes.

**EXHIBIT B**

Driftless Housing Services  
Operation Plan Prepared For  
Conditional Use Permit Application

March 31, 2016

Driftless Housing Services  
Operation Plan Prepared For  
Conditional Use Permit Application

March 31, 2016

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## 1.0 Executive Summary

### **Introduction**

Driftless Housing Services, a subsidiary of Driftless Recovery, INC., based out of La Crosse, WI will provide safe, affordable housing to men who have suffered from addiction and are looking to turn their lives around. Housing like this is needed in our area because at this time, in spite of a dire need, it simply does not exist. Our housing will allow men who are new to recovery the opportunity to take what they have learned in previous therapeutic treatments and put that knowledge to use in the real world while providing them with an encouraging, supportive living environment to return to. Many times people who leave an extended treatment or who are currently starting their road to recovery struggle to face their biggest challenge; the environments in which they live on a daily basis. Driftless Housing hopes to provide the housing environment needed to help these men develop a new, healthy and productive style of life so that they can engage in their communities in a consistently positive and productive manner.

### 1.1 Objectives

The major objective of this plan is to inform the reader about Driftless Housing Services, the services our company will provide, how our company will provide those services and how this project can help the Coulee Region and be a valuable asset to the community.

### 1.2 Mission

Driftless Housing Service's mission is to provide safe, supportive and affordable housing to men who are new to recovery from substance use disorders and looking for quality sober housing that will provide a consistently safe, supportive atmosphere.

### 1.3 Keys to Success

Our keys to success are to:

1. Secure a home that will meet our needs.
2. Utilizing the management team's current expertise to turn the project in to a reality.
3. Effectively market our company to our target population.
4. Work in collaboration with other community agencies to enrich the recovering community in La Crosse.

## 2.0 Primary Service Summary

Driftless Housing Services will provide housing for men in a 16 bedroom home on La Crosse's North Side. We will provide a safe, supportive housing environment for men

entering recovery. Driftless Housing will provide no direct clinical or recovery services to these men. They will be responsible for their own rent, maintaining therapy with any clinic of their choice, their finances, employment, attending community based recovery meetings, volunteer work and/or school. While the men will be in charge of themselves, Driftless Housing will have a staff person available to help support them by enabling healthy choices. Driftless Housing Staff will monitor all weekly House Meetings. Staff may also help the men find employment, provide referral to community agencies and will be responsible for tracking each tenant to ensure they are maintaining adherence to the House Rules.

The length of stay for tenants will start with a 6 month commitment. After their initial 6 months tenants will be allowed to stay as long as needed. Their progress and housing necessity will be monitored and reviewed by Driftless Housing Staff.

House Rules will include the following:

1. Always show respect for your roommates and the neighborhood in which we live.
2. 11 p.m. curfew on week days (unless otherwise authorized).
3. 1 a.m. curfew on weekends (unless otherwise approved by house manager).
4. No overnight stays outside of the house within first 30 days of arrival (unless otherwise approved).
5. All overnight stays must be approved by House Manager.
6. All residents will sign waivers allowing Driftless Housing staff to conduct a urine analysis or breathalyzer at any time.
7. All assigned chores must be completed as scheduled.  
\*Chores will be rotated weekly during the house meeting.
8. All Residents must be engaged in either school, work or both for no less than 30 hours per week.
9. All residents must commit to volunteer work in the community for no less than 10 hours per month.
10. Community Service/Volunteer forms must be signed by a representative of the organization with whom you volunteer. Forms will be verified by Driftless Housing Staff or the House Manager. (See Attachment for example form)
11. No females shall be allowed in the upstairs area of the house or the lower level bedrooms.
12. No entry to bars, taverns, nightclubs, gentleman's clubs, or casinos while staying with Driftless Housing Services.
13. Residents will not engage in any relationships with drug using or drug dealing individuals.
14. Tenants will engage in a relationship with a Recovery Mentor (sober buddy program, 12 step sponsor, celebrate recovery sponsor, SMART Recovery mentor).
15. Residents must have their meeting attendance slips signed by secretary of that meeting. Meeting attendance slips will be verified by either Driftless Housing Staff or the House

Manger. (See Attachment for example form).

16. No fighting shall be tolerated while residing at a Driftless Housing Services Property.
17. Maintain an attitude of respect for yourselves and your housemates at all times.
18. All residents must attend all house meetings (unless otherwise approved).
19. No Smoking within the house. Smoking will be allowed in designated areas outside of the house.
20. Always be courteous and respectful of the neighborhood in which you live. Quiet time will be observed from 10 p.m. until 8 a.m. daily.
21. No loitering outside of the house. Again, be respectful of our neighbors.

### **Weekly House Meeting**

Every week each tenant will attend and participate in a House Meeting, scheduled for 2 hours. At this meeting peer to peer open process discussion will occur. House Rules will be reviewed and each tenant checked for compliance. The House Manager will collect all volunteer and community based support group meeting slips and turn them in to Driftless Housing Staff for verification. Each resident will discuss how their week is going. They will discuss their successes, challenges, what they are doing to overcome their challenges and have the opportunity to express any concerns they may have. Peer to peer support will be encouraged.

Conflict resolution will be held at these meetings. If the conflict cannot be resolved during this time, the tenant or tenants with the specific conflict will work with Driftless Housing Staff and the House Manager to resolve the conflict. If the conflict is related to a specified House Rule, Staff will utilize our Tiered Conflict Resolution system.

### **Conflict Resolution Tiers**

Tier 1:

If conversational conflict resolution does not occur in the House Meeting and a House Rule has been broken, the tenant will be offered the opportunity to explain their behavior and offered advice on how to correct their behavior to help avoid future infractions. A written warning will be submitted to the tenants file.

Tier 2:

If a tenant is reported for another rule infraction, he will be subject to additional chores and additional community service hours. A second written warning will also be submitted to the tenant file.

Tier 3:

Should a tenant commit another rule infraction, he will be considered a repeat offender and removed from the housing unit. He will receive his sobriety deposit and be referred to temporary housing.

If a resident should ever test positive for drugs or alcohol, Third Tier disciplinary action will be taken immediately to ensure the safety and security of the remaining residents.

### 3.0 Market Analysis Summary

The overall market for sober housing in the Coulee Region is wide open. Currently there are no programs offered similar to what Driftless Housing is proposing. Housing is among the foremost concerns for people new to recovery. It is critically important that those individuals entering recovery or returning from an inpatient or residential treatment immerse themselves in a supportive recovering community. Driftless Housing has the personnel and expertise necessary for this invaluable service to become a reality in our community.

#### 3.1 Target Market Segment Strategy

Our target market consists of men in early recovery either engaged in treatment at a local community clinic or returning to the coulee region from an inpatient or residential treatment facility.

By providing a much needed service to the community not currently offered in this capacity, Driftless Housing Services will be able to capture the market of those individuals seeking out this service.

As clinic owners, we often hear from clients and other organizations the desperate need to find safe, supportive housing for people in early recovery. Driftless Housing Services intends to make these requests a reality by providing houses for all men seeking recovery housing, regardless of local clinical affiliation.

### 4.0 Cost of Services

Cost of services will be as follows:

Sobriety Deposit: \$300

This deposit will be returned should a tenant be subjected to a Tier 3 expulsion or at the end of their stay.

Monthly Anticipated Rent: \$450

Rent will include all utilities, cable and WiFi.

#### 4.1 Marketing Strategy

Driftless Housing will utilize word of mouth advertising to secure tenants through our numerous local, state and national relationships that exist due to our operations at Driftless Recovery Services. In addition to word of mouth advertising, we will be purchasing outdoor billboard advertising and utilizing a number of online advertising methods. In



addition to this, we have partnered with a local advertising agency to increase brand awareness.

## 5.0 Management Summary

The management of Driftless Housing Services has more than a decade of experience in helping people recover from alcohol and other drug addiction. This specialized experience is needed for this project to be a success. The management team currently owns and operates a State of Wisconsin licensed mental health and addictions recovery clinic in downtown La Crosse, WI.

### **Management Team**

Brett Knutson has a Master's Degree in Mental Health Counseling with an emphasis on addictions studies and is the President and lead therapist for Driftless Recovery Services in downtown La Crosse, WI. He consults with many local government agencies who seek his advice regarding addictions recovery. In addition to his therapy and consulting work, he speaks at local universities and high schools to help educate the community about the dangers of drug addiction.

Austin Reinhart is the CEO of Driftless Recovery Services in downtown La Crosse, WI. Austin's education is in interventions, primarily working with families who are trying to get their loved ones sober. Austin also is a respected speaker and provides his speaking services to many local organizations.

## 5.1 Personnel Plan

In addition to the Management Team, Driftless Housing Services will have one staff member who will be at the house from 8 a.m. to 5 p.m. This staff member's primary goal is to ensure that all of the House Rules are being followed, attend all House Meetings, verify all volunteer and support meeting slips, ensure that the property is being maintained to Driftless Housing Standards and to assist in conflict resolution. This staff person will also provide moral and recovery support as needed.

Our goal is to select a House Manager as well. This House Manager would be a tenant in recovery who has proven to be reliable, responsible and able to lead the other tenants. This will be an unpaid position; however, the House Manager will live rent free. The sobriety deposit will stand. This position does not exempt the Manager from having a job, attending school or any of the other House Rules with the exception being that they can use their time as the House Manager as their volunteer time. The House Manager will report to the Management Team on a weekly basis.

Volunteer hours slip. Driftless Housing Services

Organization name	date	Time in	Time out	staff signature
Driftless Housing	Services 1120	Caledonia Street	La Crosse, WI	54601

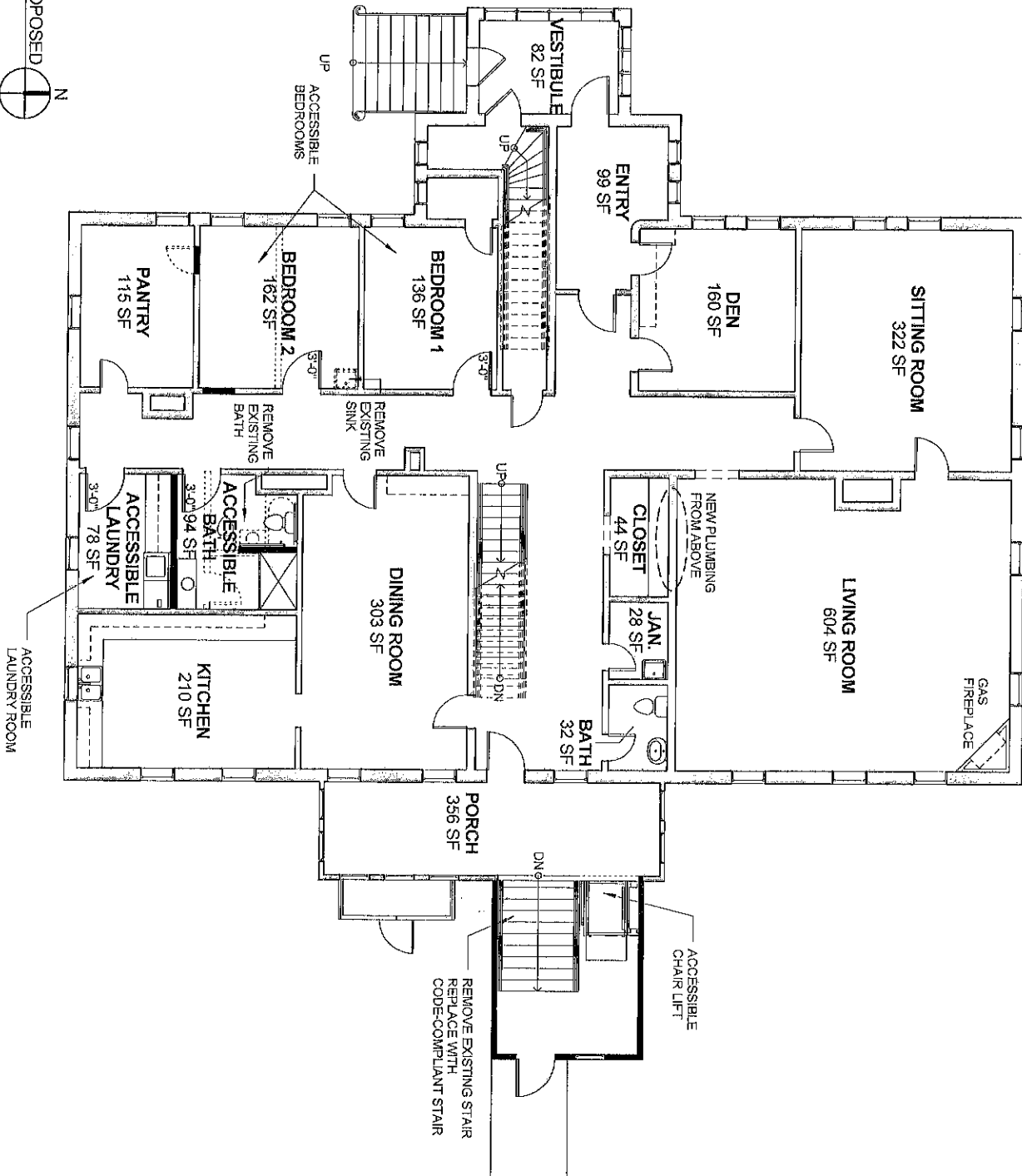
Recovery meeting attendance slip. Driftless Housing Services

Meeting Name	Meeting Type	Date	Time	Chair signature
Driftless Housing	Services 1120	Caledonia Street	La Crosse, WI	54601

**EXHIBIT C**

**PROPOSED BUILDING PLAN**

FIRST FLOOR - PROPOSED  
 1/8" = 1'-0"



**A101**  
SHEET NO.

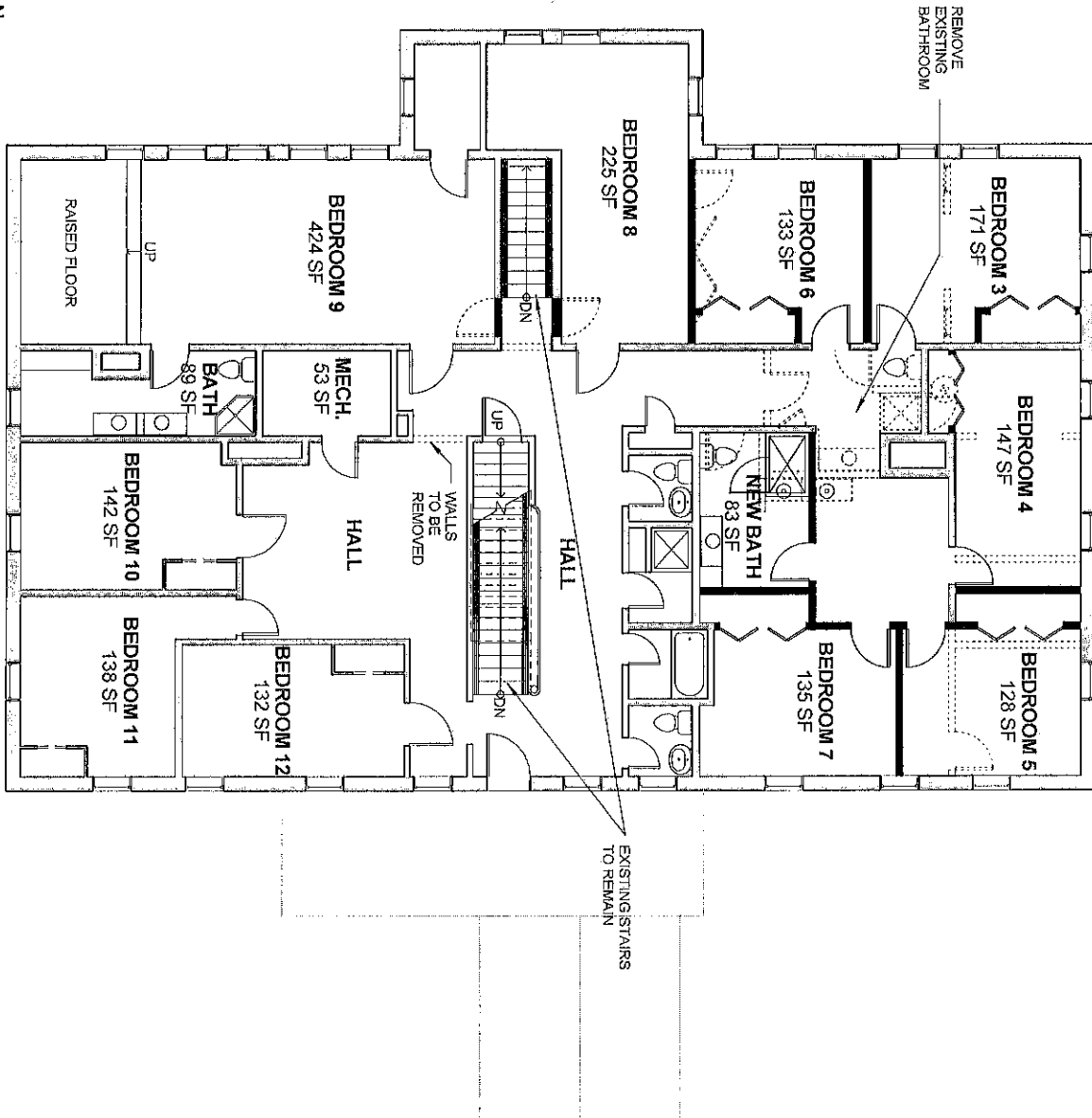
PROJECT  
**DRIFTLESS RECOVERY SERVICES**  
 1120 Caledonia St. La Crosse, WI  
 54601  
DATE 3/31/2016  
DRAWN BY JAX  
CHECKED BY MMS

PROJECT No 1428  
DRAWING TITLE  
**PROPOSED FIRST FLOOR PLAN**

**riverARCHITECTS**

710 7th Street North La Crosse, WI 54601-3303 Tel: 608 785-2217

SECOND FLOOR - PROPOSED  
 1/8" = 1'-0"

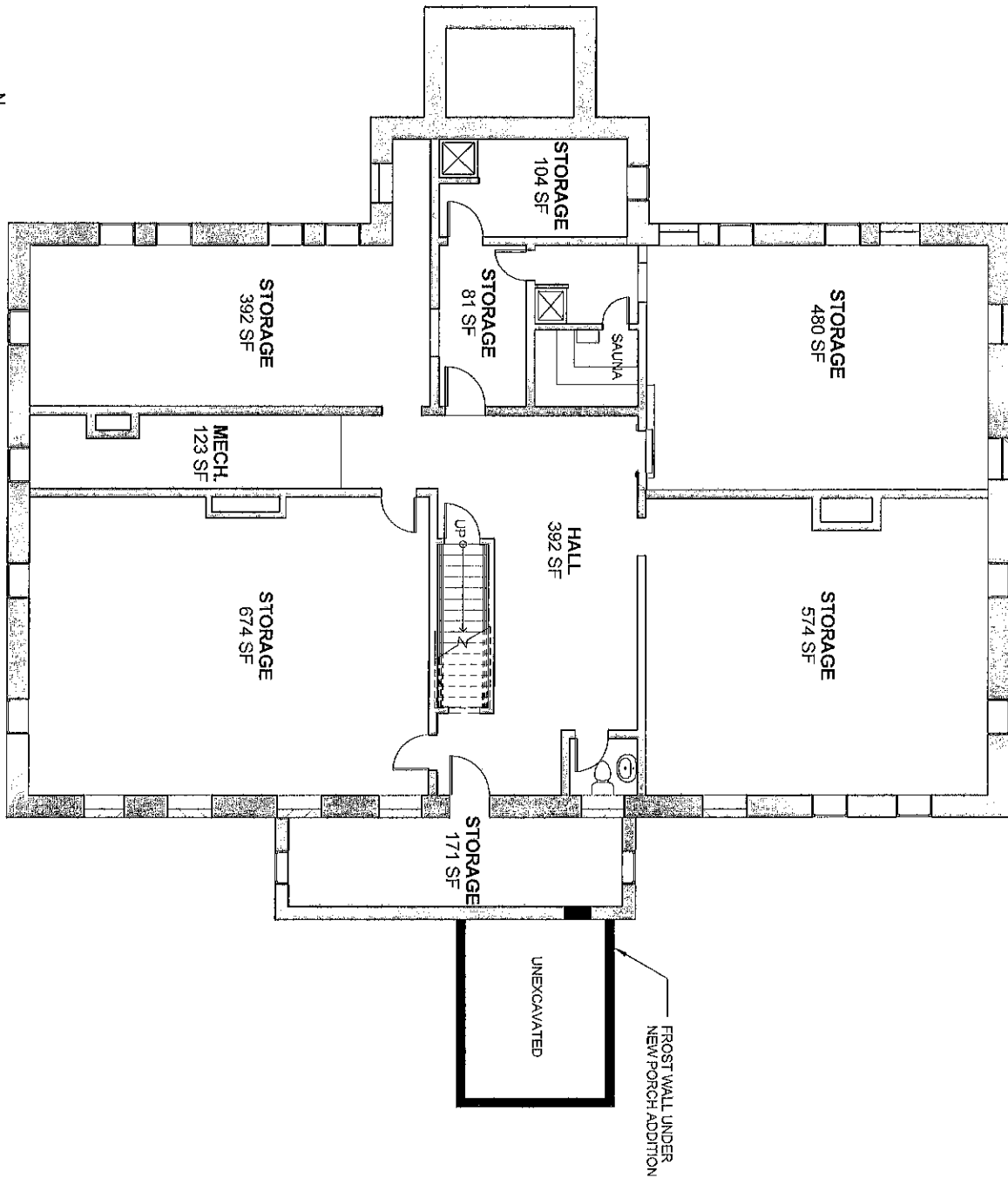


**A102**  
STANDARD

PROJECT  
**DRIFTLISS RECOVERY SERVICES**  
 1120 Caledonia St. La Crosse, WI  
 54601  
 DATE 3/31/2016 PROJECT No 1428  
 DRAWN BY JAK DRAWING TITLE  
 CHECKED BY MWS PROPOSED SECOND FLOOR PLAN

**riverARCHITECTS**  
 740 7th Street North La Crosse, WI 54601-3308 Tel 608 768-2217

BASEMENT - PROPOSED  
1/8" = 1'-0"

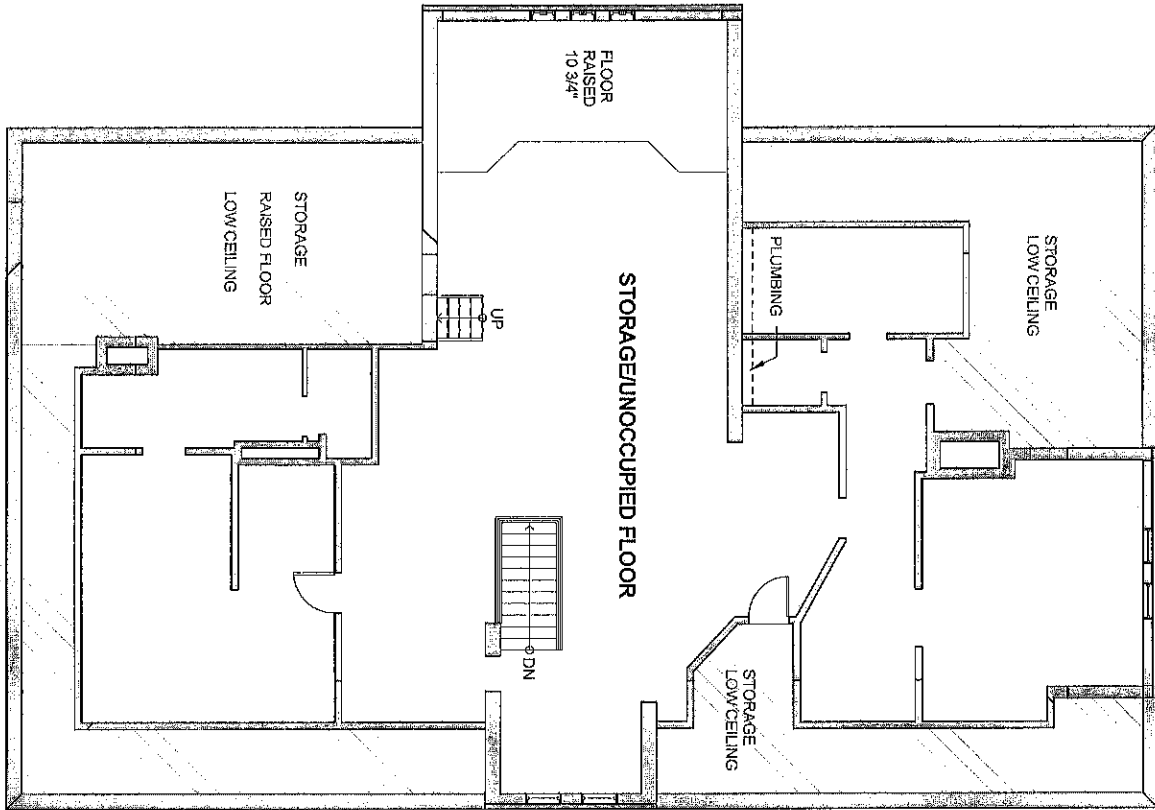


**A100**  
SHEET No.

PROJECT  
DRIFTLISS RECOVERY SERVICES  
1120 Caledonia St. La Crosse, WI  
54601  
DATE 3/31/2016 PROJECT No 1428  
DRAWN BY JAK DRAWING TITLE  
CHECKED BY MWS PROPOSED BASEMENT PLAN

**riverARCHITECTS**  
740 7th Street North La Crosse, WI 54601-3309 Tel 608 785-2217

THIRD FLOOR - PROPOSED  
1/8" = 1'-0"



**A103**  
SHEET No.


PROJECT  
**DRIFTLESS RECOVERY SERVICES**  
1120 Caledonia St. La Crosse, WI  
54601  
DATE 3/31/2016  
DRAWN BY JAK  
CHECKED BY JMS

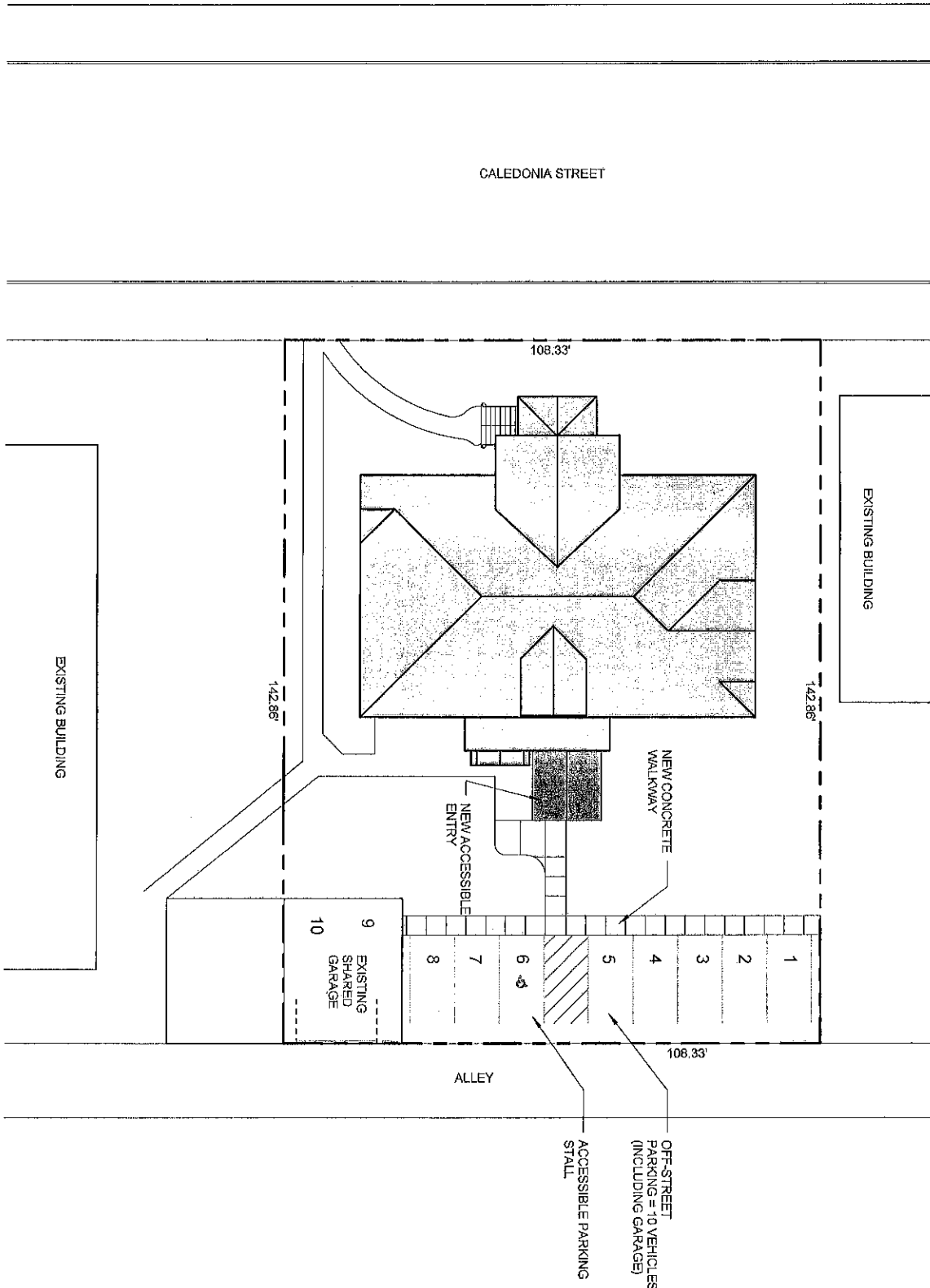
PROJECT No 1428  
DRAWING TITLE  
**PROPOSED THIRD FLOOR PLAN**

**riverARCHITECTS**  
740 7th Street North La Crosse, WI 54601-6308 Tel 608 785-2217



**EXHIBIT D**  
**PROPOSED SITE PLAN**

SITE PLAN - PROPOSED  
 1" = 20'-0"  




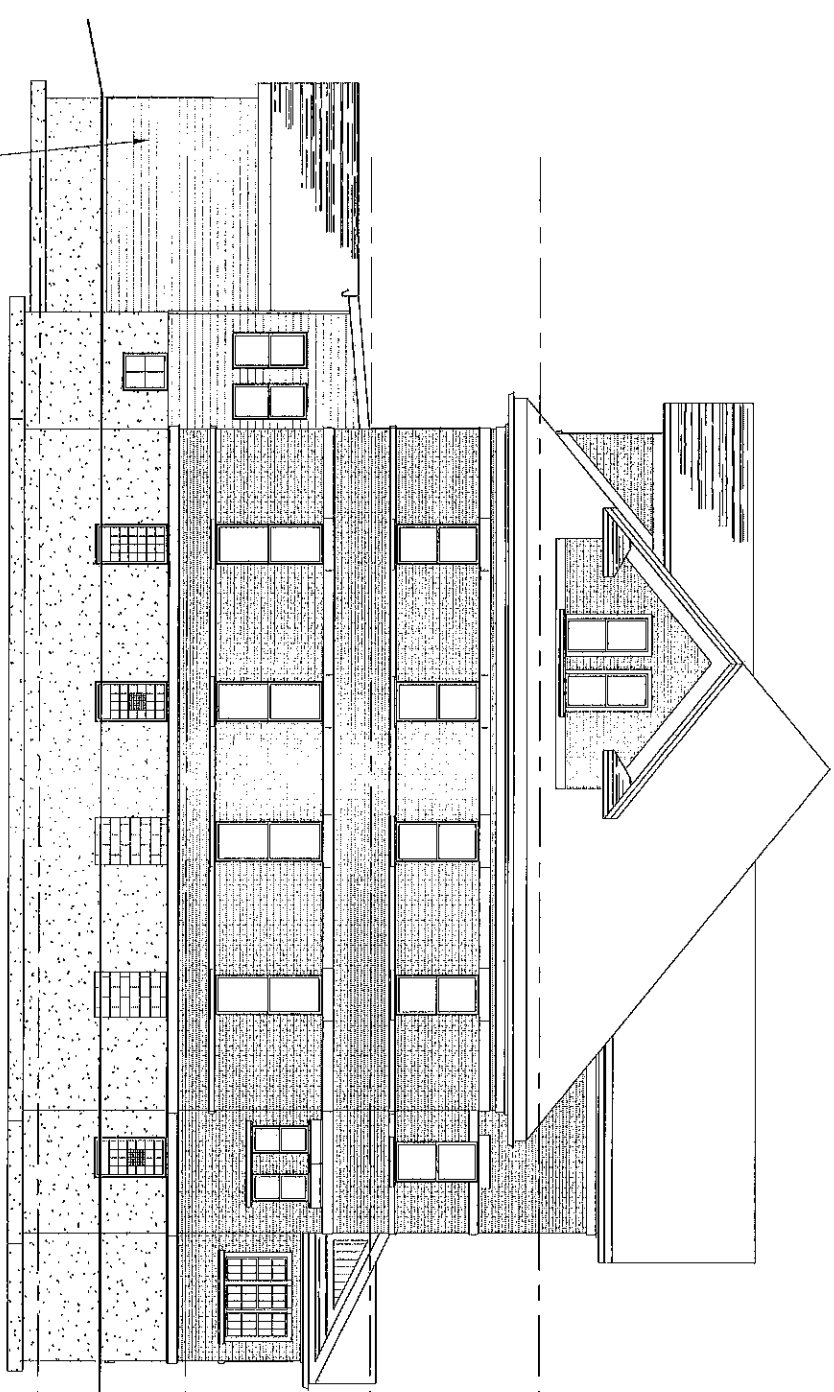
**C100**  
 SHEET NO.

PROJECT  
**DRIFTLESS RECOVERY SERVICES**  
 1120 Caledonia St. La Crosse, WI  
 54601  
 DATE 3/31/2016 PROJECT No 1428  
 DRAWN BY JAK DRAWING TITLE  
 CHECKED BY MWS PROPOSED SITE PLAN

**riverARCHITECTS**  
 740 7th Street North, La Crosse, WI 54601-6308 Tel 608 785-2217

NORTH ELEVATION - PROPOSED  
 1/8" = 1'-0"

NEW ACCESSIBLE  
 ENTRY



BASEMENT  
 90' - 4"

FIRST FLOOR  
 100' - 0"

SECOND FLOOR  
 112' - 2"

THIRD FLOOR  
 123' - 4"

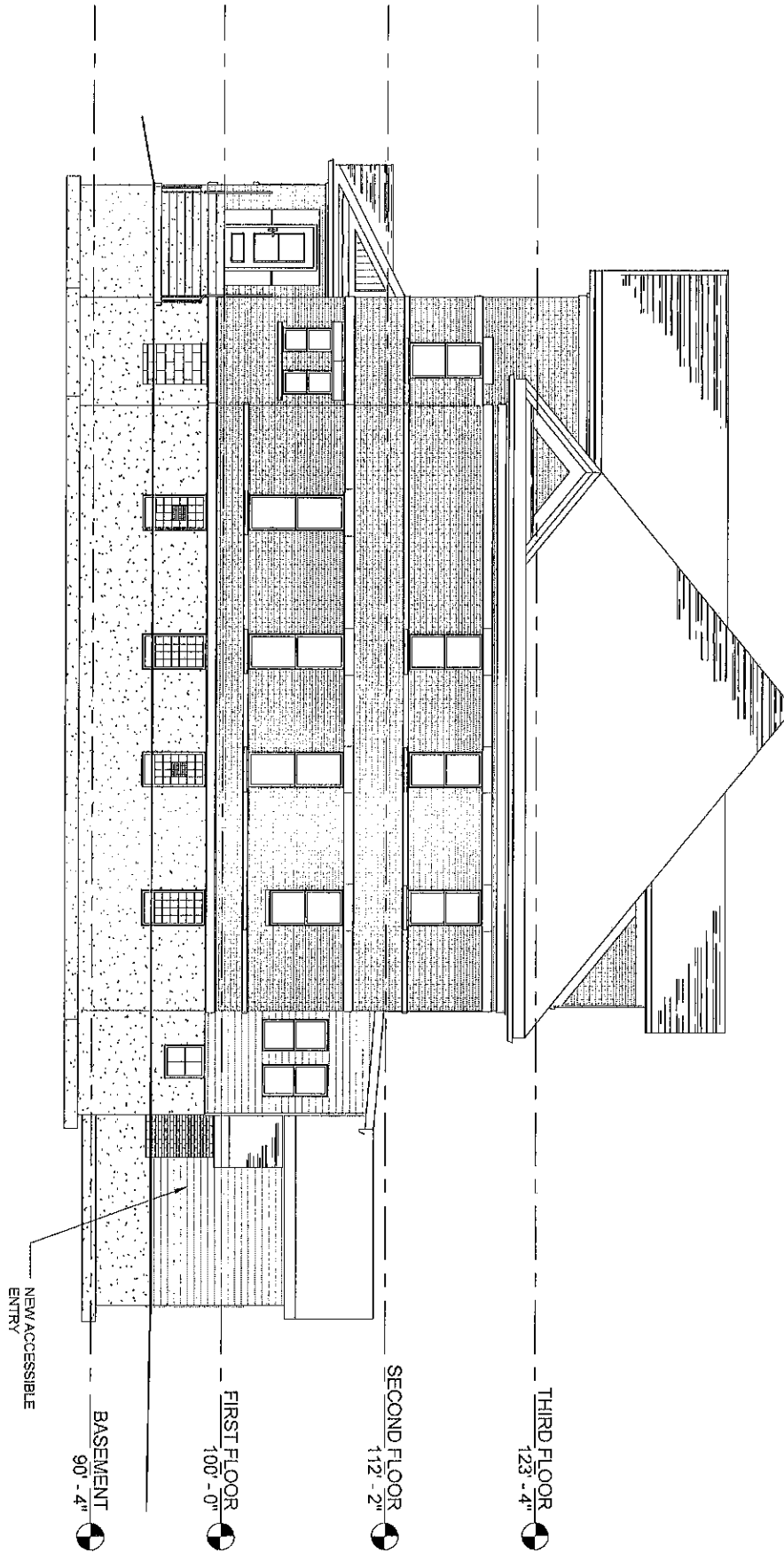
A200  
 SHEETS

PROJECT  
 DRIFTLISS RECOVERY SERVICES  
 1120 Caledonia St. La Crosse, WI  
 DATE 3/31/2016  
 DRAWN BY JAK  
 CHECKED BY MWS

PROJECT No 1428  
 DRAWING TITLE  
 NORTH ELEVATION - PROPOSED

*river*ARCHITECTS  
 740 7th Street North, La Crosse, WI 64601-3309 Tel 608 786-2217

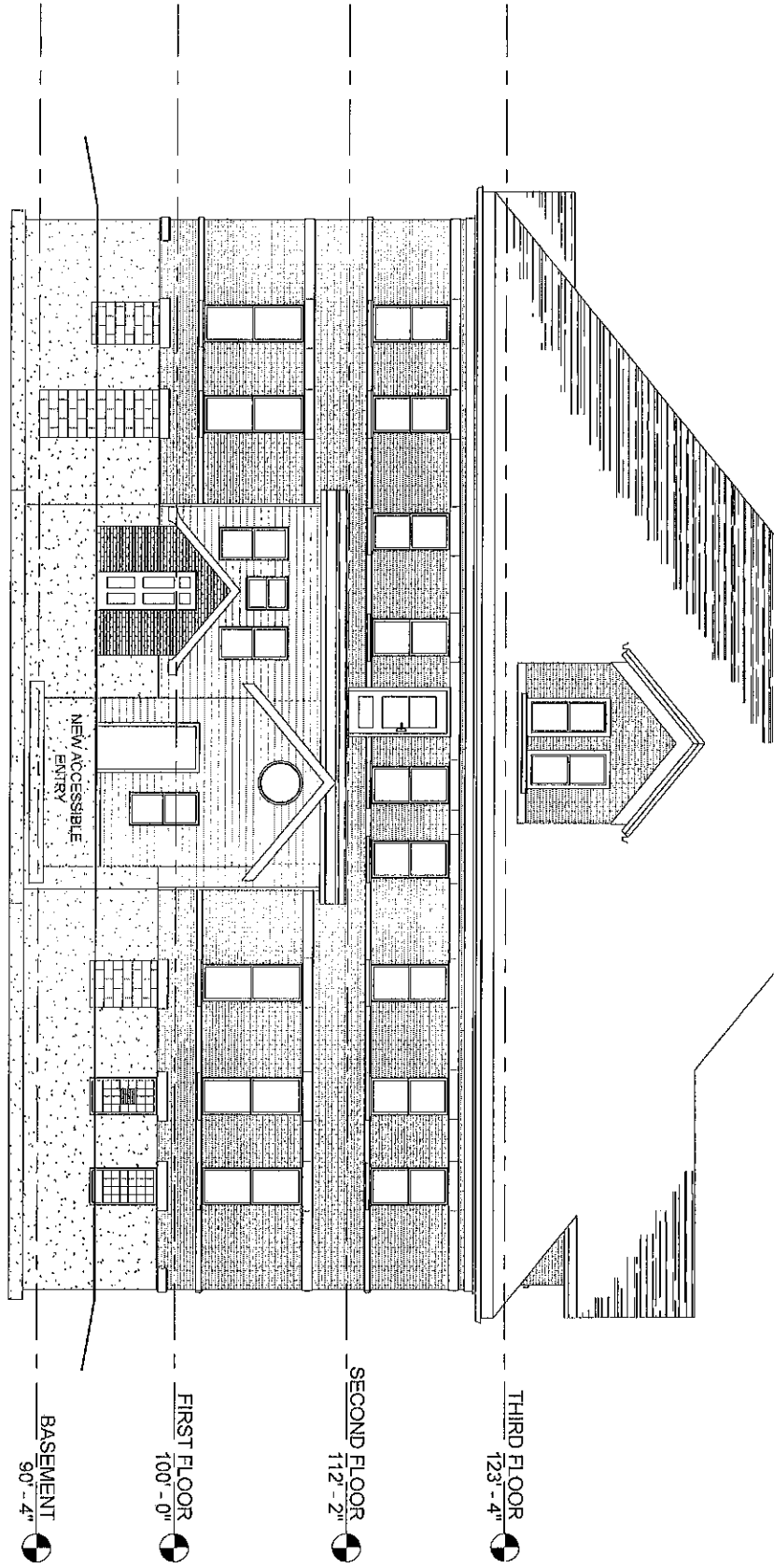
SOUTH ELEVATION - PROPOSED  
 1/8" = 1'-0"



**A201**  
 SHEET No.

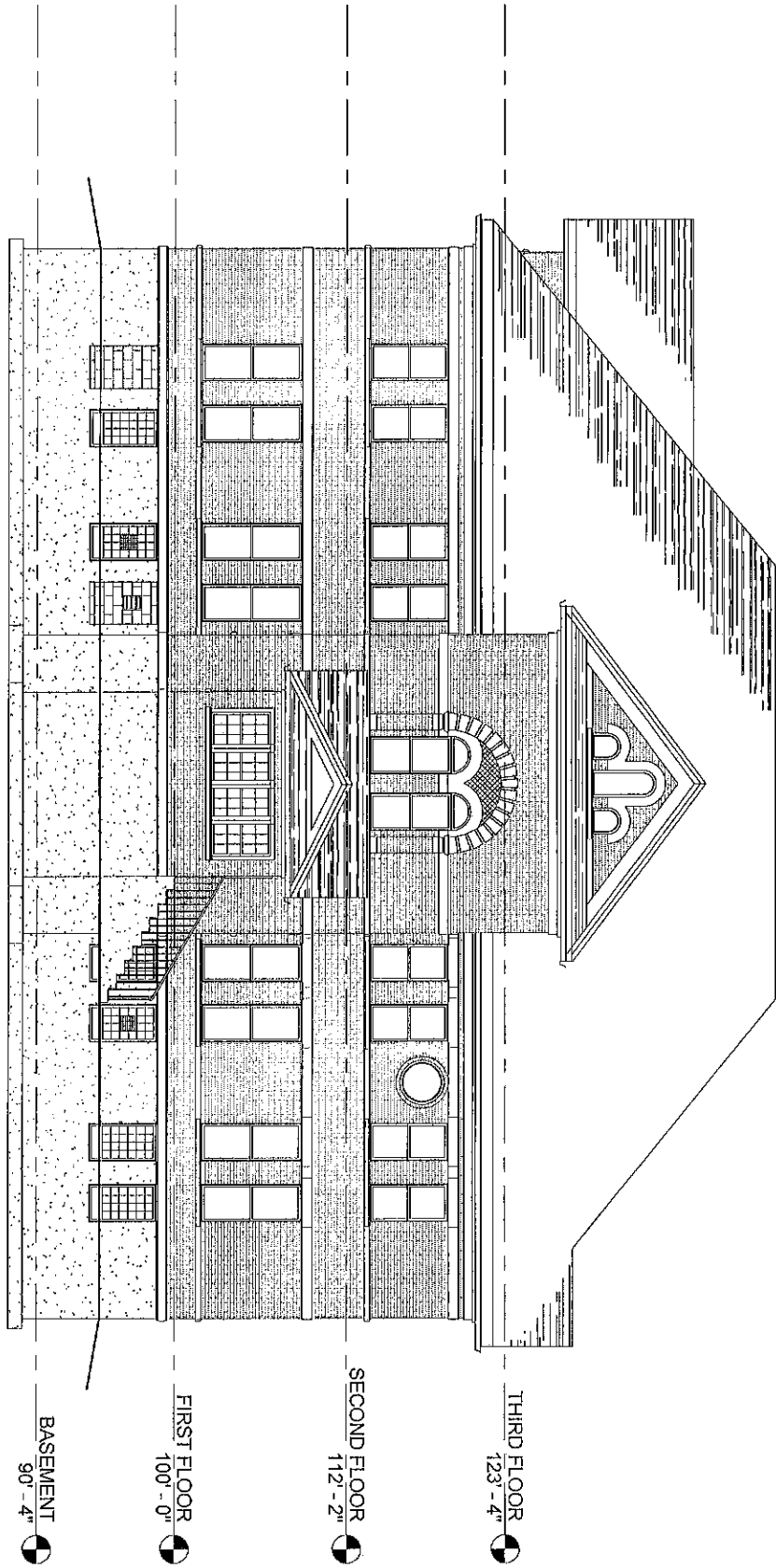
PROJECT  
**DRIFTLESS RECOVERY SERVICES**  
 1120 Caledonia St. La Crosse, WI  
 54601  
 DATE 02/31/2016 PROJECT No. 1428  
 DRAWN BY JAK DRAWING TITLE  
 CHECKED BY MMS SOUTH ELEVATION - PROPOSED

**river ARCHITECTS**  
 740 7th Street North, La Crosse, WI 54601-3500 Tel 608 785-2217



EAST ELEVATION - PROPOSED  
 1/8" = 1'-0"

<b>A202</b> <small>SHEET No.</small>	<b>PROJECT</b>		<b>riverARCHITECTS</b> <small>740 7th Street North La Crosse, WI 64601-3308 Tel 608 786-2217</small>
	DRIFTLESS RECOVERY SERVICES		
	1120 Caledonia St. La Crosse, WI		
	54601	<small>PROJECT No</small> 1426	
	<small>DATE</small> 3/31/2016	<small>DRAWING TITLE</small>	
	<small>DRAWN BY</small> JAK	<small>CHECKED BY</small> MMS	
<small>ORIGINATED BY</small> MMS		EAST ELEVATION - PROPOSED	



WEST ELEVATION - EXISTING  
 1/8" = 1'-0"

THIRD FLOOR  
 123'-4"

SECOND FLOOR  
 112'-2"

FIRST FLOOR  
 100'-0"

BASEMENT  
 90'-4"

PROJECT  
**DRIFTLESS RECOVERY SERVICES**  
 1120 Caledonia St. La Crosse, WI  
 54601

DATE 3/31/2016 PROJECT No 1428  
 DRAWN BY JAK DRAWING TITLE  
 CHECKED BY MWS WEST ELEVATION - EXISTING

CLIENT No  
**A203**

**riverARCHITECTS**  
 740 7th Street North La Crosse, WI 54601-3306 Tel 608 785-2217