

Emplify Health acknowledges and appreciates the Common Council's prior approval of the Conditional Use Permit at 1508, 1514, 1518, and 1524 9th St S, 819 Denton St, 1501, 1507, 1511, 1517, and 1523 8th St S, and 812 Tyler St for off street parking, referred to as "Orange Lot". Below is a Five-Year Redevelopment Plan and a Traffic Demand Management Assessment, which complete our obligations under the Amended Resolution approving the application of Gundersen Health System for a Conditional Use Permit, specifically regarding off-street parking. Moving forward, this parcel will continue to be utilized for surface parking. We remain committed to collaborating closely with the City of La Crosse in future decision making to continue thoughtful integration of our facilities with the surrounding properties.

Five-Year Redevelopment Plan

While health care is ever changing, we do not anticipate any major expansion of our footprint within the City of La Crosse in the next five years. Instead, we will continue prioritizing targeted internal building improvements that directly support patient care, modernize our existing facilities, and optimize the use of our current campus footprint. Any additional capital activity would be limited to small-scale infill projects, still under evaluation, that enhance operational efficiency without expanding our physical boundary. We also anticipate continued strategic investments in rural healthcare delivery, which may occur outside City boundaries and are designed to strengthen regional access, reinforce care continuity, and support the long-term sustainability of our broader service area.

Two major development projects are currently underway within the City of La Crosse and have been proactively communicated to city leadership. The first is the planned acquisition of the 333 N. Front Street building, which represents a key component of our long-range space strategy. High-level planning for this site includes relocating select administrative and non-clinical teams to create a modern, efficient office environment, while also evaluating opportunities for future clinical or patient-supportive functions. This relocation strategy is intentional, and mission aligned. Transitioning appropriate departments into downtown properties allows us to preserve and maximize core campus square footage for direct patient care, clinical growth, and the ongoing modernization of our main La Crosse medical campus. At the same time, increasing our daily staff presence in La Crosse's downtown contributes meaningfully to the vitality of the area. Additional foot traffic, regular use of local services, and a more active daytime population help support and strengthen downtown businesses, reinforcing our role as a committed community partner. The overarching objective remains clear: maintain and expand clinical capacity on the main hospital campus while deepening our integration within the broader La Crosse community to meet the long-term healthcare needs of the region.

Secondly, Emplify Health anticipates a housing project, Seventh Street Residences, to be developed on the vacant lot at Bennora Lee Court and 7th Street South. The land would be leased from Emplify Health to a developer to expand and improve affordable housing. The successful completion of the project is dependent on state and local funding sources but would demonstrate major impacts to the community and to the region including replacing the housing units currently located the aging Sagen and Christopherson buildings and providing a community

services facility. Should this project come to completion, additional development at the Sagen and Christopherson sites is anticipated. A future effort to redevelop the site of the Schumann housing facility is also anticipated, should those housing unit be transferred to 7th Street Residences in the future.

Traffic Demand Management Assessment

As part of our commitment to sustainable transportation, we currently offer 31 parking spots dedicated to rideshare vehicles, a program promoted to all staff that encourages carpooling and reduces single-occupancy vehicle trips. We also provide ample employee parking options and operate a shuttle service from more distant parking lots to the main campus to further support convenient and efficient access. To further support multimodal transportation, dedicated bike barns are positioned throughout the campus to accommodate and encourage bicycle commuting. These facilities are complemented by staff locker rooms and shower amenities, enabling employees to conveniently transition between commuting and work. Together, these investments advance our broader strategy to reduce traffic demand, enhance campus mobility, and promote sustainable, employee-centered transportation solutions. We recognize the importance of this assessment in identifying further opportunities to enhance transportation efficiency and support the community's mobility needs. The insights gained will guide future investments that strengthen multimodal connectivity, improve access for patients and staff, and align our campus transportation strategy with broader city and regional mobility goals.

We appreciate the designation of the Orange Lot as a permanent facility asset, as it plays a vital role in supporting patient access and overall campus operations. As a regional healthcare destination serving individuals from La Crosse and communities across a 100+ mile radius, our campus welcomes more than 8,000 people each day. Ensuring that patients, families, and staff have reliable and convenient parking is essential to delivering a seamless care experience and supporting the broader community we serve.

The availability of this surface parking also helps reduce parking pressure on surrounding neighborhoods, an issue previously raised by residents. To further support neighborhood well-being, we regularly remind staff to avoid parking in residential areas and offer a property tax reimbursement incentive for employees who purchase homes within the Powell–Poage–Hamilton (PPH) neighborhood. This program promotes local homeownership, strengthens neighborhood stability, and deepens our partnership with the community.

Collectively, these efforts reflect our commitment to balancing campus accessibility, neighborhood quality of life, and the transportation needs of a regional healthcare hub that serves thousands of local and regional residents every day.