

GUNDERSEN HEALTH SYSTEM®

August 28, 2015

Re: Request to Rezone Parcel #: 17-30080-150

Dear City of La Crosse Common Council:

Over the past twenty years, Gundersen has enthusiastically partnered with the City, Habitat for Humanity, La Crosse Promise, La Crosse School District, La Crosse Neighborhood Development Commission and several dedicated individuals on making improvements to our area. We believe that through collaboration we have made a positive impact with such projects as: The VIP Trail, building the Southside Neighborhood Center, Renovation of Poage Park, Revitalizing the Gund Brewery Lofts, expanding the Hamilton Early Learning Center programs, the development of the Joint Development Neighborhood Corporation (JDC) and significant ongoing investment into our La Crosse Campus.

To continue the positive improvements, Gundersen Health System is planning on constructing a hotel with attached dining establishment at the southeast corner of 7th Avenue South and South Avenue. This parcel is currently known as "orange lot" and is a parking lot for our patients and visitors. Through the development of the 2014 Joint Plan that was created by consultant Perkins+Will, the need for a dining and lodging facility was identified in the PPH Neighborhood. Gundersen Health System is now at a point to implement this goal through a partnership with a for-profit real estate developer, the City of La Crosse and the JDC.

Ideally, we would like construction to begin spring 2016, but we are conscious and respectful of all laws and regulations that must be followed to ensure a safe and successful project.

Sincerely,



Mark Platt
Senior Vice President

PETITION FOR CHANGE TO ZONING
CITY OF LA CROSSE

AMENDMENT OF ZONING DISTRICT BOUNDARIES

Petitioner (name and address):

Gundersen Clinic LTD - 1836 South Avenue, La Crosse, WI 54601

Owner of site (name and address):

Gundersen Health System

Address of subject premises:

Tax Parcel No.: 17-30080-150

Legal Description: Please see the attached legal description.

Zoning District Classification: PS – Public and Semi-Public

Proposed Zoning Classification: C2 – Limited Commercial District

Is the property located in a floodway/floodplain zoning district?

Yes No

Is the property/structure listed on the local register of historic places?

Yes No

CITY OF LA CROSSE, WI
General Billing - 129752 - 2015
002124-0007 Paula G. 09/02/2015 03:41PM
9564 - GUNDERSEN HEALTH SYSTEM

Payment Amount: 350.00

Is the Rezoning consistent with Future Land Use Map of the Comprehensive Plan? Yes No

Is the Rezoning consistent with the policies of the Comprehensive Plan? Yes No

Property is Presently Used For:

This parcel is currently utilized as a parking lot for Gundersen Health System patients and visitors. We refer to this parking lot as "Orange Parking lot".

Property is Proposed to be Used For:

Gundersen Health System proposes to use this parcel for a hotel with attached dining establishment and parking for hotel and restaurant patrons as well as hotel staff.

Proposed Rezoning is Necessary Because (Detailed Answer):

The current zoning of PS does not permit a hotel or dining establishment. To better serve our patients, our patients' families and the neighborhood, a lodging and dining facility at this location would enhance their La Crosse/Gundersen experience.

Proposed Rezoning will not be Detrimental to the Neighborhood or Public Welfare Because (Detailed Answer):

This project will be positive for the Powell-Poage-Hamilton Neighborhood and City of La Crosse. This type of project was identified in the "Joint Neighborhood Plan" as a recommend project (RD-04), Tax Incremental District # 14 as well as listed in the Development Agreement between Gundersen Health System and the City of La Crosse (Article II, Section 2.1 a). Besides being included in previous agreements and plans, this project will create jobs and an opportunity for Gundersen Health System patients, families and visitors to stay in the neighborhood and close to the medical facility. This project will be a higher use of the land, increasing the parcel's assessed value and property tax amount.

Proposed Rezoning will not be Detrimental to the City's Long Range Comprehensive Plan Goals, Objectives, Actions and Policies Because (Detailed Answer):

This project will not be detrimental to the City. This project is one of the goals of the TIF #14 District, Joint Neighborhood Plan and the Development Agreement between the City of La Crosse and Gundersen Health System. For this project/goal to materialize is a progressive and pivotal event for the City, the PPH Neighborhood and Gundersen Health System.

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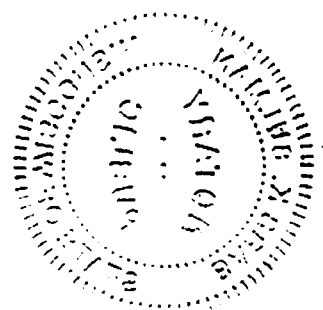
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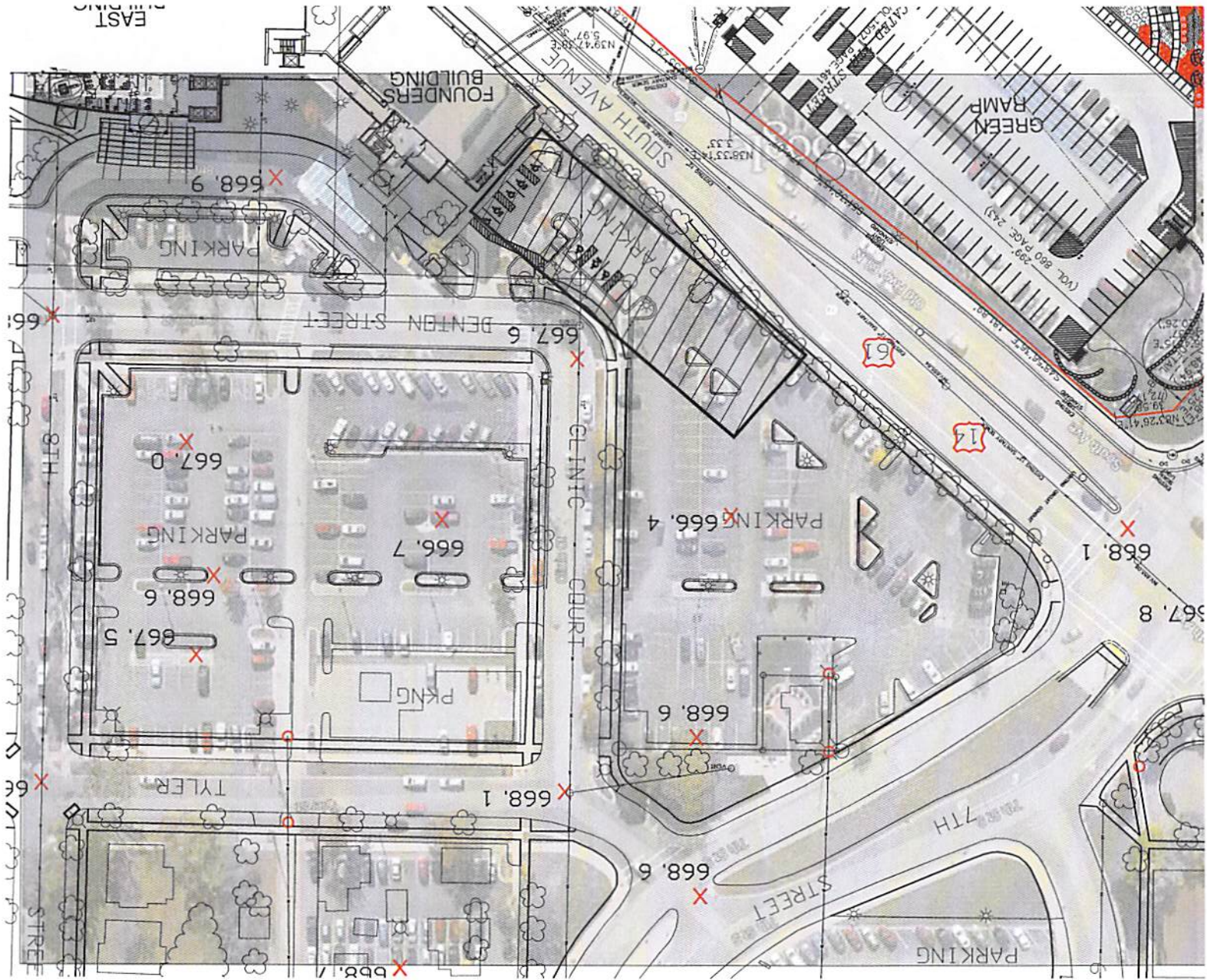
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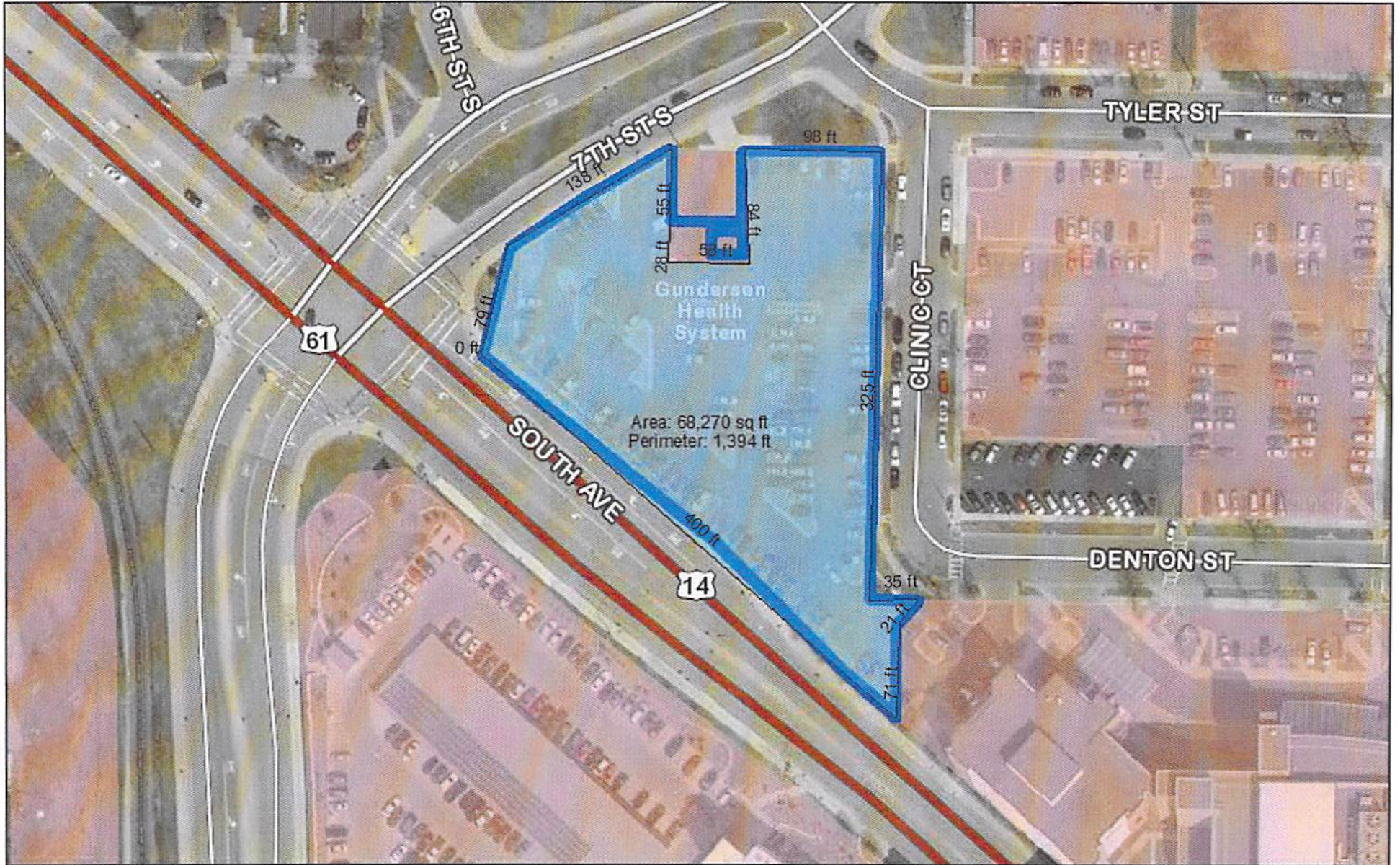
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Gundersen



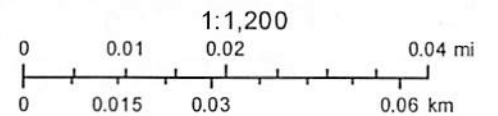
August 20, 2015

Interstate

US Highways - Hwy 14-61

US Highways - Hwy 53

IIS Highways - Hwy 61 Shield Only



PARCEL 17-30080-150 LEGAL:

SECOND PLAT B B HEALYS ADDN E 98.5FT LOT 1 & LOTS 2-10 BLOCK 6 EX PRT OF LOT 2 COM NW COR BLK 6 E 173.54FT S 58.3FT TO POB S 17.4FT E 22.73FT N 17.4FT W 22.73FT TO POB & EX PRT OF LOT 10 COM NW COR BLOCK 6 E 17.64FT S 2.9FT TO POB S 23.75FT E 18.2FT N 23.75FT W 18.2FT TO POB & ALL VAC ALLEY LYG BETWEEN SD LOTS EX E1/2 ADJ TO LOT 1 IN V1388 P535 & ALL OF BLOCK 11 BEING R/W VAC IN V1391 P948 & THAT PRT VAC DENTON ST ADJ ON S IN V1391 P942 & THAT PRT VAC 7TH ST IN V1391 P948 EX PRT TAKEN FOR R/W IN V1408 P576