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From: Michael J White MD <mjwhitederm@proton.me>
Sent: Monday, March 4, 2024 9:04 PM
To: ZZ Council Members
Cc: Kim Hawthorne; Hougom, Jean L
Subject: Proposed rezoning for Reach CEnter -- Support of County Medical Society

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Dear City Council,

I am writing to you on behalf the La Crosse County Medical Society (LCMS), as the President of that Society.

After discussing this proposed rezoning of property 212 11th St in La Crosse and the potential for increased service, our LCMS wishes to express strong support for the proposed rezoning.

To the best of our knowledge, the rezoning will not increase traffic in the area, nor increase noise or congestion or nuisance traffic. Prior to the Reach Center, the facility was a Franciscan Healthcare facility, which generated an equal or greater volume of traffic, for many years.

We consider the improvement in services offered by Reach Center to be essential to efforts to improve the health of the population of La Crosse. Dental services are limited in every community, especially for patients without employer-sponsored dental insurance. Poor dental care contributes to many chronic illnesses and causes significant suffering. This rezoning makes possible improved services for the population of La Crosse.

The proposed solar panels merely bring the building into better alignment with the energy goals of the city and the county.

The LCMS Board of Directors offers its strong support for this initiative. We believe it is crucial to support efforts to improve the health of our community.

Michael J. White, MD
President La Crosse County Medical Society

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