

FAIR + REASONABLE | PPH + GUNDERSEN

COMPROMISE

While I have certainly been – and remain – a leading opponent of Gundersen's proposal to demolish a block of PPH housing for a surface parking lot, I have always shown a willingness to work out our disagreements and come to a compromise that achieves the most important goals of all involved.

Yes, I still believe outright denial of Gundersen's request for a CUP for demolishing the block in question is justified, just as I am sure Gundersen still believes support for their request for a CUP is also justified. However, as we are neighbors with a shared future, and a history of working out our differences to achieve shared prosperity, I believe it is in both of our best interests to work out a compromise that everyone can live with, where no one gets everything, but everyone gets a lot, and where the plan we both spent considerable time, energy, and resources on is preserved.

I am submitting this draft compromise on no one's behalf other than my own. We have not been granted enough time to get neighborhood support for any proposals. But I have never been someone who is simply "against" things... I have always sought to offer viable alternatives to the things I cannot support. So I have made my honest and sincere attempt to offer a fair and reasonable compromise to resolve this issue.

I believe this is a compromise that represent a Win-Win for PPH and Gundersen, and I believe it is one that would be supported by most – if not all – of those who have expressed opposition to Gundersen's initial request.

I hope this will be carefully considered.

Sincerely,
Andrew Londre

Who would get what out of this compromise?

Gundersen Gets:

- A temporary parking lot to be used by patients, justified by parking lost to the Gundersen Hotel and Suites in addition to a more cost effective temporary solution.
- Less controversy for their next major project, the second phase of their medical residence project.
- Neighborhood support rather than neighborhood anger.

Neighborhood Gets:

- Assurance that the temporary parking lot will be developed within five years.
- Assurance that Gundersen has used all surface parking spaces north of south Avenue (in PPH) for patient parking before constructing new surface parking lots.
- Assurance that negative impacts to the neighborhood are minimized to the greatest extent possible.
- Attractive greenspace where possible
- Improved aesthetics of existing surface parking lots
- Assurance that the PPH-Gundersen Plan is a meaningful document
- Restored relationships with Gundersen

Consistent with PPH-Gundersen Joint Neighborhood Campus Plan? Yes

Assurance that Gundersen has used all surface parking spaces north of South Avenue (in PPH) for patient parking before constructing new surface parking lots

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improvements that increase ease of vehicular

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Provides assurance and neighborhood stability PPHs will not lose its fundamental character

COMPROMISE

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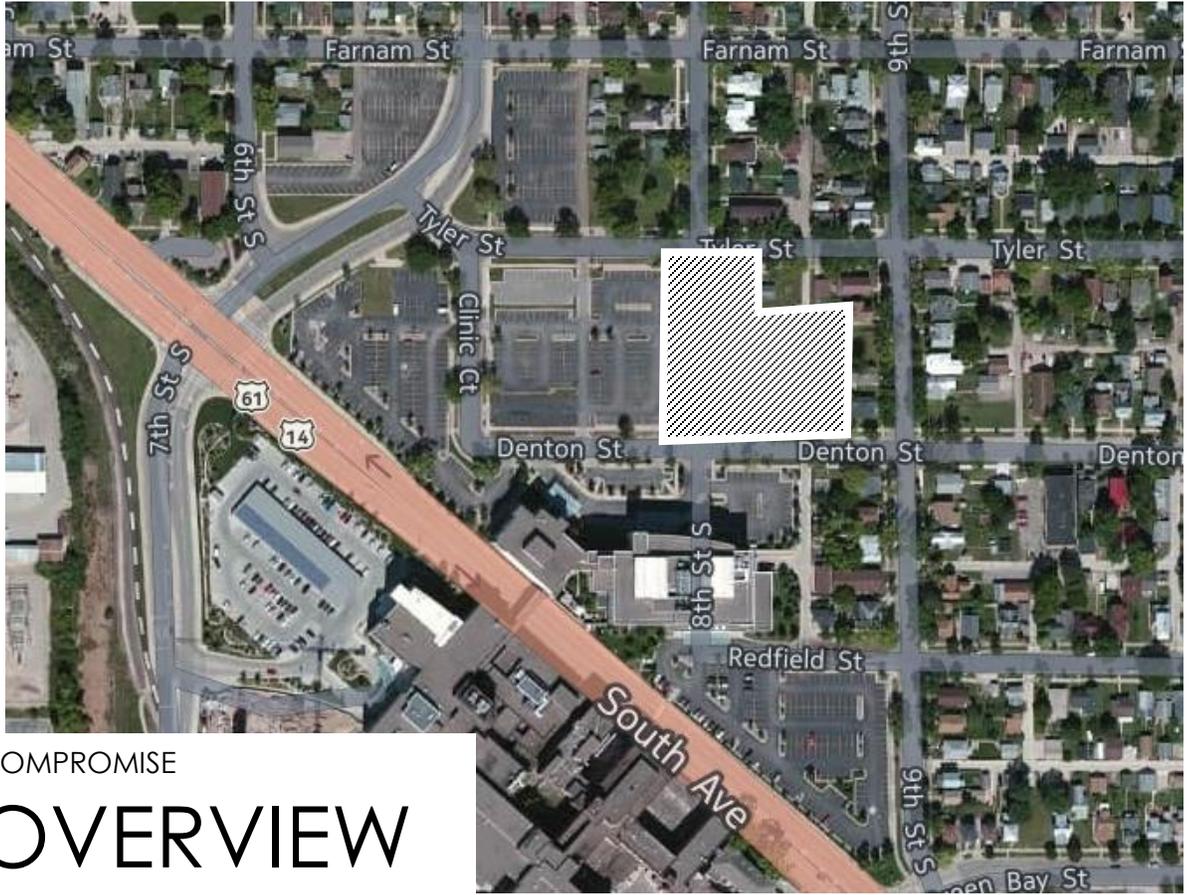
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COMPROMISE



COMPROMISE

OVERVIEW

- ✓ City Council should *approve* Gundersen Health System’s application for a Conditional Use Permit at 1501, 1507, 1511 and 1517 8th St. S., for use as a *temporary parking lot* that must be redeveloped within five years following TND standards as recommended by PPH-Gundersen Plan, AND
- ✓ 1508, 1518 and 1524 9th St. S., 817 and 819 Denton St. structures shall be demolished for redevelopment into the Gundersen’s second phase of medical residence housing in 2016, following the low-density recommended by PPH-Gundersen Plan, AND
- ✓ The J Lot, south of the East Building, is currently used both for plastic surgery patients and physicians, Gundersen must make J Lot patient parking only, AND
- ✓ The number of temporary parking spots on the new *temporary parking lot* shall be calculated using the following formula (# of parking spots lost to hotel - # of physician spots in J Lot = # of spaces reasonably allowed on the *temporary parking lot*), AND
- ✓ If there is extra space at 1501, 1507, 1511 and 1517 8th St. S., after that calculation is made, that space shall be maintained as well-landscaped greenspace until that area is eventually redeveloped, AND
- ✓ Gundersen must agree that 9th Street be preserved as low-medium density housing and never surface parking to preserve neighborhood character, also consistent with PPH-Gundersen Plan, AND
- ✓ Gundersen must hire an outside transportation planning firm to develop a traffic management plan to examine current usage of existing parking facilities and examine alternatives to better manage commuter and patient parking, AND
- ✓ Gundersen must add decorative fencing and landscape buffers on the following parking lot edges: North+South+West of Lot B AND North of Yellow Lot AND North of *temporary lot* AND East of Lot J, consistent with recommendations in PPH-Gundersen Plan, AND
- ✓ City will pay for a feasibility study of a patient parking ramp within PPH portion of Gundersen Campus.

The pages that follow offer more reasoning for the compromise components I am suggesting.

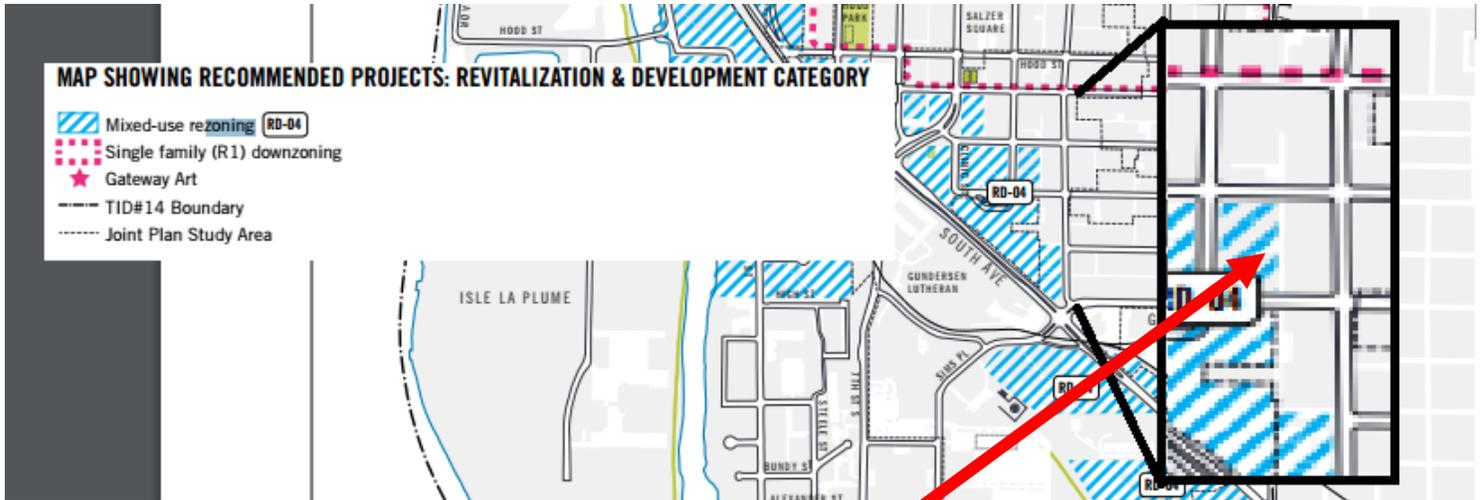
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Gundersen Gets: A temporary parking lot to be used by patients, justified by parking lost to the Gundersen Hotel and Suites.

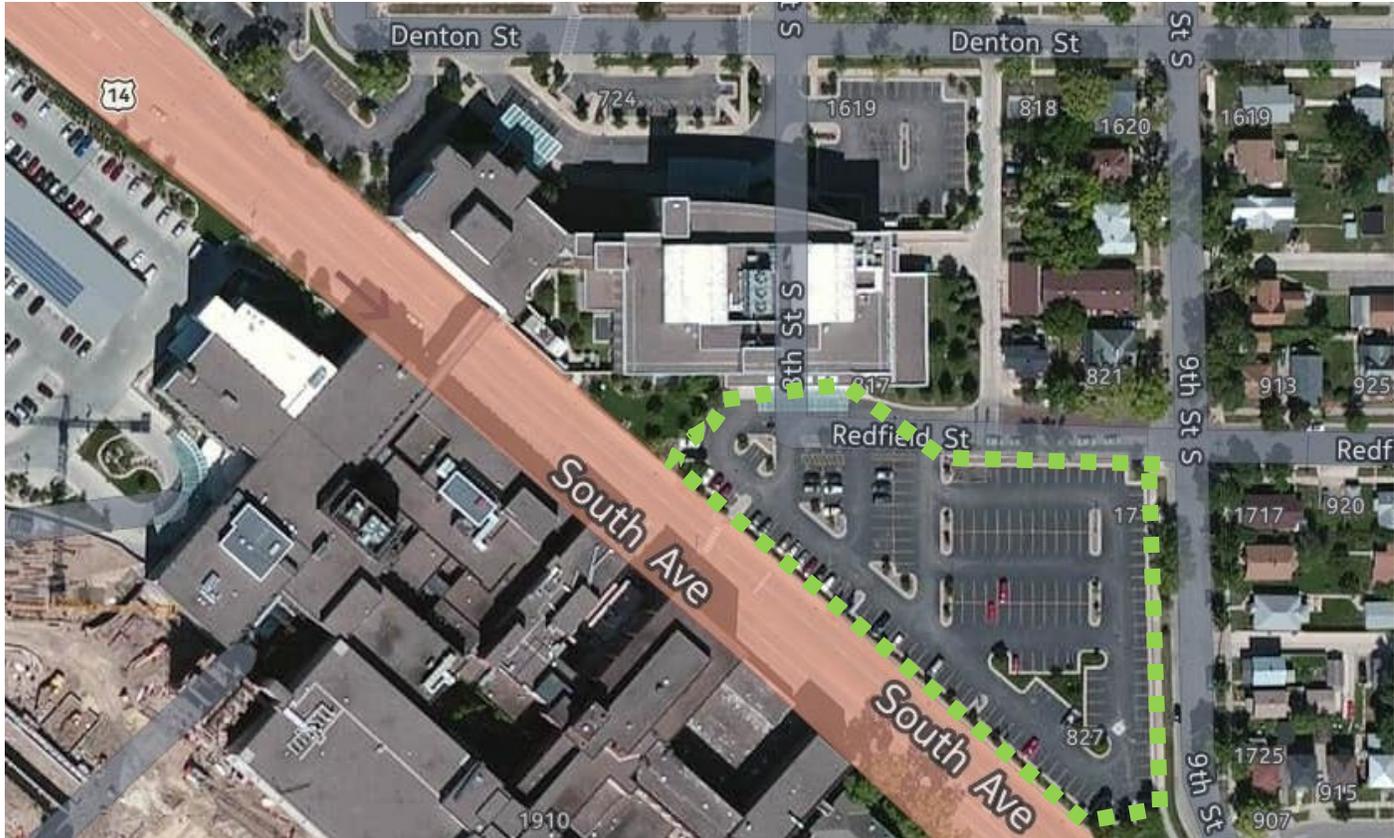
Neighborhood Gets: Assurance that the property will be redeveloped within five years.

Consistent with PPH-Gundersen Joint Neighborhood Campus Plan? Yes, if it has a binding redevelopment agreement attached.



THIS IS THE BLOCK BEING DISCUSSED. RECOMMENDED ZONING ACCORDING TO PLAN WAS TND ON 8TH STREET SIDE AND SINGLE FAMILY R-1 ON THE 9TH STREET SIDE

The J Lot, south of the East Building, is currently used both for plastic surgery patients and physicians, Gundersen shall make J Lot patient parking only



Gundersen Gets: A more cost effective temporary parking solution lot to be used by patients, justified by parking lost to the Gundersen Hotel and Suites. While it is unlikely that it will replace all parking lost due to the Gundersen Hotel and Suites, it could provide at least a partial solution.

Neighborhood Gets: Assurance that Gundersen has used all surface parking spaces north of South Avenue (in PPH) for patient parking before constructing new surface parking lots

Consistent with PPH-Gundersen Joint Neighborhood Campus Plan? Yes

Important Note: Gundersen Health System has previously stated that the J Lot is not a viable option for offering a temporary parking solution for patients. They have reasoned that the entrance is not designed for patients and could not be considered to be a patient lot. However, it already is, in part, a patient lot. Physicians use the majority of the J Lot but plastic surgery patients have a small number of parking stalls too and the entrance itself is already being used by patients and has been specifically designed for patient use. Demonstrating that the J Lot is a reasonable option to be included in a temporary parking solution for parking lost to the Gundersen Hotel and Suites.

Patients entering the East Building from the J Lot will see an elevator upon entering. That elevator will take to the 5th floor. Unless they are there for plastic surgery, they will have to walk down a short hallway, then down another elevator to the appropriate floor. This inconvenience could conceivably be managed by signage and hospitable staff. While not an ideal solution, it should be considered.

Another more simple option would be to have a shuttle that would take people from the East Building's Southern entrance off the J Lot through the alley which could be improved, and around to the front door of the East Building if that would be easier.

The number of temporary parking spots on the new *temporary parking lot* shall be calculated using the following formula (# of parking spots lost to hotel - # of physician spots in J Lot = # of spaces reasonably allowed on the *temporary parking lot*)



Gundersen Gets: A more cost effective temporary parking solution lot to be used by patients, justified by parking lost to the Gundersen Hotel and Suites.

Neighborhood Gets: Assurance that Gundersen has used all surface parking spaces north of South Avenue (in PPH) for patient parking before constructing new surface parking lots

Consistent with PPH-Gundersen Joint Neighborhood Campus Plan? Yes

If there is extra space at 1501, 1507, 1511 and 1517 8th St. S., after that calculation is made, that space shall be maintained as well-landscaped greenspace until that area is eventually redeveloped, AND

Gundersen Gets: A temporary parking lot to be used by patients, justified by parking lost to the Gundersen Hotel and Suites.

Neighborhood Gets: Assurance that no more new asphalt will be added to the neighborhood than is truly necessary and that any space left over will be an attractive green space that will add to the livability of the neighborhood in the short term time between now and when the site is eventually redeveloped. Minimizing surface parking was a major theme in the PPH-Gund Plan. See below.

Consistent with PPH-Gundersen Joint Neighborhood Campus Plan? Yes

ACCESS Locate front entrance on a principal street

Activate the public realm with multiple entry points on the ground floor

PARKING & SERVICE Locate surface parking lots in the rear or interior side of the building

Locate parking access to a secondary street or alley to minimize sidewalk interruption

Locate service area on secondary street, or alley and shield view of such areas from bypassers

Promote design that respects the pedestrian scale of surrounding historic neighborhoods

Consider integrating retail into the ground floor(s) of a multi-family residential development to reduce parking footprint through shared parking

DESIGN & LANDSCAPE Provide appropriate transition between low, medium and high intensity uses

and active ground floor uses

- Reduce impact of parking on the public realm by using alleys for access and concealing ramps with liner buildings, among other strategies.

STRATEGY 2. Reduce Gaps in Development

Research shows that high-crime neighborhoods are more likely to have greater gaps in development—major thoroughfares as boundaries, blocks with high percentage of commercial use, and unregulated parking lots—than lower crime neighborhoods. South Avenue, which presents all of these conditions, should be considered a primary target for physical changes that may lead to reduced crime in the Powell-Hood-Hamilton neighborhood.

Strategies to reduce permeability include:

- Create a consistent edge along South Ave
- Preserve structure of small neighborhood streets along South Avenue*
- Use landscape buffers to shield view of surface parking lots from South Avenue
- Develop vacant or underutilized blocks
- Promote mixed-use development with a residential component
- Avoid large-scale, open surface lots
- Evaluate potential impact of new development on neighborhood safety and security, advocating for inclusion of elements and programs that deter criminals
- Require the inclusion of Health Impact Assessments (HIA) as part of the decision-making process on transportation improvements that increase ease of vehicular

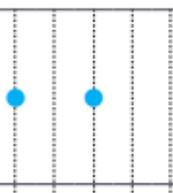
COMMERCIAL, OFFICE

Commercial buildings can contribute greatly to the walkability and vibrancy of a neighborhood when built in ways that support the pedestrian environment. Office buildings, in particular, can help support retail options such as restaurants by bringing a steady flow of employees and visitors to the area during the daytime. Where transit options are limited, decisions made on the location and design of parking become critical determinants of whether, and to what extent the development can support a walkable environment.

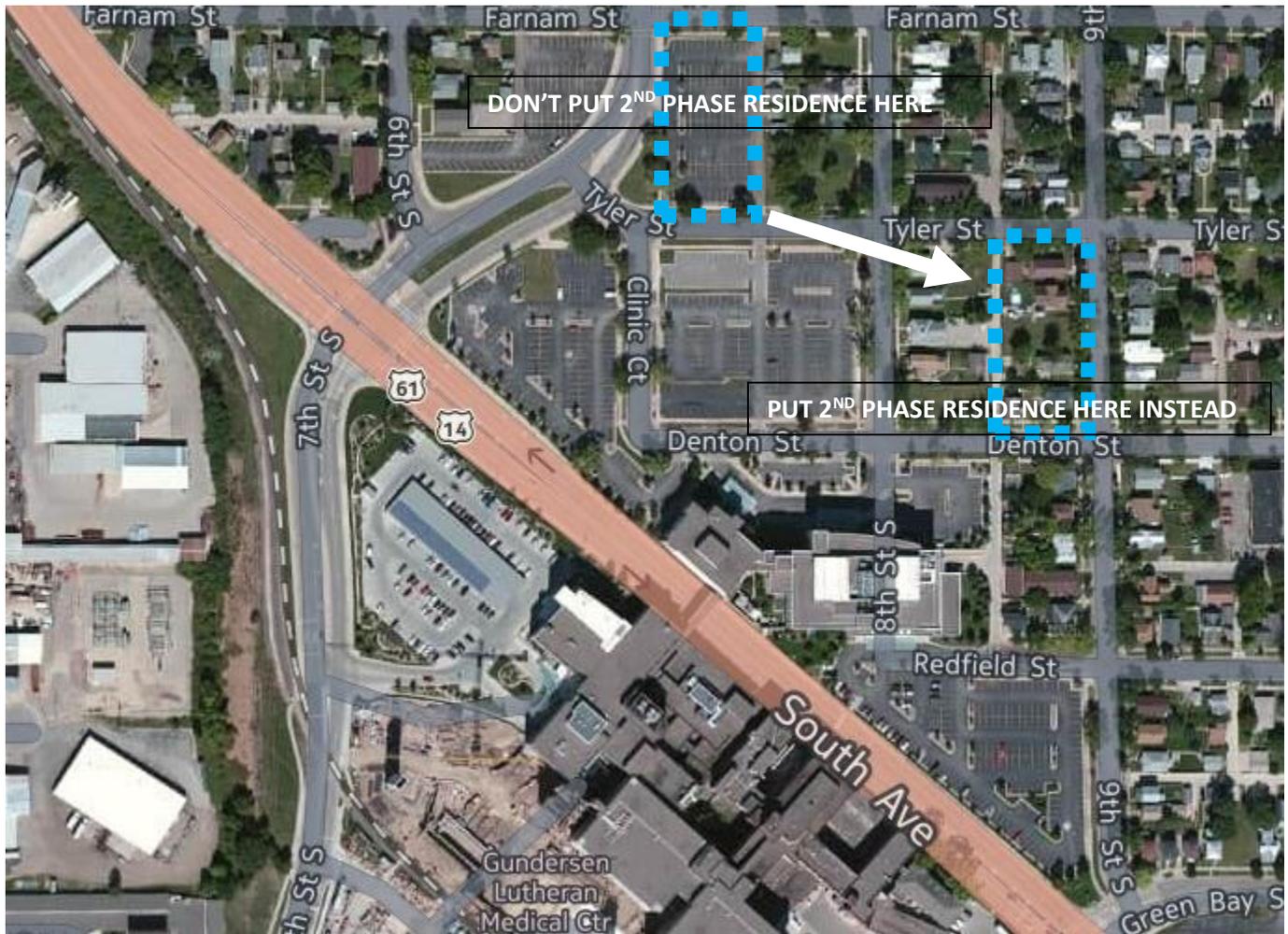
As urban neighborhoods are revitalized throughout the country, the neighborhood “corner store” is making a come back. Supermarkets are moving into cities with smaller format stores to cater to walk-in customers. These trends in retail enable the construction of pedestrian-friendly stores that mitigate the visual impact of parking through good design.

- Protects the single-family nature of the core neighborhood areas
- Promotes home ownership and neighborhood stability
- Provides assurance to current and future residents that PPH will not lose its fundamental character

Downzoning



1508, 1518 and 1524 9th St. S., 817 and 819 Denton St. structures shall be demolished for redevelopment into the Gundersen's second phase of medical residence housing in 2016, following the low-density recommended by PPH-Gundersen Plan



Gundersen Gets: A site for the second phase of the medical residence housing. A reason to demolish dilapidated housing from the neighborhood. Maintained property ownership. Neighborhood support. Keeps B Lot for employees for the time being.

Neighborhood Gets: Better quality low density housing that will act as a buffer between the low density traditional character of the neighborhood.

Consistent with PPH-Gundersen Joint Neighborhood Campus Plan? Yes

Important Note: By not placing the second phase of the medical residence housing on the B Lot which is currently being used by employee parking, there is no reason for surface parking in the interior of the PPH Neighborhood on 9th Street.

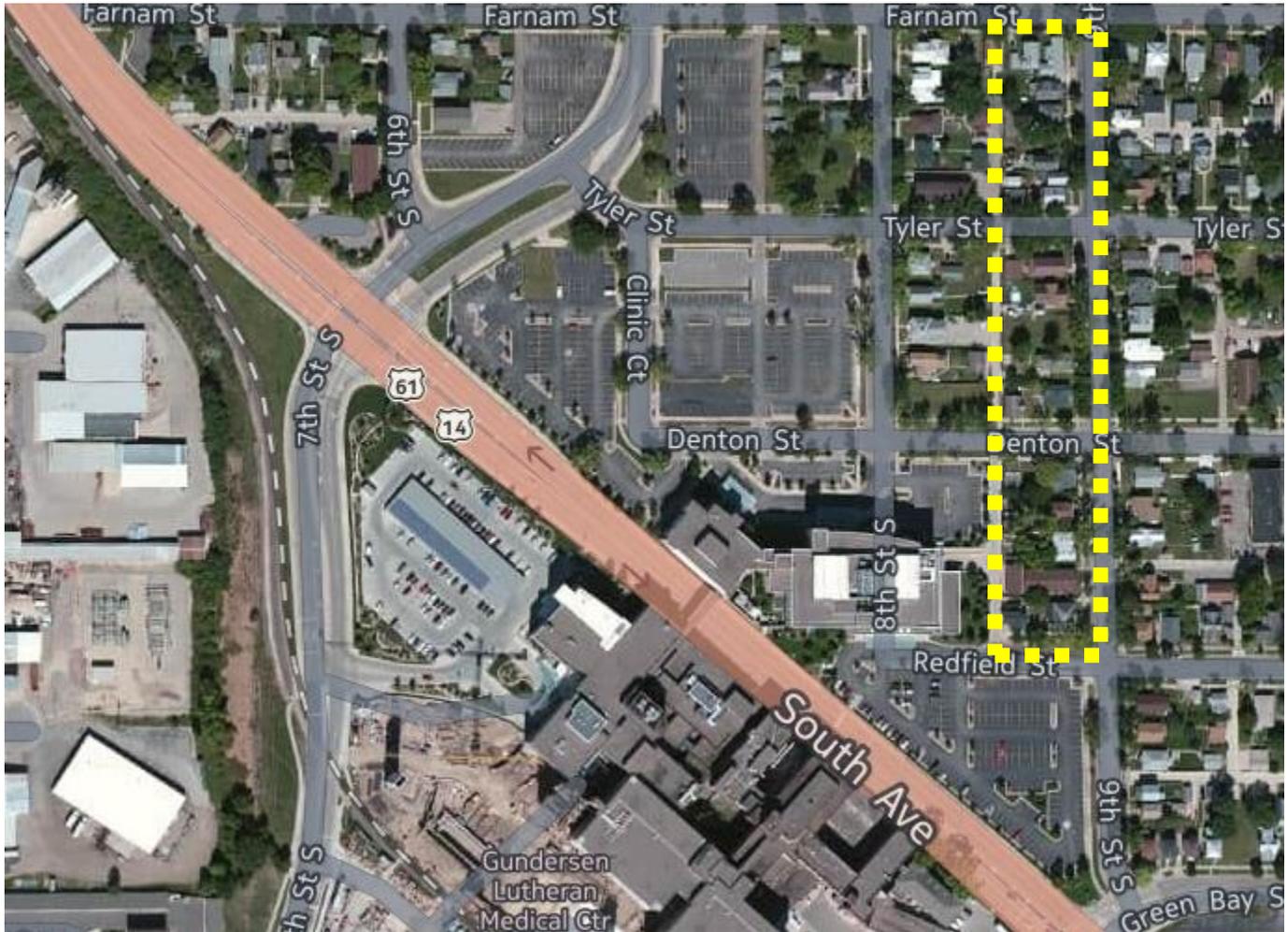
It is important to remember that the Hotel and the 2nd Phase of Medical Residence Housing are two separate projects. The Hotel is certainly happening, however, the 2nd Phase of Medical Residence Housing is not finalized and therefore should not be considered in the equation to figure how many parking spaces should be built on this city block. If anything, it should be considered only after the parking is lost (when an agreement is signed.)

Gundersen must agree that 9th Street be preserved as low-medium density housing and never surface parking to preserve neighborhood character, also consistent with PPH-Gundersen Plan, AND

Gundersen Gets: A site for the second phase of the medical residence housing. A reason to demolish dilapidated housing from the neighborhood. Maintained property ownership. Neighborhood support.

Neighborhood Gets: Better quality low density housing that will act as a buffer between the low density traditional character of the neighborhood as stated should be the goal in PPH-Gundersen Plan.

Consistent with PPH-Gundersen Joint Neighborhood Campus Plan? Yes



PAGE 61 PPH-GUND PLAN

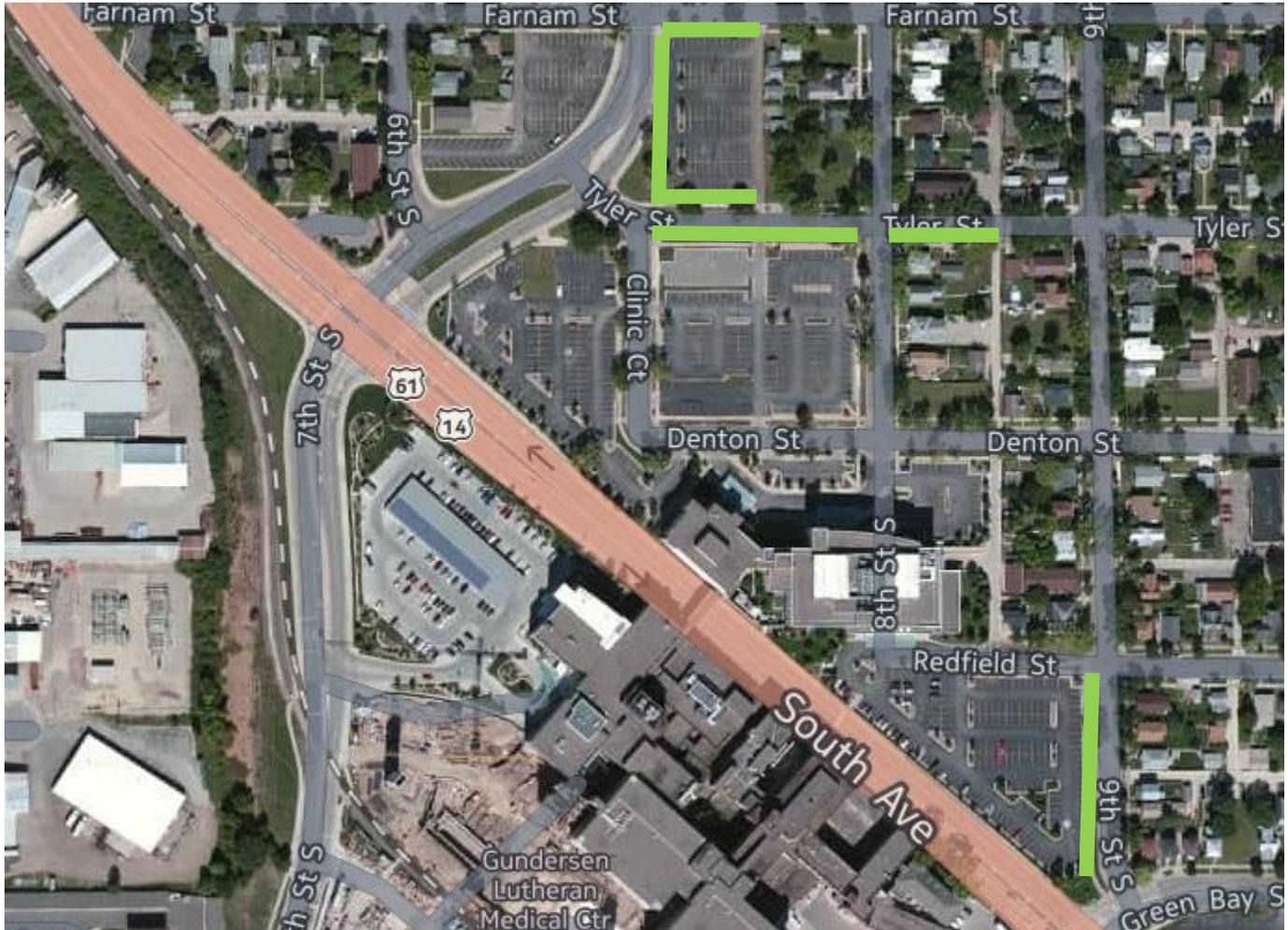


Gundersen must add decorative fencing and landscape buffers on the following parking lot edges: North+South+West of Lot B AND North of Yellow Lot AND North of temporary lot AND East of Lot J, consistent with recommendations in PPH-Gundersen Plan

Gundersen Gets: A more attractive campus.

Neighborhood Gets: A more attractive neighborhood.

Consistent with PPH-Gundersen Joint Neighborhood Campus Plan? Yes



PAGE 46 of PPH-GUNDERSEN PLAN:

IMPROVE DISTRESSED AREAS	Responsible Party
Advocate for improvements on South Avenue to increase safety of bikes and pedestrians	City of La Crosse, NRC, PHHNA, Gundersen Lutheran
Plant landscape buffers at edges of surface parking lots	City of La Crosse, NRC, PHHNA, Gundersen Lutheran
Create a system for cataloging visible code violations to share with city inspectors	City of La Crosse, NRC, PHHNA & Residents
Develop a home improvement grant program	Community Development Corporation, (CDC) Joint Development Corporation (JDC)

City will pay for a feasibility study of a patient parking ramp within PPH portion of Gundersen Campus.

Gundersen Gets: Evidence of whether or not a parking ramp is feasible in PPH and if so, what would financing look like and what options are there for a neighborhood sensitive design?

Neighborhood Gets: Less demand for existing surface parking, opening up those areas for redevelopment.

Consistent with PPH-Gundersen Joint Neighborhood Campus Plan? Yes

Important Note: Gundersen wants this + Angela Manke+Dan Manke+Andrew Londre + likely others share a common interest in seeing a well-designed parking ramp built north of South Avenue