

Gundersen Lutheran Medical Center and Gorman & Company, Inc.

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ENVIRONMENTAL STEWARDSHIP

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Headquartered in La Crosse, **Gundersen Lutheran** is a comprehensive healthcare network including one of the nation's largest multi-specialty group medical practices, with regional community clinics, hospitals, nursing homes and home care. Their rich history of exceptional health care services dates back to 1902. **Gorman & Company** was founded in 1984 with a mission of creating high-quality housing opportunities for a variety of income levels, and is a recognized leader in urban infill housing. Their offices in Oregon, Wisconsin are located in a renovated red brick school originally built in 1922.

The adaptive reuse of the former Gund Brewery in La Crosse, the result of a partnership between Madison-based developer Gorman & Company and Gundersen Lutheran Medical Center, offers medical center employees high quality, affordable housing close to work. This innovative new housing option eliminates the commute for at least 13 medical center employees who live at the lofts.

Gundersen Lutheran provided the land and the 58,000 square-foot building for the project, which was donated to them by the Sara Lee Corporation in 2003. The original structure, first built in 1903 as the Gund Brewery bottling house, was converted into 41 spacious loft apartments. A new addition holds another 45 units. Maintaining its rich brewing heritage, the development features brewery artifacts, exposed brick walls and a rich mix of amenities, including a movie theater, community room, exercise studio, shared patio and grill, and business center.

It can be said that finding a new use for an otherwise vacant building is the ultimate in recycling, and Gorman & Company, to the greatest extent possible, utilized existing infrastructure, walls, concrete, and other materials in the rehabilitation process. In the old part of the building, as much original brick as possible was saved and repaired. An old loading dock is now a patio for common use by residents. In addition, the reuse of the historic brewery building diverted a significant amount of waste from the landfill, and helped the community retain a strong piece of the city's history.

Other efficient features of the Historic Gund Brewery Lofts project include solar hot water, low-e windows, recycled rubber mulch in the play area, insulation with an r-value 15% above code, compact fluorescent light bulbs and EnergyStar appliances, native landscaping in storm water retention areas to filter and control water flow, the replacement of a former parking lot with green space, and easy access to the city's bike path.

Gundersen Lutheran employs approximately 6,300 people, making it one of Wisconsin's largest employers. Like many major regional employers, the medical center is challenged to attract and retain a quality workforce, and the renovated Brewery has given them a great tool for doing so. According to building resident and hospital employee Emily Hiatt: *"Living close to work has simplified my life and my budget. As a young professional and mother, living here saves us time and money, and gives us more time to be a family. Beyond the obvious benefits – no commute, reduced gas costs, flexibility – living close to work has changed the way I feel about where I work. They are not just my "employer" anymore. Now they're my neighbor, my community, and an organization I feel invested in."*

In addition to serving the needs of employees, the Historic Gund Brewery Lofts project is helping Gundersen Lutheran meet a long-term goal to reduce the need for surface parking. Also, the proximity of the Historic Gund Brewery Lofts to other major employers nearby, such as the University of Wisconsin-La Crosse and Viterbo College, means reduced commutes, less gasoline used, and less reliance on cars for those living and working in this re-emerging La Crosse neighborhood.

For more information on environmental efforts at Gundersen Lutheran Medical Center and Gorman & Company, Inc., please contact:

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