

REQUEST FOR MIMP COMPLIANCE

To: Ms. Carly Guillory,
Land Use Planner
SDCI
Re: 1522 East Jefferson Street Project (3025500)

Dear Carly,

We are writing on behalf of our client “Perfect Wealth Investments” to request your approval for the MIMP compliance of our proposed project at 1522 East Jefferson.

According to Code:

23.69.008 - Permitted uses.

A. All uses that are functionally integrated with, or substantively related to, the central mission of a Major Institution or that primarily and directly serve the users of an institution shall be defined as Major Institution uses and shall be permitted in the Major Institution Overlay (MIO) District. Major Institution uses shall be permitted either outright or as conditional uses according to the provisions of Section 23.69.012. Permitted Major Institution uses shall not be limited to those uses which are owned or operated by the Major Institution.

B. The following characteristics shall be among those used by the Director to determine whether a use is functionally integrated with, or substantively related to, the central mission of the Major Institution. No one (1) of these characteristics shall be determinative:

1. Functional contractual association;
2. Programmatic integration;
3. Direct physical circulation/access connections;
4. Shared facilities or staff;
5. Degree of interdependence;
6. Similar or common functions, services, or products.

Our Statements:

A, Based on our understanding of the code, the proposed project use as a boutique hotel is functionally integrated with the central mission (to provide Quality Care to their patients and their families) of a Major Institution (Swedish Hospital at Cherry Hill

Campus), and it is programmed so it primarily serves the users (patients and their families) of a Major institution (Swedish), it shall be permitted in the Major Institution Overlay (MIO) District.

B, Our current understanding is that the proposed hotel use shall be permitted outright as a Major Institutional Use instead of a conditional use. Therefore no changes or amendments to the MIMP is necessary.

C, According to code, even though the proposed property is not owned or operated by the Major Institution, it is still governed by the MIMP.

Here are our reasons to support the above statements:

1, Functional contractual association:

We are in the process of reaching an agreement with Swedish Organization for a mutually beneficial management plan to ensure the patients and families having privileges /advantages staying at the proposed property.

2, Programmatic Integration:

As stated in the MIMP, the inventory of space needs indicates that as future demand for inpatient hospital bed count grows, the need for hotel rooms will, concomitantly, grow. As the data suggests, a projected increase of 27 hotel rooms to 56 hotel rooms is needed by year 2023. By providing a 42-room boutique Hotel project on the 1522 E. Jefferson Site that primarily serves the patient and their families are in alignment with this needs.

3, Direct physical circulation / access connections:

The property's proximity (within walking distance) to the central campus makes it an ideal location for a hotel use to serve the patients and their families while greatly reduce the traffic impact to the community, thus contribute to the reduction of SOV.

4, Shared facilities or staff:

The proposed facility provides majority of the units to be accessible units with special features to meet the special needs for Swedish patients and families. It is possible and beneficial for some of the hotel staff to bear some degree of medical knowledge, such as having the onsite nurse (shared staff with Swedish hospital) to handle the emergency situation.

Just as this boutique hotel can be an asset to the Swedish Institute and the surrounding neighborhood, the hotel's accessory function - the 'Corner Café' on the ground floor can be an additional amenity (shared facility) to the Major Institution. This nice accessory not only primarily serve the Swedish staff, their patients and families, but also add warmth and welcome feel to the local community.

5, Degree of independence:

“Perfect Wealth Investments” is committed to provide functional amenities to support Swedish mission to accommodate the needs and desire from the patients and their families. While seeking mutual support and benefit, it will maintain its financial independence instead of adding burden to the institution.

6, Similar or common functions, services or products:

With majority of the hotel units to be accessible, it expands the capacity of Swedish outpatient services, reduces the anxiety of their patients and families.

Additionally,

7, The proposed property will strive to meet and exceed the Sustainability Green Objectives of Swedish Cherry Hill Campus

The design of the proposed building and the landscape will embrace sustainable-green principles to the fullest extent possible.

8, The proposed property will maintain high Design and Construction Quality

Under the client request of “Perfect Wealth Investments”, the Ellumus design team will design high quality project that would add value to the community. The property owner is also committed to maintain high construction quality that will add positive impact to the inventory of buildings within the Swedish MIO.

We are willing to participate in Community Outreach with an openness to listen and implement positive suggestions to the greatest extent. We will provide a sensitive, sustainable design that follows the MIMP principles and make the project a pleasant addition to this neighborhood.

Overall, “Perfect Wealth Investments” and Ellumus design team are prepared to work closely with SDCI officials and Swedish Institution to resolve any possible issues arise in the process.

We request your approval for our proposed hotel use to be a permitted use under MIMP so we could further pursue the MUP application process.

Your kind review to this letter with a written response is greatly appreciated.

Sincerely,

Xiaoli Stoyanov, Principal at Ellumus