

5650 DTC Parkway, Suite 200
Englewood, CO 80111
(303) 773-0436
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March 28, 2012

Ms. Heather Stouder, AICP
Planner, Planning Division
City of Madison Department of Planning &
Community & Economic Development
Madison Municipal Building, Ste. LL-100
215 Martin Luther King, Jr. Blvd.
PO Box 2985
Madison, Wisconsin 53701-2985

Re: Letter of Intent - 6550 Schroeder Road
Amended SIP

Dear Ms. Stouder,

The following is submitted together with plans, application and zoning text for staff, Plan Commission and Council consideration of approval of the proposed development.

| | | | |
|-----------------|--|-------------------|--|
| Project: | BrightStar Assisted Living 6550 Schroeder Road Madison, WI 53711 | Architect: | Lantz-Boggio Architects, P.C. 5650 DTC Parkway, Suite 200 Greenwood Village, CO 80111 303.773.0436 303.773.8709 Fax jshera@lantz-boggio.com |
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|---------------|---|------------------------|--|
| Owner: | Jayson Pearl BrightStar Group Holdings 1125 Tri-State Parkway Suite 700 Gurnee, IL 60031 847.693.2007 847.693.2048 Fax jayson.pearl@brightstarcare.com | Civil Engineer: | Tim Lynch Lynch & Associates, Inc. Engineering Consultants, LLC 5482 Westridge Drive New Berlin, WI 53151 262.402.5040 262.402.5046 Fax tlynch@lynchengineering.com |
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| Landscape Architect: | The Bruce Company 2830 Parmenter Street Middleton, WI 53562 608.836.7041 608.831.6266 Fax sshort@brucecompany.com |
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Overview:

This site is part of an existing PCD-SIP that was approved in 2002 for mixed use development which included Prairie Park housing for seniors and a 10,000 SF retail building. The site containing Prairie Park has been developed. The proposed retail site has remained vacant and undeveloped since that time. This proposal is for a development on the vacant parcel that will provide 30 units of residential living for residents requiring assisted living and memory care.

To accommodate this Development Plan, the existing PCD-SIP will have to be amended.

Site Planning and Building Architecture:

Access for the proposed development will utilize the existing ingress and egress drives on Schroeder and Struck Street. The drives were constructed with the development of Prairie Park. A perpetual, nonexclusive Access Easement for vehicular and pedestrian access, ingress and egress was granted for the benefit of this site by Prairie Park in 2002.

Parking and internal circulation will be provided to meet the specific needs of the development. The building has a small parking demand as residents do not drive. An appropriate number of parking spaces for staff and guests will be provided. The building will be staffed by approximately 10 - 12 people during the day and 6 staff members through the night. It is expected that some members of the staff will use public transportation located at the bus stop adjacent to this proposed development on Struck Street. Pedestrian circulation will directly connect the building to parking and to public walks on Schroeder Road and Struck Street.

Landscape design will compliment building forms and define exterior spaces.

The assisted living and memory care building will be a two-story development of residential scale and character. There will be a partial basement. Colors, building forms and materials will be chosen to establish a unique individual presence for the BrightStar community; however, the proposed development will respect the architectural character of the existing Prairie Park development.

Site Development Statistics:

| | |
|----------------------------|---------------------------------------|
| BrightStar Assisted Living | |
| Lot Area: | 40,997 square feet or .9412 acres |
| Building Area: | 21,373 square feet (without Basement) |
| Building Area: | 24,300 square feet (with Basement) |
| Density: | 30 units per .9412 acres |



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|-----------------|--------------------|
| Unit Mix: | |
| Studio: | 18 |
| One Bedroom | 6 |
| Two Bedrooms | <u>6</u> |
| Total | 30 |
| | |
| Parking Stalls: | |
| Surface | 16 |
| | |
| Open Space: | 18,210 square feet |

Project Schedule and Management:

Construction of this project is planned to begin in August 2012 with completion scheduled for occupancy in late spring, early summer of 2013.

All building operations of the proposed assisted living and memory care community will be professionally managed by experienced personnel retained by the owner. Building management will be responsible for all building services, including building and grounds maintenance and trash removal. The building will be staffed 24 hours per day/7 days per week.

Social and Economic Impact:

Studies completed by the Owner show the development of this community will provide much needed assisted and memory care living for the senior population. The proposed use is most compatible with the adjacent Prairie Park housing development for seniors.

The site is a vacant infill site that can be developed with little or no additional cost for public services. Property tax will be increased and construction will provide employment for local businesses and trades people.

The building will have a very light demand on traffic as residents do not drive and it is anticipated that some staff will use public transportation.

Thank you for reviewing this proposal.

Sincerely,

Lantz-Boggio Architects, P.C.



Glenn Decker
Manager of Development and Construction

