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December 13, 2006

Via Hand Delivery

Mr. Alan Martin, Planner
City of Madison
Department of Planning and Development
Room GR100
215 Martin Luther King, Jr. Blvd.
Madison, WI 53709

Re: Sunrise Development Proposed 74-Unit Assisted Living Facility

Dear Mr. Martin:

Please find enclosed an original plus 13 copies of an UDC Application for Informational Presentation for a 74-unit assisted living facility to be located on Watts Road immediately adjacent to the west of the Princeton Club, 8080 Watts Road. We are including with this application the completed form, a site plan, a building elevation, and a narrative description of the project.

We have consulted with surrounding property owners, including Holy Name Seminary, the Princeton Club, and Raymond Management Company, Inc., the owner of the property and developer of two adjacent motel facilities. All of the immediate neighbors have expressed support for this project.

We look forward to proceeding ahead with this project with a presentation to the Urban Design Commission on December 20, 2006.

Please let me know if you have any questions.

Sincerely,

MICHAEL BEST & FRIEDRICH LLP

William F. White

Enclosures

cc: Tim Hedges, Sunrise Development, Inc.
Barry Perkel, Raymond Management Company, Inc.
Tim Parks, Planner, City of Madison

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**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: _____	Action Requested
UDC MEETING DATE: _____	<input checked="" type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: Watts Road, adjacent to 8080 Watts Road

ALDERMANIC DISTRICT: 9

OWNER/DEVELOPER (Partners and/or Principals) Sunrise Development, Inc. ARCHITECT/DESIGNER/OR AGENT: Beery Rio & Associates

_____ Calkins Engineering / Jason Sanger

CONTACT PERSON: William F. White / Michael Best & Friedrich LLP

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TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

***Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)**

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



SUNRISE

ASSISTED LIVING

Introduction to Sunrise

Sunrise is one of the nation's most experienced providers of assisted living for the frail elderly. The company was founded in 1981 by Paul and Terry Klaassen because they saw a lack of housing options in the United States for the elderly who were no longer able to live independently, but were not yet ready for a nursing home. They believed that the nation's frail elderly would benefit from a housing environment that promoted independence and dignity, yet had supportive services available to meet their daily needs. In the past, nursing homes have been one of the few options for frail seniors, even those who do not require full time medical attention.

A Sunrise facility has a full range of supportive services available in a very residential, homelike setting and is less expensive than a nursing home. Today, Sunrise owns or operates over 400 senior homes in the United States, Europe, and Canada with a resident capacity of more than 40,000. The success of Sunrise is evidenced by high occupancy rates, which also underscores the public's need and desire for this type of senior living. Sunrise has established a distinguished reputation for both facility design and innovative resident programs.

Sunrise Homes and Services

A typical Sunrise home is designed in the style of a mansion or grand manor house. Architectural styles vary depending on the surrounding community, but it is important to provide a residential style that is familiar and comfortable for our residents, whose average age is 85 years. A Sunrise home looks, acts, and feels like a residence -- both inside and out. The building features lots of architectural detail on the outside including wrap around porches, turrets, and extensive landscaping. On the inside, everything is designed to be more like a home than a hospital -- there are no harsh institutional lights, ceiling tiles, or long corridors. Instead, there is wall-to-wall carpeting, crown molding, and extensive artwork and common area furniture. The objective is to transform an institutional environment into one that is as residential and homelike as possible. We are convinced that environment plays a large role in the attitude and well being of our residents. Sunrise projects have won numerous architectural, interior design, and land planning awards.

Sunrise services include three meals per day plus housekeeping, laundry service, and transportation. An Activities Director maintains a full calendar of social programs and our 14 passenger van is frequently used to take residents to events within the community. We sponsor intergenerational programs with local schools, events with church groups, and a variety of other functions that keep our residents an active part of their community. Personal care services are available to residents including any assistance an individual may need with daily living activities such as bathing, grooming, dressing, etc. In addition, the proposed Sunrise of Madison home

will include a separate neighborhood for residents with Alzheimer's and other special needs related to memory loss. This is referred to as the Sunrise Reminiscence Program and will be a separate and secured area within the building, with unique programming and specially designed common areas.

Sunrise is a rental community. Resident suites consist of a bedroom area, private bathroom with shower, and an area with a sink, cabinets, and small refrigerator for keeping juices, ice cream, etc. There is no oven or stove in the resident suite. All meals are served in a common dining room. As such, resident rooms are not like traditional apartments and are small by comparison (average less than 400 square feet). However, about 40 percent of the building is common space consisting of a common dining room, a bistro/ice cream parlor, library, theater room, sun porches, small beauty parlor, and a variety of sitting and activity areas scattered throughout the building. Residents are encouraged to use these common areas and to interact with the other members of the Sunrise community. Sunrise follows a social model of care in a residential, homelike setting as opposed to the more traditional medical model of care in an institutional setting that is typical of nursing homes.

Sunrise has a demonstrated record of success in the development and management of assisted living facilities. For 25 years, Sunrise has played a leadership role in setting industry standards by developing innovative building designs and resident care programs. One of the elements of Sunrise's success is a well trained staff who are dedicated and compassionate. Sunrise spends a significant amount of time and money recruiting and training staff. Key members of each new Sunrise community, including the Executive Director, must complete a comprehensive training program.

The Proposed Sunrise Facility

Sunrise proposes to construct and operate an assisted living facility of 74 resident suites. A range of resident room types will be offered including studios, one-room, and two-room suites. Sunrise wants to maximize flexibility for the residents and allow freedom of choice, so there are a variety of floor plans and suite options to accommodate individual desires. Most of the suites are unfurnished since residents typically want to bring their own furniture and personal items to customize their suite.

The proposed building design will have a residential architectural theme. The exterior grounds will be well landscaped and will include walking paths and garden areas. Sunrise endeavors, in the landscape design, to create a mature environment and setting typical of a mansion or manor home.

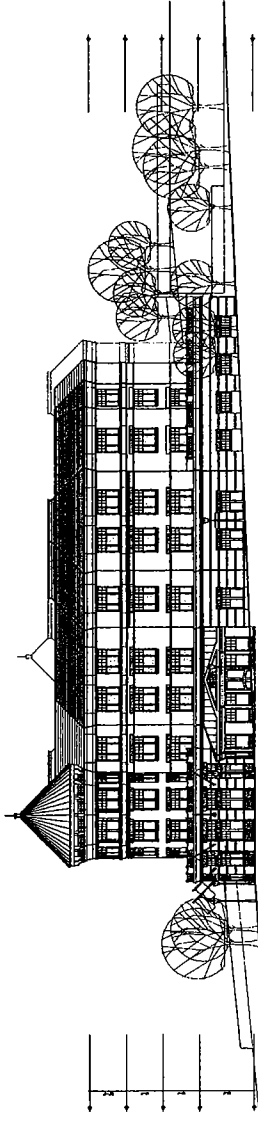
Since few, if any, residents will drive, parking is designed to accommodate staff and visitor requirements. Because of this, Sunrise facilities are low traffic generators. Sunrise homes use very few community services and will have little or no impact on schools and parks. At the same time, Sunrise is a property tax generator and residents are on a private pay basis.

Why Madison?

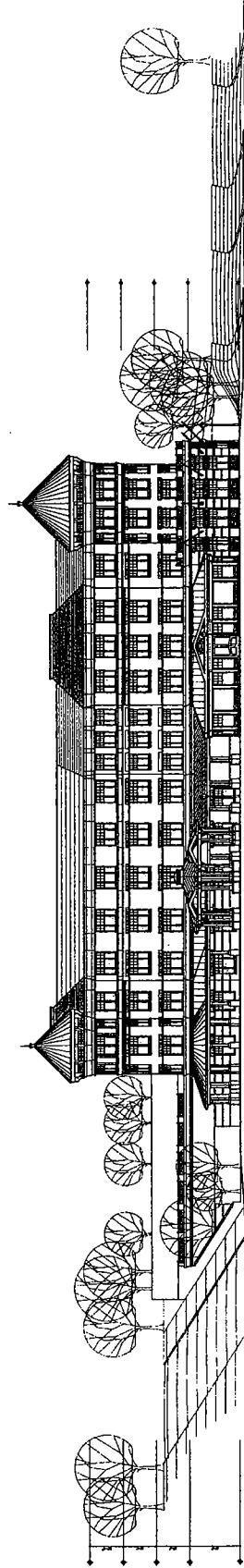
Madison is an ideal community for Sunrise for many reasons. It is vibrant and prosperous, containing access to transportation networks and health care systems, with opportunities for seniors to participate in community activities. There is a significant population of seniors who want to remain in Madison where they are close to family, friends, and a support system that is there when they need it.

From a demographic perspective, Sunrise seeks communities that meet several criteria. A significant population of 85 year olds who are potential Sunrise residents is important. However, equally important is a significant population of 45 to 65 year olds, the adult children of potential residents. From experience, Sunrise has found that adult children have become very involved in decision making for their frail parents, and want a safe and secure housing option for their mother or father that is in or near the community in which they reside. Sunrise has found that some residents move to a Sunrise home from out of state, typically the Sun Belt, where they have aged past the point of being truly independent, and want to move closer to where their adult children and grandchildren live.

Sunrise looks forward to the opportunity to further discuss this proposed project with the Madison community.



Preliminary Right Hand Side Elevation



SUNRISE Senior Living
Ganser Heights, Madison, WI

Preliminary Front Elevation



THIS SKETCH IS PREPARED SPECIFICALLY FOR SITE FEASIBILITY PURPOSE. THE BUILDING FOOTPRINT IS FOR TEST FIT ONLY. FOR FURTHER INFORMATION, PLEASE REFER TO THE SUNRISE SENIOR LIVING - SITE PLAN DEVELOPMENT, AND LANDSCAPE DESIGN GUIDELINES.

06 Dec 2006

BEERYRIO

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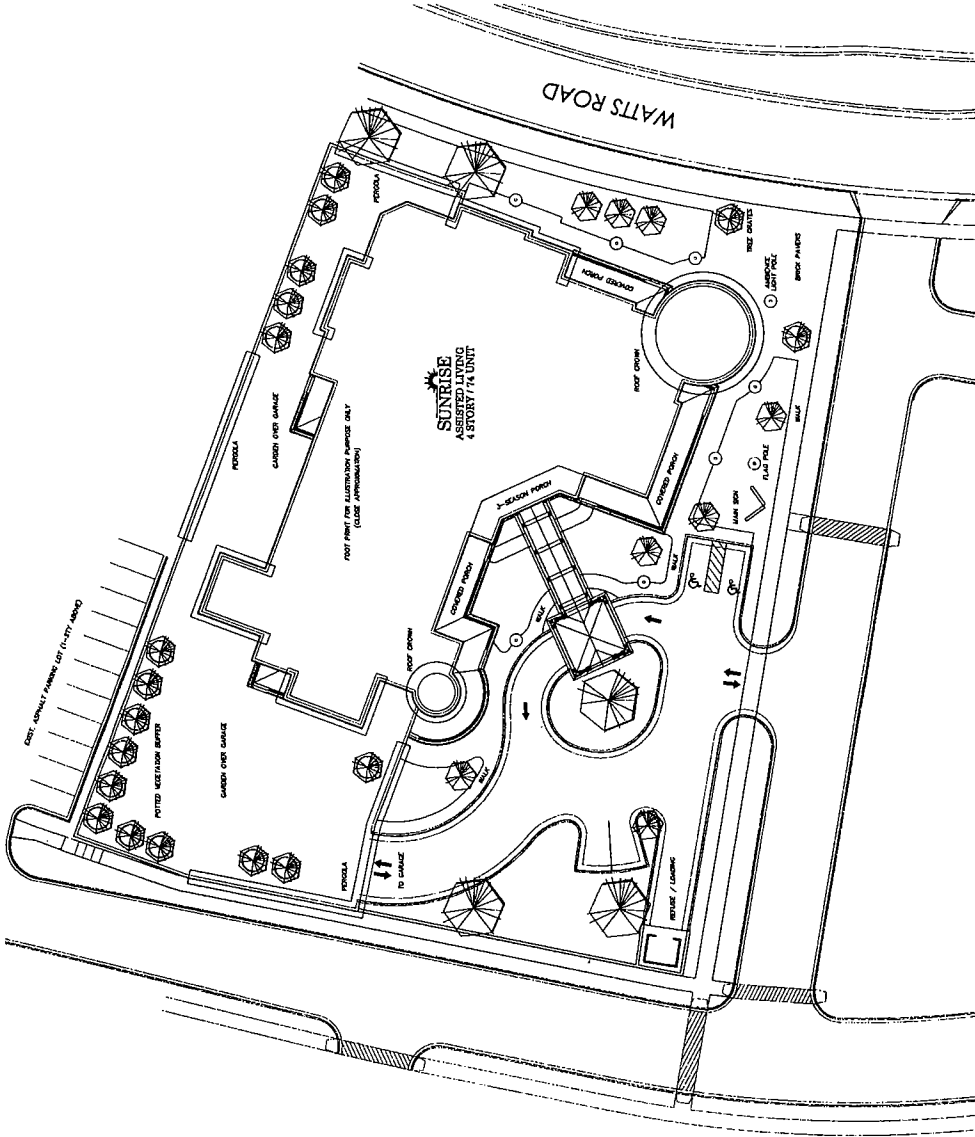


SUNRISE Senior Living
Ganser Heights, Madison, WI

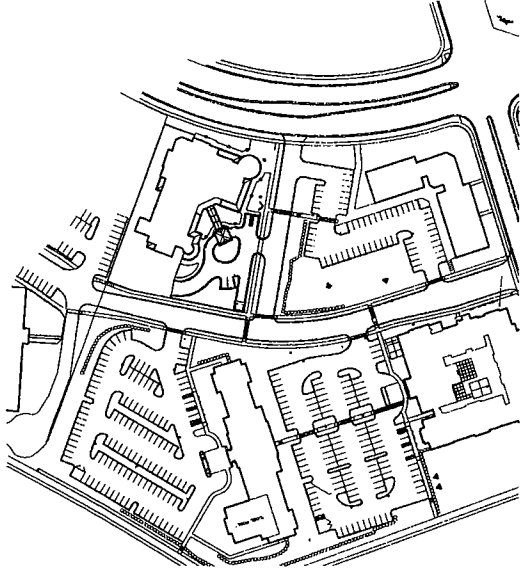
Schematic Site Plan

1" = 20'-0"

TOTAL SITE AREA: 1.15 ± ACRES



FLOOR AREA: BELL	N/A
First Floor	
Third Floor	
Fourth Floor	
SURFACE PARKING SPACES:	04
Regular	02
Handicap	02
CARSPACE PARKING SPACES:	33
Regular	33



Site Proximity Plan
Not To Scale

THIS SUECH SITE PLAN IS PREPARED SPECIFICALLY FOR THE BUILDING FOOTPRINT & FOR TEST FIT ONLY AND MANY AMENITIES ARE NOT SHOWN AT THIS STAGE. FOR FURTHER INFORMATION, PLEASE REFER TO THE ARCHITECTURAL AND LANDSCAPE DEVELOPMENT, AND LANDSCAPE DESIGN GUIDELINES.

29 Nov 2006



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