



### **Letter of Intent**

Conditional Use Application

LifeSong Senior Living, LLC

**Project Team:** Kate Shaw, Dave Pafford, and Travis Stone with Iconica Design and Development team.

**Existing Conditions:** Emerson Senior Living is a beautiful residential home for seniors located at 402 Rustic Drive in the McClellan Park Neighborhood. Emerson offers 24/7 caregivers and is designed to inspire active aging and wellness with common areas for dining, activities, and leisure. Emerson Senior Living is currently licensed as an adult family home with the Wisconsin Department of Health and has been providing a home for seniors since 2013.

**Project Schedule:** The targeted dates for the project are to break ground in late summer of 2018 and open for occupancy in the late spring of 2019.

**Proposed Use:** To help meet the rising need for senior housing located in residential neighborhoods that offer a non-institutional setting in a real home environment, we want to expand Emerson Senior Living on the current property to be home to 20 physically disabled and frail seniors.

The expansion will be a resource for seniors in Madison, plus it will help meet the increased need for senior housing due to the current unprecedented senior population boom. “Dane County’s elderly population is growing at a rate much faster than that of Wisconsin or the nation as a whole. U.S. Census Bureau population estimates for 2015 grouped by ages, released Thursday, showed the number of Dane county residents age 65 and older was up 5.1 percent over 2014. And since the 2010 Census, Dane County’s elderly population has grown by 29 percent, an increase of 14, 436 people”. “Residents age 65 and older now make up 12.3 percent of Dane county’s population, up 2 percentage points from the 10-year Census. In terms of percentage growth since the Census, the 65 to 69 and 70-74 age groups have shown the biggest jumps, at 48 percent and 40 percent, respectively”. Todd D. Milewski, The Capital Times June 23, 2016

The expansion will give each resident an opportunity to embrace their human spirit, independence, and creativity and help them avoid the segregation, marginalization, and isolation often experienced when seniors are forced to live outside of residential neighborhoods in institutions, nursing homes, and other larger assisted living facilities. Expanding Emerson’s services and activities will help enhance each resident’s well-being by offering more purposeful activities and continued community engagement which people of all ages thrive on. Being socially integrated often leads to an increase in a person’s life span and may reduce the incidence of life threatening disease according to Dr. Carol Ryff, (University of Wisconsin’s Institute on Aging). Additionally, Emerson Senior Living by design creates a safe, intimate, and loving residence that doesn’t just feel like home, it truly is home to each resident.

New construction will add 12 private suites, living room, utility and storage rooms, laundry room, four season room, full kitchen to meet health and safety standards for a CBRF and the finished lower level will offer shared common

areas, including fitness, arts, crafts, family gatherings, and music. By expanding Emerson Senior Living it will become home for 20 seniors, living as a family in a residential neighborhood under one roof, sharing common areas and resources. Residents living at Emerson Senior Living will require assistance with multiple activities of daily living, such as cooking, cleaning, transportation, activities, medication management, and bathing. Emerson is built to ADA specifications and Universal Design that allows for increased mobility and independence. Furthermore, Emerson Senior Living will add to the charm of the neighborhood by designing a beautiful and nurturing landscape that is handicap accessible with paved walking paths, organic gardens, fruit trees, play area, picnic areas, flowering shrubs, and flower gardens

**Hours of Operation:** As a home for seniors that require 24/7 services there will be a minimum of one awake staff on 24/7 and a minimum of one back up staff available 24/7 as well, for a total of 2 staff minimum 24/7. The backup staff will be able to sleep at night in a room in the finished basement apart from the home to be available on call in case of an emergency.

**Building and Site Square Footage:** The proposed addition is made-up of three parts; the main addition is a two story building with full basement. Each floor of this area will be 3,970 sf. There will also be a new 400 sf sunroom and 400 sf screened in porch. The entire building footprint will be 11,580 sf. The site area is 51,057 sf. The impervious area will be 23,832 sf for an impervious percentage of 46.7%. Useable open area is 27,255 sf.

**Auto and Bike Parking Stalls:** Parking is allowed on the street and there will be a two-car garage for the resident van providing safe access out of inclement weather for the residents. There will also be 11 paved parking stalls on the property located on the south side of the building and bikes may be parked behind the garage.

**Assessed Value of Land:** As of 2017 the City of Madison assessed the land at \$99,500 with an FMV of \$101,298.

**Estimated Project Cost:** Construction cost is estimated at 1.6 million dollars. The full project cost is estimated at 1.8 million dollars including construction, professional fees, FFE, insurances, remodeling, sprinkler systems, and landscape.

**Number of Construction & Full Time Equivalent Jobs Created:** There are currently 3.2 full time caregiver staff plus 1 owner manager. The expansion will add at minimum an additional 5 full time staff that will include a cook and activities coordinator along with additional caregivers to cover 24/7 shifts, plus during development a full construction crew coordinated by Iconica.

**Public Subsidy:** No subsidy for the construction is requested. The project will be funded through a loan with Summit Credit Union and WBD SBA program.