

New Perspective Waukesha – Overview

A SENIORS HOUSING DEVELOPMENT

The joint venture between New Perspective Senior Living & Boldt Companies are pleased to present New Perspective of Waukesha, a 5.7 acre, 128 unit, 30 million-dollar seniors housing continuum of care community for your consideration.

The proposed development, with its careful design and future programming efforts, are completely focused on New Perspective's foundational 4 pillars, which include:

- physical fitness
- brain fitness
- dining experiences and
- social / spiritual enrichments

Our residents will enjoy a catered to lifestyle, helping them to age in a way that keeps them young at heart. As our younger residents age, our care team will offer them assistance with daily living activities as needed.

For spouses and community residents that are experiencing memory loss, our building offers Betty's Harbor, a safe and secure wing of the building; here they will live safe, engaged and with dignity. As was indicated by our market research consultant, options in the primary market area for a couple to live in the same community, where one of the spouses is experiencing memory loss, are limited.

We believe this community will help reach the city's goal of providing quality housing to seniors, so they can "Live Life on Purpose."

Entitlements and Approvals

Zoning – I1 - Institutional

The development team has met with planning and has confirmed that seniors housing as a use falls within the current zoning. However, we will be seeking a Conditional Use Permit to operate the building as a CBRF. The team did not encounter many planning issues in its preliminary planning meetings with the city.

We understand the entitlements process to be a two-planning meeting approval, a preliminary planning meeting and a final planning meeting. We have worked with staff to identify the dates as the second meeting in September and potentially the first meeting in October, although it may be the second meeting in October.

Project Vitals

Site

- **Location:** The site will be located east of Hwy 59 and South of Broadway. The site is 5.7 acres and sits just north of Salem United Methodist Church.
- **Access:** We are proposing access from Broadway at the NE corner of the site. An existing access point from Broadway to a communication shed will be eliminated and routed through the new access point and site drives.
- **Landscaping:** The site will be landscaped in accordance with city statutes. The development team has incorporated staff's suggestions in making sure that the NW corner of the site be heavily landscaped to avoid any light that may affect the intersection from the communities proposed parking lot.
- **Neighboring Uses:** The project will be ideally suited for the proposed use. There will be minimal impact to the neighborhood to the east as there is a large buffer between the two developments. The buffer is heavily wooded, so the residents will not be able to see the building. Additionally, the building should help prevent traffic noise from Hwy 59 for the residents to the east. To the south is Salem United Methodist Church, and both groups are excited about being located near each other. The other two boundaries to the north and west are county roads.
- **Traffic:** The development team commissioned an initial traffic study, and our consultant has confirmed that there will be minimal impact to the area with regards to traffic. The traffic consultant is also developing modifications to traffic lanes within East Broadway as the request of Waukesha County DOT, in order to better serve the ingress and egress for the project.
- **Parking:**
 - Surface: 86
 - Enclosed: 35
 - Total Parks: 121
 - Proof of Parking: 101
 - Total Park Potential: 222

Structure

The structure will be:

- a 3-story structure, the envelope will be built with a wood frame structure, over a concrete and precast parking garage.
- a 155,544 SF building with 17,176 SF of underground enclosed parking.
- comprised of 92 Senior apartments and 36 memory care units for a total of 128 units.

Building Design

Upon entering a spacious two-story lobby and reception area, you are met with two granite water features surrounded by natural stone. Stone fireplaces reflect the warmth of the community. The second floor is visible from the entrance, and you feel the excitement from the pub and dance hall above.

Positioned as a central hub, open flexible common spaces seamlessly flow together, enhancing relationships between residents, families, staff and community. Other amenities include a full-service spa, activity center, work shop and library. A 15' vaulted community room also serves as a chapel and theatre. Access to exterior views and natural light was of utmost importance as we were considering design elements.

Several food venues are available to our residents, including, formal dining with demonstration kitchen, an upscale bistro and tin ceiling pub offering daily happy hour.

The wellness center utilizes state of the art equipment, the Biodex equipment that is installed is especially designed to personalize the exercise experience. The warm water therapy pool provides refreshing avenue to staying fit. Dakim brain fitness engage residents in intellectual and creative pursuits.

The memory care wing was designed in neighborhoods. Allowing for care to be delivered in smaller environments where patient centered consistent of care can be delivered. Four open neighborhoods surrounded by courtyards are designed with an open kitchen, and living room, exercise room experience.

The neighborhood is equipped with both a Betty Harbor coordinator and life engagement coaches, who oversee a robust person centered daily program. New Perspective's has also adopted the "Its Never 2 Late" system, offering a total life engagement program with 1,000 engaging activities.

This community was designed for wellness, personal choice, and independence. It is a place where residence can "live life on purpose" with a stimulating and meaningful lifestyle.

Senior Apartments

- Private apartments with size ranges that we have designed to accommodate different price points, are all equipped with their own full kitchens, laundry and screened in porches. Through our own internal research, we have discovered that access to the out-doors anytime our residents wish is extremely beneficial to mental health.

Independent seniors who wish to eliminate the burden of home ownership for an apartment and facility offering numerous conveniences and amenities.

- Support services for those who have more complex care requirements. Staff is on site 24 hours a day. Care options are available for seniors who wish to live as independently as possible yet may require assistance with some of the activities of daily living.

Betty's Harbor

- Our memory care apartments encompass every aspect of design that will be secure and specially design for those with mild to moderate memory loss from Alzheimer's and other forms of dementia. The area is designed to bring comfort, peace and familiarity to the residents while providing exceptional care.

Unit Mx

- 92 Senior Apartments
- 36 Memory Care
- 128 = Total Units

Market Research

- Research Company: Maxfield Research & Consulting
- Market Study Results: Support all levels of care and housing proposed on the site.
- Study Completed: April of 2018
- Market Area: Waukesha – New Berlin
- Project Absorption: 24 Months



New Perspective
SENIOR LIVING

Construction

- Start Date: November of 2018
- Construction Duration: 16-18 Months

Exterior Finishes

- The exterior will include brick, stone, stucco and hardy board.

Economic Impact

- Employees - Full Time Equivalents: 80
- Over 1.6MM in annually salaries
- Estimated Project Cost: 30 MM
- Impact fees: \$650,000 (approximately)

Owner & Operator:

The property will be owned by a for profit joint venture between Boldt Companies and New Perspective Senior Living but will be managed by New Perspective Senior Living.

New Perspective Senior Living

- 21 senior living communities throughout the Midwest
- 20 years of serving seniors
- 7 Wisconsin communities
- 2,100 residents Living Live on Purpose

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