



March 11, 2010

Department of City Development  
Planning Administration  
809 N. Broadway, 2<sup>nd</sup> Floor  
Milwaukee, WI 53202

Re: **Project Description – Owners Written Narrative  
Cameo Care Campus – Assisted Living - Phase II  
5790 S 27<sup>th</sup> Street  
Amended PD  
File Number: 101471**

To Whom It May Concern:

Please accept this written narrative describing our intent and providing a formal request for review and approval by the City of Milwaukee for the project referenced.

**Project Name:** Cameo Care Campus – Assisted Living Addition II  
5790 S. 27<sup>th</sup> St.  
Milwaukee, WI 53221

**Owner/Operator:** Goldcrest Investments Inc.  
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**General Contractor:** Stier Construction  
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- Architect:** Architecture 2000, LLC  
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- Civil Engineer:** DP Engineering, Inc.  
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- Landscape Architect:** New Eden Landscape Architecture, LLC  
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## **HISTORY OF THE DEVELOPMENT**

2/10/04: The zoning change was approved by Common Council (FN 031161) to allow for an addition to the existing 112-bed nursing home and the construction of a 22-resident assisted living facility. The addition did not increase the total number of beds, but added 16 private rooms.

02/01/05: Council approved the 1st Amendment to the DPD known as Cameo Care Center (FN 041162) to allow for the addition of a wireless transmission tower.

07/26/05: Council immediately adopted a minor modification to the DPD known as Cameo Care Center (FN 050463) to allow for off-site services and third party on-site and off-site services for physical and occupational therapy.

10/18/05: Council approved the minor modification to the DPD known as Cameo Care Center (FN 050584) to allow for a total of 23 assisted living beds instead of 22 assisted living beds, within 20 assisted living units.

12/22/09: Council approved the minor modification to the DPD known as Cameo Care Center (FN 091056) to allow for an enclosed vestibule for the entrance to the ground floor of the existing facility.

## **PROJECT DESCRIPTION**

### **Background:**

The Cameo Nursing home was constructed on this site in 1970 as a licensed 112 bed Skilled Care nursing home. It has been operated and administered for 32 years (three generations) by the Kresovic Family with “Old World” loving care and attention. It has earned a distinguished reputation for having continuously received the highest rankings awarded to Skilled Care Nursing Facilities.

As the care and medical needs of the seniors of America have changed and increased, the Cameo Nursing Home has regularly invested in modifying and improving its physical facilities to meet the challenges and needs of its patients. Additional adjacent lands have been added to the property as they have become available in anticipation of the need to expand services. Those needs and that time are now here.

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**Location:**

The Phase II portion of our overall project development will consist of an addition to the existing CBRF Assisted Living Facility on the site which is a 191,015 sq. ft. (4.3851 acres) parcel. In addition we are reducing the size of the previous Outlot 1/Parcel 1 creating a future development (Phase III) parcel of 28,996 sq. ft. (0.6656 acres). The project is located at 5790 South 27<sup>th</sup> on the south side of the City of Milwaukee.

The surrounding uses are as follows: to the north is commercial auto dealership; to the east is a residential neighborhood; to the south is a residential neighborhood and to the west across 27<sup>th</sup> street are additional auto related commercial developments.

**Owner's Statement of Intent:**

The term "continuum of care" best describes the long-term goal. Simply stated, the Cameo Campus is projected to provide a safe and caring place for older adults to live as their needs can no longer be met within their own home. This amended planned development is on target with the proposed original detailed planned development of the project. Specifically expanding the Assisted Living Wing of the building which will include:

- **Demolishing 1 bed/unit** of the Existing 23 Bed Assisted Living Facility (reducing to 22 existing beds) to allow a **New 51 Bed Assisted Living Addition** which will be attached directly to the Original/Existing 22 Bed Assisted Living Facility.

**Future Development of Outlot 1/Parcel 1:**

The future development (timing) of Outlot 1/Parcel 1 will be based on market conditions. It is understood that any/all work proposed on this outlot will be subject to an amendment to the DPD. We anticipate in the future we will be constructing one of the following options based upon market conditions:

- Provide a Phase III addition to the existing assisted living and/or nursing home.
- Provide a commercial standalone building which provides related health and senior care services to our existing campus as well as outsources its services to the community.
- Provide a commercial standalone building which provides retail which is harmonious with the Cameo Care Campus and the surrounding residential community (ex: thrift, apparel, grocery, etc.)
- Sell the commercial property for development as a retail strip center similar to other developments along 27<sup>th</sup> street.

**Age Restriction:**

The building will continue to operate as an Assisted Living and Skilled Care Facility for seniors.

**Construction Schedule:**

Construction would commence upon city approval and is estimated to be 12 months in length.

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**Parking and Traffic Impact:**

All parking for the existing nursing home and assisted living facilities are currently provided onsite. We will expand the onsite parking facilities by adding 32 additional parking stalls to accommodate the new addition. Our parking serves visitors and staff. Residents do not have vehicles at our facilities.

All of our traffic currently enters the site through one curb cut located at a midpoint between the median. This does not permit any access for south bound traffic to enter our site. Thus creating a situation on south 27<sup>th</sup> whereby most visitors are required to do a u-turn on 27<sup>th</sup> street at Goldcrest Avenue. In addition the lack of proper access also requires that truck deliveries to the site are required to back in on 27<sup>th</sup> street. Therefore we are working with the State of Wisconsin D.O.T. to obtain approvals to create a second drive access/curb cut at the open median on south 27<sup>th</sup> street. Prior to the recent south 27<sup>th</sup> street reconstruction a curb cut had existed on our property at this location. We believe that this access will permit better traffic flow to the site and on our site as well providing safety for our visitors.

**Utilities/Drainage:**

Existing public sanitary sewer and water utilities will be extended from the existing streets to serve the site, as shown on the grading and utility plan. Drainage facilities will include expansion of our underground storm sewer and drainage system as necessary to meet City of Milwaukee requirements. These design elements have been included in our submittal.

**Landscaping:**

Cameo Care will include landscaping features that complement both the campus and the surrounding neighborhood. The development includes extensive courtyard plans. Detailed landscape standards for all common areas and the building are provided to meet all City of Milwaukee requirements. We have taken additional care to provide landscape screening and a fence along the east side of our property to provide privacy between our building and the existing residences that exist. We believe our new project in whole will provide a better buffer from 27<sup>th</sup> Street to the residential neighborhood that currently exists to the east of our property.

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**Signage:**

The existing signage located along 27<sup>th</sup> street will remain. We will be providing a new sign located at the building entrance to identify the entrance for the Assisted Living Wing. The sign will blend into the architecture of the building and complement the drive-up canopy.



Existing Signage Along 27<sup>th</sup> Street



Proposed Monument Signage at Canopy Entrance

**Architectural Character:**

Cameo Care Assisted Living Addition will feature efficiency style residential units which complement the existing campus architecture and specifically model the existing assisted living construction.

**Hours of Operation:**

The building will be occupied 24 hours a day 365 days of the year.

**Net Increase of Jobs:**

This project will create a minimum net increase of 20 new jobs and possibly up to 25 new jobs at this site.

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## Project Data Table:

### Unit/Density

Proposed Assisted Living Dwelling Units:	51 units
Existing Assisted Living Dwelling Units:	22 units
Existing Nursing Home Units:	112 units

Lot Area/Dwelling Unit: 1,032 sq. ft./D.U.  
Density: 42.2 units/acre

### Lot Coverage for Parcel 2 (not including the 28,996 S.F. of Outlot 1/Parcel 1):

Total Land Area:	191,015 sq. ft. (4.3851 acres)	100.0%
Building Footprint Existing Buildings	27,317 sq. ft.	
Building Footprint New Addition	34,714 sq. ft.	
Total Footprint Covered by all Buildings	62,031 sq. ft.	32.5%
Existing Paved Surface (To Remain)	39,940 sq. ft.	
Proposed Paved Surface (New and Replaced)	47,946 sq. ft.	
Total Paved Surface Area	87,886 sq. ft.	46.0%
Total Green Space	41,098 sq. ft.	21.5%

### Parking:

Existing	75
Proposed	41*
Total Parking Onsite	116

\* Net Parking Added with this Addition (41-9) = 32  
9 Existing Stalls were removed to provide the new building construction

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