# APPLICANT RESPONSES TO CONDITIONAL USE PERMIT CRITERIA QUESTIONS IN APPLICATION 6/15/26

1.How is your proposed use of this property consistent with the Village's Comprehensive Plan? You may refer to the Village's vision and goals on page 1-1 of the Plan, the Village's desired future uses for the property from Plan Map 5-1 and Figure 5.1, or other parts of the Comprehensive Plan that support your proposal.

The proposed senior living community is consistent with the Village of DeForest Comprehensive Plan and advances several of the Plan's stated goals, policies, and development objectives. The development will provide a continuum of senior housing options consisting of Independent Living, Assisted Living, and Memory Care residences within a single integrated campus. This directly supports the Comprehensive Plan's Housing and Neighborhoods objectives, including the Village's High Priority initiatives to support additional housing opportunities for seniors, provide a broader range of housing choices, and promote thoughtfully designed higher-density residential development. The project allows residents to age in place by providing multiple levels of care and housing options within one community.

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2. How is your proposed use consistent with the Village's Zoning Code? You may want to refer to the intent and purpose of the Zoning Code in its Section 15.01(2), the purpose statement for the zoning district mapped over your property found later in the Zoning Code, or other parts of the Zoning Code that support your proposal.

The proposed senior living community is consistent with the intent and purpose of the Village of DeForest Zoning Code and is particularly well suited for development through the Planned Unit Development (PUD) process. The proposed development consists of an integrated continuum-of-care senior living campus providing 56 Independent Living units, 58 Assisted Living units, and 24 Memory Care units within a coordinated development plan. The project includes high-quality residential architecture, structured and surface parking, resident amenities, landscaped outdoor spaces, private courtyards, pedestrian circulation, and comprehensive site design elements that are best evaluated as a unified development rather than through conventional zoning regulations. The purpose of the PUD process is to encourage creative and coordinated site planning while achieving the objectives of the Zoning Code related to public health, safety, welfare, efficient land use, quality design, and compatibility with surrounding development. The proposed development advances these objectives by providing a comprehensive housing option for seniors, allowing residents to age in place within a single community while benefiting from a wide range of housing choices, care services, and amenities. The development has been carefully planned to provide safe vehicular and pedestrian circulation, adequate parking, emergency access, stormwater management, landscaping, and open space. Building materials, including brick and a combination of vertical and horizontal siding, create a high-quality residential character that complements surrounding development and establishes an attractive gateway presence along Innovation Drive and River Road. The proposed PUD also promotes efficient land use through the integration of multiple housing and care types within a single campus. The development provides substantial resident amenities, including dining facilities, a café, fitness room, theater, salon, activity spaces, lounges, private balconies and patios for Independent Living residents, and secure courtyards serving Assisted Living and Memory Care residents. These features enhance quality of life while creating a thoughtfully designed residential environment. The project serves an important public purpose by addressing the growing demand for senior housing and care services in the DeForest area. The development will expand local housing options for older adults, support aging in place, create employment opportunities, and provide a long-term investment in the community. For these reasons, the proposed senior living community is consistent with the intent and purpose of the Village of DeForest Zoning Code and represents an appropriate use of the Planned Unit Development zoning district.

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3. How will your proposal not negatively impact public health, safety, and welfare? Think about factors like the enjoyment of nearby property, the character of the neighborhood, the natural environment, traffic, and parking—or others that may be unique to or common concerns with your proposal. Consider not only your proposed land use, but also its proposed location, site layout, design, and operational characteristics like hours of operation.

The proposed senior living community will not negatively impact public health, safety, or welfare. To the contrary, the development will provide a valuable housing and care resource for older adults while incorporating site planning, architectural design, operational controls, and infrastructure improvements that protect neighboring properties and the broader community. The proposed use is residential in nature and is generally less intensive than many commercial, retail, entertainment, or mixed-use developments. The community will consist of Independent Living, Assisted Living, and Memory Care residences serving seniors in a professionally managed environment. Residents typically generate fewer vehicle trips than conventional multifamily housing, and activity levels are spread throughout the day rather than concentrated during peak commuting hours. The development will not include late-night operations, outdoor entertainment venues, or uses that generate excessive noise, lighting, truck traffic, or other nuisance conditions. The site has been designed to provide safe and efficient vehicle circulation, pedestrian access, emergency vehicle access, and parking accommodations. Parking will be provided through a combination of underground and surface parking facilities. Separate entrances for Independent Living, Assisted Living, and Memory Care residents will improve circulation, wayfinding, and operational efficiency while reducing congestion at any single access point. The building and site design further support neighborhood compatibility and resident welfare. High-quality exterior materials, including brick and a combination of vertical and horizontal siding, will create an attractive residential appearance. Independent Living units will include private patios or balconies, while secure interior courtyards serving Assisted Living and Memory Care residents provide safe outdoor recreation and gathering opportunities. Additional amenities, including dining facilities, fitness spaces, lounges, activity rooms, a theater, salon, and café, promote resident wellness and quality of life while minimizing the need for off-site trips. The project will also incorporate stormwater management, landscaping, and other site improvements required by Village ordinances and applicable regulations. These improvements will help protect natural resources, manage runoff, and maintain the long-term quality of the surrounding environment. Operationally, the facility will be professionally managed and staffed to provide a safe and secure environment for residents, employees, and visitors. The Memory Care component will include secured resident areas designed specifically to protect vulnerable residents while maintaining a high quality of life. For these reasons, the proposed senior living community will not negatively impact public health, safety, or welfare and is expected to be a positive addition to the Village by providing needed senior housing, employment opportunities, and a high-quality residential development that is compatible with surrounding land uses.

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4. How will your proposed use be compatible with other land uses around it? Think about compatibility of land use types (e.g., residential, commercial), intensity or density (e.g., scale, number of housing units), and impacts (e.g., noise, hours, loading, storage).

The proposed senior living community will be compatible with surrounding land uses in terms of use type, scale, intensity, and operational characteristics. From a land use perspective, the proposed development is residential in nature and provides housing and supportive services for older adults. The site is adjacent to existing multi-family residences and an assisted living community to the east, making the proposed senior living community highly compatible with neighboring residential development. To the north is vacant land, while the south contains vacant land and recreational uses including baseball fields. Interstate 39/90/94 is located immediately west of the property and serves as a major transportation corridor. The proposed use fits well within this mix of residential, recreational, and undeveloped land uses and provides an appropriate transition between existing development and future growth areas. The scale and intensity of the development are also compatible with the surrounding area. While the building is larger than individual residential

structures, it functions as a residential community rather than a commercial or industrial use. The development incorporates quality architectural design, building articulation, varied exterior materials, landscaping, private outdoor spaces, and resident amenities that help reduce the perceived scale of the building and create an attractive residential environment. Operationally, senior living communities are generally less intensive than many other permitted commercial or mixed-use developments. Residents generate relatively few vehicle trips, particularly during peak commuter periods, and the facility does not involve significant truck traffic, outdoor storage, manufacturing activities, or high-volume customer turnover. Loading and service activities are limited and occur as part of normal facility operations. The development will not include late-night entertainment venues, outdoor amplified music, or other activities that would create noise impacts on neighboring properties. The proposed site layout further enhances compatibility by providing organized vehicular circulation, adequate parking, dedicated resident entrances, landscaped open spaces, and secure outdoor courtyards. Independent Living residents will have private patios or balconies, while Assisted Living and Memory Care residents will have access to dedicated interior courtyards that provide outdoor recreation opportunities while minimizing impacts on adjacent properties. The project has been designed to be a long-term, professionally managed residential community that provides needed housing and care services while maintaining compatibility with surrounding development. The residential character of the use, limited operational impacts, quality site design, and relationship to adjacent residential, recreational, and undeveloped properties support the conclusion that the proposed development is compatible with surrounding land uses and will contribute positively to the character of the area.

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5. How will your proposed use be adequately served by, and not impose an undue burden on, improvements, facilities, utilities, services, or lands provided by public agencies like the Village, School District, and Police and Fire/EMS Departments? What commitments are you willing to make to provide sufficient land area, facilities, equipment, traffic and pedestrian circulation, emergency access, staffing, funding, and/or operational characteristics to mitigate the burden?

The proposed senior living community will be adequately served by existing and planned public facilities, utilities, and services and will not impose an undue burden on the Village of DeForest, the School District, or emergency service providers. The site is located within an area planned for growth and development and will be served by public water, sanitary sewer, stormwater facilities, public streets, police protection, fire protection, and emergency medical services. As part of the development process, the project will comply with all Village requirements related to utility extensions, stormwater management, site access, roadway improvements, and public infrastructure. Any required public improvements identified through Village review will be incorporated into the final development plans. The proposed use is residential in nature and is expected to generate relatively low traffic volumes compared to many commercial, retail, or mixed-use developments of similar size. Senior living communities typically generate fewer daily vehicle trips and substantially fewer peak-hour trips than conventional multifamily housing. The site plan has been designed to provide safe vehicular circulation, pedestrian access, service access, and emergency vehicle access while accommodating resident, employee, and visitor parking needs through a combination of underground and surface parking facilities. The development will not create a significant burden on the School District because the project is specifically designed for older adults and does not generate student enrollment comparable to traditional residential development. At the same time, the project will contribute to the local tax base and support economic activity within the Village. The development team is committed to providing the infrastructure and site improvements necessary to support the project, including adequate parking, internal circulation, emergency access routes,

stormwater management facilities, landscaping, lighting, utility connections, and pedestrian accommodations. The site has been planned to ensure that fire, police, EMS, and other public service providers have safe and efficient access throughout the property. In addition to meeting the needs of its residents, the project will provide a significant community benefit by expanding housing options for older adults, supporting aging in place, creating employment opportunities, and addressing a demonstrated need for Independent Living, Assisted Living, and Memory Care services within the DeForest area. For these reasons, the proposed development will be adequately served by public facilities and services, will not impose an undue burden on public agencies, and will provide substantial benefits to the Village and surrounding community.

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6. Explain how the public benefits of your proposed use in this location outweigh potential adverse impacts, noting particular aspects of your proposal with public benefits and any commitments you are willing to make to reduce or avoid adverse impacts on the public.

The public benefits of the proposed senior living community substantially outweigh any potential adverse impacts associated with the development. The project will provide significant housing, economic, and community benefits while incorporating design features, operational practices, and site improvements that minimize impacts on neighboring properties and public infrastructure. A primary public benefit of the project is the provision of needed senior housing and care services within the Village of DeForest. The development will provide 56 Independent Living units, 58 Assisted Living units, and 24 Memory Care units, creating a continuum of care that allows residents to age in place as their needs evolve. This housing model enables older adults to remain within their community and maintain relationships with family, friends, healthcare providers, and local services while receiving the level of support appropriate to their stage of life. The project directly advances the Village's goals of supporting housing choice and increasing housing opportunities for seniors. The project also addresses a demonstrated regional need for senior housing. Market analysis prepared for the development identifies significant unmet demand for Independent Living, Assisted Living, and Memory Care housing in the DeForest area, while existing senior housing communities in the broader market maintain high occupancy levels. The proposed development will help meet the needs of a growing senior population and provide a housing option that is currently underrepresented within the local market. Additional public benefits include job creation, economic activity, and expansion of the local tax base. The facility will create employment opportunities across a variety of positions including healthcare, dining, maintenance, housekeeping, administration, and management. The development also represents a substantial long-term private investment in the Village and will contribute to the community's economic vitality. The project has been thoughtfully designed to provide a high-quality living environment and a positive visual contribution to the community. The building incorporates durable and attractive exterior materials including brick and a combination of vertical and horizontal siding, along with extensive resident amenities, landscaped grounds, private patios and balconies, secure courtyards, and indoor gathering spaces. These features enhance quality of life for residents while contributing positively to the appearance and character of the area. Potential adverse impacts associated with the development are expected to be limited and have been addressed through the site design and operational characteristics of the facility. Senior living communities generally generate lower traffic volumes and fewer peak-hour trips than many commercial, mixed-use, or conventional multifamily developments. The project includes organized vehicular circulation, adequate parking through a combination of underground and surface parking facilities, dedicated resident entrances, emergency vehicle access, and professionally managed operations. For these reasons, the substantial public benefits associated with providing needed senior housing, supporting aging in place, creating jobs, expanding the tax

base, and advancing Village housing goals clearly outweigh any potential adverse impacts, which have been minimized through careful site planning, building design, and operational management.

Conforms to all other applicable requirements for the zoning district in which it is located, and all applicable standards in Chapter 15 of the Zoning Ordinance.

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A map of the subject property, drawn to scale, and showing:

All lands for which the conditional use permit is proposed. If the conditional use permit is proposed for only a portion of a parcel, clearly indicate the portion of the site to which the conditional use permit would apply., All other lands within 100 feet of the boundaries of the subject property, , Current zoning of the subject property and the jurisdiction(s) that maintains zoning control. , All lot dimensions of the subject property, , A graphic scale and a north arrow.

Upload map here

ZONING.pdf

A written description of the proposed conditional use describing:

Type, duration, and density of activities, buildings, and structures proposed for the subject property and their general locations (indoors and out). , Expected number and type of employees and patrons. , Expected hours of operation. , Expected traffic volumes including trucking (including vehicle weights/sizes). , Any likely noise, odors, or vibrations that may be experienced outside the site. , Whether any hazardous materials would be kept on site and where. For each proposed use proposed to include significant quantities of fuel, oil, or other toxic or hazardous liquids or materials with significant migration potential, an inventory of such materials and a Spill Prevention and Mitigation Plan intended to guide owners, employees, suppliers, and others of procedures and practices to prevent spills from occurring and minimize contamination impact if spills do occur., Proposed timing and phasing for the conditional use. , Other unique operational characteristics, particularly those that relate to the Village’s criteria for consideration of conditional use permit requests.

Upload document here

00-Conditinal Use Narrative.pdf

Please acknowledge below that you understand the following statement: The Zoning Administrator may request other plans or documents to ensure that the requirements of Village ordinances are fulfilled.

Yes

## Signature

I have reviewed and understand the Village of DeForest zoning and/or subdivision ordinances (as applicable) pertaining to the standards of approval related to this request.

Electronically Signed

Adam Hertel - 06/15/2026 2:25 pm