



1045 Hill Street, Watertown, WI 53098 – P (920) 261-2221 – F (920) 261-4840

April 4, 2018

Verona Plan Commission

111 Lincoln Street

Verona, WI 53593

Dear Verona Plan Commission,

For the past 14 years I have worked in the Greater Madison area working for faith based non-profit healthcare organization whose' s mission it was to serve older adults in our communities. For 8 of these years I have been the CEO for Marquardt Management Services which owns and operates non-profit retirement communities in Fond du Lac, Racine, Janesville, and Watertown.

While working for Marquardt Management Services I have had the great fortune to live in Verona! My children attend the public schools and I even get to relive part of my childhood by coaching little league. During this time I have also seen the need for healthcare services in the Verona area grow. This need is inevitable as our population ages and requires assistant to maintain a high quality of life.

During the summer of 2017 we conducted a market study to determine if there was a need for senior housing and engaged in conversations with potential community partners to gauge interest. We found there to be a need to build an integrated living model that would incorporate senior living units, assisted living units, and residential homes.

We have obtained an option on 160 acres of land in the Town of Verona that is between Valley Road and Pine Road. We propose to build 200 age restricted (62+ years of age) independent living units, 60 age restricted (55+ years of age) garden home units, 48 memory care units, 12 assisted living units, and 270 residential homes on this site. This development would be done in partnership with Encore Construction. Marquardt Management Services and Encore construction would work closely to ensure continuity of the site, utilities, and roadways. Encore Construction would be responsible for the construction of the residential homes and the garden home units. Marquardt Management Services would be responsible for the independent living units, memory care units, and assisted living units.

The proposed project would provide housing for roughly 450 older persons, along with 270 families. Once fully occupied the senior housing would employ about 70 individuals. Our goal would be to begin work in Summer/Fall of 2019 and achieve occupancy within 18-24 months.

We believe that this proposed project will be a great benefit to our community and provide healthcare services to many years into the future. We are proud of our heritage and our ability to work with various communities in Wisconsin. We are confident that we could provide the same value to the residents of Verona.

Attached we have provided requested information that will help you to make an informed decision. We are looking forward to meeting with you at the May Plan Commission meeting to further share our vision and to gain your feedback.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'Matt Mauthe', with a long horizontal line extending to the right.

Matt Mauthe

CEO



Site Location Map
SENIOR LIVING MIXED USE DEVELOPMENT
Verona, Wisconsin





CONCEPTUAL SITE DESIGN

APPROX. 20 ACRES SENIOR LIVING DEVELOPMENT
 APPROX. 20 ACRES ACTIVE ADULT NEIGHBORHOODS
 APPROX. 100 ACRES SINGLE FAMILY NEIGHBORHOODS
 APPROX. 20 ACRES NATURAL AREA AND PROGRAMMED GREEN SPACE

1:200 SCALE ↑

Conceptual Site Plan
SENIOR LIVING MIXED USE DEVELOPMENT
Verona, Wisconsin

01 APRIL 2018

