

Overview

Brandywine Senior Living is seeking the approval of the Borough of Haddonfield to allow us to replace the non-conforming 1953 Haddonfield Home with a state-of-the-art, site and neighborhood-compatible senior assisted living residence for the seniors of Haddonfield.

We understand that because we would be replacing a structure that was grandfathered into an R4 zone as a preexisting non-conforming use, our continued ability to provide senior living services on our property has, understandably, generated concerns from some of the neighbors (particularly those who are directly adjacent to the site) and the Historic Preservation Commission.

Our focused efforts on communicating with the various constituents over the past few months has been advantageous in generating a revised plan that we believe has addressed many of the concerns and incorporated many of the suggestions that have been shared. The feedback has provided us additional insight and creative ideas to finalize our plan and further prepare for our formal submission to the Commission.

We are thankful for the time afforded to us by the Commission and their guidance in this process. Enclosed is an overview of our preparation efforts and the information and plans requested for the submission as outlined in the Certificate of Appropriateness application. We look forward to formally presenting our proposal on May 23, 2012.

A timeline depicting our efforts thus far in preparation for the HPC formal review of our proposed project is outlined below.

Communication with Constituents	Date
<i>Informal Meeting</i> with Haddonfield Mayor Letitia G. Colombi	3/8/12
<i>Informal Meeting</i> with Township Official (Zoning Officer)-Steve Walko	3/14/12
1st Informal Meeting with Historic Preservation Commission (HPC)	3/21/12
Haddonfield Site Visit with Members of the Historic Preservation Commission (HPC)	4/3/12
1st Neighbor Meeting at Haddonfield Property with Architects	4/4/12
2nd Neighbor Meeting at Moorestown Estates with Architects	4/17/12
2nd Informal Meeting with Historic Preservation Commission (HPC)	4/18/12
Presentation at Haddonfield Council of Churches (First Baptist Church)	4/30/12
3rd Neighbor Meeting at Haddonfield Property with Architects	4/30/12
Submission of HPC Application	5/11/12
Formal Meeting/Application Review , Historic Preservation Commission (HPC)	5/23/12

Below are highlights from our meetings with the Historic Preservation Commission and our Neighbor meetings.

Historic Preservation Commission

Historic Preservation Commission Meeting-March 21, 2012

Brandywine was afforded some informal time at the end of the March HPC meeting to introduce ourselves and discuss our proposed plan. Preliminary designs were shared for feedback and guidance with changes, information regarding next steps and the approval process.

Haddonfield Site Tour

Some members of the HPC toured the property on April 3rd to review the proposed elevations of the new addition and for another informal discussion on proposed plans.

Historic Preservation Commission Meeting-April 18, 2012

Brandywine was afforded another informal review of our conceptual plan at the end of the April HPC meeting. Some of our neighbors were in attendance at the Public Hearing.

Neighbor Communication Meetings

We hosted three formal meetings open to all neighbors around the Haddonfield property.

First Meeting-April 4, 2012 at Haddonfield

53 households on Warwick Road/Moore Lane were invited, 17 people attended

Second Meeting-April 17, 2012 at Moorestown Estates

53 households on Warwick Road/Moore Lane were invited, 9 people attended

Third Meeting-April 30, 2012 at Haddonfield

53 households on Warwick Road/Moore Lane were invited, 13 people attended

Generally, while all of the neighbors do not share identical concerns, many of those in attendance expressed interest in the following:

- *Massing/Size of Footprint*
- *Setbacks/Green Space*
- *Trees*
- *Haddonfield/neighborhood appropriate use and design*
- *Fire lane*
- *Parking*

Proposals to Address Concerns

We have worked on several designs (in fact 6 in total) with our architects based on feedback and suggestions from the HPC and some of our neighbors. These designs have been shared with the various constituents at our scheduled meetings. As a result of these efforts over the past 9 weeks, we have addressed the issues as follows:

Concerns	Proposals
<p>Massing/Size of Footprint</p> <p><i>We have verified that the current footprint of the brick building is 9,880 square feet plus an additional 3,330 square feet for the historic home, porch and greenhouse for a total building footprint of approximately 13,210 square feet. This, along with existing walkways, driveways and parking of 15,920 square feet yields an impervious coverage of 29,130 square feet or 28.8%. The first proposal increased the footprint of the brick residence to a total of 20,450 square feet in order to accommodate regulatory, handicapped accessible rooms and hallways, shower placement in residents' rooms, and the relocation and redesign of resident activity space that is more functional with access to natural light.</i></p>	<ul style="list-style-type: none"> • <i>This plan reduces the 20, 450 footprint of the prior proposal to 16,900 square feet or 3,550 square feet per floor less than previously proposed. This was accomplished by creating a Terrace Level (walk out basement) allowing natural light and ingress and egress for resident social space (Center Stage Theater, Beauty Salon and an Escapades for Life Room). On previous plans, these areas were located on the first and second floors.</i> • <i>This plan relocates above ground parking to an underground garage.</i> • <i>The impervious coverage is less than 30% compared to the existing 28.8%.</i>
<p>Setbacks/Green Space</p> <p><i>Some of our neighbors were concerned that the approximate 120 feet of open space on the rear of our current property would significantly be diminished by the reconstruction.</i></p>	<ul style="list-style-type: none"> • <i>We have complied with all setbacks as outlined in the R4 zoning requirements (35' front; 15' one side or 35' combined; 45' rear).</i> • <i>This plan provides ample (approximately 90 feet) of green space between the replacement building and our neighbors in the rear.</i>
<p>Trees</p> <p><i>Some of our neighbors and members of the HPC expressed concern about the preservation of the mature trees on our property.</i></p>	<ul style="list-style-type: none"> • <i>We conducted a tree survey that indicates we have 182 trees on our property.</i> • <i>This plan will remove approximately 15-20 trees with the new proposed footprint and we will replace the trees with similar ones as much as practicable.</i> • <i>This plan saves the mature Southern Magnolia.</i>

Fire Lane

A regulatory-required fire lane was a concern. Some of our neighbors were interested in the type of fire lane that would be installed and the location around the building.

- *This plan shows the fire lane has access around three sides of the property.*
- *The fire lane will not be black top, but supportive ground cover that does not take away green space.*

Parking

The existing parking lot of the Haddonfield Home (19 spaces) has sometimes resulted in an overflow of employee parking on Moore Lane to keep spaces open for visitors and noise control concerns from our employees' changing shifts.

- *This plan will move parking underground and add additional spaces to alleviate the overflow on Moore Lane.*
- *We conducted a survey of all 24 Brandywine communities and collected parking data for all three shifts (residents and employees), which supported our determination of parking spaces for the addition. This plan outlines 25 spaces, 6 additional spaces than the existing parking lot.*
- *This plan will have 22 underground and 3 above ground spaces where employees will now enter the building via the underground garage.*

Certificate of Appropriateness Application Information

*Information Provided by Meyer Design: George T. Wilson AIA, Meyer Architects, Inc.
227 E. Lancaster Avenue
Ardmore, PA 19003
610-649-8500*

1. Photographs of the building in question, depicting the subject-matter of the application.

Existing photographs of the Haddonfield Home addition and photos of the historic E. Hodgson Home 1865 are enclosed. See Exhibit A

2. A written description of the proposed work

Brandywine Senior Living is seeking the approval of the Borough of Haddonfield to allow us to replace the non-conforming 1953 Haddonfield Home with a state-of-the-art, site and neighborhood-compatible senior assisted living residence for the seniors of Haddonfield. Our proposed plan is to rebuild the existing brick addition, without disturbing the historic home. This plan will allow for the continuation of 52 units, however, will operate and function as a modern assisted living community that meet the requirements for New Jersey Assisted Living licensure and the Department of Community Affairs. The additional square footage will allow for resident apartments to be equipped with private showers, wider hallways for accessibility, and resident activity spaces that are easily accessible, welcoming and functional for quality of life programming. It will also allow the residence to accept couples. Should the residence be fully occupied with the maximum amount of couples, the capacity will be 64 residents.

The addition will attach to the existing home at the current connection and be below the 35' height requirement and meet the setback requirements. There will be an interior courtyard that will bring natural light into the building and a Terrace Level patio to provide an outdoor area for residents to enjoy. The addition is below the maximum requirements for building (impervious) coverage (30%) and building coverage (20%).

3. Proposed architectural drawings (including elevation, drawings, floor plans, site layout, etc.)

The building rendering (Exhibit B), floor plans (ground, first and second floor-Exhibit C), building elevations (Exhibit D) and a site plan (Exhibit E) are attached that outline a general description of the new addition proposal and the site work.

See Exhibits B, C, D, E

4. Material specifications (e.g. architect's technical specifications or manufacturer's literature describing or depicting the proposed materials)

Meyer Design describes the material specifications as follows: The addition will be a steel and concrete building. The exterior walls will be steel stud construction with cement composite siding (Hardi Plank), composite PVC trim (AZAK), Andersen Woodwright double hung windows with simulated divided lites, and asphalt architectural shingles. Any work that will be done on the historic home will be done with the materials that match the current materials such as painted wood siding and painted wood trim.

5. Historical documentation (e.g. historical photographs) supporting the proposed architectural decisions

*The style of the addition will be in character of the many homes in the Haddonfield area. We have attached a number of photos of local Haddonfield homes (Exhibit F) that we are using as design inspiration for our addition along with a similar Brandywine Assisted Living Facility located in Linwood, New Jersey, called Brandall Estates (Exhibit G). We respect the Italianate style of the existing E. Hodgson Home 1865 and will not attempt to match the house details with the addition.
See Exhibit F & G*