

The Crossing at Brookberry Farm W-3358 Neighborhood Outreach Report

Outreach 1:

On August 22, 2017 at 7pm, a neighborhood meeting was held with the Brookberry Neighborhood at the Barn at Brookberry. An email invitation was sent to the neighborhood list server a week prior to the meeting. Approximately 30 to 35 people attended the meeting. The developer presented a preliminary concept plan of site along with example completed projects. The developer opened the floor for questions from residents and answered questions regarding the proposed facility and operation.

Outreach 2:

On August 28, 2017 at 6pm to 7:30pm, the Crossing at Brookberry Farm was one of the topics of the Meadowlark Drive Area Meeting hosted by representatives of Council Member Robert Clark. The developer attended the meeting and answered questions regarding the proposed facility and its operation.

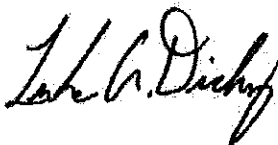
Outreach 3:

The developer coordinated with a representative of the Meadowlark District Neighborhood Alliance (MDNA) to provide information to post the MDNA Facebook page. Attached is a copy of the letter provided to MDNA on February 13, 2018. MDNA posted the letter on their Facebook page on February 14. The developer was willing to set-up a meeting with the MDNA members if they showed interest in a meeting. Per MDNA, not enough interest was shown to warrant a neighborhood meeting.

Outreach 4:

The developer will be delivering invitations door to door on February 28 to the residents on Hundley to invite them to a neighborhood meeting to be held at the Brookberry Farm Clubhouse on March 6 from 6pm to 7pm.

Respectfully submitted,



Luke Dickey
Partner/Senior Project Manager
Stimmel Associates, P.A.

February 13, 2018

Ms. Michelle Soyars

Re: The Crossings at Brookberry Farm

Dear Ms. Soyars,

We appreciate the opportunity to speak with you this week in reference to our planned senior living facility at Brookberry Farm in Winston-Salem. We believe that this will be a great benefit to the community. I have highlighted below some basic information on Smith/Packett for your review.

Smith/Packett has been one of the most well respected healthcare firms in the United States for the last 35 years (<http://www.smithpacket.com/>). Our CEO, James R. Smith, has served on the Virginia Medicaid Board, Board of Visitors for Virginia Tech, and most recently as the Chairman for the Virginia Tech Carilion School of Medicine Board of Directors. Our passion for seniors has driven us to continue to be the best in class via design, service, and innovative programs. Several years ago, we founded our operational entity, Harmony Senior Services (<http://www.harmonyseniorservices.com/>), to fulfill our commitment to serve our seniors in an inviting and hospitable setting. Harmony's mission is to "Put our passion for life to work creating and managing thriving communities where seniors can enjoy *the comforts of home, the care of professionals and the energy of life.*"

Our facilities offer three lifestyle choices to meet the individual needs of our residents: Independent Living, Assisted Living, and Memory Care, which is dedicated to providing special services for those residents with Alzheimer's disease and other forms of dementia. The ability for us to offer someone the opportunity to age in place is unique and provides a sense of security, as well as, a feeling of home. Our facilities are designed to enhance and contribute to the surrounding communities. Common amenities include:

- Chapel/Theatre Room
- Physical Therapy and Fitness Rooms
- Activity Rooms
- Outdoor Courtyards
- Billiards Room
- Commercial Kitchen

- Grand Dining Rooms
- "Pub" and Bistro areas
- Library
- Beauty/Barber shop
- Visiting Physician's offices.

We would like to address three points about our project:

1. **Traffic:** In comparison to residential or commercial uses, senior housing produces little traffic, especially during peak driving hours. Our Peak time trips typically are about 28-32 for one of our facilities. Memory Care residents do not drive, Assisted Living residents rarely drive and Independent Living residents typically reduce their amount of driving after moving into one of our facilities and many times give up their car altogether. Traffic impact is further minimized by the van transportation services we provide to many of the local shops, medical offices and other community services. Another key point about our trip generation is that we have the flexibility to schedule our employee work shifts so that they do not coincide with neighborhood peak traffic, in this case, school pick up and drop off. The employment shifts for the facility are designed to offer 24 hour coverage while not overlapping with peak AM and PM travel times.
2. **Design:** The Crossings at Brookberry Farm will be a good transition from the institutional uses of the adjacent schools to the residential community. It will be a combination of three and four stories in an effort to minimize walking/traveling distances from the residents units to centrally located dining rooms and other amenities. Since we offer balconies to our Independent Living residents, the four story component, we have sited that portion of the community in closest proximity to adjacent single family homes. We feel that the façade with the balconies and patios will smoothly transition into the neighborhood. Our architects are working to add architectural elements to the Memory Care and Assisted Living Components of the building to make it even more aesthetically pleasing. In addition, we have agreed with the City to offer additional landscape buffering along the single family homes.
3. **No affiliation with the previous owner or operator of the Certificate of Need (CON):** Smith Packett, Harmony Senior Services and The Crossings at Brookberry Farm has no affiliation with the previous owner or operator of the CON. That facility was closed and the residents relocated to other facilities. Unlike the previous owner of the CON, our residents are predominantly private pay. In addition, our Memory Component is a secure facility. The Memory Care resident's activities are supervised and they are not allowed to leave the premises unless accompanied by staff or family. All medications for the residents are also kept in secured conditions and are only dispensed to the residents of the facility. Smith Packett and Harmony Senior Services have an excellent reputation for creating senior living communities and our operations of those communities.

In summary, we feel that our planned senior living facility will be a great addition to the neighborhood. Compared to the other uses allowed under the current zoning, which include fast food restaurants with drive-throughs and most other commercial uses, our use is one of the least impactful. In addition to creating very little traffic as previously mentioned, our residents

average age is eighty-five. Therefore, our residents do not have school-aged children and will not create an additional burden on the adjacent schools.

Please reach out to Troy DeHaven (tdehaven@smithpackett.com) or me at wholmes@smithpackett.com with any questions or concerns, or by phone at 540-774-7762. We would be happy to meet to further discuss our company and The Crossings at Brookberry Farm with you at your convenience.

Sincerely,



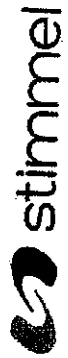
Will Holmes
Executive Vice President of Development and Construction
Smith/Packett Med-Com, LLC

NEIGHBORHOOD MEETING ATTENDANCE

The Crossing at Brookberry Farm
Winston-Salem, NC

	Name	Address:	Phone:	Email:
1	Mr. & Mrs. Theodore Brumber	5455 Handley Rd.	336-922-2088	N/A
2	KENIA + MICHELLE SOYERS	4965 SHADYMAPLE LN	336 922 0388	TRASHBOYE ROAD, DL TRASHBOYE, COM
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LANDSCAPE ARCHITECTURE CIVIL ENGINEERING LAND PLANNING

03.06.2018

W-3358 Attachment A