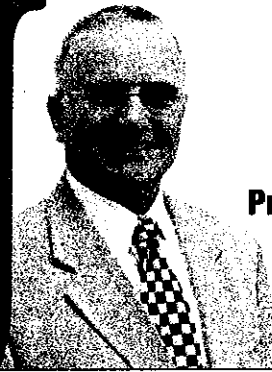


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Profile

Change is the constant in RTA president Adam Urbanski's career. Page 10

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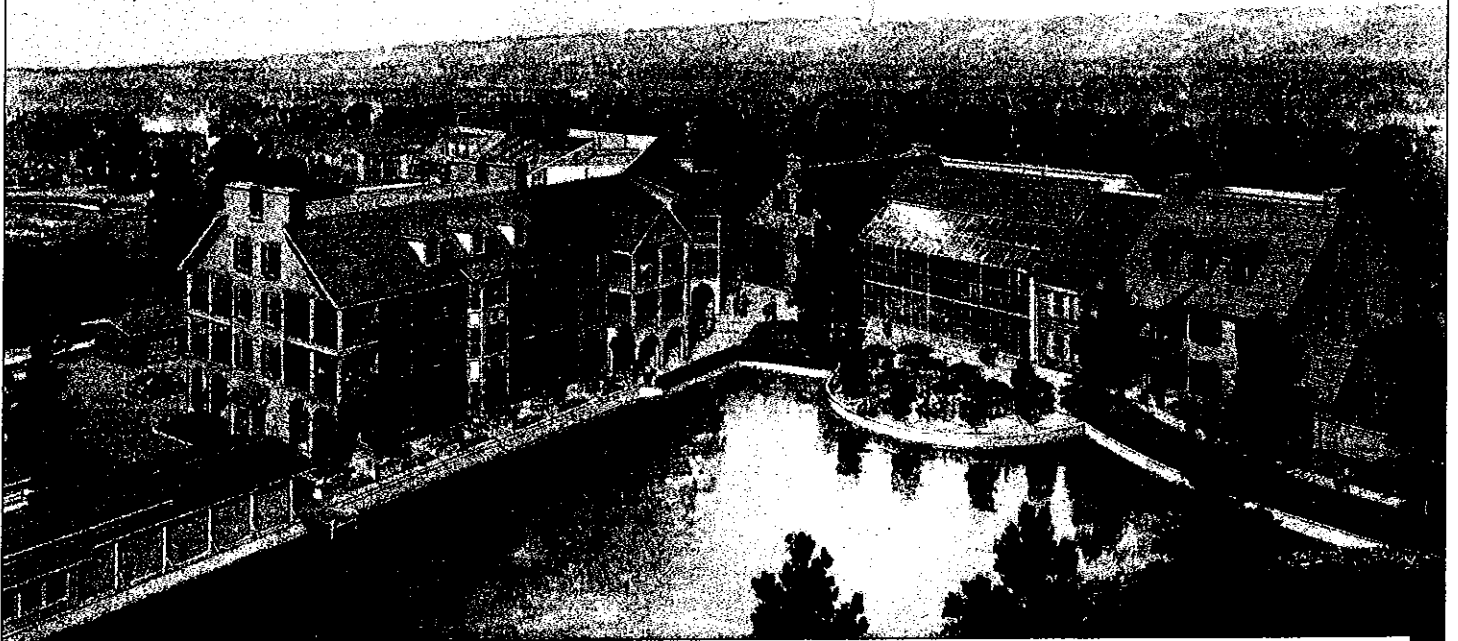


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Community creation

St. John's Home applies New Urbanism ideas in a planned \$33 million development



Rendering courtesy of St. John's Home

By WILL ASTOR

St. John's Home is planning to build a \$33 million mixed-use, senior living development in Brighton.

The Brickstone development—aimed at active seniors ready to trade homeownership for upscale apartment or condominium-style living—is planned to include a 40-unit apartment building, nine townhouses and three bungalows. It is to

feature walking trails and wetland areas.

Uniquely for a Rochester-area senior housing project, it also is planned to include shops, restaurants and public meeting space in a glassed-in winter garden planned to overlook a bucolic scene featuring a large, attractively landscaped pond.

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Recipients set for awards in non-profit arena

By NATE DOUGHERTY

Colleges broaden enrollment

With projected decline in high school graduates, geographic reach expands



BRICKSTONE

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The mixture of retail, public meeting space and strategically placed green space is meant to be an application of New Urbanism architectural theories, said Charles Runyon, St. John's Home president and CEO.

A relatively young architectural and community planning movement dating to the 1980s, New Urbanism calls for small, pedestrian-friendly developments that include amenities such as stores and restaurants to be placed within walking distance of homes. New Urbanist communities are supposed to include green space and gathering spots such as central town squares where shops, restaurants and other meeting areas are clustered.

One of the best-known New Urbanist communities is Celebration, a planned community built by the Walt Disney Co. near the Walt Disney World Resort in Orlando, Fla. Set on a 5,000-acre site, Celebration is broken up into a series of smaller neighborhood centers, each featuring its own central square.

The Brickstone winter garden is planned to serve as a gathering spot for apartment dwellers in several nearby Brighton multi-unit complexes as well as Brickstone residents, Runyon said.

"This will be an area that's open to the community and not just to Brickstone residents," he said. "We want it to become a community center. The usual idea is that there's a seniors community over here that's separated from the rest of the community that sits apart over there. We want to get away from the idea of a seniors community that's isolated and off by itself."

Brickstone is planned to sit on a 17.5-acre Elmwood Avenue site adjacent to St. John's Meadows, a senior and assisted-living com-



In a first for a local senior housing project, Brickstone will include shops, restaurants and public meeting space.

Rendering courtesy of St. John's Home

munity owned by St. John's Home's St. John's Meadows. The new project will target active 55-and-older seniors as residents, Runyon said. It will not have an assisted-living component or offer meal plans as some upscale senior living centers do.

"We're looking for younger, active retirees, people who are still going places and doing things but want to get out from under homeownership," Runyon said.

Like St. John's Meadows but unlike many similar private-pay high-end senior living communities, Brickstone is to include only rentals and will not require a buy-in amount, Runyon said. Monthly rents are expected to range from \$2,000 to \$4,000.

Extending a policy St. John's Home has followed at St. John's Meadows, sever-

al Brickstone units are planned to be offered at a sharply reduced rate as affordable housing, Runyon said. In offering reduced rents to some seniors at St. John's Meadows, St. John's Home follows federal Housing and Urban Development department guidelines to select tenants eligible for subsidies but gets no outside funding to offset the rent reductions, he said. To make sure that no odium attaches to tenants getting a reduced rate, no specific units are designated as subsidized.

St. John's Home is planning to offer only three Brickstone units at a reduced rate but will up the number of affordable units at St. John's Meadows from 38 to 46 when Brickstone goes on line, Runyon said. St. John's Home plans to buy the Elm-

wood Avenue parcel on which Brickstone is to be built from the land's current owner, Christa Development Corp., which also is contracted to build the project. The development's \$33 million cost includes the land, he said. Construction costs are expected to total \$23 million.

St. John's Home officials presented the Brickstone project to the Brighton planning board on Aug. 27 and have turned in an environmental impact statement. The town and state regulators have yet to act.

Unlike larger, mixed-use projects proposed by Anthony J. Costello & Son LLC Development on nearby Brighton tracts in the Westfall Avenue and Winton Road area near the Erie Canal, Brickstone has drawn no ire from Brighton residents.

Brighton resident Judy Schwartz is an organizer of Concerned Citizens for Brighton, which has heavily criticized a Costello & Son proposal to put up a hotel, supermarket and multi-story medical and office complex on a tract bordering Westfall Road, I-590 and Winton Road and adjoining Costello & Son's Clinton Crossings development.

Costello & Son is separately proposing a mixed-use residential development on a 63-acre site just east of the Westfall/Winton tract abutting the Erie Canal. The developer's original plan for that project, called the Reserve, to be built as a gated community, drew heavy fire from Brighton residents, prompting Costello & Son to scrap the idea

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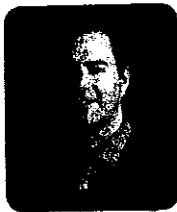
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Next year should be another good year
for the contractors in Rochester and sur-
rounding areas, Hilger said.

BRICKSTONE

Continued from page 15

of walling the development in.

While she strenuously objects to Costello
& Son's plans for the Westfall/I-590/Winton
Road tract as out of character for Brighton
and too densely packed with retail, Schwartz
said she would welcome Brickstone.

"They're apples and pineapples," she
said, comparing the Costello & Son and
St. John's Home projects.

The Costello & Son project would bring
new traffic congestion and a concentra-
tion of retail, office and hotel space that
would be at odds with the tenor of nearby
neighborhoods, Schwartz said. Brickstone
would bring little new traffic and add to
neighbors' quality of life.

Costello & Son CEO Anthony Costello
strongly objected to the picture Schwartz
painted. He highlighted plans to include
a so-called "lifestyle center" as a small
but key component of the Westfall/I-590/
Winton Road project.

The center would comprise roughly 10
percent of the development. Similar to Brick-
stone's winter garden, the Costello & Son
project's lifestyle center would consist of

a wider geographic area probably will do
better in that period than those with a lo-
cal focus only, he said.

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shops and a restaurant overlooking a pond,
landscaped areas and a covered walkway.

The Brighton projects he plans would
take 10 to 15 years to complete and when
done would add significantly to the town's
tax base, Costello said. Opponents had
mischaracterized the projects, wrongly
stating that he planned to build a large,
enclosed mall, for example.

"I've had people call up and talk to me
and then say they would ask to have their
names taken off (anti-Costello project) pe-
titions," Costello said.

St. John's Home's Brickstone presenta-
tion followed Costello & Son's presentation
at the Aug. 27 planning board meeting. Res-
idents' contentious objections to the Costel-
lo & Son's proposal stretched the meeting
into the early-morning hours, Runyon said,
but no one spoke against Brickstone.

If Brickstone wins approval from the
town and state environmental regulators,
St. John's Home plans to break ground in
spring 2009. Plans call for completion of
the apartment component eight months af-
ter the groundbreaking and for the rest of
the project to wrap up within 14 months,
Runyon said.

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