

# New options for seniors at Brickstone

**SENIOR CARE:** St. John's has proposed a residential community in Brighton geared toward active older people.

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Many senior communities inadvertently isolate residents from the rest of the community.

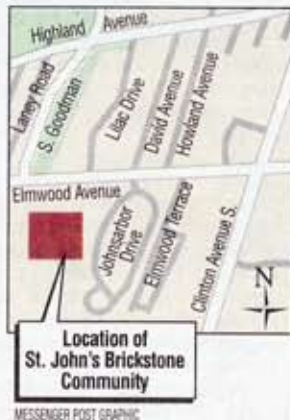
"I would call it informally a gated community," said Duane Girdner, vice president of marketing for St. John's, formerly St. John's Senior Communities. "The idea being seniors over here — everybody else stay out."

St. John's officials say its proposed 102-unit Brickstone senior community in Brighton will eliminate that separation.

"We're going to create a retail space in the middle of Brickstone that is going to encourage people from the community to come in," said Girdner.

St. John's currently operates St. John's Home on Highland Avenue in Rochester and St. John's Meadows in Brighton.

The name for the Brick-



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stone comes from the 19th-century brickmaking industry in Brighton. The proposed 16-acre site on Elmwood Avenue used to be where bricks were made and stone was quarried.

Brickstone follows a "new urbanism" concept, which includes a diverse range of housing options, a walkable community and an identifiable center — or focal point — of the neighborhood.

The 10,000-square-foot neighborhood center includes a winter garden and retail space. Girdner said

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he couldn't disclose the potential tenants of the space, but he's hoping it will feature necessities like places to eat and a gift shop.

"This is an attempt to create somewhere where neighbors can come and meet," said Girdner. "Drink coffee and get a bagel in the wintertime, in the summer get an ice cream cone — we want it to be a bustling community center."

The center includes a two-story glass wall that will overlook the wetlands that will be preserved on the site.

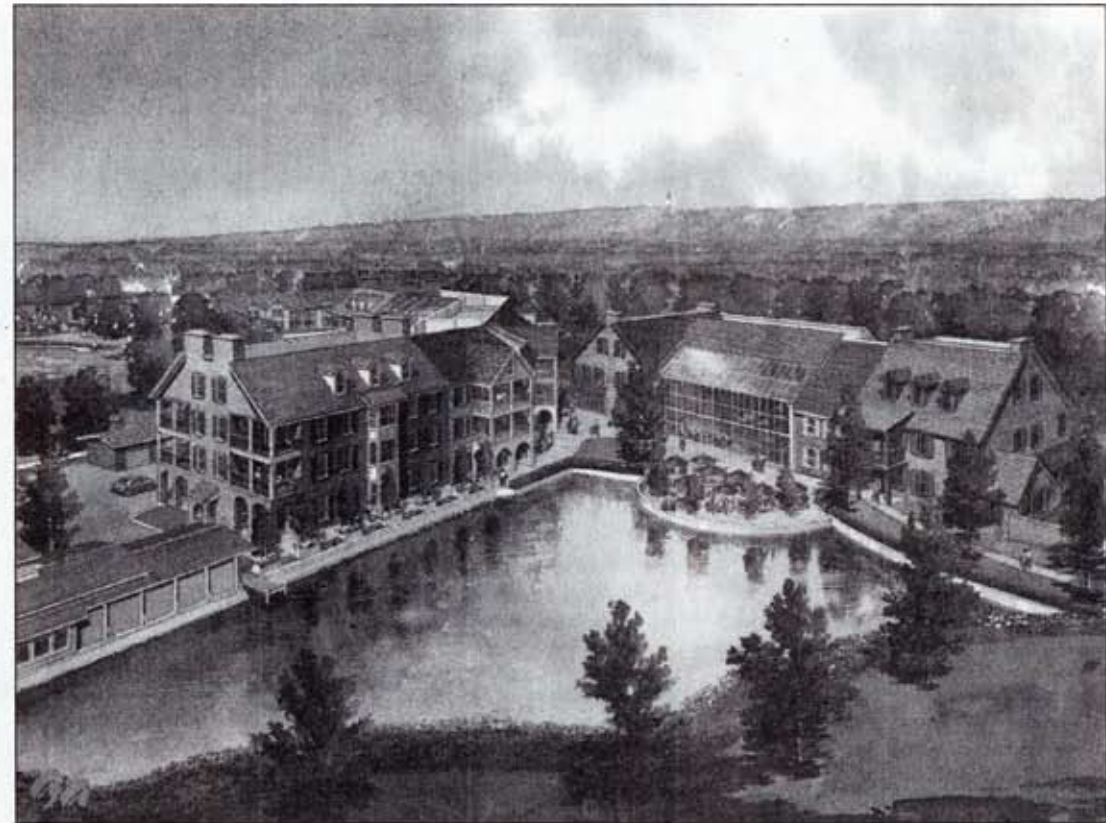
Brickstone will offer three options for housing styles. There will be 40 apartments, nine town houses and 53 bungalows.

The community is geared toward younger or "younger-feeling" seniors, though all residents must be at least 55 years old. It is an independent living community, but additional services such as a call system and housekeeping will be offered a la carte so residents aren't paying for more than they require.

Walking paths will connect the entire community and will connect to the Brighton trail system.

Though St. John's has yet to begin marketing the community, a list of potential tenants is filling up quickly.

One person already committed is Penfield resident Carol Brink. She attends fitness and aerobics class daily



SUBMITTED PHOTO/ART ASSOCIATES, INC.

This is an artist rendering of what the proposed 16-acre Brickstone senior living community would look like.

and feels that Brickstone will provide and foster the active lifestyle she seeks.

"I'm actually independently living in my own townhome now and I'm very happy here," said Brink, 73. "I'm just looking down the road another three or four years. (Brickstone) offers the kind of living and services that I think would be really enjoyable in terms of living in a community."

Planning for Brickstone began in

### For more information

Contact Dawn Rivera at 271-1000 or visit [www.brickstone.org](http://www.brickstone.org)

2006, and project manager Joanne Braeunle said she expects the project could receive final approval from the Brighton Planning Board in January or February. The project will take 14 months to complete, with ground-breaking planned in April.