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Let the construction begin: Brickstone breaks ground in Brighton

With bank financing finally in place, long-anticipated project moves forward

With construction vehicles and equipment poised to start work in the background, officials and guests with ceremonial shovels broke ground today in a field on Elmwood Ave. in Brighton, signifying the start of a major construction project that will revolutionize the concept of senior living in the Rochester area.

Construction begins in late December on Brickstone, a 16-acre senior living community on Elmwood Ave. that is part of St. John's.

When fully completed, Brickstone will comprise 102 residences – apartments and lofts, one-story bungalows and townhouses – situated around the natural wet lands that currently exist on the property. The design and layout of the development also includes walking trails and pathways and a Village Square that will house retail outlets available to residents of both Brickstone and the neighboring communities.

Christa Construction, based in Victor, will build Brickstone. The 16-18 month construction schedule will create an estimated boost in area employment of between 450 and 500 construction jobs. Architecture and design is by SWBR Architects.

Brickstone and Christa officials anticipate a construction period of eight months to complete the first bungalows, which will be ready for occupancy in the late summer or early fall of 2011. The village square, apartments and townhouses will be completed in 2012.

The Brighton Town Board and its Planning Board approved the project in March of 2009. The delay in the start of construction was due to the challenge in securing bank financing, an issue faced by similar developments nationwide due to the crisis and upheaval in the banking industry. Financing of Brickstone is through M&T Bank. The project will cost \$36.7 million.

New Urbanism

The revolutionary aspect of Brickstone is its design, based on the principles of New Urbanism. New Urbanism suggests that building and landscape design reflect the history and the styles and standards of the community AND make smart use of the land available to *enhance the social interaction and comfort of a true neighborhood*. As a New Urbanism community, Brickstone features a defined center and mixed styles of housing in a setting that is entirely “walkable.”

The focal point of Brickstone is an appropriately designed and scaled “village square” type of building with glass exterior overlooking the wetlands and pond, offering residents a place to shop at retail shops and stores and to gather in community-oriented meeting space. Brickstone's retail outlets will also be available to residents of nearby Brighton neighborhoods.



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“Our overall approach for Brickstone is to create an inviting neighborhood, one that is easy to negotiate for our residents and is a desirable destination for the area’s neighboring residents for shopping, meetings, events, and other opportunities” says St. John’s President/CEO Charlie Runyon. “In short, this project will invite our existing Brighton neighbors to participate in becoming a neighborhood with us.”

Fit and Active Seniors in an Anti-Suburban Setting

The Brickstone community differs from other senior living communities in that it provides active, healthy seniors with a setting that eliminates suburban sprawl, is designed for walking, promotes neighborhood friendliness and interaction, and offers a new balance for its residents in the way of immediate access to shopping, to on-site services, and to the larger communities of Brighton and adjacent areas.

“The suburbs can be extremely isolating to an empty nester or retired adult who no longer wants the responsibility of home ownership and would like a closer neighborhood feeling,” says Runyon. “Brickstone, with its New Urban design, meets the needs and housing desires of this increasingly large demographic.”

All residences at Brickstone are available on a rental basis; no purchase or entry fee is required. This financial basis offers Brickstone residents a highly desirable and modern living unit without the necessity of tying up their funds in home ownership. Information is available at the Brickstone Information Center at 585-271-1000.

About St. John’s

St. John’s is a multi-level continuum of care older adults in Rochester. The nursing facility, St. John’s Home, was founded in 1899. Located on an eight-acre campus on the corner of South and Highland Avenues, the Home provides rehabilitation, hospice and long term care to 475 residents. St. John’s is Rochester’s only Eden Alternative nursing home. St. John’s Meadows, a senior living community, located on 35 acres in Brighton, offers a variety of independent and assisted living options.

St. John’s Foundation develops financial resources for the family of St. John’s services and programs, and supports other health-related programs for the aging in Rochester. St. John’s also provides services to people who continue living in their own homes through the Day Break adult day program.

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