

*Development Study:***Work Is Moving Ahead at Briarcliff Manor Project**

BRIARCLIFF MANOR—The Club at Briarcliff Manor, a new \$350 million fee-for-service Continuing Care Retirement Community (CCRC) under development in the Village of Briarcliff Manor, is well-positioned for success, spokesmen recently announced.

"There is a growing demand in this region for high-quality, full-service senior living communities such as The Club at Briarcliff Manor," said Matthew K. Phillips, founder and chief executive officer of Integrated Development Group (IDG), which is developing The Club at Briarcliff Manor in a joint venture with the National Electrical Benefit Fund (NEBF). NEBF is a Washington D.C.-based pension fund with more than \$10 billion in assets, officials said.

Phillips noted that high occupancy at competitive CCRC's in the local market and significant barriers to entry for new CCRC's also bode well for The Club at Briarcliff Manor.

"We are one of a very few new continuing care retirement communities in the New York metropolitan area that is scheduled to come on line in the next few years," he said. "Due to the large capital investment and lengthy licensure process for

CCRC's in the State of New York, any new projects in the planning stages will be many years away from completion."

The Details

The Club at Briarcliff Manor, which broke ground earlier this year, will feature 325 Independent Living residences, world-class amenities and services and a 60-unit Supportive Living Center where a licensed professional staff will provide assisted living, memory support and skilled nursing care on-site 24 hours a day. Planned occupancy is in 2013, project officials said.

The first phase of development of The Club at Briarcliff Manor includes site infrastructure improvements, construction of an 8-acre ballfield and parking lot for the Village of Briarcliff Manor and construction of on-site model units and a sales center. The model units and sales center are scheduled to open this fall, officials added.

Located on a 59-acre wooded site overlooking the Hudson River where once stood the famed Briarcliff Lodge Resort Hotel and later the King's College campus, The Club at Briarcliff Manor is comprised of two residential "villages" com-

plemented by a Clubhouse; Aquatics, Spa and Fitness Center; tennis courts; walking paths; beautifully landscaped grounds and a pond, project officials said.

The Components

The Upper Village of the community will feature Tudor-style buildings with 288 unfurnished one- and two-bedroom independent living apartments and a Clubhouse. The Clubhouse will be connected to the Aquatics, Spa and Fitness Center and Supportive Living Center that features wellness care, assisted living, memory support and skilled nursing services.

The Lower Village will consist of 24 townhomes and 13 free-standing villa homes designed for today's active adult lifestyle with first-floor master suites, attached two-car garages and an optional elevator. The townhomes and villas will enjoy views of the pond and large meadows. Perkins Eastman and Sullivan Architecture are the architects for the community, project spokesmen said.

Project officials said that amenities at the community will include a full-service spa and

salon; multiple dining venues; a state-of-the-art fitness center; Aquatics Center with heated indoor pool and whirlpool; a lodge room with social space; outdoor tennis courts; private library; a multi-media business center with wireless Internet; surround sound theater; 24-hour security; and extensive walking trails.

Among the services included in the monthly service fee are: concierge; interior and exterior maintenance, utilities, real estate taxes, housekeeping and flat linen services; valet parking; regularly scheduled transportation to shopping and medical appointments, and educational, social and cultural events. Flexible dining options will be available in a variety of dining venues. Entrance fees for residences, which are 90 percent refundable, will start at \$599,900. Monthly fees for amenities and services are projected to start at approximately \$3,190, spokesmen said.

Project officials said that the community is moving ahead

at a time when many of the region's largest developers have put development plans on hold.

"Our many years of experience in developing senior living communities, combined with the financial strength and stability of the National Electrical Benefit Fund, gives us a unique advantage in today's challenging real estate market," Phillips said. "The Club at Briarcliff Manor will redefine the concept of retirement living and set a new standard of excellence for amenities and design. This will be the finest senior living community of its kind in the Northeast."

IDG, in partnership with NEBF, is also developing 850 Lake Shore Drive, a \$150 million senior living community, preserving the historic building along Chicago's north Lake Shore Drive. Among NEBF's other current projects is the Beekman Tower, a 76-story residential high rise in Manhattan designed by world-renowned architect Frank Gehry, spokesmen said.