

The Village at Ford's Colony

By Barry Johnson, Senior Vice President,
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Life is all about transitions. Think about the excitement surrounding leaving the comfort of your parents' house to head off to college, buying your first home, moving up to a bigger place, maybe buying a vacation get-away. All of these transitions in life were, and are exciting. And we think the next transition – into a continuing care community – should be equally exciting and favorably anticipated.

Just as each earlier move in our lives marks the beginning of a new chapter, so does the decision regarding the retirement community in which we choose to live. And just like all of our previous moves, there are many factors to take into consideration – location being key in many individual and family decisions.

The Village at Ford's Colony has engaged our firm, Greenbrier Development, to provide a plan, a roadmap if you will, for the development, construction, and operation of a first-class continuing care retirement community. Currently the Williamsburg area boasts several very fine retirement facilities, but with a growing need, we believe that The Village is not only a welcome addition, but also a much-needed addition to the James City County area. An area many have called – and would like to continue calling – home.

And we're going to be different. The specifics for the Village at Ford's Colony are currently under review, but what we foresee is a combination of spacious apartment homes, cottages and villas, assisted living apartments, memory support suites and accommodations for skilled nursing care. All built to first-rate environmental standards, and respecting the integrity of the land around it. A recently completed market analysis indicates there are more than enough qualifying residents in the area to support this plan. In fact, we expect the market to continue to grow as the Williamsburg area has become a well-known retirement destination.

In Ford's Colony alone, there are over 2,400 homes. Many who purchase lots are 55 and older, and many are over 75. When it comes time for people to make a move, at this point, they have to move out of Ford's Colony. There simply is no continuing care retirement community to meet the needs of the residents in the existing neighborhood. Well, we should say, there isn't – yet.

When people move from Ford's Colony they're asked why. The vast majority leave at the time when they're downsizing and looking to move someplace where there are services and amenities that make life a little easier. They don't necessarily want to leave Ford's Colony, but until there is an option here at Ford's Colony, they really don't have a choice. This neighborhood provides a natural fit for a first-class retirement community, in addition to folks coming from outside the area looking for that Ford's Colony lifestyle. And The Village at Ford's Colony would be the perfect solution for current residents having to look outside the neighborhood for long-term retirement options.

So, this transition, while filled with all the excitement and anticipation of heading off to college, should be unlike the first – it should be about staying home. And that would all be possible at The Village at Ford's Colony.

Greenbrier Development, LLC was founded in February 2006 by seasoned industry professionals that collectively participated in the planning, financing and development of more than \$2 billion of senior housing communities, including some of the largest and most exclusive in the country.