

# MARSHFIELD MARINER

## ‘Proprietors Green’ a go

### Developer shooting for March 2010 opening

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One of the slides featured a 99-year-old resident sitting at a computer and appearing to be attentively using the Internet inside some sort of business center.

“Jim,” said Barbara Klegar, a marketing consultant leading the slideshow on behalf of South Shore-based Welch Healthcare & Retirement Group, represents “a new generation of senior living.”

Jim is currently enjoying life at The Village at Duxbury, which is one of the group’s senior living communities; Klegar told the room of potential business partners during a luncheon at Ember restaurant in Marshfield on July 22.

The construction of its \$40 million senior living community, The Village at Proprietors Green, is now underway in Marshfield. In March of 2010, in coordination with the New England builder, National Development Company, The Welch Group will be opening the planned village in the area near Roche Bros. supermarket.

While a list of prices has not yet been released, Klegar did say the one-bedroom apartments would be rented for \$3,600 per month. There may also be a down payment option designed to lower the monthly rate.

Surrounded by open space, shopping and single family homes, the area offers a sense of “nostalgia” for traditional village settings, Klegar said.

Richard Johnson, the Welch

Group’s executive director, said about 80 full-time job opportunities will be available at the new senior community by early spring 2010.

“As soon as we get into the holidays,” he said after the luncheon, “we’ll be alerting people that positions will start to open.” But they will not actually open until closer to the March opening, he added.

Johnson cited a range of potentially available jobs from department managers to service staff positions, including food service, housekeeping, maintenance, healthcare and administrative staff.

Welch group also owns and operates seven rehabilitation and nursing centers, one other independent senior living community (The Village at Proprietors Green will be the second of its kind), three adult day health centers and a home care company.

James LaPrade, a realtor with Sotheby’s, Cohasset and Hingham, was also among those on hand.

“We have a program that we actually call transitions,” he said. “It’s to help people move from a home they have had for 40 to 50 years and into the appropriate setting for them at this stage in their lives.”

In assisting with the marketing and selling of homes, LaPrade said he can further help with “incidentals that are very frightening and overwhelming, and that may be the best move for them in terms of their health and organizing their lives to



COURTESY PHOTOS

**Welch Group Executive Director Richard Johnson and Marketing Consultant Barbara Klegar answer questions about The Village at Proprietors Green during an information session at Ember restaurant last week.**

downsize.”

The Village at Proprietors Green will be made up of three neighborhoods, one offering independent living and the other two offering dependent living. The independent community will feature 79 apartment homes with both one and two bedroom floor plans.

The two bedroom units will average 1,050 square-feet and along with the one bedroom apartments were described as having all modern amenities. With about 15 floor plans to choose from, they will feature modern appliances, granite counter tops and walk in closets. While the business center will be an option for Internet use, the apartments will also be wired for cable and phone.

Complimentary services like weekly housekeeping and 30 prepared meals per month (residents will have their choice between the community dining room, pub or café) are included in the rent, Klegar said during the brief PowerPoint presentation.

Along with features like a community movie theater, fitness center and continuing education programs, other recreational services and social activities – like bingo – will be offered.

In addition to 24 memory care units specializing in Alzheimer patient care, there will be 46 assisted living apartments in which residents will be helped with physical needs like bathing, dressing and grooming.