

## GROUNDBREAKING MARKS CREATION OF A SENIOR RESIDENCE – FINAL PHASE OF HISTORIC RENOVATION

October 24th, 2013 [Press Releases](#)

TRAVERSE CITY, MICH., October 23, 2013 – At a groundbreaking ceremony today, the final phase of one of America’s largest historic preservation and reuse projects was celebrated.

The 388,000 square foot Building 50, part of the sprawling campus at The Village at Grand Traverse Commons in Traverse City, has been undergoing a massive rebirth since 2000. Representatives from The Minervini Group, Cordia Senior Living, and Grand Traverse Senior Living, LLC, the project’s owner, were on-hand to officially begin construction of the Cordia at Grand Traverse Commons, a Senior Residential Club. The \$30.7 million project will be complete in Autumn 2014 and will create during construction more than 100 new jobs in the Grand Traverse regional economy.

The Minervini Group has led the historic renovation of Building 50 and other buildings on the site of the former State Hospital since initial redevelopment started in 2000. This was on the heels of separate redevelopment efforts by Grand Traverse Pavilions and Munson Medical Center on the northern portions of the historic site. Building 50 was built in 1885 as the Northern Michigan Asylum. At its peak, the complex covered nearly 800 acres, included over 50 buildings, was home for 3,500 patients and employed as many as 1,000. The facility closed its doors as a state hospital in 1989.

The 63 acres of the site that is The Village at Grand Traverse Commons is one of Michigan’s finest economic development success stories. A redevelopment toolbox including the Michigan Renaissance Zone and brownfield and historic incentives were essential to spurring years of residential and commercial development on the site. To date, ten buildings and some 325,000 square feet have now been redeveloped in The Village and feature restaurants, wineries, boutiques, 130 private residences, and over 70 small businesses employing more than 200 people.

Grand Traverse Senior Living, LLC purchased the remaining as yet undeveloped portion of Building 50 from the Minervini Group to complete the project’s rebirth. The project is being developed by Cordia Cypress, LLC, a joint venture between Cordia Senior Living and Michigan-based Cypress Partners, LLC. Construction of the Cordia Senior Residential Club is expected to produce 50-60 permanent local jobs, and site preparation has already begun. Farmington Hills-based Cunningham-Limp Company is the general contractor, with several subcontractors hired from the local community. FirstMerit Bank is the construction lender. The architect for the project is Concept Design Studio, Inc.

Attendees at the groundbreaking ceremony included:

- Ray Minervini, The Minervini Group
- Raymond Minervini II, The Minervini Group
- Karen Anderson, Cordia Senior Living
- Eustace Theodore, Cordia Senior Living
- Michael Parks, Cypress Partners, LLC
- Don Kegley, Cunningham-Limp Company
- Steven Guidos, Cunningham-Limp Company
- Addison Wheelock, Vice-Chair of the Grand Traverse County Board of Commissioners
- Michael Estes, Mayor of Traverse City
- Several other local and regional officials

Cordia at Grand Traverse Commons will be unique both for its level of amenities and because its residents will live amidst an already vibrant community. The Club consists of 109 private residences that include a host of private amenities, such as a health and wellness spa, a theatre, pub, art studios, a rich arts, educational and social program, and more. This year-round, luxury residential community is designed for both independent seniors and those who require assistance.

Seniors who enroll as First Selectors at Cordia will be granted priority selection of their residence style and location within the Club before its fall 2014 opening, receive a reduced fee basis for as long as they reside in the Club, and be awarded several options for complimentary services and perks.

“This is a moment to celebrate. This new project will mark the conclusion of a journey for us and for Building 50. We are very excited about this project and how it fits into The Village. Cordia and its people will make such great, new neighbors,” said Ray Minervini.

Karen Anderson commented, “We have a unique opportunity to create something truly special here, building a Residential Club that will fit into the Village aesthetic, will employ local professionals, and will be an independent home for many who want active lives filled with meaningful pursuits in their later years. We are delighted to be here in Traverse City.”

Key personnel for Cordia at Grand Traverse Commons were also announced today. Linda Price joins the team as Club Executive Director and Nate Glidden will serve as Club General Manager.

In her role as Club Executive Director, Linda Price will have primary responsibility for sales and marketing, wellness, and resident programs. She brings more than 12 years of experience to her new position. Prior to her current position, Price served as Sales Director for the national magazine Spirituality and Health Media. She served as the regional operations director for WTS International, a leading spa, fitness and recreation management and consulting firm. Price was previously Director of Club, Spa and Recreation at Grand Traverse Resort and Spa. Price has served as the volunteer Director of Operations for the Traverse City Film Festival since its inception.

As Club General Manager, Nate Glidden will have primary responsibility for dining, concierge, valet parking, transportation, housekeeping and building services. Glidden brings 17 years of experience in the areas of fine dining, private club and conferencing operations. Most recently, he served as Director of the Hagerty Center at Northwestern Michigan College, where he oversaw the Center’s corporate, community and social

events. Glidden was also Club Manager for Battle Creek Country Club in Battle Creek, Michigan.

#### About The Village at Grand Traverse Commons

The Village at Grand Traverse Commons is one of the largest, historic preservation and adaptive reuse redevelopments in the country. An alternative to urban sprawl, The Village is the unique renovation of dozens of historic buildings formerly known as the Traverse City State Hospital, and previously, the Northern Michigan Asylum. The auspicious location of this 63-acre site, centered in one of the Midwest's most desirable locations, underscores the unparalleled beauty of magnificent, century-old Victorian-Italianate architecture. For more information, visit [www.thevillageetc.com](http://www.thevillageetc.com).

#### About Cordia at Grand Traverse Commons

Cordia at Grand Traverse Commons, a Senior Residential Club, is an exclusive year-round, luxury residential community designed for both independent seniors, and those who require assistance. Cordia creates the opportunity for more than one-hundred Traverse City, Mich. seniors to choose independence, to live in an environment that supports their interests day to day, to live with others that have decided to do as they intend without physically imposed limits and the bother of daily tasks. Cordia will offer a host of private amenities, such as a health and wellness spa, a theatre, pub, art studios, a rich educational and social program, and more.

Opening in Autumn of 2014, the project completes the restoration of historic Building 50 at Grand Traverse Commons.

Inquiries welcome at (231) 994-4004 or [cordiatc.com](http://cordiatc.com).

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