



New Standard for Senior Living

Environmentally conscious Life Plan Community champions senior wellness and record-breaking sustainable initiatives

Kendal at Sonoma, a joint venture between The Kendal Corporation and the San Francisco Zen Center, is the owner and operator of a new Life Plan Community called Enso Village. Although crews have barely broken ground, Enso Village is already shattering records in the senior living market for its public interest, inclusiveness and sustainability.

The new development heralded by The Kendal Corporation is part of a larger 32-acre, mixed-used development in Healdsburg, California. The property is split into two parcels of land—one containing Enso Village and the other housing local retail shops and 290 apartment units designed for middle-market, affordable workforce housing. The larger project also includes a 130-room boutique hotel.

On the Enso Village side, 221 units will accommodate independent living, with the addition of 30 assisted living and 24 memory care units. The San Francisco Zen Center will inspire programming in the community around healthy living, mindfulness, meditation and contemplative care. Enso Village is estimated to cost a total of \$300 million.

JOINING FORCES TO SERVE OTHERS

Kendal at Sonoma was originally created to provide affordable housing and a place for retired teachers from the San Francisco Zen Center to continue teaching and practice. The organization wanted to give back to their retired employees but didn't have access to a Life Plan Community. That's when The Kendal Corporation entered the picture.

"This is the start of construction, but it's not the start of the vision," says Stephen Bailey, Senior Vice President of New Business and Development for The Kendal Corporation. "The idea for this community started more than 10 years ago with the San Francisco Zen Center, who was looking for a way to take care of their retired Zen teachers. They sought out Kendal and our expertise in senior living."

Kendal at Sonoma

SENIOR VICE
PRESIDENT, NEW
BUSINESS &
DEVELOPMENT
Stephen Bailey

LOCATION
Kennett Square, Pennsylvania



The Kendal Corporation and the San Francisco Zen Center form the perfect joint venture. Enso Village is the culmination of their shared values, namely a commitment to nature, healthy lifestyles and lifelong learning. Twenty retired Zen instructors will teach and live at Enso Village, offering classes that focus on mindfulness and meditation.

These principles stem from a fusion of religious backgrounds. The Kendal Corporation is led by Quaker principles, and the San Francisco Zen Center is rooted in Buddhist ideology. The differences between these two organizations have become their strengths, as Enso Village invites older adults from all walks of life.

"This is a project of a lifetime for me, honestly, and I've worked on many large projects all around the country..."

Bailey says. "This is the first Zen-inspired senior living community in the country. And what that really means is you don't have to be a Buddhist or a Quaker to be a resident of Enso Village. It's meant to be very inclusive and welcoming of all people."

Residents have already started lining up to live at Enso Village. The Life Plan Community exceeded 70 percent pre-sold within just six weeks of marketing, not to mention while COVID-19 was in full swing.

RECORD-BREAKING SUSTAINABILITY

A good portion of the startup funds for Enso Village came from lenders with a passion for sustainability. The money awarded to Kendal at Sonoma paid for entitlements, marketing, development and construction. The organization



was able to launch its plans for Enso Village thanks to sustainable initiatives that were already in place.

"The seed money was financed by an impact investor who really cared deeply about investing in sustainable projects and socially responsible projects, too. So that's a piece of the financing," Bailey says. "But the biggest financing was when we issued green bonds in June 2021, which were quite in demand by the investors."

Every inch of Enso Village is environmentally conscious. It's an all-electric community with the exception of the commercial kitchens and heated pool. Healdsburg Electric Company will power the facilities with geothermal energy, in addition to solar panels on the roof. The solar panels will supply 4 percent of the total community power initially, with the potential to reach a staggering 72 percent in the future.

Residents will have access to a "car barn"—an automated car storage system with a barn-like exterior design. It can store up to 130 vehicles, provide 26 electric vehicle charging ports and prevent truckloads of concrete from ending up in landfills compared to underground parking garages.

The property's common areas are designed to emulate nature with stone, wood and natural light. A partnership between Mithun and HKIT Architects implemented a simplistic style that has an agrarian feel to it.


Enso Village is on track to exceed LEED® Gold, CalGreen and California Title 24 standards. But the accomplishments don't stop there—the independent living units and many of the common areas will be constructed with red list-free materials, a designation that fewer than 50 projects receive in the United States. Kendal at Sonoma is also proud to announce that Enso Village intends to become the first net-zero-energy Life Plan Community in the country within the next few years.

Enso Village hasn't opened yet, but it's already setting the standard for Life Plan Communities nationwide. The impact it will make on future residents is truly immeasurable.


"It's really a landmark project for all senior living," Bailey says. "But for us as an organization, it's very important as a demonstration of how we can do business with a partner and expand our mission in ways that we couldn't do alone." ■

HKIT ARCHITECTS

HKIT Architects is a full-service firm providing master planning, architectural design, interior space planning, as well as furniture, art, and accessory design and selection. The firm's work encompasses all levels of senior living, including independent, assisted, memory care, adult day health and skilled nursing facilities. Their portfolio includes a range of affordable and market rate senior communities. HKIT's architectural practice is centered on a deep commitment to responsive client services. Their success is reflected in the fact that most of their work comes from repeat clients, many of whom have remained so for over 30 years. The definition of senior living is changing. More seniors are aging in place, seeking wellness solutions in everyday life, embracing technology, and expecting their homes to reflect their diverse needs. HKIT is addressing these changing needs by designing welcoming and comfortable spaces that embrace these ideas and create flexibility for future innovation.



leader in the design of senior living communities



"We have worked with HKIT Architects for over a decade, and highly recommend them for their expertise in the design and planning of higher-end market rate senior housing."

Belmont Village Senior Living

www.hkit.com