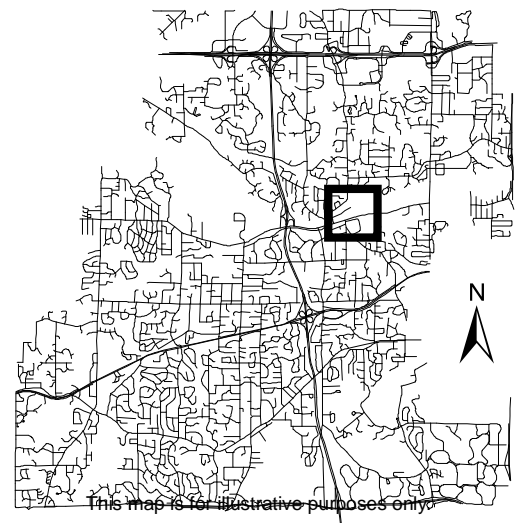




Location Map

Project: English Rose
Address: 12620 Minnetonka Blvd



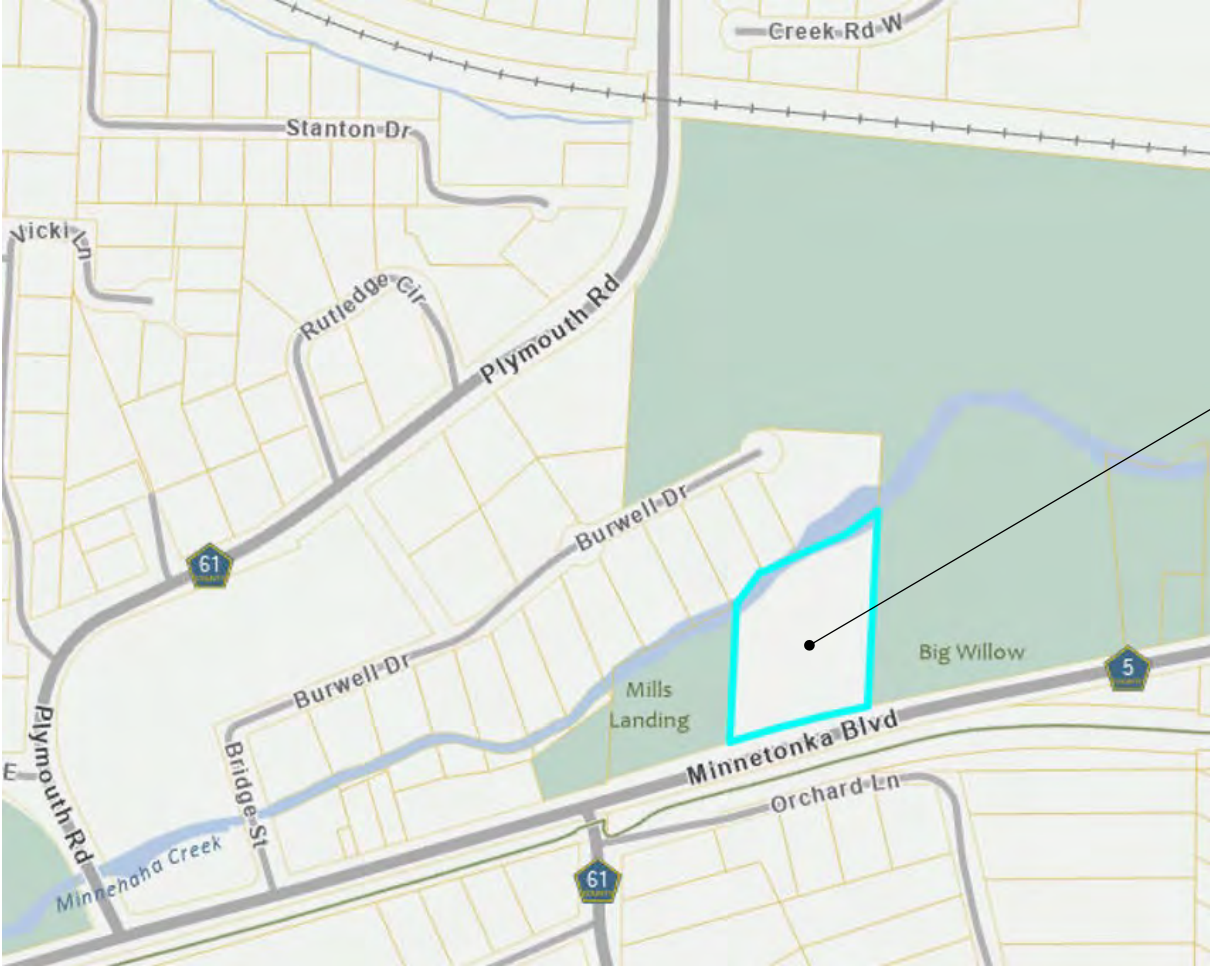
This map is for illustrative purposes only.



1. Project Overview
2. Four Special Homes
3. English Rose
4. Community Benefits



This proposal relates to a 2.98-acre parcel located on the north side of Minnetonka Boulevard between Plymouth Road and Hopkins Crossroads.



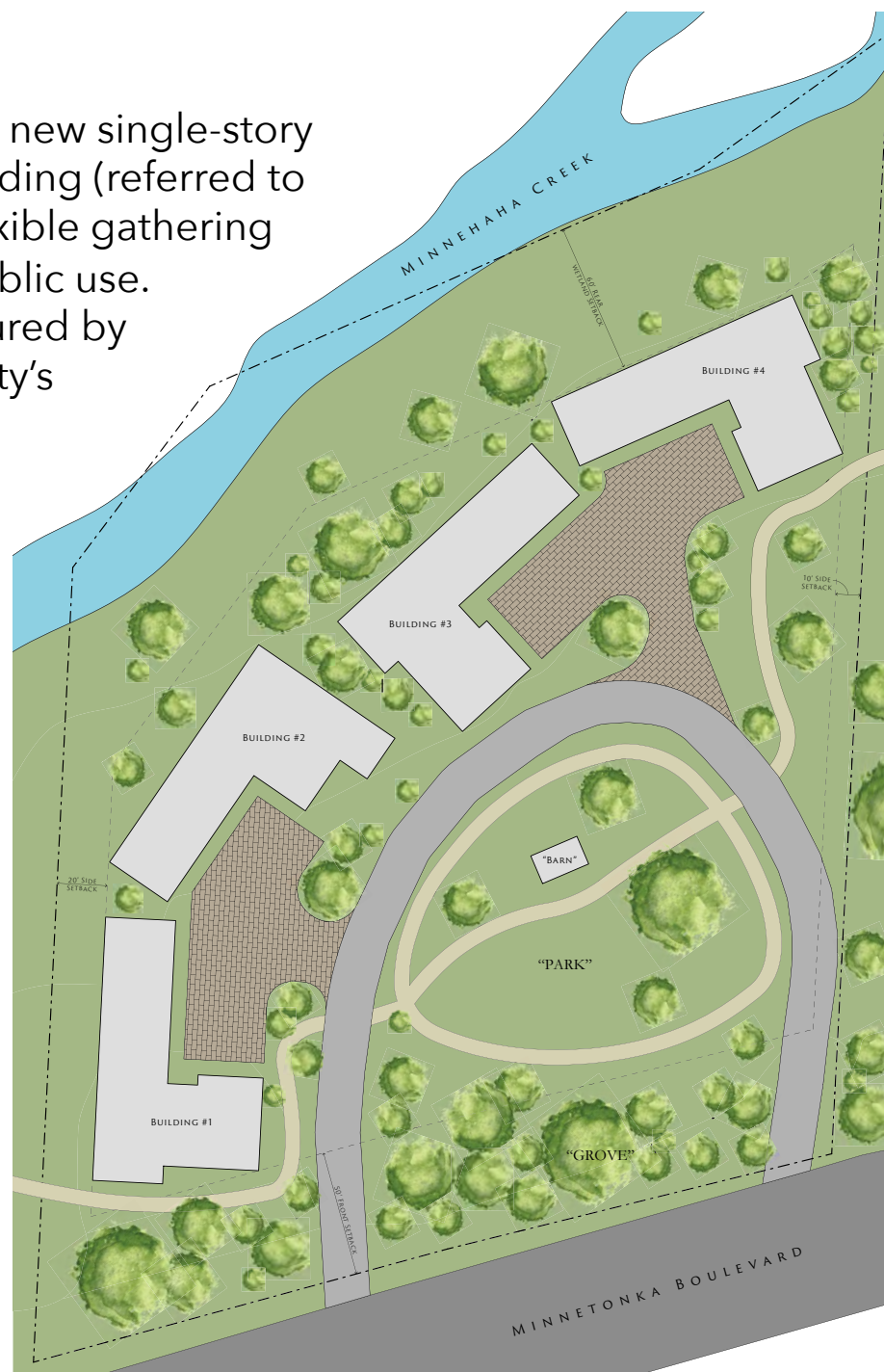
Address
12620 Minnetonka Blvd.
Minnetonka, MN 55305

Current Use
Single Family Home

Proposed Use
Four single-family homes

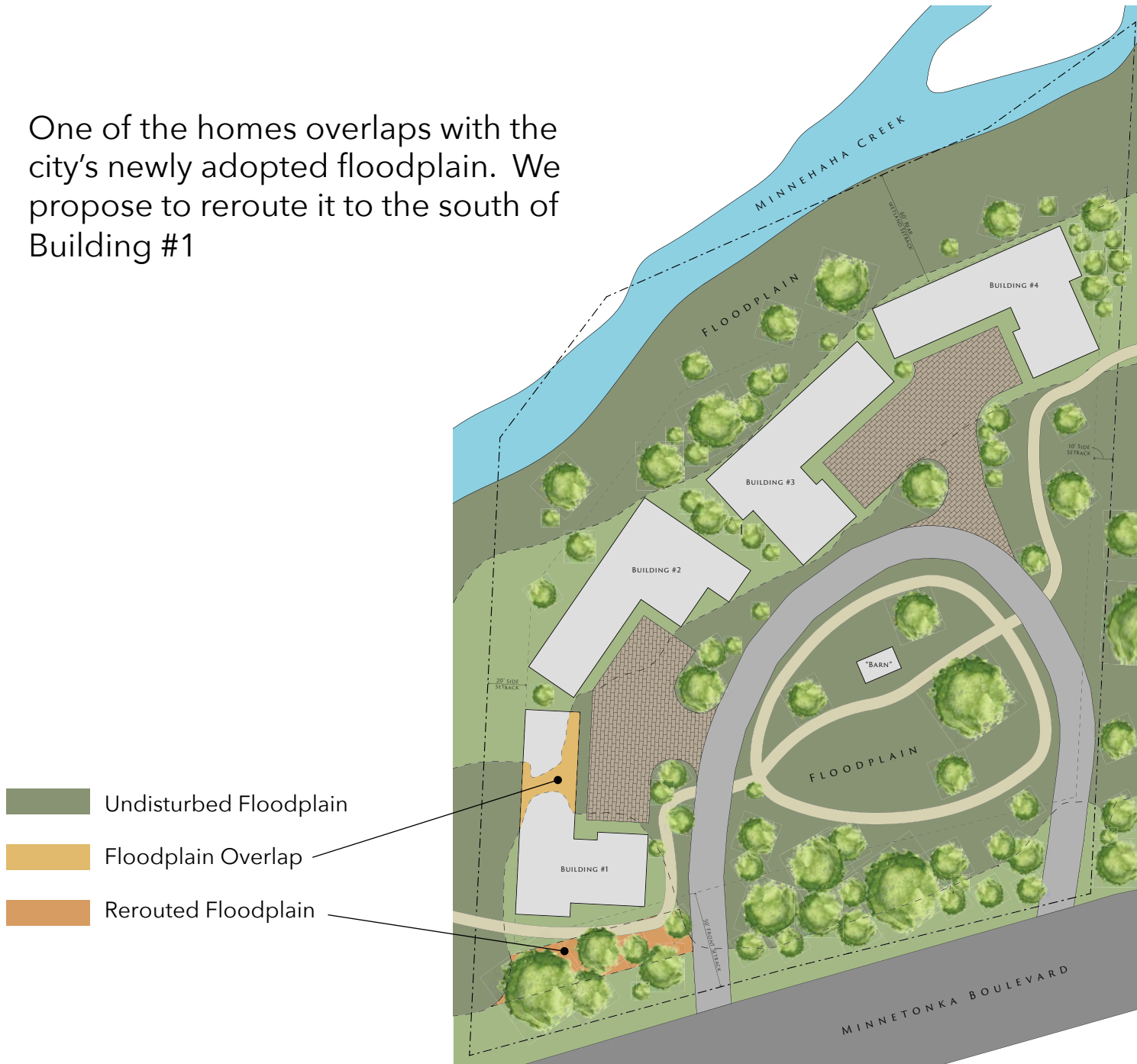


We are proposing to build four new single-story homes, a small community building (referred to as the “Barn”) to be used as flexible gathering space, and walking trails for public use. Views from the street are obscured by existing trees along the property’s southern border





One of the homes overlaps with the city's newly adopted floodplain. We propose to reroute it to the south of Building #1



1. Project Overview
2. Four Special Homes
3. English Rose
4. Community Benefits



English Rose homes are architecturally significant and nestled into picturesque neighborhoods. Most are in Edina, where we have successfully operated since 1997. We opened our first Minnetonka home last year, renovating a beautiful mid-century modern residence originally built in 1971



9804 Oak Ridge Trails, Minnetonka, MN 55305



It was the childhood home of English Rose owner Joshua Wert

LakeMinnetonka Magazine

Returning Home

by Emily Gedde | Jun 2023

Senior Living, Interior Design



Owner of senior housing turns childhood home in Minnetonka into assisted-living facility

After his mother decided to move, the owner of English Rose renovated a midcentury showplace to welcome residents.

By Julie Kendrick Special to the Star Tribune | NOVEMBER 26, 2022 — 3:27PM





English Rose homes are beautifully appointed on the inside...



9804 Oak Ridge Trails, Minnetonka, MN 55305



.... and thoughtfully landscaped outside



9804 Oak Ridge Trails, Minnetonka, MN 55305



The four homes proposed for the new development will each be unique and custom designed by an architect



Illustrative



An abundance of windows provide residents with important natural light and views of the property's greenspace, most of which will be left undisturbed



Illustrative



Home exterior will use quality materials and include thoughtful architectural details



1. Project Overview
2. Four Special Homes
3. English Rose
4. Community Benefits



The real magic of English Rose, however, is *not* beautiful homes. It's the quality of care provided by our highly compassionate and professional staff



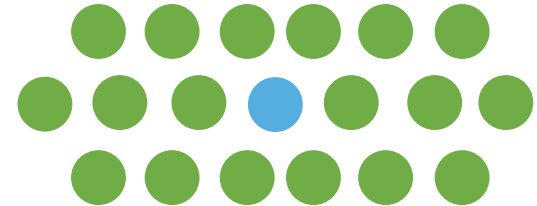


English Rose staff are carefully vetted and highly trained. Their primary purpose is to meaningfully engage with residents. They're able to do this because because of our unique staffing model

Caregiver to Resident Ratios

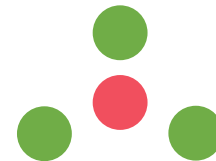
 Minnesota Average
Long Term Care Facilities

1:18



 English Rose

1:3*





English Rose residents, all of whom required 24/7 care, maintain a sense of normalcy not possible in an institutional facility

English Rose Residents...

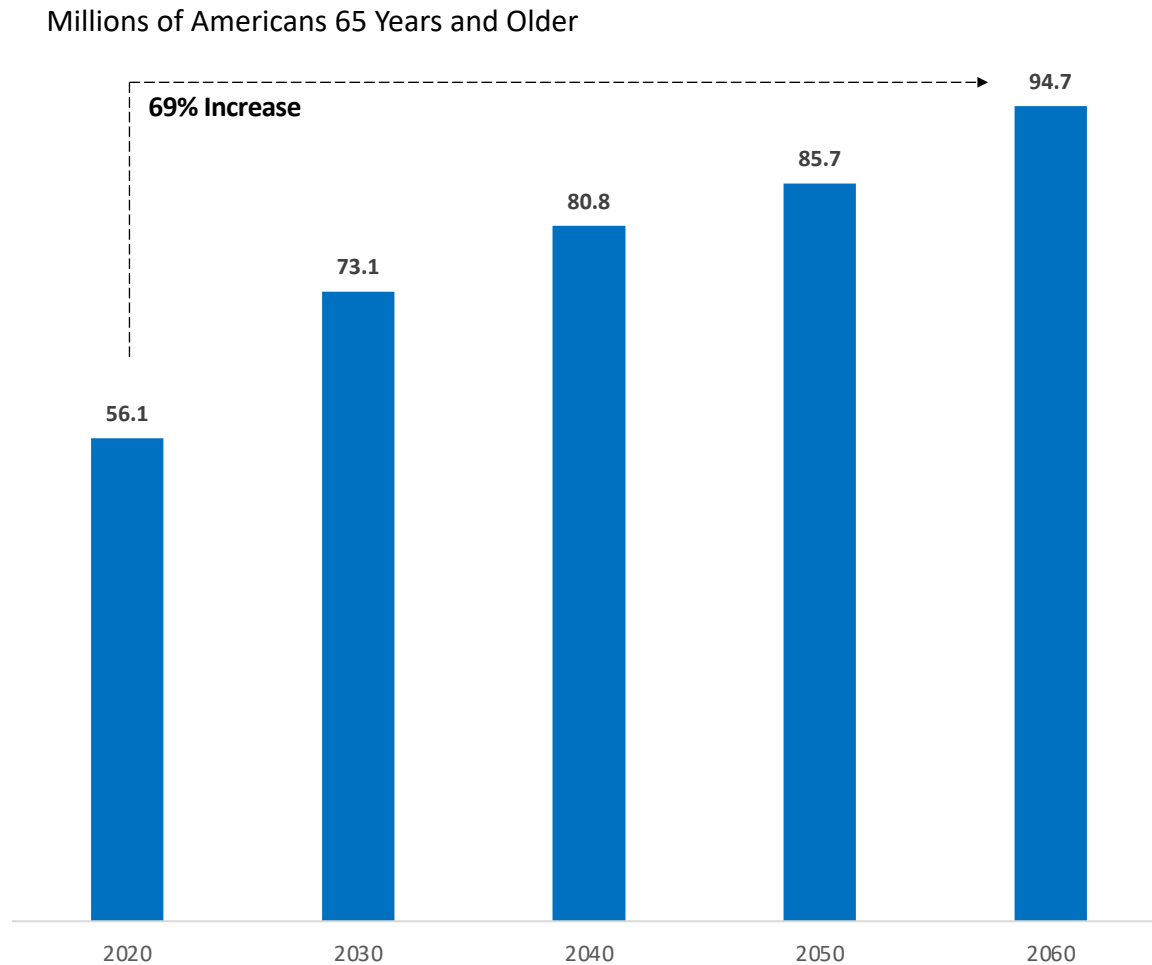
- Wake up when they want and go to bed when they want
- Home made meals and a kitchen full of their favorite snacks
- Participate in the operation of the home if they want to
- Welcome visitors to their home 24/7
- Run errands, see friends, attend religious services
- Benefit from house amenities massage, physical therapy, etc.
- Enjoy personalized engagement their hobbies and interests



1. Project Overview
2. Four Special Homes
3. English Rose
4. Community Benefits



By 2060, nearly one in four Americans is projected to be an older adult



Source: U.S. Census Bureau, 2017



Community are seeking a variety of innovative housing solution, as a recent New York Times article highlighted on July 3rd, 2023

Are “Dementia Villages” the Future of Care?

Treatment solutions outside the United States blur the line between home, hospital, and hospitality



Carpe Diem in Norway offers two- and three-story residential buildings in varying shades of brick and wood to create a contained civic space where residents can roam freely, with supervision



Dementia Villages are communities where residents safely live in a familiar neighborhood environment



Rendering of a future new Jersey Dementia Village comprised of 15 homes in a farmhouse aesthetic. *Source: New York Times*



Dementia Villages are a much more humane environment than secured memory wards in large-scale institutional facilities



Rendering of a future new Jersey Dementia Village comprised of 15 homes in a farmhouse aesthetic. *Source: New York Times*



An important component of the proposed development is the “Barn”, a small single-story gathering space that can be used for a variety of different activities



Photograph for illustrative purposes only

Examples of Uses

- Gardening Center
- Sensory Room
- Yoga Studio
- Popup General Store
- Movie Theater
- Project Space
- Community Education



The goal is to break ground next Summer and welcome residents in Fall 2025

Proposed Timeline



* Making this the first Dementia Village in the United States!



Many community benefits are generated by this inspired development

Community Need

Senior housing solutions a priority as baby boomers age

Innovative Care Solution

Nothing like this anywhere in the United States

Operational Excellence

25+ years experience operating quality care homes

Better than Six Homes

Standard R1 development is six new \$2 million homes

Green Development

Minimal impact on environment (e.g., all homes built on slab)

Public Park

Connected to existing trails and invites the community in

Inspired Built Form

Quality materials and elevated design

Single Use Neighborhood

Avoids mix-used neighborhoods created by standard care homes

Minnetonka Families

Families want their loved ones nearby - not out in Medina, for example

New Jobs

Generates important caregiver jobs (\$20-30 / hour) in Minnetonka



I look forward to partnering with the community as we explore this exciting opportunity

- Questions?
- Observations?
- Comments?
- Ideas?
- Insights?
- Recommendations?

Thank You



Joshua Wert
612-965-4040
joshua@joshuawert.com