

Officials get hard-hat tour of assisted living project

By Tracy F. Seelye, Express Editor
TRACY@CLIPPERPRESS.COM

HANSON — A new assisted living center, designed for middle income seniors, is taking a community approach to the now-familiar business model — and bringing it to Hanson.

“A lot of the feedback that we’ve been getting from families of our residents has always been, ‘How do we build an assisted living community that’s a little bit different for the next generation?’” said Seth Dudley, vice president of sales and marketing for All-American Assisted Living. “Over the last five or six years, the economic climate’s definitely changed and people asked how we could make assisted living available to more folks.”

The answer, he indicated, is to market two-bedroom apartments to seniors to increase affordability while reducing isolation and fostering friendships and a community feeling. The facility can house 80 residents in need of some assistance in 40 apartments and 16 Alzheimer’s and memory care residents in eight apartments within the Rose Lane wing.

Local officials, community leaders, realtors and media were guests June 27 for a hard-hat tour of the All-American Assisted Living facility, under construction at routes 14 and 27 in Hanson, to see how the business plan is being accomplished.

The project is slated to be completed with residents moving in by fall, when an official opening is being planned. The model apartments will be ready in late July, but the application window for apartments opened in mid June.

Town officials said the early sneak peek shows a promising step toward needed development in the economic target area — and a boon to the

tax rolls.

“I’m certainly happy it’s here,” said Selectman Chairman James Egan. “It will fulfill a function that nothing else in town does — we need it.”

“It’s a wonderful boon for the town,” said Kathy Marini, a member of the board of assessors. “This is a great boost to the tax base. It’s a great amount of taxes compared to what was here before.”

Selectman David Soper, who provided some real estate networking for the company pointed to the business benefit.

“It’s something sustainable that’s going to be here for many years,” he said. “It’s smart from an economic development basis.”

“It’s going to be a help to a lot of people who need it,” Selectman Donald Howard added.

The facility will also be providing between 60 and 70 jobs, with the aim of a choice between about 25 applicants per position. Everything from kitchen and housekeeping staff to recreation, nurses and CNAs will be needed.

“We wanted to say thank you — we’re excited to be bringing All-American Assisted Living here,” Dudley said of the idea behind the tour. “It’s been a short time as a work in progress, but a long time in the permitting process.”

All-American Assisted Living is a new model for Kaplan Development Group of Jericho, N.Y., which owns and/or manages 17 senior communities with 1,500 units and 1,700 beds in eight eastern states.

“We’ve always wanted to build communities that reflect communities that they’re in,” Dudley said, adding that veterans who have served in wartime are eligible to have 50-percent of their monthly rent subsidized.

The smaller size of the building, 47,000 square feet compared to the typical 90,000 square-foot facility, helps the business fit into an area that encompasses a large middle-income population. “But in reducing the size of the footprint, we don’t want to reduce any of the amenities, any of the services or any of the quality we provide in our other communities,” he said.

The tour spotlighted the dining room, parlor, library, bistro and media rooms that can double as a chapel or function room, and a wellness center — all named for presidents in keeping with the All-American theme.

Roommates are matched after completing a lengthy profile and can bring items of furniture from their own homes for comfort.

Rose Lane is in a separate wing with security doors and a safe outdoor garden courtyard, but with compatible décor and



Selectman Don Howard, left, interim Town Administrator Meredith Marini and Selectman Chairman James Egan were among Hanson officials, real estate professionals and community members touring the All American Assisted Living facility during a hard-hat tour June 27.



Selectman David Soper and interim Town Administrator Meredith Marini talk outside the facility’s dining room space where a patio dining area will be built.

a separate entrance for the privacy and dignity of memory care residents and their families.

“What’s frustrating for families a lot of times is when they go into the assisted living community they go upstairs, downstairs to the basement or go through the rest of the community to get to their loved ones in an Alzheimer’s program,” Dudley said.

There will be 20 employees assigned to the Rose Lane wing alone.

Photos by Tracy Seelye



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A framed apartment floor plan is propped on an easel in the hall between an example of each design during the June 27 hardhat tour.

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