

HARTFORD HERALD

A Premier Senior Living Community

17500 Meyers Rd • Detroit, MI 48235-1404 (future address) • www.HartfordVillageHomes.com Feb 2014

“CHOOSE YOUR NEIGHBORS”



Village Progress

Although “Old Man Winter” is hitting us with a punch, we have kept our hands on the *plow* (pun intended) planning and working the details for Hartford Village. We have been very busy with direct mailers, speaking engagements, shows and exhibits, to communicate this new retirement development coming to Northwest Detroit.

We are happy to report that the village is over 50% reserved! So remember tell your friends, church members, etc. Grab some of the flyers from us to pass out at church, or your other outings.



Property development meetings have been progressing well and we anticipate an official ground breaking ceremony this summer/fall. Mayor Duggan has already enthusiastically agreed to attend the ceremony!

Referral Program

This is one instance whereby you can pick your neighborhood and your neighbors! Help us get the word out and raise the awareness about our village. If your referral turns into a deposit, you will receive a \$50 referral bonus.



*Just think... this is one time you can “pick your neighborhood and your **Neighbors!**”*

Credit Cards Accepted

For your convenience we are now accepting credit cards as a form of payment. Don't delay. We encourage you to tell your friends, relatives and colleagues not to hesitate, procrastinate, or wait too late to turn in their deposit. They will end up on a very long wait list.



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Featured Articles

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Special Luncheon

Did You Know?

Free Press Article

Special Luncheon Being Planned For You

To honor and celebrate your new lifestyle, meet your neighbors and the entire Hartford Village Family, we are planning a special luncheon for *pre-lease depositors*. The luncheon will be held on **April 23, 2014** at one of our lovely PVM Communities, the Village of, Woodbridge. Your invitation will be mailed in a few weeks and remember we will need you to RSVP via telephone to Gena Edwards at (248) 281-2024.



Savvy Sassy Seniors

Renewing a Vital Northwest Detroit

Along with our new development in this vital neighborhood of Northwest Detroit, other builders and developers have great interest as well.


The Detroit Blight Authority plans to demolish at least 117 blighted buildings in the Brightmoor area. This nonprofit stated that the project is expected to cost between \$700,000 and \$900,000 to provide sites for new construction opportunities.

These efforts speak volume about the private investors that are interested in creating impressive communities like Hartford Village!

Pre-lease Campaign

As we move forward with the Hartford Village Pre-Lease Campaign remember that I am available to speak at any church, group, organization or meeting. Feel free to provide my information to anyone so that we can make arrangements to attend! Also, you are welcome to join me during these presentations! © Gena Edwards (248) -281-2024.

Did You Know?

- That the Norwest Activity Center (NWAC) has been renovated and that Fifth Third Bank is located inside the front lobby of the center. Also, there are “Jazz Concerts” held at NWAC on a frequent basis. Contact the NWAC for the schedule (313) 578-7500.
- Discount or free college tuition is available for seniors and retirees. Contact Wayne County Community College (313) 496-2600 for information.
-  is now located at the NWAC helping people find employment.

Meet Gena



Gena Edwards

Sales & Leasing Specialist
248.281.2024
gedwards@PVM.org

Office Hours:
Northwest Activities Center
18100 Meyers Rd.

26200 Lahser, Suite 300
Southfield, MI 48033-7175

10:00–4:00 Tues. & Thurs. at the NWAC or by appointment.
Hartford Village is a collaboration of two organizations, dedicated to quality living for seniors: Hartford Memorial Baptist Church and Presbyterian Villages of MI.

Detroit Free Press Article That Ran Jan 8, 2014 Just in case you missed it!



This Pontiac cottage is similar to ones planned for Hartford Village that will be built by Hartford Church. / Presbyterian Villages of Michigan

January 8, 2014

By Emma Ockerman

Detroit Free Press Staff Writer

Those wanting to know more about Hartford Village can contact Gena Edwards at 248-281-2024.

Though much is being done to attract younger people to the city of Detroit, two religious groups are working to keep and attract more seniors to the Motor City.

Representatives with Presbyterian Villages of Michigan and Hartford Memorial Baptist Church thought that Detroit's senior residents deserve something a little more luxurious than what's currently being offered by way of housing. And after discussions between the two, the idea of Hartford Village was born.

Hartford Village will be an upper-end independent living community for seniors age 55 and older. Hartford, located at 7 Mile and the Lodge Freeway, along with Presbyterian Village, a nonprofit organization that provides senior housing, will break ground on the complex on Meyers Road in northwest Detroit this summer. Already, potential residents have expressed interest in living in the new subdivision with many putting down deposits for units more than a year before they'll be built.

"There's a market for this type of living," said Gena Edwards, a sales and leasing specialist with Presbyterian Village of Michigan. "Most of the seniors who have extra income coming in don't qualify to live in most of the independent living communities, because all of the other ones are subsidized."

This will be the eighth Presbyterian Villages location in metro Detroit, Edwards said, but the first to offer a premier housing complex that will cater to more middle- and upper-income seniors. She said many people already have applied for units. Though the project is being built by two church groups, Hartford Village will be open to all people, officials said.

Edwards said Hartford and Presbyterian Villages decided to collaborate in 2010, after discussions relating to how the villages could improve the area and create jobs, while providing a community for seniors. The project will cost \$14 million, according to representatives from the church, and will consist of 45 apartments and 39 cottage-style units that will have a one-car garage. Units will also have balconies or patios, transportation, and 24-hour security on the premises, Edwards said. Apartment leases will start at \$1,000 a month, and require a \$500 security deposit, church officials said. Residents must be 55 and older.

“Seniors need a place to live that’s reachable and safe, and populated with other people in their situation who can help them and make sure they aren’t lonely,” said the Rev. Charles G. Adams, senior pastor at Hartford. “We want them to feel they can live in dignity and feel loved.”

Adams added that the housing will be affordable compared to other luxury senior complexes in Detroit.

Hartford Village, which will be near the Northwest Activities Center, will include a community room with a full kitchen, a fitness room, beauty salon, library and computer room, among other amenities. Also in the plans is guest suite that residents can rent to accommodate their out-of-town visitors.

Seniors living at Hartford Villages will also be prioritized on wait lists to be accepted into Presbyterian Villages’ assisted-living communities as they age, officials said.

“Most seniors don’t want to move into the suburbs, they want to stay in the city. That’s why Hartford Village is great,” Edwards said.