

NEWS Release



Touchmark at Mt. Bachelor Village

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TOUCHMARK RECOGNIZED WITH 2005 BEST OF SENIORS HOUSING AWARD

(BEND, Ore.)—Touchmark has been recognized in the seniors housing industry, receiving a Platinum Award (the highest award presented) from the National Association of Home Builders (NAHB). The award was given in the “for-sale condominiums” category and acknowledged the superior design of Touchmark at Mt. Bachelor Village in Bend, Oregon.

The 42-unit resort-style condominiums along the Deschutes River offer a range of floor plans, amenities, and common spaces that emphasize a connection with the pristine landscape. Designed in a contemporary lodge style, the architecture takes advantage of river views along one side. On the other side, the naturally rugged terrain of ponderosa pine, sagebrush, and rock outcroppings was enhanced with a constructed water feature containing several falls and pools. Heavy use of stone, glass, timber, and earth-tone colors helps to blend the building into its environment.

In judging this and other entries, the jurors commented, “The jury would like to live here! Fantastic contrast of heavy timber framing and extensive use of glass and metal. The use of stone and wood ties the building to its sloping site. The meandering stream further enhances the site. The project proves that high-density development can be done with sensitivity and environmental compatibility.”

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Touchmark Development & Construction Company's Vice President of Architecture Joseph Billig designed the retirement resort—known as the River Lodge—and says, “It is a great honor to be recognized by one’s peers and the Senior Housing Council for outstanding design. Rarely does one have an opportunity to unite an untouched, naturally scenic site with a lodge-style structure, giving people a unique and ever-changing place to live and thrive.”

A 14-member panel of architects, builders, designers, marketing professionals, and universal design specialists judged projects on how effectively they responded to the housing demands of the burgeoning 50+ market as well as their innovative architecture, interior designs, and marketing. Projects were evaluated on their ability to meet the lifestyle requirements of the target market, examining the master plan, community facilities, and model homes. They also were judged on criteria such as marketability, budget, and their ability to overcome site challenges.

Sponsored by the NAHB Seniors Housing Council, the Best of Seniors Housing Awards has promoted excellence in the seniors housing industry for the past 13 years.

Touchmark at Mt. Bachelor Village was launched in 2002. Phase 1, which includes the River Lodge and single-family homes, is complete. Work is now under way on Phase 2, which will include a Cliff Lodge along the Deschutes River (similar to the River Lodge) and a Terrace Lodge that will offer numerous hospitality amenities and other services.

Touchmark® is a leader in planning, building, and operating 55+ resort-style communities in North America. In addition, the 25-year-old company provides a broad range of lifestyle options for adults, including health and fitness clubs, home health, and home care. The privately-held company is headquartered in Beaverton, Oregon, and owns Waterford-named

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properties in Medford, Oregon; Vancouver and Spokane, Washington; Helena and Butte, Montana; Bismarck and Fargo, North Dakota; and Sioux Falls, South Dakota. Other Touchmark properties are located in Idaho, Oklahoma, Wisconsin, and Canada. www.Touchmark.com.

The NAHB Seniors Housing Council provides information, education, and networking opportunities for NAHB members involved in active adult and service-enriched seniors housing and provides advocacy support to the association on key seniors housing issues. The council serves more than 1,200 members and supports nearly a dozen local seniors housing councils across the United States.

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