

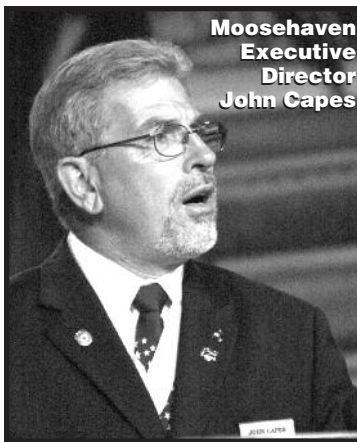
# 'Brandon Place' to Open New Era at Moosehaven

*Redevelopment's residents keep assets, and automobiles*



AT MOOSEHAVEN

Note: What follows is excerpted from the report delivered June 22 by Moosehaven Executive Director John Capes at the 2008 International Moose Convention in Las Vegas.



**Moosehaven Executive Director John Capes**



**This aerial view of the Moosehaven community looks east toward the St. Johns River; the lightly shaded area on the southeast is where the Brandon Place residences are being built.**

**B**randon Place at Moosehaven represents the first step in our campus redevelopment process. Admission to Brandon Place at Moosehaven is

through the entry fee/fee for service admissions model. As such, revenue from Brandon Place at Moosehaven will come in two forms. The first is from the entry fees that are paid up front. The second comes from the monthly fees for services. A portion of each of these revenue streams will be applied to reduce our operating subsidy. Subsequent phases of Brandon Place at Moosehaven will produce additional revenue to further reduce the operating subsidy. We are completing the final steps in the development process and anticipate beginning construction of Phase I of Brandon Place at Moosehaven in July. These new accommodations will include:

- Two-bedroom duplex. These Riverside Homes include master and guest bathrooms, an enclosed sunroom, a garage, and a fully appointed kitchen and laundry area.

- A design option allows you to add a den to the two-bedroom duplex Riverside Home for additional living space. All of the amenities included in the standard two-bedroom duplex remain available in this option.

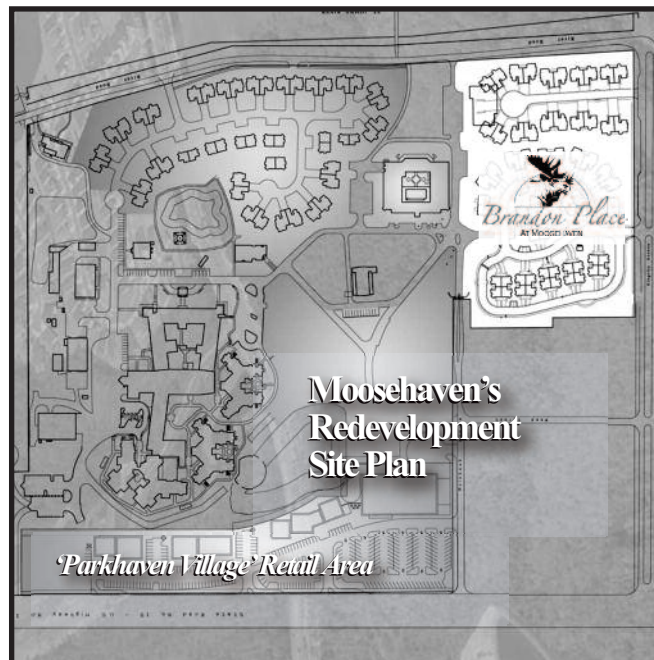
- Two-bedroom twin apartments. The Parkview Twins, as they are called, feature master and guest bathrooms, a patio, and a fully appointed kitchen and laundry area.

- One-bedroom quads. The Parkview Quads offer a mas-

ter bath and a fully appointed kitchen and laundry area. The Parkview models offer a carport option for those who desire covered parking.

- As part of the Brandon Place at Moosehaven project, we redesigned the New York Building to provide additional and larger activities spaces, shops, social quarters, and a hall

for dinner dances and other campus events. There is also a second story dining room that will provide window views across the St. John's River. The remodeled New York Building will serve as the community center for the campus.



“Moosehaven is bordered on the west by U.S. Highway 17. This highway is one of the busiest highways in Florida with an average daily vehicle count exceeding 50,000 cars. As a result of the traffic generated noise, this portion of the campus is unsuitable for residential living and has never



**Brandon Place is named for Rodney H. Brandon (1881-1968). Brandon was the first Supreme Secretary of the Moose fraternity (1907-13 and 1916-27), the first Superintendent of Mooseheart Child City & School (1913-16)--and, in 1922, the founder and first Superintendent of the Moosehaven retirement community. He went on to serve as Supreme Governor in 1930-31, and as Pilgrim Governor from 1947 until his death in 1968.**

been developed. However, a commercial center offering a grocery store, restaurants, and other retail and service center options is eminently suited for that portion of the Moosehaven property. Our proposed 'Parkhaven Village' combines the street name for US Highway 17, which is Park Avenue, and 'haven' from Moosehaven.

"It includes an anchor store and eight out-parcel buildings to take advantage of that opportunity.

Though still in the preliminary development stages, this commercial center is already generating significant interest from a number of very desirable lease-

holders as it truly represents the last suitable commercial development site along U.S. 17 in Orange Park.

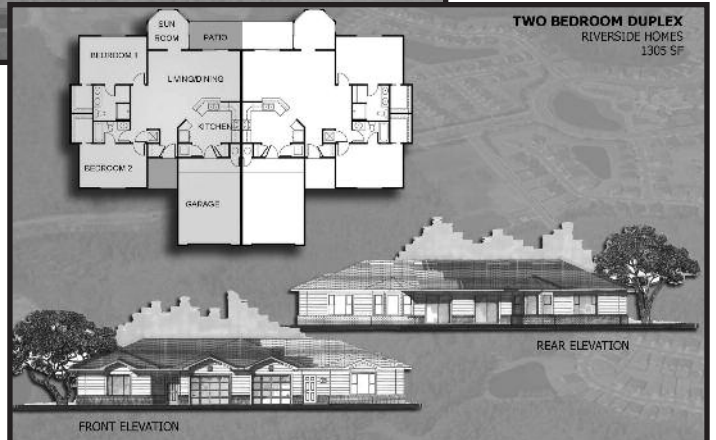
"... Other improvements are underway on the campus. For example, we relocated the picnic area to a more central location on one of our ponds. This picnic area includes new "permanent" tables as well as additional "portable" ones that can be moved and set up to accommodate different events as well as additional attendees. We are designing a shelter that will provide a serving area and a place for entertainers to perform for our residents. We are replacing the closets in the Chancellor building with larger ones. The original closets proved much too small causing great frustration for residents when they had to discard favorite clothing and other items.

"Clearly, there are many changes occurring at Moosehaven. Whenever change is present, so is anxiety. We endeavor to address each change with multiple communications to our residents and staff... However, there is always the potential for miscommunication and misunderstanding. Whenever we encounter these circumstances, we work quickly and deliberately to clear up any misunderstanding and/or miscommunication. Often, you, the members of this fraternity, hear concerns from our residents before we do. Please feel free to contact me at anytime by telephone or email to discuss any concern or question." ■

**Note: Further information on Brandon Place, including pricing, is available from Sandra Simmons at 904-278-1281 or [ssimmons@moosehaven.org](mailto:ssimmons@moosehaven.org).**



**One-bedroom units in four-unit or "quad" structures (above) offer 853 sq. ft. of efficient living space; two-bedroom units (left) in twin-unit construction each are 1,032 sq. ft. Both models offer driveway parking for residents, who may add a carport for an additional amount.**



**Standard two-bedroom duplexes (above) have 1,305 sq. ft. of living space in each unit, while the two-bedroom duplex with added study (left) tops out at 1,455 sq. ft. Each of the duplex units offer a fully enclosed one-car garage.**

**Brandon Place**

Slide & Hal Architects, P.A.  
Orange Park, Florida

