





PELLISSIPPI PARKWAY
I-740
Market Street Public Use

LOT 2
FIRST BAPTIST CHURCH, CONCORD
PLAT. 2010/12/05/053597

SPR. ZONE
PLAT. 2010/12/05/053597

ACCELERATION RAMP

SPR. ZONE
PLAT. 2010/12/05/053597

WESTLAND DRIVE
Market Street Public Use
CL ROW
TO 4'
TO 25'
6" PVC
CONC SWALE
DECEL RAMP

PROPOSED

MORNING POINTE HOLDS COMMUNITY MEETING FOR A NEW SENIOR LIVING CAMPUS ON WESTLAND DRIVE

Independent Healthcare Properties (IHP) and Morning Pointe Senior Living is planning a new senior living campus at the intersection of Westland Drive and Pellissippi Parkway. The proposed new development site is located directly behind the Shoreline Church. An invitation is extended to area homeowners, businesses and other interested parties to attend a come and go information meeting at the Shoreline Church located at 9635 Westland Drive. The meeting will be this coming [Monday, April 3](#), from 5:00 p.m. until 7:00 p.m.

The new senior living campus consisting of 135 apartments will become the Chattanooga, Tenn.-based senior healthcare services company's fourth community in the greater Knoxville area. Situated on 18 acres, the new community will feature two single-story buildings with spacious assisted living apartments with a secure, dedicated area designed for residents with Alzheimer's disease and other memory care disorders. The landscaped campus will offer high quality amenities, including fine dining areas, life enrichment programs and professional health and wellness services.

Innovative and therapeutic programs such as *SimpleC™* Companion services and *the Meaningful Day™* program have been developed by the Morning Pointe team and incorporated into daily activities to ensure the highest quality of care for residents.

Morning Pointe has served seniors in greater Knoxville area for 15 years and is the region's choice for assisted living and memory care in the area. In addition to its Powell location, Morning Pointe operates additional senior campuses in Clinton, and Lenoir City.

Independent Healthcare Properties LLC, a Chattanooga, Tenn.-based senior healthcare services company, is the developer, owner and manager of 27 Morning Pointe® Senior Living and The Lantern® at Morning Pointe Alzheimer's Memory Care Center of Excellence communities in five southeastern states. IHP was founded in 1996 by Tennessee healthcare entrepreneurs, Greg A. Vital and Franklin Farrow. For more information, please visit www.morningpointe.com.

HIGHLIGHTS

Morning Pointe of West Knoxville is a state-of-the-art assisted living and Alzheimer's memory care community that is being constructed as a new senior living campus. It is conveniently located at the intersection of Westland Drive and Pellissippi Parkway in Knoxville. The new senior living campus will have as its neighbor the Shoreline Church.

Phase I of the campus will be the Morning Pointe assisted living facility which is a single-story building totaling 58,000 square feet with 73 spacious assisted living apartments and multiple floor plan choices. Twenty of the apartments will be located in The Lantern, a secure, dedicated area designed for residents with Alzheimer's and other memory disorders.

Phase II of the campus will be the construction of The Lantern Alzheimer's Center of Excellence, a single-story structure totaling 50,000 square feet featuring 60 specially designed apartments to serve residents with Alzheimer's and memory disorders.

The new campus will be similar to sister developments in Lenoir City and Powell which are developed, owned, and managed by Morning Pointe.

A senior service campus like Morning Pointe is an ideal complement to a residential community since it is an extension of resident housing for seniors. As a "low impact" community, Morning Pointe senior living is an attractive development with heavy landscaping, walking paths and promotes a "homelike" environment. Traffic is light since residents do not drive and staff traffic is minimal since it is spread out over three shifts. Unlike athletic venues which have large traffic surges and high output lighting systems, A Morning Pointe campus is a great alternative.

Licensed nurses provide oversight of health, wellness and medication administration while licensed clinical staff are available 24 hours a day. Transportation to doctor appointments is also offered.

On-site physical, occupational and speech therapy services are available through both an outpatient clinic and home health aimed at keeping residents independent longer.

Dining can be found in a central dining room offering three delicious meals per day, regular alternate selections and dietician oversight.

An active senior social calendar keeps residents engaged with the greater community and includes intergenerational programming, service projects and regular weekly outings.

Additional services and amenities include, but are not limited to, a 24-hour emergency response system, housekeeping and linen services, a barber and beauty shop, and outdoor spaces including covered porches, courtyards and walking areas.

The Lantern includes the same services provided to assisted living residents and the additional benefits of staff specially trained to provide *Meaningful Day* Programming and

utilize the *Best Friends* Approach as well as *SimpleC*. Also included is coordination with healthcare personnel to provide an optimized healthcare management plan with medication management services.

For more information, contact (877) 776-4683.