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## KENDAL IN *Chicagoland*

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On July 6, 2009, [The Kendal Corporation](#) and The Admiral at the Lake entered into an agreement under which Kendal and The Admiral will continue a process of collaboration that began in April of this year to provide development and marketing support to [The New Admiral at the Lake](#) Chicago's newest Life Care/CCRC project.

From left to right:  
Barry Whitcomb, The Kendal Corporation Board Chair;  
Andrea Hasten, The Admiral Board Chair; Glenn Brichacek (behind Mrs. Hasten), Executive Director of The Admiral; John Diffey, President and CEO, The Kendal Corporation; Charles Clarke, The Admiral Board Member. Photographed at a recent meeting at Kendal in Kennett Square, Pennsylvania.

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# A Message

FROM JOHN DIFFEY  
PRESIDENT AND CEO, THE KENDAL CORPORATION

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Dear Friends,

Over its more than 35-year history, Kendal has been asked to help in creating, and re-creating in the case of Barclay Friends, communities and services in 14 locations in six states. We have a new and very similar opportunity in the City of Chicago, about which we once again are very excited.

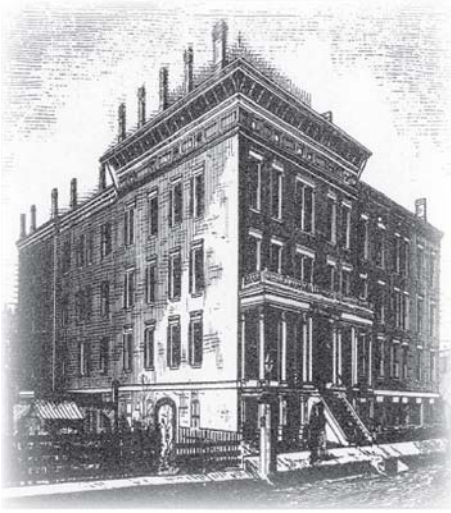


Recently, The Admiral, a Chicago organization with the longest history of serving older adults in that area—150 years—has asked for Kendal’s assistance in re-creating its CCRC at the border of the Uptown and Edgewater neighborhoods at Chicago’s lakefront. Drawing its name from the historic hotel that it once occupied overlooking Lake Michigan, The New Admiral at the Lake will emerge from that same site as a 31-story community offering even more dramatic views over Lake Michigan. With easy car and rail access to downtown Chicago, the new community will continue its service to some of the most interesting and diverse neighborhoods in the U.S. Kendal’s values resonate deeply with those held for so long by The Admiral and its board, staff, and residents. The mission, history, and multi-dimensional attractiveness of this opportunity are compelling, and Kendal is moving swiftly to help The Admiral successfully complete its development plans and to become another affiliate organization in the Kendal System.

We are pleased to introduce this development-stage project to you, and we invite you to learn more about it. We hope you will want to inform your friends and acquaintances in the Chicago area and beyond who might like to know about The New Admiral at the Lake. In coming months, you will be introduced to the board and staff leadership of The New Admiral at the Lake, and together we will share more with you about its history and progress. For now, let me add only that we feel fortunate that The New Admiral at the Lake found Kendal and that we have the opportunity to help one of Chicago’s most admired not-for-profit organizations sustain its mission of service to older people.

Gratefully,

A handwritten signature in black ink that reads 'John Diffey'.



First site of The Old People's Home of the City of Chicago, completed in 1874 at 39th Street and Indiana Avenue.

Kendal will bring its expertise as a leading not-for-profit provider of communities and services for older adults to this new community currently under development. Support and expertise are being deployed so that permanent financing for construction of The New Admiral at the Lake may be accomplished in a timely manner. Under the arrangement, The Admiral will continue its historic mission of service to Chicago's seniors. Collaboration will allow this "shovel-ready" project to continue as planned with no anticipated changes in the beautifully designed structure, fees or services. In looking toward the successful completion of this project, both organizations welcome this agreement as the first step toward The Admiral becoming a member of the Kendal family of communities.

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## *The History* OF THE ADMIRAL

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The former Admiral at the Lake building.

Founded in 1858, The Admiral was first known as the Home for Aged and Indigent Females. In 1887, the name was changed to The Old People's Home of the City of Chicago to reflect its service to both women and men of all faiths and nationalities. *The Admiral is Chicago's first and longest-serving not-for-profit senior living community.* Chicago icons have been involved in The Admiral through the years, with names like Field, Shedd, Ryerson, Goodman, and Cerrar, who gave of their time, talent and treasure to grow The Home's mission to the city's older men and women. Over the years, as The Home grew and changed to adapt to the numbers and needs of those it served, its leaders introduced innovations in health and wellness programming to augment housing and care. In 1960, The Home moved from its Southside location to take over a well-known residential hotel called The Admiral, located at the corner of Foster Avenue and Marine Drive, in the city's Uptown neighborhood. There The Home assumed the name of The Admiral and continued to grow in service to residents who themselves became involved in the local neighborhoods surrounding their new location.

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# *Repositioning* INTO THE 21ST CENTURY

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The actual view looking east from the 11th floor of the former Admiral building.

Following a strategic planning process in 2003, The Admiral's board found itself facing yet another need to change and adapt if it intended to grow and expand its mission to "provide a quality environment for seniors" within an urban setting that "supports personal independence and promotes health and wellness." Redevelopment was needed to address physical plant, programmatic, regulatory, operational and design obsolescence. Thus, in 2007, residents took up temporary quarters in nearby host facilities and plans were initiated to redevelop and reposition this historic community as The New Admiral at the Lake.



Renderings of projected apartment at The New Admiral at the Lake.



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## THE *New Community*

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Rendering looking toward The New Admiral and beyond to Lake Michigan from the south.

When completed, The New Admiral at the Lake will be a 31-story continuing care retirement community (CCRC) offering life care retirement living at its stunning site on the shores of Lake Michigan. In addition to 200 residential apartments ranging in size from one-bedroom to three-bedroom homes, the community plans to provide 39 assisted living and 17 memory support accommodations, as well as 36 private skilled nursing rooms—many accommodations offering breathtaking views of Lake Michigan and downtown Chicago which is a 10-minute ride away.



Rendering of The New Admiral at the Lake rooftop terrace area.

In addition to offering the full life care continuum, The New Admiral at the Lake will provide a host of amenities and services including wellness and fitness center, indoor swimming pool and spa, dining options, landscaped roof terraces and gardens, library and resource center, and media room. Indoor parking will be available for residents, and a portion of the building's ground floor, facing Foster Avenue, is earmarked to provide retail space to serve Admiral residents as well as the community at large. Currently, nearly two-thirds of the planned residential apartments are reserved by returning Admiral residents and new prospective residents who have placed deposits equal to 10% of the proposed entry fees.



# Help us GET THE WORD OUT

We're counting on Kendal community members and friends to help us spread the word about the opportunity to see a Kendal affiliate grow in Chicago to serve older men and women in that great city and in the mid-west region of the country. You can help us by alerting friends and family in the Chicago area to Kendal's work with The New Admiral at the Lake. You can encourage them to visit the project website at [www.thenewadmiral.com](http://www.thenewadmiral.com) or to call the Welcome Center at (773) 433-1800. You are welcome to [refer a friend](#) by clicking this link or you may print this page, cut out the coupon and mail it to The Kendal Corporation (see address below). If you prefer, don't hesitate to contact us here at Kendal, toll free, at (800) 220-0042. We will be happy to see that you, or someone you know, gets the information. For more information about Kendal, you can always visit us on line at [www.kendal.org](http://www.kendal.org).



THE NEW  
**ADMIRAL**  
AT THE LAKE

THE NEW ADMIRAL  
AT THE LAKE

✓ *Learn more.*

*Tell a friend.*

*Keep in touch.*

I would like to join the mailing list for THE NEW ADMIRAL AT THE LAKE.  
(please print)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Date \_\_\_\_\_

E-mail \_\_\_\_\_

*If you know of others who might like to hear about THE NEW ADMIRAL, we would be happy to send information:*

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Cut out, place in an envelope and mail to:  
The Kendal Corporation  
Attn: Doris Lambert  
Worth Center  
1107 E. Baltimore Pike  
Kennett Square, PA 19348