



FOR IMMEDIATE RELEASE

MorningStar Senior Living, BayRock Multifamily Break Ground on Resort-Style Senior Living Community in Berkeley, California

*Project to Support Growing Senior Housing Demand in San Francisco East Bay Area
Establishes “Whole Health Standard” to Prioritize Resident Health and Wellness*

Denver, CO (June 3, 2022) — Project partners [MorningStar Senior Living](#) and [BayRock Multifamily LLC](#) have broken ground on a six-story, 84,828-square-foot senior living community in Berkeley, California at Dwight Way and Milvia Street. MorningStar Assisted Living & Memory Care of Berkeley will offer 113 residential suites, supporting the growing demand for quality senior housing in Alameda County. Rendering attached.

MorningStar of Berkeley is a vibrant, urban infill development in downtown Berkeley within walking distance of a world-class university. The building will be designed with an earthy palette of brick, plaster and wood, rich with detail. The light-filled interiors are designed to engage with its outdoor setting and amenities, including large private gardens and terraces which integrate into the activity and dining spaces. A roof deck will overlook lively surroundings and the broader beauty of the bay area. The community anticipates multi-generational programming by partnering with local university groups.

Developed within the specifications of MorningStar’s Whole Health Standards, the project will deliver quality, holistic designs that incorporate the latest protections for residents’ physical health, promote features essential to mental health and place a strong emphasis on safety, hospitality and comfort. It is anticipated to open in Q2 2024.

Co-developers are MorningStar, a Denver-based senior living developer, owner and operator; BayRock Multifamily, LLC, a leading multi-family developer in the San Francisco Bay Area; and an institutional investment partner. MorningStar will serve as the operator.

MorningStar and BayRock identified extremely favorable demand for premium assisted living and memory care product in this known, thriving submarket. The new community in Berkeley represents the first joint venture between the two companies, and is MorningStar’s sixth project in California.

“Enhancing quality senior living options is a pressing need in California, now more than ever. Our team is committed to protecting seniors and delivering best-in-class housing options,” said Ken Jaeger, Founder/CEO of MorningStar. “This project will help to ensure residents have a lifestyle with convenient amenities, resources and cutting-edge technologies that support wellness.”

“This is BayRock’s third strategic investment in Berkeley. Our local presence allows our team to identify off-market, premium sites,” said Stuart Gruendl, CEO of BayRock.

“MorningStar of Berkeley will be a place for local seniors to build vibrant community while remaining connected to their city. We are excited to celebrate the launch of such an important project after the challenges of these past two years,” said Matt Turner, Managing Partner of MorningStar. “This project will meet the desire of seniors to stay in their neighborhood, close to family and friends and the amenities they’ve come to enjoy.”

The community will offer studio, one- and two-bedroom suites as well as underground, covered parking. As health dictates, assisted living residents will be offered personalized support with the activities of daily living through 24-hour staffing and full-time licensed nurses.

To further promote Whole Health and encourage recreation, MorningStar will feature a Fitness Center, Therapy Room, Theatre, Memory Care Courtyard and Sky Terrace. Other features of the property include a suite of cutting-edge technologies, such as sanitation stations; touchless faucets; needlepoint bipolar ionization through HVAC systems; electrostatic sprayers; Far-UVC Light Field; kiosk for distanced sign-in and health screening; anti-microbial countertop surfaces; and tele-training on infection control and mobile alert systems. MorningStar partners with experienced laboratories to provide rapid, accurate test results.

Firms involved in the project include Trachtenberg Architects, Berkeley as architects, DCI Construction, Walnut Creek as general contractor and Thoma-Holec Design, Phoenix, for interiors.

About MORNINGSTAR SENIOR LIVING

An integrated developer, owner and operator of premier retirement communities, MorningStar’s portfolio encompasses over 40 properties under operation or development representing 5,000+ units under management or in development in twelve states in the Midwest and Western United States. Offering independent living, assisted living and memory care, MorningStar is privileged to elevate life for those who taught the rest of us how to live. For more information, visit MorningStarSeniorLiving.com.

About BAYROCK MULTIFAMILY

Founded in 2000, BayRock is a leading multifamily developer in well-located urban submarkets in the San Francisco Bay Area. BayRock Multifamily owns and develops in-fill apartment and condominium properties. Active projects under construction include One Piedmont, in Oakland, CA and 17th and Clarkson, Uptown Denver, CO.

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