



BUILDING A BETTER FUTURE FOR SENIORS

The Bethany Home Expansion Project



A VISION FOR THE FUTURE

Elevating Senior Living

For over 60 years Bethany Home has provided a range of services that enrich the aging experience for older adults. Recently, the Christ-centered community embarked on an expansion project – the Terrace at Bethany. Bethany Home is located in the small town of Ripon, CA. Resources are limited but there remains a strong commitment to their mission. GSI worked closely with the leadership of Bethany to find a successful model that will enhance the service to the community for generations to come.

In fact, honoring the unique heritage and history of Ripon’s architectural character has remained a priority throughout the design process. Set to open in Q4 2024,

the building will include architectural details like porches and open storefronts to bring the scale of the street walls down to a pedestrian level and create an inviting atmosphere. The varied massing and materials selected for the exterior finishes and features were chosen to ensure the building will serve as a compliment to the Main Street Ripon aesthetic.

The full master plan creates a healthy campus continuum, modernizes an aging physical plant, improves economies of scale and operational efficiency, and creates a community where residents can age with grace for years to come.

TERRACES AT BETHANY

930 WEST MAIN STREET RIPON, CA 95366

- \$61 million expansion
- 25,000 sq. ft. of amenity space
- 82 new residential living apartment homes

COMMUNITY TYPE

- Skilled nursing
- Assisted living
- Memory care
- Independent living
- In-home care
- Adult day services

GSI OFFERINGS - STRATEGIC PLANNING

- Master planning
- Community engagement
- Finding the right product model
- Future looking sustainability
- Market analysis
- Unit mix identification
- Design consulting
- Financial modeling
- Sales and marketing support
- Board of directors engagement
- Project and construction management services

ADDRESSING GROWING NEEDS

The Bethany Home – GSI partnership was formed with a shared vision – to create a residential community featuring spacious apartments and lifestyle amenities, all while building a sustainable model that allows residents to age in place. Limited by the small size of the Ripon market, the team needed to get creative. Ultimately, they embarked on a solution that caters to the older adults of today and the future by offering a modern and holistic community that supports aging in place, in a market where traditional senior living products would not be financially viable.

“In the same way that Bethany Home helps its residents age with grace and dignity, GSI has helped us find our next chapter while honoring our roots and history. GSI understood the importance of working in tandem with the Ripon community to help create the right product model.”

– CINDY SCHEUBLEIN, EXECUTIVE DIRECTOR AT BETHANY HOME

