Sunnyside Buys Part Of Lakeview

By VIC BRADSHAW

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HARRISONBURG — Sunnyside Retirement Community has purchased 50 acres from Lakeview Golf Club but has no immediate plans for the land.

Jack Broaddus, president and CEO of Sunnyside Communities, said the nonprofit bought the land to protect its existing campus aesthetically, continue to invest under the right circumstances and provide space for potential growth. It paid Lakeview Development Corp. $1.2 million for the property.

“This enhances our ability to address future needs in the senior industry through growth and expansion,” he said in a phone interview. “It was just a good strategy for us.”

John Kidd, Lakeview’s president, did not return phone messages seeking comment.

The land formerly was part of the Spring 9 at the golf club southeast of Harrisonburg, and the holes have been closed for more than a year. The property is on the western edge of Lakeview, between part of Sunnyside’s campus and Shen Lake Drive.

The deal closed Jan. 3, but the deed wasn’t recorded at Rockingham County Courthouse until Jan. 19.

Sunnyside owned about 100 acres before the purchase, Broaddus said, roughly 90 of which is developed.

The deal allows the retirement community to control how the property is used for the time being, he said. The community will develop a master plan for the land, and it should be years before it’s put to full use.

Staff members are exploring ways it might be used soon, said Broaddus, including providing recreational or hobby opportunities for Sunnyside residents.

More Land Available?

The retirement industry is going through a period of rapid change, Broaddus noted, with about 10,000 baby boomers turning 65 every day.

Until a permanent use is found, he said Sunnyside would maintain the land “like other pieces of our property,” and future uses will be in line with senior retirement community living.

“It’s our intent to continue to expand when needed, or when the market tells us our retirement living options are needed,” he said. “We’re not planning on putting a racetrack over there.”

Lakeview’s board of directors unanimously decided in late 2015 to reduce its courses from 36 to 27 holes and sell as much as 75 acres. The club is east of Massanetta Springs Road, east of Harrisonburg.

The move, club officials said, was being made because the annual number of rounds played had fallen to about 34,000 from 65,000 to 70,000 over 15 years. The expense of operating 36 holes couldn’t be supported by the new level of play.

The land Sunnyside bought represents only part of what Lakeview put on the market. The status of the remaining land could not be determined Thursday.

Lee & Associates marketed the property for Lakeview, but owner David Lee couldn’t be reached for comment. As of Thursday, the real estate firm’s website included a brochure offering two parcels totaling about 64 acres.

Mike Pugh of Old Dominion Realty represented Sunnyside in the transaction, Broaddus said.

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