

REAL estate

Sales start for Canyon Ranch Residences at Bellefontaine

Luxury condos 'round out portfolio' at Lenox resort

BY JOHN TOWNES

Another element has been added to the growing health and wellness economy in Lenox, with the final phase of construction and marketing of 19 high-end condominiums at the Canyon Ranch Resort.

A new three-story structure has been built to the west of the resort's main mansion for the condominiums, which are to be known as Canyon Ranch Residences at Bellefontaine.

"The building's structure has been completed, and construction is currently underway on the interior," said Gladys Montgomery, salesperson at William Pitt Sotheby's International Realty in Great Barrington (www.williampitt.com/berkshires), the agency that is representing the project. "It is expected to be completed by mid-March."

The prominent health spa resort opened in 1989 at the redeveloped former Bellefontaine estate on Kemble Street. The property includes the original 1897 mansion of the great estate and 120 surrounding acres. Canyon Ranch includes a 126-room inn and an Integrative Health Center, with services that include personal medical consultations and a variety of wellness, fitness and recreational spa activities.

It was a second site established by Canyon Ranch, which was started in Tucson, Ariz., and is one of the nation's best-known upscale spa resort destinations.

Canyon Ranch has since become a mainstay in the local economy, and attracts international guests, including celebrities and other prominent figures to the Berkshires.



Renderings show some of the exterior and interior features of the high-end condominiums at Canyon Ranch, which are priced between \$1.35 and \$3.5 million.

The new residential component will reflect that upmarket orientation, with prices for units in the range of \$1.35 million to \$3.5 million.

Although the concept for the condominium residences dates back several years, Canyon Ranch proposed the specific plans for this development in 2013, and the project was approved by town boards in 2014.

"We have a strong following in the Northeast, and with the demand for wellness real estate increasing, we decided to round out our portfolio of residences across our destination resorts, now with offerings at our Lenox location," said Canyon Ranch

CEO Susan Docherty. "Our guests across the world now have the opportunity to experience our signature transformative wellness every day in their own backyard."

Canyon Ranch has added similar residential components at its resorts in Tucson and Kaplankaya, Turkey.

Canyon Ranch Residences at Bellefontaine were designed by architect Robert Harrison, with interior design by William Caligari Jr., both based in Great Barrington.

The eco-friendly residences will feature open, spacious floor plans and high, architecturally detailed ceilings. A climate-controlled underground parking garage provides elevator access to units, and private balconies and



terraces offer views of the Bellefontaine grounds. Residents will have access to a climate-controlled enclosed walkway leading to the resort's dining, spa, fitness and wellness facilities.

Collectively, the 19 residential units comprise about 40,000 square feet of living space, with about 11,500 square feet of garage space.

Montgomery noted that at least six of the units are already under contract.

She said the primary market for the condominiums are Canyon Ranch guests who are attracted to the access to the spa, combined with its location in the Berkshires.

"It's an opportunity to live in the environment of Canyon Ranch and have access to it right there," Montgomery said. "They also appreciate the Berkshire lifestyle. We describe it as a home that takes care of you."

"For so many guests who stay at our resorts, well-being becomes a lifelong mission and journey," added Docherty. "Canyon Ranch is a lifestyle, and with the Residences at Bellefontaine, residents have the opportunity

to make a permanent connection with our incredible services."

For most buyers, the condominiums are expected to be a part-time residence, although some may choose to make it their primary home.

The health and wellness industry has become an increasingly prominent segment of the economy in Lenox, Stockbridge and the surrounding area over the past 25 years. In addition to Canyon Ranch, the nearby Kripalu Center has become a popular center for guests pursuing for yoga and other New Age activities. There are also many individual practitioners of wellness and alternative health services in the area.

The momentum of this trend has increased recently. This fall, with the granting of local permits, the Cranwell Resort in Lenox was purchased by Miraval, another prominent Arizona-based luxury resort spa, with plans to expand that facility as a major wellness destination. In addition, another company is planning to convert the Elm Court estate in Stockbridge as an "experiential resort." ♦

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