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**FOR IMMEDIATE RELEASE**

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**Synagogue as a Real Estate Amenity?**

ASHLAND, Ore.--A golf course, a pool, a boat slip in the marina? Real estate developers typically depend on amenities like these to entice homebuyers.

Now, a development in a southern Oregon is trying something different, offering the adjacent Jewish Renewal synagogue, Havurah Shir Hadash, as its most highly-valued attraction.

Aleph Springs, located in Ashland's Railroad District near downtown, is a new "intentional Jewish-inspired" neighborhood of eight single-family homes and a complex of six condominium units "wrapped around" the synagogue. Home sites are currently available for purchase.

Aside from orthodox enclaves, this may be the first neighborhood of its kind where the homes are intended to expand the "campus" of an existing synagogue, according to Rabbi David Zaslow of the Havurah.

"We're thrilled to find ourselves at the center of this unique neighborhood," says Zaslow, whose focus has been on developing relations between people of all faiths and traditions.

"The idea that everyone is welcome, and that everyone will be embraced is consistent with our spiritual mission."

As an "intentional community," Aleph Springs is a cousin to co-housing, says Laurel Miller, a partner in the development group. "But that's where the resemblance ends." In cohousing communities, residents co-create their environment; share a common house as well as responsibilities. In that regard, Aleph Springs is more like a conventional subdivision.

In fact, says Miller, Aleph Springs bears a likeness to the traditional country club community, where residents are drawn by common interests, and a clubhouse serves as the social hub. “The difference is that here, our clubhouse is a synagogue.”

The Havurah, says Miller, is particularly well-suited to the role, serving the region not only as a house of prayer but as popular venue for secular concerts and other cultural events.

Miller sees the likeliest buyers as “retirees and perhaps young families who are attracted not only to the proximity of a synagogue, but to the idea of being part of a warm and caring community with a built-in religious, spiritual, social and cultural center.”

“It’s a sweet way for people to live, and we’re proud help make it happen at Aleph Springs.”

Call Laurel Miller at (541) 973-9363, follow us on Facebook, check the web site for information [www.alephsprings.com](http://www.alephsprings.com) or send an email to [alephsprings@gmail.com](mailto:alephsprings@gmail.com).

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Sources:

- Laurel Miller: (541) 973-9363
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