Senior Housing Trends

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Housing for Seniors

- Types of Housing
- Trends of Development
- Challenges
- Innovations

Types of Housing

For Profit

- Large corporation
- One to hundreds of facilities
- Generally for rent or lease
- $ to $$$$

Not For Profit

- 5013c Organization
- One to dozens of facilities
- Can be rental but some (Life Plan) can be “buy in”
- $$ to $$$$

Types of Housing

Age Restricted

- Generally over 55-average over 65
- From single family, duplexes to apartments with limited services
- No meal plan

Types of Housing

Active Adult

- Generally over 55-average over 65
- Generally 700-1600 SF apartments with limited services
- Can include other housing types down to single family dwellings
- Often no meal plan
- 15-25% of apartment building area = common + circulation

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Types of Housing

Independent Living (Apartments)

- Generally over 65 – with average age 75-80
- 600-1600 SF apartments
- limited services
- Includes meal plan/dining
- 25-35% of building area = common + circulation

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Types of Housing

Assisted Living / Memory Care

- Generally over 65-average age 80-85
- 400-1000 SF apartments & sleeping rooms for memory care
- Extensive social and physical programs
- Full meal services
- 40-50% of building area =common + circulation
- Doesn't include nursing level of care

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Types of Housing

Nursing

- Generally over 65 - average age 80-90
- 300-500 SF sleeping units with own bathroom or semi-private (two rooms/bathroom)
- 40-50% of building area = common + circulation
- Full care up to end of life

Trends of Development

Active Adult

- More urban setting & modern finishes
- Part of mixed use fabric
- Flexible common spaces

Trends of Development

Independent Living

- Higher density
- Hotel/Resort-style for building flow

Trends of Development

Independent Living

- Better level of design

Hybrid Housing Apartment

Typical Duplex

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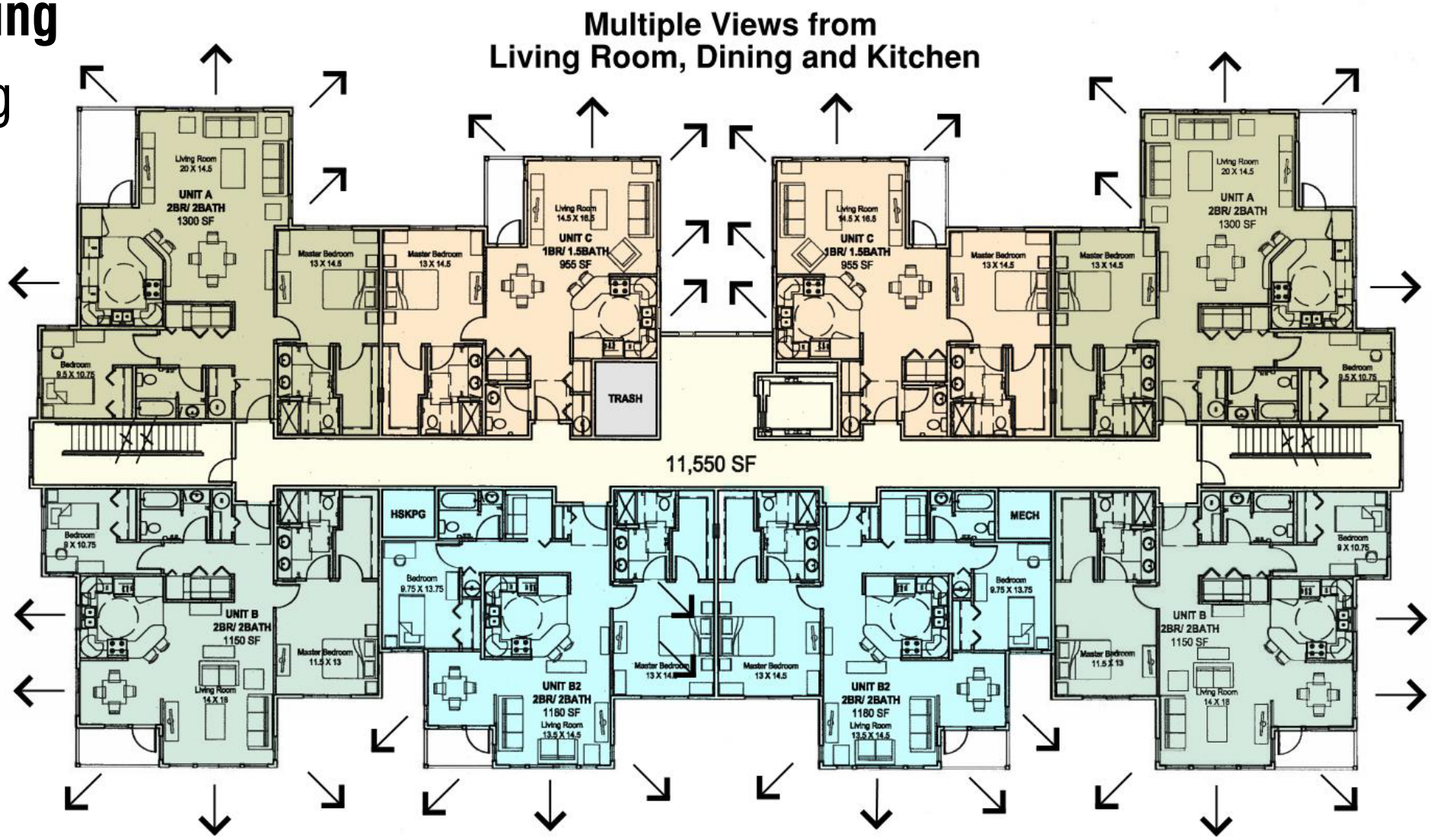
Trends of Development

Independent Living

- Hybrid housing apartment



Trends of Development

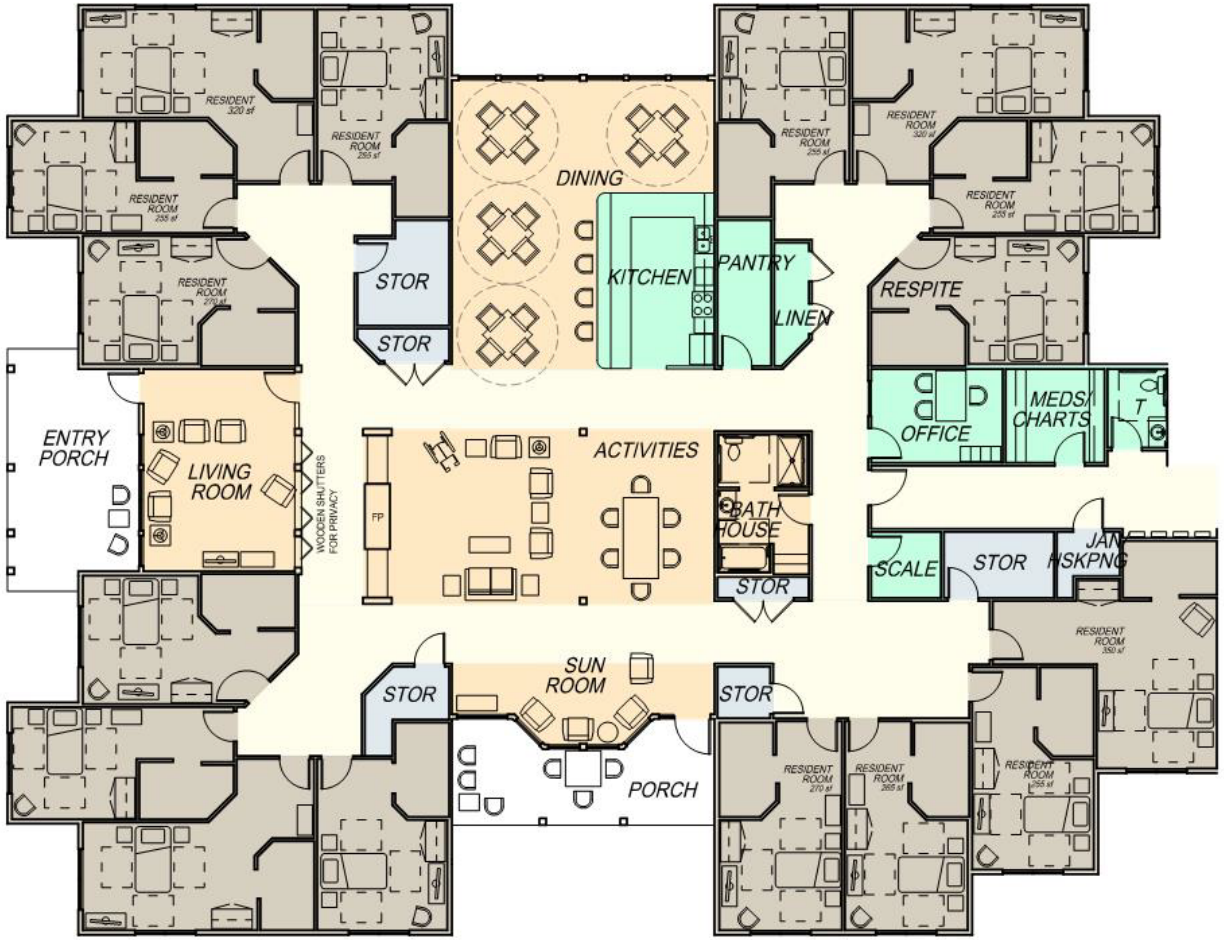
Assisted Living

- More modern
- Mixed use (grocery, salon, etc. on site)

Trends of Development

Memory Care/Nursing

- Smaller living environment (12-20 residents)
- Horizontal stacking
- Household layout
- Person-centered care



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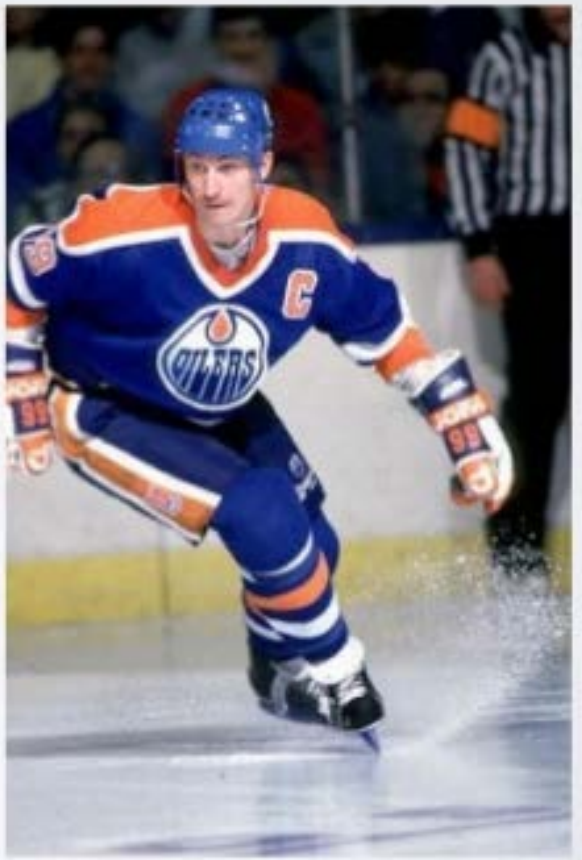
Challenges

WAYNE GRETZKY

The "Great One"

"I skate to where the puck is going to be, not where it has been."



Challenges

Traditionalists
1900-1945
Influencers:
WWII, New Deal, Great Depression
Characteristics:
Fiscally prudent

Generation X
1982-1965
Influencers:
Watergate, Recession
Characteristics:
Skeptical, Cautious

Baby Boomers
1946-1964
Influencers:
Vietnam War, Civil Rights
Characteristics:
“Me” Generation;
Was strong work ethic, now work/life balance

Millennials
1981-2001
Influencers:
9/11, Digital Age, Helicopter Parents
Characteristics:
Self-absorbed, tech savvy, idealistic;
Want to make a difference in the world

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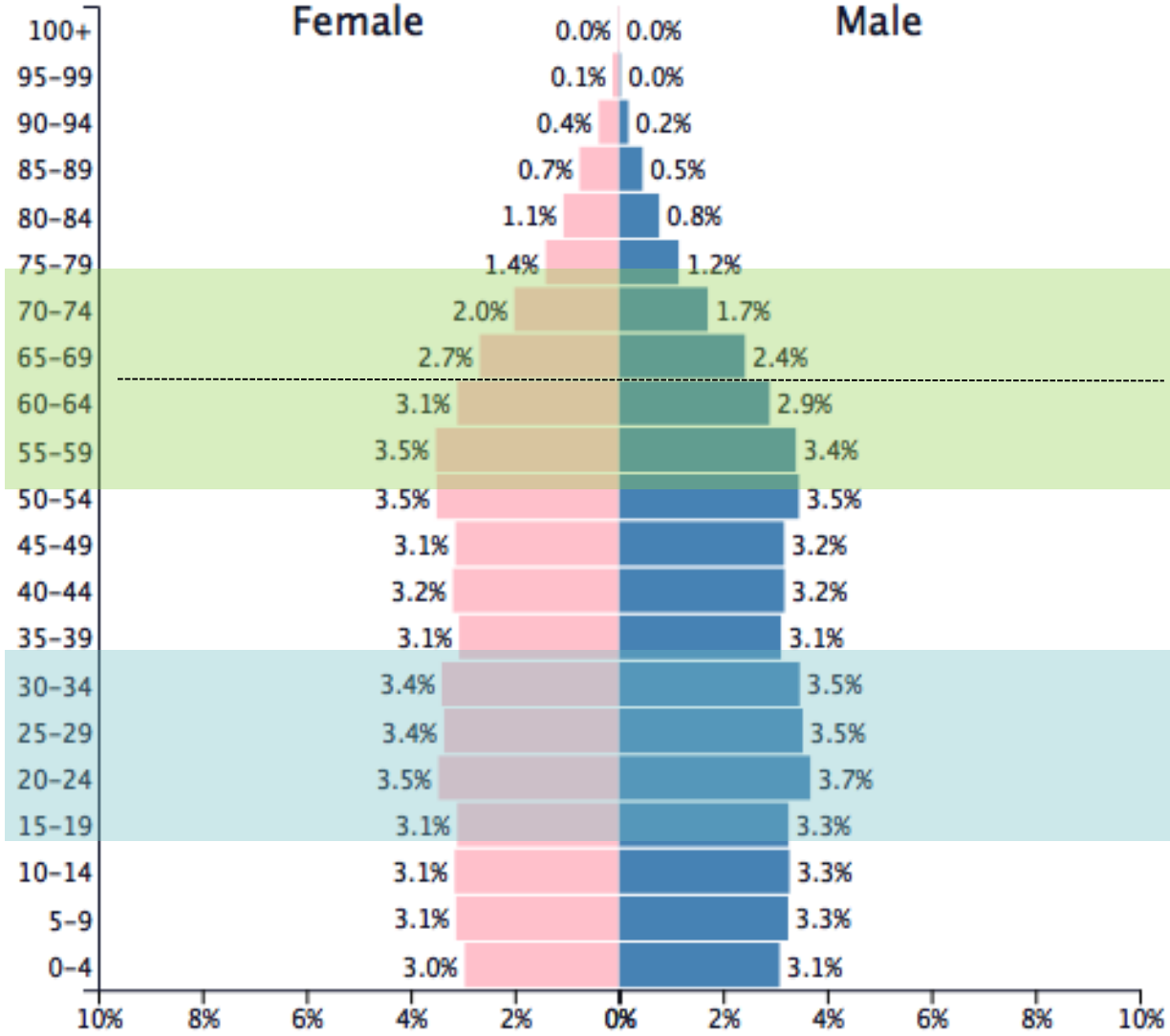
Challenges

Nursing

Assisted Living

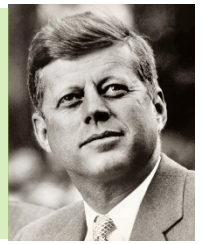
Independent Living

Active Adult



Traditionalists
1900-1945

Baby Boomers
1946-1964
80 Million



Generation X
1982-1965

Millennials
1981-2001
75 Million

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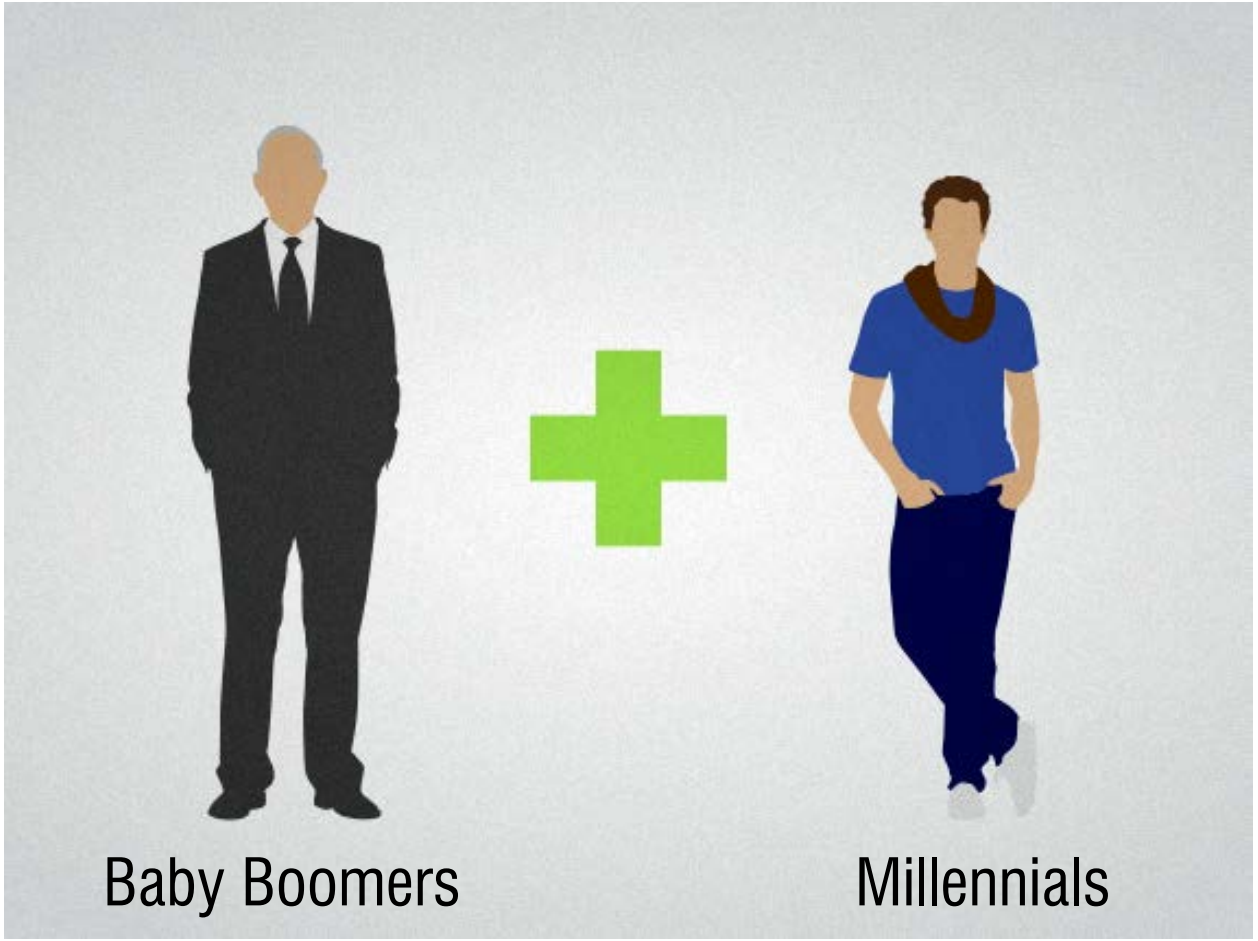
Challenges



Spent decades learning;
their brains are wired

Relatively fresh to work world;
Brains not wired yet

Opportunities

New Urbanism

Pocket Neighborhoods

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Innovations

Urban Housing

Garden Cottages

Pedestrian Friendly

Healthy/Sustainable Environment

Intergenerational Living

Neighborhood/Community Connections

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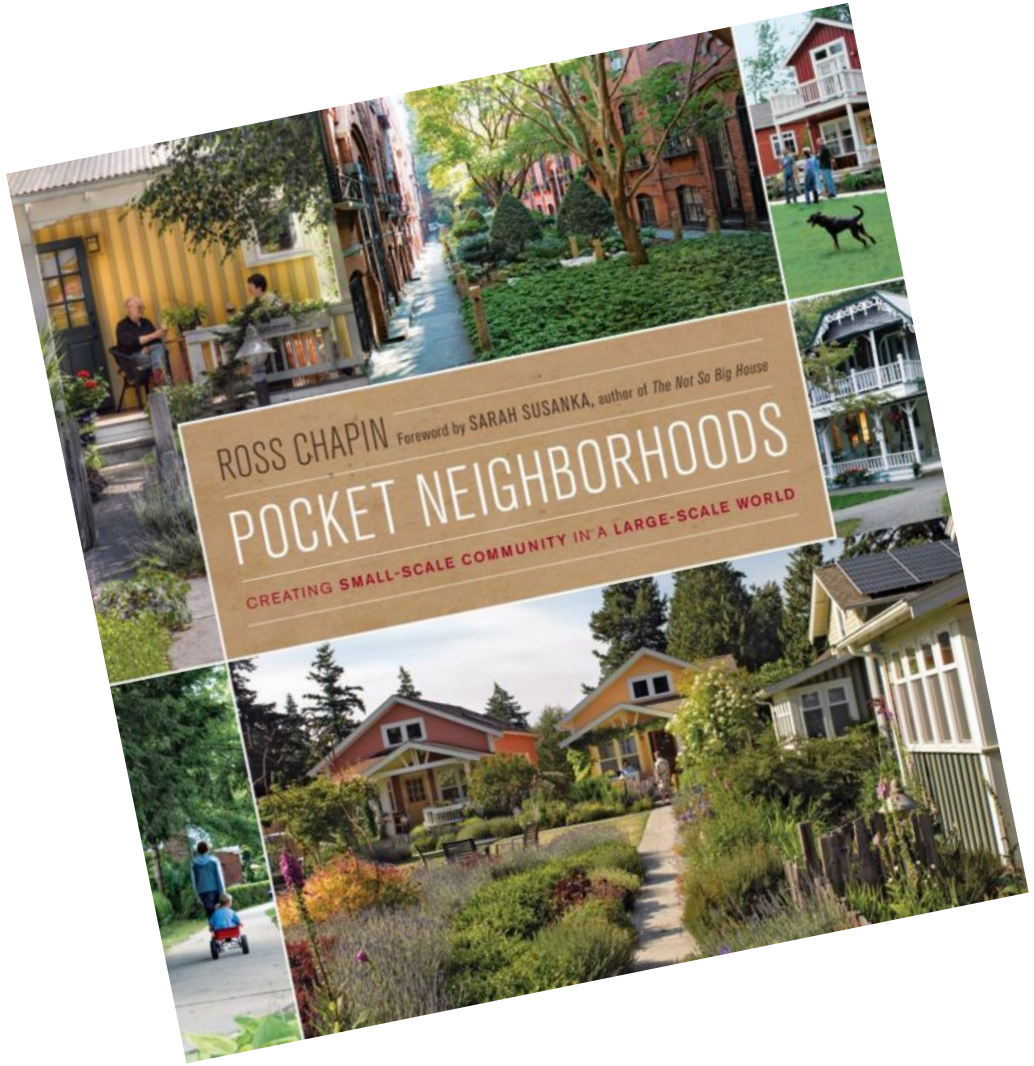

Pocket Neighborhoods

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Pocket Neighborhoods

> Pocket neighborhoods provide the basis for a sense of belonging and meaning—small scale communities in a large-scale world.
>
> *Ross Chapin*

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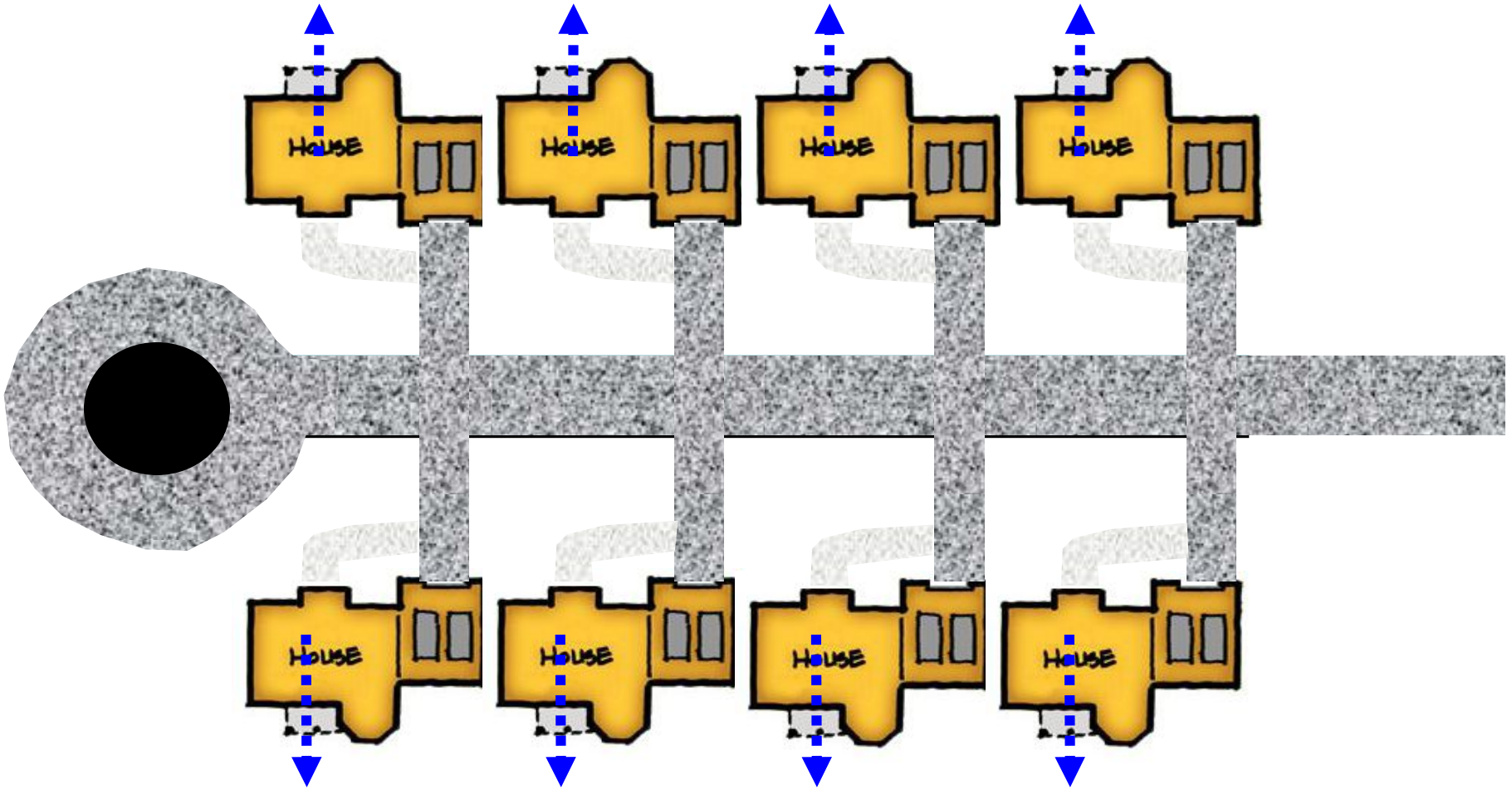
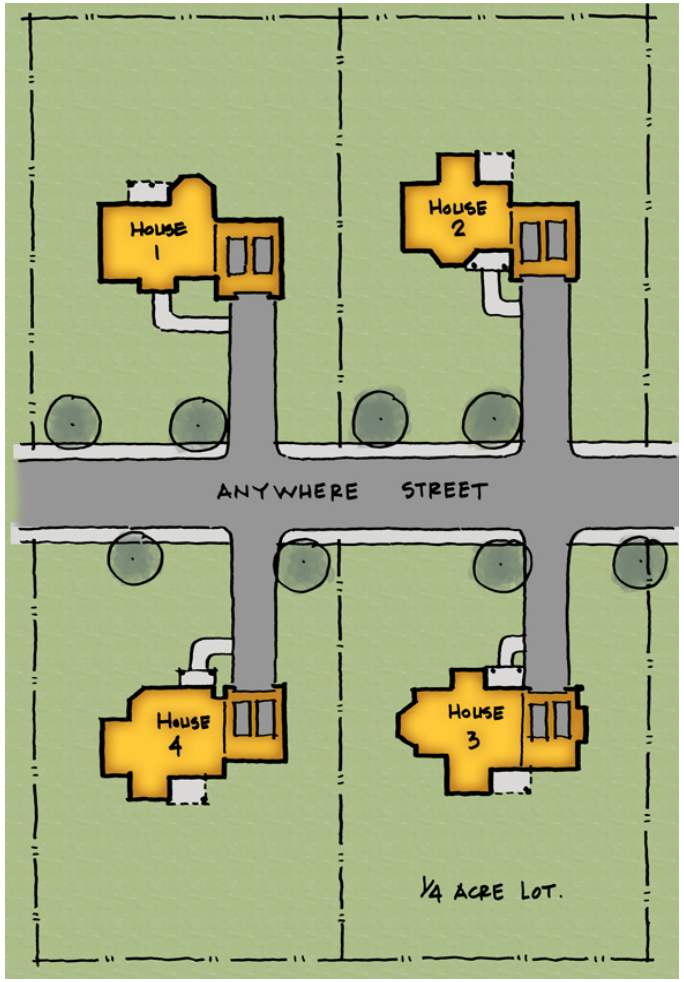
Cottage Models

Suburbia



Cottage Models

Suburbia



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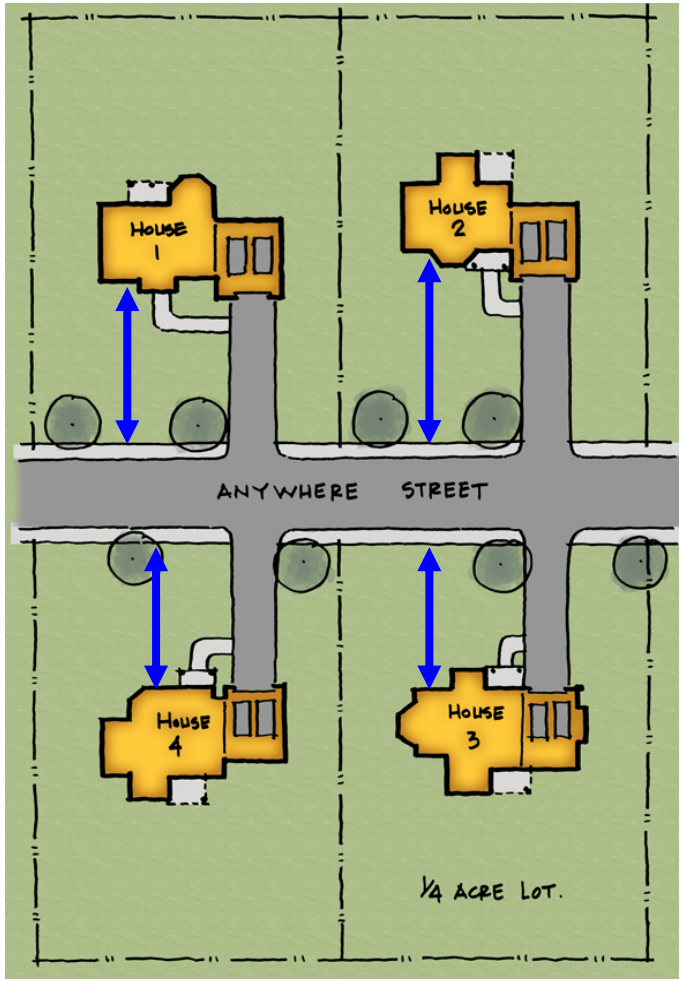
Cottage Models

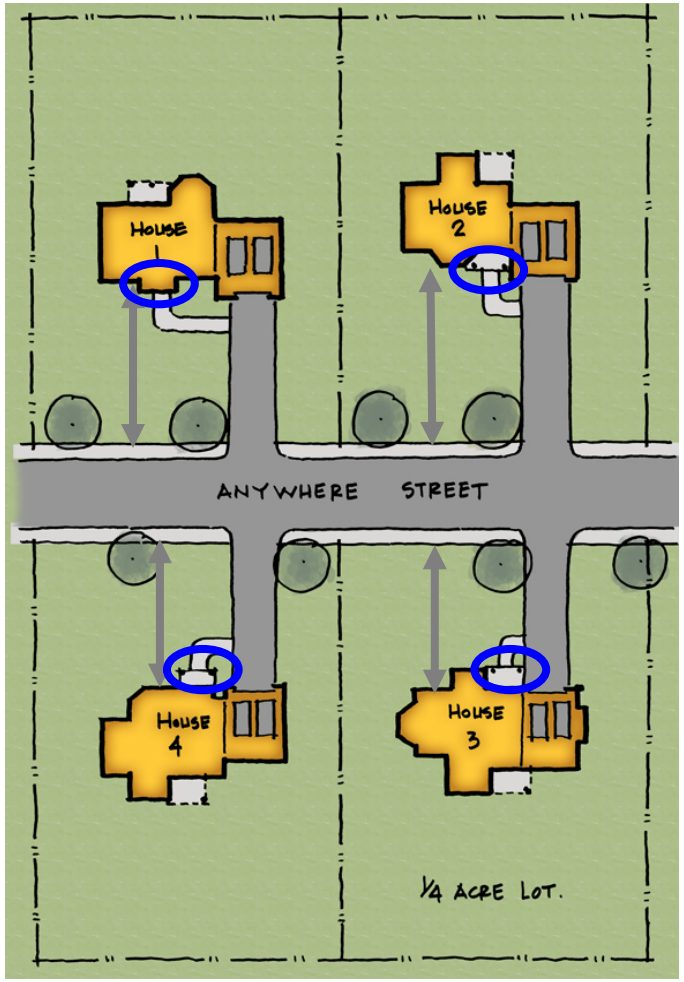
Suburbia



- Distance from Street

Cottage Models

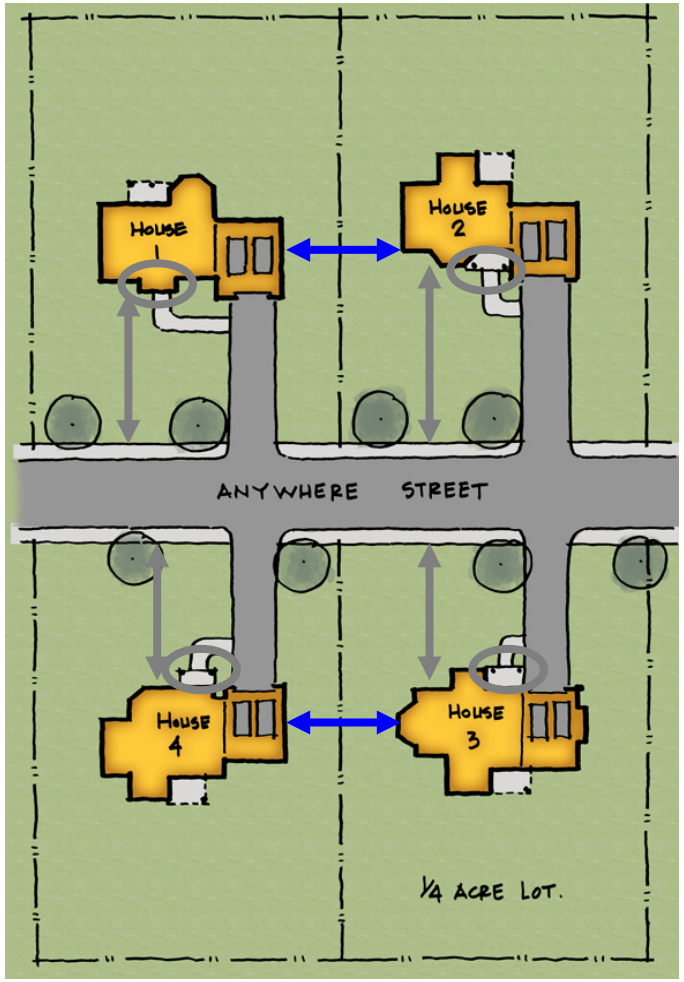
Suburbia



- Distance from Street
- Lack of Front Porch / Gathering Area

Cottage Models

Suburbia



- Distance from Street
- Lack of Front Porch / Gathering Area
- Distance Between Houses

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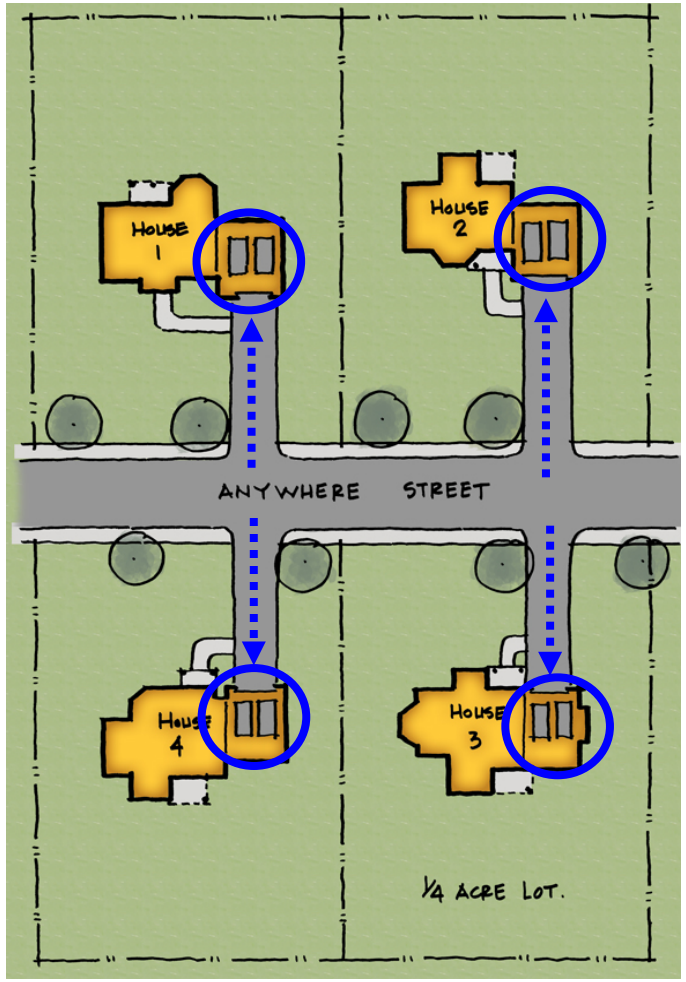
Cottage Models

Suburbia



- Distance from Street
- Lack of Front Porch / Gathering Area
- Distance Between Houses
- Emphasis on Car

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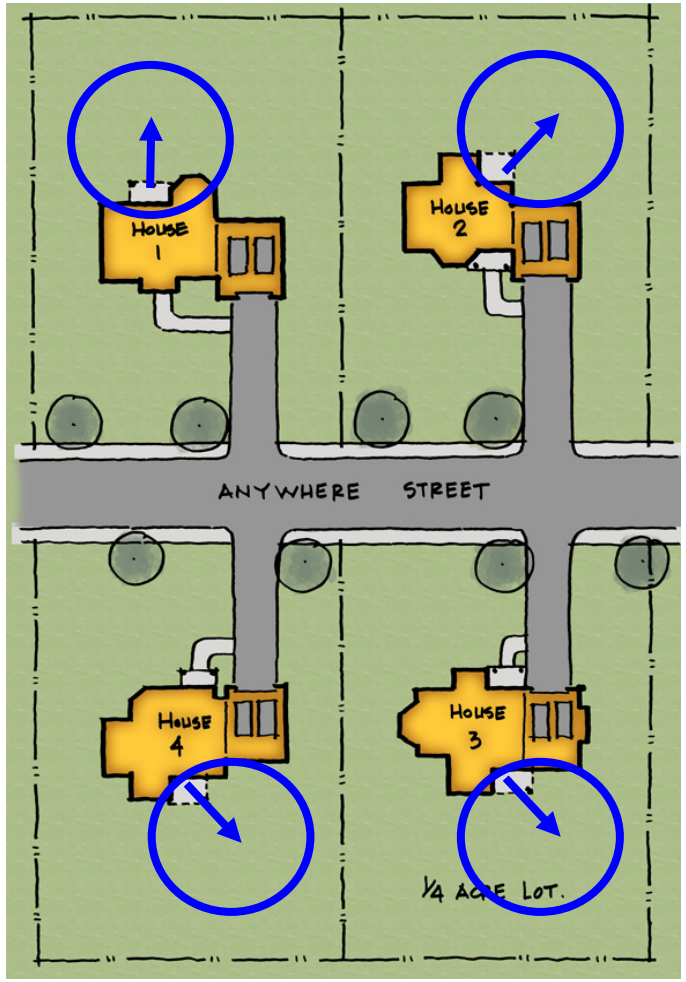

Suburbia

- Activity / Entertainment Focus on Rear Yard

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Cottage Models

> “The fundamental unit of organization within the neighborhood is the cluster of a dozen houses.

Christopher Alexander
Architect/Author

Cottage Models

Open Space

Pocket Neighborhoods

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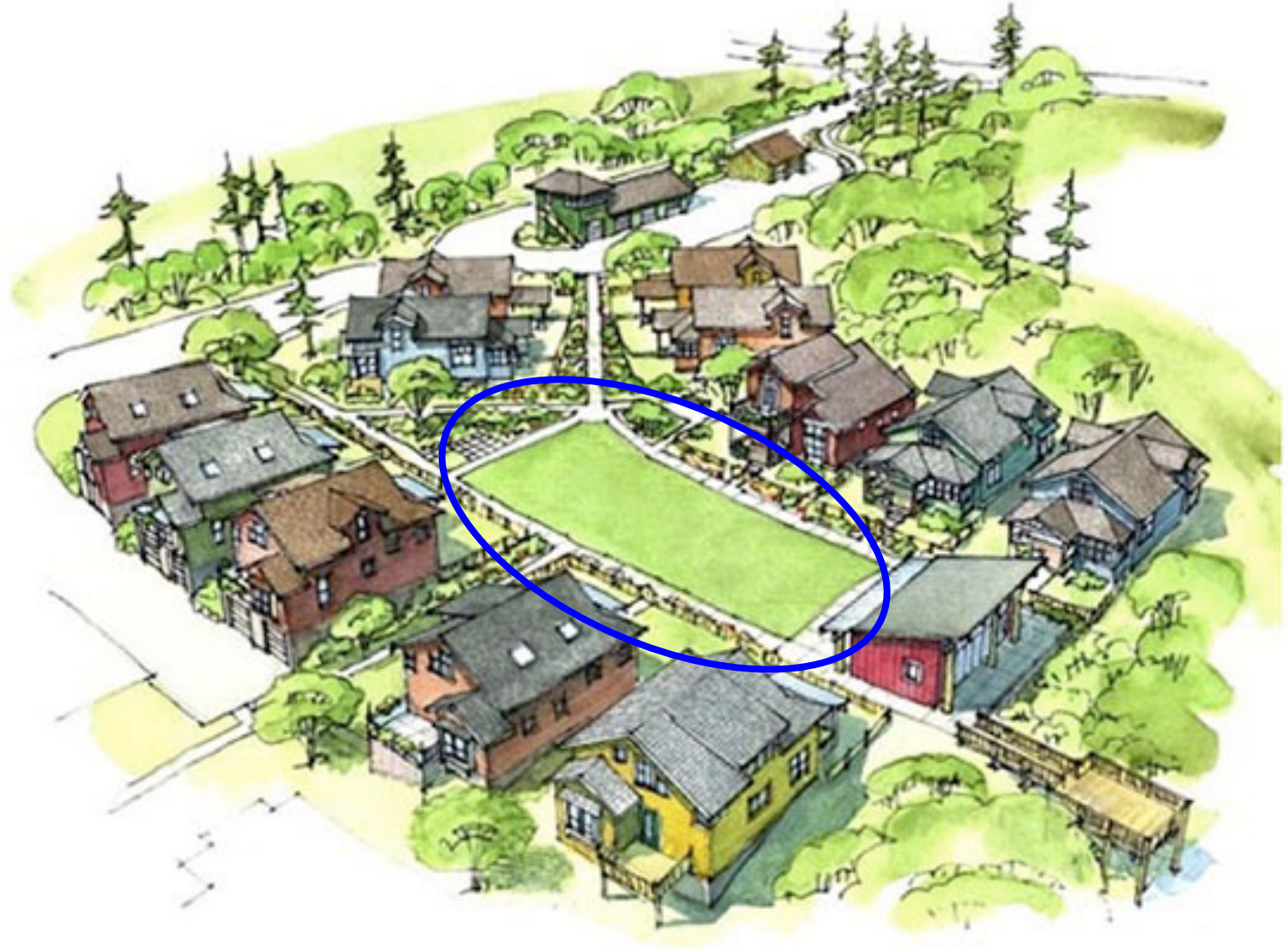
Cottage Models

Parking

Cottage Models

Open Space

Pocket Neighborhoods



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Cottage Models

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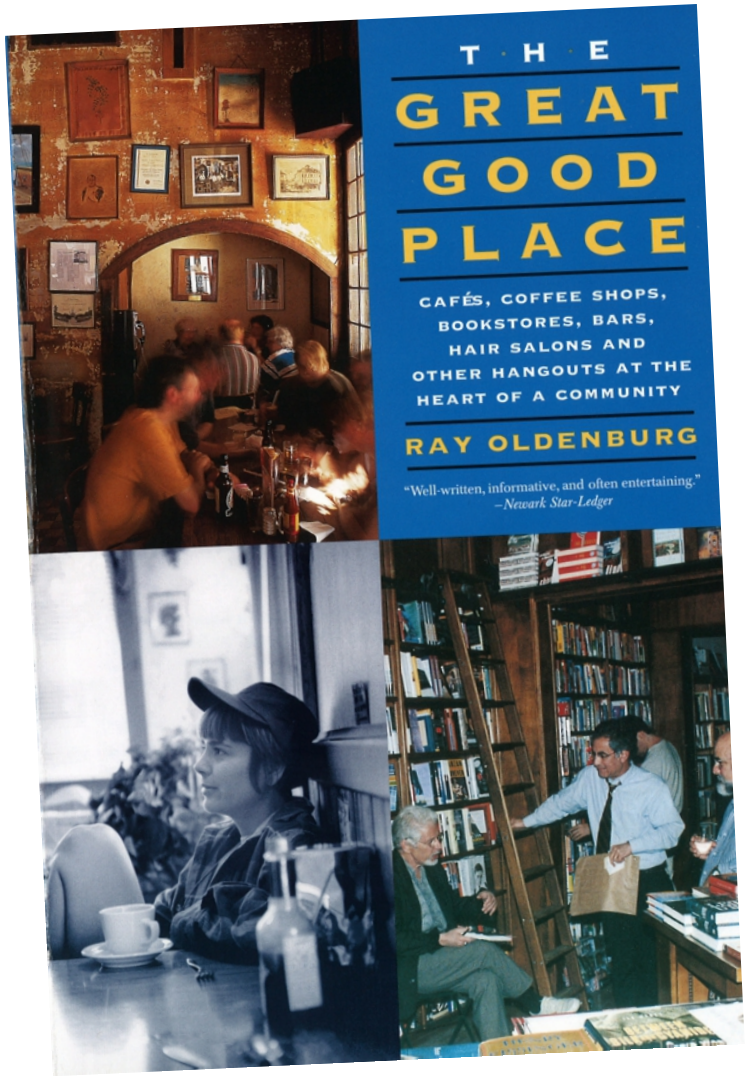
New Urbanism Concepts

"Third Places"



> "Let us learn from cities where sidewalks are, among other things, a good place to put chairs.
>
> Ray Oldenburg

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New Urbanism Concepts

"Third Places"

Crossroads Bellevue

> "The most important of the purposes or functions served by informal gathering places cannot be supplied by any other agencies in the society.
>
> Ray Oldenburg

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New Urbanism Concepts

Rose Villa

- Pedestrian Friendly
- Lively Main Street
- Town Square

New Urbanism Concepts

- Pedestrian Friendly
- Lively Main Street
- Retail Streetscape

Rose Villa

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- Pedestrian Friendly
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Rose Villa

New Urbanism Concepts

- Pedestrian Friendly
- Lively Main Street
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Orenco Station

New Urbanism Concepts

Suzhou, China

- Pedestrian Friendly
- Lively Main Street
- Town Square

New Urbanism Concepts

Suzhou, China

- Pedestrian Friendly
- Lively Main Street
- Town Square

New Urbanism Concepts

Dalian, China

- “Cruise Ship on Land
- “The Hamptons” in Northern China
- International Design with Asian Influences

Thank You

谢谢

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