



THE NEW OPPORTUNITY IN INTERGENERATIONAL SENIOR LIVING

info@seniorhousingnews.com | 312.809.5755 | seniorhousingnews.com

Rendering courtesy of WOHA Architects



TABLE OF CONTENTS

3	Key Takeaways
4	The 3 top drivers of today's intergenerational senior living
6	Consumer demand
9	Economics and demographics
10	Land use
11	The 6 trends changing intergenerational senior living
12	Embracing the tenets of New Urbanism
14	Intergenerational is the new mixed-use
17	Lifelong aging-in-place
20	Building partnerships, even with competitors
22	Understanding the power of affinity groups
25	Urban senior living... in reverse
27	Putting it all together: the future of intergenerational senior living



KEY TAKEAWAYS

The demand by seniors to not be called “seniors” is not one of vanity. It is one of realism. With life expectancy rising and health levels improving, the traditional notion of a “senior” is no longer relevant. Seniors know that, and their lifestyle demands reflect that understanding.

What that looks like from a practical standpoint are new choices and forms of senior living, from the active adult space to the highest stages of acuity. Today’s senior — and, crucially, tomorrow’s senior — wants an active lifestyle, a connection to the outside community and avenues to share their lifetime of experiences, skills, knowledge and wisdom. Their desires and demands are increasingly coalescing into an ever-expansive senior housing model:

Intergenerational living.

Also known as multigenerational living, this concept of merging generations to solve disparate housing problems is growing more common with an expansive range of methods, from master-planned communities with age-based neighborhoods to mixed-use apartment complexes that house a preschool or daycare.

No matter the style, intergenerational senior living brings new product types and lifestyle offerings to seniors and listens to their demand for a daily connection to the rest of the world.

In this report, readers will learn:

- The six trends reshaping intergenerational senior living
- How the movement of New Urbanism facilitates intergenerational lifestyles
- The connection between the principles of mixed-use and intergenerational
- Bold product executions not just in the U.S. but in Canada, London and Singapore
- The affinity groups that embrace intergenerational households
- How to execute urban senior living in reverse

Street scene from 55+ neighborhood of intergenerational master-planned community Terramor, in Corona, California. Photo courtesy of Warm Focus.



THE 3 TOP DRIVERS OF TODAY'S INTERGENERATIONAL SENIOR LIVING

Just as the notion of how much technology seniors want in their lives changes as a tech-savvy population ages into the senior bracket, so too are today's seniors bringing with them a demand for intergenerational living due to their own experiences. Though there is no data around the total number of intergenerational senior communities or programming initiatives, a quick look at the numbers that do exist makes clear the trend's explosive potential.

Among the most telling come from Pew Research Center, which compiles data on the number of Americans living in a household with at least two adult generations. In 1970, 26 million Americans fit that bill. In 2012, 57 million did. Four years later, in 2016, the figure hit a new record: 64 million. That is 20% of the U.S. population.

Though these statistics measure individual households and not senior living, they are indicative of a trend toward these arrangements, and speak to the rising comfort level around them. It's no surprise that housing developers across the age spectrum are increasing their intergenerational housing output, especially for seniors.

The examples persist across the U.S., even when the drivers differ. In the Bay Area, many seniors and young families are being priced out of affordable housing, leading them to seek joint solutions to their housing problems. Empty-nest widowers in Boston are joining a pilot program to house graduate students in exchange for companionship.

Members of the Northwest's Chinese population are coming together in an intergenerational assisted living and memory care home designed around their culture and community. And residents of a CCRC in Lebanon, Ohio, will soon be neighbors with the occupants of nearly 90 single-family homes.

The 3 top drivers of today's intergenerational senior living:

- Consumer Demand
- Economics and Demographics
- Land Use

