



# STRATEGIES FOR MIXED-USE DEVELOPMENT IN SENIOR LIVING

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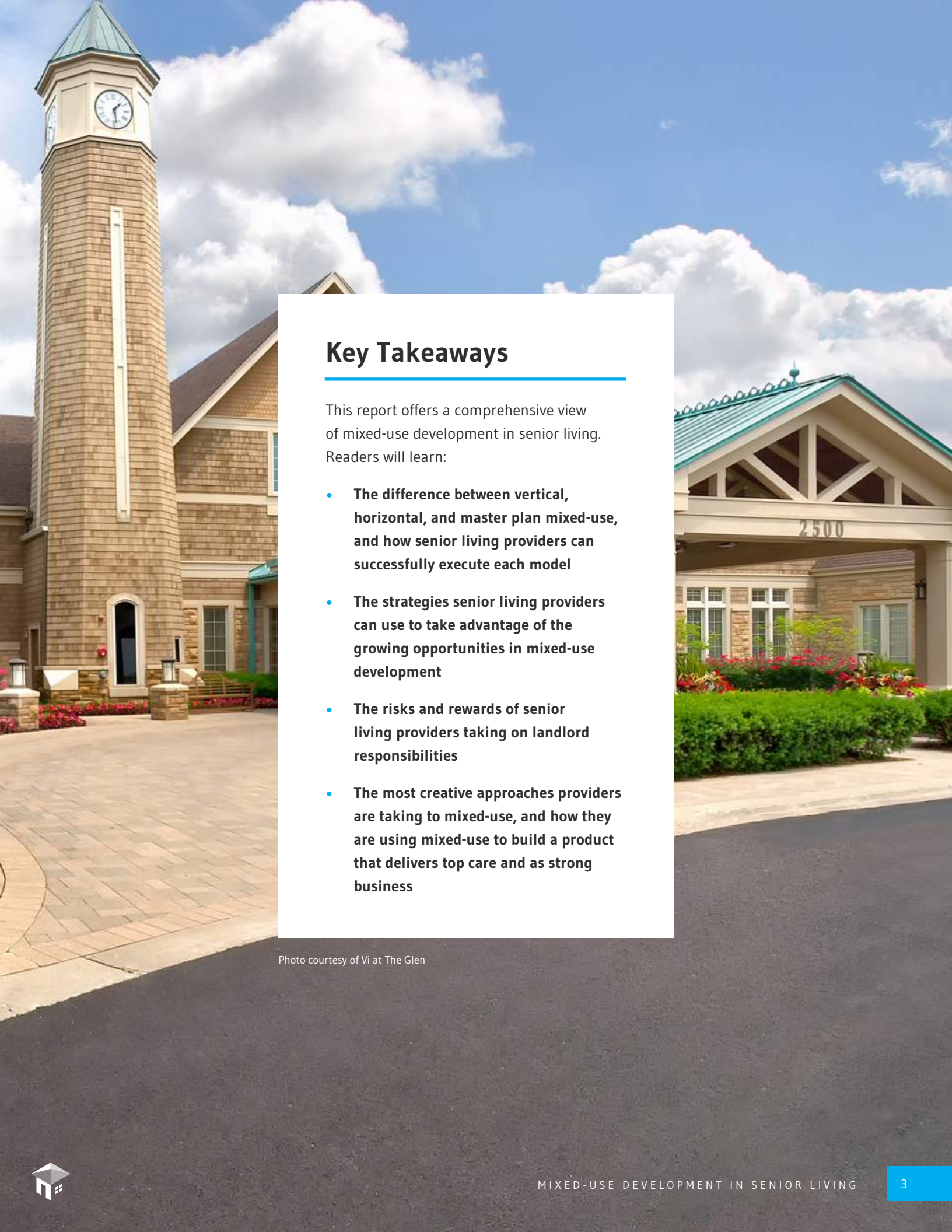
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## Key Takeaways

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This report offers a comprehensive view of mixed-use development in senior living. Readers will learn:

- **The difference between vertical, horizontal, and master plan mixed-use, and how senior living providers can successfully execute each model**
- **The strategies senior living providers can use to take advantage of the growing opportunities in mixed-use development**
- **The risks and rewards of senior living providers taking on landlord responsibilities**
- **The most creative approaches providers are taking to mixed-use, and how they are using mixed-use to build a product that delivers top care and as strong business**

Photo courtesy of Vi at The Glen



## Don't box them in.

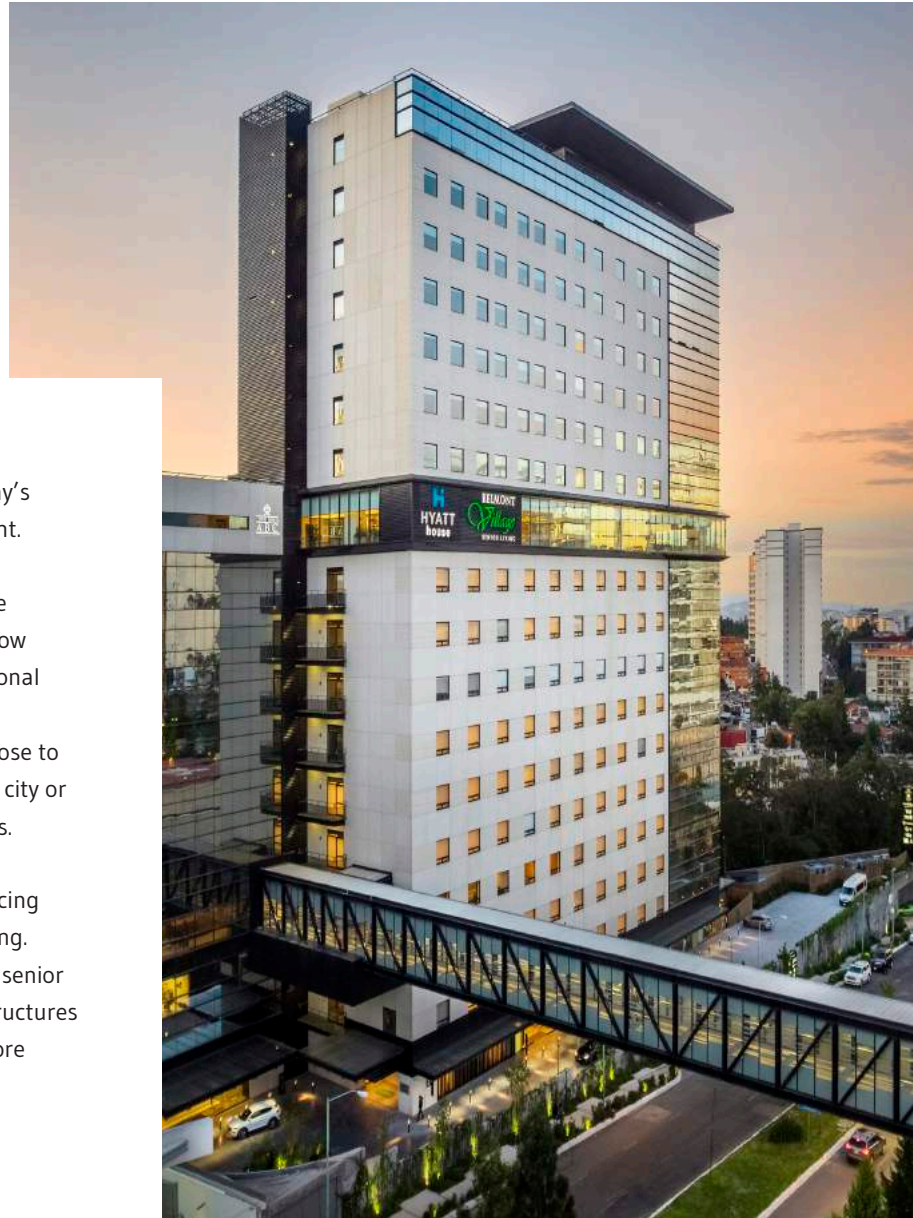
These four words are the perfect summation of today's changing face of senior living mixed-use development.

More than ever before, seniors today seek innovative housing models for their golden years, ones that allow them to stay connected to an outside, intergenerational community. They want walkable access to retail, entertainment and health care. They want to stay close to their loved ones. They want to remain in or near the city or town that they've called home for much of their lives.

In short, their lifestyle needs and desires are influencing the changes in mixed-use development in senior living. While mixed-use development takes many forms, in senior living it means a structure or group of co-located structures that combine senior housing options with one or more complementary elements.

As such, "don't box them in" applies to senior living operators too. Today's mixed-use senior living developments range from single buildings with ground-floor retail to master planned communities functioning as independent towns. These developments are found in city centers, as well as suburbs and even the countryside.

And the element that makes a community "mixed-use" is changing too. Along with the traditional retail and restaurants, developers are getting creative, tying senior living to other property types, including hospitals, pharmacies, hotels, preschools and libraries.



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The skybridge at Belmont Village Santa Fe in Mexico City, connecting the senior living community to the ABC Medical Center across the street. Note the Hyatt Hotel sign on the building. (Courtesy of Belmont Village Senior Living)



# WHY MIXED-USE SENIOR LIVING IS ON THE RISE, AND WHY IT WORKS

Mixed-use development in senior living takes many forms, but they all share an umbrella definition: a senior living community that includes offerings that are open to both residents and members of the surrounding community.

In interviews for this report with close to 20 senior living operators, developers, architects and property managers, we identified three types of developments referred to as “mixed-use.”

The first is “**vertical mixed-use.**” This is perhaps the most traditional and what most people think of when they think of “mixed-use” — a single structure, often a tower, with retail or dining on the ground floor. The residential areas are above that, with a mix of care levels. These single structures often come with below-ground parking, and are often located in city centers, such as Chicago, Manhattan and Mexico City.

The second is “**horizontal mixed-use.**” These are mall-like sites with multiple plots run by multiple operators, including an area for senior living. These sites take the benefits of walkability and accessible shopping and build out, rather than up.

The third are **master planned communities** that situate senior living within vast acreage designed to create an inclusive living experience. These are most common in regions with vast swaths of undeveloped land, including California, Florida and Texas.

## The three definitions of mixed-use in senior living



### VERTICAL

A single structure that includes both residential and the “mixed-use” element, usually retail or dining



### HORIZONTAL

A mall-like site with multiple plots that allows for walkability for senior residents



### MASTER PLAN

a vast community that functions as an independent town

