

# Maxfax

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## Projected Senior Housing Development Trends in Rural Communities

### Maxfield Research's Insight

Maxfield Research has over 18 years of experience in market research. The expertise we have gained throughout the years enables us to offer solutions to the many issues cities & developers face. The relationship we develop with our clients is a critical component to the success of our approach to housing research and allows us to serve as a source of direction and information during development and planning.

Our involvement in the housing industry allows us to support our clients with valuable information regarding regulations and industry news that affect planning and development.

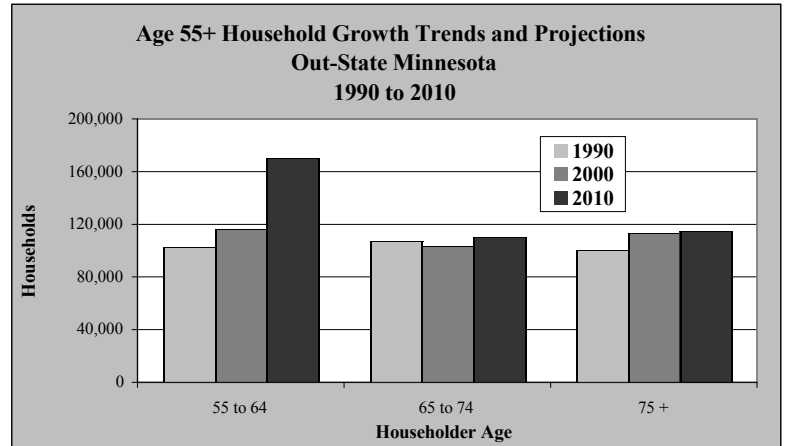
We also have the insight to determine viable solutions to the issues inherent to planning for growth. We provide research for smart development.

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Multifamily housing development in rural Upper Midwest communities during the 1990s was dominated by housing built for older seniors (ages 75 and over). Assisted living for frail seniors or congregate housing for somewhat active seniors was built for the first time in many communities during the decade. Often, it was attached to the local nursing home or hospital. Before assisted living and congregate housing was available, seniors typically stayed in their single-family homes unless they needed care in a nursing home.

More assisted living and congregate housing could be supported in many rural communities that have already had these types of projects built. This is due to a growing acceptance by seniors of assisted living and congregate apartments, which many seniors see as a desirable alternative to remaining in their homes. However, the age 75 and over population is not projected to increase substantially over this next decade, as most persons entering their 70s during this decade were born during the Depression Era of the 1930's - the first generation smaller than the previous one.

Whereas assisted living and congregate housing was introduced into many communities during the 1990s, this decade will likely see the introduction of housing geared toward older adults and young seniors - particularly persons in their 60s to mid-70s who are empty-nesters, recent retirees, or active seniors. The first baby



boomers reached age 55 in 2001. Thus, the 55 to 64 age group is expected to see strong growth this upcoming decade. Baby boomers tend to do more traveling and participate in more activities than previous generations, and they increasingly prefer maintenance free housing that enables them to spend more time on activities outside the home.

Growth of the 60s+ demographic later this decade will fuel demand for alternative housing options as many older adults opt to downsize from single-family homes. In particular, we foresee the potential this decade for for-sale townhomes and twin homes, particularly those built near cultural and natural amenities, such as golf courses and lakes. Age-restricted condominiums, cooperatives, and rental housing with no services will also see increasing demand.

*Since 1983, Maxfield has been helping cities and municipalities throughout the upper midwest plan to meet their housing needs. If you would like information on how Maxfield can help you make your planning decisions, or if you would like to be excluded from future editions of Maxfax, contact Jay Thompson at 612.904.7973.*