

McDraw Hill
CONSTRUCTION

BUILDING FOR BOOMERS

GUIDE TO DESIGN
AND CONSTRUCTION



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Presented by Mike Kephart, co-author of the new book,
“Building For Boomers”.

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Research in order to
define your Avatars





Define the Avatars



My avatar is in this photo

Age

Boomers were all born between 1946 and 1964

Region of residence

Wealth

Each Avatar will be different

Health

This sets people apart by their limitations

Interests

This group fishes together, others have their own connections



One House

One Family

No Avatars

The single family home is in decline as the once Most popular of housing types. The custom home segment is even smaller and rapidly shrinking. Architects must be willing to deal with mass production and systems building or continue to be left behind in this market.

Avatars

Active Adults (55+)



Kathy, the first
baby boomer



It's next to impossible to
define all the possible
Avatars within those
over 50.





Example of an Avatar

- 72 years of age and older
- Healthy or unhealthy
- Active in the community
- participates in regular physical activity/sports
- Has supportive family
- financial condition
- Spouse-living, dead or divorced

You can continue with likes/dislikes and anything about their **community** that is desired or necessary to separate people into like cohort groups. The number of groups is your choice. Do not forget **Location, Location, Location.**



The boomers parents lived without luxuries and this has helped to shape the boomers expectations.

Baby Boomers born between 1946 & 1964



Singles are the fastest growing segment of homebuyers within the 55 + market.

Now 26% of the boomer market



Singles

A photograph of two elderly women walking away from the camera on a gravel path. The woman on the left is wearing a yellow sweater and a long, patterned skirt. The woman on the right is wearing a pink sweater and black pants, and is carrying a blue bag. They are walking towards a large body of water under a clear sky. Bare tree branches are visible in the upper part of the frame.

Non-Traditional Families





Young and/or healthy Boomers

This group was preparing for climbing two 14,000 foot peaks near Idaho Springs, Colorado



Defining Avatars

1-Define the market area

2-Compute the market size

3-estimate the number of those likely to move

4-define targeted family units/ composition

5- research household income

6-the importance of location

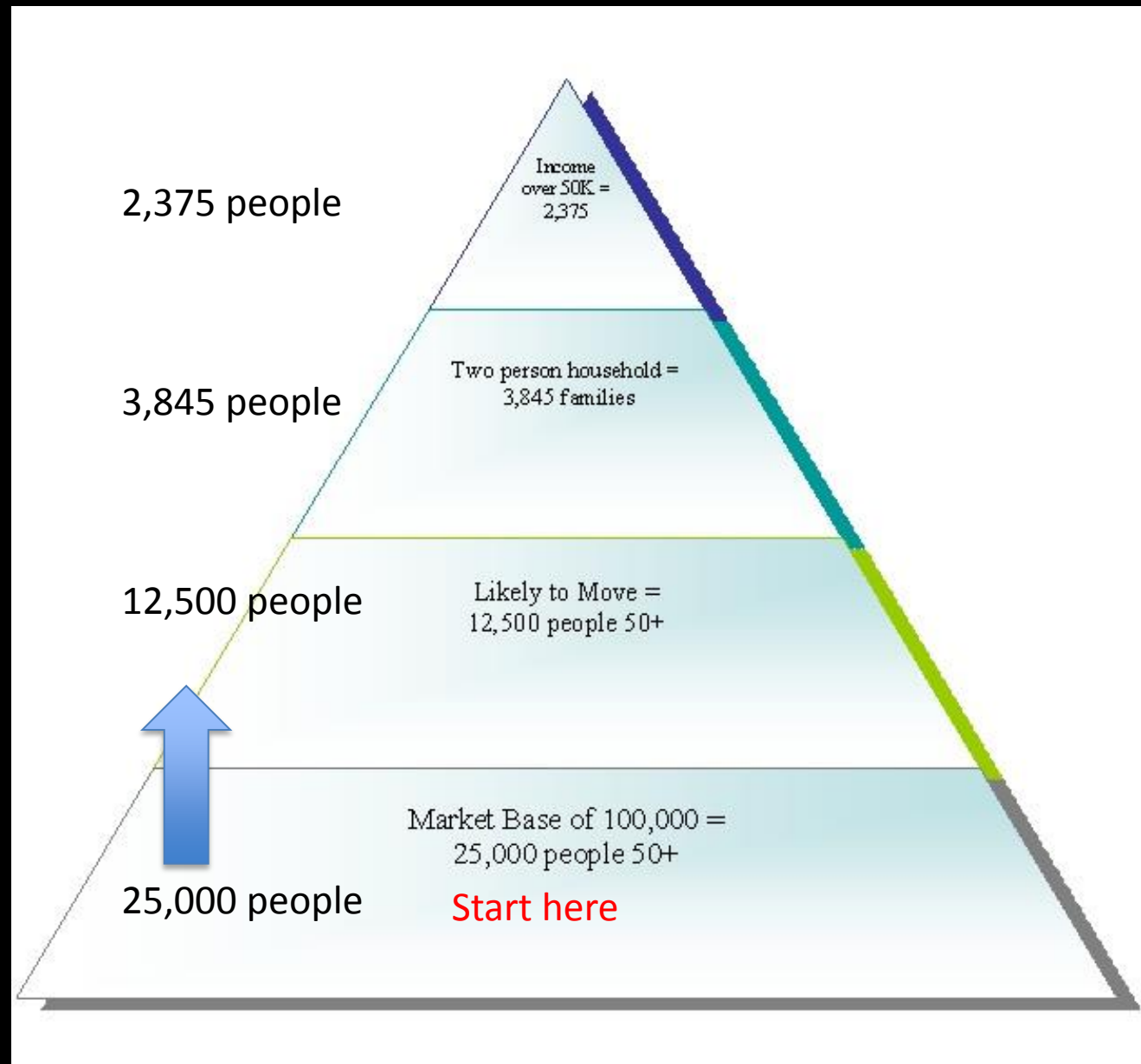
A helpful chart follows
this list

There are 77 million baby boomers---

But The leading edge of the boomers just started turning 65 in 2009----

And it will be another 18 years before they are all 65 or older

As a group they are not ready for "the Home"



Market research

What do we know about boomers, as a group?

- 1- There are 77 million of them
- 2- As a group it ends there. They are 77 million individuals
- 3- Thanks to boomers 50% of people in America are now over 50.
- 4- They do not act predictably, like their parents
- 5- Their collective wealth is a myth
- 6- It is dangerous to generalize about boomers

What do we know about boomers, as a group?

- 1- There are 77 million boomers in America
- 2- As a group, boomers are the 77 million individuals
- 3- Thanks to boomers, there are 77 million people in America
- 4- They do not have parents
- 5- Their collective wealth is \$100 trillion
- 6- It is dangerous to generalize about boomers

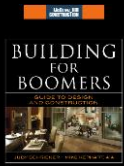


Baby Boomers can do anything

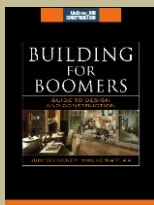


Family size





Mixed Generations



Boomers are unprepared

Nearly one-third of workers age 35 and older said in a 2009 survey that they were not currently saving money for retirement.

Let's take a short break for a question or two.

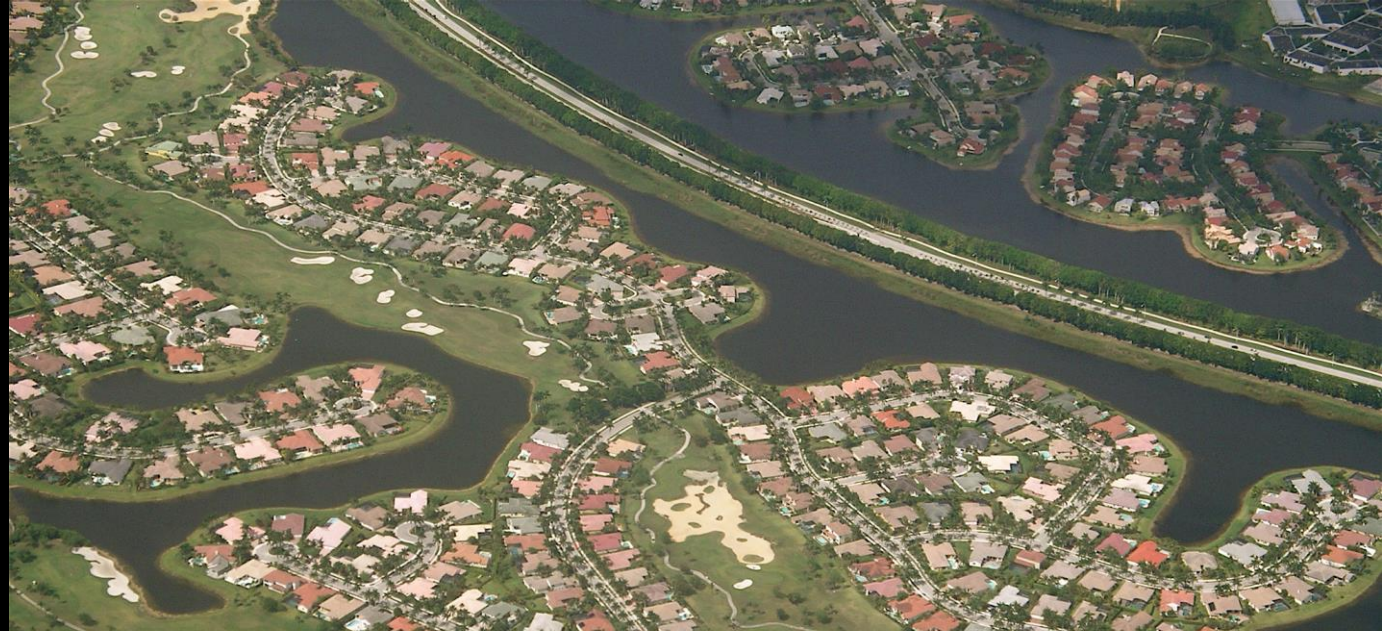


The next section is on community design

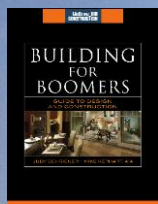
Community Types

- Age Qualified (Restricted to 55 and over)
- Infill neighborhoods
- Spiritual, Gays and Lesbians,
- CoHousing
- TODs Transportation oriented developments
- TNDs Traditional Neighborhood Developments
- City Centers, Urban and Suburban (with parking)
- University Affiliated Communities
- What's missing?

Sprawling
single family
development



This pattern of
growth is still the
dominant form



Big

6,000
Homes

Sun City Huntley

6,000 homes, a 50,000 square foot community center, 27 hole golf course, hundreds of acres of open space, lakes and recreation facilities





Small Clusters of homes



Downtown High-rise



Essential Elements in community

-Green building, particularly energy/ cost savings

--social opportunity

-safety/ security

-independence

-amenities

-services

-recreation Fun fun fun !!!!!!!!!

-Accessibility

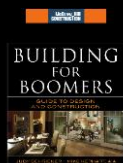
A stronger, more defined entry, along with colors that are more integrated with the neighborhood, all played a part of this repositioning.



Security



After:
The textured window treatments are now coordinated with fabrics, creating a huge improvement in this typical unit.



CoHousing

Amenities at Ave Maria



AVE MARIA
UNIVERSITY

THE ORATORY

CANNON DESIGN

Oratory



Schools
Golf
University
Athletic fields
Pools
Oratory
Trails
Parks
commercial





Amenities



The Truli

Centro Del Alberobello, Italia





**We no longer build with Sun-Dried
Mud Bricks**

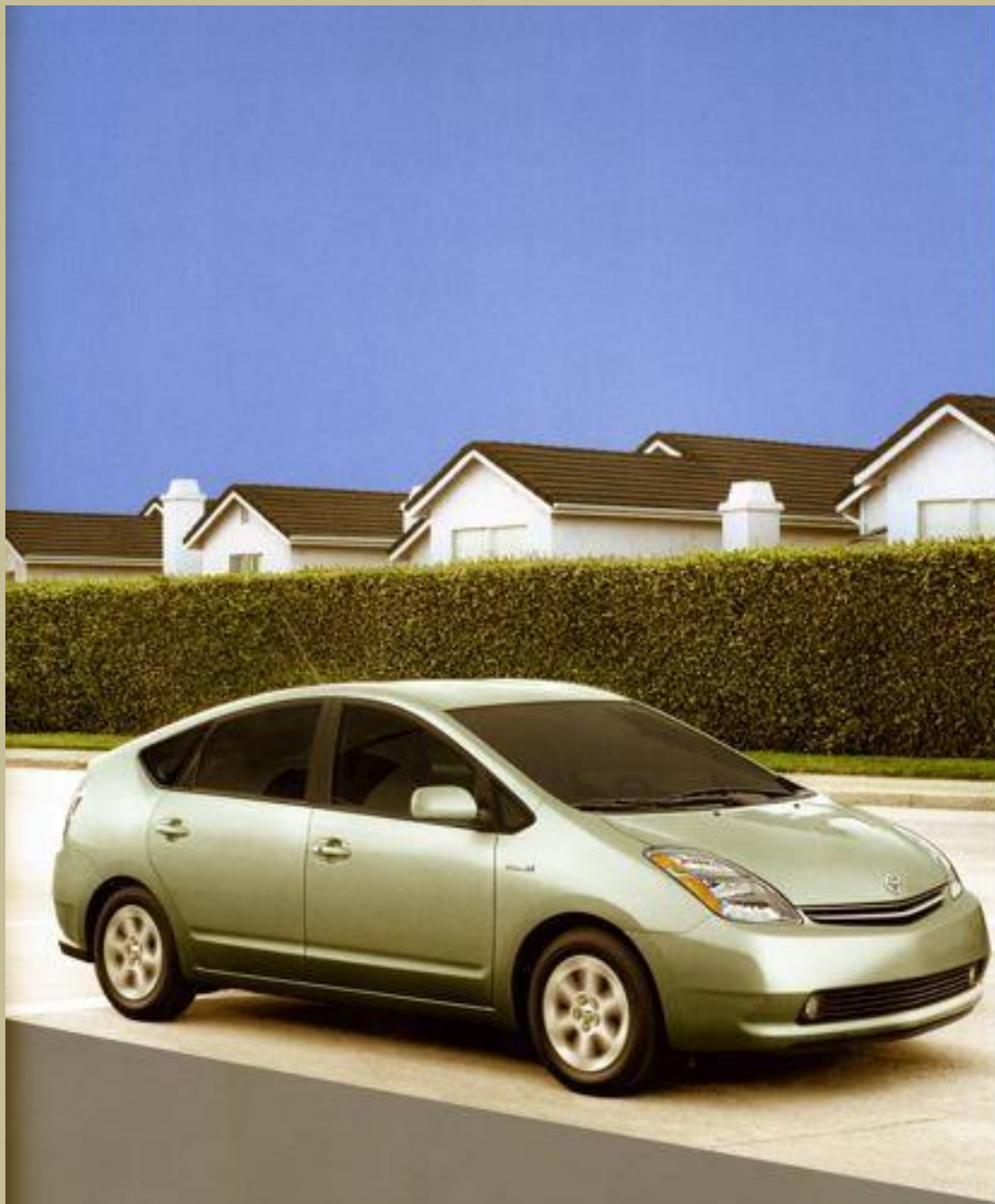
photo in Tibet



Wind Power in Amsterdam



A Solar Teapot



The location and the availability of cheap fuel efficient transportation are both part of evaluating the energy efficiency of a home.

Green Home Certification:

Most people have no interest in the complex details of Green Home Design but:----- Can we trust the reputable rating systems and the certified 3rd party professionals that test each home?

**Two proven Rating systems are: LEED
or the NGBS**



**Inspections for
Certification**

Green Living

As important our home's impact on the environment may be, it is not our total impact. We drive every day; we work in offices, factories, or on farms. We fly to destinations around the world for vacations or business. We buy and consume everything from boats to insect repellent, so-----

Why not develop a personal Green rating system?

Lifestyle Categories:

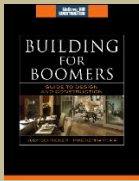
1-Home Location

Rural_____ -1 Point

Suburban_____ +1

Urban_____ +2

Multifamily building_____ +3



2- Home Size

Over 3000 Square Feet _____ -5 points

2000 to 3000 square feet _____ -2

Under 2000 square feet _____ +1

Under 1500 square feet _____ +3

Personal Green Rating cont.

| | |
|-------------------------------------|---------------|
| 3-Home Certification Level_____ | +3 High score |
| 4-Add solar or wind generation_____ | +5 |
| 5-Water use_____ | +5 |
| 6-Ride to work_____ | +3 |
| 7-Automobile used_____ | +2 |
| 8-Vacations(air travel)_____ | +1 |
| 9-Recycling_____ | +3 |
| 10-Thermostat setting_____ | +2 |
| 11-Changing Light bulbs_____ | +3 |
| 12- close/open windows_____ | +3 |
| 13-Turn off lights_____ | +3 |
| Total points possible_____ | +39 |



Universal Design is for Everyone

Universal design (UD)

Universal Design is a design concept that recognizes, respects, values, and attempts to accommodate the broadest possible spectrum of human ability.

aging in Place

The National Association of Home Builders defines aging in place as follows:

“In plain English, aging in place means remaining in one’s home safely, independently, and comfortably, regardless of age, income, or ability level.



Misconceptions:

Homebuyers don't necessarily have misconceptions about universal design and accessibility; they have few conceptions at all!

Margaret Wylde in *Right House, Right Place, Right Time* said, "Most 45+ households are interested in step less entries, low or no thresholds, wider doorways, single-story living or two-story homes that are designed to accommodate an elevator if needed in the future, and at least one walk-in shower.

Boomers in Denial:

Boomers typically are in denial that their bodies will ever be anything less than able to move, reach, bend, and be strong.

Boomers are Healthy:

Although older Americans progressively are enjoying better health, many become disabled or limited by conditions such as arthritis or heart disease.

The Demographics for Universal Design:

A large majority of boomers, 79 percent, indicated they want to stay in the home they live in now for as long as they can.

Don't ignore this, **79%** is huge and it has to do with more than only universal design. It speaks to neighborhood.



Universal Design Principles

07.13.2009

Getting started

If you're not sure what you're trying to accomplish beyond just a hazy general concept, reviewing some specifics can give you a good grounding

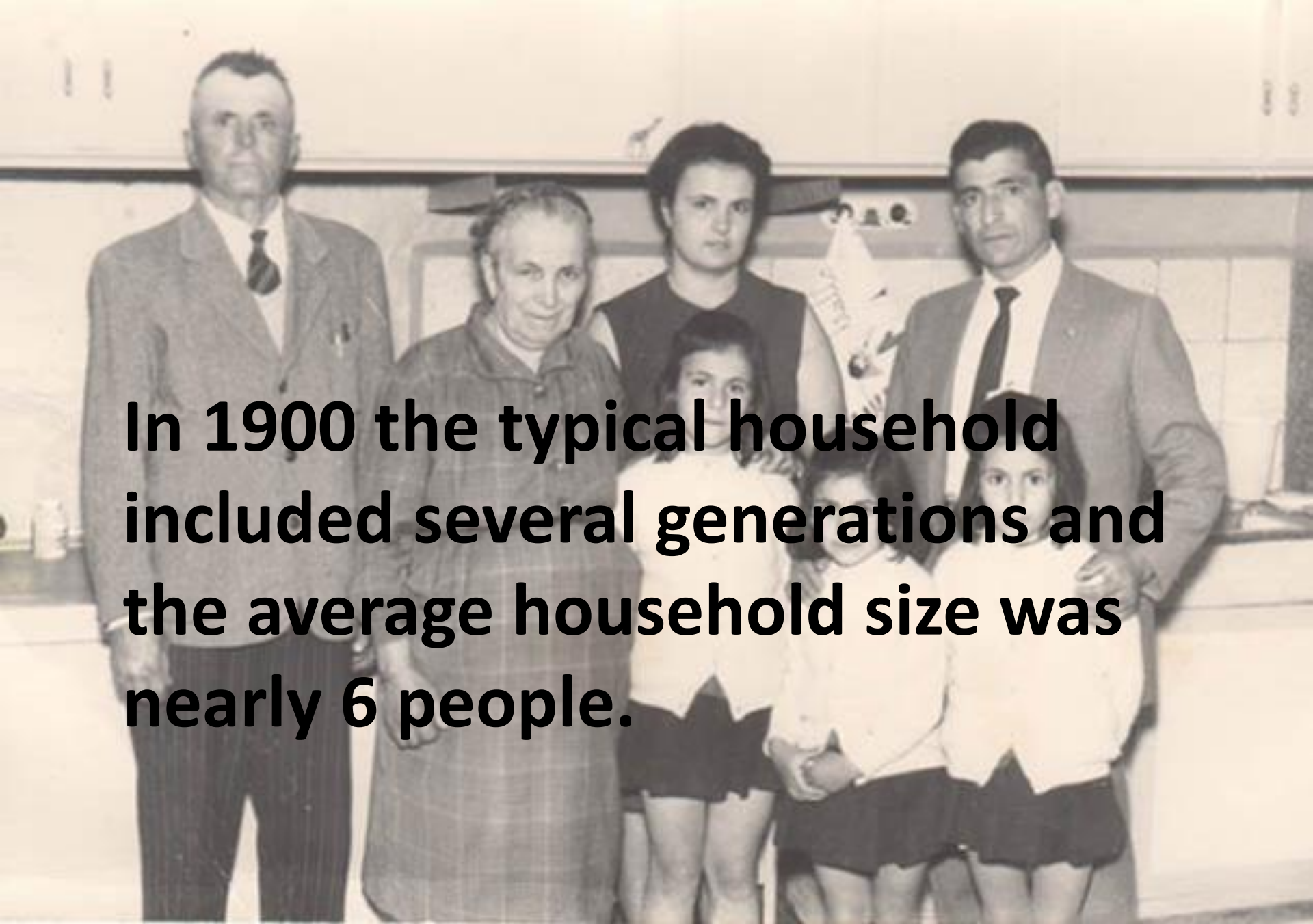
seven principles of universal design

- 1- Equitable Use
- 2- Flexibility in Use
- 3- Simple and Intuitive Use
- 4- Perceptible Information
- 5- Tolerance for Error
- 6- Low Physical Effort
- 7- Size and Space for Approach and Use



Talking to Boomers

Fundamental to understanding how to deal with boomers is understanding the differences between today's boomers and the seniors we're all used to.



In 1900 the typical household included several generations and the average household size was nearly 6 people.

Household size is shrinking



1900 avg. size 6 people



1950 avg. size 3.38 people



2000 avg. size 2.59
people



Three generation Households-

Grew in number by 38% from 1990 to 2000

Now 6%+/- of all households



Single Person households-

Grew in number by 18% from 1990 to 2000

Now 26% of all households

During the same time frame the conventional 2 generation households grew by only 8%.

The Problems with older homes



Stairs and steps

Small doors

Narrow hallways

Inaccessible bathrooms

difficult window opening


unusable kitchens

unreachable appliances, outlets

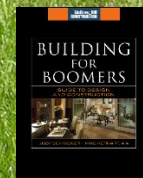
multiple floors

overly large total area

knobs on doors vs. levers



Planners call these homes ADUs, or
accessory dwelling units





According to AARP, Granny flats, a historic housing form is making a return as families find the need for ways to live more closely together but independently.



ADU, Accessory dwelling unit or second living unit depending on the city



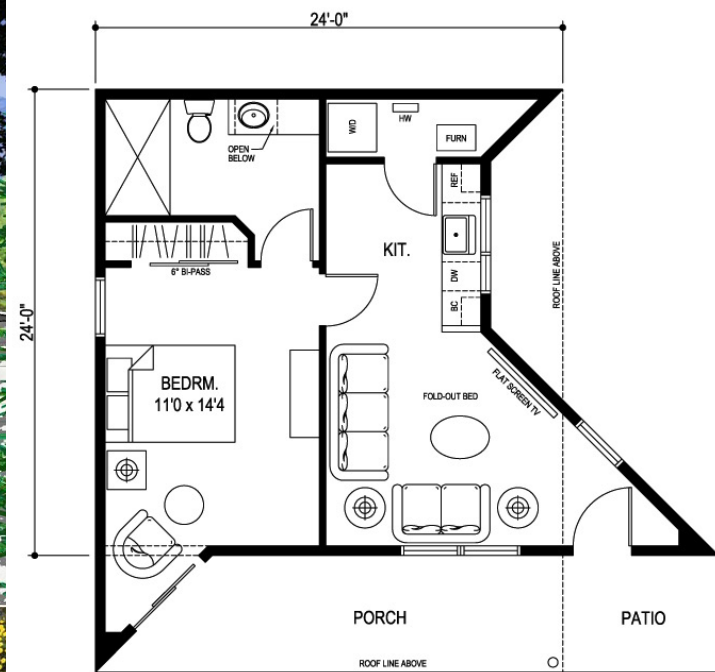


Typical single family home on a large lot



Add a house
for mom.

A Family compound



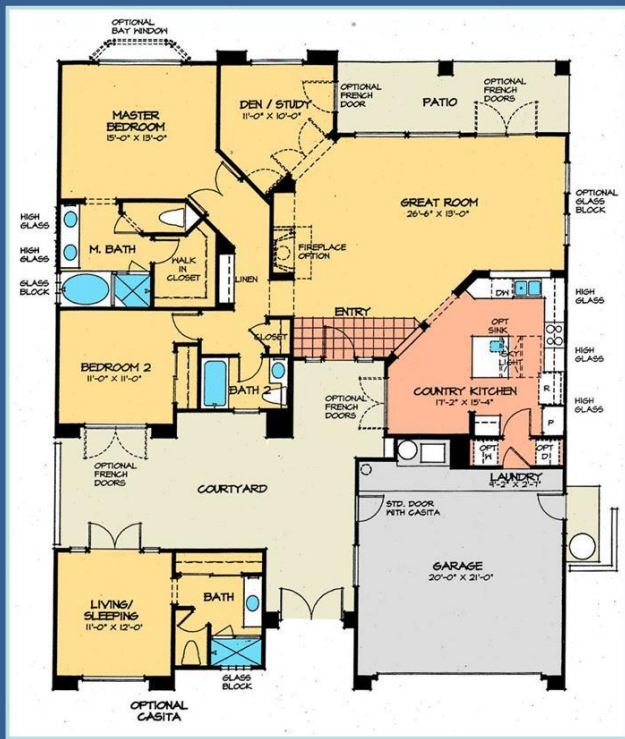
RIGHT HOUSE total sf: 594



Backyard Cottages

Sidekick Homes





Casitas



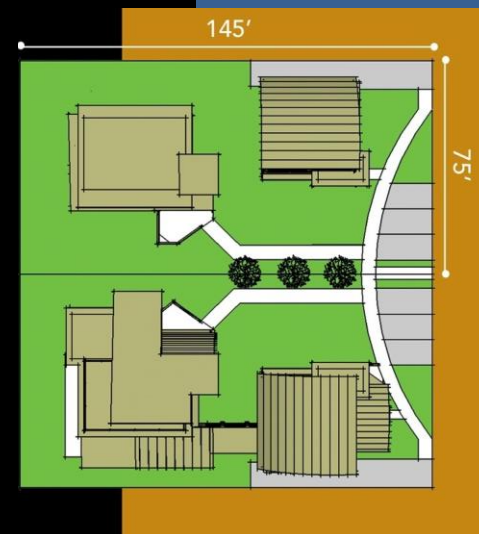
THE LOT

TWO HOMES, ONE LOT. One owner and a renter, or two owners. The **MAIN HOUSE** in the rear is oriented to the greenbelt behind. The **CARRIAGE HOUSE** near the street contains garages for both homes and a professional **OFFICE/SMALL SHOP** facing the street.

Double the Density
With a home in back

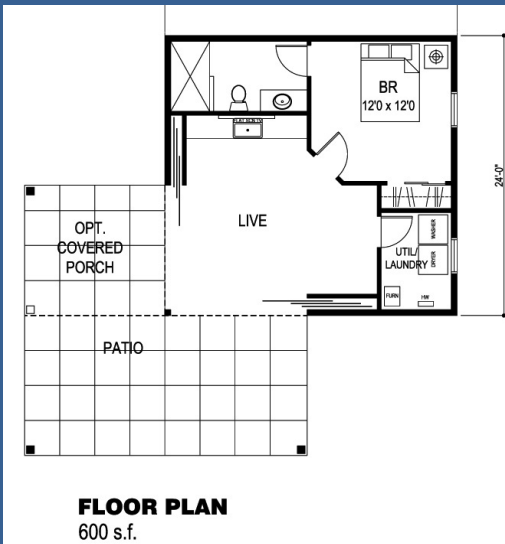
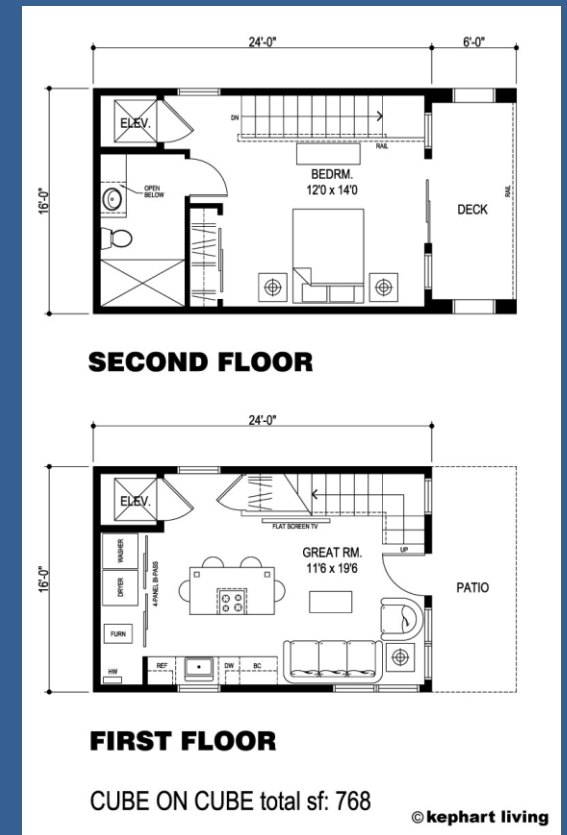
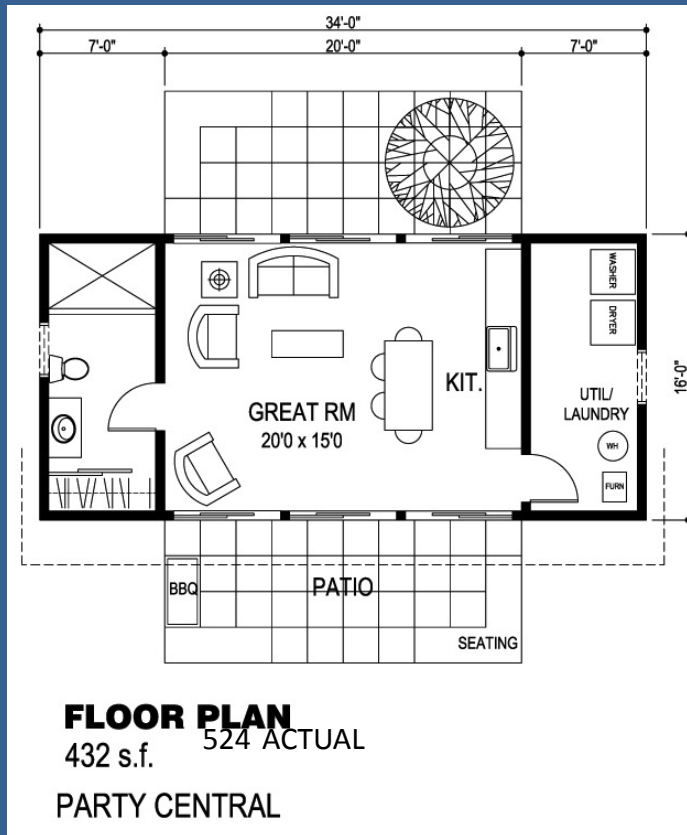


GROUPS OF LOTS surrounding a **NEIGHBORHOOD PARK** and bordered by linear parks, form natural **HUMAN CONNECTIONS**.



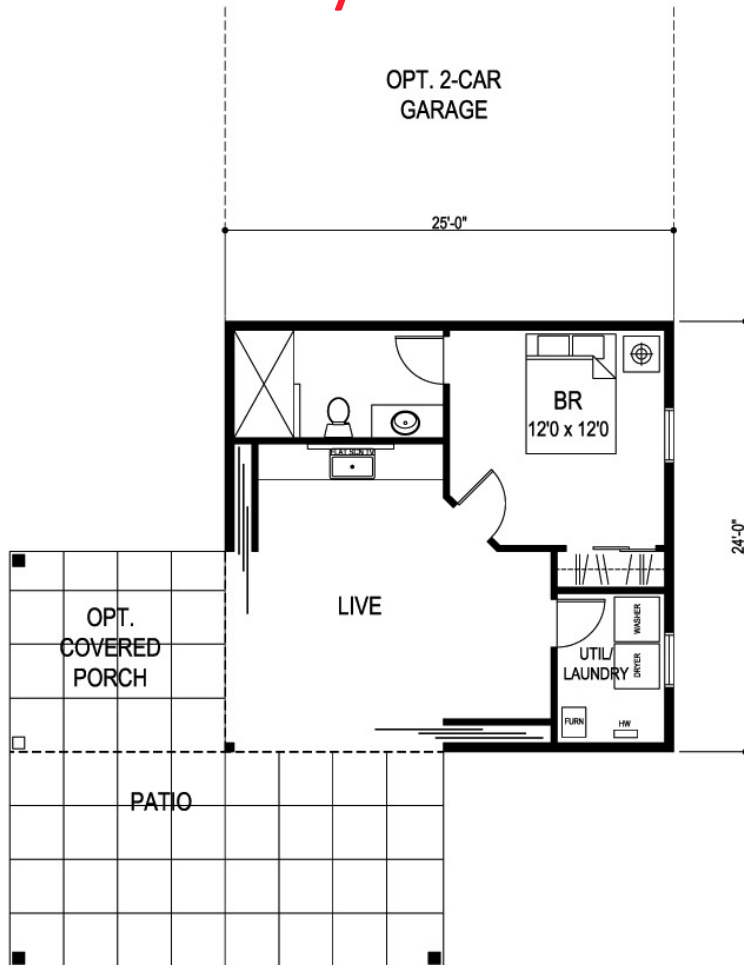


Space Planning





A new backyard ADU



FLOOR PLAN

600 s.f.

GLASS HOUSE

© kephart living





Smaller rooms can be: Cozy, Warm, Intimate, Inviting, and comfortable,



**Great room in
1100 ft²
Condominium**





Kitchen in a 400 sq. ft. ADU by IKEA



KEPHART



WONDERLAND HILL

Cottage Neighborhoods



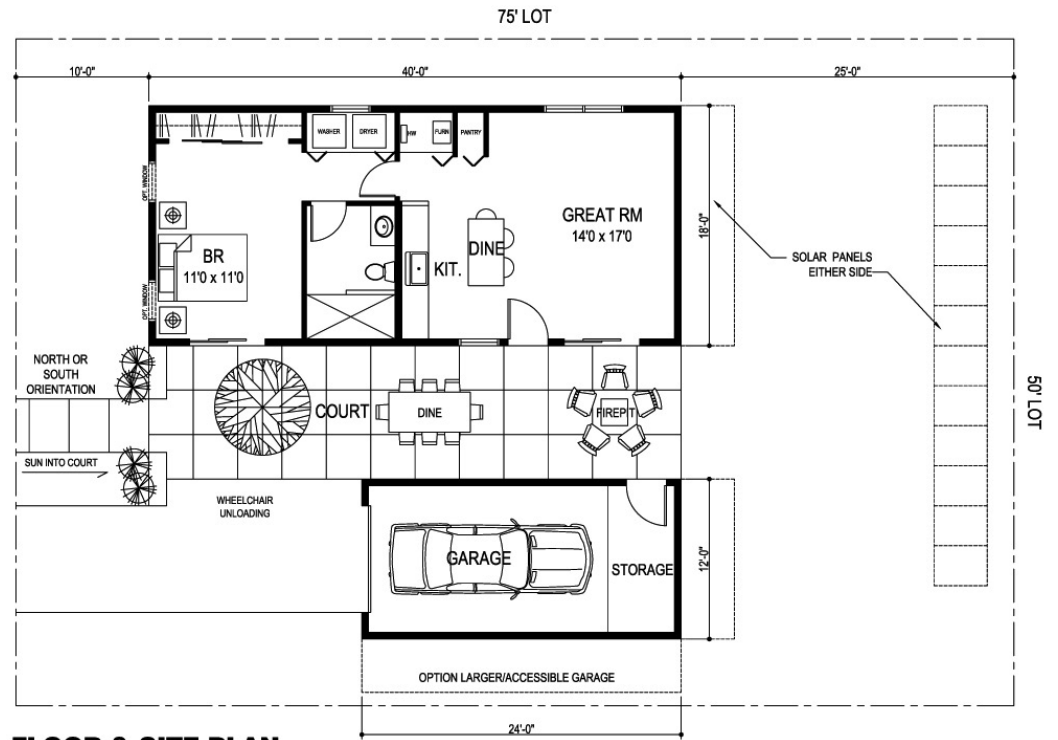


Vacation or Get-a-way Retreats



Rocio Romero





FLOOR & SITE PLAN
720 s.f. 3,750 s.f.

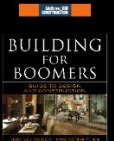
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Small Lot Single Family

© kephart living

The boomers greatest legacy



The boomers greatest legacy

The Suburbs