



THE NEXT GENERATION OF
**SENIOR-INCLUSIVE
DEVELOPMENTS ON
THE NORTH GULF
COAST**

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Introduction

The baby boomer generation has moved through the American population like a giant wave moving through the ocean.

They moved through the school system, through the work force and now they are beginning to move through the senior housing market as well.

Between now and 2025, this large segment of the population is going to dominate the senior development industry.

How will design, technology and fresh approaches to healthcare, mobility, housing and other essential topics alter the current senior development landscape on the **North Gulf Coast**?

How will this affect you, as a developer?



This publication covers how baby boomers are influencing the way senior-friendly communities are designed, why it is so important for development organizations in **the North Gulf Coast** region to tap into this surging market, and how they should prepare for this boomer population.

THE BOOMER BOOM!

Baby boomers are the here and now of the next few decades of senior housing demand.

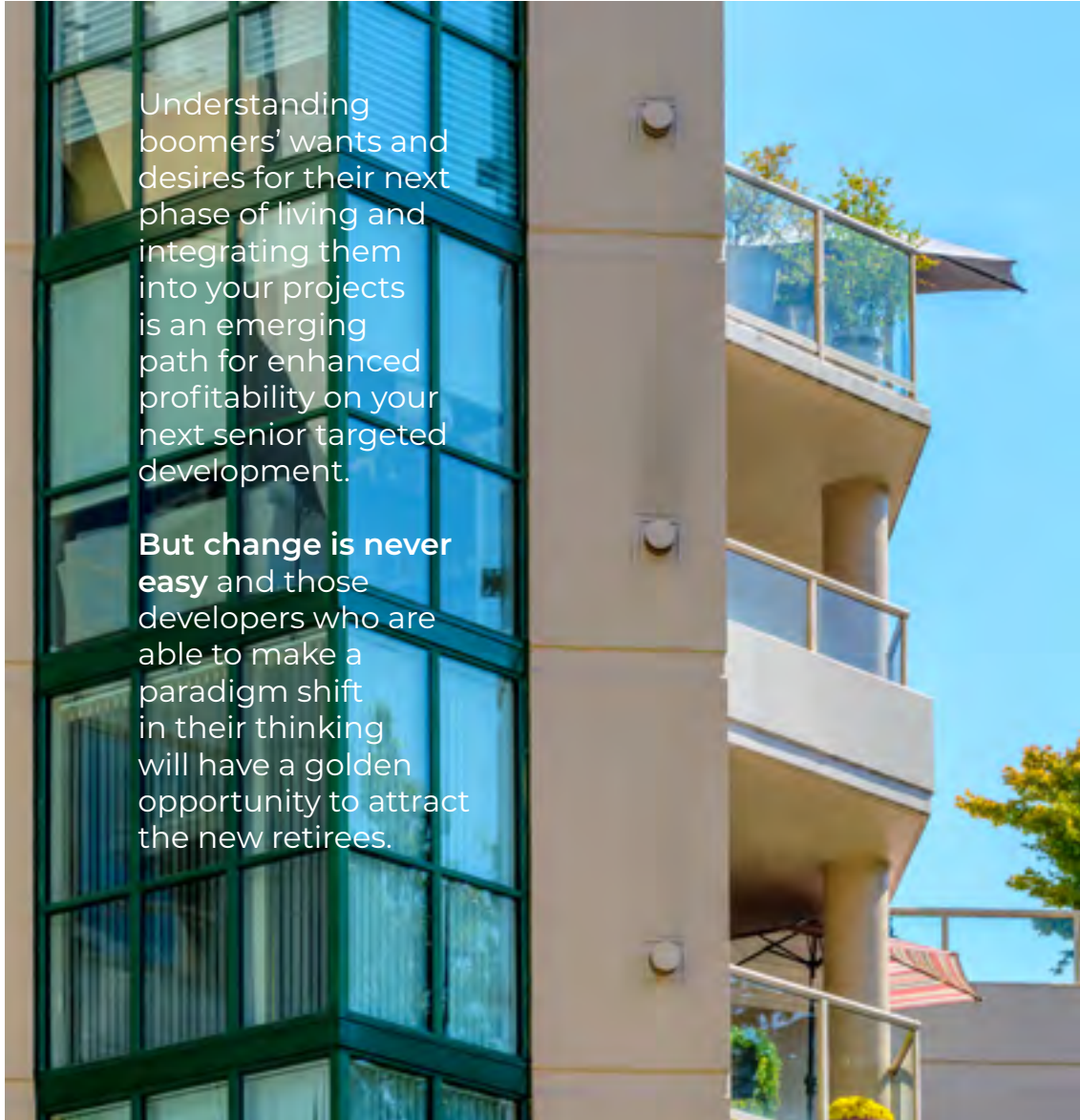
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This boom represents a major demographically-driven opportunity for real estate developers across the **North Gulf Coast** for senior-friendly developments.

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The challenge is how to attract a new clientele that is much different from the current senior population and has a significantly different perspective on lifestyle requirements for retirement living from that of their predecessors.

The new retirees have expectations, and delivering, or even surpassing, these expectations means that you can leverage high-performance design into development opportunities.



Understanding boomers' wants and desires for their next phase of living and integrating them into your projects is an emerging path for enhanced profitability on your next senior targeted development.

But change is never easy and those developers who are able to make a paradigm shift in their thinking will have a golden opportunity to attract the new retirees.



Attracting the baby boomers' attention

As the baby boomer generation rolls into the senior living market, there are three main drivers that get their attention: cost of living reduction, more conveniences and better amenities.

These drivers all tie together for a highly desirable living experience for boomers in their retirement age.



COST OF LIVING REDUCTION

Many baby boomers are selling their homes and moving into smaller units, leveraging the surplus of their home sale to carry out their retirement budgets. Therefore, cost reduction is a tremendous driver for boomers looking to live out the next phase of their life with less expenses and higher margin for lifestyle.



RESORT-STYLE AMENITIES

Boomers are drawn to developments that provide an edge over a traditional senior home experience. Resort-style amenities that cater to their active lifestyles and nurture their physical, mental and emotional well-being are high-value features that their new communities should have.



CONVENIENCES AND SERVICES NEARBY

Boomers value independence and enjoy visiting public libraries, health centers, grocery stores, shopping malls, museums and the like, so the availability of an assortment of conveniences and services nearby is also a key driver for the biggest generation heading into retirement living.



It is all about lifestyle choices

▶ **Baby boomers are redefining the face of senior living with their enhanced definition of life after retirement.**

They want a living experience that is tailored for them, and naturally, there is a great opportunity here for developers.

Boomers are moving away from the traditional senior housing and retirement living approach and prefer a more integrated, urban lifestyle – one that provides accessibility, education and entertainment.

▶ **They want to live in a vibrant community that is fully integrated with people of all ages and backgrounds.**

They want access to more opportunities to socialize, more activities that draw their interest, and lots of variety in terms of amenities.





Boomers don't want to live in a cookie-cutter environment either, and they don't want to be dictated as to how or where they are going to live.

Boomers don't want to be put in a home, they don't want their children to tell them where they are going to live, and they don't want the government to tell them where they are going to live.

Boomers want to have determination over where and how they are going to spend their retirement age and their final years of life.

They want a lifestyle that is as independent and enhanced as possible.

Senior-friendly mixed-use developments

When one thinks about mixed-use development projects, a few images come to mind.

Apartments, offices, hotels and retail mixed together, with stunning walking trails, fountains and open spaces integrated throughout.

Senior friendliness, however, is probably not among those first impressions.



But the mixed-use concept is changing, as developers begin to realize the value-added that baby boomers can bring to their mixed-use projects.

As a result, we are beginning to see more and more senior-friendly, mixed-use developments throughout the U.S.




As many boomers are looking to move closer to waterfront locales, Investors and developers in the **North Gulf Coast** region should take advantage of this growing trend and look out for desirable development opportunities.



Few areas in the U.S. offer a more attractive, comfortable environment for retirees to relocate than the **North Gulf Coast**, with easy access to all kind of amenities and conveniences, in addition to some of the best beaches in the country.



An aerial photograph of a coastal development. The image shows a paved walkway or plaza area with several large, bright orange umbrellas. Palm trees are scattered throughout the scene. In the background, a sandy beach meets the turquoise water of the ocean. The overall atmosphere is bright and sunny.

The opportunity for this kind of vertical work-play- live integration is there.

It is a growing market, and it is what is selling and attracting people.

Instead of creating seniors-only enclaves, developers should consider getting that synergy in place in the **Panama City-Destin-Pensacola -Gulf Shores** region, creating environments that appeal to a more diverse population.

Development trends to watch for

The baby boomer generation is very different from their predecessors who were more conservative in their retirement preferences.

So, what's in store as development organizations in the **North Gulf Coast** region look to attract baby boomers?

Let's take a look at three development trends that will add value to your next senior targeted development.

Hospitality design model

Baby boomers want to feel like they are at a resort or on vacation, at the same time as they have the comforts of home.

Developers and their architects are listening, and the hospitality trend is being reflected in new senior-friendly developments, featuring elements such as fireplaces, multipurpose spaces, intimate common area seating, courtyards and water features.

As to living spaces, think of hard surface countertops, high-end appliances, steam rooms and Jacuzzis, recycling centers, home-studios, multi-purpose rooms, walk-in closets and high-coffered ceilings, among others.



● Boutique amenities

The quality and quantity of amenities that your property offers could very well be a deciding factor for baby boomers looking for a place to spend their golden years.

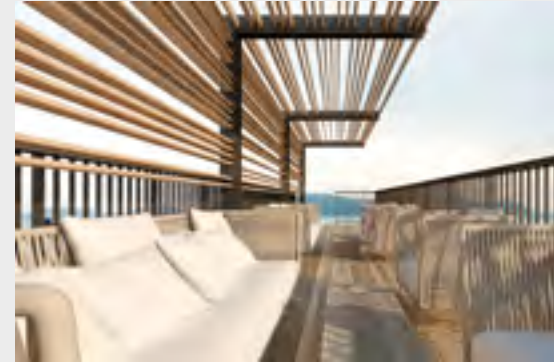
Architects are unleashing their creativity and designing state-of-the-art, boutique amenities that speak to boomers' sophisticated lifestyle, while making the property stand out and competitive.

Amazing patios with barbecues, lounges with open fireplaces, landscaped dining areas, infinity pools, yoga studios, golf courses, and full-size fitness centers and just a few of the boutique amenities being featured in new developments, all in an effort to satisfy these high-end dwellers.

● Vibrant outdoors experiences

Boomers want to belong to a community that provides them with an exciting, active, and vibrant lifestyle, so they place a high value on outdoor spaces that offer a multitude of recreational opportunities where they can connect, socialize and entertain.

With the variety of products and features available in today's marketplace, the sky is literally the limit for design possibilities in terms of outdoor amenities that will increase the value of your senior-friendly development.



Making the most of your rooftops

Those of us who have visited a senior facility in the past might cringe at the memories of rooms cramped in tight buildings with bare surroundings, and hardly any outdoor space to socialize.

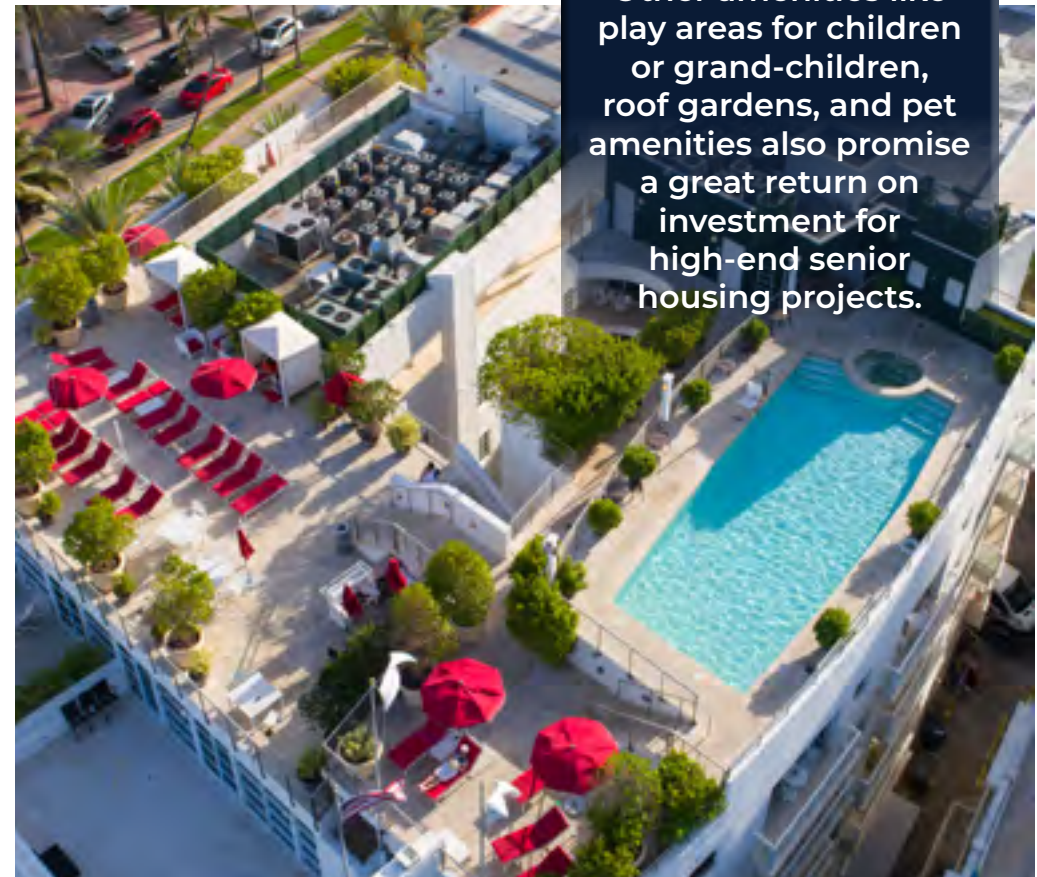
Those days are gone.



With the ongoing boom in senior development, a property must offer more than just an appealing location or architectural design in order to stand out.



As baby boomers' lifestyle comes into play, we are seeing developments that make senior-friendly housing more like a luxury hotel or dream destination, leveraging sophisticated rooftop designs to attract this demanding population.



Other amenities like play areas for children or grand-children, roof gardens, and pet amenities also promise a great return on investment for high-end senior housing projects.



Rooftop amenities designed to cater to boomers' desire for the ultimate retirement experience are taking the form of terraces complete with infinity-edge swimming pools, hot tubs, fire pits, lounge areas, grilling pavilions, pool tables and even karaoke rooms, providing many options for entertainment.



Conclusion

This is an exciting time for the senior-friendly development.

Investors and developers are keeping a close watch on the emerging trends, as are baby boomers themselves. They have access to a vast amount of information online, and they are taking advantage of it to choose the place where they want to spend their golden years.



To remain viable, however, real estate investors, developers and architects need to move away from the traditional senior living approach and deliver creative solutions to meet this ever-growing and evolving market.

They must look into what's important to baby boomers in their retirement age and how they can help them get there.

Those developers who keep abreast of their preferences will be the ones best positioned to serve the evolving senior development industry.

About Bullock Tice Associates



Bullock Tice Associates (BTA) provides design integrated development management support services focused on delivering critical development outcomes / success factors.

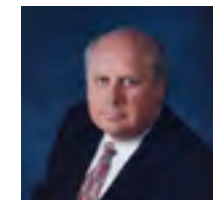
We plan, design, and execute with a pro-forma and jurisdictional navigation mindset in crystallizing and executing the developer's brand driven vision. From this approach, we have built a regional reputation on creativity optimizing a site's development margin and mitigating development risk while protecting and enhancing the developer's brand.





If you are considering undertaking a development project in the **North Gulf Coast region**, let's talk.

We offer a **no cost needs and options review** that will help you identify the most cost effective way to proceed from where you are in your development process.



Lee Goodson
850-434-5444

l.goodson@bulltice.com



The Next Generation of Senior-Inclusive Developments on the North Gulf Coast