

McGraw Hill
CONSTRUCTION

BUILDING FOR BOOMERS

GUIDE TO DESIGN
AND CONSTRUCTION



JUDY SCHRIENER MIKE KEPHART, AIA

Building for Boomers

Building for Boomers

Judy Schriener
Mike Kephart, AIA



New York Chicago San Francisco Lisbon London Madrid Mexico City
Milan New Delhi San Juan Seoul Singapore Sydney Toronto

Contents

Acknowledgements xi

1 Boomers: Who They Are, What They Want, Why You Should Care 1

Introduction 1
Boomer Nation 3
Changes in the Wind 3
Who Boomers Are 6
What Boomers Want 8
Why You Should Care 9
It's All About Lifestyle! 10
References 11

2 Unexpected Challenges 13

The Recession 13
The Hit on Real Estate 14
Back to Work 15
No Going Back to the Future 16
Boomers are Unprepared 17
Stepping up the Game 19
New Behaviors, New Preferences 19
References 21

3 Neighborhood Types 23

Age-Targeted, Age-Restricted, Age-Qualified 24
Market Size 25
The Big Picture—Large Communities 26
Mega Communities Aren't for Everyone 30
Mixed Generations 35
Infill Neighborhoods and Rehabs 36
Opportunities 36
Challenges Ahead 38
Multistories 39

Urban Downtowns, Suburban City Centers,
traditional Neighborhood Developments,
and Transit-Oriented Design 39

Urban Downtowns 40

Suburban City Centers 42

Traditional Neighborhood Developments 43

Transit-Oriented Design 47

University-Affiliated Retirement Communities 49

Existing University-Based Communities 52

New Generation of Communities 53

Guidelines 55

Cohousing 55

Words from the Father of Cohousing 55

Cohousing in Action 58

References 60

4 Aging in Place, Universal Design, Sustainability, and Building Green 63

What's The Difference? 63

Going Green 64

Green Goes Mainstream 64

Building Orientation 65

Energy Conservation 68

Water Conservation 73

More Ways to Go Green 73

Aging in Place and Universal Design 74

Getting Started 77

Elements of Universal Design 80

Summary of Universal Design 92

Bringing it All Together 92

References 94

5 Technology Turns the Tide 95

Not-so-Simple Technology 95

Great Expectations 97

Opportunity Knocks 98
 Command and Control 98
 Tech Step-by-Step 100
Great Room 100
Kitchen 101
Bed and Bath 101
The Rest of the House 102
At Minimum . . . 102
 References 103

6 Single-Family Homes and Townhouses 105

Neighborhood-Driven Similarities and Variations 107
Old Is Now New 107
Resort-Styled Communities Personified
by Sun City 110
Traditional Neighborhood Designs 111
Cohousing Community Plans 112
 What People Want 112
 Preconceptions and Prejudices 113
 Home Distinctions 117
Second or Vacation Homes 117
Duplexes 121
Triplexes 121
Townhouses or Row Houses 121
Two-Story Active Adult Homes 122
One-Story versus Two-Story Homes 123
Accessory Dwelling Units 124
 Individual Home Features 130
Ceiling Heights 130
Views 131
Elevators 131
Active Adult Homes Construction Costs 131
Personal Touches 133
 Quality Triumphs Over Quantity—Finally! 133
Opting for Quality 135
Smaller Homes 136
Rightsizing 137
 References 139

7 Condos and Apartments 141

Apartments or Condominiums:
 What's the Difference? 144
 The New World of Condos and Apartments 146

Age-Restricted, Age-Targeted,
 or Lifestyle-Targeted? 147
 Central City Downtown Locations 148
 Considerations for Condo/Apartment
 Design 150
Location! Location! Location! 150
Amenities 152
Apartment/Condo Elements 155
Storage 158
Parking 158
Wrapping It Up: One Builder's Secrets
to Good Condominium Design 159
 Urban Housing Models 160
 Suburban City Centers 161
Belmar 161
Town Centers 163
 References 165

8 The Design Process Step by Step 167

Design Fundamentals 167
Market Research 167
Market Studies 170
Community Vision 172
Community Design 172
Community Amenities 175
Architecture for Homes 181
Home and Community Synergy 183
 References 185

9 Design Options 187

Great Room 187
Living Room 187
Dining Room 188
Kitchen 189
 Bedrooms 193
 Master Bathroom 194
 Office 196
 Storage 197
 Lessons Learned from Experience 198
Give Them Sleep Options 198
Give Them a View Upon Entering 198
Consider a Courtyard 199

*Put the Master Bedroom Suite on
the First Floor* 199
References 200

10 Looking Ahead 201

Trends 201
*Here a Trend, There a Trend, Everywhere
a Trend, Trend* 201
Crystal-Ball Gazing 210
Speculation Based on Forces of Change 211
The Long View 212
References 212

11 Determining and Developing Your Niche 215

Questions to Ask, Steps to Take 216
Asking Questions 216
Taking Action 217
Examples of Potential Niches 221
Location-Based Market Niches 221
Social and Cultural Niches 222
Lifestyle Market Niches 224
Designing for Your Niche 227
Land Planning 227
More Planning for Your Niche 229
Architecture for Your Niche 229
References 230

12 Dos and Don'ts of Dealing with Boomers 233

Call Them This, Don't Call Them That! 233
Generational Roots 234
Coping with Reality 235
Capturing Boomers' Interest 236
Timeline 238
Engagement = Relationships 239
Messaging to the "Who, Me? I'll Never
Get Old!" Generation 240
It's all About Lifestyle 242
Marketing in the New Age 242
Forget One-Way Communication 242
References 245

Appendix A 247

Appendix B 261

Appendix C 267

Glossary 269

Index 273