



Residential Futures II

**Thought-Provoking Ideas on
What's Next for Multigenerational Housing
and Intergenerational Communities**

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Suite 500 West
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Jason Ray

Chief Technology Officer

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Executive Vice President, District Councils

ULI Project Staff

Lynn M. Ross

Executive Director, ULI Terwilliger
Center for Housing

Molly Simpson

Program Manager, ULI Terwilliger
Center for Housing

Nicholas Lalla

Analyst, Content

James Mulligan

Senior Editor

**Laura Glassman,
Publications Professionals LLC**

Copy Editor

Betsy VanBuskirk

Creative Director

Arc Group Ltd

Design and Layout

Craig Chapman

Senior Director, Publishing Operations

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Community Partners Inc.

Bob Youngentob

President, EYA



Author

Lynn M. Ross

Executive Director, ULI Terwilliger
Center for Housing

Contributors

W. Aaron Conley

President and Managing Principal,
Third Act Solutions LLC

Nicholas Lalla

Analyst, Content
Urban Land Institute

John K. McIlwain

Senior Resident Fellow,
ULI/J. Ronald Terwilliger Chair for Housing,
Urban Land Institute

Jeremy Sharpe

Vice President of Community Development,
Rancho Sahuarita Company

Molly Simpson

Program Manager, ULI Terwilliger
Center for Housing

Margaret Wylde

President and CEO, ProMatura Group LLC

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Affordable/Workforce Housing Council

Community Development Council

(Blue Flight)

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(Gold Flight)

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Multi-Family Council (Silver Flight)

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Residential Neighborhood Development Council (Blue Flight)

Residential Neighborhood Development Council (Gold Flight)

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(Blue Flight)

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(Silver Flight)

Urban Development/Mixed-Use Council

(Blue Flight)

Urban Development/Mixed-Use Council

(Gold Flight)

Residential Futures II



Thought-Provoking Ideas on What's Next for Multigenerational Housing and Intergenerational Communities

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Introduction

Many communities are evolving to provide a different built environment and a new level of amenities that support improved health outcomes, active living, and resident interaction. This type of planning and development is especially needed as the two largest generations of our time, the baby boomers (born 1946 to 1964) and generation Y (born 1979 to 1995), continue to make choices about the types of communities and housing they will live in. These generations, and others, are also making important choices about how to live together.

In spring 2013, the leadership of two ULI product councils—the Senior Housing Council and the Community Development Council—came together around the idea of exploring an issue that was increasingly become a major topic of discussion among their members: intergenerational living. Led by W. Aaron Conley, president and managing partner, Third Act Solutions LLC (Senior Housing Council), and Jeremy Sharpe, vice president of community development, Rancho Sahuarita Company (CDC-Green), they developed a project idea suitable for pursuing a ULI Foundation Product Council Grant. After they partnered with the ULI Terwilliger Center for Housing, the grant was awarded and the Residential Futures II project was officially launched.

The spirit, methodology, and format of this discussion paper builds on a process developed for the 2012 ULI discussion paper *Residential Futures: Thought-Provoking Ideas on What's Next for Master-Planned Communities*. Like the first *Residential Futures*, this discussion paper captures thoughtful comments and thought-provoking ideas from ULI members on what's next for intergenerational communities and multigenerational housing in addition to offering some possible insights on the future of community development in general. To be clear, this discussion paper should not be considered as an analysis of the market by ULI or a prediction by ULI of what will happen.

This discussion paper is organized into three chapters. Chapter 1 explores the underlying reasons for intergenerational living—economic and cultural. It also highlights some of the demographics driving demand for multigenerational housing and intergenerational communities. The second chapter examines the product, design, and amenity implications of serving multigenerational households and those interested in living in intergenerational communities. Chapter 3 highlights how survey respondents are incorporating intergenerationalism into their current business practices and what their plans are for this issue in the future.

The goal of this discussion paper is to spark additional dialogue among ULI members and other partners about the many facets of intergenerational communities and multigenerational housing. We hope this discussion paper will prove beneficial to the ULI network in supporting ULI's mission of creating and sustaining thriving communities worldwide and, we might add, for all generations.



Methodology

The responses featured in this discussion paper come from 30 open-ended questions on intergenerational communities and multigenerational housing sent via e-mail to members of the ULI Product Councils. For the purposes of consistency, multigenerational housing was defined as follows:

A multigenerational household may include parents and their adult children who left and have returned home; parents, their adult children, and their offspring; great grandparents, grandparents, parents, and their children; other relatives of other generations living with younger or older relatives.

Intergenerational communities were defined as follows:

An intergenerational community is one populated by multiple generations and may have amenities, areas, and services designated for specific generations or facilitate intergenerational interactions.

The survey was distributed to members of ULI's Product Council program in fall 2013. The survey asked ULI members for their thoughts on trends, design, marketing and sales, and product examples for both multigenerational housing and intergenerational communities. Respondents were also asked to provide some demographic information, including identifying the Product Council of which the respondent is a member.

The survey received 36 complete responses. The team then carefully reviewed all the responses and selected five to ten answers for each question to include in the discussion paper. The responses featured in this discussion paper represent the diversity of opinions expressed by the respondents.

Each chapter of this publication is accompanied by a word cloud—a visualization of word frequency in a given text as a weighted list. Given that the discussion paper captures only selected responses, the word clouds are used as a graphic concept to incorporate other key words and phrases from the original questionnaire responses.

The ideas contained in this discussion paper are just that—ideas. Because of the nature of the discussion paper, responses to the same question may show a degree of disagreement or may be flat-out contradictory. The included comments and word clouds represent the opinions of the select group of ULI members contacted with the questionnaire. Each response (identified by a bullet point) reflects a different person's view. The views expressed in this discussion paper are not intended to be representative of those of the entire ULI membership.



CHAPTER 1

The Contours of Intergenerationalism and Multigenerational Living

More than 50 million Americans live in some type of multigenerational household—a 10 percent increase since the Great Recession, according to a recent study by **Generations United**. Although the trend toward the rise in multigenerational households is real, the reasons behind these changes are nuanced.

Economically, the Great Recession has certainly played a critical role in encouraging multigenerational households to form in families experiencing unemployment (job loss and “failure to launch” by generation Y) and foreclosure. Also, as life expectancy rates continue to rise, many among the silent generation and baby boomers are finding or fearing that they may outlive their savings.

However, economics is not the only reason multigenerational households formed during the economic downturn. In fact, the same 2011 study by **Generations United** found that just 21 percent of those surveyed for the study reported that the economic climate was the only reason for forming a multigenerational household. Another 45 percent suggested that the economy was one of many factors that led to the decision. But 34 percent reported that the economy was not a factor at all in the decision to form a multigenerational household. If not the economy, what is the motivation? In addition to the economy, culture and changing attitudes were cited as elements that may have affected formation of a multigenerational household.



Culturally, as the U.S. population continues to grow and evolve through immigration, more new residents—particularly those of Asian and Latino descent—are bringing with them a tradition of living with multiple generations. In addition, attitudes about multigenerational living and intergenerational communities are changing as young families led by gen-Yers and gen-Xers seek to involve grandparents and other family members in the daily lives of their children.

This chapter highlights what ULI members are observing about why multigenerational households have formed, how intergenerational communities manifest themselves, and what the future may hold for this market.

What are the circumstances prompting formation of multigenerational households?

- * As the economy stays weak, you will see the need for households, both related and unrelated, living under the same roof to increase in size, because the financial ability to maintain separate residences will be compromised.
- * Many times multigenerational living seems to stem from short-term employment, health, or economic dislocations. I have not seen a general increase in long-term multigenerational households.
- * Single women in their 60s are a big demographic for us, and they are especially interested in intergenerational communities. Income varies in our area with many baby boomer couples as cash buyers, whereas many single women and single mothers are struggling with cash after divorces and the recent economic situation.
- * Individuals are living longer and may be outliving their savings, so they may have to rely on living with adult kids. There are also fewer jobs that allow seniors to live independently, so people need to have more incomes in a household for the family to survive.
- * Economics has been a factor, as generation Y struggled through this economy, but now it is trending toward convenience and desire.
- * In the second-home sector, residential purchases are often specifically for the purpose of bringing together multiple generations for the sake of a complete family experience in an environment in which all generations are interested in participating.
- * Multigenerational housing works because many immigrants are bringing a culture of several generations living in the same home. In the long term, this immigration will continue to reinforce the need for multigenerational housing.

What trends have you observed about multigenerational households who are purchasing or renting a new home?

- * You have the younger generation staying at home longer because its members can't afford or qualify to buy or don't want to commit. The older generation is looking to stay in their home, even if it is shared with adult kids and grandkids.

- * Most activity in this market segment appears to be with immigrant households who seem to be much more comfortable with parents, grandparents, children, and grandchildren living within the same unit. That being said, a move toward multiple generations of nonimmigrant families living together clearly exists as a means to cope with present economic conditions.
- * Multigenerational housing has been prevalent in certain cities for many years, and the trend is growing along with the overall diversity of our population.
- * Buyers are anticipating changing family structures and searching for flexible housing.
- * During the Great Recession, I have seen a very high number of these multigenerational households form. Generally, though, I have not seen high numbers of these households shopping for new homes. Rather, they are accommodating this need in their existing homes.
- * We have found a greater desire for these households to live in very close proximity but with the preference being completely separate residences within the same community. For example, parents live in one area of the community, and children with their children live in the same community but in a separate house. So it's less about multigenerational households and more about an intergenerational community experience.
- * We are seeing three generations of traditional homebuyers striving to be in the same community: early baby boomer grandparents in their own home designed for aging or active adults following their adult children into communities; generation Y adult children and their young families in a home in the same community; and sometimes siblings of both generations trying to locate nearby as well. Not many multigenerational home products exist yet, but we are seeing them evolve and expect strong interest.
- * In the second-home and resort sector, we routinely see families who purchase for the purpose of bringing together multiple generations. Most often, grandparents purchase on behalf of themselves and their adult children who then use the property together and separately. Titling the property to include the adult children is also common as a means of accelerating inheritance, allowing current partial transfer of the home to the adult children rather than as part of the estate.
- * Multiple generations cohabitating within the same dwelling is becoming a trend by necessity, not by desire. But addressing the issue on a community-wide basis is a desirable trend.

How do multigenerationalism and intergenerationalism occur in your community?

- * It actually occurs naturally. It can be assisted by offering floor plans that are targeted to a variety of segments (single, divorced, widowed; families; active adult couples; seasonal owners and renters; renters and owners) and providing both multifamily and single-family product. Having a vibrant ethic of healthy lifestyle works, supported by simple amenities (areas to walk, jog, bike, etc.). Some community-gathering space helps with program development.



- * Intergenerationalism works best when it occurs both at the street and at the community levels.
- * Intergenerationalism is growing organically in existing communities. Future communities will foster this much more.
- * It is unintentional. It may be occurring, but it is not widespread and it is not a development strategy.
- * It is both planned or designed, and organic. If the community is designed appropriately, I believe it will attract a variety of people and not just one market segment. We try to build and design places that all ages will enjoy because of the great planning, location, and design. Experience has shown that when you do this, you get a mix of people and a vibrant community.
- * Multigenerationalism and intergenerationalism are intended in our design. We design a variety of floor plans for families, couples, and people aging in place, and then we also target our community programming and marketing to include this concept.
- * It's a naturally occurring phenomenon happening in individual dwellings as well as certain neighborhoods. All generations are participating.

What attributes apply to those involved in intergenerational communities? To what extent does the intergenerational nature of the community affect the purchase or rental decision?

- * We believe that the majority of our customers see the success of our community in providing an appealing multigenerational experience as critical. We consider every age segment from toddler to great-grandparent in planning the composition of our amenities and residential products as well as in the design of specific facilities.
- * I am hearing from our buyers that the intergenerational aspect itself is attractive. Older buyers ask who else is living in the community, and they want to hear that young families will be in the neighborhood.
- * Mixed income levels seem to work better than just targeting one income level. I think that the largest factor is having good schools and community institutions (churches, clubs, civic organizations, etc.) and that size of community is critical also. I believe that a community with a maximum size of 3,000 to 5,000 residents probably works best.
- * We are finding that this concept has a fairly large impact on all demographics and their choice to buy into an intergenerational community.
- * Our research has shown that an age-integrated community will garner a larger market share than a community focusing solely on single-generational markets. This just makes sense numerically, but also because many people want to interact with a variety of individuals.

- * We are considering designing for elders and their caregivers—whether these are families or partners or unrelated caregivers. This would be a new concept for us.
- * Typically, we're seeing young families, empty nesters, and retirees. We don't see as many singles. It's all ethnicities, and they are buying at mid to high price points based on the MSA [metropolitan statistical area] statistics. These buyers also have a love for good architectural design.

What do you project for the next ten years (2014–2024) relative to multigenerational homebuyers or renters?

- * This will depend primarily on the economy. The growth in demand has largely been fueled by unemployment or inability of adult children to get into the real workforce. Others are caring for elderly parents, and a lot will depend on the future of health care providers and costs.
- * Hard to predict. So much depends on how quickly the economy grows and how comfortable those who have had hard times will be with letting go of recession-driven habits.
- * As baby boomers move past the prime age for purchasing second homes (average age of a second-home buyer is early 50s), these multigenerational purchases will become an increasingly important segment of our business as families work together to provide the means to purchase a second home as an investment for their family.
- * The recent increase in such households is temporary if generation Y can find ways to move out. However, levels will stay the same if not.
- * Urban markets should see the greatest growth in this dynamic as immigration continues. In fact, this will lead to a more focused concentration on urban areas and developments that are specifically located to take advantage of existing infrastructure to create “cradle to grave” communities where families will be able to live in proximity and age in place.
- * Tremendous growth. Purpose-driven formations will continue to grow over time, while purely economic-driven formations should fall back as the economy improves. It's important to separate those who are living in a multigenerational household between those who need to do so and those who desire to live this way.
- * This trend will increase as the population becomes more diverse and people live longer. The expectation that young adults will form their own households appears to have been a short-lived phenomenon.
- * It seems that parents are more willing and children are more in need. It is my opinion that the trend will continue to expand. This seems to be historically supported as extended families become more in vogue. One noticeable trend seems to be grandparents being thrust into primary jurisdiction over the upbringing of the grandchildren.



CHAPTER 2

Developing for Generations— Products, Design, and Amenities

Are multigenerational households different from other households in terms of the products, designs, and amenities that appeal to them? What are the development implications when thinking about the larger neighborhood or community?

According to the results of ULI’s “America in 2013” survey, multigenerational households do show more of a preference than the total population for living in a community that is close to a mix of shops, restaurants, and offices (65 percent for multigenerational households compared with 53 percent of the total population); that has a mix of incomes (59 percent for multigenerational households compared with 52 percent of the total population); that enjoys public transportation options (60 percent for multigenerational households compared with 51 percent of the total population); and that has a mix of homes (57 percent for multigenerational households compared with 48 percent of the total population).

In addition to multigenerational households, others are simply interested in living in neighborhoods and communities that support intergenerational connections. How do these desires match up with the way developers are thinking about home and community design as well as amenities? This chapter explores how ULI members are creating products to meet the needs of multigenerational households and those interested in intergenerational community living.

What do multigenerational buyers and renters want in their community design?

- * We see more demand for urban settings as these buyers depart suburban sprawl. These buyers and renters want to be in close walking distance to services and amenities.
- * I believe that location is key in terms of availability of public transportation, walkable neighborhoods, and immediate access to services, including grocery shopping, entertainment, and health care. To some extent, the availability of separate bathroom, kitchen, and living areas will be most attractive not only to this market segment but also to generation Y, where we will find an increased demand for units that can accommodate multiple, nonrelated residents.
- * I use the term *intergenerational* vs. *multigenerational* on purpose. Intergenerational implies interaction among the various generations: we have found this to be a big draw for all age demographics. They not only want to live near others of different ages and family stages, but they also want purposeful interaction. We are building more one-level, accessible units, focusing not just on accessibility and universal design for elders but in all units to allow visitation that encourages interaction.
- * Having good medical facilities nearby (15 minutes or less) is highly important. A system of educational opportunity would be next.
- * Nearly everyone is clamoring to be in a vibrant neighborhood filled with dining, shopping, entertainment, and recreation opportunities. A lot of interest also exists in being able to get by without a car as the primary transportation option.
- * Amenity packages need to provide a combination of elements desirable to all ages and elements that are focused on family (as opposed to adult-only or kid-only experiences).
- * Access to recreation, activities with peers, and nearby commercial, especially small-town essentials such as bank, post office, market, and restaurants, is desirable.

Are some community designs inherently better than others for supporting intergenerationalism?

- * I think that the following are important: areas to jog, walk, bike ride; churches; schools that embrace senior volunteerism; and community traditions. I believe that the spaces that work best are those that are simplest. Complicated and expensive spaces sooner or later implode.
- * Transportation choice, walkability, and proximity to both employment and services along with a broad product mix seem to be the best.
- * In the recreational space, the same amenity type can be designed to be generationally inclusive or exclusive. A pool deck can be all adult, all kid, or designed to work for the whole family. A traditional golf course is not multiple-generation-friendly, whereas a more flexible short course engenders family-friendly experiences. A community center can feel like the senior center, be a daycare center, or serve as a hub for multigenerational



activity with activity-specific spaces. The key to successful design of multigenerational facilities is to provide spaces for different age-appropriate activities that are not fully segregated but defined by more subtle architectural transitions, using changes in section, furniture, or landscape design, connecting fenestration, and other mechanisms that allow for visual connectivity and a sense of inclusivity while still providing comfortable zones for differentiated activities.

- * We believe that trails and local parks are significant drivers of multigenerational families.
- * Access to parks and open space and passive amenities is important—but not overly expensive amenities that add to the financial burden. Programming is key because you must have the opportunity for people to connect across generations. Empty nesters and retirees working in schools and volunteering for the benefit of education are highly desired activities for these folks.
- * The same attributes that support good neighborhoods generally result in good neighborhoods for intergenerational communities.
- * Amenities that tend to delight people of a variety of ages are those where people are coming together because of a common love for a hobby or passion—whether it is playing musical instruments, working with textiles, painting, writing, enjoying bridge, or participating in other mentally engaging pastimes. An increasing number of youth, people younger than 55, and those older than 55 years of age want to interact with others who seek to improve themselves in the selected art or skill. It's fun to learn with those above and below your age group.
- * I can't imagine an intergenerational community working in the exurbs because these markets don't appeal to millennials the way urban markets do.

What type of structure appeals to buyers and renters interested in multigenerational housing?

- * Multifamily housing is really challenged in denser areas because floor plans take up too much of the building elevation length, stairs are undesirable (for elderly and young children), and private outdoor recreation space for kids is too difficult to incorporate.
- * We primarily see this in single-family structures, although some large townhomes can support multigenerational families.
- * We think larger single-story structures are the preferred alternative although duplexes and triplexes are receiving support in our area.
- * While I believe that the most significant initial growth in units to accommodate these households will be in multifamily rentals, I also believe that there will be significant demand for multifamily homeownership units.
- * We've built two-story, single-family homes and learned that one-level homes are more desirable. We are moving to multifamily one-level homes to respond to the multigenerational market.

What design elements may need to be considered to accommodate multigenerational housing?

- * The minimum is a separate bedroom with its own bath, ideally on the first floor of the home, to complement the master suite of the home. The next step is to have the separate bedroom be equivalent to a master suite, with a bedroom, bath, plenty of closet space, and a flex room that could serve as a mini great room with a kitchenette. Adding a private outside entry and garage are next. Finally is having a detached casita apartment.
- * A second kitchen and exterior stairs, or exterior access, to separate rooms from main house are important design elements.
- * Tandem garages, attic storage, and multiple private entry areas need to be considered.
- * Separate kitchens or kitchenette spaces seem to be an area of growing demand.
- * Parking is still important and becomes a challenge when adult children return home.
- * Older folks often choose to be with kids, but only when they want to. They need a place of refuge, so that interaction is an option and not forced upon them.
- * Single-floor living for the older generation is important.
- * Accessible site design, walkability, access to common open space, and flexible floor plans for changing life and family needs should be considered.
- * More showers than bathtubs and railings are needed for multigenerational housing.
- * I believe there is a need for active adults or any other person who wants or needs quiet to have a place for that activity without the constant noise and activity of children. That must be considered. In addition, children need to be able to play, be active, and be outside without feeling like they are disturbing an "old" person.
- * One major trend that we see is the integration of bunk rooms into homes for the sake of increasing bed base, specifically for sleeping many kids.

What elements negatively affect intergenerational interactions, particularly in spaces where they are likely to occur?

- * Any space or facility that is designed to be exclusive has issues. Expensive doesn't work well either. Working executives may like expensive options, but seniors and blue-collar families don't. The strongest communities are the ones where the wealthy and not-so-wealthy do some things together and without shame.
- * Houses disconnected from services and recreation or ones that are heavily car dependent also tend to increase segregation.
- * Steps and stairs for older residents and adequate parking are necessary. Also, parks should be designed for use by all age groups, not just children's activities.



- * Spaces that are too small, do not have good control of foot traffic, or have poor lighting or poor acoustics are problematic.
- * Separation is needed between living spaces for elders and younger people. We are designing buildings with floor plans for all groups integrated into one building. One concern we have is including a daycare facility in our neighborhood. Where is it appropriately located to integrate into the community without causing noise and other concerns while protecting the safety of the children?



CHAPTER 3

The Business of Intergenerationalism and Multigenerational Housing

According to ULI's "America in 2013" survey, 52 percent of multigenerational households say they have plans to move in the next five years, and these movers will make an impact on real estate development. What will they be looking for and how will the industry respond? As the economy continues showing signs of recovery and development rebounds, developers and builders are understandably proceeding with caution when shifting business models and preparing for future demand.

Moreover, what will incorporating multigenerational housing product and community design and amenities for intergenerationalism mean for the business practices of developers? Thinking strategically about these issues will require creative solutions in the areas of design, finance, programming, and marketing and communications.

This chapter focuses on how ULI members see the industry response to multigenerational households and intergenerational communities, including how their own business is changing relative to this market.



How has the community development industry responded to intergenerational communities during the past decade?

- * I believe that growing evidence indicates that age-segregated communities are declining in attractiveness as baby boomers move into the active-adult phase. They seem to want intergenerational communities with housing product or neighborhoods in the communities that speak to them. The issue is that many communities still want to have age-restricted models to limit school kids, which directly counters this market trend line. I think baby boomers do not want to be tied down with rules and see themselves as young and wanting to remain younger by living in communities that are intergenerational.
- * Very few have been implemented, but demand is causing a second look.
- * People like the choice of living in the same neighborhood or community for their entire lives, which has driven us to determine how to provide this opportunity.
- * The other big trend is a focus on lifelong learning and healthy living, which appeals to baby boomers, generation X, and generation Y residents. This is a pretty universal trend in both community design and amenity delivery in many markets.
- * I think market differentiation is fueling this effort. Definitely. Consumers are demanding intergenerationalism and fueling the change because of their lifestyle choices.
- * With the exception of unfortunate things like condominium hotels, the second-home and resort industry has generally done a good job of developing products, amenities, and experiences designed specifically to support multigenerational living. This trend is driven by baby boomers shifting from parents to grandparents. It is also driven by gen-Xers' propensity to be more inclusive in how they want to live, both in their primary and secondary communities.

To what extent and how have you adjusted your product offering in the past ten years to accommodate multigenerational buyers and renters?

- * Basement rooms initially used as overflow rooms for a growing family have morphed into spaces for adult children and their families. Interestingly, this trend has likely kept many mature couples who might otherwise have downsized in their current home to provide this opportunity.
- * We typically try to design two master bedrooms or at least a guest master bedroom that is designed either for the grandparents or the adult children of the owners. We also are incorporating bunk rooms into almost everything we offer.
- * We haven't adjusted our product offerings for multigenerational buyers. First, to move to a new product and assume that the kid or other family member is going to be living with them for years is unrealistic. Second, it would be hard to market to such a moving target even if we wanted to.

- * Initially, I think that it was unnecessary to have planned (and impossible to have predicted) for this move in market demand because households didn't expect anything different from what the market provided. However, now that we are all aware of these conditions, those units that can provide an environment that is conducive to multigenerational living will find increased demand.
- * Yes, we have placed our independent and assisted-living options right in the middle of village centers within walkable distance to services. We have also provided interspersed living options in core neighborhoods with plans geared toward empty nesters while at the same time designing age-restricted neighborhoods within the master plan for those who want to live near, but not too close to, younger families.
- * In the past six or seven years, we have seen an increasing number of developers of traditional mixed-age communities plan to integrate age-qualified neighborhoods (over 55 years of age) into the community.

How are you marketing and communicating the attributes of the intergenerational community and the availability of the multigenerational product?

- * We're just learning. Letting brokers know you have the product is the primary way. This is really an evolving area.
- * We generally promote our community as being conducive to living at every stage of life, and we allow each builder to demonstrate its unique offerings under this framework.
- * We are not addressing this niche market at this time. We're waiting to see if the trend is for real.
- * We use diverse models and target advertising to media that reaches those groups in addition to using social media.
- * All of our marketing photography includes multiple generations. We cast the grandparents, parents, and kids for the shoot and then set up idealized scenes that depict different types of interactions—grandparents and grandkids, parents and kids, parents and their adult children—doing activities to show how our community will facilitate multigenerational bonding and experiences.
- * We're not specifically marketing this. We need to caution that this is a housing type in what is otherwise a meticulously designed community that should appeal to a variety of buyers, lifestyles, and life stages. The people aren't different; it's just that some want to live in the house differently.
- * Our latest project is using the intergenerational concept heavily in the marketing message. The project is very intentionally designed for intergenerational living, and the marketing materials are designed to relay this message to all generations. Attracting younger families is key to drawing the baby boomers to the project, so we are marketing to both demographics.



- * Word of mouth. For our company it's always been about quality. We do not target multigenerational specially. It seems to be a growing trend that we are able to accommodate in what we already deliver.
- * By targeting marketing opportunities toward a variety of age groups and ethnicities and by creating a look and feel to the marketing materials that crosses all demographics.

What are your plans to offer product for multigenerational buyers and renters in the next five years?

- * We will continue to focus on in-town product. The one thing I know is that these customers want locations close to amenities.
- * We are working with builders to continue to innovate on plans that offer flexible spaces that can morph uses over time from a granny flat or guest suite at one stage in life, to a spare bedroom or rental unit at another stage of life.
- * This is a critical component of our customers' motivation for purchasing our product, so we will continue to develop products that serve multigenerational needs from bunk rooms for kids to accessibility for people with disabilities and single-floor living.
- * We aren't making a big move that way. We see that market as being smaller and believe that older parents will eventually move out or the kid(s) will move out as soon as possible when a job is available.
- * We will carefully watch the market and begin providing availability within larger communities that are being developed.
- * More one-level condominiums and rentals with intentional community design will be provided throughout the neighborhoods.

What are your plans in the next decade about creating intergenerational communities?

- * Our focus will be more and more on intergenerational design. We are looking at incorporating an elder-care model into our community where families and baby boomers will volunteer time with elders in the community. This concept of intergenerational interaction is very important to the type of community design we are building.
- * I think intergenerationalism is the natural order of communities anyway, and I will be trying to incorporate it everywhere I build. The bigger issue is selling municipal governments on the idea that intergenerational is good and that the age-restricted world is going to be a longer-term burden for them than they anticipate.
- * My biggest challenge is developing without too many stairs. My customers want infill locations with parking, but true product in intergenerational communities is hard to create without lots of stairs.

Residential Futures II

Thought-Provoking Ideas on What's Next for Multigenerational Housing and Intergenerational Communities

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- * The market is responding very well to our efforts to integrate a variety of housing choices in our master plan, so this will be a cornerstone of our success going forward, given the demographic realities of our market.
- * We try to create communities with multiple product offerings, which result in varying demographics and often different ethnicities participating. We do not specifically target an intergenerational buyer . . . which means that intergenerationalism is not important to our success.
- * Multigenerational product design is critical to the success of our products. I also believe that it is critical to the continued evolution of the active-adult segment because baby boomers will resist being segregated and will instead want to stay youthful by maintaining their relationships with their successor generations.
- * We are planning to move fully into creating intergenerational communities. We have just opened our first village of homes and will continue to develop the concept over the next ten years. Our plan is very dependent on successfully implementing the idea.



Conclusion

Multigenerational households have always existed as has some level of interest in living in generationally diverse communities. But what does the future hold for intergenerational communities and multigenerational housing?

This discussion paper certainly does not offer a concrete answer, but it does suggest a number of thought-provoking observations and ideas proffered by ULI members. Clearly, some ULI members have fully embraced the concepts of multi- and intergenerationalism whereas others remain more skeptical.

For those who have embraced, or are at least open to, this market, this discussion paper outlines many opportunities and some of the constraints that will shape communities in the future. Creating a thriving community that is responsive to multigenerational households and intergenerational aspirations is no easy task. However, creating places to live that are connected not only to jobs, services, culture, and other opportunities but also to a diverse population representing a range of generations is a worthy vision to achieve indeed.

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1025 Thomas Jefferson Street, NW
Suite 500 West
Washington, DC 20007

uli.org/terwilliger