

# 50+ Market drives major changes in housing industry

Today's diverse 50+ consumers are transforming the housing industry and changing the concept of active adult and traditional seniors housing communities.

The newest architectural, design and marketing trends were highlighted at the National Association of Home Builders (NAHB) 2005 Best of Seniors Housing Awards ceremony, held Jan. 13 in conjunction with the International Builders' Show in Orlando, Fla.

According to experts from the NAHB Seniors Housing Council, active adult communities have evolved greatly over the past decade. While site-

built single-family attached and detached homes are still the preferred housing type, for-sale, age-qualified multi-family condominiums have emerged as a favorite among active adults.

"Builders also seem to be building small or midsize communities and more of them in close-to-home locations," said Bill Parks, a Scottsdale, Ariz.-based market researcher and a juror for the Best of Seniors Housing Awards Committee. "Almost three-quarters of the active adult communities built in 2004 were in states outside the Sun Belt. This is a trend that will continue to gain momentum."

A growing number of consumers also want to live in communities closer to urban centers or that are connected to the surrounding community.

"Many active adults want to be near a town center in a community with a diverse product mix of condominiums, villas and single-family detached homes," said Mark Stemen, president of K. Hovnanian Homes' Washington, D.C. active adult division in Chantilly, Va. "The idea of leaving the active adult community to walk to shops and be involved in the greater community appeals to many of them."

The service-enriched side of the industry, which includes independent living and assist-

ed living, has experienced major changes.

Among the hottest trends for the service-enriched industry was the demand for communities in mid- to high-rise buildings in dense urban settings.

"In the past, builders created communities that were far from the urban core," said Richard Rosen, a Silver Spring, Md.-based architect and chairman of the 2005 Best of Seniors Housing Awards Committee. "Placing seniors in greenfield sites away from the city or even their former suburban neighborhoods doesn't meet the needs of today's buyers. They want to take advantage of the city's offerings as well as maintain contact with

family and friends, attend their places of worship and continue to work."

Other trends include communities that embrace regional and ethnic traditions, capitalize on natural surroundings and incorporate sustainable design.

"Perhaps the most encouraging trend is the prevalence of universal design," Rosen said. "Builders are including features like stepless entries, wider doorways and other features, not to mention providing more space in the kitchen and bath along with universal designed cabinets and fixtures. It appears that universal design is becoming part of the mainstream."



**COME TO THE LIGHTING EXPERTS**  
*Confused about lighting plans for your new home?*

**We're the lighting specialists.**  
**We understand and we're here to help.**  
**STOP BY OUR BOOTH AT THE HOME EXPO**

**Lighting Center**

*"A Unique Lighting Establishment"*

**IN TRAVERSE CITY**  
**144 Hall Street • 231-941-5414**  
**www.lightingcenterweb.com**

2/13-786272-EX

## Freddie Mac finds strong support for Workforce Housing

A telephone survey in July commissioned by NAHB and Freddie Mac – the sponsors of the symposium – found widespread concern about the dearth of affordable housing, especially among low-income households, renters, minorities and those living in markets in the West with high housing costs.

Nine out of 10 of the households surveyed indicated that workers should be able to live in the communities where they work, said Cary

Overmeyer, a research analyst for Atlanta-based TNS NFO.

"Americans value having these people as their neighbors," he said.

The survey also found that U.S. households are just about evenly split in their support for higher housing densities as a means of reducing housing costs, said Overmeyer.

But 72 percent indicated support for neighborhoods with mixed housing types.

Fifty percent of those polled said that companies should provide stipends and other economic assistance to enable their employees to find affordable housing, and 55 percent indicated that there was a role for the local government in this endeavor.

Seventy-two percent of those surveyed said they believed that affordable workforce housing should be a concern of politicians.

**Think Spring!!!**

**Start planning now for your New Home!**

**Homes Starting at \$25,900**



**EZ BUILT HOMES, INC.**

*"Panelized Building Systems"*  
CALL 1-866-EZBUILT (392-8458)  
Glen's Market Plaza, Grayling, MI 49738  
www.ezbuilt homes.net

Models Open for Viewing  
Located by I-75 next to our plant  
in the Grayling Industrial Park

ex2/13 786368

**You do have a Choice!**

**American WASTE**

**Commercial or Residential**  
**Your Hometown Hauler**

**3947 N. US 131 Kalkaska**

**231-258-9030**

2/13.785478.ex

**We do it Right the FIRST Time!**

**Avilion**  
Title Agency, Inc.

- Title Searches/Insurance
- 1031 Exchanges
- Escrow Services
- Full Closing Service

**(231) 932-0188**

**1200 W. Eleventh St.**  
**Ste. 207**

**Traverse City, MI 49684**

ex.2-13.785123