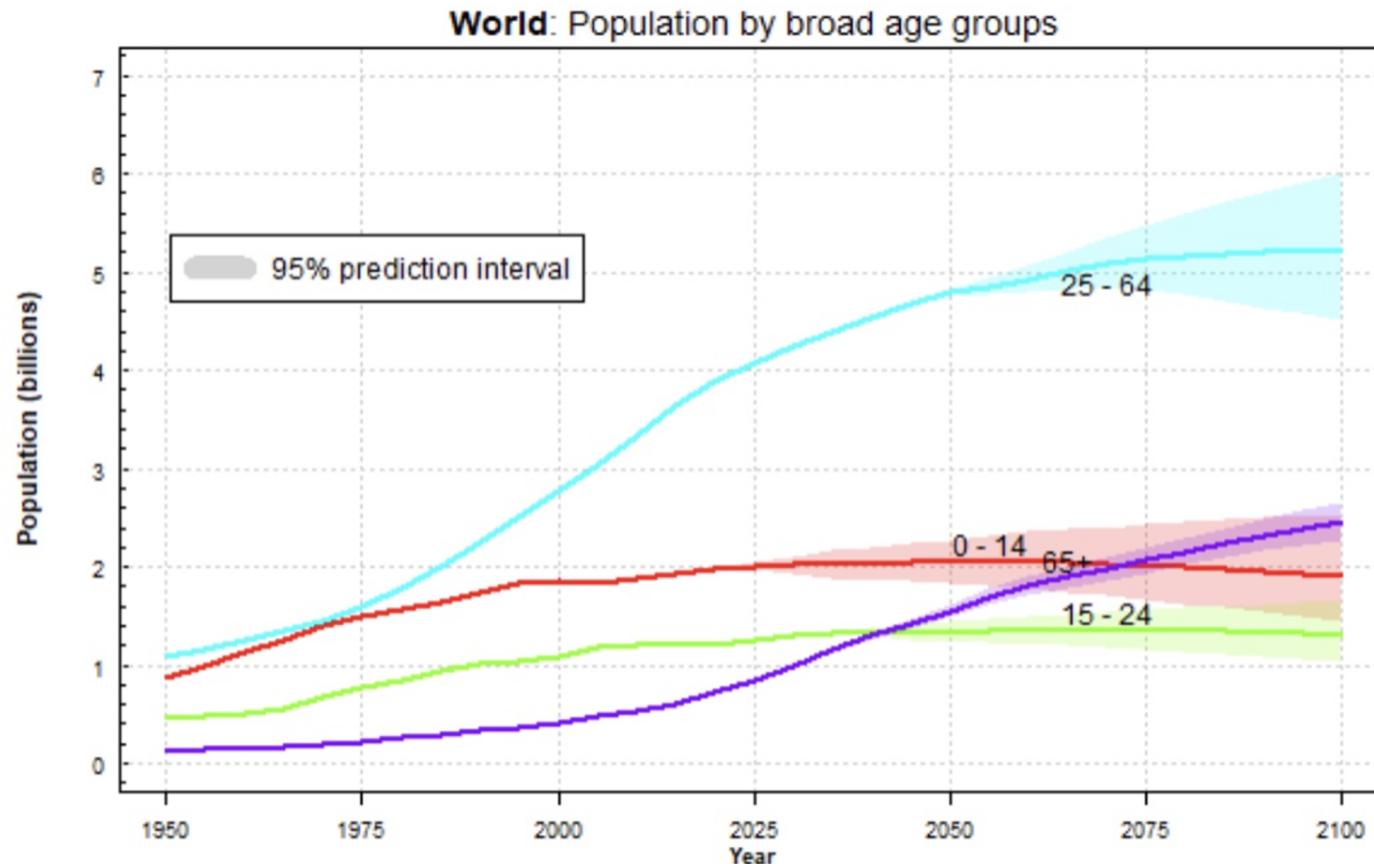


# Current Trends in Senior Housing



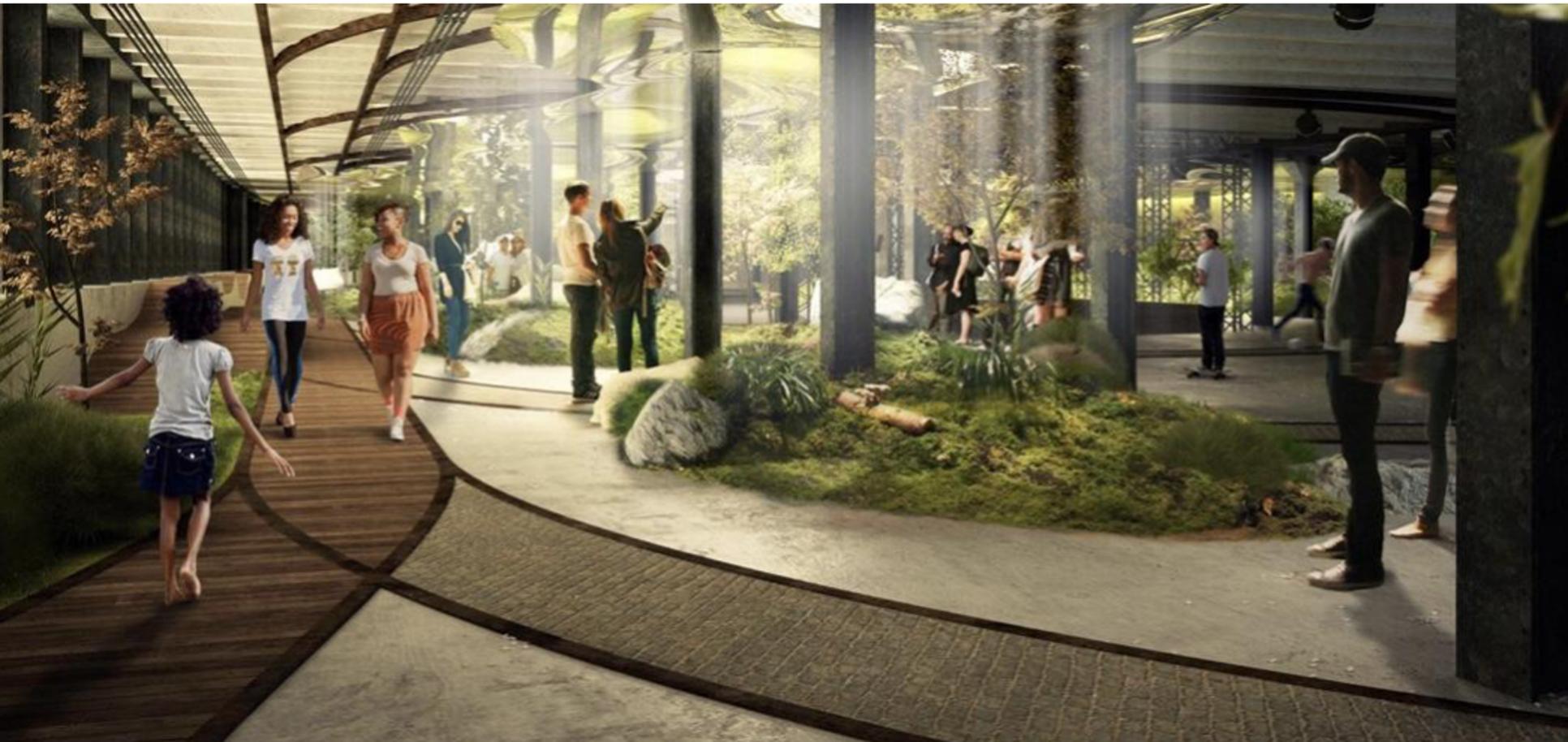
# Rapid Growth of the Senior Population

- More people will live past 100 years old
- Baby boomers generation retiring
- Low current supply
- Much wider variety of services expected



# Major Needs

- Convenient **location**
- **Multigenerational** living
- **Aging in place** as long as possible
- Stay connected to **people & nature**



# Good Location

## Essex Crossing: \$1.9B Multi-Use Development, New York City

- 1 of the largest new developments in the USA
- 7 buildings: residential, commercial and retail
- Land sold by NY City to developer at discount in exchange for building affordable housing units
- Contains 1 building (140 Essex) where units are attributed by lottery only to **low-income seniors** (earning 0% to 60% of median income)
- **561 of the 1070 total housing units at Essex Crossing are affordable**



# Essex Crossing: Amenities



- Residents' lounge
- Fitness center
- Outdoor terrace
- Public park
- Laundry on-site
- Largest Food Hall in New York City
- Underground garden
- Cinema
- Bowling Alley
- Photo Museum



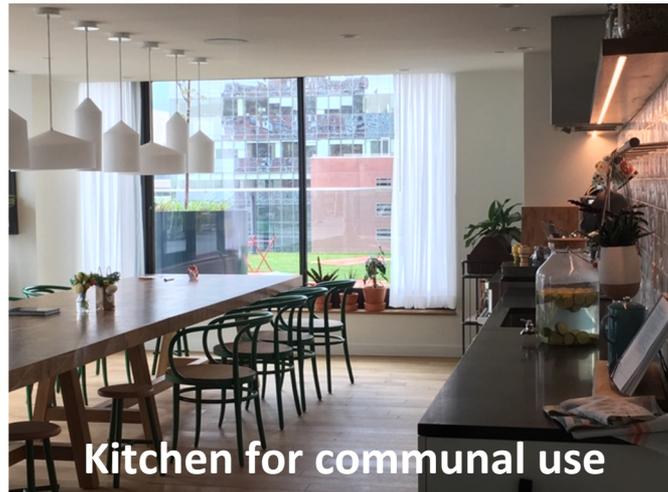
# Partial Conversion of Shopping Centers into Housing



# Multi-Generational Living

## URBY, New Jersey

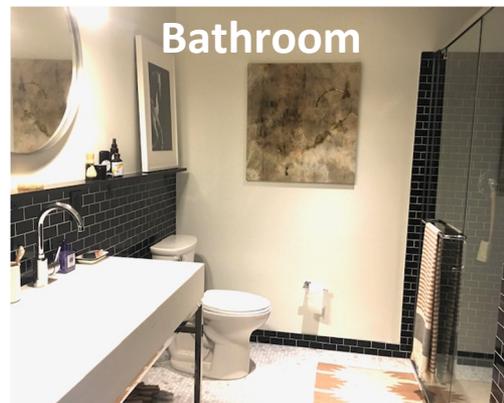
3 RENTAL towers designed by Dutch architects for Millenials attracted Seniors because of convenient location, size, large amenities, views and interactions between residents.



# URBY Interiors



- Small apartments (32-42 sq. meters)
- Bright
- Spectacular views
- Superb amenities
- Reasonably priced
- Close to transportation
- 1 subway stop NYC



# Living with Family



# The “Grandma Pod” in the Backyard



# Aging in Place

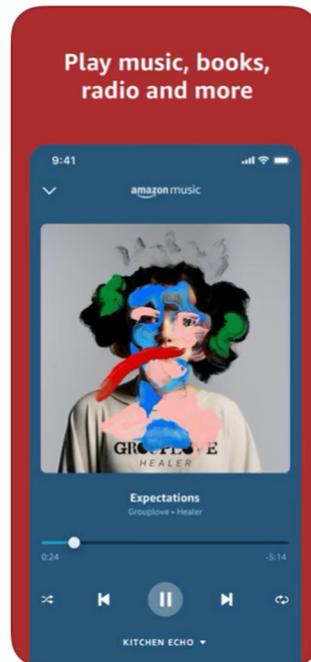
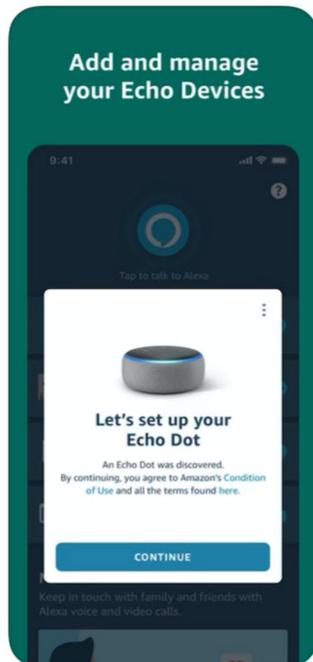
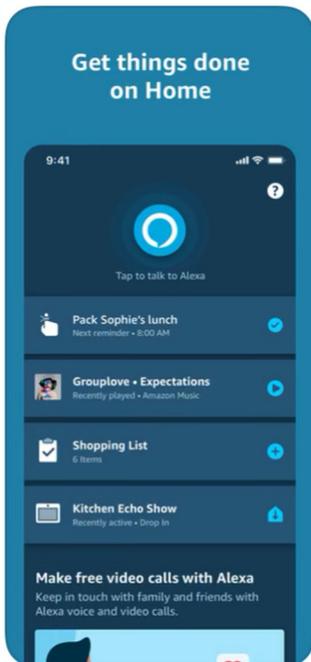


Amazon Alexa

Lifestyle

★★★★☆ 103K

GET



- **Alexa** : voice technology
- **Amazon's Care Hub** can answer 80,000 health questions
- **Adaptable homes**

# Stay Connected to Nature





# Questions?

## Danielle Grossenbacher

- Chair - FIABCI's (The International Real Estate Federation) World Urban Campaign: *"The City We Need is Affordable"*
- Co-chair, Business & Industry Group of GAP (General Assembly of Partners)

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