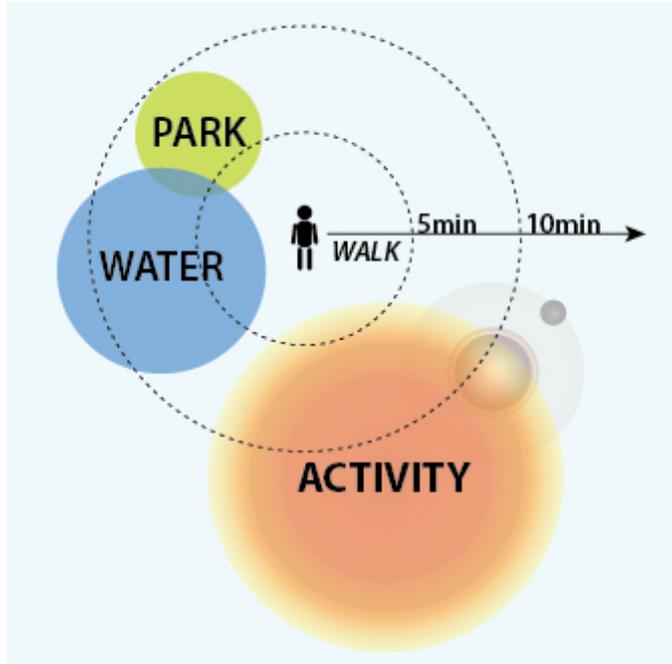


# Senior Housing: A New Urban Model



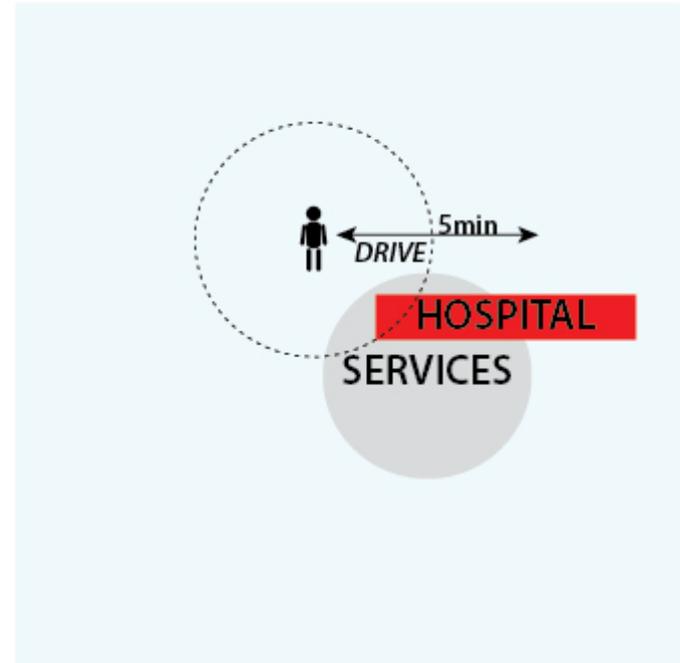
- What do we know?
  - Aging population is on the rise
  - The boomer market seeks lifestyle choices and opportunities to age in place; **the institutional or facility model is not attractive**
- The opportunity: a **new urban model** to serve all ages
  - Place-based strategy
  - Serviced units
  - Universal design

# Two Markets for Senior Housing



## Active Adult

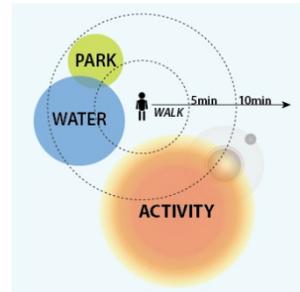
- Proximity to amenities



## Needs Based

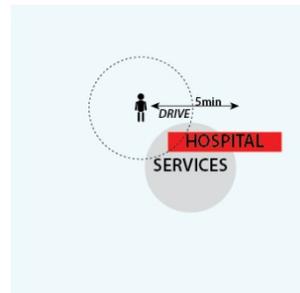
- Proximity to services

# Three Market Geographies



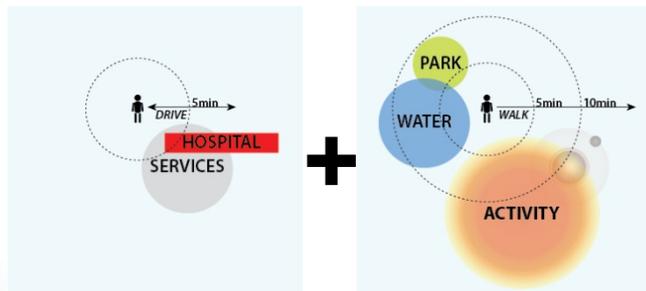
## Active adult overlay in amenity rich areas

- Near term opportunity
- Will naturally occur at higher end of market



## Service cluster near medical

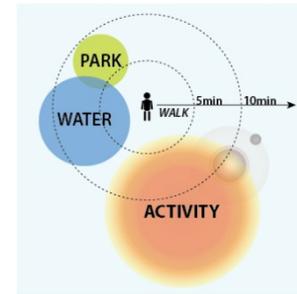
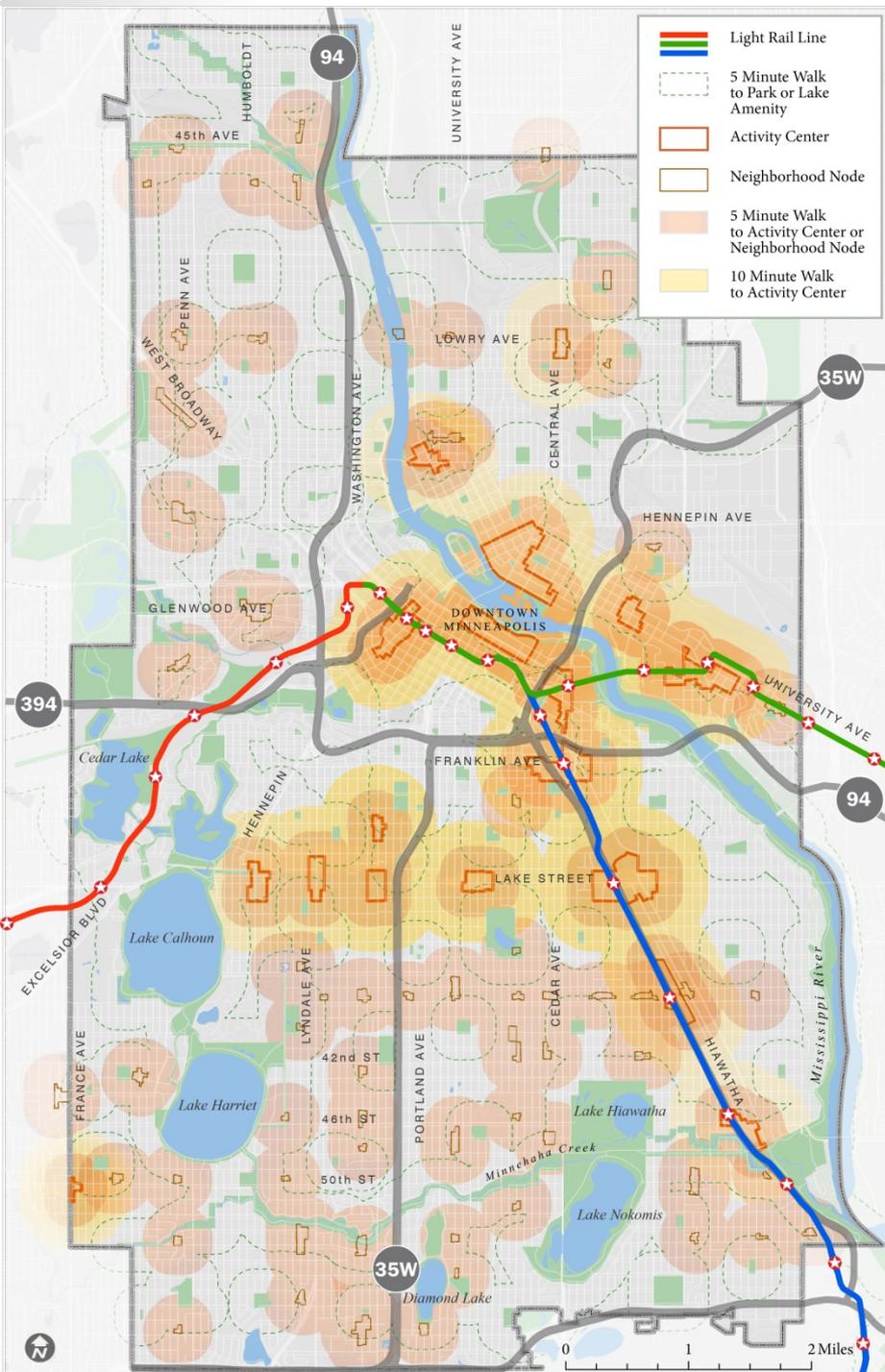
- Longer term opportunity serving needs based residents in their homes
- Establish clusters of senior service businesses like adult daycare, transportation, concierge, and home management that share a subscription or tethered service model



## Service cluster near medical in amenity rich areas

- Longer term opportunity for aging in place
- Develop service clusters in amenity rich areas proximate to medical services

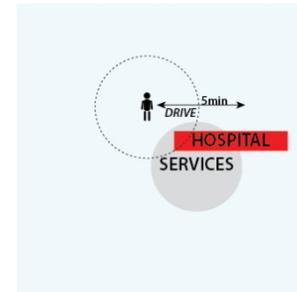
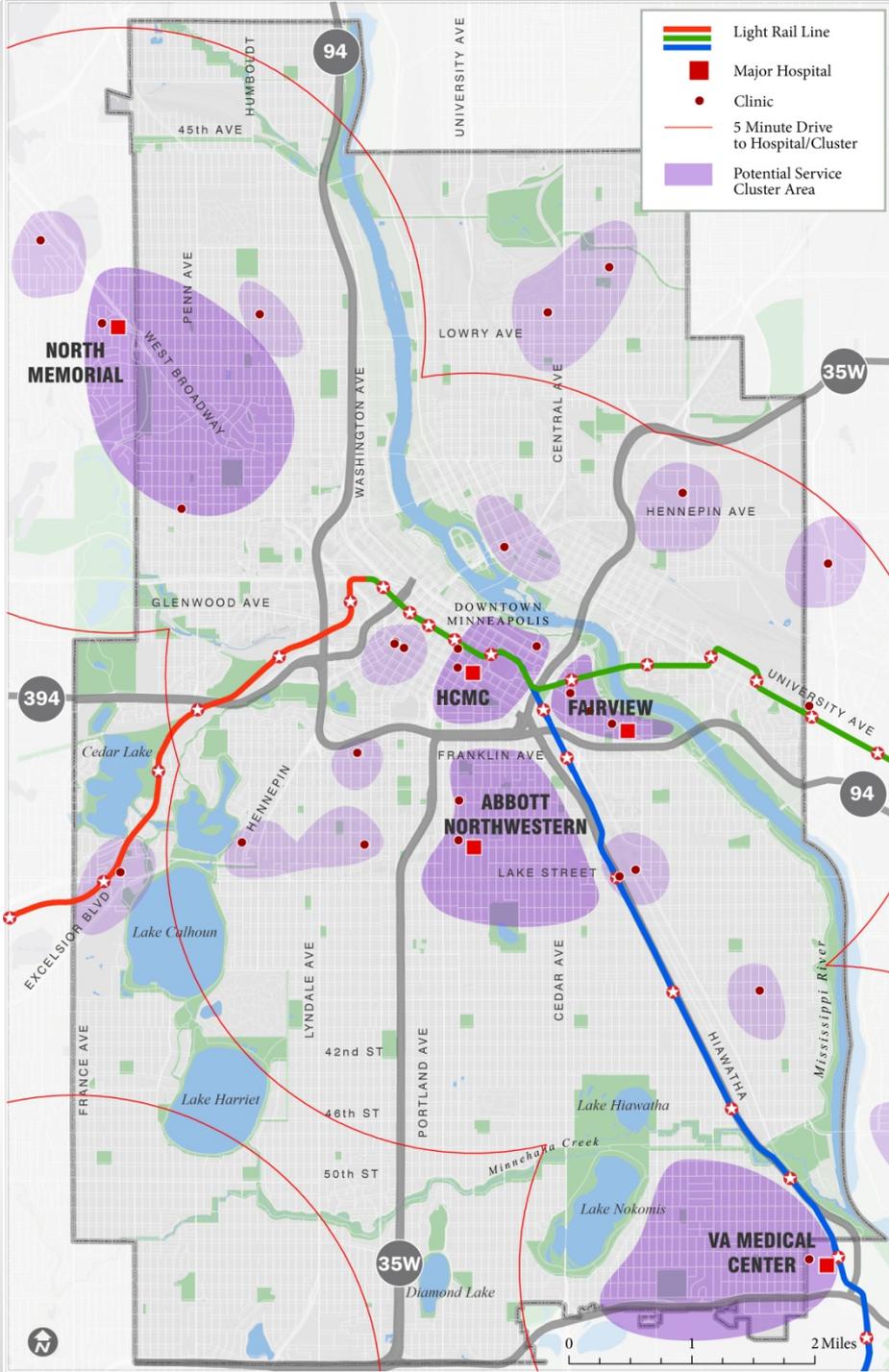
# Active Adult Marketplace



## The Opportunity

- Blend active adults with existing market demand for walkable amenity rich neighborhoods
- Market is already there, and buyers will be intergenerational

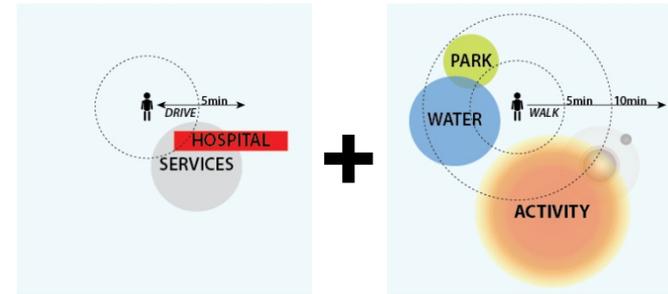
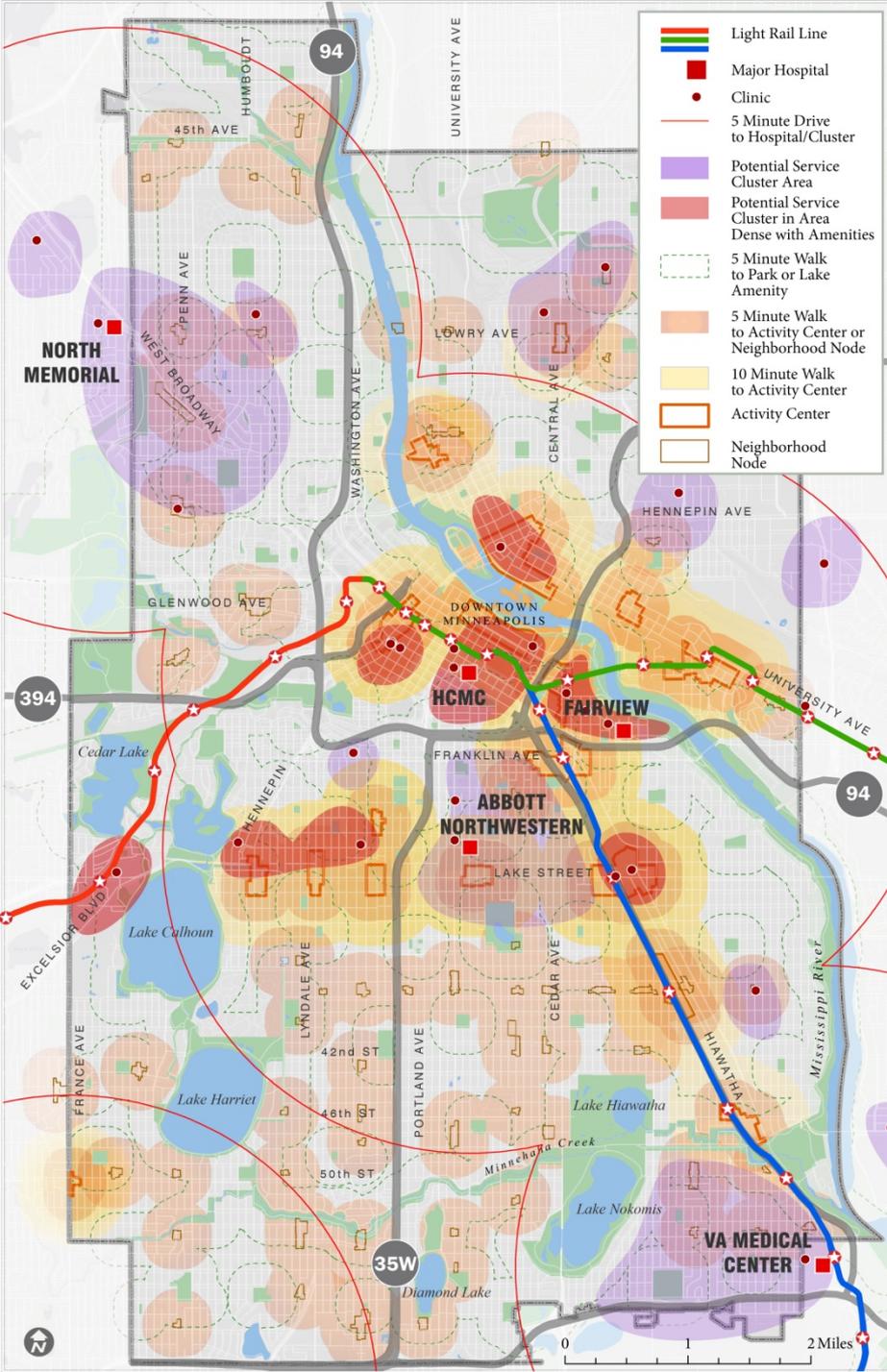
# Possible Senior Service Clusters



## The Opportunity

- Create or incentivize senior service business clusters near clinics and hospitals
- Establish shared or subscription-based services within a multi-project or neighborhood framework

# Service + Active Adult



## The Opportunity

- Areas with (1) a density of active adult amenities and (2) a needs-based senior service cluster near medical, provide very real options for aging in place

# Getting There

- Engage consultant services on both the real estate development side and the medical service provider side to explore tethered care or subscription based service provision, bringing more options for **serviced units** to the senior market
- Create **place-based policies** supporting the goal of “Minneapolis for a Lifetime” by ensuring that we deliver affordable, amenity rich neighborhoods where any residence can be a “serviced unit” with access to:
  - Adult day care
  - Adult day health care
  - Home management
  - Concierge
  - Senior transportation
  - Social networking
  - More