

# LIFELONG VILLAGES

## Revitalizing Historic Neighborhoods through Migrating Senior Populations

Presented by **Zachary Benedict**, AIA, LEED AP BD+C, *Partner*  
Morrison Kattman Menze, Inc.

Rightsizing Communities Through Historic Preservation  
Thursday, June 14, 2012, Muncie, IN



**DISCLAIMER:** Due to the subject matter of this presentation, viewer discretion is advised. The author herein realizes that everyone has a personal definition or vision of what “historic preservation” should/does consist of. In advance, accept this as a sincere apology if any of the following slides conflict with what you define as the role of “historic preservation” in modern society. The author therefore realizes this may be considered an unconventional perspective, a side note that should be taken into consideration throughout the course of the presentation. Offer void in Rhode Island.

# PRIORITIES

 <3% in CCRC



2010: 39.6 million people were 65+  
13% of US population

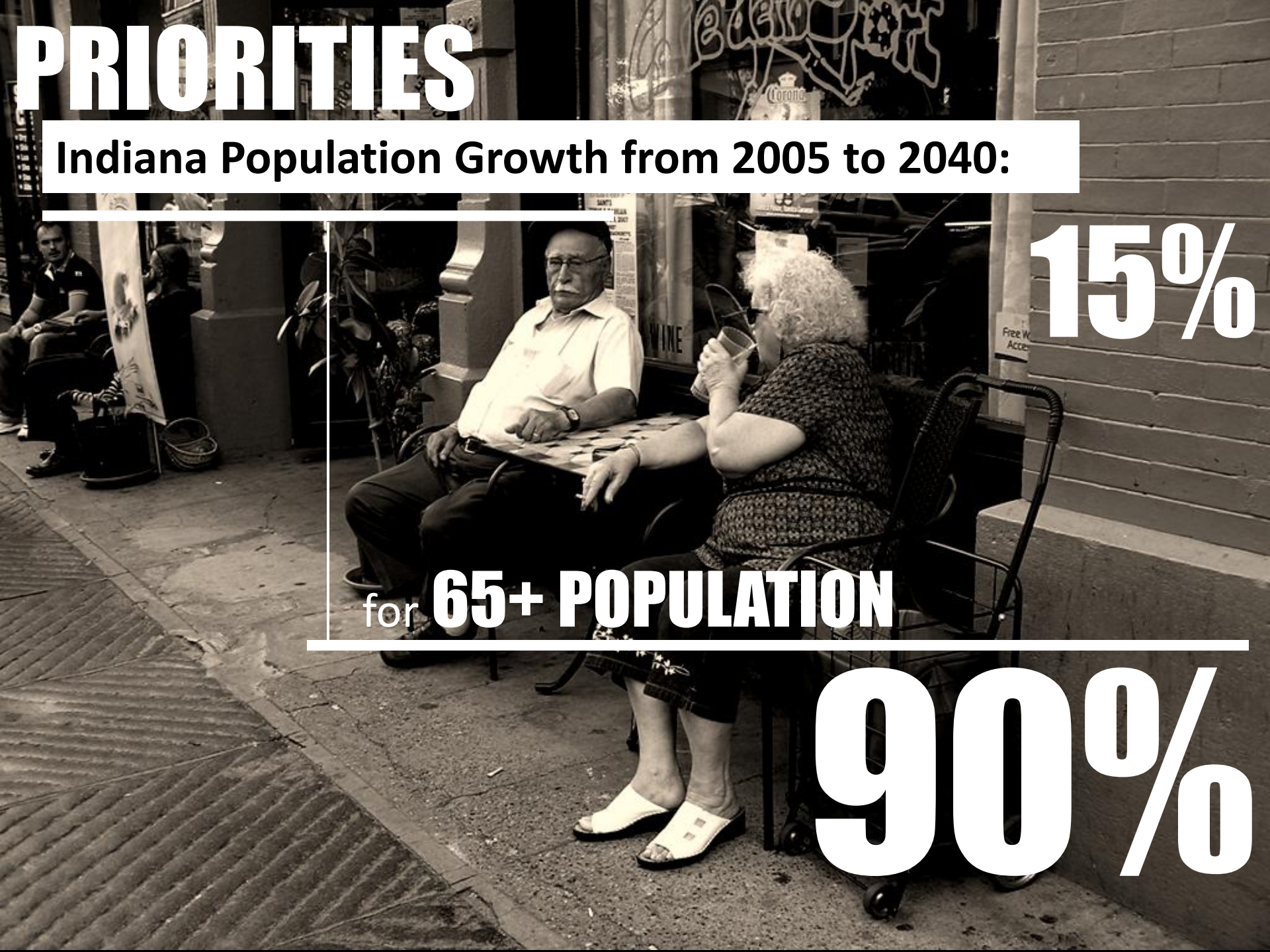
2030: 72.1 million people will be 65+  
19% of US population

1.

How will cities and towns react to the rapidly aging population?

2.

How will cities and towns rebound from the census retraction?



# PRIORITIES

Indiana Population Growth from 2005 to 2040:

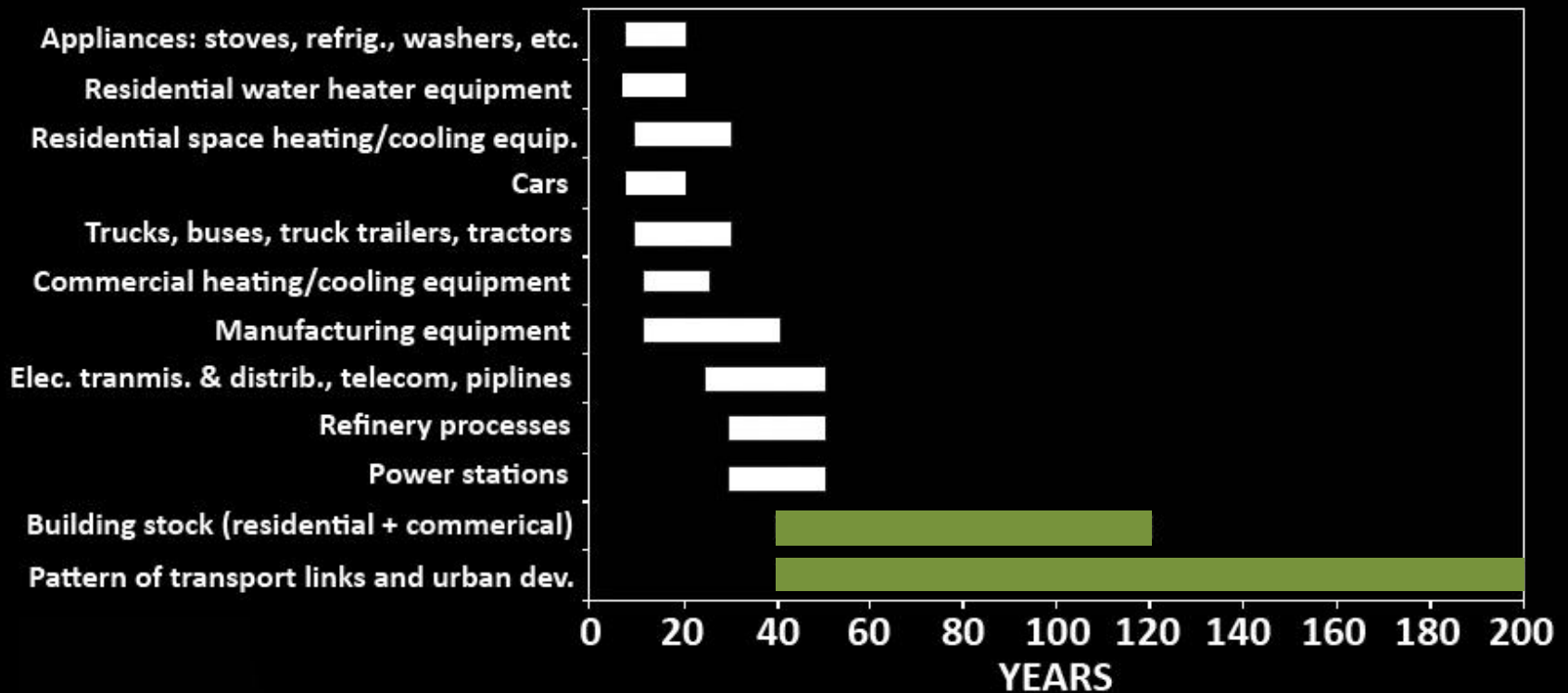
15%

for **65+ POPULATION**

90%

# PRIORITIES

Average Lifetimes for Physical Capital





# PRIORITIES

An aerial photograph of a suburban housing development. The foreground shows several rows of small, single-story houses with dark roofs, arranged in a grid-like pattern. Behind these houses are large, undeveloped lots, some of which appear to be agricultural fields or parking areas. The overall scene suggests a transition from rural or undeveloped land to a residential area.

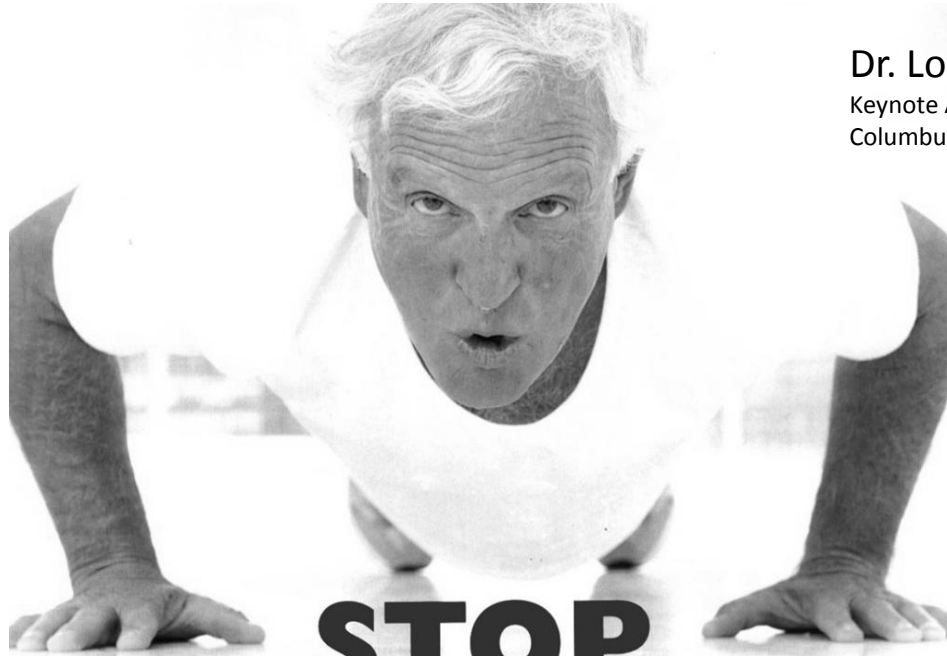
“Incrementalism is the death of innovation.”

Nicholas Negroponte  
MIT Media Labs

Photo by Alex MacLean

“ When I retire I want to drink beer and work on my car all day long. I know I won't be able to drive the damn thing, but that's not the point. I have worked hard, and when I retire that's what I want to do. **So give me a garage, a fridge full of beer, and leave me alone.** Sure... come in to change my diaper, make sure I have a pulse – but then let me get back to changing my carburetor...

...and if you won't do it, **I will pay** for someone else to; and if I cant find anyone **I will find friends of mine** and we will just build our own damn garage and **hire 30 full time nurses.** ”



Dr. Lowell Catlett

Keynote Address AIA-IN+KY Convention  
Columbus, Indiana 2007

**STOP**  
**CALLING ME SENIOR**  
**IF YOU WANT MY BUSINESS**

I have money. I am loyal, and I bring my friends.

# PRIORITIES



**TRADITIONAL  
CCRC + SERVICES**  
(assumes responsibility for  
facility construction,  
operation, and  
maintenance)

## **SERVICE NETWORK**

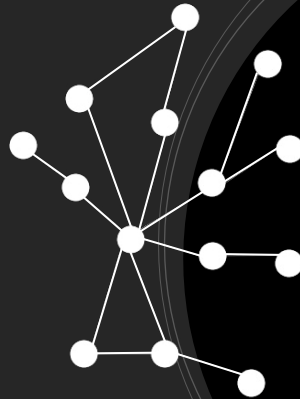
(assumes collaboration with other community  
organizations and civic leaders in the offering of  
an ageographic service network aimed at  
providing successful aging through vibrant,  
intergenerational neighborhoods)







walkable  
neighborhood



engagement  
network



critical  
mass



intergenerational  
community

**LIFELONG VILLAGE  
MOVEMENT**

# TOPICS



01

**CREATIVE DESTRUCTION:** Discuss how BRUCE WILLIS illustrates how Boomers really see retirement and what that means for the future of communities.

02

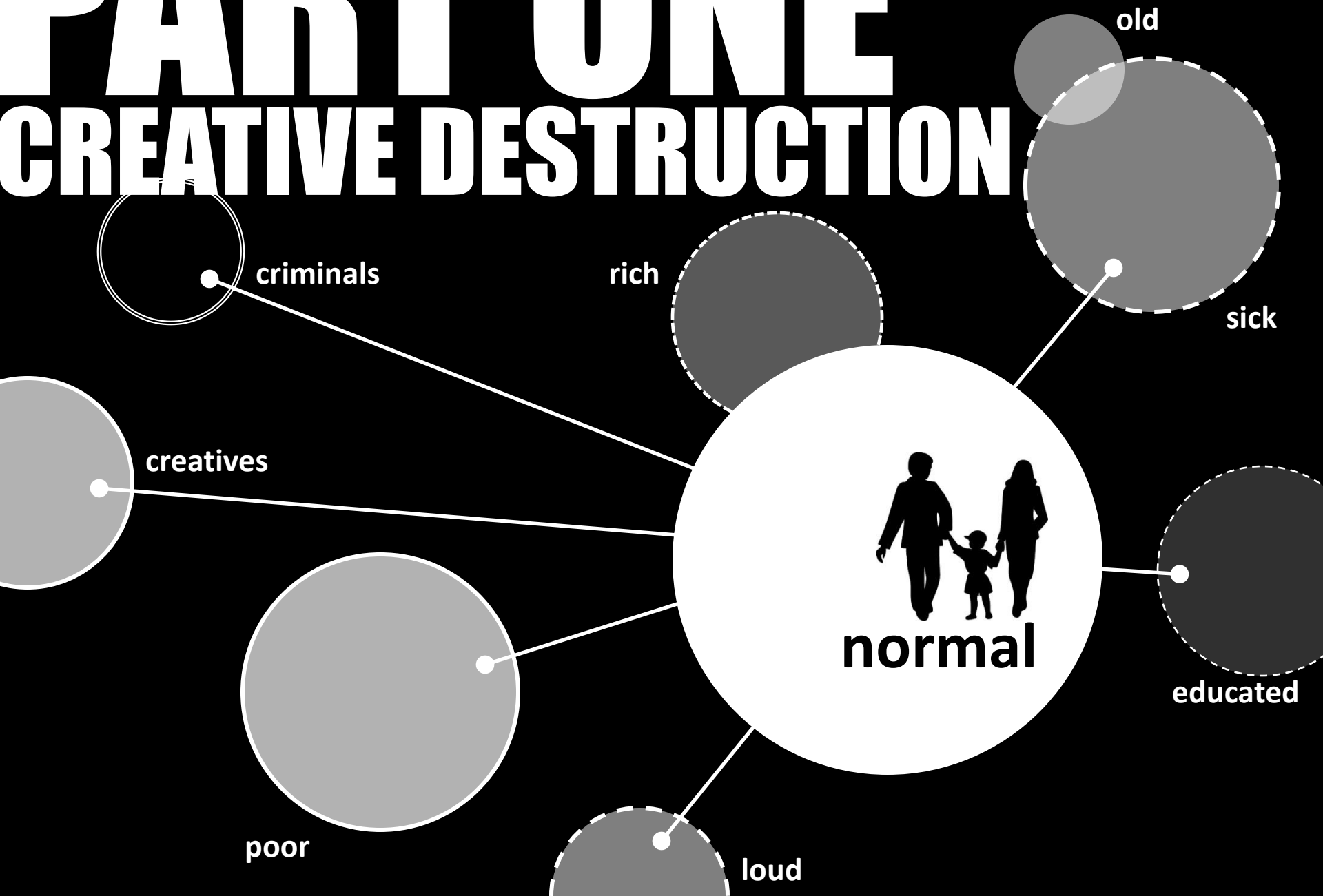
**ENGAGEMENT:** Explain how TOILET PAPER is an effective litmus test to understand the efficiency of a community and its ability to empower its residents.

03

**NETWORK STRUCTURES:** Illustrate how SESAME STREET can inspire a model for establishing reciprocal economic development strategies aimed at fostering intergenerational communities.

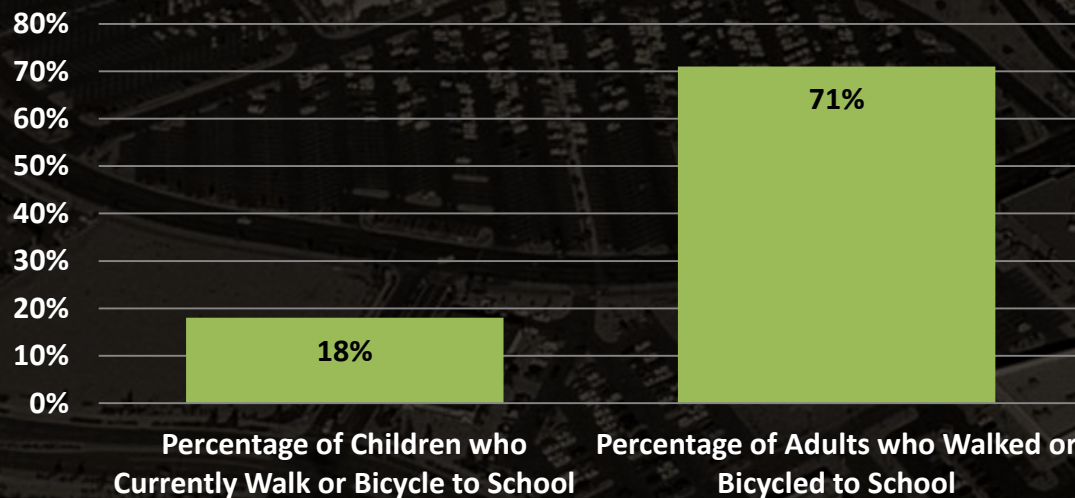
# PART ONE

## CREATIVE DESTRUCTION



# IMPLICATIONS

## WALKING TO SCHOOL



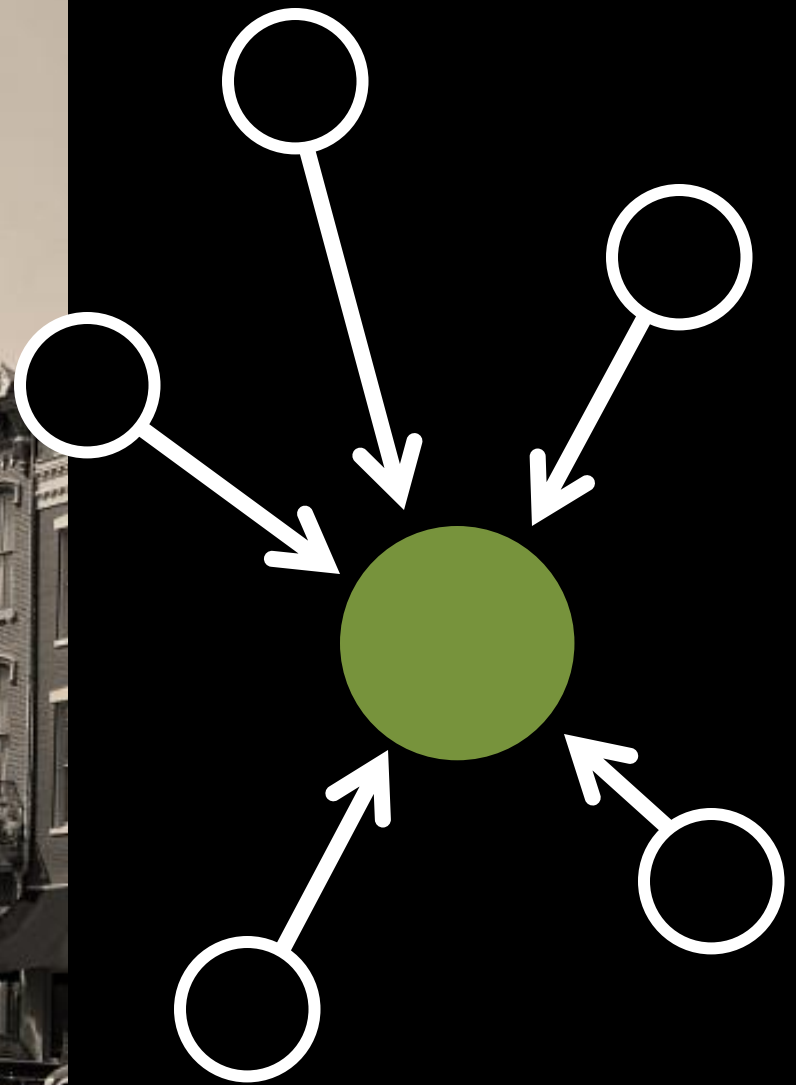
Source: Barbara McCann and Reid Ewing, *Measuring the Health Effects of Sprawl: A National Analysis of Physical Activity, Obesity, and Chronic Disease*, Smart Growth America – Surface Transportation Policy Report, (2003), p7.



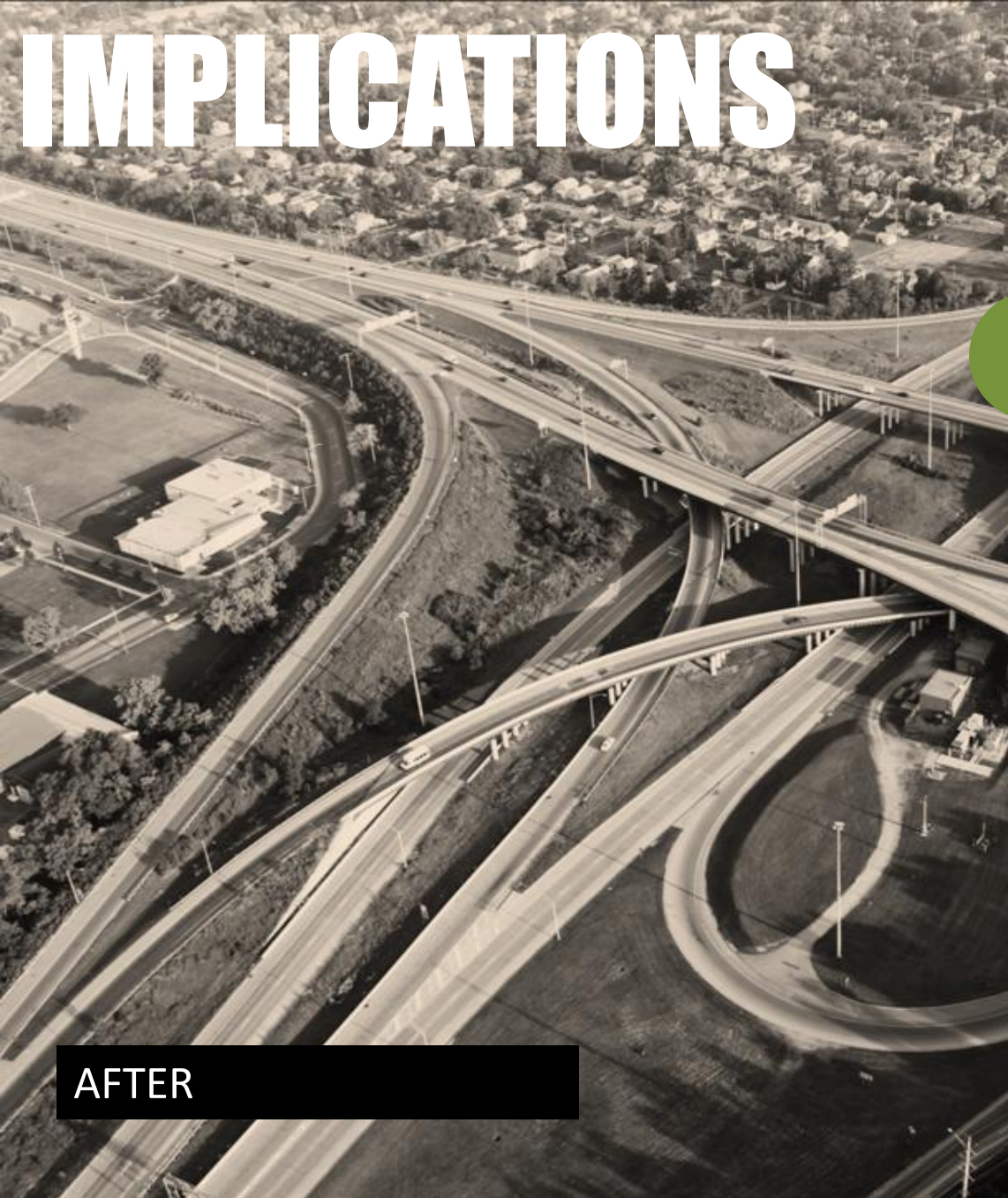
# IMPLICATIONS



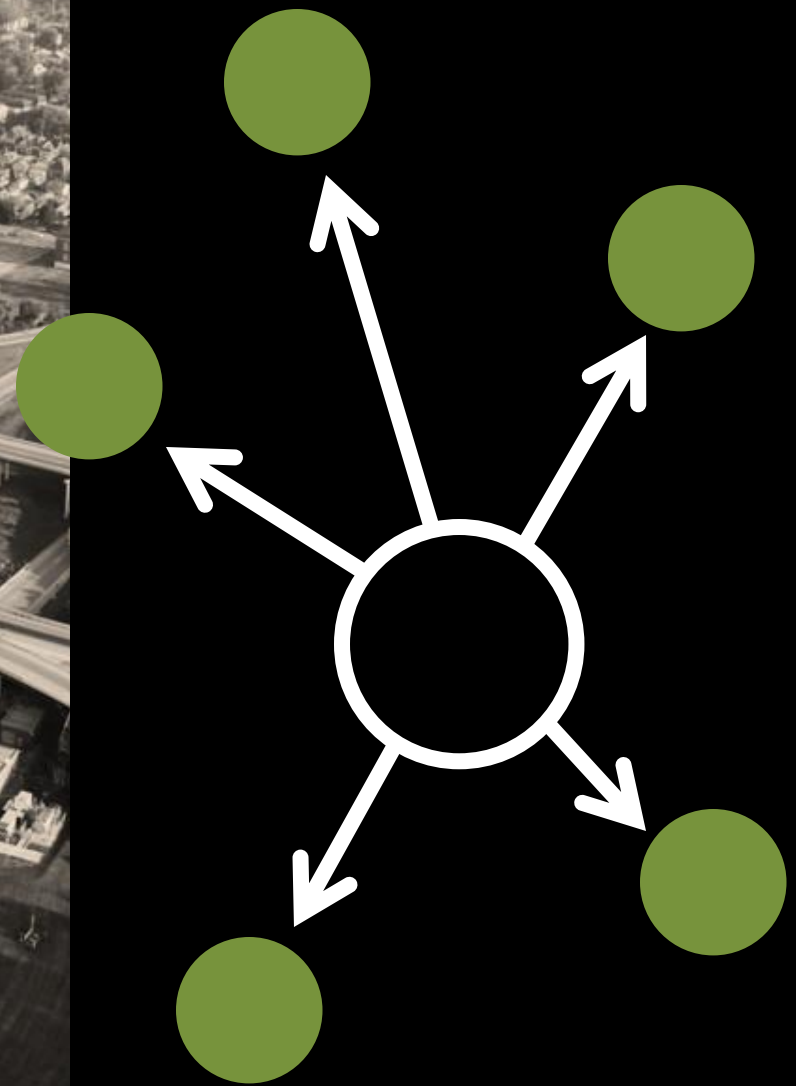
BEFORE



The “general store” (i.e. “Mom and Pop”) mentality presented an inwardly focused social network that utilized and depended on centrally located good and services.



**AFTER**



The suburbanized development model (i.e. “Big Box retail”) presented an outwardly focused social network that depends on destination events.





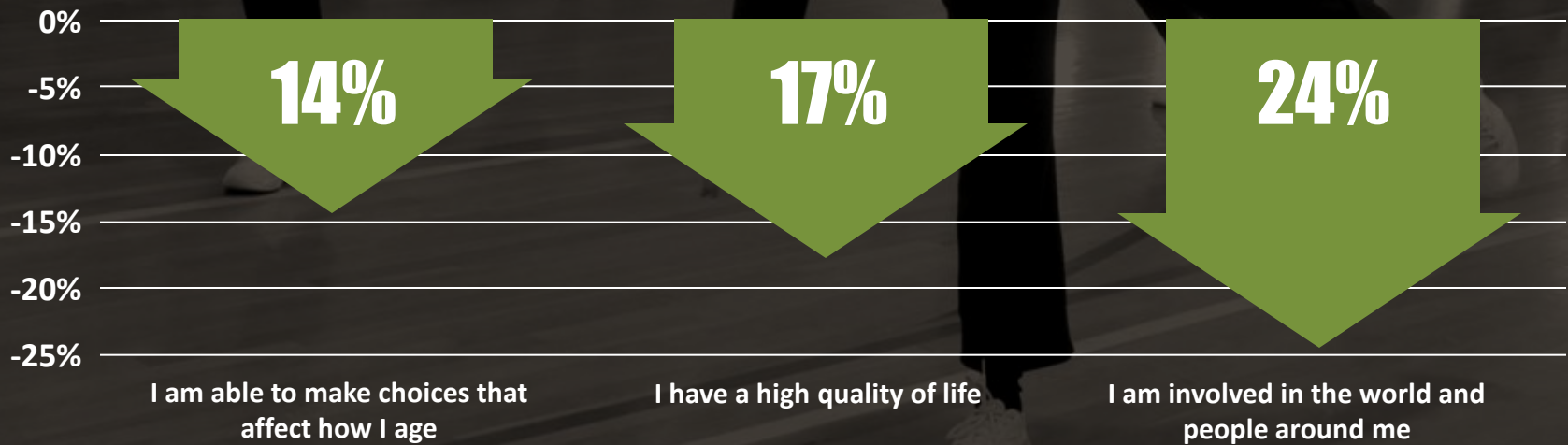
Photo by Alex MacLean



Beacon Hill Village, Boston, MA  
([www.beaconhillvillage.org](http://www.beaconhillvillage.org))

# IMPLICATIONS

CORRELATING INABILITY TO DRIVE AND LEVELS OF SUCCESSFUL AGING



Source: AARP/Roper Public Affairs & Media Group of NOP World, *Beyond 50.05 Survey*, 2004.



# CREATIVE DESTRUCTION



**CREATIVE DESTRUCTION** defines economic growth caused by entrepreneurial risks that destroy previous business practices through their innovations.

It was first coined by Joseph Schumpeter as a “process of industrial mutation that incessantly revolutionizes the economic structure from within, incessantly destroying the old one, incessantly creating a new one.”\*

\**Capitalism, Socialism and Democracy*, 1942

# PERCEPTION

54% of seniors cited companionship, an improved social life, and a relief from boredom as the reasons for their move.\*

**THE VAST MAJORITY OF THE 55+  
POPULATION DOES NOT WANT TO  
LIVE IN A COMMUNITY THAT LEGALLY  
LIMITS THE AGE OF ITS RESIDENTS.**

\*Source: The American Seniors Housing Association,  
*The Independent Living Report* (2009).





**BRUCE  
WILLIS**

**MORGAN  
FREEMAN**

**JOHN  
MALKOVICH**

**HELEN  
AND MIRREN**



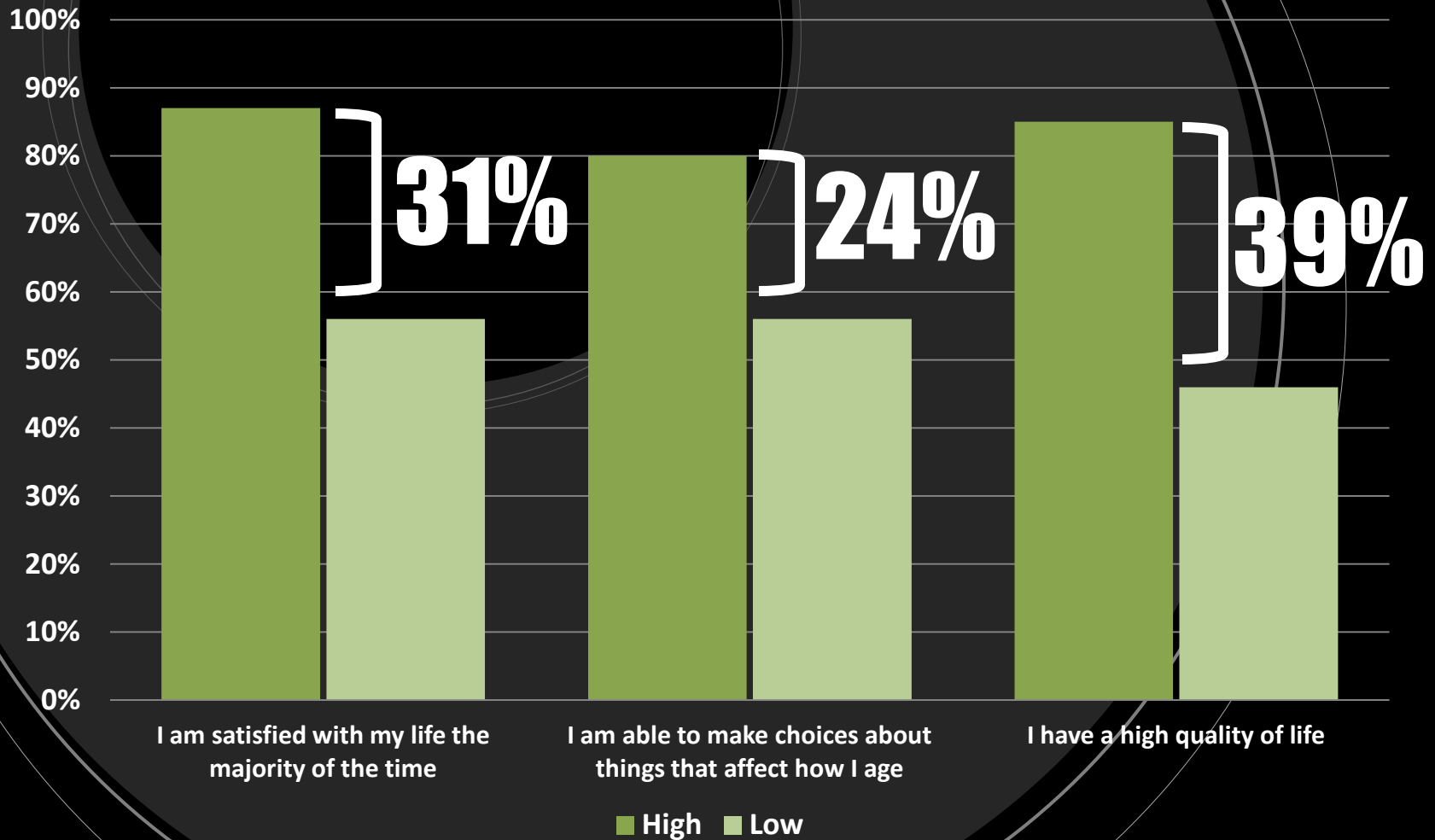
**STILL ARMED. STILL DANGEROUS. STILL GOT IT.**

SUMMIT ENTERTAINMENT PRESENTS A DE BONAVENTURA PICTURES PRODUCTION A ROBERT SCHWENTKE FILM **BRUCE WILLIS MORGAN FREEMAN JOHN MALKOVICH AND HELEN MIRREN "RED"** KARL URBAN MARY-LOUISE PARKER BRIAN COX JULIAN McMAHON  
WITH RICHARD GREYFOUSS CASTING BY DEBORAH AQUILA, C.S.A. AND TRICIA WOOD, C.S.A. MUSIC BY CHRISTOPHE YOUNG EDITOR JULIANNE JORDAN VISUAL EFFECTS BY JAMES MADIGAN COSTUME DESIGNER SUSAN LYALL EXECUTIVE PRODUCER THOMAS NOBLE PRODUCED BY ALEC HAMMOND OF PHOTOGRAPHY BY FLORIAN BALLHAUS  
EXECUTIVE PRODUCERS GREGORY NOVECK JAKE MYERS PRODUCED BY LORENZO DE BONAVENTURA MARK VAHRADIAN BASED ON THE GRAPHIC NOVEL BY WARREN ELLIS AND CULLY HAMNER SCREENPLAY BY JON HOEDER & ERICH HOEDER DIRECTED BY ROBERT SCHWENTKE



# PERCEPTION

## CORRELATING COMMUNITY ENGAGEMENT AND LEVELS OF SUCCESSFUL AGING

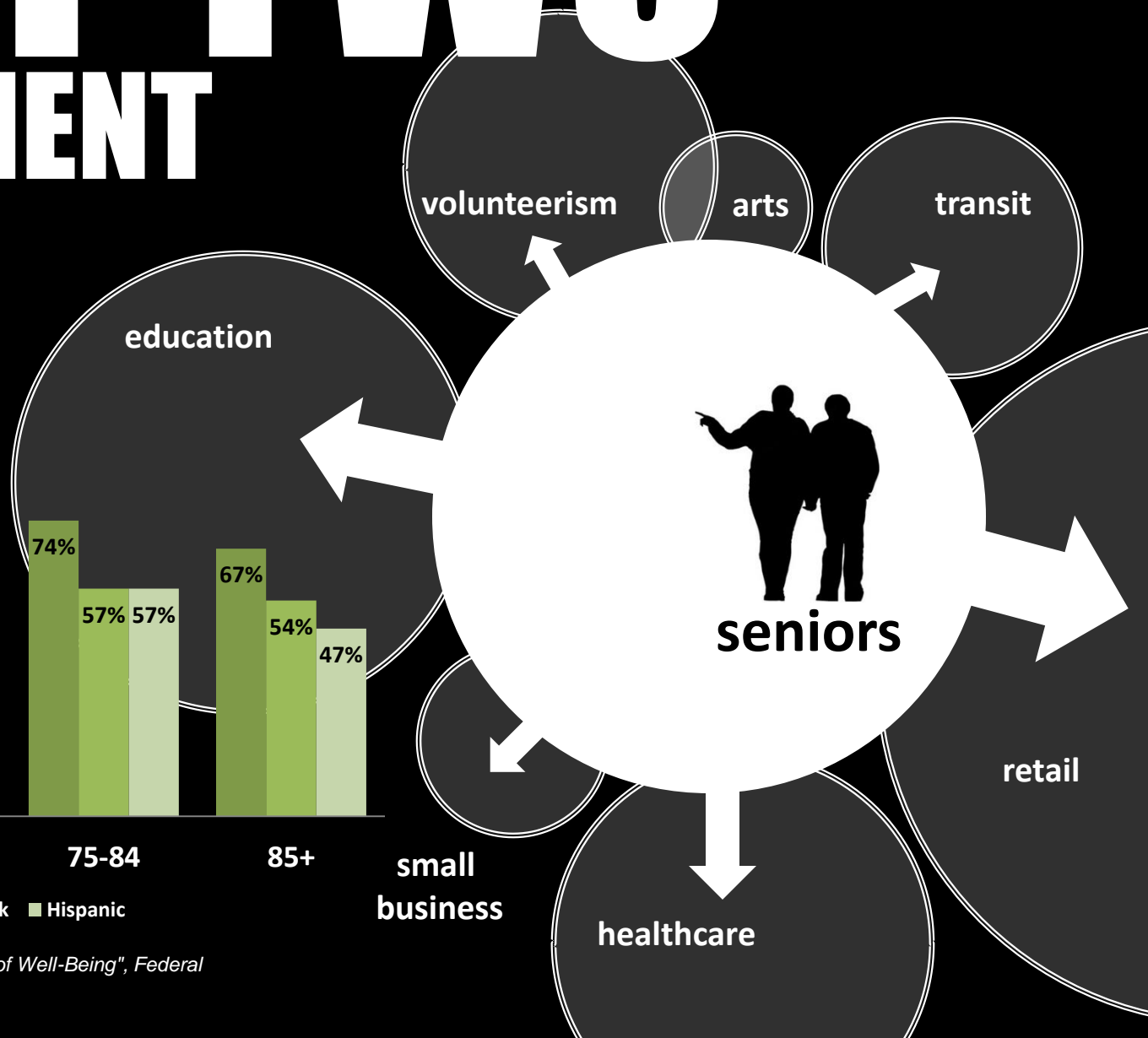
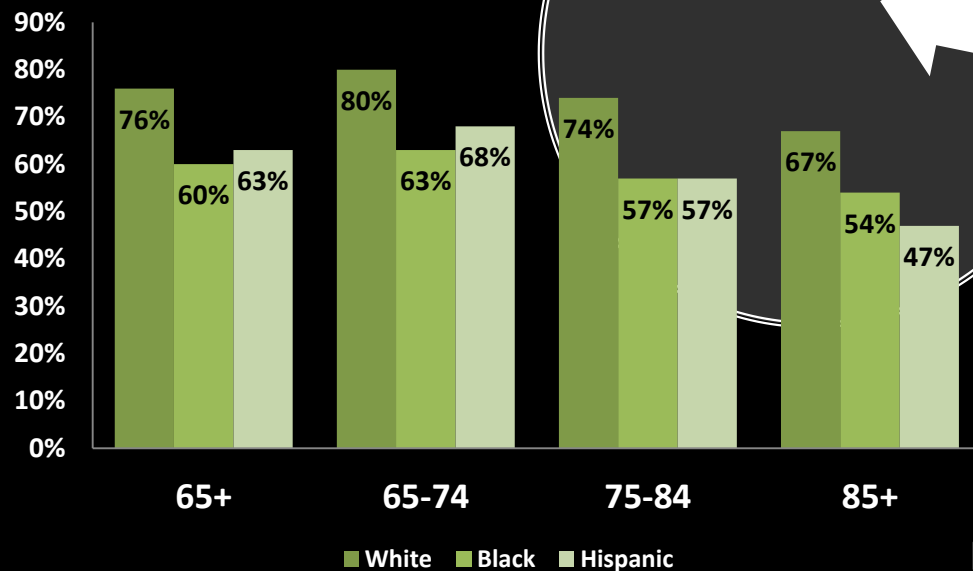




# PART TWO

## ENGAGEMENT

Percentage of People Age 65+ Reporting Good-Excellent Health



Source: "Older Americans 2008 Key Indicators of Well-Being", Federal Interagency Forum on Aging Related Statics



# ENGAGEMENT

86%

PERCENTAGE OF 45+ WHO AGREE THEY WOULD "REALLY LIKE TO STAY IN THEIR CURRENT RESIDENCE AS LONG AS POSSIBLE."

Source: AARP, *Home and Community Preference of the 45+ Population*, November 2010

UP, Pixar Films (2009)



# ENGAGEMENT



**84.0%**

participate in more activities than they used to

**95.4%**

know more about their community's services than they used to

**70.5%**

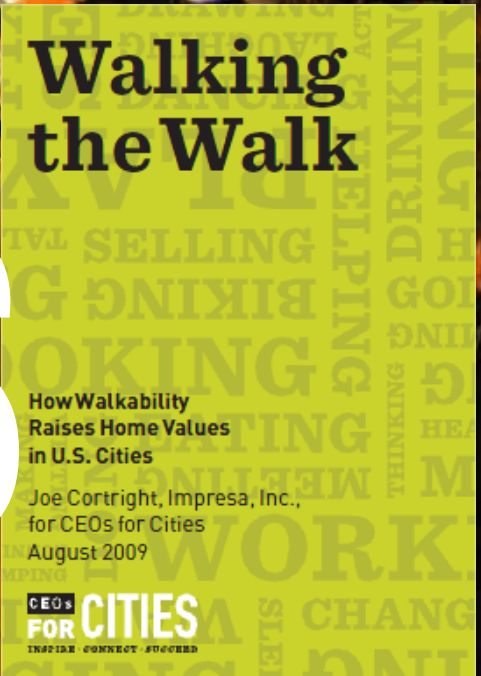
feel healthier and more active than they used to



## SOCIAL INTERACTION

Surveys show that more than 88% of NORC residents talk with more people than they used to.

# ENGAGEMENT

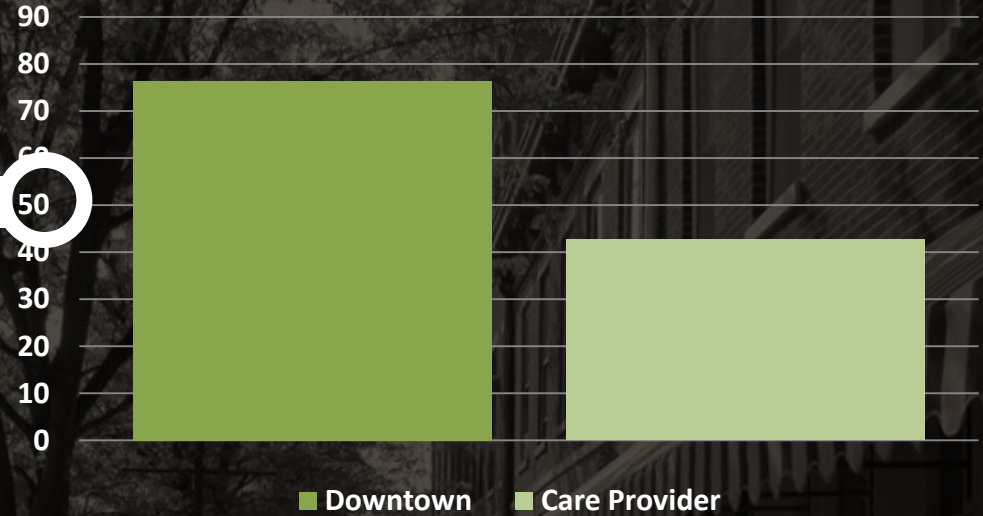




# ENGAGEMENT

## WALKABLE ENVIRONMENTS FOR AGING

SCORES <50 = CAR-DEPENDANT AREAS



Source: Dodd Kattman and Zachary Benedict, *Valuing Connectivity: Exploring the Importance of Civic Inclusion and Walkability for Senior Living*, 2010

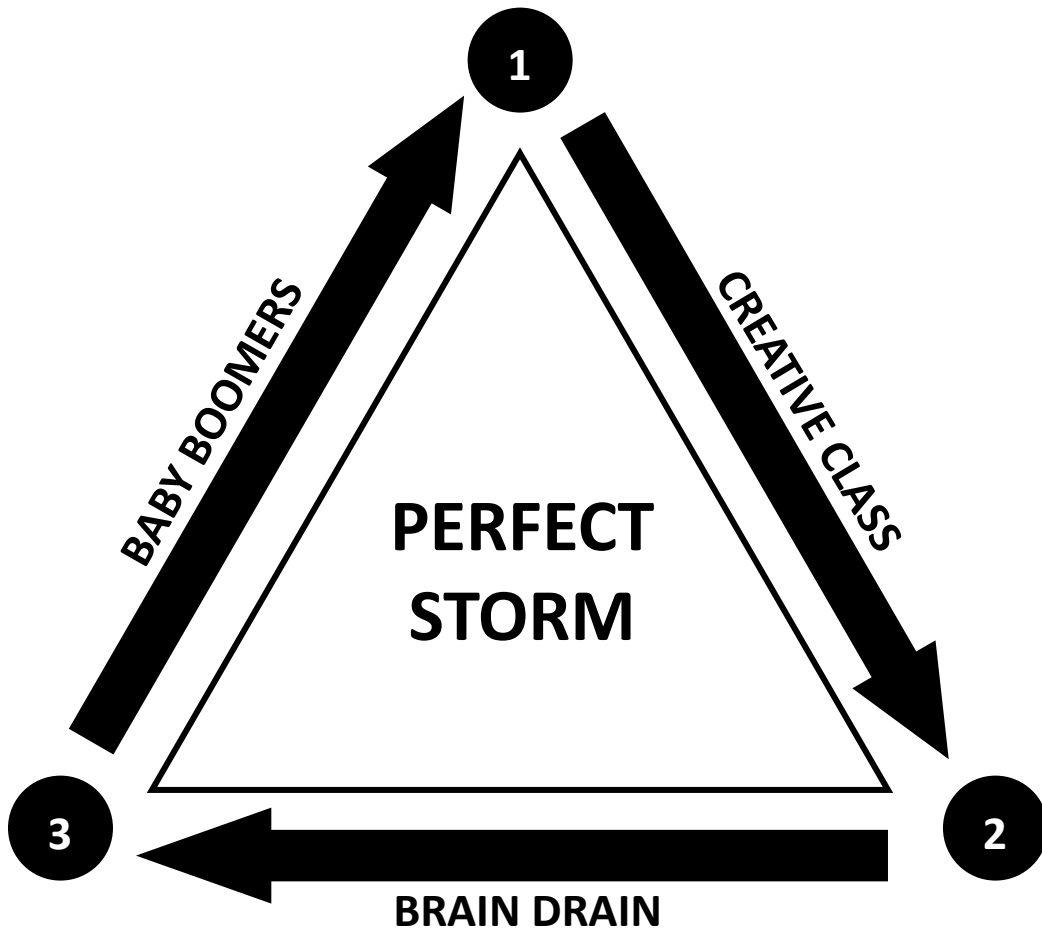


Rising Sun, IN (2011)  
Photo by MKM.





# ENGAGEMENT





# ENGAGEMENT



Winamac, IN (2011)  
Photo by MKM.



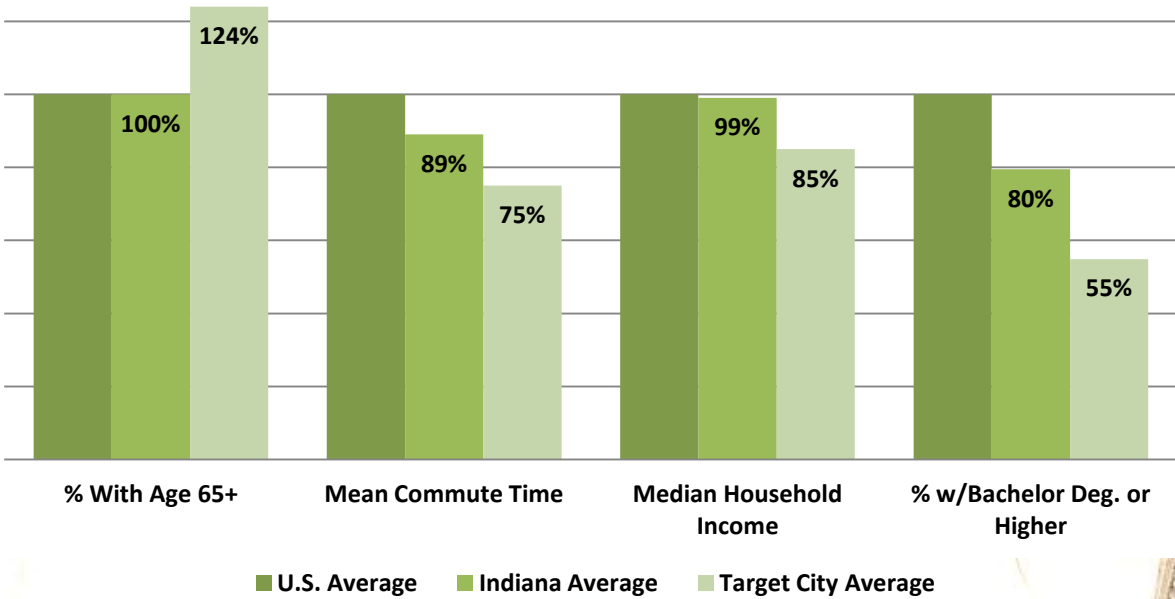
# DEMAND

## 31 TARGET CITIES

POPULATION = 10-25,000 PEOPLE



## EVALUATING SMALL TOWN INDIANA



# DEMAND

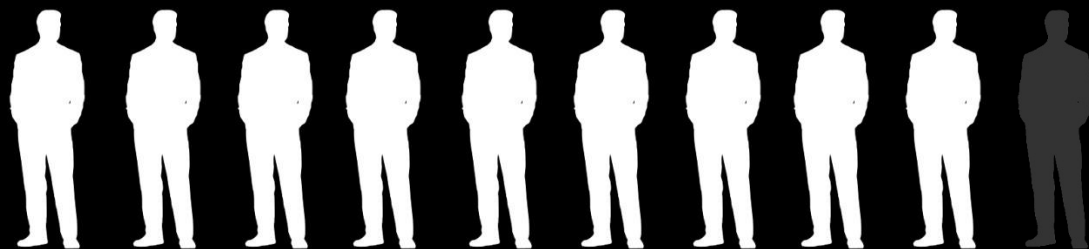
“ Our enormous and rapidly growing older population is a vast, untapped resource. If we can engage these individuals in ways that fill urgent gaps in our society, the result will be a windfall for American civic life in the twenty-first century. ”

Marc Freedman

*Prime Time: How Baby Boomers Will Revolutionize Retirement and Transform America (1999)*

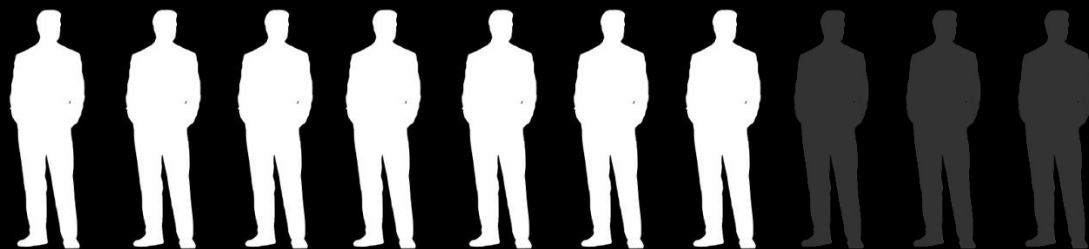
# DEMAND

IN THE LAST WEEK, PEOPLE AGE 60+...



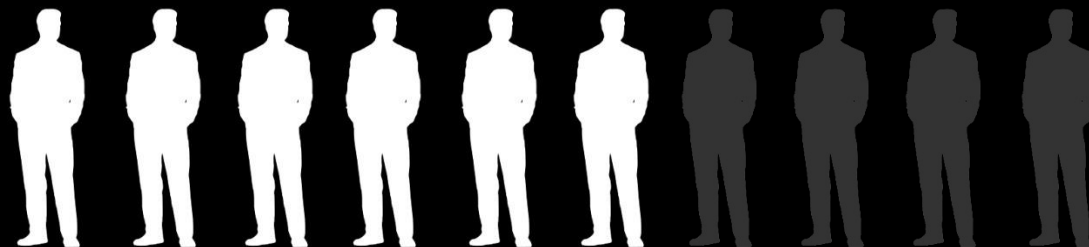
**88%**

engaged in at least one cultural, religious, or social activity



**67%**

attended movies, sporting events, or group events



**57%**

attended church, temple, or other



**39%**

participated in volunteer work (18% at 10+ hours a week)



# DEMAND

**OUR**  
**MEMBERS**  
**NOT ONLY**  
**IMPROVE**  
**HOW THEY**  
**LIVE.**  
**THEY**  
**IMPROVE**  
**WHERE**  
**THEY LIVE.**

*"I started volunteering through AARP because I've always believed in bringing people together."*

*"One project I'm especially proud of is when we helped turn an old railroad bridge between Little Rock and North Little Rock into a pedestrian path."*

*"The path is absolutely beautiful, and it makes biking and walking between the two cities safe and easy."*

*"I get a lot out of AARP, especially the information in their publications and website. But the best thing is the people I've met through volunteering."*

*-Billie Ann Myers, AARP member*

Learn more at [aarp.org](http://aarp.org)

**AARP**

HEALTH / FINANCES / CONNECTING / GIVING / ENJOYING

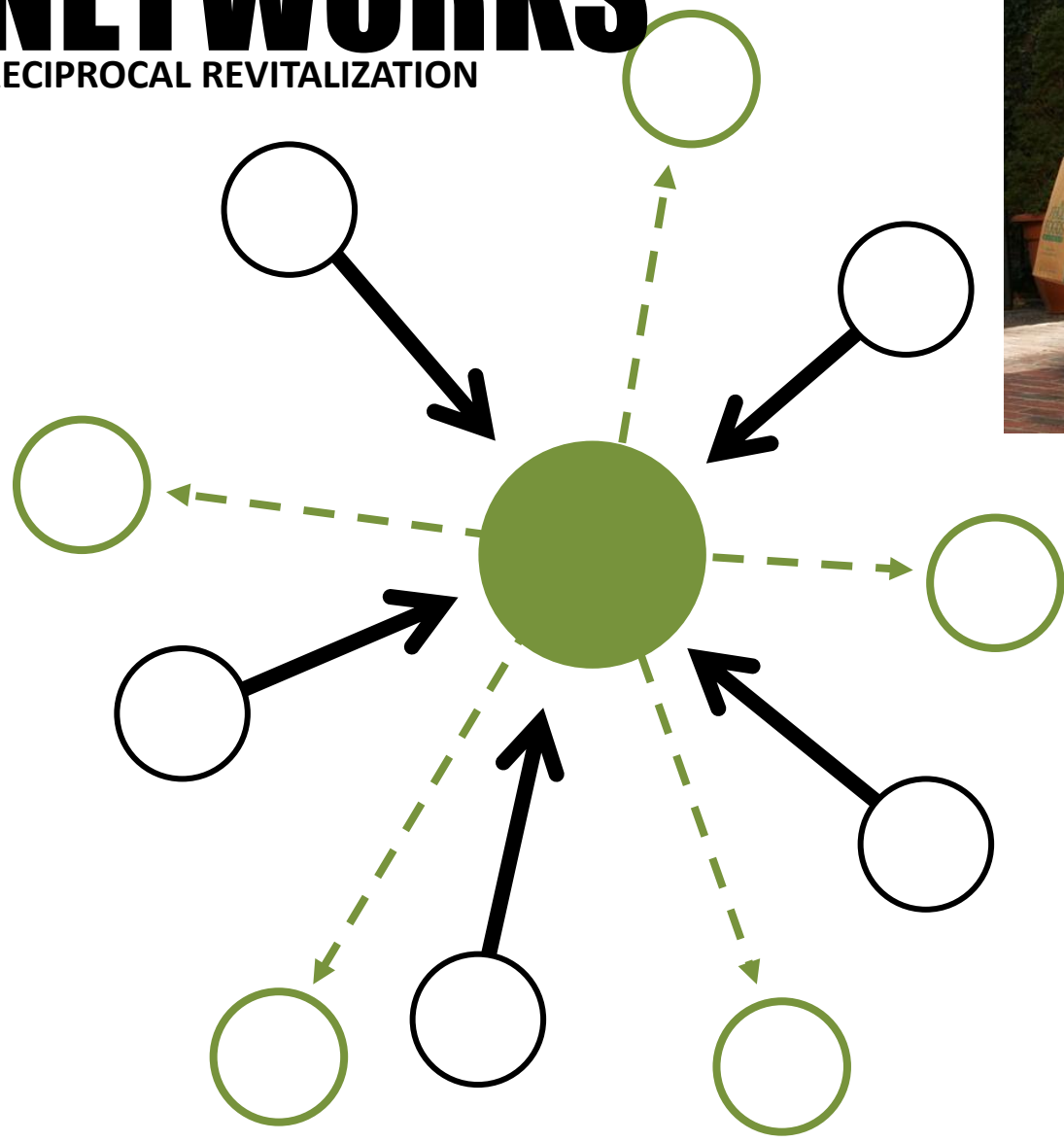


# **lifelong village** [lahyf-lawng \ vil-ij], *noun*,

1. A small city or urban village whose socio-economic development initiative promotes young and old to thrive together; 2. A redevelopment strategy focused on fostering intergenerational relationships and urban renewal through the accommodation of a rapidly growing aging demographic through nimble and collaborative support networks.

# NETWORKS

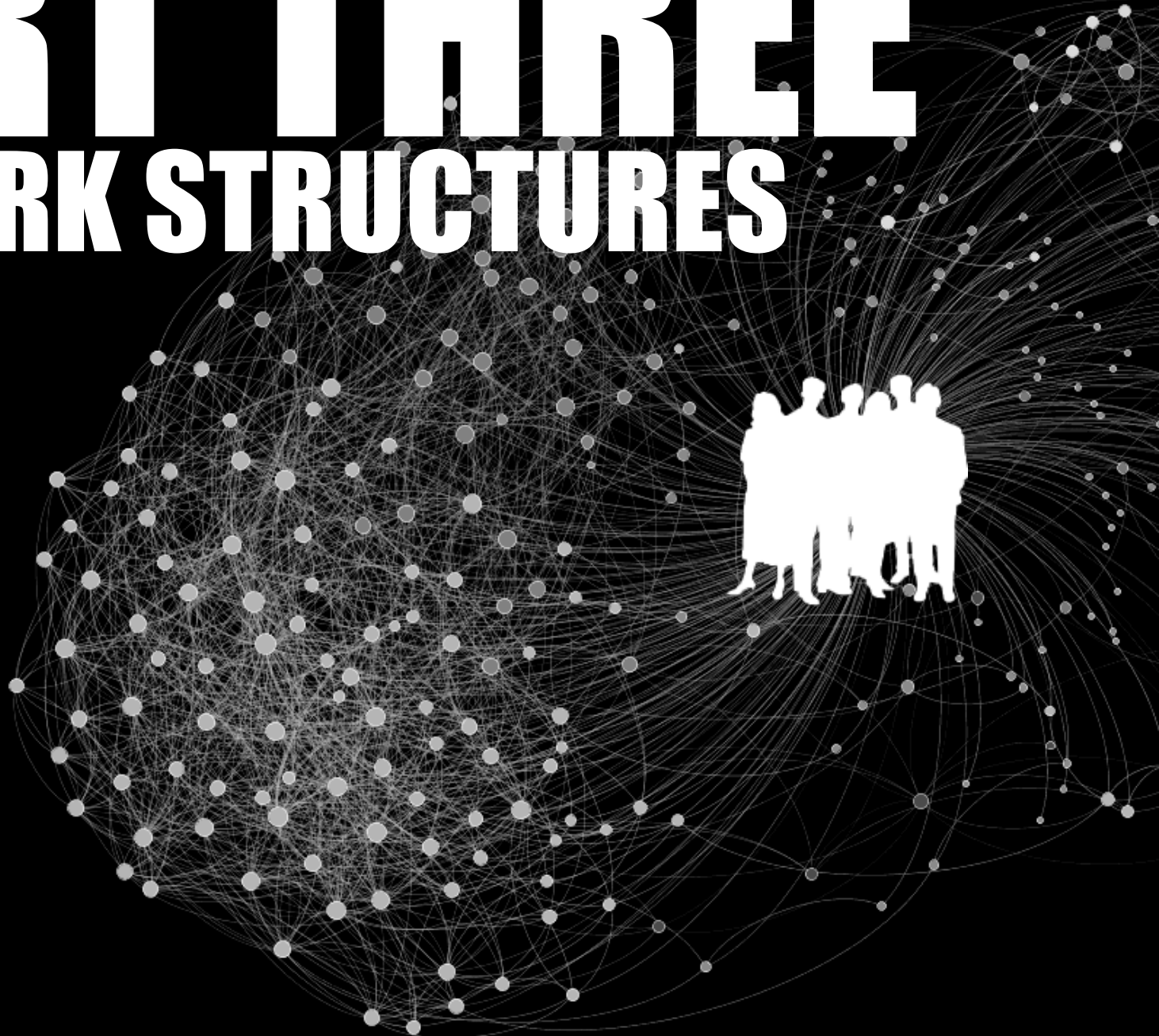
RECIPROCAL REVITALIZATION



- SENIOR POPULATION:** Seniors retained within existing community or migrating from outside the community.
- SENIOR SERVICE NETWORK** (e.g., in-home care, transportation, etc.)
- LOCAL ECONOMY** - private sector institutions benefiting from growing senior population (e.g., medical retail, restaurants, wellness facilities, etc.)
- INITIAL NETWORK:** Services aimed at accommodating the supportive needs of seniors.
- RESULTANT NETWORK:** Socio-economic activity offered by concentrated populations of engaged senior populations.

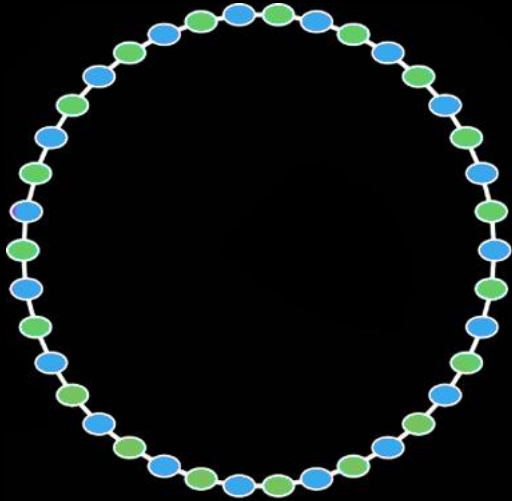
# PART THREE

## NETWORK STRUCTURES

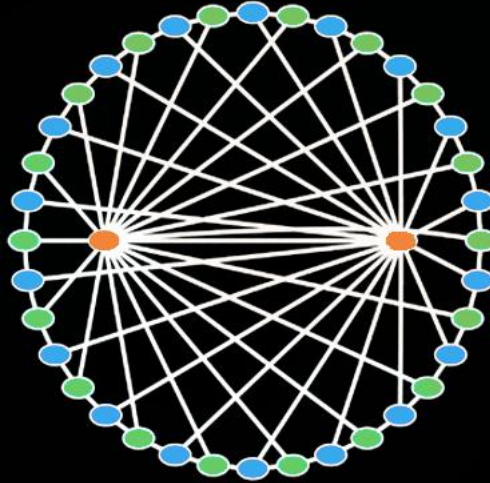




# NETWORKS



LINEAR



NODAL



SYNAPTIC

# NETWORKS

An abstract visualization of a network structure, featuring a dense, complex web of white lines and nodes against a black background. The lines radiate from central points, creating a sense of dynamic energy and interconnectedness.

**synaptic network** [sin-ap-tick \ net-wurk], *noun*,

1. A community organizational model that prioritizes social engagement within a walkable landscape. Similar to neurological synapses, each interaction sends a pulse through the network structure that (a) engages the users and (b) legitimizes the place.

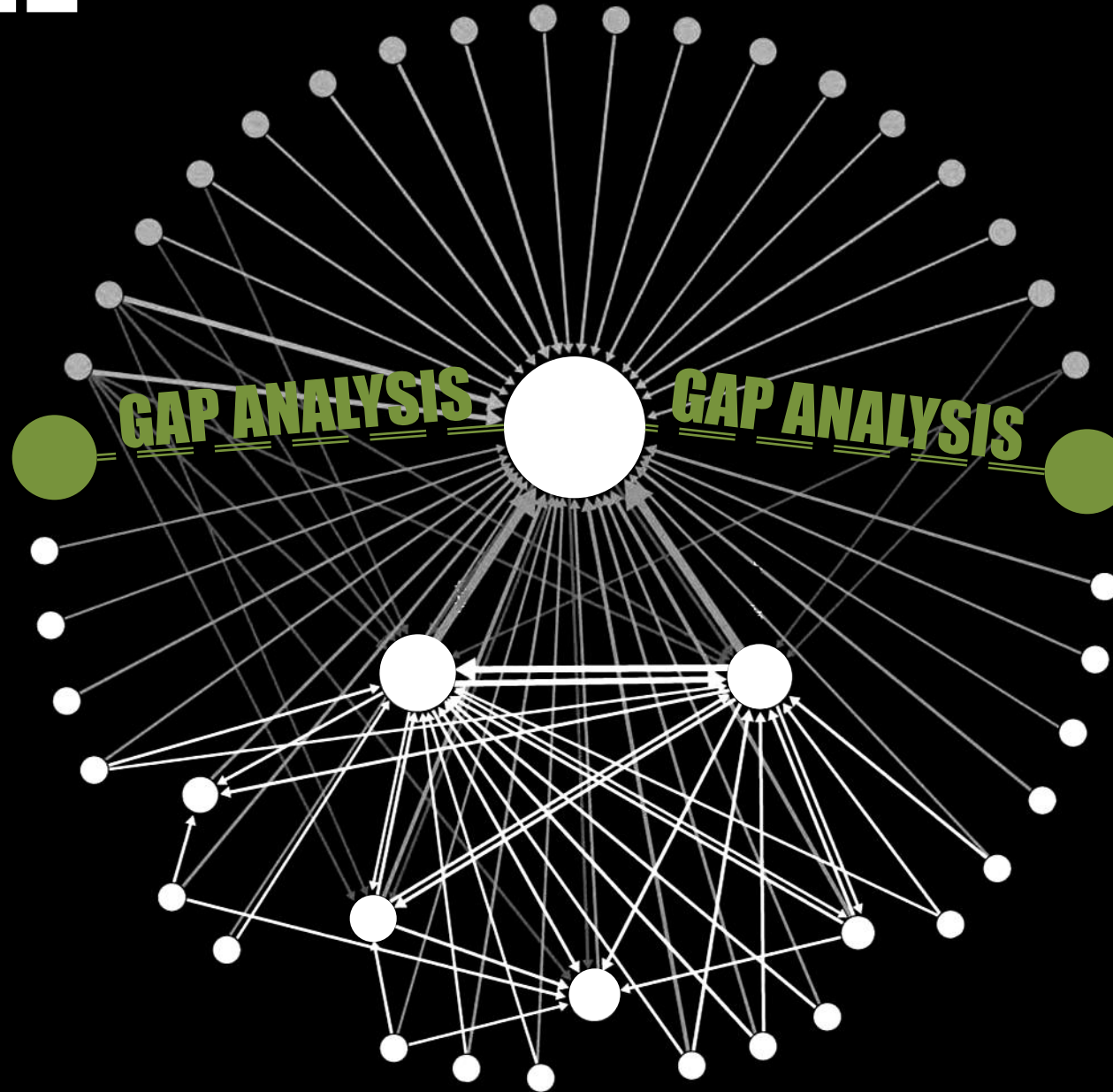


**LIFELONG VILLAGES**  
Rightsizing Communities through Historic preservation



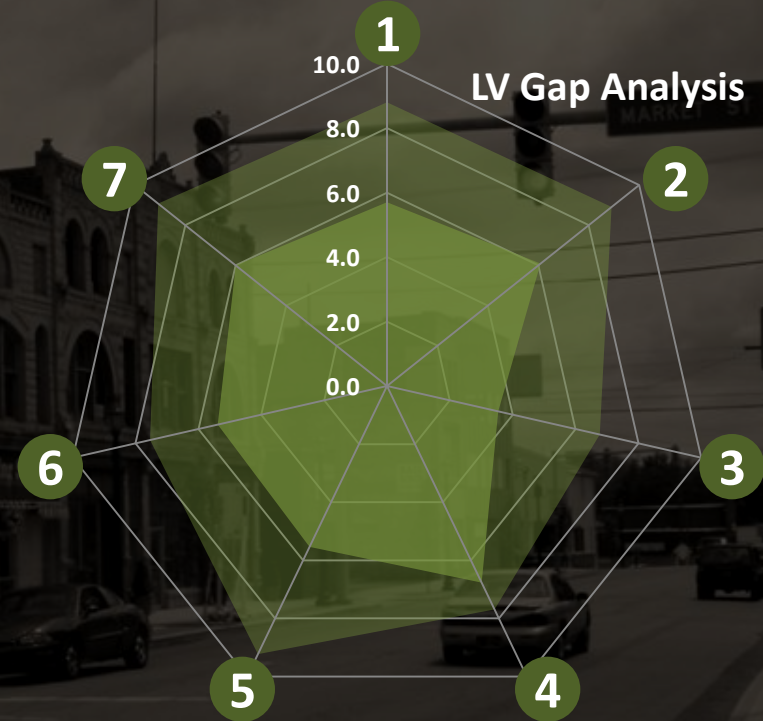
# STRUCTURE

## ASSET MAPPING + GAP ANALYSIS



Supportive networks can shape a community development strategy that encourages and eventually relies on diversity, walkability, and social interconnection – all pivotal components in incentivizes smart growth and urban renewal.

# STRUCTURE



- 1. PLACES:** Provide an intact, centralized grouping of buildings, civic spaces, and people within a walkable urban core that creates a sense of "place" for the community.
- 2. WALKABILITY:** Provide a diverse offering of goods, services, and cultural amenities within the urban core and surrounding area.
- 3. WELLNESS:** Provide an interconnected network of wellness-based services and programs that provide and promote a healthy and sustainable lifestyle.
- 4. SAFETY:** Provide an urban core that performs (and is perceived by the community as) a safe and secure environment.
- 5. ACCESS:** Provide a network of multi-model transportation and/or accessible pedestrian patterns for all demographics connecting amenities throughout the urban core.
- 6. BRAND:** Provide a place whose civic identity is rooted in the appreciation and promotion of a quality of life aimed at accommodating a creative, interactive, and intergenerational offering for its residents and businesses.
- 7. MARKET:** Provide a local environment that offers a healthy and stable economy focused on demographic market demand, innovative collaborations, and local entrepreneurialism.

# IMPLEMENTATION



Working charrette (2007)  
Photo by MKM.





- 1. State Highway
- 2. Golf Course
- 3. Public Lake
- 4. Walkable Downtown
- 5. Middle School
- 6. YMCA
- 7. High School
- 8. Sports Field(s)
- 9. City Park + Beach
- 10. Library
- 11. County Fairgrounds
- 12. Industrial Park

Kendallville, Indiana





# IMPLEMENTATION

# MENU

## Age Qualified Service Network...

**In-Home Services:** Members will have access to various care services ranging in a levels of need. Available services include assistance with activities of daily living (ADL's), personal care, licensed home health, cooking, cleaning, light housekeeping and select errands.

**Care Coordination:** Members will be assigned a Personal Care Coordinator for their respective services and needs and be available to you and your family 24/7.

**Adult Day Care:** Members will be offered services provided in a congregate setting for a scheduled number of hours per week, including transportation, meals and activities.

**Home Inspection and/or Repairs:** Members will have access to accessing home repair services and annual "safety inspections" for their homes to ensure quality living arrangements.

**Transportation:** Members will have access to limited public transportation as well as ability to reserve and utilize a member-only rental car service.

**Social and Wellness Programs:** Members will have access to exercise classes, arts and crafts classes, wellness seminars, speakers, day excursions and discounted use of local YMCA.

**Accessibility:** Neighborhood infrastructure will react to elder-friendly and accessible amenities (e.g., curbing, ramps, etc.).





# IMPLEMENTATION

Integrated CCRC - Mableton, GA, Atlanta Regional Commission (2010)  
Graphic courtesy Duany Plater-Zyberk & Company



# NETWORK OUTPUT

## INDEPENDENCE

The LV network structure is designed to allow residents to not only remain independent as they age, but utilize their activity to improve and interact with the community at large.





# LIVING

SENIORS AS CATALYST FOR DIVERSITY

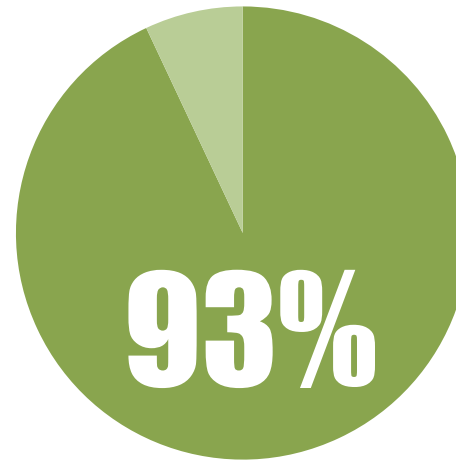






# WORKING

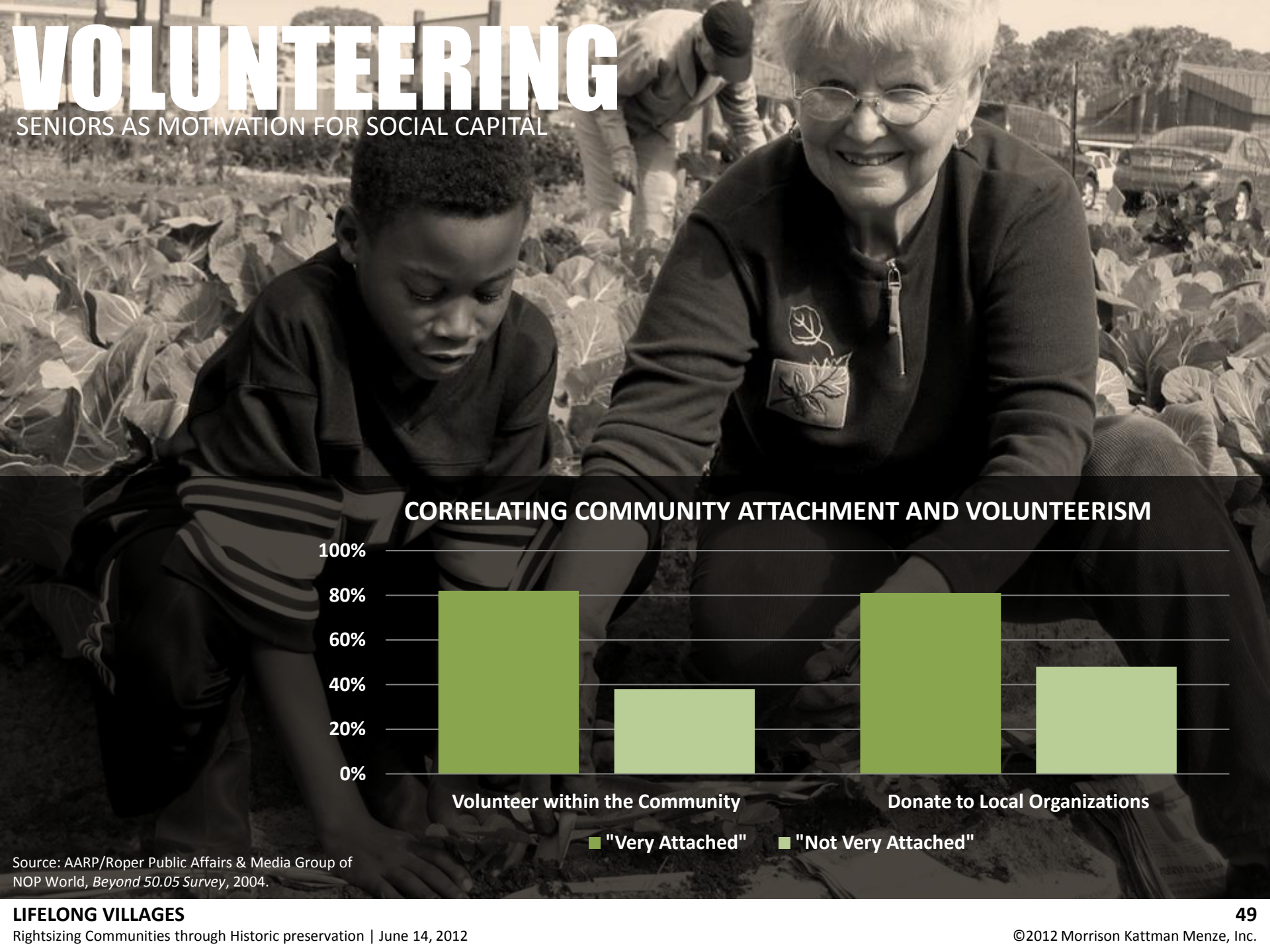
SENIORS AS MOTIVATION FOR ENTREPRENEURIALISM



of the U.S. labor  
force's growth  
through 2016 will  
be Age 55+

Source: Pew Research Center, September 2009

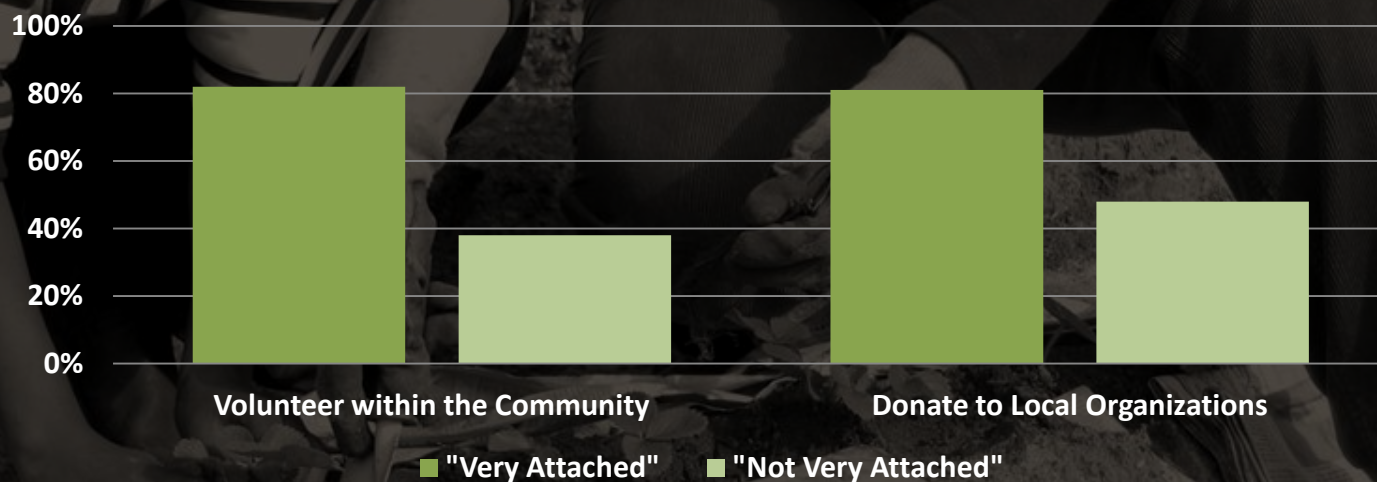




# VOLUNTEERING

SENIORS AS MOTIVATION FOR SOCIAL CAPITAL

## CORRELATING COMMUNITY ATTACHMENT AND VOLUNTEERISM



Source: AARP/Roper Public Affairs & Media Group of NOP World, *Beyond 50.05 Survey*, 2004.



# CONCLUSION



<3% in CCRC



2010: 39.6 million people were 65+  
13% of US population

2030: 72.1 million people will be 65+  
19% of US population

1.

Cities and towns will react to the rapidly aging population by strengthening the promotion and efficiency of their engagement networks.

2.

Cities and towns will rebound from the projected census retraction by embracing a development pattern that incentives an intergenerational community.



# CONCLUSION



