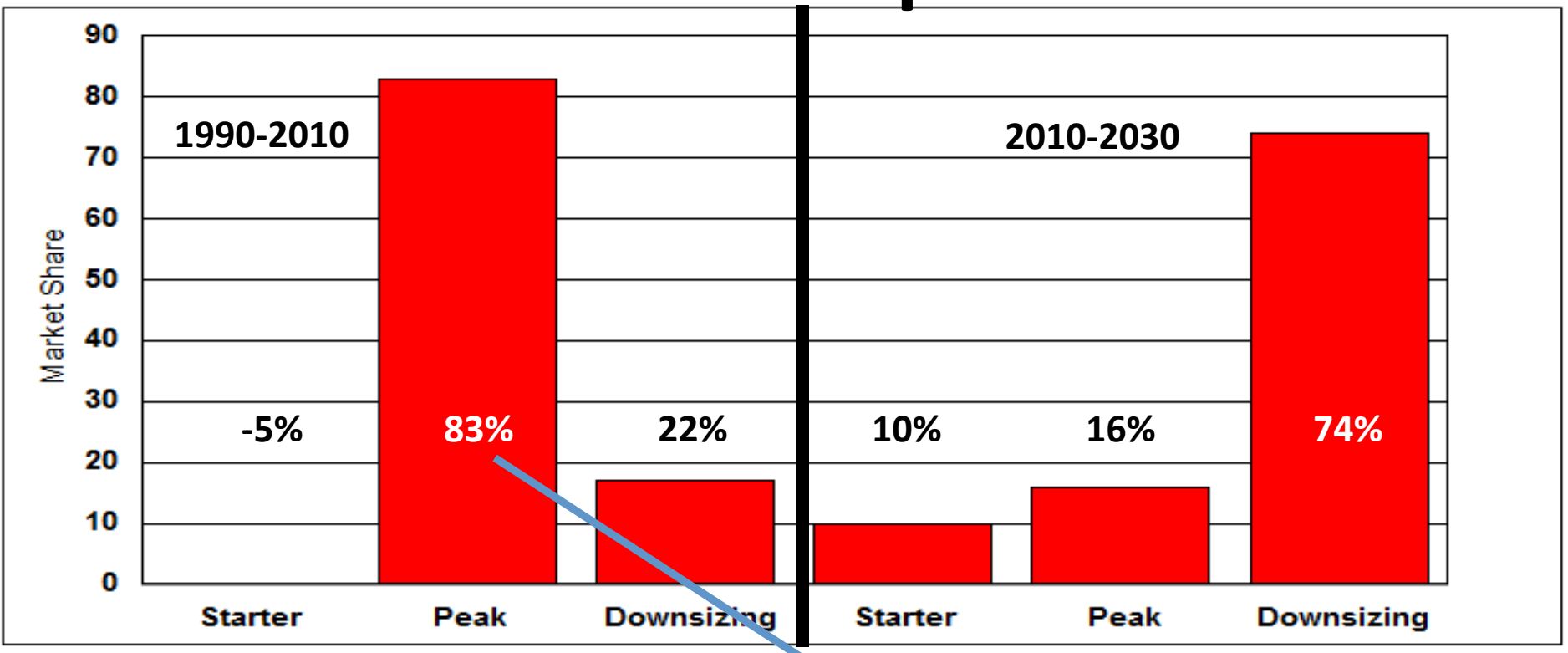
1946 1964 2010

Mass Market for Sprawl is Over



Distribution of Units Built, United States,1989-2009

Type	Volume	Detached
New Units	24.5	
Detached	20.7	85%
0.5-10 ac	8.7	42%

Source: American Housing Survey

1990 2010 2030

By Arthur C. Nelson

Catching the **Next Wave: Older Adults** and the **'New Urbanism'**

Knowingly or not, through their housing and transportation preferences, it is the aging boomers—not Gen X or Gen Y—who will bring us to healthier communities.

The United States will be a very different place in 2030 compared to what it is in 2010. Between 2011 and 2029, America's "baby boom" population will turn 65. Just as their presence reshaped the country's built environment in the 1950s through the 1990s, so will they reshape it over the next generation. This article explores the influence the baby boom population has had on America's built environment to 2010 and speculates about how that cohort will influence the environment from here on. Planning and zoning will certainly be retooled, but so will housing choices and transportation options. In many respects, it is in response to the emerging needs and preferences of the aging boomers—not those of "Gen X" or "Gen Y"—that America will come to a true version of what a number of community and land-use planners call the new urbanism.

The Baby Boom Century

As the last of the so-called baby boom generation turns 65, in 2029, they may expect to live, on average, another twenty years, or more.[1] Thus, of the 76 million boomers, perhaps 15 to 20 million will still be alive in 2050. Taking some license on precise years, we might indeed call the period 1950 to 2050 the Baby Boom Century.

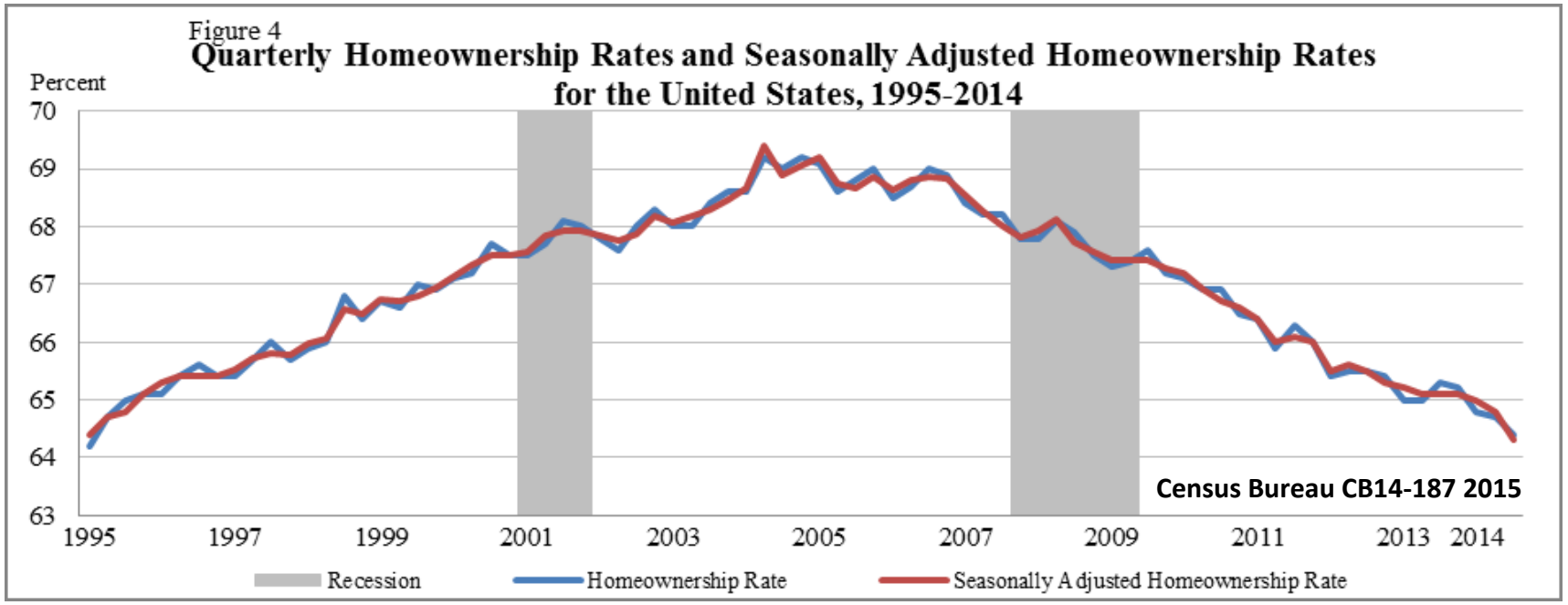
The first half of the Baby Boom Century saw a remarkable change in America's built landscape. It was during this time that the U.S. became a "suburban nation" (Duany, Plater-Zyberk, and Speck, 2000). A number of factors were at work. One was the availability of mortgage instruments allowing for small down payments, with loans paid over decades, thus facilitating homeownership (Schwartz, 2007).

Communities designed to serve the needs of older adults are very likely to be those that best facilitate reducing greenhouse-gas emissions to acceptable levels.

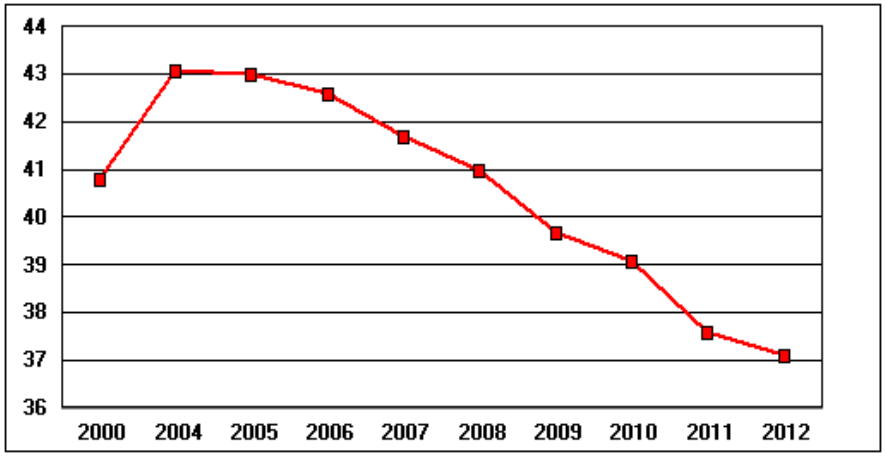
To qualify for federally insured mortgages, however, buyers usually had to purchase homes in developments that met federal regulations, such as those affecting subdivision design (Jackson, 1985). Another factor was that federal, state, and local financial regulations, incentives, and planning decisions clearly favored single-family, detached homes, often on large lots, over attached homes or even detached homes on small lots. In part because of these factors, the U.S. saw the greatest change in homeownership rates in the nation's history, rising from a low of 43 percent in 1940, during

2015

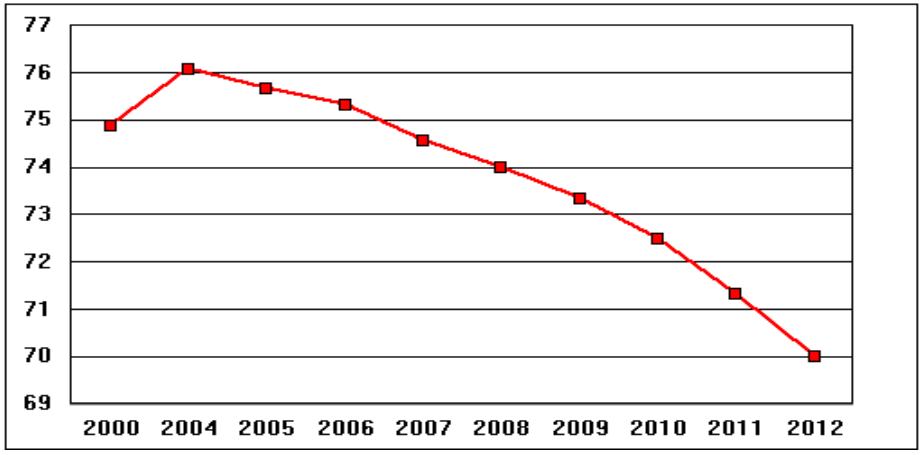
2030



Ownership Rate, HHs <35



Ownership Rate, HHs 35-64



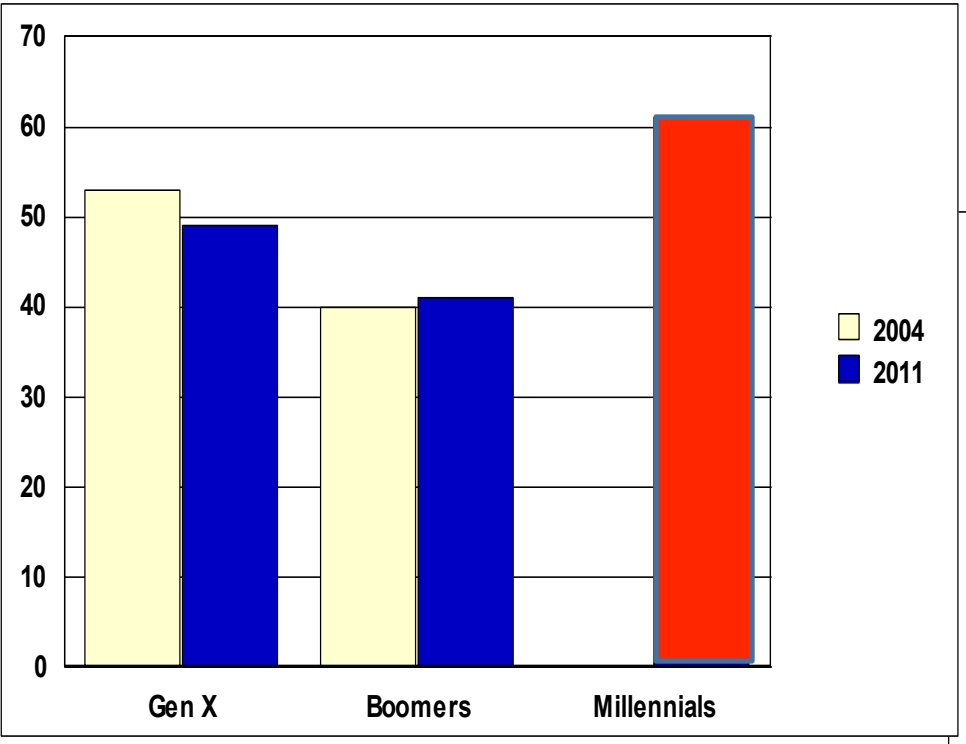
1995 2005 2015

Senior HHs who are Stuck in Place 2015-2030

Metric	Figure
Seniors Who Want to Sell	20,791
Excess Senior Sellers to Millennial Buyers	**7,166**

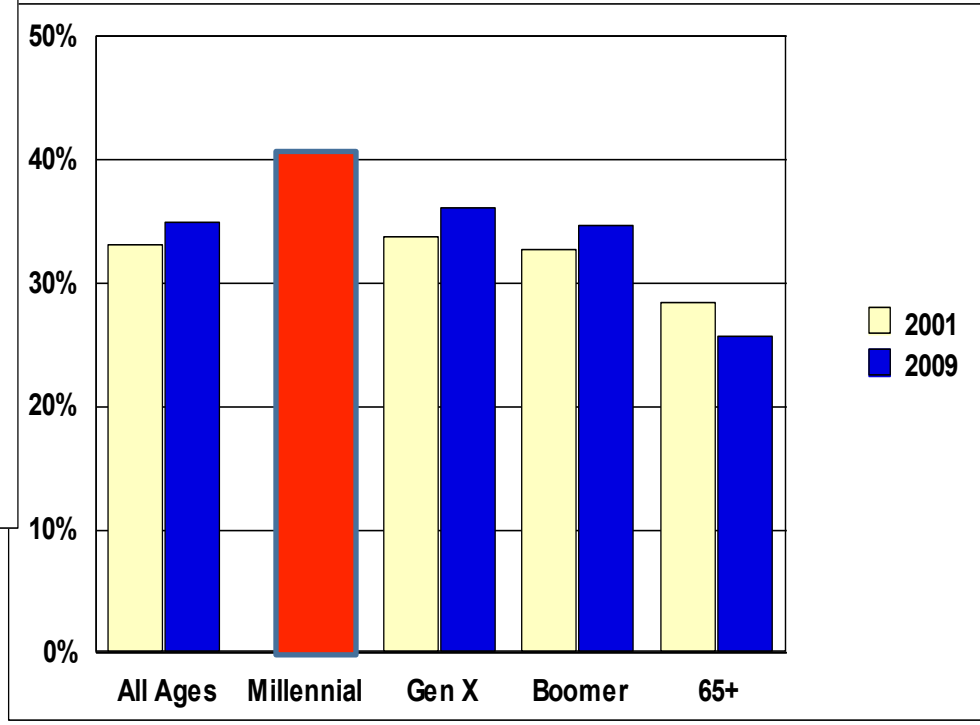
2015 2030

The Desire:
Prefer City/Mixed Suburb



Source: NAR Community Preference Survey

The Evidence:
1-Mile Walk Commuter



Source: National Household Transportation Survey

2000 2010

WHAT'S THE PRIMARY REASON FOR MARKET DEMAND FOR WALKABLE URBAN PLACES?

Television as a reflection of how we want to live... then & now.

https://www.youtube.com/watch?v=ZnUoYKCKU1w