77.3 million Boomers
Mass Market for Sprawl is Over

Distribution of Units Built, United States, 1989-2009

<table>
<thead>
<tr>
<th>Type</th>
<th>Volume</th>
<th>Detached</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Units</td>
<td>24.5</td>
<td></td>
</tr>
<tr>
<td>Detached</td>
<td>20.7</td>
<td>85%</td>
</tr>
<tr>
<td>0.5-10 ac</td>
<td>8.7</td>
<td>42%</td>
</tr>
</tbody>
</table>

Source: American Housing Survey
Gray and Green
The Intersection of Aging and the Environment

Catching the Next Wave: Older Adults and the ‘New Urbanism’

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? 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.

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...
Ownership Rate, HHs <35

Ownership Rate, HHs 35-64

Figure 4
Quarterly Homeownership Rates and Seasonally Adjusted Homeownership Rates for the United States, 1995-2014

Census Bureau CB14-187 2015
### Senior HHs who are Stuck in Place 2015-2030

<table>
<thead>
<tr>
<th>Metric</th>
<th>Figure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seniors Who Want to Sell</td>
<td>20,791</td>
</tr>
<tr>
<td>Excess Senior Sellers to Millennial Buyers</td>
<td>7,166</td>
</tr>
</tbody>
</table>
The Desire: Prefer City/Mixed Suburb

Source: NAR Community Preference Survey

The Evidence: 1-Mile Walk Commuter

Source: National Household Transportation Survey
WHAT’S THE PRIMARY REASON FOR MARKET DEMAND FOR WALKABLE URBAN PLACES?

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