



CREATING OPPORTUNITIES

Seniors Housing Research Project

Seniors Housing Forum Presentation, December 8, 2015
Allan Miller, Seniors Advisory Committee
(formerly known as the MACS - Mayor's Advisory Committee on Seniors)

Seniors Housing Research Project

- ❖ The team that completed the study included CBCL consultant Mary Bishop, who has intimate knowledge of the City through her work on the Municipal Plan draft.
- ❖ She partnered with SHS Consulting who have done extensive work on other seniors and housing projects, including the CMHC's comprehensive national guide to seniors housing.

Seniors Housing Research Project

SUMMARY:

- ❖ Report funded by the City of St. John's and the Province of Newfoundland Labrador.
- ❖ Study prompted by the City's 2012 Age Friendly Survey in which local seniors identified housing as their top issue of concern, as well as the Seniors Housing Forum (also 2012) which identified that builders wanted more information on opportunities in the changing seniors housing market.
- ❖ In June 2014, Council adopted the Affordable Housing Business Plan, which includes a goal of creating 500 homes with our partners by 2017, including 100 age friendly homes.
- ❖ This report presents detailed market information and innovative ideas on how home builders can meet local needs and expand into this growing niche.

Key points of the Study

DEMOGRAPHICS:

- ❖ Currently 20% of the City's population is over 60, by 2035, it will be 28%.
- ❖ Current average income of those over 60 is only \$24 540, however there is a high percentage of home ownership, and a significant group with assets to invest in more suitable housing forms (e.g. downsizing).
- ❖ As the population continues to age, demand for housing will likely shift from single-detached dwellings to smaller ownership, rental units and a housing options with a range of support services.

HOUSING AFFORDABILITY

- To be affordable, housing must cost less than 30% of pre-tax household income
- Also must be in good repair and suitable for the household size and composition
- **Average income for seniors is \$24 540**

IDENTIFIED NEEDS

Seniors represent a broad range of incomes and diverse needs, and the study identified these housing preferences via direct local consultation and national research:

- **Want to age at home**
- **Prefer seniors only housing**
- **Want to downsize to homes which will allow them to live independently**
- **Want to live close to services and amenities**
- **Home maintenance is an issue**
- **Home modifications are not always possible**
- **Ideally want two bedrooms, accessibility features and privacy**

POTENTIAL BARRIERS

- ❖ Current supply focused on single detached units
- ❖ 75% of available residential land is zoned for single family homes
- ❖ Does not fit with goals of municipal plan to increase density
- ❖ Major market opportunities could go untapped if this is not addressed

Acting on the Recommendations

- The Seniors Housing Research Project included 20 recommendations. The Summary document (at the end of your Participant Workbook) includes the initial City Response/Action.
- We are currently working on a revised update on the recommendations that will be presented to City Council early in 2016 and then shared with the public.
- Some of the recommendations will be worked on in the small group discussions at this Seniors Housing Forum.



REPORT RECOMMENDATIONS: POLICY AND REGULATIONS

Pre-zone some land for multiple unit dwellings

Consider alternative development standards

Streamline approval processes for seniors housing projects



REPORT RECOMMENDATIONS: PROGRAMS, AND FUNDING

Identify land for redevelopment as housing – inventory

Identify funding, resources and incentives for pilot projects

Waive fees for accessible housing that goes above code



REPORT RECOMMENDATIONS: COMMUNICATION, EDUCATION AND ADVOCACY

Educate builders on innovative seniors housing options

Advocate with province to free up land for housing

Share info about resources for home modification



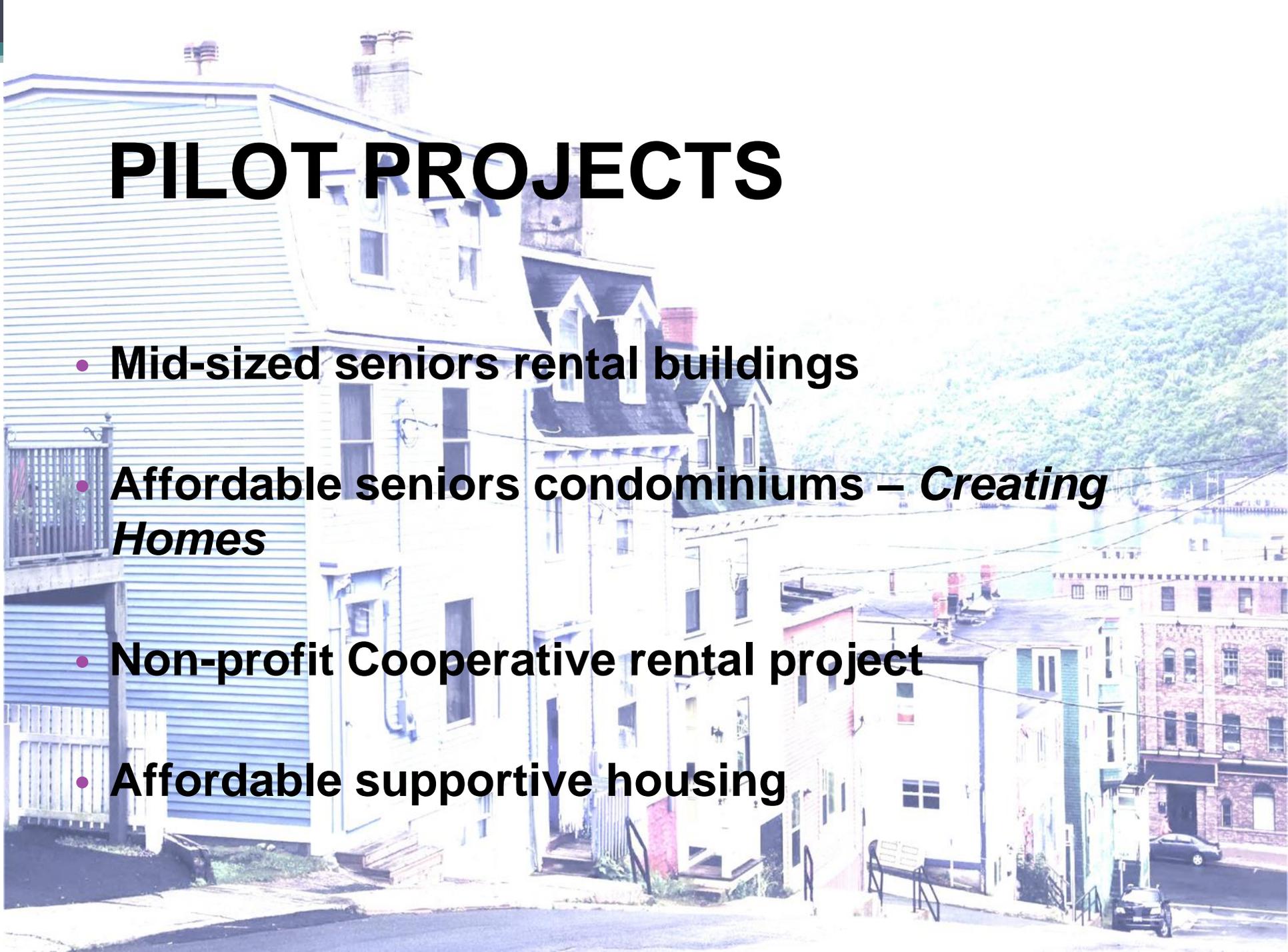
REPORT RECOMMENDATIONS: COLLABORATION AND PARTNERSHIPS

Explore social impact bonds with private investors

Create social enterprise housing projects

Partner with Habitat to create affordable seniors housing

PILOT PROJECTS



- Mid-sized seniors rental buildings
- Affordable seniors condominiums – *Creating Homes*
- Non-profit Cooperative rental project
- Affordable supportive housing

Seniors Housing Research Project - Next Steps

- Some of the research recommendations will be worked on in the small group discussions at this Seniors Housing Forum.
- A revised update on the Seniors Housing Research Project will be presented to City Council early in 2016 and then shared with the public.
- Further collaboration on other recommendations will be a priority in the new year and partners identified in the recommendations will be consulted.
- Further research will also be conducted on some of the research recommendations (i.e. on the use of social impact bonds and social enterprises that assist seniors).

Thank you.

Any questions?

