



SPECTRUM

Amendment to Sketch Plan Z-301(A)

Presentation to the Gaithersburg Mayor and City Council and Planning Commission

October 21, 2024

THE SPECTRUM



THE SPECTRUM



MAGNOLIA

FOREST PRESERVE



**SITE of City
30,000 SF
Senior
Center**

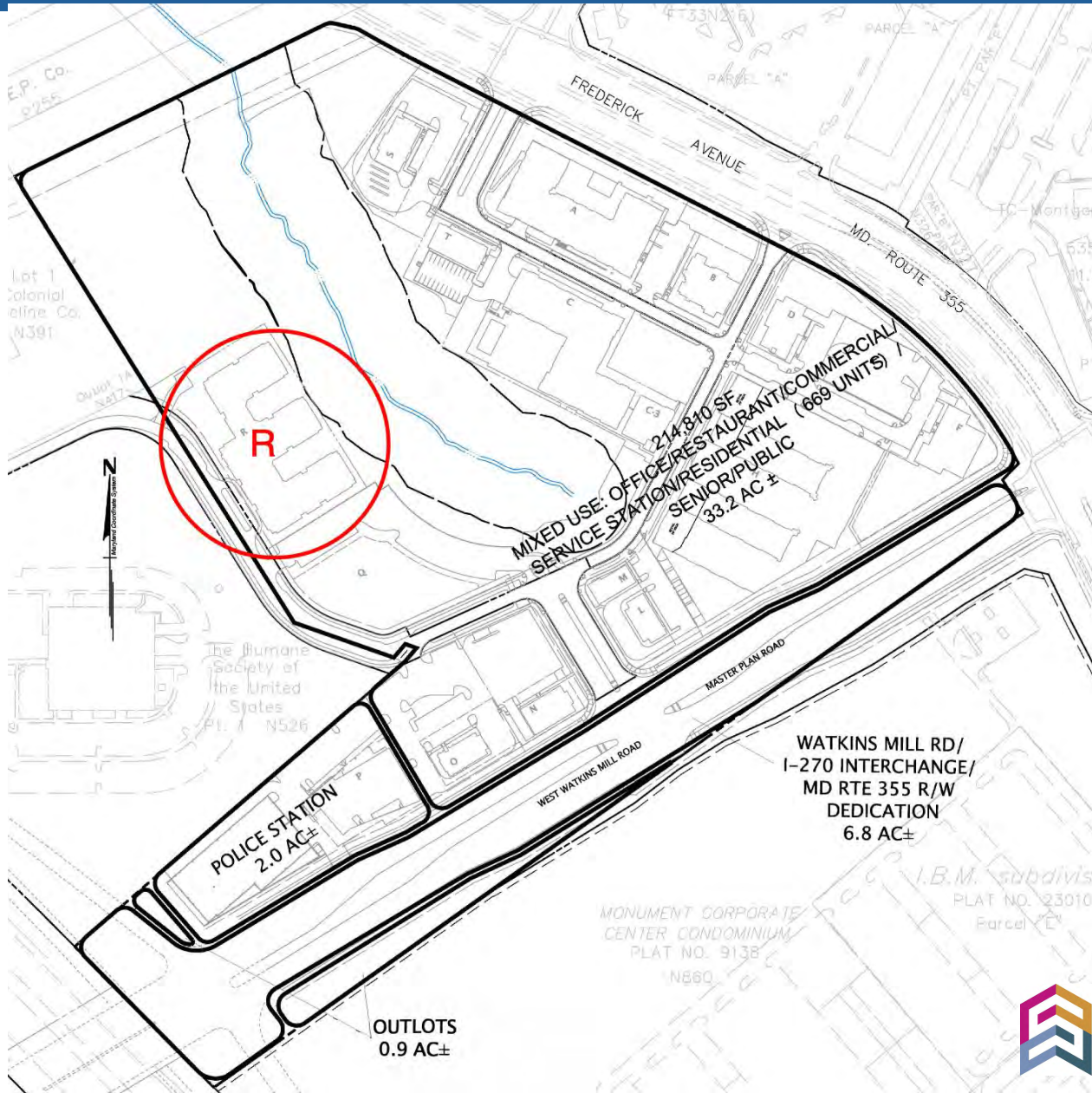
MONTGOMERY
COUNTY POLICE
6TH DISTRICT

WATKINS MILL ROAD

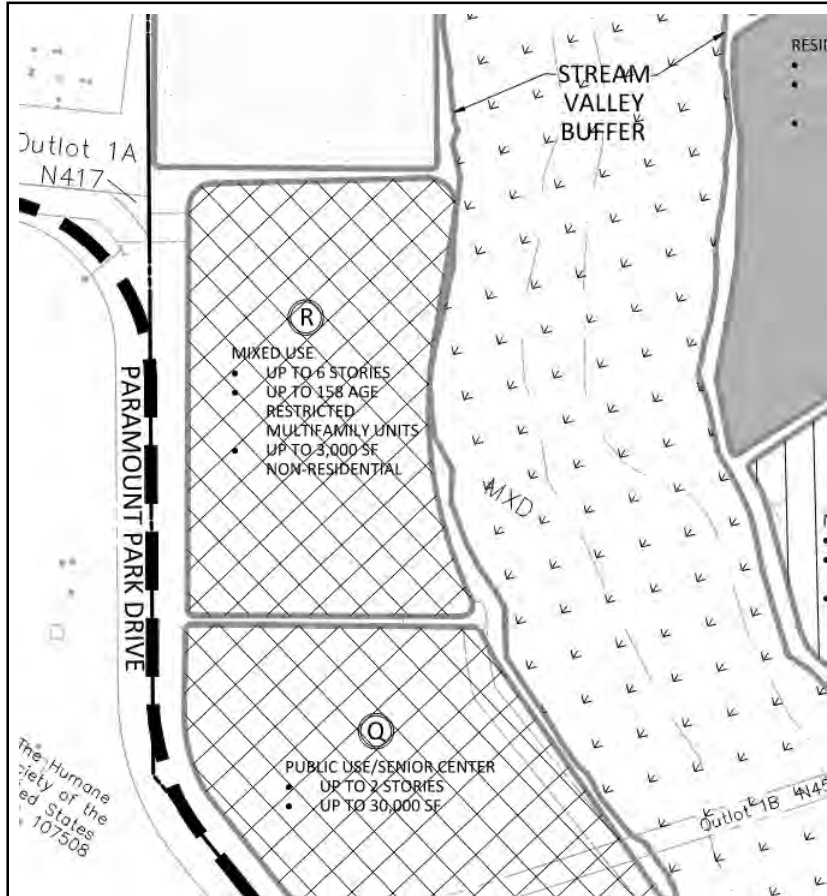
MONUMENT LIFE
SCIENCE



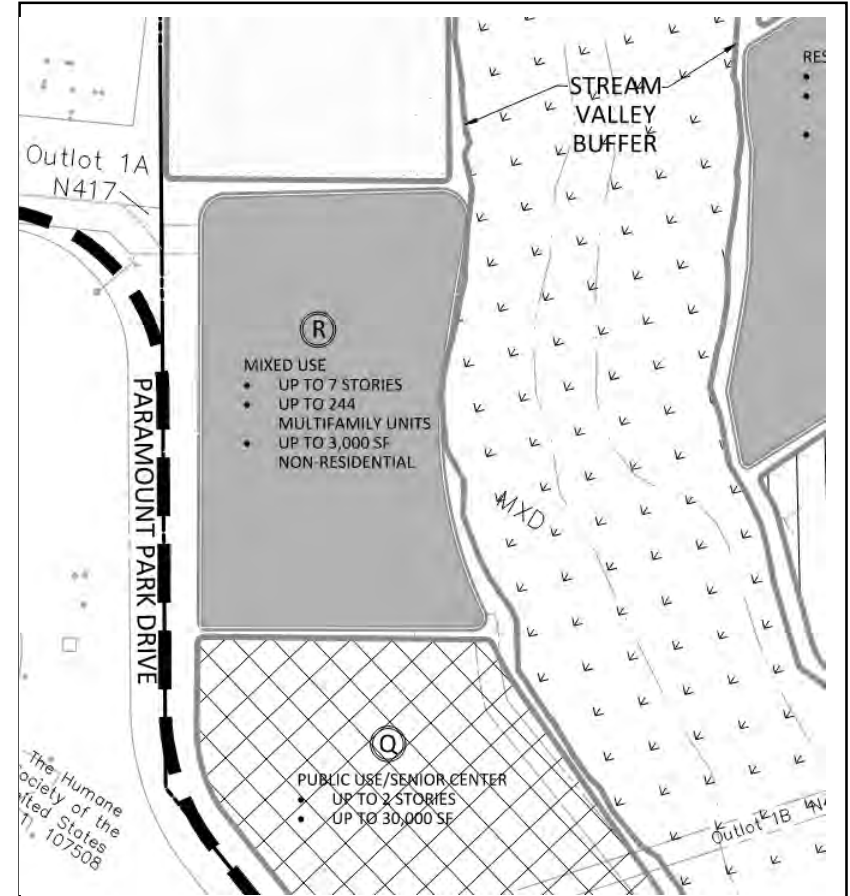
SUBJECT PARCEL



PARCEL R - SUBJECT PARCEL

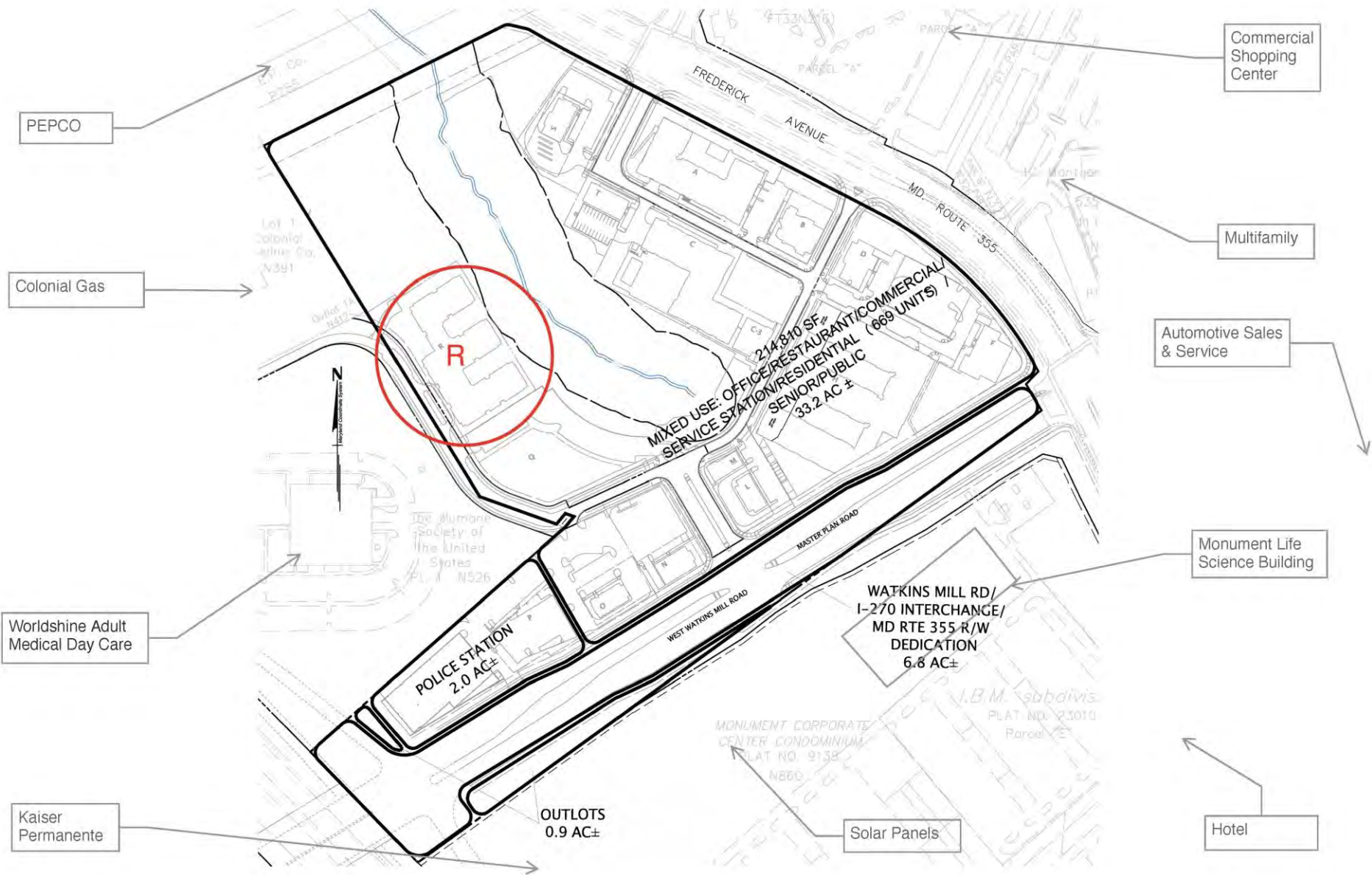


Previous Sketch Plan



Proposed Sketch Plan

SURROUNDING USES



THE APPLICATION – ASK-9892-2024

Seeking to amend Z301(A) to:

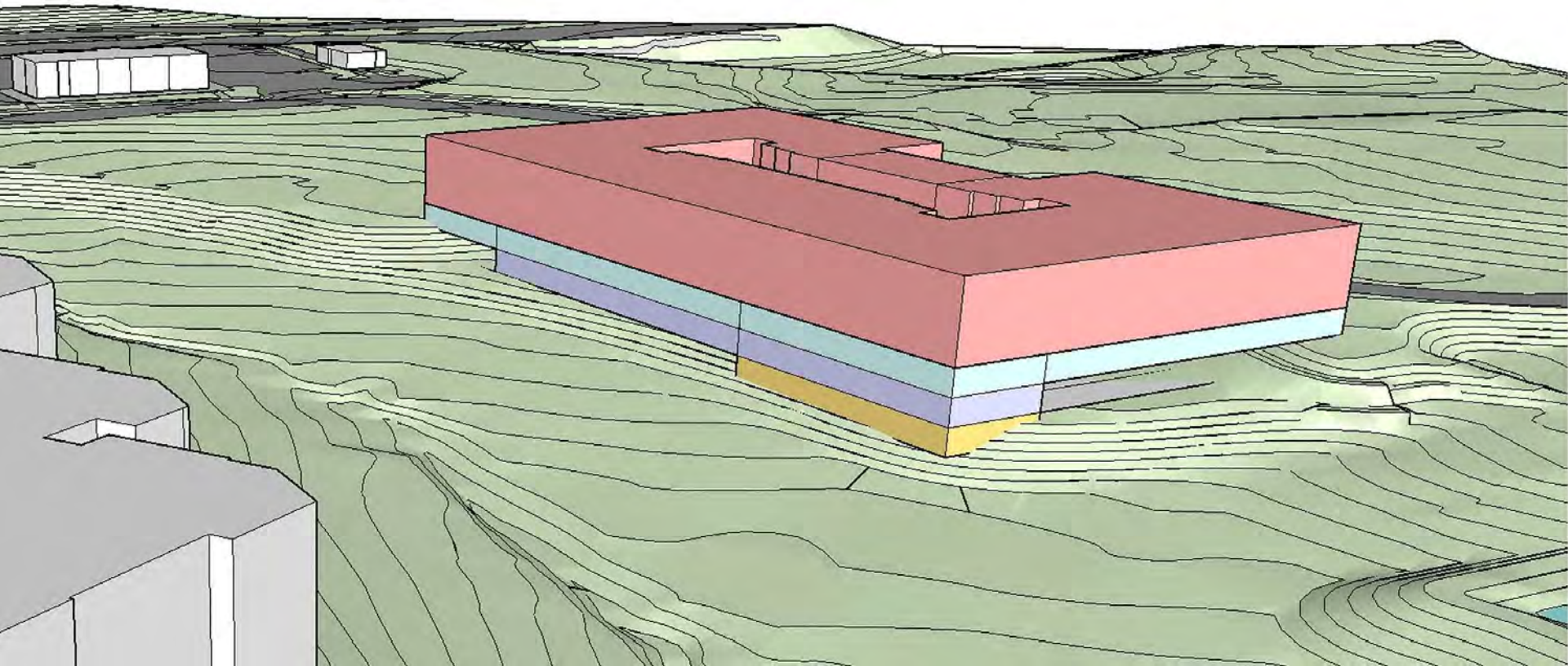
- Increase allowable height from 6 stories to 7 stories
- Increase density from 158 units to 244 units
- Remove age-restriction in favor of a multi-generational building



INCREASE ALLOWABLE BUILDING TO 7 STORIES

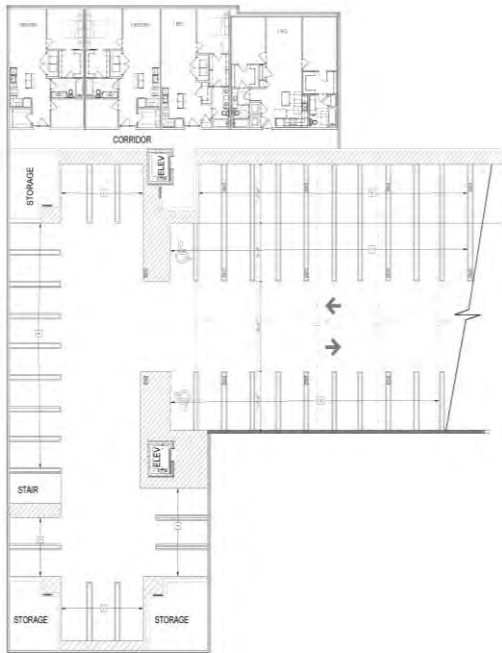


INCREASE ALLOWABLE BUILDING TO 7 STORIES

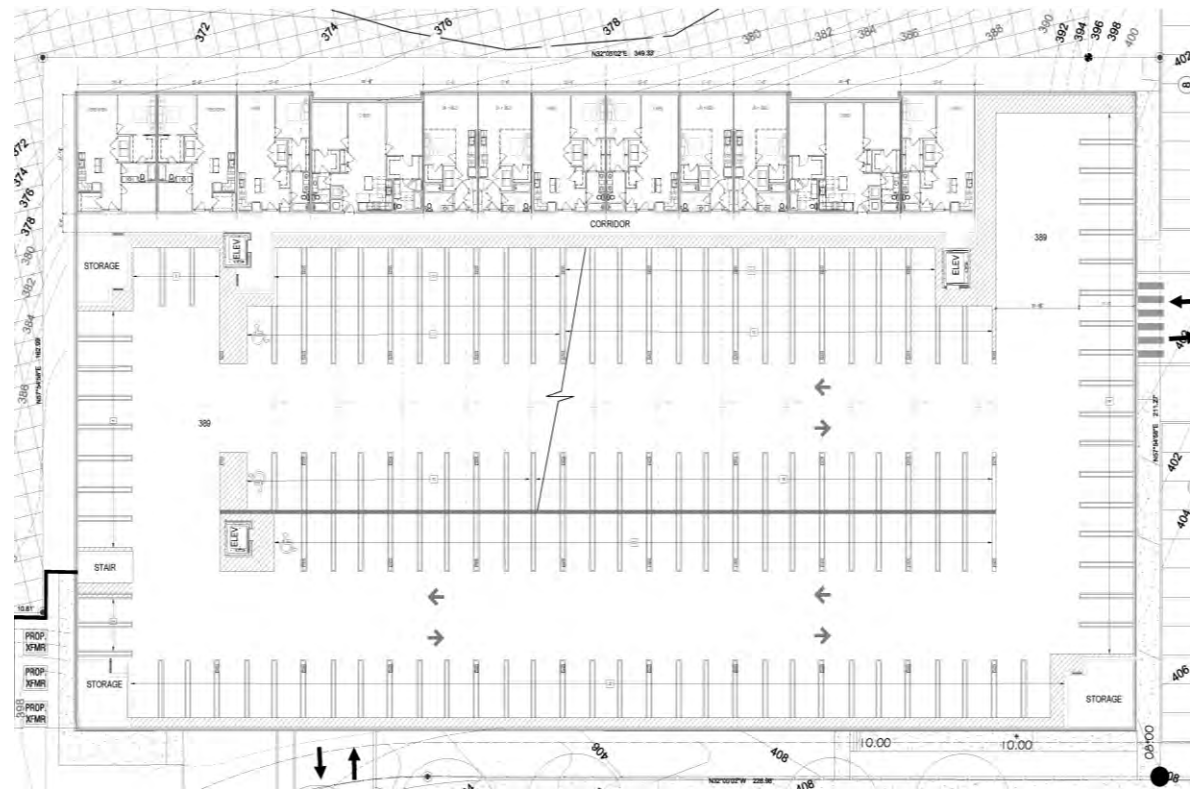


INCREASE ALLOWABLE BUILDING TO 7 STORIES

Units line the garage below main entrance level overlooking Stream Valley Buffer



B3 Level



B2 Level (B1 similar)

INCREASED DENSITY

Parking structure ramps have been moved inside the building, creating additional units



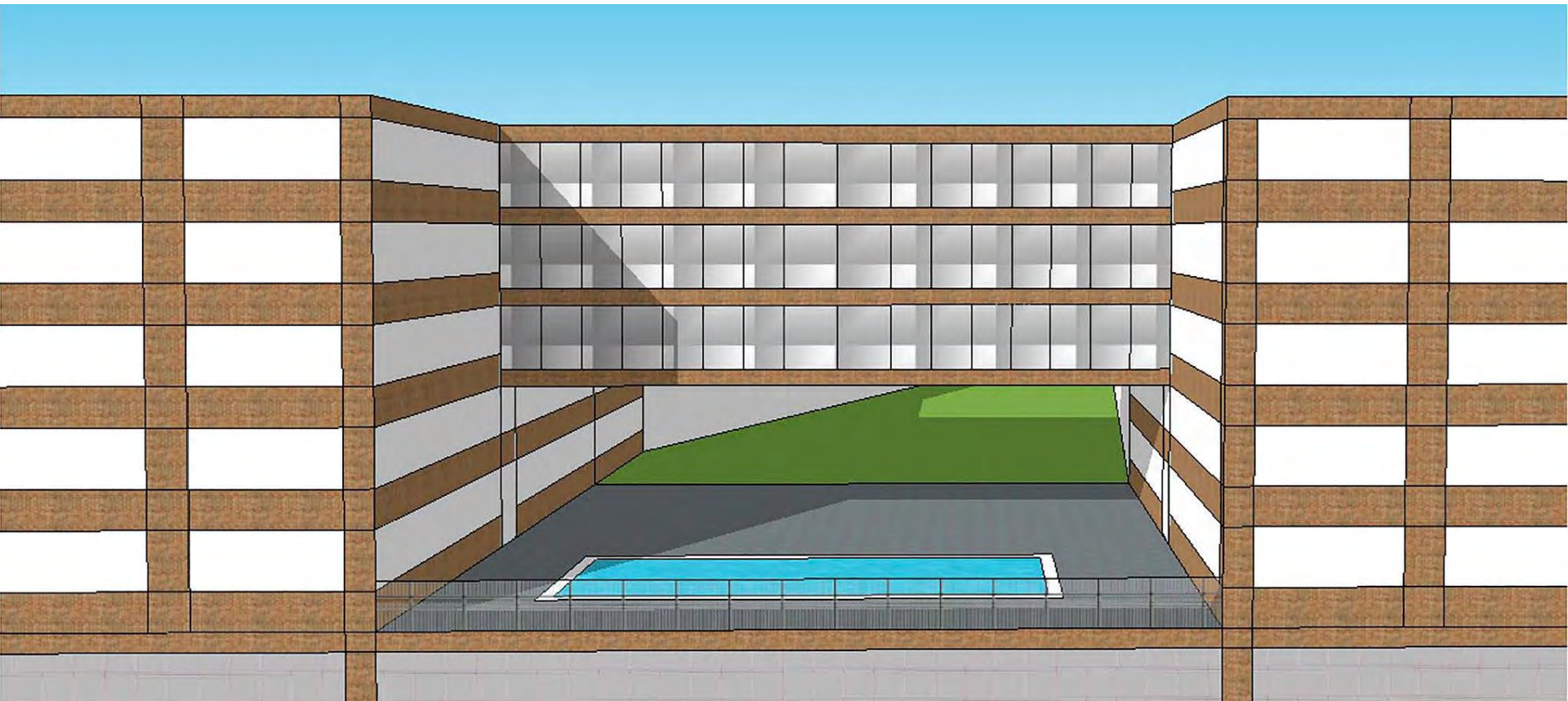
INCREASED DENSITY

Efficient Concentration of Amenities



INCREASED DENSITY

Architecturally Bridging a portion of the Pool



Increased Density = 244 Units

Housing FOR Seniors

During this presentation, we ask you to consider the perspective that removing the “Senior Only” restriction at the Magnolia does not *take away* options for elders...



Housing FOR Seniors

Rather, consider the perspective that removing the “*Senior Only*” restriction *makes room* for an alternative vision of Housing For Seniors seeking:

- A more affordable option for aging in place;
- Multigenerational living;
- An option for those who want/ or need to live near or with younger family members or private caregivers;
- Accessibility enhancements; with the
- Advantages of a vibrant, diverse community.

MULTIGENERATIONAL HOUSING

1. How Parcel R came to be “Age-Restricted”
2. Senior Housing Designations
3. Cost of Senior Housing Options
4. The Excluded Seniors
5. The Multigenerational Option

How Parcel R came to be “Age-Restricted”



2004 – City Proposal:

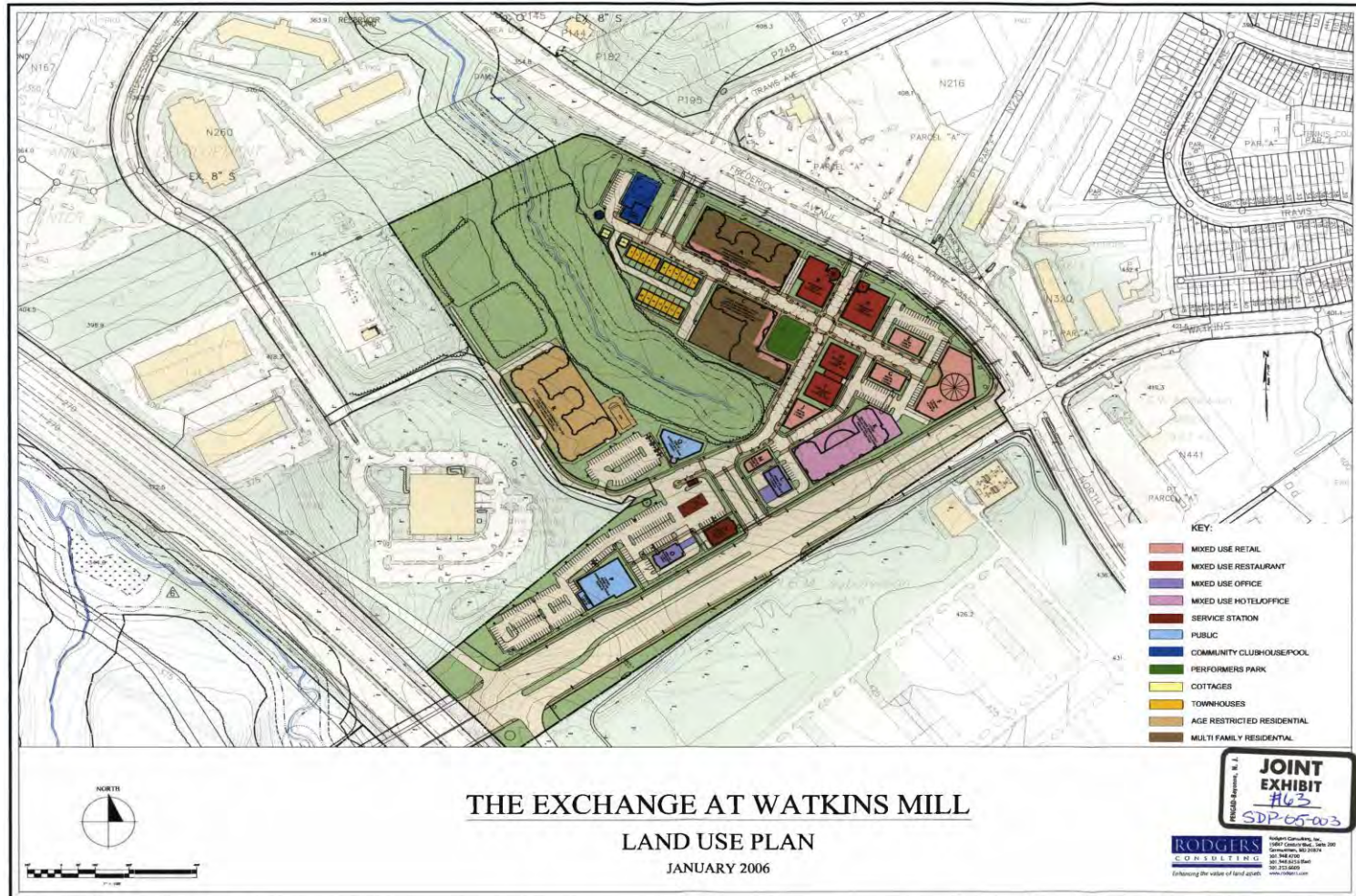
Spectrum to Provide Land

+ City to Build New Senior Center

= Parcel R to be Age-Restricted Housing

2005: SDP-05-003

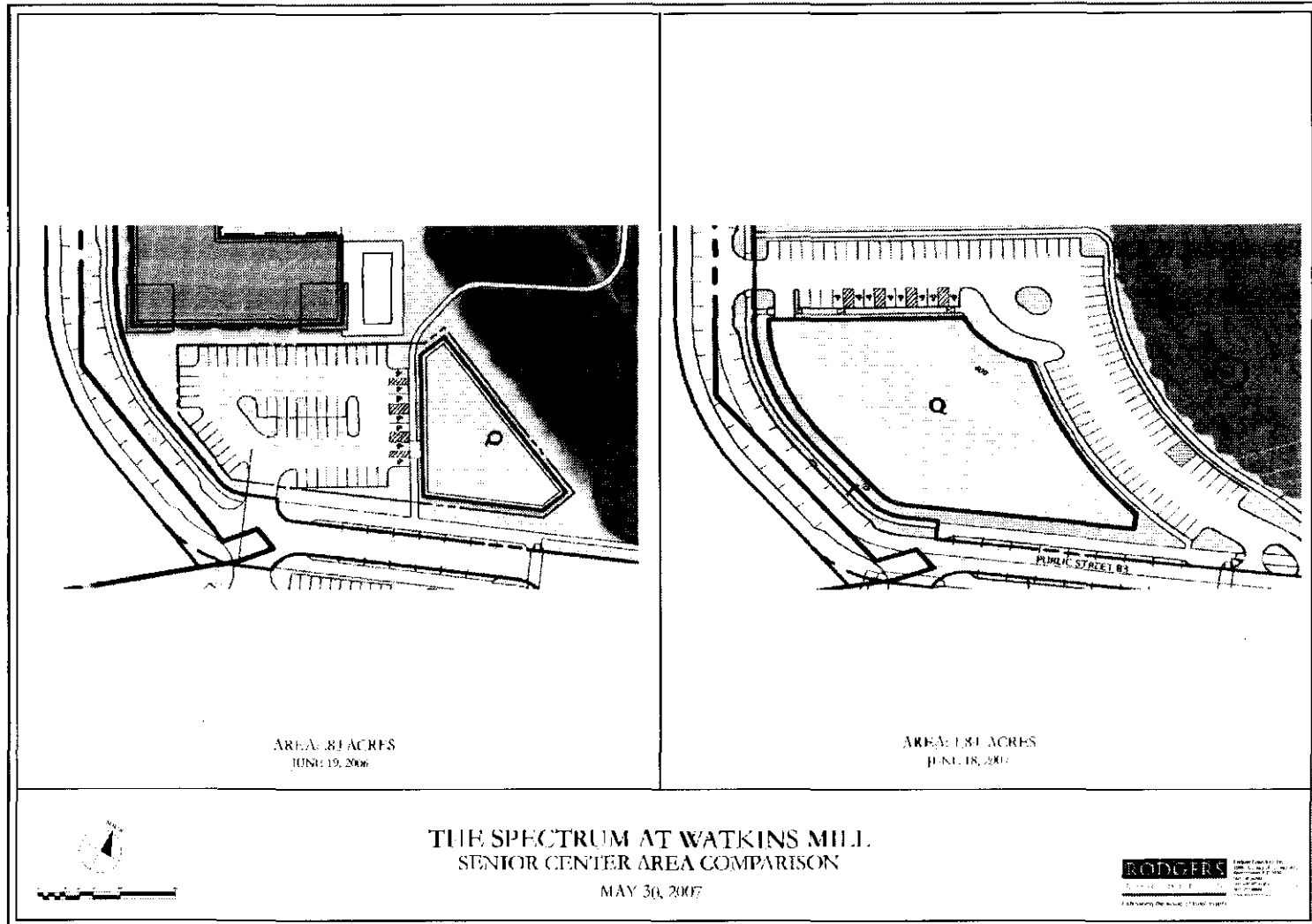
10,000 SF City Senior Center with 158 Adjacent Senior Housing units



2007: SDP-07-001

Increase to **30,000** SF City Senior Center

Exhibit #82



2009: CITY 'BLUE RIBBON' COMMITTEE STUDY

CASEY EAST/SPECTRUM SITE RANKED LOWEST

MAYOR & COUNCIL AGENDA COVER SHEET

MEETING DATE:

August 10, 2009

CALL TO PODIUM:

Michele R. Potter, Director of Parks, Recreation and Culture

RESPONSIBLE STAFF:

Michele R. Potter, Director of Parks, Recreation and Culture

AGENDA ITEM:
(please check one)

<input type="checkbox"/>	Presentation
<input type="checkbox"/>	Proclamation/Certificate
<input type="checkbox"/>	Appointment
<input type="checkbox"/>	Public Hearing
<input type="checkbox"/>	Historic District
<input type="checkbox"/>	Consent Item
<input type="checkbox"/>	Ordinance
<input type="checkbox"/>	Resolution
<input type="checkbox"/>	Policy Discussion
<input checked="" type="checkbox"/>	Work Session Discussion Item
<input type="checkbox"/>	Other:

PUBLIC HEARING HISTORY:

(Please complete this section if agenda item is a public hearing)

Introduced	
Advertised	
Hearing Date	
Record Held Open	
Policy Discussion	

TITLE:

Mature Adult Recreation Center Site Selection Task Team Report

SUPPORTING BACKGROUND:

In January of 2009, "Ad Hoc Committee to Determine the Requirements for the Senior Center and Explore the Recreation Trends for Active Older Adults" presented their recommendations to the Mayor and Council, asking the City to proceed with a feasibility study of three sites, as well as any other potential sites that may arise in the future.

At the Mayor and Council Retreat, staff was given guidance to proceed. City Manager Jones directed the formation of the Mature Adult Recreation Center Site Selection Task Team. This Team was asked to evaluate the requirements proposed by the Senior Ad Hoc Committee, identify suitable sites against established criteria, and recommend the preferred location of the new center.

Objectives of the Selection Site Task Team

- Develop criteria and descriptions for property assessments through a matrix exercise.
- Identify potential sites for a Mature Adult Recreation Center that are City owned, privately owned or owned by other government entities.
- Consider the possibility of co-locating a Mature Adult Recreation Center with an Indoor Aquatic Recreation Center.
- Draft a Site Selection Report for presentation to the City Manager.
- Present recommendations to Mayor and City Council.

DESIRED OUTCOME:

Hear Presentation and Provide Guidance.

		Sites													
		Bohrer Park Expansion		Bohrer Park Stand Alone		Casey East at Watkins Mill		Consumer Products Safety Commission		Fair-grounds		GE Combined		NIKE	
		Value	Result	V	R	V	R	V	R	V	R	V	R	V	R
Multiplier 5	Cost/Ease of Acquisition	95	47.5	95	47.5	0	40	85	22.5	0	10	75	37.5	55	27.5
	Adequate Parking w/ large spaces	10	50	10	50	5	25	10	50	10	50	10	50	10	50
	Size Shape Topography	5	45	5	45	0	30	7	35	0	40	9	45	7	35
Multiplier 4	Utilities	10	40	7	28	3	8	4	36	7	28	7	28	10	40
	Compatible w/ Adjacent Uses	10	40	10	40	10	40	5	20	10	40	10	40	7	28
	One Story Construction	7	28	7	28	7	28	7	28	10	40	8	32	8	32
	Access/Traffic	10	40	10	40	8	24	4	16	10	40	8	32	4	16
	Expansion Potential	3	12	4	36	0	0	0	36	10	40	6	24	5	36
	Environmental Considerations	8	32	7	28	7	28	0	24	7	28	0	36	6	24
Multiplier 3	Pre-empting Existing Uses	0	0	5	20	10	40	10	40	3	8	10	40	8	32
	Compatible with Master Plan	10	30	10	30	10	30	8	15	10	30	10	30	10	30
	Public Transportation	8	24	8	24	8	24	8	18	8	18	8	18	8	24
Multiplier 2	Park Like	8	27	8	27	8	9	5	15	9	9	9	27	3	15
	Location to Service Area	5	10	5	10	0	10	5	10	0	12	0	12	5	12
	Shopping & Dining	4	8	4	8	10	20	0	0	7	14	4	8	5	16
Multiplier 2	Pedestrian/Bike Access	7	14	7	14	8	12	8	16	0	12	0	18	7	14
	Grand Total		447.5		475.5		360.0		381.5		483.0		477.5		447.5
	Order		3rd		2nd		3rd		4th		5th		1st		3rd

2012 – 2023 ACTIVITY

SENIOR CENTER

SPECTRUM

- ❖ PARAMOUNT APARTMENTS
- ❖ PARAMOUNT RETAIL
- ❖ PERFORMERS PARK
- ❖ MAJESTIC APARTMENTS
- ❖ MAJESTIC RETAIL
- ❖ WATKINS MILL INTERCHANGE
- ❖ WATKINS MILL ROAD
- ❖ 6TH DISTRICT POLICE STATION
- ❖ FIREBIRDS
- ❖ STARBUCKS
- ❖ ROYAL FARMS

2024 ACTIVITY (TO DATE)

SENIOR CENTER



City Launches Multigenerational Recreational Facility Feasibility Study

The study seeks to assess the need for a new facility that meets the diverse requirements of the community.

Post Date: 08/21/2024 2:10 PM

The City has initiated a [Multigenerational Recreational Facility Feasibility Study](#) to assess the need for a new facility that meets the diverse requirements of its community. This feasibility study will evaluate existing recreational programs, identify gaps, and recommend improvements, including potential upgrades to current facilities, the addition of new program spaces, and enhancements to overall operations.

SPECTRUM

- ❖ PARAMOUNT NORTH APARTMENT APPROVAL
- ❖ MAGNOLIA APARTMENTS (CURRENT APPLICATION)

SENIOR HOUSING DESIGNATIONS

1. How Parcel R came to be “Age-Restricted”
- 2. Senior Housing Designations**
3. The Costs of Senior Housing Today
4. The Excluded Seniors
5. The Multigenerational Option

THREE STAGES OF AGING

The National Institute of Health (NIH) divides the aging process into three discernable stages:

- 1. Active-healthy Stage.** Most seniors prefer to remain in their homes or move to a Resort Style community, and many continue to work.
- 2. Slowing down Phase.** Most seniors prefer multi-family living that is maintenance-free with elevators, walkable amenities, and showers.

Many elders want to move into smaller housing units that are more age-friendly but still affordable and integrated in the community. It is important to begin developing such option on a large scale. – NIH

- 3. Skilled Nursing/ Memory Care.**

SENIOR HOUSING DESIGNATIONS

1. Active Adult

Resort Style: FL, Leisure World. For Sale Product.

2. Independent Living

- A. Income Restricted: Government Financing. eg. Seneca Creek Sr., Victory Court, Covenant Village *or*
- B. Component of CCRC
- C. Older existing apartments

Assistance with Activities of Daily Living (ADLs)

3. Assisted Living

Meals Provided. Rent + Tiered Care Plan or a la carte services

4. Skilled Nursing

Physical Therapy, IV and other Medications, Wound Care

5. Memory Care

Specialized Care for those with Dementia or Alzheimer's Disease

CONTINUOUS CARE RETIREMENT COMMUNITIES



The Carnegie at Washingtonian



The Grandview



The Village at Rockville

- Offers a Continuum of care: Independent Living, Assisted Living, Memory Care, to Skilled Nursing.
- Allows for continuous residency through the stages of aging.
- Requires *upfront* and *monthly* payments - often beyond the means of most seniors.

COST OF SENIOR HOUSING

1. How Parcel R came to be “Age-Restricted”
2. Senior Housing Designations
- 3. Cost of Senior Housing Options**
4. The Excluded Seniors
5. The Multigenerational Option

INDEPENDENT/ ASSISTED/MEMORY AGE COST

Average monthly cost of Independent Living in Montgomery County vs. other types of senior living

Assisted Living ⓘ



Memory Care ⓘ



Independent Living ⓘ



Note: the average monthly cost for Independent Living is impacted by units developed for Qualified Low Income Restricted Seniors

INDEPENDENT LIVING AVERAGE COST

Median monthly costs of Independent Living in Montgomery County, MD by room type

Semi-Private



Studio



1 Bedroom



2 Bedroom



See: 10 Best Independent Living Communities in Montgomery County, MD." *A Place for Mom*, www.aplaceformom.com/independent-living/maryland/montgomery-county. Accessed 25 July 2024.

CONTINUOUS CARE RETIREMENT COMMUNITIES



The Carnegie at Washingtonian



The Grandview



The Village at Rockville

- Suitable for high-net-worth Adults or Seniors selling their home.
- The average initial payment for a CCRC is about \$402,000, but can range to more than \$2 million.

See, AARP *How Continuing Care Retirement Communities Work*, <https://www.aarp.org/caregiving/basics/info-2017/continuing-care-retirement-communities.html>
- The initial upfront payment for the *Grandview Bethesda* is \$536,000, and \$143,000 for *Asbury Methodist*.

See; <https://www.ericksonseniorliving.com/the-grandview/pricing>, and <https://www.asbury.org/asbury-methodist-village/entrance-fees/>.

CONTINUOUS CARE RETIREMENT COMMUNITIES



The Carnegie at Washingtonian



The Grandview



The Village at Rockville

- In addition to the Upfront initial payment, the resident will incur both a *Base Monthly Fee* as well as *Extra Monthly Fees* based on services provided.
- The average Base Monthly Fee start at \$3,333 at the Grandview, and \$2,698 at Asbury Methodist.

See; <https://www.ericksonseniorliving.com/the-grandview/pricing>, and <https://www.asbury.org/asbury-methodist-village/entrance-fees/>.

Senior Housing: Rent + Care Plan/ a la Carte Fees

A recent news publication series "Dying Broke," reported that **fees often exceed base rent** at senior only facilities, with 'a la carte' charges of:

- \$12 for a blood pressure check;
- \$50 per injection (more for insulin);
- \$93 a month to order medications from a pharmacy;
- \$315 a month for daily help with an inhaler.

...Plus **additional facility charges** to help residents:

- get to the shower, bathroom or dining room;
- have meals delivered to their rooms;
- have staff check-ins for daily "reassurance", and
- simply reminding residents to take their medication.

See: <https://www.nytimes.com/series/dying-broke>

JULY 2024 SENIOR HOUSING MARKET STUDIES



“Thanks for the opportunity to review the above plans. I've analyzed this opportunity for both a Del Webb and a Pulte Active Adult opportunity. Although we are very interested in expanding our active adult brand, we will have to pass on this one.”

JULY 2024 SENIOR HOUSING MARKET STUDIES

welltower

The Magnolia site is “very challenging from a supply perspective”.

There was shown to be an acute “oversupply” of nonsubsidized senior housing in the trade area.

Welltower passed on the project.

NIC ID	Operator Property Name	Open Date (Status)	Total Units (LJ/LJ/DEM/SNF)	Operation Type	Drive Drive Crow (Dir)
1 409	Asbury Communities, Inc. Asbury Methodist Village	1928-04-01 (Stable)	1,216 (826 / 133 / 0 / 257)	CCRC (EF)	7mi 2.2mi 1.6mi (SE)
2 27862	Erickson Senior Living The Grandview	2025-09-01 (Not Yet Open)	1,396 (1,196 / 150 / 0 / 50)	CCRC (Rent)	16mi 10.9mi 10.3mi (SE)
3 27390	Kisco Senior Living The Carnegie at Washingtonian Center	2024-07-01 (Opens Soon)	296 (184 / 89 / 23 / 0)	Combined (Rent)	6mi 3.7mi 2.9mi (S)
4 12949	Ingleside Engaged Living Ingleside at King Farm	2008-03-01 (Stable)	474 (365 / 32 / 32 / 45)	CCRC (EF)	10mi 5.7mi 4.0mi (SE)
5 6389	Sunrise Senior Living Montgomery Village, Sunrise of	1989-01-01 (Stable)	139 (62 / 44 / 33 / 0)	Combined (Rent)	6mi 2.2mi 1.5mi (NE)
6 23095	Cogir Management USA Tribute at Black Hill	2020-02-15 (Stable)	142 (0 / 106 / 36 / 0)	Combined (Rent)	9mi 5.3mi 4.0mi (NW)
7 4532	Lutheran Affiliated Services The Village At Rockville	1890-01-01 (Stable)	468 (240 / 50 / 118 / 180)	CCRC (EF)	15mi 7.0mi 5.8mi (S)
8 5424	Erickson Senior Living Ridenwood	2000-05-01 (Stable)	2,106 (1,771 / 213 / 34 / 88)	CCRC (EF)	29mi 21.9mi 16.5mi (SE)
9 5435	Charles E Smith Life Communities Ring House	1910-11-01 (Stable)	847 (250 / 60 / 18 / 519)	CCRC (Rent)	17mi 10.7mi 8.8mi (SE)
10 23855	Silverstone Senior Living The Seneca Rockville	2021-08-16 (Stable)	146 (0 / 116 / 30 / 0)	Combined (Rent)	12mi 6.8mi 4.8mi (SE)
11 714	Sunrise Senior Living Bedford Court	1993-03-01 (Stable)	326 (218 / 76 / 0 / 32)	CCRC (EF)	18mi 12.8mi 8.8mi (SE)
12 16932	Brightview Senior Living Brightview West End	2017-10-16 (Stable)	198 (116 / 38 / 44 / 0)	Combined (Rent)	14mi 7.6mi 6.2mi (SE)
13 27798	Retirement Unlimited, Inc. Potomac Woods Residential Senior Living	2025-03-01 (Not Yet Open)	213 (139 / 74 / 0 / 0)	Combined (Rent)	16mi 8.6mi 7.5mi (SE)
14 14592	Brightview Senior Living Brightview Falls Grove	2013-02-04 (Stable)	89 (0 / 66 / 23 / 0)	Combined (Rent)	12mi 6.2mi 5.1mi (S)
15 4070	Sunrise Senior Living Maplewood Park Place	1997-01-01 (Stable)	244 (207 / 21 / 0 / 16)	CCRC (EF)	19mi 12.5mi 11.5mi (SE)
16 1564	Five Star Senior Living Five Star Premier Residences of Chevy Chase	1990-05-01 (Stable)	316 (294 / 22 / 0 / 0)	Combined (Rent)	23mi 15.4mi 13.9mi (SE)
17 27983	Experience Senior Living The Reserve at Strathmore Square	2027-01-01 (Not Yet Open)	242 (146 / 80 / 36 / 0)	Combined (Rent)	21mi 14.1mi 11.1mi (SE)
18 26013	Cogir Management USA Cadence at Olney	2022-06-06 (Stable)	129 (0 / 88 / 41 / 0)	Combined (Rent)	17mi 13.2mi 8.4mi (E)
19 6238	Brookdale Senior Living Brookdale Potomac	1998-11-01 (Stable)	92 (0 / 80 / 12 / 0)	Combined (Rent)	16mi 10.1mi 8.9mi (SE)
20 20372	Brandywine Senior Living Brandywine Living at Potomac	2021-04-01 (Stable)	120 (0 / 90 / 30 / 0)	Combined (Rent)	19mi 11.1mi 8.8mi (S)
21 1002	Marquis Health Consulting Services The Terraces at Tuckerman Lane	1998-01-01 (Stable)	140 (0 / 101 / 0 / 39)	Combined (Rent)	19mi 12.2mi 10.8mi (SE)
22 20514	Hawthorn Retirement Group Wlshire Estates Gracious Retirement Living	2020-01-01 (Stable)	141 (141 / 0 / 0 / 0)	Freestanding (Rent)	21mi 16.8mi 13.0mi (SE)
23 1136	ACTS Retirement-Life Communities Buckingham's Choice	1998-10-01 (Stable)	292 (205 / 45 / 0 / 42)	CCRC (EF)	25mi 18.9mi 15.6mi (NW)
24 6464	Sunrise Senior Living Rockville, Sunrise of	1997-07-01 (Stable)	70 (0 / 52 / 18 / 0)	Combined (Rent)	16mi 8.8mi 6.7mi (SE)
25 23076	CommuniCare Health Services The Landing of Silver Spring	2019-07-15 (Stable)	138 (19 / 172 / 47 / 0)	Combined (Rent)	21mi 16.8mi 12.9mi (SE)
26 433	Five Star Senior Living Aspenwood	1998-01-01 (Stable)	127 (81 / 46 / 0 / 0)	Combined (Rent)	21mi 14.1mi 9.7mi (SE)
27 9351	Kensington Senior Living Kensington Park Senior Living	1993-01-01 (Stable)	221 (80 / 110 / 51 / 0)	Combined (Rent)	25mi 15.9mi 12.6mi (SE)
28 28195	Spectrum Retirement Communities, LLC Spectrum Retirement Community - Potomac	2024-04-01 (Recently Opened)	130 (0 / 100 / 30 / 0)	Combined (Rent)	22mi 12.5mi 10.2mi (S)
29 5268	Victory Housing Raphael House	1992-07-01 (Stable)	31 (0 / 31 / 0 / 0)	Freestanding (Rent)	13mi 8.3mi 7.2mi (S)
30 23120	Mather Lifeways The Mather - Tysons	2024-03-01 (Recently Opened)	371 (293 / 16 / 20 / 42)	Freestanding (Rent)	29mi 19.8mi 16.1mi (S)
31 4457	HealthBridge Management Montgomery Village Care & Rehabilitation	1996-01-01 (Stable)	157 (0 / 0 / 0 / 157)	Freestanding (Rent)	5mi 1.7mi 1.3mi (NE)
32 23269	Brightview Senior Living Brightview Grosvenor	2020-10-01 (Stable)	96 (0 / 58 / 38 / 0)	Combined (Rent)	20mi 12.4mi 11.2mi (SE)
33 1093	Brooke Grove Retirement Village, Board of Directors Brooke Grove Retirement Vi...	1950-01-01 (Stable)	400 (40 / 32 / 76 / 252)	CCRC (EF)	24mi 15.8mi 9.5mi (E)
34 2495	Society of Friends Friends House Retirement Community	1967-01-01 (Stable)	203 (100 / 21 / 0 / 82)	CCRC (Rent)	24mi 15.8mi 10.4mi (E)
35 28269	Kensington Senior Living Westbard of Bethesda	2025-06-01 (Not Yet Open)	155 (0 / 130 / 25 / 0)	Combined (Rent)	26mi 17.0mi 14.7mi (SE)
36 18732	Brightview Senior Living Brightview Bethesda Woodmont	2019-08-01 (Stable)	113 (0 / 92 / 21 / 0)	Combined (Rent)	24mi 14.8mi 13.3mi (SE)
37 13136	Sunrise Senior Living Fox Hill	2008-12-01 (Stable)	83 (0 / 57 / 26 / 0)	Combined (EF)	21mi 14.0mi 12.1mi (S)
38 3340	Westminster Ingleside Ingleside At Rock Creek	1906-10-01 (Stable)	363 (232 / 21 / 32 / 78)	CCRC (EF)	30mi 18.2mi 16.2mi (SE)
39 22981	Solera Senior Living LLC The Modena Reserve at Kensington	2021-12-01 (Stable)	135 (62 / 47 / 26 / 0)	Combined (Rent)	25mi 16.5mi 12.1mi (SE)
40 28530	Kensington Senior Living Kensington of Bethesda	2025-07-01 (Not Yet Open)	135 (0 / 135 / 0 / 0)	Freestanding (Rent)	26mi 16.9mi 14.7mi (SE)
41 5759	Shady Grove Center	1987-01-01 (Stable)	166 (0 / 0 / 0 / 166)	Freestanding (Rent)	9mi 5.1mi 4.3mi (S)
42 15421	Brookdale Senior Living Brookdale Olney	2012-11-02 (Stable)	79 (0 / 49 / 30 / 0)	Combined (Rent)	21mi 14.6mi 9.0mi (E)
43 1612	Marquis Health Consulting Services Collingswood Rehabilitation And Nursing Cen...	1972-01-01 (Stable)	160 (0 / 0 / 0 / 160)	Freestanding (Rent)	10mi 6.2mi 5.4mi (SE)
44 22570	Sunrise Senior Living Bethesda, Sunrise of	2018-04-01 (Stable)	86 (0 / 68 / 20 / 0)	Combined (Rent)	23mi 14.8mi 13.2mi (SE)
45 3528	Knollwood Military Retirement Community	1962-05-01 (Stable)	272 (169 / 43 / 25 / 35)	CCRC (EF)	30mi 17.9mi 15.8mi (SE)
46 16432	Artis Senior Living Olney Assisted Living	2015-01-01 (Stable)	84 (0 / 0 / 84 / 0)	Freestanding (Rent)	18mi 13.3mi 8.3mi (E)
47 1738	Country Meadows Retirement Communities Country Meadows Of Frederick	2002-05-01 (Stable)	179 (58 / 81 / 40 / 0)	Combined (Rent)	28mi 23.9mi 18.2mi (NW)
48 3254	Homewood Retirement Centers Homewood At Frederick	2000-03-01 (Stable)	533 (357 / 56 / 0 / 120)	CCRC (Rent)	35mi 28.8mi 23.6mi (NW)
49 7360	Victory Housing Grace House	2006-11-01 (Stable)	32 (0 / 32 / 0 / 0)	Freestanding (Rent)	17mi 12.6mi 9.0mi (E)
50 357	Welltower Inc. Arden Courts - Potomac	1988-01-01 (Stable)	204 (0 / 0 / 46 / 158)	Combined (Rent)	19mi 11.0mi 8.9mi (S)

Status	Count	ACUs	Pct
Stable	180	1,340	76.6%
Not Yet Open	11	229	13.1%
Opens Soon	1	157	9.0%
Recently Opened	5	21	1.2%
Nearly Stable	2	2	0.1%
	1	%	
Total	200	1,749	100.0%

Operation Type	Count	ACUs	Pct
CCRC (EF)	16	791	45.2%
Combined (Rent)	90	651	36.0%
CCRC (Rent)	7	222	12.7%
Freestanding (Rent)	82	98	5.6%
Combined (EF)	2	6	0.3%
Freestanding (EF)	2	2	0.1%
	1	%	
Total	200	1,749	100.0%

ACUs by Direction			
NW 89 (5.1%)	N 2 (0.1%)	NE 76 (4.3%)	
W 0 (0%)	Total 1,749 (100.0%)	E 49 (2.8%)	
SW 5 (0.3%)	S 326 (18.6%)	SE 1,202 (6.8%)	

THE EXCLUDED SENIOR POPULATION

1. How Parcel R came to be “Age-Restricted”
2. Typical “Senior Only” Housing Options
3. The Cost of Senior Housing
- 4. The Excluded Seniors**
5. The Multigenerational Option

BARRIERS TO SENIOR HOUSING

The High Costs of Senior Housing are typically paid from a combination of:

- 1) Personal savings and Retirement funds,
- 2) Social Security Payments, and
- 3) Sale of their home.

BARRIERS TO SENIOR HOUSING

Median home equity levels reflect significant inequality by race & ethnicity:

- Older Black Homeowners: \$ 123,000
- Older Hispanic Homeowners: \$ 200,000
- Older White Homeowners: \$ 251,000
- Older Asian/Multi-racial/other race: \$ 270,000

BARRIERS TO SENIOR HOUSING

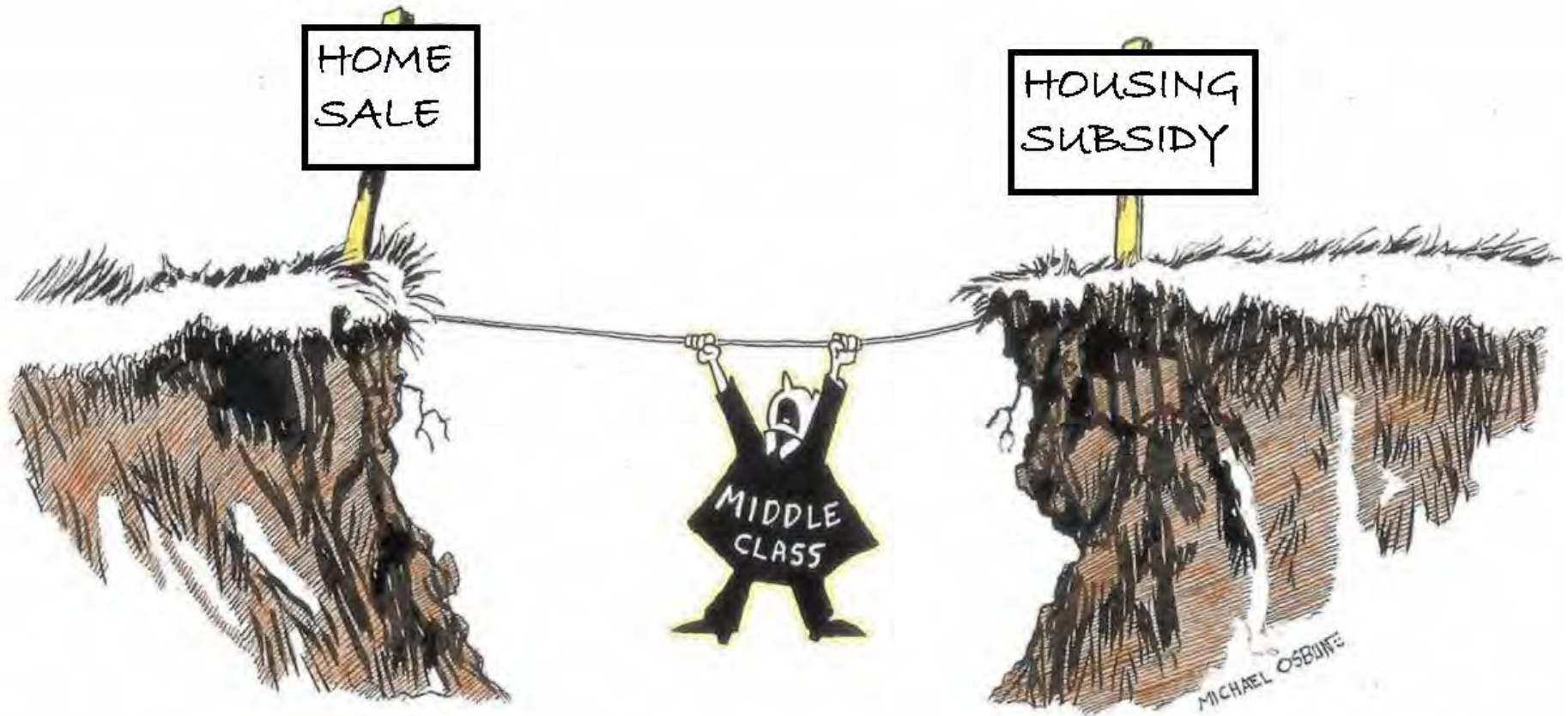


Kaiser Family Foundation (KFF) recently reported that 83 percent of adults said it would be impossible or very difficult to pay \$60,000 a year for assisted-living **Base Rent**.

SENIOR PROFILE IS EVOLVING

- *Dramatic demographic changes* have occurred in Gaithersburg, creating a vibrant, multi-cultural community that is far more diverse culturally and economically than in the past that has different needs and preferences.
- Many seniors new to Gaithersburg do not own a home with equity or have sufficient savings to pay the high cost of Senior Living.
- Many seniors do not qualify for government-subsidized senior housing.

SENIOR HOUSING – A NEED FOR ALTERNATIVES



WHY MULTIGENERATIONAL HOUSING?

1. How Parcel R came to be “Age-Restricted”
2. Typical “Senior Only” Housing Options
3. The Costs of Senior Housing Today
4. The Excluded Seniors
5. The Multigenerational Option

SENIORS ARE LIVING & WORKING LONGER

- ❖ Modern medical breakthroughs such as knee replacements and coronary angioplasty have extended and improved the quality and length of life for seniors.
- ❖ These medical advances have allowed seniors to work longer and have extended the “slowing down phase.”
- ❖ Transamerica Center for Retirement Studies reports: *“Almost half of Baby Boomer workers (49 percent) expect to work past age 70 or do not plan to retire.”*

CHANGING SENIOR PREFERENCES

A NIH report of Senior Housing noted the following:

Surveys have shown that most older people prefer a mixed-age neighborhood over one restricted to people their own age.

See: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1464018/>

CHANGING SENIOR PREFERENCES

“Culturally, as the U.S. population continues to grow and evolve through immigration, more new residents – particularly those of Asian and Latino descent – are bringing with them a tradition of living with multiple generations.”

- Urban Land Institute

CHANGING SENIOR PREFERENCES

- ❖ When they have a choice, Baby Boomers are rejecting segregated, age-restricted housing. This trend is more pronounced since COVID.
- ❖ According to the Council on Aging, “age-restricted retirement communities tend to be white, politically conservative, and not multi-generational.”
- ❖ Baby boomers, according to the Council on Aging, “seem destined to transform the business of aging.” The trend now is toward senior living that “values inclusion over exclusion” with Baby Boomers seeking to live with neighbors of all ages and walks of life.

BENEFITS OF MULTIGENERATION LIVING

- ❖ Senior Housing restricts younger family members from living in the same building or apartment as the senior resident.
- ❖ Most seniors cannot afford the cost of Assisted Living and must rely on the support of family members, who are often renters.
- ❖ Most cherish family connections and do not want to be isolated.

BENEFITS OF MULTIGENERATION LIVING

Gaithersburg, which ranks as one of the most diverse cities in the country, is experiencing “barbell-shaped” growth, with dramatic increases in the number of adults with a graduate degree and those without a high school diploma.



The multi-generational approach to developing the Magnolia will address demand among newcomers drawn to jobs in technology, seniors in both the “healthy-active” and “slowing down” phases of aging, and immigrants and others who prefer multi-generational living.

HOUSING DEMAND

TECHNOLOGY WORKER DEMAND CONTINUES

NOVAVAX
Creating Tomorrow's Vaccines Today

AscentGene

AstraZeneca

sirnaomics
Advancing RNAi Therapeutics

BeneVir
active immunotherapy against evolving tumors

Kite
A GILEAD Company

NLST

HUGHES

Adventist HealthCare

THE WHY OF MULTIGENERATIONAL HOUSING

- Market not supportive of Age-Restricted Housing at this location.
- Models and preferences have changed.
- Increased demand for housing for technology workers.
- No Adjacent Senior Center.
- Baby Boomers want Inclusive, not Segregated Housing.

GOALS - 2023 HOUSING MASTERPLAN

Goal 4:

- ✓ *Ensure the availability and consideration of needs for senior housing and housing for individuals with disabilities.*
- ✓ *Encourage builders to build homes with features that could be adapted to accommodate people of all ages and abilities.*
- ✓ *Address mobility barriers by ensuring physical infrastructure and transportation options, such as sidewalks and ADA compliant ramps and street crossings are planned to serve these populations.*
- ✓ *Explore establishing a minimum percentage of multi-family rental units above the 5% requirement for Fair Housing Accessibility.*

GOALS - 2023 HOUSING MASTERPLAN

Goal 4: (continued)

○ *Preserve existing and approved age- and ability- restricted housing projects.*

- ❖ This Goal is reflective of the 2005 shared commitment to build a senior center and adjacent senior housing.
- ❖ During this 20-year period, Community recreational Facilities have *shifted* to the *Multigenerational Model*;
- ❖ ‘Senior Only’ housing has also evolved to the **CCRC model** (high buy in costs & monthly fees) or the **government subsidized - income restricted model**, leaving many residents without realistic options for themselves or their families.
- ❖ Market studies have demonstrated that Parcel R is not a suitable option for Senior Housing at this location.

A NEW APPROACH FOR SENIOR RENTERS

The Magnolia seeks to expand Spectrum's existing model of housing for Seniors by providing an inclusive option for Senior renters - and others - who want to live in multi-generational, mixed-use, walkable community with carefully designed units.

BUILDING ACCOMMODATIONS

Building Accommodations

- Connected & Walkable to retail amenities
- Shared amenities with other Spectrum Communities
- Exercise equipment designed for seniors
- Underground, Assigned Parking
- Elevator Service to all units
- Valet Trash Service

UNIT ACCOMMODATIONS

Unit Accommodations benefit those with mobility impairments and other Disabilities regardless of age

- Podium level: Hard plank flooring throughout
- Podium level: showers with no/low threshold
- Accessibility controls for hearing impaired
- Side by Side Washers and Dryers
- Enhanced accessibility features in bathroom

THE APPLICATION – ASK-9892-2024

Seeking to amend Z301(A) to:

- Increase allowable height from 6 stories to 7 stories
- Increase density from 158 units to 244 units
- Remove age-restriction in favor of a multi-generational building





SPECTRUM

Amendment to Sketch Plan Z-301(A)

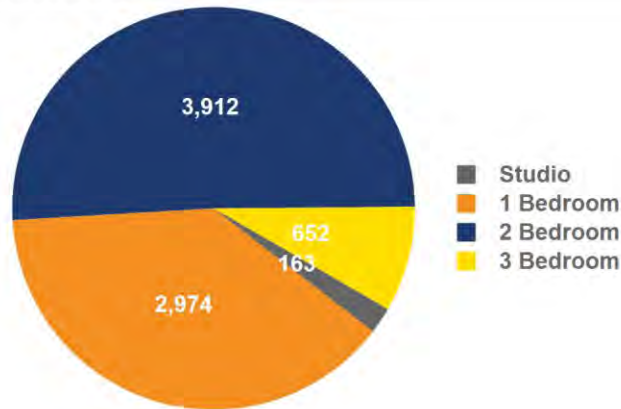
Presentation to the Gaithersburg Mayor and City Council and Planning Commission

October 21, 2024

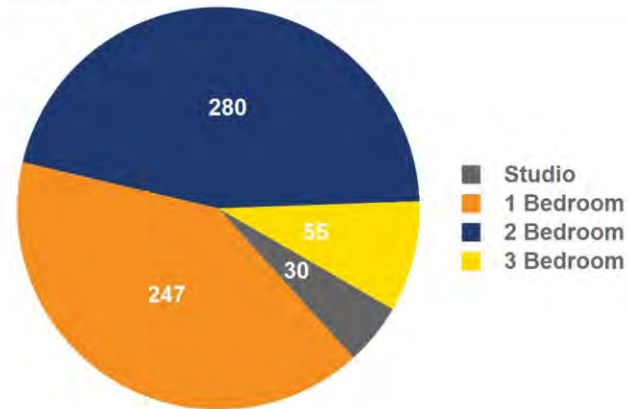
End of Presentation

Three Bedroom Market Demand

EXISTING UNITS



VACANT UNITS



ASKING RENT PER UNIT PER MONTH



12 MONTH ABSORPTION IN UNITS

