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What Baby Boomers Want in 55-Plus Communities Now

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NEWPORT BEACH, CA—Boomers are seeking a high level of resort-style services and facilities, to be surrounded by open space with access to upscale amenities and rich social programming that keeps them engaged and active, Foremost's Steve Cameron tells GlobeSt.com.



Cameron: "As developers, we're seeing 55-plus homes being built with an increasing emphasis on indoor/outdoor living, more options for pet owners, floor plans that are open, yet provide space for guests, energy efficiency and high-speed Internet and wireless connectivity."

NEWPORT BEACH, CA—**Baby Boomers** are seeking a high level of resort-style services and facilities, to be surrounded by open space with access to upscale amenities and rich social programming that keeps them engaged and active, **Foremost Cos.**' president **Steve Cameron** tells GlobeSt.com. **Forestar Toscana Development Co.**, a venture between Foremost and a controlled affiliate of **Starwood Capital Group**, recently reported that **PulteGroup's Del Webb** brand is building the first two neighborhoods within **Terramor**, a new master-planned community in Southern California. Built within a region with few **55-plus** new home options, the neighborhoods—which are expected to open in spring 2017—aims to answer unmet buyer demand for the region's Baby-Boomer population. We spoke with Cameron about Foremost's focus for 2017, housing trends and what Baby Boomers are looking for in 55-plus communities today.

GlobeSt.com: What is your focus for 2017?

Foremost: From our inception in 2007, we have purchased land and developed **residential** projects exclusively in Southern California, and that will continue to be our strategy. One of our major focuses in 2017 is the opening of our new master-planned community, Terramor, which is being developed on one of the largest undeveloped residential land parcels along Interstate 15. Designed to address the lack of 55-plus **housing** in Southern California, the community will comprise 1,443 homes at buildout, with the first two neighborhoods opening this spring.



Terramor aims to answer unmet buyer demand for Southern California's Baby-Boomer population.

GlobeSt.com: From where will you be drawing your buyers? Do you expect your buyers to come from beyond the area?

Foremost: Considering the scarcity of 55-plus housing in Southern California, Terramor's central location, we anticipate the community to be a regional draw, attracting buyers primarily from the region's five counties, including Riverside County, Orange County, Los Angeles County, San Bernardino County and San Diego County. Knowing that 55-plus buyers will relocate for a community that supports and enhances their lifestyle, we designed Terramor with resort-style clubs and first-class amenities, including an outdoor pool with surrounding cabanas, an indoor pool, extensive wellness center, tennis, bocce ball and pickleball courts and much more.

GlobeSt.com: What do you believe were some important housing trends (whether positive or negative) that occurred in 2016?

Foremost: In terms of 55-plus communities, we have found that Boomers are looking for a high level of resort-style services and facilities. They want to be surrounded by

open space with access to upscale amenities and rich social programming within the community that keeps them engaged and active. And, just as importantly, they want to live close to their adult children and grandchildren.

GlobeSt.com: What do you believe will occur in 2017?

Foremost: We're optimistic about 2017 and excited to open the Terramor community. We believe the pent-up demand for housing for the 55-plus demographic will get us off to a strong start to build a solid foundation for the rest of the year. Terramor is a response to the need for Boomer housing and we think it will be a very successful project for Foremost, in and beyond 2017.

GlobeSt.com: What are several innovations in new home design, and specifically design for 55-plus homes, that are driving boomers to buy new homes?

Foremost: As **developers**, we're seeing 55-plus homes being built with an increasing emphasis on indoor/outdoor living, more options for pet owners, floor plans that are open, yet provide space for guests, energy efficiency and high-speed **Internet** and wireless connectivity.

GlobeSt.com: What does your research tell you that your target demographic wants most in a surrounding community?

Foremost: The vast majority of Boomers do not want to live in an urban setting, yet they want easy access to conveniences and services, such as medical centers, shopping and dining, as well as recreational options, such as fitness centers and walking trails.

*Several economic factors have resulted in net positives for the multifamily sector and prices in core markets are at an all-time high. But just how long can the market continue on this trajectory? [Join us](#) at **RealShare Apartments East** on Feb. 28 and March 1 for insights on succeeding in the right markets as well as navigating and finding opportunities in the more challenging ones. [Learn more.](#)*



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