

Grey County

Campus of Care Feasibility Study

Phase 1: Market Assessment

Presentation to LTC Redevelopment Planning Task Force

March 19, 2021



Agenda



- Overview of the Study
- Phase 1 Key Findings
- Stakeholder Engagement
- Site Servicing and Design Concepts

Purpose of the Work



Assess the feasibility of building a campus of care community when the existing Rockwood Terrace long term care home is redeveloped into a new 128 bed facility.

The availability of a 32 acre property gives the County a unique opportunity to develop not only a new long term care home, but a full campus of care community.

What is a Campus of Care



The term campus of care community refers to a community that provides a variety of care and housing options tailored to seniors at one location.

This ranges from:

- independent living with some supports
- assisted living
- long-term care
- to potentially, memory care or palliative care

These communities have become more popular as demographic, social and economic conditions have changed.

In some cases, individuals that were previously accommodated in long term care homes are no longer eligible due to changing regulations and now need to find other housing solutions. This has changed the face of retirement homes and other forms of seniors housing.

Spruce Lodge – Stratford, Ontario

The campus is owned and operated by three government bodies, including: Perth County, The City of Stratford and the Town of St. Marys.

- 128 long-term care beds
- 67 single storey bungalow style garden homes
- 99 apartment style rental and life-lease units
- 32 apartment style rent-geared-to-income rental units

The garden homes offer independent living with some supports. The apartments offer a suite of supports customized to the level of care needed for each resident including:

- Congregate dining
- Registered nurse, footcare and blood pressure clinic
- Exercise programmes
- Laundry service
- Day programmes

Georgian Village – Penetanguishene

Completed in 2013 and owned by the County of Simcoe. It is located adjacent to Georgian Manor, a County owned long-term care home. The campus includes:

- 143 long-term care beds
- 17 life-lease single storey two-bedroom garden homes
- 40 life-lease apartment suites
- 40 affordable rental housing units
- 42 assisted living rental units

In addition to similar supports offered to those of Spruce Lodge additional amenities include:

- Adult day programmes
- Clinic, pharmacy and a hearing aid centre
- Beauty salon, fitness centre and therapeutic pool
- Woodworking shop, greenhouse and community gardens
- Bistro, pub and a piano lounge with billiards
- Public library branch
- Walking trails, bocce ball, shuffle board and golf greens

Phase 1 – Key Findings

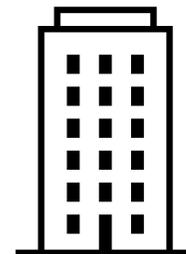
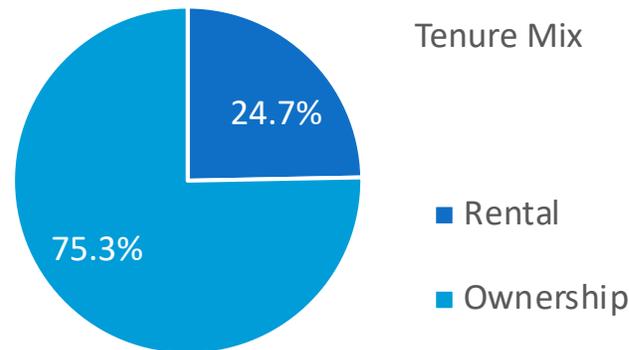
Phase 1 – Supply and Demand

Grey County has a higher proportion of residents over 55 years of age

- Higher than the provincial average,
- More total older-adults than normal aging of the local populace would produce.

This suggests that the County is a retirement destination that will benefit from an expanded LTC facility and independent-living seniors housing.

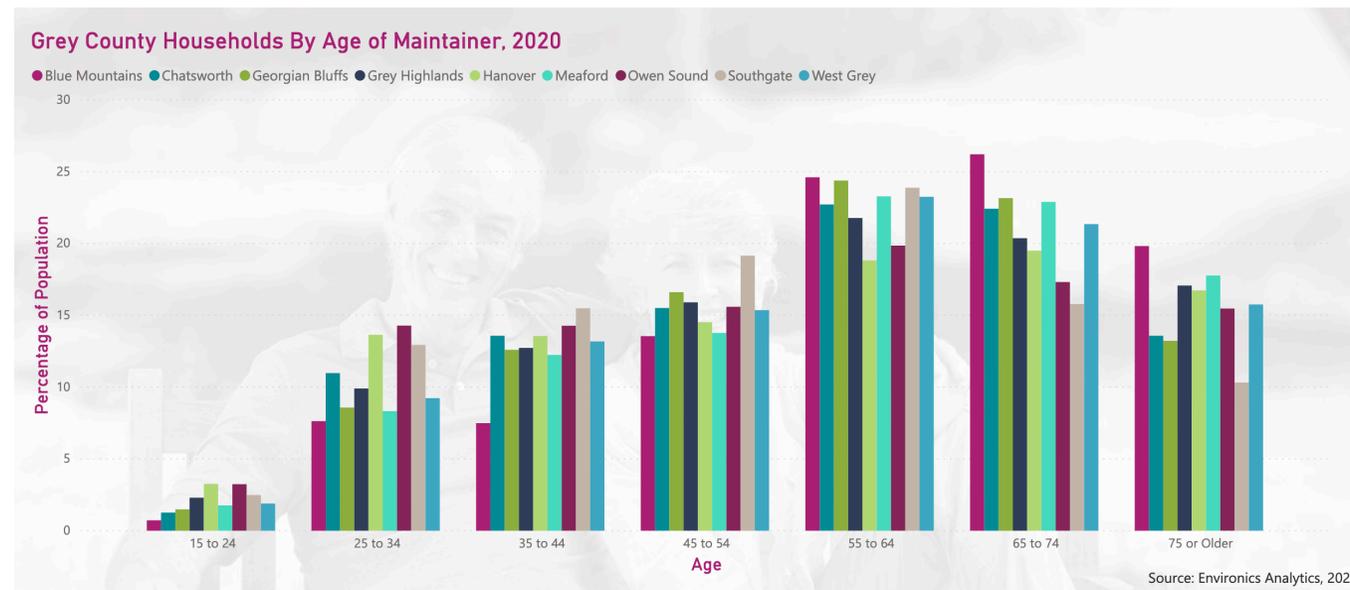
Adding housing diversity that enables easier aging in place, and options between owning a house and moving into a care facility is needed in the County.



Less than 15% of housing
In apartments with 4 or more units

Phase 1 – Age Distribution

- The community age distribution is weighted to a more elderly population than average communities, with the peak population segments in the 55-75 range
- The 75+ range is a larger demographic group than the 45-55 range, which highlights a need for both independent and assisted seniors housing



Phase 1 – Campus size and unit types



100 units seniors housing options in addition to the long term care residences:

- 30-40 seniors' assisted living units
- 30 units of affordable rental
- 40 market rental units

This mix creates a mixed income approach that allows for the market units to off-set the reduced revenues of the affordable units, and a mixed community where residents can move between independent and supportive living as their needs change over time.

Including an affordable component in this campus opens the project up for potential funding assistance through the National Housing Strategy Co-Investment Fund.

Unit Types

- 3-4 storeys: apartments for the assisted living
- 3-6 storeys: affordable and market rental units

Selecting the final built form will require balancing the efficient construction and compact land use of multi-storey buildings with creating a community feel that enhances quality of life for the residents and wider community

Phase 1 – Range of Offerings

The property location is a ten minute walk from downtown Durham. There are limited senior focused amenities in Durham; providing some non-medical amenities in a campus would attract residents and benefit the community as a whole.

Finding the right balance between marketability and affordability will be critical. Early engagement suggests a strategy that ‘leans into’ what brings people to Grey County when selecting amenities and built form

Creating a campus that responds to the local community needs, not a generic retirement community, will be necessary to maintain full occupancy and attract sufficient rent levels.

- Many nearby LTC facilities are being renewed; a new facility will not be exceptional in the area
- The campus will have to differentiate itself from higher-end offerings on Lake Huron in communities such as Collingwood and Kincardine

Exploring what attracts people to Grey County, and the area around Durham specifically, will be a key part of the next stage of stakeholder engagement.

Phase 1 – Rent Ranges



Rents for seniors housing with services, or access to services, vary widely.

Key benchmarks from the Phase 1 research include:

- Affordable rent for independent living seniors is approximately \$600 / month
- Seniors on pension can afford rent of \$545 on their \$2,000 / month income
- Rents in the secondary rental market range between \$900-\$1200 / month

Refining the rent ranges will be an important part of Phase 2.

Rental rates must be sufficient to ensure long term financial sustainability.

Stakeholder Engagement

Selected Highlights

General

- People are aware of other campuses: Simcoe, Schlegel Villages, Morning Side Village
- Interest in having the ability to keep pets
- Interest in a balance of programming and unstructured use of spaces/facilities
 - A partnership with library may help with non-programmed space management
- The high school and day care nearby provide opportunities to establish intergenerational interactions

Affordability

“Some people will argue that seniors will be selling their house, can afford higher pricing. The house may be given to the kids – assume people are living on their pensions.”

- Subsidized housing at \$700/month.
- Seniors on pension have incomes of about \$2000 / month
- Life Lease – limited interest in this option. Owen Sound has a group that took 4-5 years to sell.

Selected Highlights

Community

“Older people are rooted in their ways. There needs to be a contribution that makes them feel comfortable in the facility. Farming is in their blood – being an entrepreneur. Cannot stop giving them something productive to do every day.”

“Put ourselves in their shoes. What would our parents feel like living there?”

- Include gathering places, parkette, hair salon
- Explore moving the library here and creating a hub that includes the programming and services the library provides
- Nursing home is jammed. Was originally a seniors home.
- Outdoor opportunities for seniors. There’s lots of youth recreation.
- High speed internet community / infrastructure hub
- There is a local hospital. This may increase the draw from surrounding areas

Selected Highlights

Amenities / Functionality - Exterior and Activity Spaces

- Keeping the “rural feel” could be incorporated into the design.
- Outdoor pavilion where people can use the wifi, but outside the building/facility
- Walking track to replace/supplement what the Legion provides (Legion is not fully accessible)
- Community Garden – lots of residents miss their gardens
 - Food Gardens (Living Garden) - Owen Sound has a garden maintained by the horticultural society. Nutritionist works with seniors/residents and the food in the garden.
- Lots of outdoor space matches the community
 - Horseshoe pits. Carpet/Lawn bowling. BBQ area (covered with sitting)

Selected Highlights

Amenities / Functionality - Interior

- There is a general gap (insufficient) in personal care and day programs locally
- Assisted living – Durham has no retirement homes
- Could always use more respite and day programs are limited
- Congregate dining – Local restaurant well used. Provides meals on wheels.
 - How can we make the dining and servery more like a kitchen/home?
- Charging stations for electric wheelchairs and scooter.
- Grey Gables – lots of space. Made it easier to redo rooms into COVID-friendly spaces
- Package delivery room (“Amazon Room”)
- Cameras in hallways and common spaces

Phase 1 – Campus Housing Offerings



The new Rockwood Terrace campus would include the following housing offerings:

- 128 beds of long term care
- 30-40 seniors' assisted living units
- 30 units of affordable rental
- 40 market rental units

Site Concepts