

# Grey County

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## **Grey Gables Campus of Care Feasibility Study**

**Phase 1: Market Assessment**

**Presentation to LTC Redevelopment Planning Task Force**

**June 3, 2021**



# Agenda



- Overview of the Study
- Market Analysis
- Market Opportunity
- Options and Evaluation Criteria

## Purpose of the Work



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

The existing building is an opportunity to adapt the space to accommodate additional housing and services that would create a “campus of care” model to complement the new long term care facility.

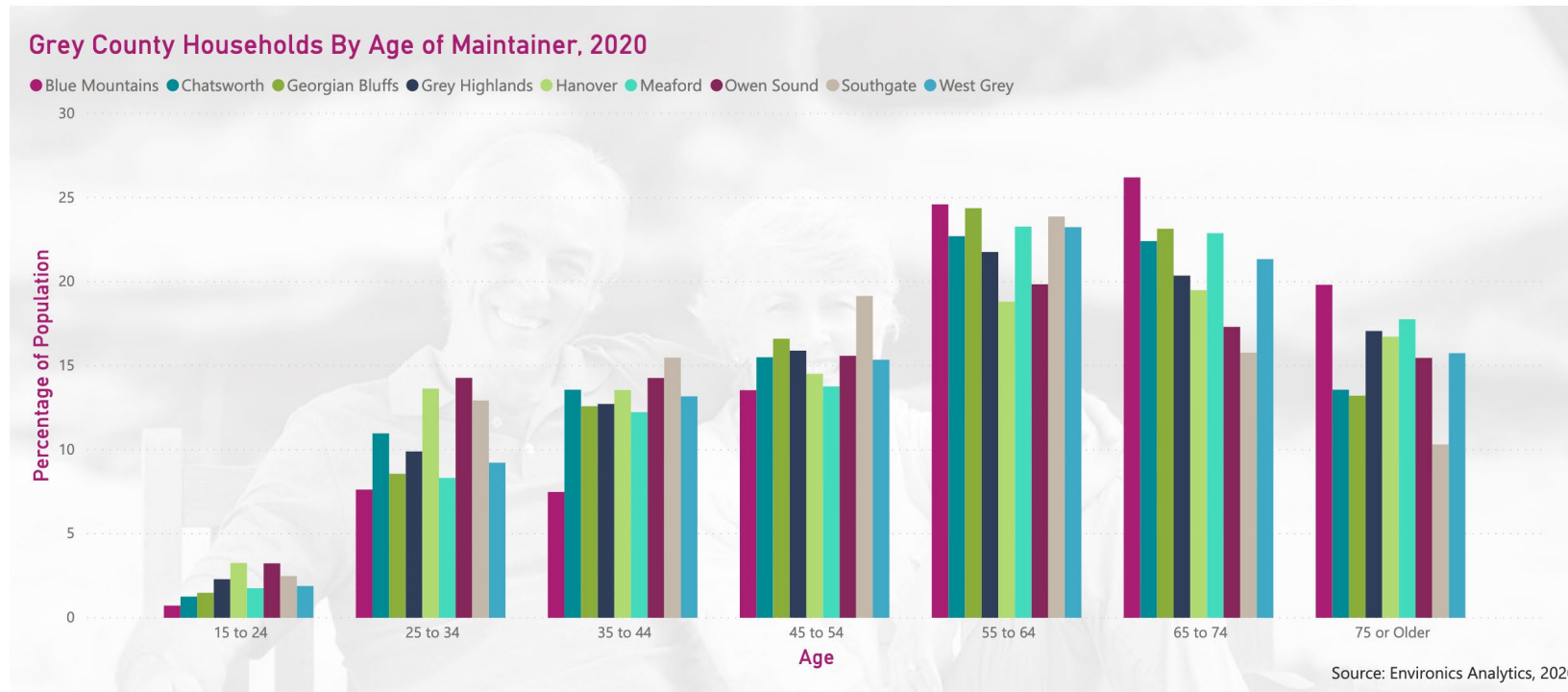
## Phase 1:

- **Market and Demand Analysis**
  - Demographic Analysis
  - Supply Analysis
- **Background Research and Literature Review**
- **Preliminary Engagement**
  - **Key Informant Interviews**
  - **Focus Groups**
    - Grey Gables Long Term Care Staff
    - Council on Aging Grey Bruce
- **Determination of Evaluation Criteria for Phase 2**

# Market Analysis

## Local and Demographic Trends

### Aging Population – A “Tsunami” of Aging Needs



Source: 2020 Grey County Combined Municipal Profiles

## Local and Demographic Trends

### Employment Nodes – Attracting and Retaining Talent and Young Families

*Major Employers:*

*Markdale Hospital*

*Chapman's Ice Cream*

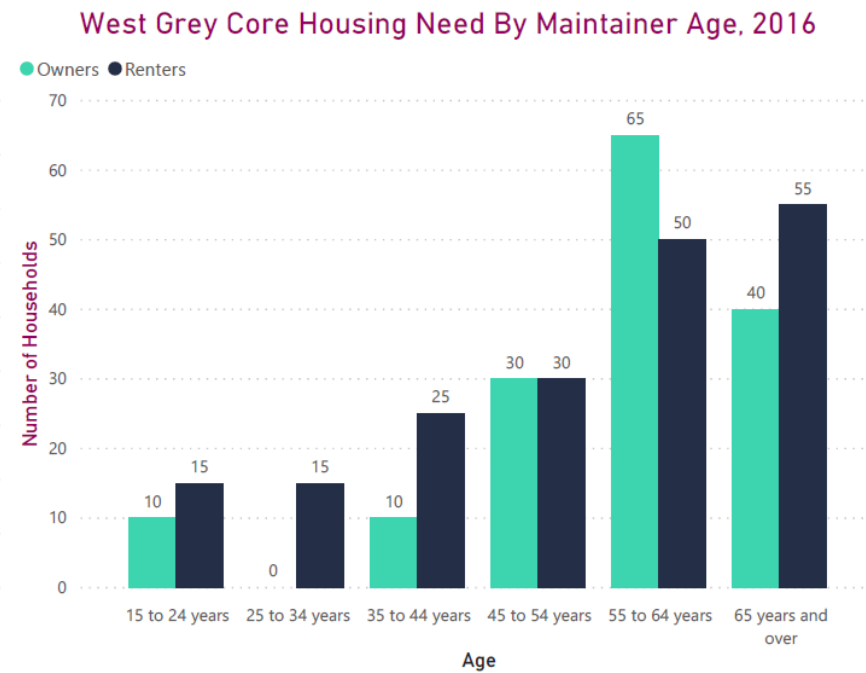
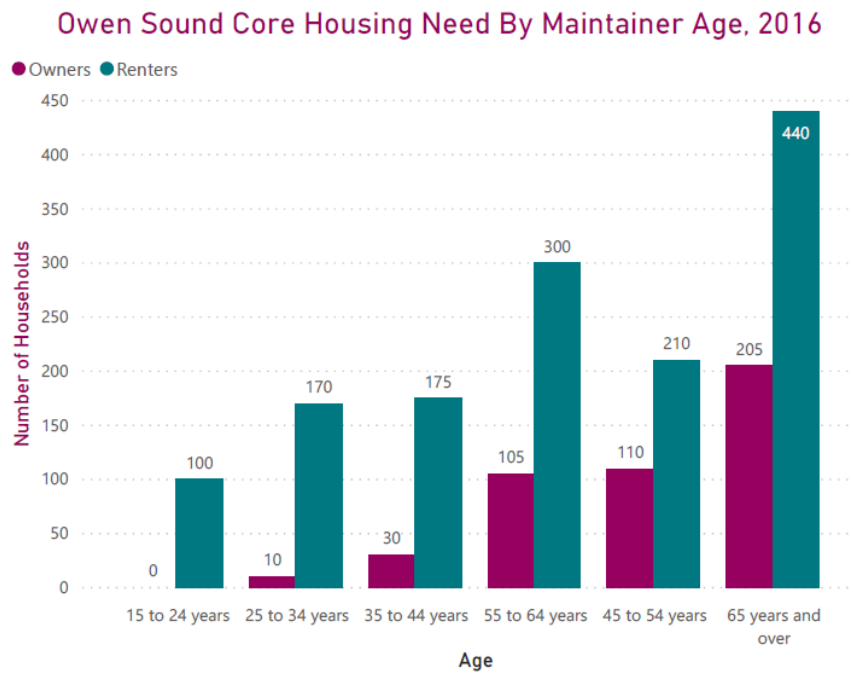
*Ice River Springs Water Company*

Opportunity to bolster child care and other services that leverage location of Grey Gables and proximity to new hospital.

## Local and Demographic Trends

### Housing Needs

*Increased Focus on Affordable Housing and Seniors in Core Housing Need*

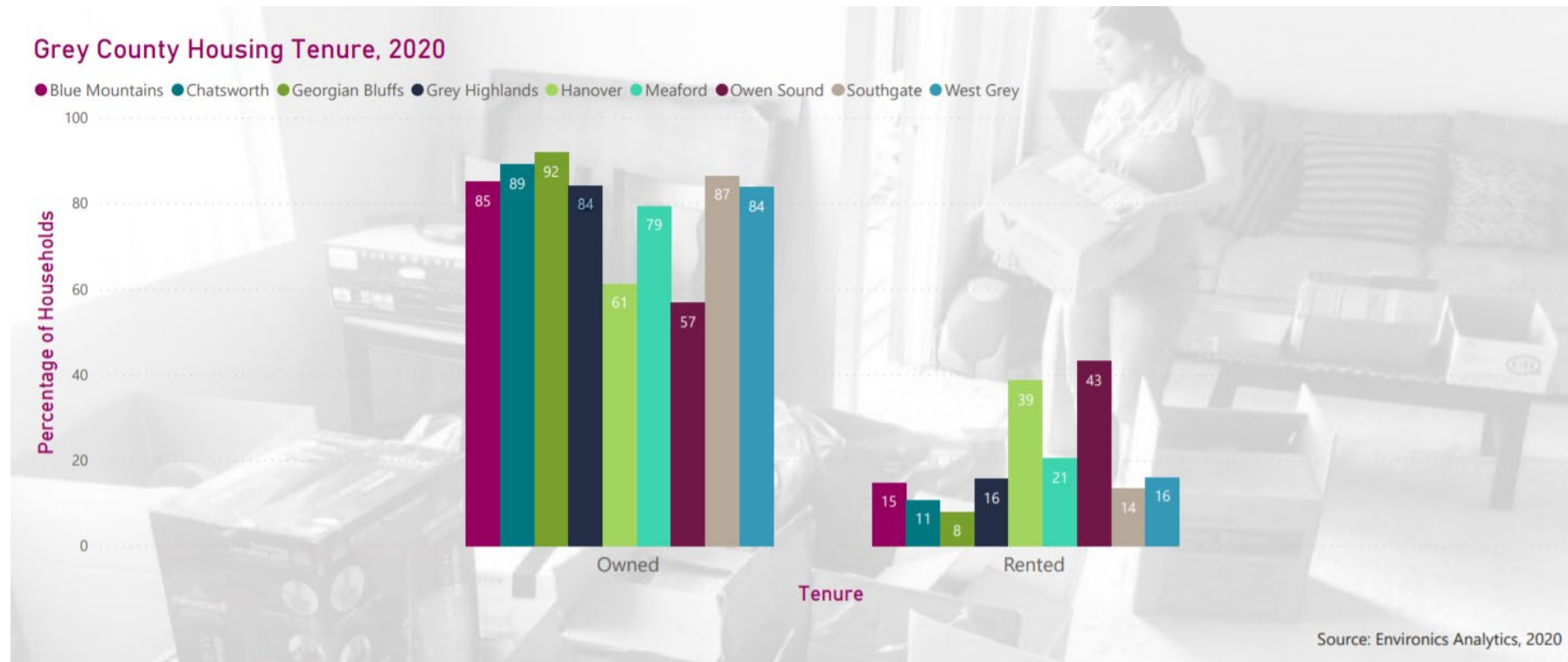


Source: Canada Mortgage and Housing Corporation, Housing Market Information Portal, 2020  
Source: 2020 Grey County Affordable Housing Task Force Statistical Summary



## Supply Analysis and Costs of Housing

### Private Market Housing – Skewed to Ownership



Source: 2020 Grey County Combined Municipal Profiles

# Supply Analysis and Costs of Housing

## Long Term Care, Assisted Living and Independent Living

LTCs in Southeast Grey:

- Grey Gables (Grey Highlands) – Owned/Operated by Grey County – 66 beds
- Rockwood Terrace (West Grey) - Owned/Operated by Grey County – 100 beds
- Country Lane Long Term Care (Chatsworth) – 11 beds
- Hanover Care Centre (Hanover) – 62 beds
- The Village Long Term Care Revera (Hanover) – 65 beds

Assisted Living in Southeast Grey:

- The Village Seniors' - Village Retirement Living and Seniors' Apartments - Revera (Hanover)
- Serenity Assisted Living (Durham)
- Hanover Care Centre - McVean Lodge (Hanover)
- Choices Living Retirement Residence (Hanover)

# Supply Analysis and Costs of Housing

## Seniors Affordable Rental

Non-Profit Providers – Seniors Housing in Grey County

- Garafraxa Non Profit Homes Inc.
- Lutheran Social Services Inc.
- Golden Town Residential Community Inc.
- Neustadt Hillside Manor Senior Citizen Housing
- Rockcliffe Seniors Complex

# Housing Needs Identified by Stakeholders

Remaining in Community after Retirement

Spouses with Varying Care Needs

Ambulatory Care Discharge

Respite Care for Seniors and Short Term Stay for Visiting Families

# Market Opportunity

“In the past, the sector was so focused on lengthening life,  
that we didn’t focus enough on quality of life.”

- Grey Gables LTC stakeholder interviewee

# Phase 1 – Market Opportunity

Create a  
Campus of Care

Focus on Mixed  
Income Model



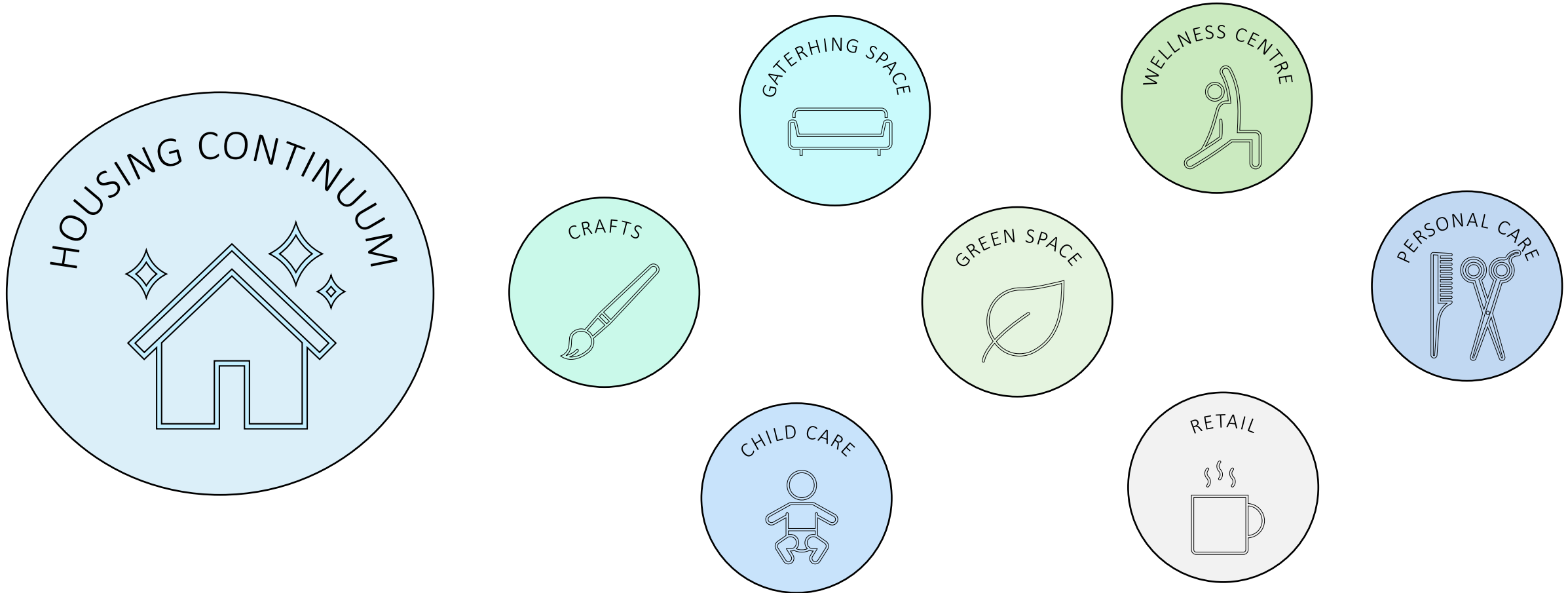
kids & us  
Community Childcare and Family Education Centres

Intergenerational  
Connections



Source: Sunnyside Campus – Waterloo, Ontario

## Project Features and Amenities





# Goals and Values Identified by Stakeholders

Create cohesion with the new hospital and local health and social service partners

Enable seniors to stay in their community

Honour the importance of the existing building and its character

Maintain footprint and inclusion of key existing tenants (Municipality of Grey Highlands, Kids & Us, Grey Ag Services)

Bolster the existing character of the site's prominent features such as walking paths and balconies

Align with the vision for downtown Markdale as a prominent municipal centre and central community in Grey County

# Options and Evaluation Criteria

- 1. Focus on Assisted Living and Independent Living**
- 2. Focus on Respite Care & Short Term Needs**

# Phase 1 – Evaluation Criteria



- 1. Value for Money and Financial Feasibility**
- 2. Ability to Provide a Continuum of Housing Supports**
- 3. Maximizing Uses within Site Constraints**
- 4. Maintaining Key Tenants On-Site**

## Looking Ahead – Phase 2



- Conducting an Existing Building Assessment
- Developing High Level Concept Plans for Each Option
- Determining Required Planning Approvals for Each Option
- Identifying and Reviewing Comparable Projects
- Financial and Operational Feasibility
  - *Evaluating Capital and Operating Cost Projections*
  - *Evaluating Potential Funding Sources and Programs*
  - *Market Sounding – Focus Group*
  - *Evaluating Support Services Available for Each Option*
  - *Assessing Potential Partnership Opportunities*
  - *Assessing Organizational and Governance Structures*

**Thank you!**