

KTGY Principal Manny Gonzalez, AIA, LEED AP Tells Listeners about 50+ Apartment Community Design & Development Trends on MultifamilyBiz.com's Free On-Demand Webcast

Manny Gonzalez, AIA, NCARB, LEED AP, CAASH and principal of KTG Y Group is the keynote speaker on the Multifamily Conference CEO Series on MultifamilyBiz.com, "Designed For Success: Today's 50+ Apartment Communities," which went live on April 5, 2011. This lively, fast-paced 60-minute FREE On-Demand Digital Media Webcast brings to focus what you need to know about the growing 50+ market. Property management expert Ernest F. Oriente of PowerHour® and multifamily technology innovator Kerry W. Kirby, CEO of 365 Connect and MultifamilyBiz.com are the moderators during this free MultifamilyBiz.com + PowerHour Webcast.

April 6, 2011 (FPRC) -- IRVINE, CALIF. - Award-winning KTG Y Group, Inc., Architecture and Planning, is pleased to announce that Manny Gonzalez, AIA, NCARB, LEED AP, CAASH and principal of KTG Y Group is a keynote speaker on the Multifamily Conference CEO Series on MultifamilyBiz.com, "Designed For Success: Today's 50+ Apartment Communities," which went live on April 5, 2011. This lively, fast-paced 60-minute FREE On-Demand Digital Media Webcast brings to focus what you need to know about the growing 50+ market. Property management expert Ernest F. Oriente of PowerHour® and multifamily technology innovator Kerry W. Kirby, CEO of 365 Connect and MultifamilyBiz.com are the moderators during this free MultifamilyBiz.com + PowerHour Webcast.

"Approximately, 79 million baby boomers, about 26 percent of this country's population, will be redefining what it means to be older and owners, developers, designers, cities, communities and property managers need to understand their needs," Gonzalez noted.

In this webcast, Gonzalez discusses the demographic factors driving senior apartment communities. He states, "10,000 Boomers a day will turn 65 for the next 19 years. Of the 10,000 per day that will be turning 65, the U.S. Census reports that 40 percent of those 65 to 80 years old will move from a house to a rental community and another 20 percent who will move from one rental community to another. That could mean as many as 4,000 new renters each day between the ages of 65 and 80," Gonzalez reported.

"Senior apartments are taking on a whole new feel these days. They are not 'retirement' communities. They are active and vibrant, and you will find more and more of them in and around urban locations," Gonzalez said.

"Universal Design is another key element allowing for aging in place and especially in the market rate to luxury class you will see more of an emphasis on entertainment. The kitchen will be the center of activity. You don't need to worry about having to hide the dirty dishes, large islands will be hub of activity in the next generation of apartments," stated Gonzalez.

When asked where does the current state of the economy play a role. Gonzalez stated, "The Fed

says US households' net worth fell 20% between 2007 and 2009; 56 percent of US workers say their savings and investments (excluding home value) is less than \$25,000 and 35 percent of Americans over 65 rely almost entirely on Social Security. This is one of the reasons why Affordable Active Adult Rental Communities always seem to have a waiting list."

What is driving seniors to rental communities versus ownership? "The economics are driving the lower income seniors to apartments, but the ease of lifestyle - 'the lock and leave' aspect - are driving other seniors to rentals. People who are tired of home ownership, property taxes and maintenance don't want to be tied down by that any longer," Gonzalez said.

Where does this generation of seniors want to live and why? "Living closer to family and friends is still the primary reason they move, but they also want to be by the fun. More and more the activity, entertainment, dining and culture of urban locations are attracting senior renters. Transit-oriented developments (TODs) are also popular with them and proximity to education as well," stated Gonzalez.

When asked about how senior apartment community designs are changing to adapt to this growing market, Gonzalez stated, "If you just think about what the renter leaves behind when they move out of their house, it becomes pretty obvious what needs to be designed into senior apartments: outdoor living areas, gardens, bark parks with dog washing area, and even workshops to replace the workbench in the garage."

He continues, "Designs are also becoming more contemporary in style and not just in urban locations. These renters don't want to move into a retirement home like they moved their grandmother into 40 years ago. They want fresh and new."

In November, Gonzalez served as a keynote speaker for MultifamilyBiz.com CEO Series, "Echo Boomers Shaking Up the Rental Market! Designing Communities for the Emerging Gen-Y Renter Market," and shared his insight on how Echo Boomers are changing the way we design, position and build multifamily communities to capture this emerging market, known as the "Renter Generation." This webcast is also available online for free at MultifamilyBiz.com.

Manny Gonzalez, AIA, LEED AP and a Certified Active Adult Specialist in Housing (CAASH), is the senior partner in KTGy Group's Santa Monica office and is also President of KTGy Group, Colorado. He is responsible for the design, land planning and production of residential developments throughout California, Arizona, Nevada, and Colorado as well as active adult and affordable multifamily communities nationwide. In his more than 25 years in residential development and design, Gonzalez has won numerous awards for his outstanding designs including Gold Nugget, Best in American Living, NAHB, Pillars of Industry, MAME and Elan. In 2009, Gonzalez won his fifth NAHB 50+ Housing Gold Award, which was for the Echo Park Senior Community, and was named "Person of the Year" by the 50+ Housing Council of the Building Industry Association of Southern California, in recognition of Manny's commitment, personal compassion, and professional contributions as a national leader in 50+ housing design and innovation.

To hear the free webcast "Designed for Success: Today's 50+ Apartment Communities," see www.MultifamilyBiz.com.

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Established in 1991, KTG Y Group, Inc., Architecture and Planning, provides comprehensive planning and award-winning architectural design services for residential communities, retail, hospitality, mixed-use and related specialty developments. KTG Y delivers innovative solutions that reflect clear understanding of development, marketing and financial performance and takes particular pride in its highly motivated and principal led studios. Serving clients worldwide, KTG Y maintains offices in Irvine, Oakland and Santa Monica, Calif., Denver, Colo., and Tysons Corner, Va. See www.ktgy.com.

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