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Building Sustainable Communities through Media, Marketing and Group Process

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For Immediate Release
Business Feature

Pro-Active Adults Looking for Increased Community at Silver Sage Village

Boulder, CO; November 8, 2004 - According to the U.S. Census Bureau 10,000 Americans are turning 59 every day. Within the next eight years, this group will become the largest population segment in the country. As they've done with nearly every social institution they've encountered, aging baby boomers are challenging the existing options in housing for their later years.

In response to this growing need, Wonderland Hill Development Company - the country's leading developer of cohousing communities - has embarked on the creation of Silver Sage Village, Colorado's first cohousing neighborhood for pro-active adults. Located in north Boulder next to the completed 34-home Wild Sage Cohousing community, Silver Sage will offer upscale community living with an emphasis on Creative Aging. Homes will be designed to be highly energy-efficient, accommodate ADA requirements, and will be both market rate and permanently-affordable. In addition to the private homes, members will be equal owners in the land and the common facilities, including a 5,000 sq. ft. "Common House" custom-designed by the future residents.

Jim Leach, president of Wonderland Hill, is also planning to live at Silver Sage. After developing over 15 cohousing communities in the U.S. – with 11 in Colorado - in the past 12 years, Jim and his wife Brownie decided to live at Silver Sage. Leach says, "We have seen first-hand the advantages of community and how much more fulfilling it is to be connected with your neighbors, especially for people in their 60's."

Being both the developer and a future resident of the community has posed some additional challenges for Leach. He usually wears his "developer hat" in offering professional advice on design decisions. Now, he also dons his "group member hat" and gives input on "how the social community will be structured."

In the U.S., intergenerational cohousing is now a $500 million dollar industry since its arrival on our shores 15 years ago. Approximately one-third of all cohousing residents in the U.S. are retirees and empty nesters who seek cohousing for its combination of privacy and community. The concept is certainly not new. Approximately one-third of all cohousing in Denmark, where cohousing originated 35 years ago, is for older adults. The Danes now turn to age-specific cohousing for the majority of all new housing dedicated to their senior population.

At time of press, Silver Sage Village has eight committed households out of the total 16 households that will comprise the full community. The group is open to new members and holds monthly business meetings and social potlucks. More information is available at www.SilverSageVillage.com or by calling **(303) 449-3232, ext. 215.**

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