

The Campus VILLAGE  
Lawrence, Kansas

I. What Is Our Vision?

**The New Cities Initiative at the University of Kansas envisions the design and development of a self-governing, intergenerational Campus VILLAGE in Lawrence, Kansas, that brings people of all ages, especially children and elders, into a community designed to foster learning, research, and enduring social relationships among the generations for the purpose of living better, healthier, and more meaningful lives.**

II. Why Are We Creating This VILLAGE?

The campus village idea is:

- Based on three years of interdisciplinary investigation, study, and analysis of the impact of the Baby Boomer cohort, their values, and their aspirations which are reshaping expectations for successful aging in the 21<sup>st</sup> century;
- Motivated by the encouragement of many scholarly authorities from universities, such as Stanford, the University of North Carolina, the University of Florida, and Indiana University, as well as many KU faculty from a variety of schools and departments, and a number of practicing professionals, all of whom have made presentations at our New Cities Think Tank on aging and their specializations. The scope of these presentations has been uncommonly interdisciplinary in nature, ranging from gerontologists to engineers, nurses, designers, financial consultants, bankers, lawyers, biologists, sociologists, architects, planners, environmental specialists, demographers, English professors, cultural experts, historians, marketing experts, transportation experts, politicians, health professionals, and retirement community administrators, among others;
- Built upon the agreement among the four major institutions in Douglas County—the City of Lawrence, Douglas County, Lawrence Memorial Hospital, and the University of Kansas—to address the issues of our aging society head-on by cooperating in the development of a new intergenerational village model that will attract people to Lawrence to participate in a multi-generational community;
- A response to the recommendation of the Retiree Attraction and Retention Task Force that “the City and County should work with the University of Kansas, the KU Alumni Association, The KU Endowment Association, the private sector and other appropriate stakeholders with goal of establishing an intergenerational long-life community with diverse housing options in Lawrence for KU Alumni and Friends, Haskell Alumni and Friends, and Baker University Alumni and Friends within five years.” As a part of the task force work, the KU Alumni Association sent a questionnaire to over 10,000 KU graduates over 55 who overwhelmingly praised Lawrence as a great place for them to retire, if there were different and affordable housing options.

III. What Should This Community Be and For Whom?

The village should present a sustainable, affordable, comfortable, and forward-looking, technologically advanced, environmentally responsible architecture and a walkable landscape that will attract KU alumni and friends.

The architecture and landscape should facilitate “generativity,” the restorative process of intergenerational personal growth by facilitating social interactions, physical activities, and cognitive development.

The architecture and landscape should articulate and integrate various parts of the village, using streets, walkways and bicycle paths, plazas, spaces between buildings, pathways to adjoining natural settings and as many natural features as possible to give structure, meaning, greater visitability, adaptability, and ease of mobility for people of all ages who live in the village or come into the Campus VILLAGE.

#### IV. What Are The Characteristics of the Campus VILLAGE?

##### A. Site Components.

The Campus VILLAGE can range from twenty to sixty acres in size but preferably larger than smaller in scale. As much as possible, it should provide easy access to nature and bring nature into the project. It should connect to nature walks on contiguous land and especially to public parks, gardens, walkways, and bicycle paths. The site should have walkable access to core commercial and clinical services and it should be as close as possible and feasible to public athletic and exercise facilities. Transportation enhancements that provide public services to the University and other city centers should be a key consideration for the city.

##### B. Residential Components.

The Campus VILLAGE would have three, though not necessarily distinctly separated residential components:

- Single family two-, three-, and four-bedroom houses and condominiums, and one and two-bedroom apartments for families and singles less than 62 years old that will be developed by for profit investors and range from perhaps 800 to 1,500 square feet. This component might become 25% to 35% of the Village. These housing units may range from one to three story buildings.
- A not for profit, aging in place, CCRC (Continuing Care Retirement Community) for people 62 years and older with independent living, assisted living, skilled nursing, and memory care housing, facilities, and services. This component might be 50% to 60% of the village. The skilled nursing component should be designed on the household or neighborhood plan. Most of the internal characteristics of new, progressive CCRCs that might attract Boomers have been worked out carefully by architecture, consulting, and planning firms that specialize in senior housing.
- Facilities for visiting family and friends.

##### C. Health and Well Being Components.

A core value of the Campus VILLAGE is promoting the health and well-being of its residents, and the residential components should be designed to take maximum advantage of a LMH health care satellite that would provide diagnostics, a small lab, radiology, urgent care, and other services available through a community-based RN nursing program. The primary goal would be to reduce health care costs significantly and minimize recidivism at Lawrence Memorial Hospital. Other services, such as pediatrics or internal medicine, might be offered at

the Health Satellite depending on feasibility. Facilities for occupational and physical therapy should be conveniently located in relation to the Health Satellite. This satellite should be set up to encourage people who are not residents of the Campus VillAGE but live in other parts of the community to use its intergenerational facilities, including its health satellite.

Very important in the current and future health care system are Telecare (security and safety) and Telehealth (early illness detection systems, fall prediction and detection systems) services that have become more and more feasible with the development of wireless technologies, inexpensive sensor devices, powerful and inexpensively replaceable central control devices in the form of mobile phones and pads. The infrastructure for these systems must be a part of the architecture of the village and easily accessible to technicians and researchers. The systems should connect to an overall technology which we have called the Virtual Village that provides connectivity for health technologies, entertainment, internet, community bulletin boards, and other applications. The Virtual Village should be set up on a cable model, which means that residents and others may subscribe as they wish and as needed to various technological services.

The landscape should encourage exercise and walking, as well as other outdoor activities such as gardening that promote health and that 100% of our survey respondents want.

A desirable and somewhat related health component is a vet clinic for resident pets that are particularly significant in the emotional equation of people of all ages.

#### D. Educational Components.

Another core value of the Campus VillAGE is a focus on life-long education and intergenerational exchange, provoking and cultivating the hearts and minds of people of all ages through cultural activities, sports events, and intergenerational teaching and learning.

Age-segregated communities are unnatural and stigmatize older adults. An intergenerational community promotes mentoring by older adults who in turn may continue to learn and adapt to new ways and ideas of younger residents.

Space for an intergenerational pre-school and/or day care center, community gardens meeting and gathering spaces, and a continuing education center will be important to the life of the Campus VillAGE. People living in the village who need to work, want to work, or seek encore careers will manage these learning centers, in cooperation with the Osher Institute, the Lawrence school district, the School of Education, and the School of Social Welfare.

Related to this educational core are the research, teaching, and internship spaces that should be planned for faculty and students from the University of Kansas that is affiliating with the Campus VillAGE, which will serve as a "living laboratory" for curricular development, undergraduate and graduate training, and research on aging, health promotion, and well-being. Departments such as nursing, physical occupational, and music therapy, speech, language, and hearing, architecture, design, planning, preventive medicine, public health, psychology, and sociology have already indicated interest, and other disciplines will be considering this opportunity as the University's involvement grows.

This integration of the University's academic programs with the Campus VillAGE will provide key services to residents while ensuring the training and preparation of the next generation of clinicians and service providers while functioning as an "incubator" for new models, interventions, and approaches to the promotion of health

and well-being. A key goal is the development of innovative programs using the arts and humanities to promote self-esteem, personal growth and creative engagement as well as programs that provide support, training, and inclusion of individuals and caregivers affected by dementia and other age-associated conditions.

As a part of the village's focus on sustainability, the city should strengthen the public transportation links between the Campus VILLAGE and the University of Kansas. Various transportation modes will be encouraged with the help of infrastructure that the city should introduce. Within the village itself, transportation should be viewed within the larger framework of sustainable mobility with its broad-based modalities. A new modality, for example, might be to incorporate a garage into the village design that parks a fleet of hybrid rental cars for residents and others to use, potentially freeing residents from having to own cars but also increasing their mobility, especially as they age. KU faculty and students will have strong research interests in this kind of innovation.

The strong affiliation between the Campus VILLAGE and the University of Kansas is a major factor in attracting new residents to Lawrence, a quintessential college town. With this project, Lawrence will join the more than fifty developments in the United States that have some form of affiliation with a major university. One of the results of these affiliations is a significant increase in endowment contributions from residents.

To support this bi-directional linkage between the VILLAGE and the University, one or more apartments or other living units will be set aside as rent-free housing for graduate students who will reside at the VILLAGE and fully participate in the life of the VILLAGE. This model of 'embedded' experiential learning will help to educate students about aging, recruit future gerontologists, assist with developing research opportunities, and contribute to the VILLAGE by serving as a bridge between "town" and "gown" and between "young" and "old."

#### V. What Special Components attract and bring together younger and older people?

One of the signature values expressed in our studies of the Boomer generation is the desire to live near friends, family, and especially grandchildren. While previous generations dreamed of endless sunny days and white sand in retirement, four seasons of weather are more attractive to many Boomers than moving away from their life-long relationships. Staying connected to family and friends is the antidote to isolation, one of the most problematic conditions of aging. Staying engaged in community life and having good transportation alternatives are two other factors that reduce isolation. Mobility, engagement, and connections to friends and family define the level of integration in society for people of all ages, and this level of integration relates to health, well-being, and the necessary pursuit of happiness.

#### A. Intergenerational Enhancements.

It is very important to create spaces that are designed for unplanned as well as programmed interactions between the generations. Special facilities that attract families with children will be critical, such as a community swimming pool. Plazas or squares that provide space for creative community life and intergenerational exchange should be characteristics of the village landscape, plazas that are connected with paths that encourage walking or other means of non-motorized transportation and lend structure to the urban design. Transportation alternatives, especially cooperative rides, need to be available. The village should strive to reduce motorized travel and increase the frequency of walking and biking.

Educational facilities and programming that encourage teaching and learning between the generations are key. Health care services that draw the attention of young families with children are powerful marketing and retention attractors.

Playgrounds that promote physical activity for people of all ages must be included. “Perches” Spaces that promote social interactions and conversation should be prevalent.

Multiple layers of intergenerational enhancements should function not only for residents but also for people who live in surrounding neighborhoods who may be drawing into the Campus VillAGE to take advantage of its amenities and increase the frequency of interaction between the generations.

#### B. Virtual Village.

While the Campus VillAGE will be a rich physical place, if designed with experience and creativity, the village must have infrastructure that is flexible, robust, and ubiquitous so that the village is technologically advanced and poised for future technological change. To achieve this goal, we recommend that a Virtual Village which integrates entertainment, educational, health technologies, and community sharing be made available to all residents who may choose which services they wish to have much like we choose what cable channels we want today.

#### VI. Creating a Life Style, Changing the Culture of Aging.

The Campus VillAGE creates a life style than changes the culture of aging by returning to an intergenerational social system that was prevalent in the United States before World War II. The basic values underlying that life style, as expressed by the many Boomers in numerous surveys, are clear. They want to be close to nature, and they want secure neighborhoods that are within walking distance of core services. They do not want to be set aside or be stigmatized because of their age. They want to be integrated, connected and engaged in their community, and they want their children and grandchildren nearby or people of these ages if their own relatives live far away. They want a learning and teaching environment, much like they experienced in college but did not always take advantage of, so continuing education is highly valued and mentoring kids is one of the primary acts of intergenerational living. They are relatively healthy and want facilities and activities that help them stay that way. Some need or want encore careers, would like to work, create new businesses, or provide services that come from their long experience and expertise. They want affordable housing options that allow them to age in place rather than require them to move to a new place each time their health plateaus down. They are technologically savvy and recognize that this savvy will be dramatically increased with the help of the youngest generation.

Weather is not the big issue it once was. It is the social climate that counts for many Boomers, who want a climate that gives them the chance to live meaningful lives well into the fourth stage of their journey. When all these values come together and are expressed in integrated, understandable, and recognized ways, a life style will be born that many Boomers resonate with and our culture of aging, currently constructed as a culture of decline, isolation, uselessness, and despair will change.

The Boomers represent the biggest, richest, best educated, most diverse, and most demanding generation in history. Not all of them would choose an intergenerational village because no single choice can satisfy the desires of such a large and diverse group, which has been reaching the age of 65 at a rate of about 10,000 a day since January 2011, and which will continue until 2030 when 25% of the American population will be over 65. Not one of these want to imagine going to a nursing home, so the market is big and deep for cultural change, and the Boomers have the power to lead this change.

The New Cities Initiative challenges to create a Campus VillAGE that expresses a cutting edge of that change.