



WELLNESS COMMUNITIES

What Are The Benefits During COVID-19 Crisis?



COVID-19 HAS EXPOSED EXISTING CONDITIONS

THAT ARE EFFECTING OUR HEALTH.

- ▶ mental health due to isolation
- ▶ disconnection from neighbors for many
- ▶ compromised health due to poor diets
- ▶ poor physical health due to lack of movement
- ▶ lack of access to fresh, local foods
- ▶ broken food chain systems
- ▶ pollutants due to methods of travel
- ▶ inefficient work environments
- ▶ and many more

WELLNESS COMMUNITIES
ADDRESS MANY OF THESE
ISSUES



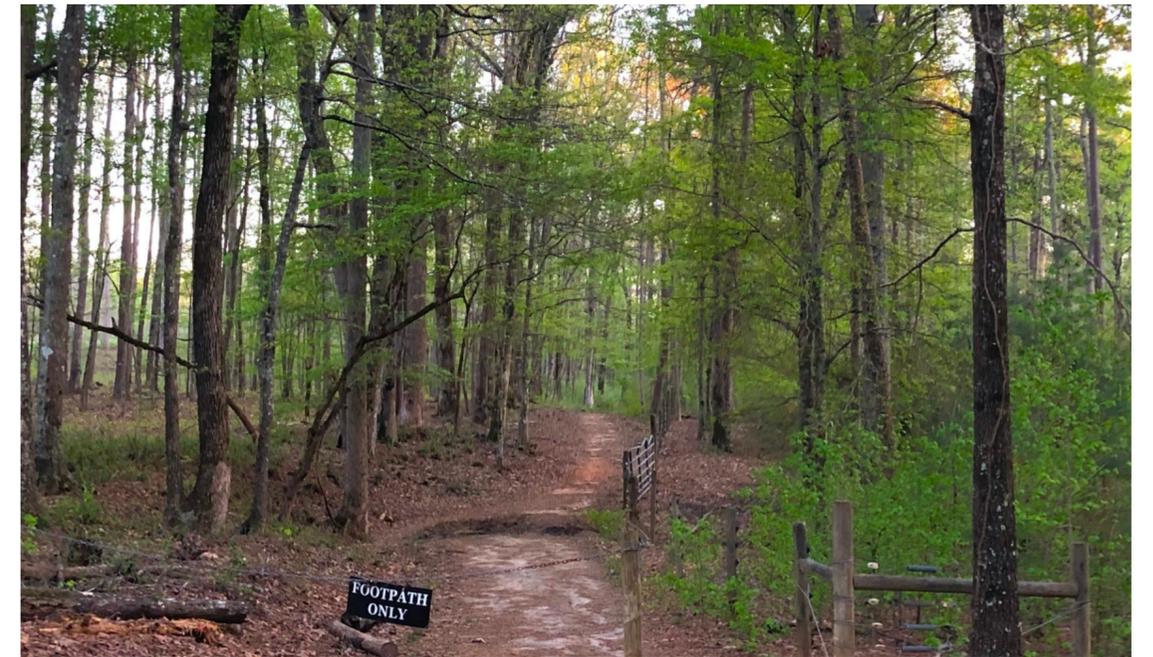
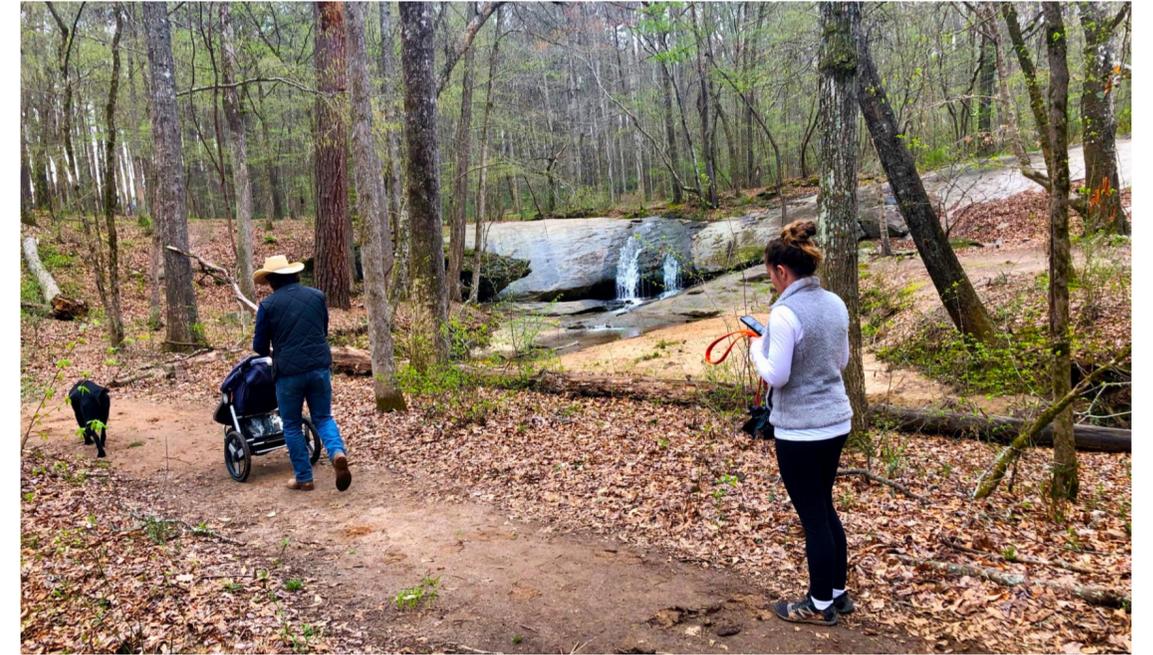
THE LAND PLAN

- ▶ houses pulled close to sidewalks
- ▶ required front porches
- ▶ = spontaneous social connectivity + maintaining safe distances when necessary



GATHERING PLACES ALONG THE STREET AND POCKET PARKS

= casual and planned gatherings + social distancing while staying connected



NATURAL AREAS A SHORT DISTANCE FROM EACH HOME

= connections to nature, a proven benefit to both mental and physical health



OPPORTUNITIES FOR PLAY ACROSS THE COMMUNITY

= cross generation interactions and social distancing in ways gated play areas and communities do not offer



INFRASTRUCTURE

- mail stations located near cafes, parks and play areas
- hospitality operations in scattered locations near housing clusters
- arts incorporated into community culture
- = more opportunities for neighbor interaction and bonding





INFRASTRUCTURE

- ▶ high speed connectivity
 - ▶ = neighborhood kids are connecting with online school + neighbor friends from their porches
 - ▶ = exercise groups self organize instead of commuting to work
- ▶ Community Care Network
 - ▶ = allows elders who would be alone to form their own connected unit.





GREATER AWARENESS + IMPORTANCE OF HEALTHY FOOD CHOICES

- ▶ restaurants offering healthy, whole foods
- ▶ within walking distance of all homes in the community
- ▶ remained open for to-go orders
- ▶ Serenbe's Organic Farm started a drive-up market to serve freshly harvested vegetables



PACKAGING NUTRITION FOR TODAY'S LIFESTYLE AN EMERGING TREND

Bamboo Juices, a cold pressed juice kitchen/retail store provides healthy choices and immune boosting elixirs plus home delivery



WELLNESS COMMUNITIES ATTRACT BUSINESS PROMOTING WELLNESS

One Mado - a 28,000 sq.ft. building with health providers + 12 live work buildings with residences above



WFH: REMOTE WORK

NORMALIZED

- ▶ remote work is becoming a more permanent reality
- ▶ allowing workers more flexibility to live further away from their company's headquarters — hence, further away from major cities.
- ▶ they will have little or no commute and spending more time within one's four walls
- ▶ daily opportunity to explore and reassess their street, neighborhood and the community that choose to live



EMERGING TREND OF A HOME OFFICE SPACE: NOW A REQUIREMENT

His & Her offices, separate door and neighborhood work spaces a post Covid-19 trend



EASTER 1948 AT MY GRANDPARENTS

- ▶ Almost all in the picture survived World War I followed by the Influenza Pandemic of 1918
- ▶ Everyone in the picture (except for me) survived the Great Depression followed by World War II

WE WILL SURVIVE THIS PANDEMIC CRISES - WHAT WILL WE LEARN?



AS THE CLOUDS FROM THIS PANDEMIC CLEAR
WELLNESS REAL ESTATE CAN BECOME THE NEW NORM

Feel free to e-mail Steve Nygren at steve@serenbe.com or visit www.serenbe.com

Info on developing sustainable communities conference this fall:
www.nygrenplacemaking.com