

HOUSING The Portland Observer

Greying Market To Demand Fancier Homes

Hammer another nail into the coffin. As if it weren't thoroughly entombed already, the image of the "Ozzie and Harriet" household — the comfy white cottage, the two groomed children, the enduring marriage, among other icons — just took another whack. This one came from a panel of trend-watchers who had been assembled to weigh in on the kinds of homes that will be built at the turn of the new century and the people who will live in them.

Starting with the mantra that a huge segment of the population is approaching old age, the analysts predicted that this graying market will engage in a swell of buying "moveup" homes — bigger and fancier houses, chock-full of electronic objects and other creature comforts.

And these homes increasingly will be inhabited, not by Nelsons, but by families with names like Garcia and Kim, the analysts said. These were some of the conclusions of noted trend-watchers — a demographer, an architect, a technology expert and a leading Chicago home builder — offered at "Looking Ahead to the 21st Century: Homes and Communities of the Future" an annual seminar organized by the National Association of Home Builders.

The panelists pointed out that the shift away from that simple cottage of yore has been rumbling around the country for a while, and the home building industry has adapted accordingly. But they also noted that more attention should be paid to the people who will buy these houses, as they are

becoming more monied, more sophisticated and essentially more complicated. The speakers suggested that the burgeoning moveup market, already savvy in the ways of home ownership and possessing considerable wealth, won't hesitate to enunciate their expectations. These include: Wiring. Homes should have electrical schemes that can accommodate their computers, CD players, microwave ovens, satellite TVs, umpteen phones and more. Healthy homes. Consumers won't compromise on potentially hazardous conditions in their homes, from radon to asbestos to an ocean of allergens that may lurk in building materials. Buyers are increasingly aware of what lies inside walls, under carpets and beneath the basement, and will hold their builders accountable.

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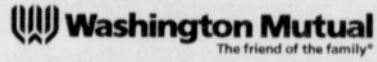
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COMMISSION MEETING

Date: October 18, 1995
Place: PDC - Commission Rm.
1120 SW Fifth Avenue
Suite 1100
Portland, Oregon
Time: 9:00 A.M.

Commission meetings are open to the public. A complete agenda is available at PDC or by calling 823-3200. Citizens with disabilities may call 823-3232 or TDD 823-6868 for assistance at least 48 hours in advance.

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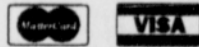
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Photos by Duane Lewis

