



# SENIOR HOUSING DEVELOPMENT PLAN

DUBLIN



OH

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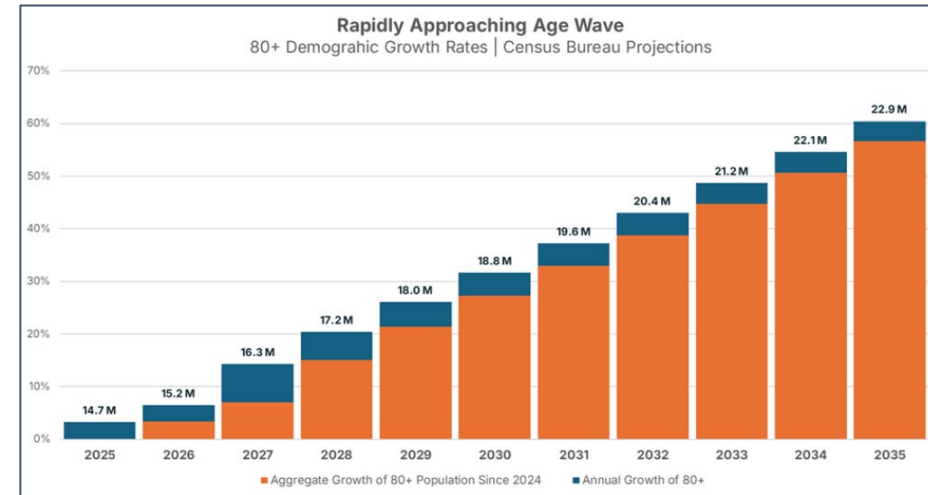
# DEVELOPER: SENTRY LAND COMPANY

- Based in St. Louis, Missouri
- 12+ years experience in the seniors housing sector
- Developed and operated 50+ senior housing communities across 8 states with more than \$900 million invested
- Track record of community collaboration



# NATIONAL – AGING SENIOR POPULATION

- As Baby Boomers enter their retirement years and beyond, the country's aging population is rapidly expanding. In fact, the 80+ population will grow by more than a quarter in the next five years, and nearly double by 2035. The impending 'age wave' or 'boom' in demand requires the attention of businesses focused on providing, operating, and investing in senior housing.



- The Seniors Housing Industry is currently delivering 26,000 new units annually. To keep up with future demand, that number needs to increase to 95,000 units annually by 2030, and 105,000 new units annually thereafter.
- As it stands today, the seniors housing sector faces a potential shortfall of approximately 595,000 units by 2030.
- The number of seniors aged 80+ will balloon to 29.1 million by 2050, a 119% increase over the next 25 years.

Sources: <https://www.nicmap.com/blog/the-impending-age-wave-navigating-the-urgent-need-for-senior-housing/>  
<https://seniorhousingnews.com/2025/06/26/more-boomers-can-afford-senior-living-but-development-shortfall-threatens-severe-shortage-ahead/>

# OHIO – AGING SENIOR POPULATION

- Ohio's older adult population is expected to grow faster than the national average.
- Ohio is home to more than 2.2 million people 65 and older, and seniors now outnumber children in more than a quarter of Ohio's counties.
- Growth among the 65-and-up population in Columbus far outpaced that of other age groups from 2020-2023.
- Ohio has the seventh largest older adult population in the nation. By 2032, almost 22 percent of the State's population will be age 65 or older.
- From 2010 to 2030, Ohio's overall population is projected to grow by two percent. In the same time frame, the over-60 and over-65 population segments will grow almost 20 times faster: by 47 percent and 46 percent, respectively.

Sources: <https://dublinohiousa.gov/dev/dev/wp-content/uploads/2018/09/Aging-in-Place-Strategic-Plan-2017.pdf>

<https://www.healthmanagement.com/blog/preparing-for-ohios-aging-future-with-federal-uncertainty-local-innovation-must-lead/>





# DUBLIN – AGING SENIOR POPULATION

## Findings from City of Dublin Housing Study:

- “Consistent with national demographic trends, Dublin is experiencing growth in both the numbers, and the proportion, of seniors.”
- “Dublin’s senior households will grow by 38% by 2040 (total of 6,940 households 65+).”
- “MORPC (Mid-Ohio Regional Planning Commission) forecasts (consistent with national trends) anticipate persons over the age of 65 increasing from 13% of the regional population in 2020 to 16% in 2040. We believe this second factor (an aging population) will require more group quarters facilities, such as assisted living, before 2040.
- New Supply Required for Senior Rentals by 2030:  
**1,040 Units**

Sources: <https://dublinohiousa.gov/alpha/wp-content/uploads/2024/10/2023-Housing-Study-and-Strategy.pdf>

## Vision LTC Data (Bright Road & Emerald Parkway – 5 Mile Radius)

75+ 5 Year Population Growth Rate	24.3%
85+ 5 Year Population Growth Rate	16.8%
# of Qualified Seniors (Potential Residents)	7,231
Average age of existing senior housing	1999

# PROJECT CONCEPT

Location: SW Corner of Emerald Parkway and Bright Road

~160 Luxury Seniors Housing Apartments + ~ 30 Villas

- Independent Living
- Assisted Living
- Memory Care
- \$4.5m+ Annual Payroll for Healthcare and Other Jobs

Amenities: Walking Paths; Greenhouse; Indoor Lap Pool; Wellness Studio; Bistro and Wine Bar; Clubroom; Theaters; Salons; Outdoor Kitchen with Grill and Pizza Oven; Bocce Ball; and More

South Side of Parcel Reserved for Medical Office/Retail

Site Layout and Design to be Collaborative Process with Neighbors and City





# CONCEPTUAL SITE PLAN

Location: SW Corner of Emerald Parkway and Bright Road

Building Facade Designed for Local Appeal

Site Plan Features:

- Transitional Residential Use from Emerald Parkway to Adjacent Neighborhood
- Primary Access on Emerald Parkway
- 100' Setback from Emerald Parkway
- Gated/Limited Access on Bright Road (Emergency and Resident Use Only)
- Addition of Landscape and Trees to Currently Barren Site

Limited Additional Traffic  
Lighting Per Local Ordinance  
Medical Office Use on South



# PROPOSED ARCHITECTURE

The building architecture can be adapted to appeal to the local community. The below sample rendering is from another Sentry development that would fit well with other nearby developments.

Blend of stone, brick, Nichiha and Hardie siding for an upscale, but natural residential look





# PROPOSED ARCHITECTURE



Calcaire Blend



Carbon Black Velour

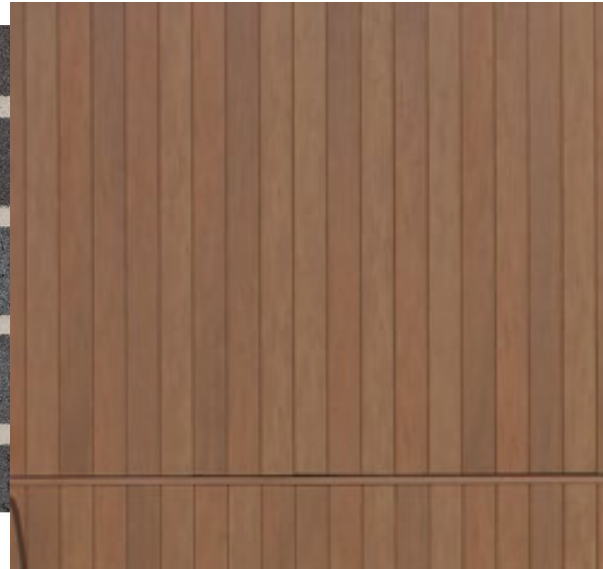
*2021 Color of The Year*

**SW 7048**

## Urbane Bronze

**FULL DETAILS** ▾

Rooted in nature, this brownish gray evokes a down-to-earth tranquility and a subtle sophistication that is hard to beat.



**SW 7010**

## White Duck

**FULL DETAILS** ▾

This cool white is creamy and bright. A favorite for classic exteriors and accents throughout the home.



# COMMUNITY OPERATIONS

Amenities	Jobs	Traffic/Parking/Lighting
<ul style="list-style-type: none"><li>• State-of-the-Art Wellness Studio (group fitness classes, and private treatment rooms for wellness services and medical providers to provide on-site services)</li><li>• Bistro, coffee bar, and wine bar</li><li>• Salon and barbershop</li><li>• Movie theater</li><li>• Transportation for shopping, activities, and medical appointments</li><li>• Housekeeping, laundry, and maintenance</li><li>• Indoor Pool</li><li>• Greenhouse (collaborative with Dining Program)</li><li>• Walking Trails</li><li>• Sport Courts</li><li>• Assistance with maintenance requests, doctors appointments, volunteer opportunities, and family communication</li><li>• Games, arts, crafts, social gatherings, educational opportunities, performances, etc.</li></ul>	<ul style="list-style-type: none"><li>• Approximately 80 team members providing various services and care to residents</li><li>• \$4.5mm in annual payroll</li><li>• Administration – Executive Director, business office, concierge</li><li>• Resident Care and Wellness – Nursing, caregiving, medicine administration, specialty coordinators</li><li>• Marketing – Sales, marketing, community engagement</li><li>• Dining – Managers, cooks, and servers</li><li>• Facilities – Maintenance, housekeeping, laundry</li></ul>	<ul style="list-style-type: none"><li>• Deliveries limited to certain hours</li><li>• Transportation provided to residents for outings and appointments</li><li>• Site lighting restrictions (e.g. shielding and dimming at certain hours)</li><li>• Service entries and trash enclosures will not be visible from any public street – heavily landscaped</li></ul>

# COMMUNITY OPERATIONS

## Emergency Calls

5.74 calls per month anticipated for the proposed development, based on the portfolio average of 19 similar communities; Calls are consolidated to one location rather than all over town; Calls are minimized due to on-site care and wellness programs

## Traffic / Average Age / Length of Stay

~20% of residents will have vehicles, based on the portfolio average of 19 similar communities  
Staff will operate on three shift changes

### Length of Stay, Former Residents

Level of Care	Avg Months
Villa	10.2
Independent Living	10.8
Assisted Living	8.3
Memory Care	7.6
<b>Total</b>	<b>10.0</b>

### Length of Stay, Initial Level of Care

Level of Care	Avg Month Stay
Villa	27.6
Independent Living	27.4
Assisted Living	21.6
Memory Care	17.2
<b>Total</b>	<b>23.1</b>

### Prospect Distance From Community

Level of Care	Median Miles
Villa	5.19
Independent Living	6.61
Assisted Living	7.18
Memory Care	8.33
<b>Total</b>	<b>6.91</b>

### Median Age at (Years)

Level of Care	Inquiry	Move In
Villa	76.0	
Independent Living	81.2	84.2
Assisted Living	83.8	85.1
Memory Care	83.5	84.0
<b>Total</b>	<b>82.6</b>	<b>84.6</b>

### Percent of Units with Second Person

Level of Care	Percent
Villa	35.75 %
Independent Living	17.36 %
Assisted Living	7.37 %
<b>Total</b>	<b>11.65 %</b>



# HOW IS THIS PROPOSED SENIOR COMMUNITY DIFFERENT THAN THE BEACON?

	The Beacon Continuum of Care Retirement Community*	Sentry Senior Living Community (SWC of Emerald & Bright)
<b>Unit Count</b>	375 Units of Independent Living, Assisted Living, & Memory Care, Active Adult	~190 Units of Independent Living, Assisted Living, & Memory Care
<b>Project Phasing</b>	4 Total Phases	1 Single Phase
<b>Timeline</b>	6 – 8+ Years	2 Years
<b>Pricing Model</b>	Up-front buy-in with additional monthly rent	Month to month rental, no buy-in requirement
<b>Other</b>		Accommodates future medical office development along Emerald Parkway

\* Information provided here was derived from Dublin public records and available information only. Complete or updated information would need to be verified with the developer.

# SIMILAR SENTRY COMMUNITIES

## COMMUNITY: HOLLIDAY FARMS SENIOR LIVING

Location: Zionsville, Indiana

Units: 156 Total (92 IL, 44 AL, 20 MC)

Amenities: Nature Trail, Greenhouse, Outdoor Kitchen, Indoor Pool, State-of-the-Art Wellness Studio; Wine Bar; Bistro, and More





## COMMUNITY: HOLLIDAY FARMS SENIOR LIVING (cont'd)

Emphasis on Wellness Programs and Outdoor Living

Partnership with EmpowerMe Wellness for On-site Therapy and Wellness Programs



## COMMUNITY: FRANKLIN SENIOR LIVING

Location: Franklin, Tennessee

Units: 174 Total (104 IL, 50 AL, 20 MC)

Amenities: Greenhouse, Outdoor Kitchen, Walking Paths, Indoor Lap Pool, State-of-the-Art Wellness Studio; Wine Bar; Bistro, and More



# MEDICAL OFFICE



# MEDICAL OFFICE/NEIGHBORHOOD RETAIL (Phase 2)

**Concept:** Southern 3-4 +/- acres of parcel reserved for future medical office/neighborhood retail – actual acreage to be determined after final site planning

**Site plan and architecture** to be submitted for future approval

**Proposed Uses:** Medical; Office; Neighborhood Retail (coffee or ice cream shop, boutique retail, restaurant excluding fast food concepts, etc.)

## **Development Standards:**

- Up to four (4) stories (height will preserve option for larger medical users)
- ~25k SF footprint
- Parking and landscaping per code

## **Options based on market demand:**

- Single story structure to accommodate 3-4 medical/retail users OR
- Multiple story structure for larger health system or medical group

# SAMPLE DESIGNS

