

# Sizzle That Really Sells

Attract and Retain Residents with Cool Amenities

[By Rachel Zoberman]

Seniors at Meta Housing Corp.'s Burbank Senior Artist Colony, a 141-unit project in Los Angeles, will get a chance to dabble in the arts, including video and film editing as well as painting and acting.

## Young at Heart

Meta Housing Corp., a Los Angeles-based developer catering to seniors, wanted to create a project with amenities tempting the palette of artistic and creative residents.

The company teamed up with More Than Shelter for Seniors, a nonprofit public benefit corporation that provides on-site educational classes, arts programs, and more at no cost to seniors throughout Southern California.

The Burbank Senior Artists' Colony, a 141-unit project in Los Angeles, will include a 40-seat theater and projection room; video and film editing bays; a wet studio for painting, sculpture, and poetry; a dry studio for needle arts and crafts; and live performance space. "The premise of the colony is to give people a first shot or another shot at seriously pursuing the arts," says Tim Carpenter, executive director of More Than Shelter for Seniors.

"Instead of getting sugar, someone walks down the hall and gets notes on [his or her] play," Carpenter says. The community is set to open in October with 70 percent of the units at market-rate and 30 percent set aside for seniors with less than 50 percent of the area median income.

