



THE COUNCIL OF THE CITY OF NEW YORK

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CM CHIN UNVEILS NEW NORC FOR OVER 900 CHINATOWN SENIORS AT CONFUCIUS PLAZA



CHINATOWN – Today, Council Member Margaret S. Chin joined Confucius Plaza Management, Hamilton-Madison House staff and local seniors to announce the launch of a new Naturally Occurring Retirement Community (NORC) program at Confucius Plaza, a 44 year old complex in the heart of Chinatown that houses 762 households. The Joy Peace Center, operated by the Hamilton-Madison House, will offer social work and nursing services – as well as fitness, art and educational classes – to help older residents of Confucius Plaza age in place with health and dignity. This new program was created in response to Confucius Plaza’s designation as a NORC,

which describes an apartment complex or neighborhood in which residents arrived as young people, stayed to raise their families and remained after their children grew and moved away.

“Today, we’re bringing more resources for seniors at Confucius Plaza to continue to live independently in their homes and in the Chinatown community they love,” said **Council Member Chin**. “NORCs offer case management and nursing services on-site so that seniors won’t have to go far to get the care they need. With the senior population projected to double in the next decade, our City needs to step up to support innovative programming to help more seniors age with dignity in the communities they helped to build. I’m proud to have played a part to bring the Joy Peace Center to Confucius Plaza right here in Chinatown, and thank Management, the Chinese Chamber of Commerce and Hamilton-Madison House staff for their partnership to make today a reality.”

As Chair of the Committee on Aging, Council Member Chin led the effort in the New York City Council to secure \$2.8 million in Fiscal Year 2020 to save nurse services at NORCS and create new NORCs across the City. Council Member Chin secured \$100,000 to start the Joy Peace Center NORC at Confucius Plaza.

“Our elderly neighbors love living here and want to stay,” says **Lok Sang Mui, President of Confucius Plaza, and longtime resident.** “At Confucius Plaza we want to do all we can to help them remain in our community, where many have lived for more than 30 years.”

“Chinatown is the heart of the city for thousands of older Chinese New Yorkers, but it is getting harder for them to live here. Our job is to help them live out their lives in the homes they love, surrounded by the friends and neighbors they have known for decades,” said **Isabel Ching, Executive Director of Hamilton-Madison House.** “We are proud that Hamilton-Madison can take the lead in creating this program for the residents of Confucius Plaza and thankful for Council Member Chin’s commitment to the elders in our community.”



Confucius Plaza is home to approximately 1,645 residents, 921 of whom (56%) are age 60 or older. One hundred and six residents are at least 90 years old, and six are 100 years old or older. 618 (81%) of the 762 units have at least one older adult living in them.

A 2018 study by AARP found that while 76% of Americans age 50 and older say they prefer to remain in their current residence, less than half believe they will be able to do so. The NORC model helps turn older adults’ wishes into reality by providing counseling and direct services that include: assistance in applying for Medicaid and SNAP, nursing services, wellness and art programs, transportation to appointments and volunteer opportunities to give back to the community.

While the Joy Peace Center is designed exclusively for Confucius Plaza residents, Hamilton-Madison House’s other services are available to help Chinatown residents of all ages, as well as Chinese-speaking people throughout the five boroughs of New York.

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