



## Design for Aging

AIA Knowledge Community

# Welcome

**AIA** We're glad you're here

Timing

Venue Planning

Right Sizing

Programming

Process

Branding



# How to Program and Design Award Winning Culinary Experiences That Senior Living Residents Will Love

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Hospitality planning in senior living communities  
& the critical role it plays in designing of a successful project.





DFA • 2021 • Webinar

# Design for Aging

**AIA** Knowledge Community

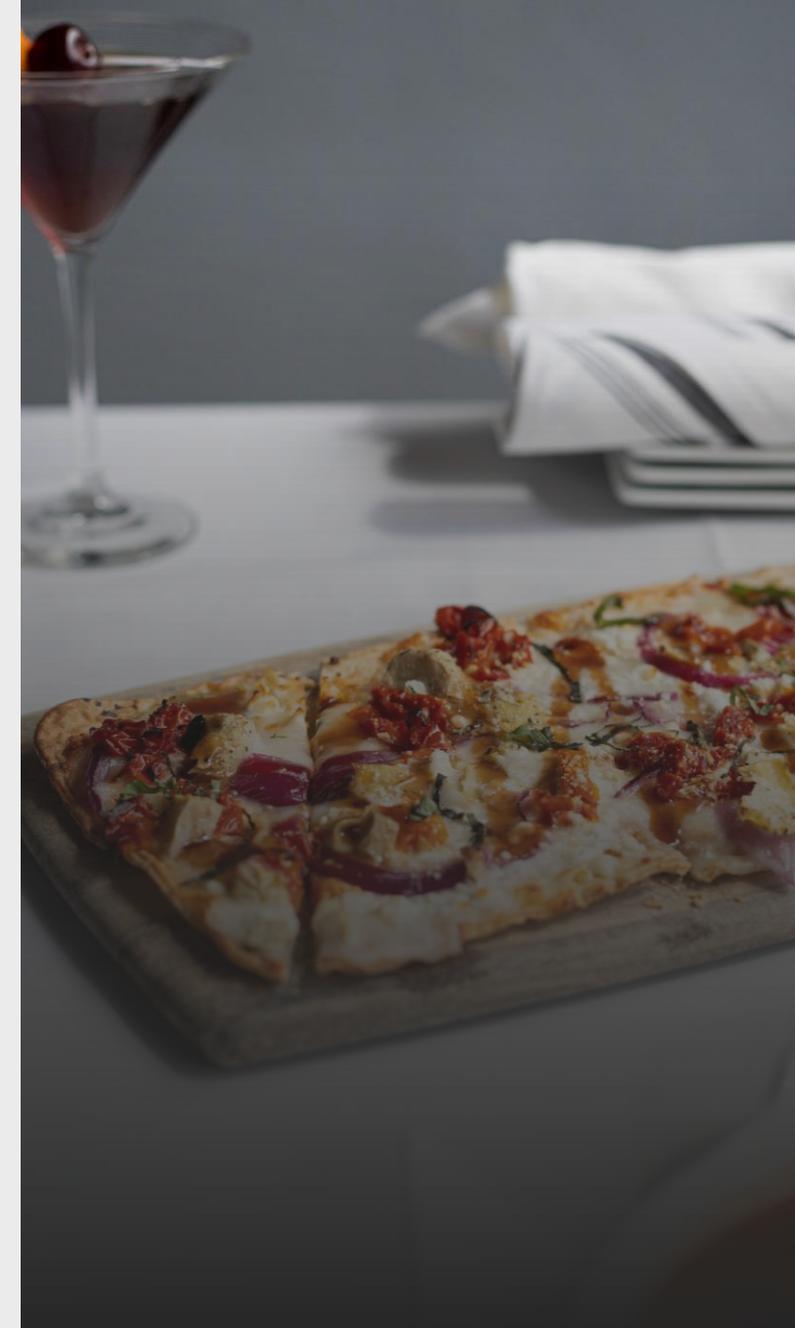
The mission of the AIA **Design for Aging** (DFA) Knowledge Community is to foster design innovation and disseminate knowledge necessary to enhance the built environment and quality of life for an aging society.

Earn 1  
AIA LU

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Content-related questions will be answered during the Q&A portion as time allows. Any questions not answered during Q&A, will be answered and posted online within two (2) weeks.



# The Panel



**Schelley Hollyday**

The Hollyday Group  
Principal

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Speaker

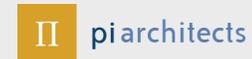


**Andrey Teleguz**

SCOPOS Hospitality Group  
Principal

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Speaker



**Greg Huntzman**

pi architects  
President

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Moderator



*I have been privileged to work with numerous senior living communities across the nation. I help organizations establish and meet their financial goals by combining budgetary, marketing, operations and regulatory requirements into an environment that fosters a meaningful life for senior residents.*

# About

**Greg Huntman**

President

**20**

Years of experience in the Senior Living industry with a focus on Master Planning & Architecture

**± 150**

Completed senior living projects



*Recognizing that Senior Living Communities are quickly assimilating to the hospitality model, Schelley founded The Hollyday Group to provide the necessary support to communities transitioning to a more specific hospitality culture.*

# About

## Schelley Hollyday

Principal

25

Years of experience in the Senior Living industry with a focus on hospitality

± 250

Completed projects in operations and design support



*“To me, success is having the opportunity to improve lives through innovation, constant learning, and collaboration. I believe that nothing is impossible, and every day, I am driven to prove it.”*

# About

**Andrey Teleguz**

Principal

**20**

Years of experience  
in the food service  
industry

**±200**

Completed senior  
living projects

# What you will learn

## Timing

Know when to start culinary discussions and planning

## Planning

Understand how many venues a community should have

## Analytics

Right sizing dining venues based resident analytics

## Programming

Understand how to make the culinary program at a community competitive

## Process

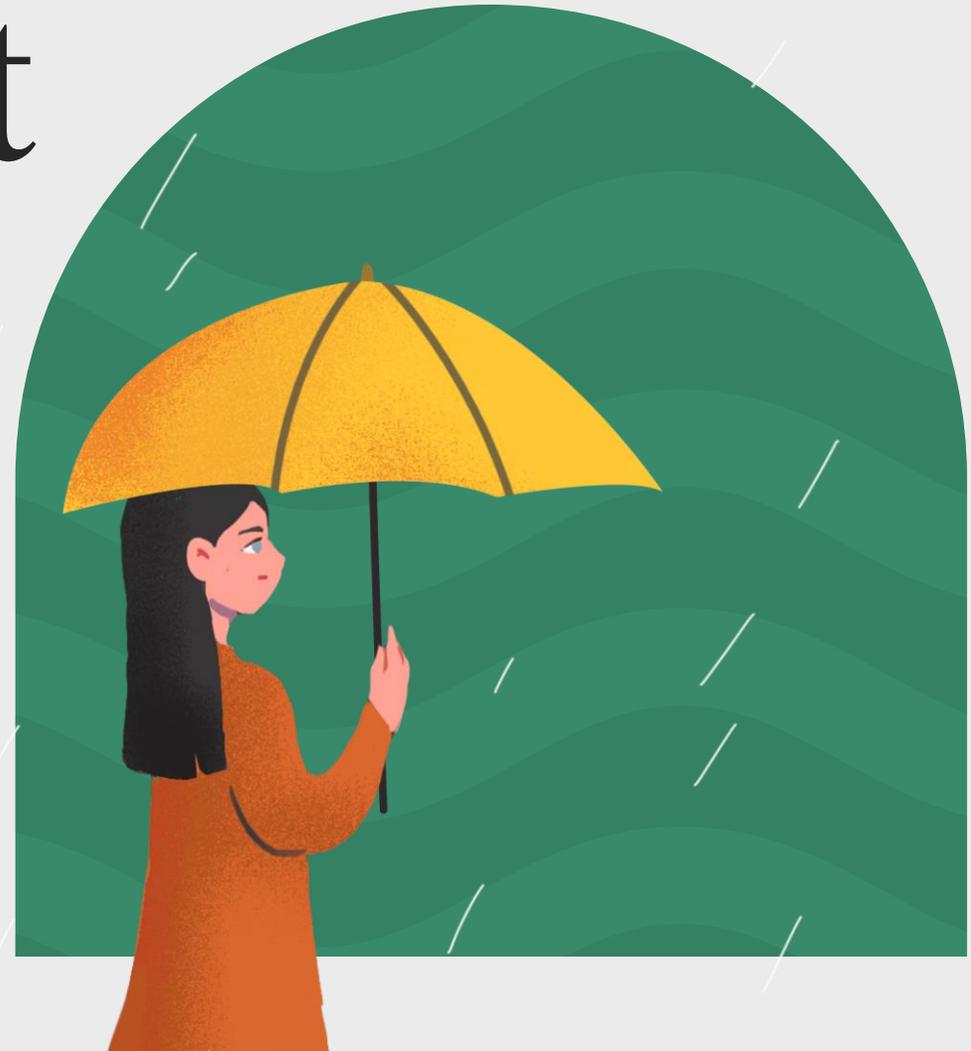
Design process, where to start and where to go

## Branding

Communicating the importance and effectiveness of a branded community

# The Perfect Storm

The senior living industry is in the midst of a revolution, powered by unprecedented competition, regulatory changes, economic pressures – not to mention challenges in affordability and staffing. While all that’s true, it’s also true that now, more than ever, this industry is on the brink of revolutionary breakthrough.



Have you ever designed a space that looked beautiful, but **functioned poorly operationally after opening?**

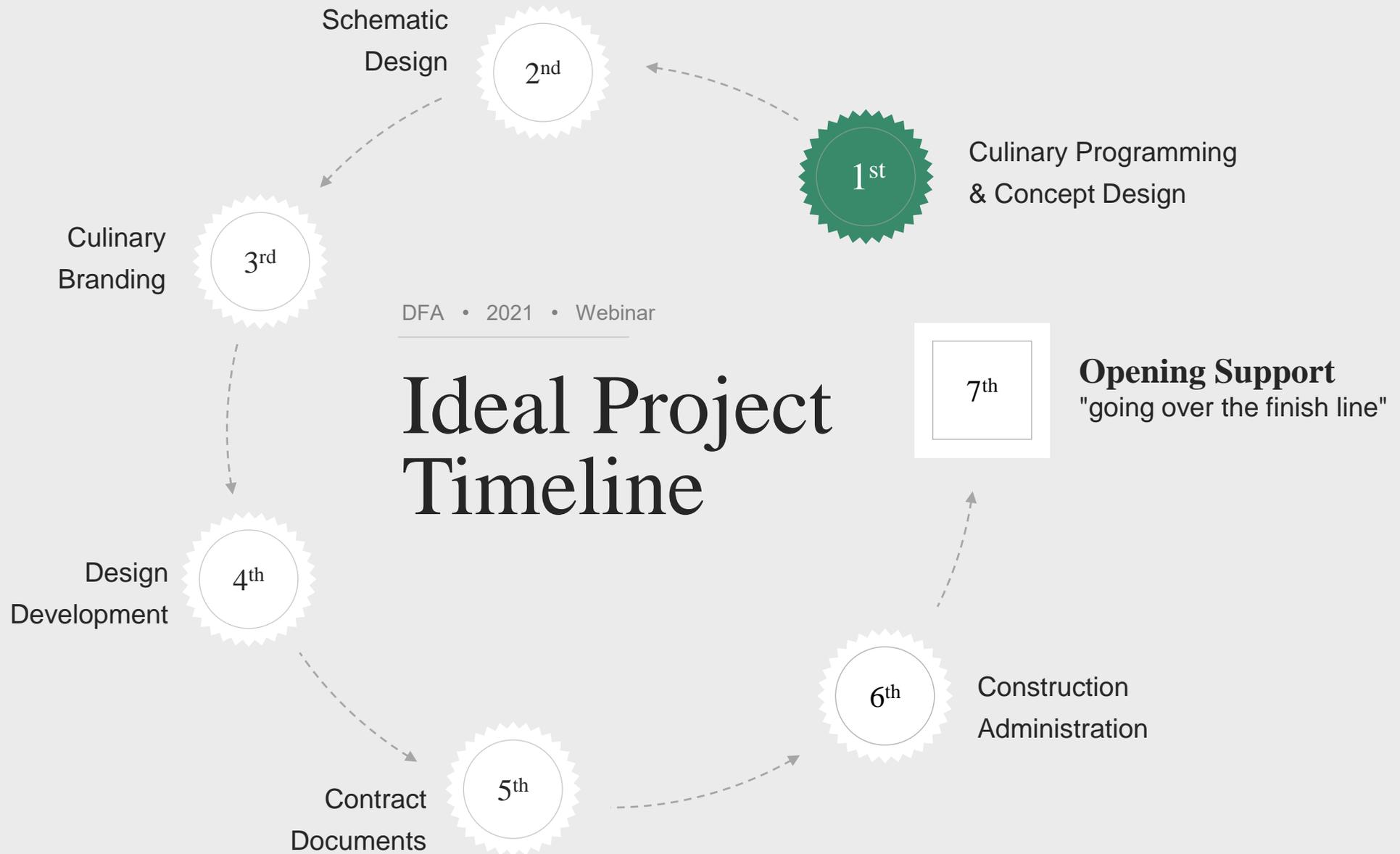
# When should you start culinary discussions and planning?

**Culinary Program** Is at the heart of hospitality experience of any resort – **first impressions matter.**

## Before Schematic Design

Let the culinary program drive the hospitality experience and help shape your building design





# Design process, where to start and where to go?



# Where was the kitchen located historically?

**In the basement!**

Neuschwanstein Castle

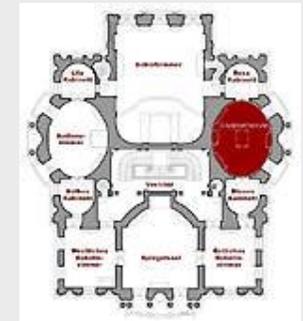
Schwangau, Germany



**The shift has happened,  
the kitchen has been  
moved from the basement  
into the dining experience.**



Linderhof Palace



# What is driving this major change?

# Changing Times - Major Factors

01

Multiple Venues,  
especially Pubs and al  
Fresco and Branding

02

Destination Dining and  
Special Events

03

Continued Post-Covid  
Take-out and Delivery  
Options

04

Flexible Meal Plans

05

Mobility

06

Older Boomers are the  
current marketing  
focus, yet still need to  
maintain features which  
appeal to Silent  
Generation

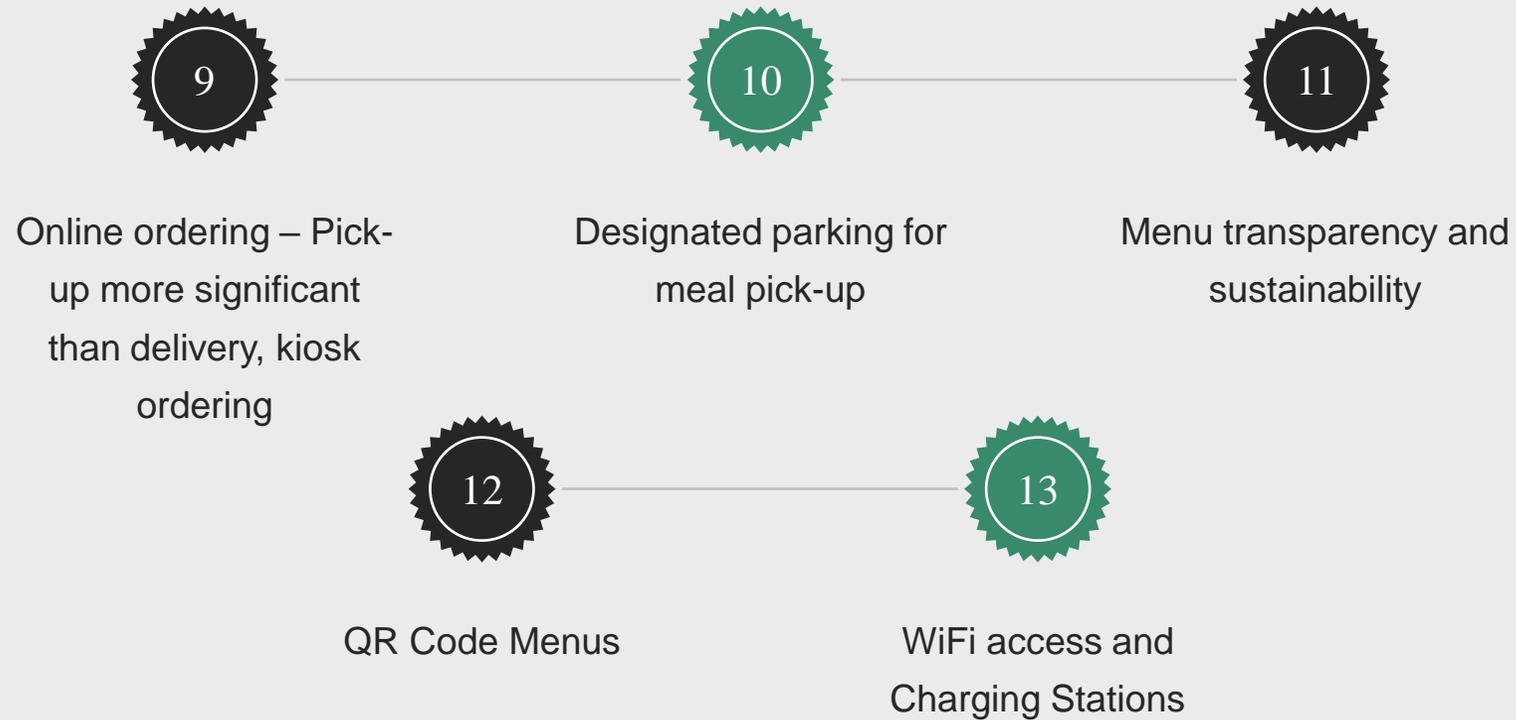
07

Younger Boomers are  
helping parents in the  
decision-making  
process

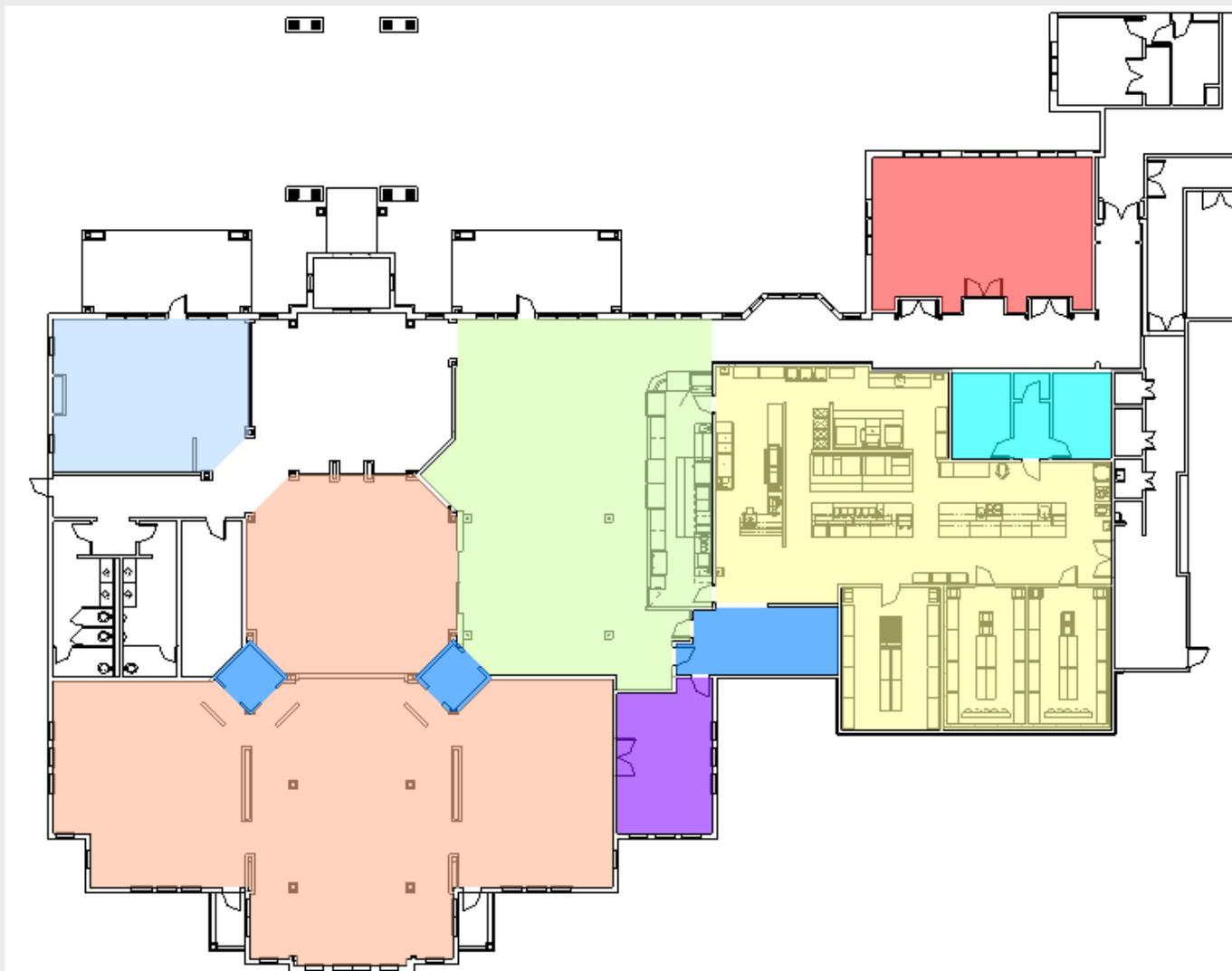
08

Contemporary features  
are popular with  
Boomers, but not  
necessarily to current  
residents

# Changing Times - Major Factors

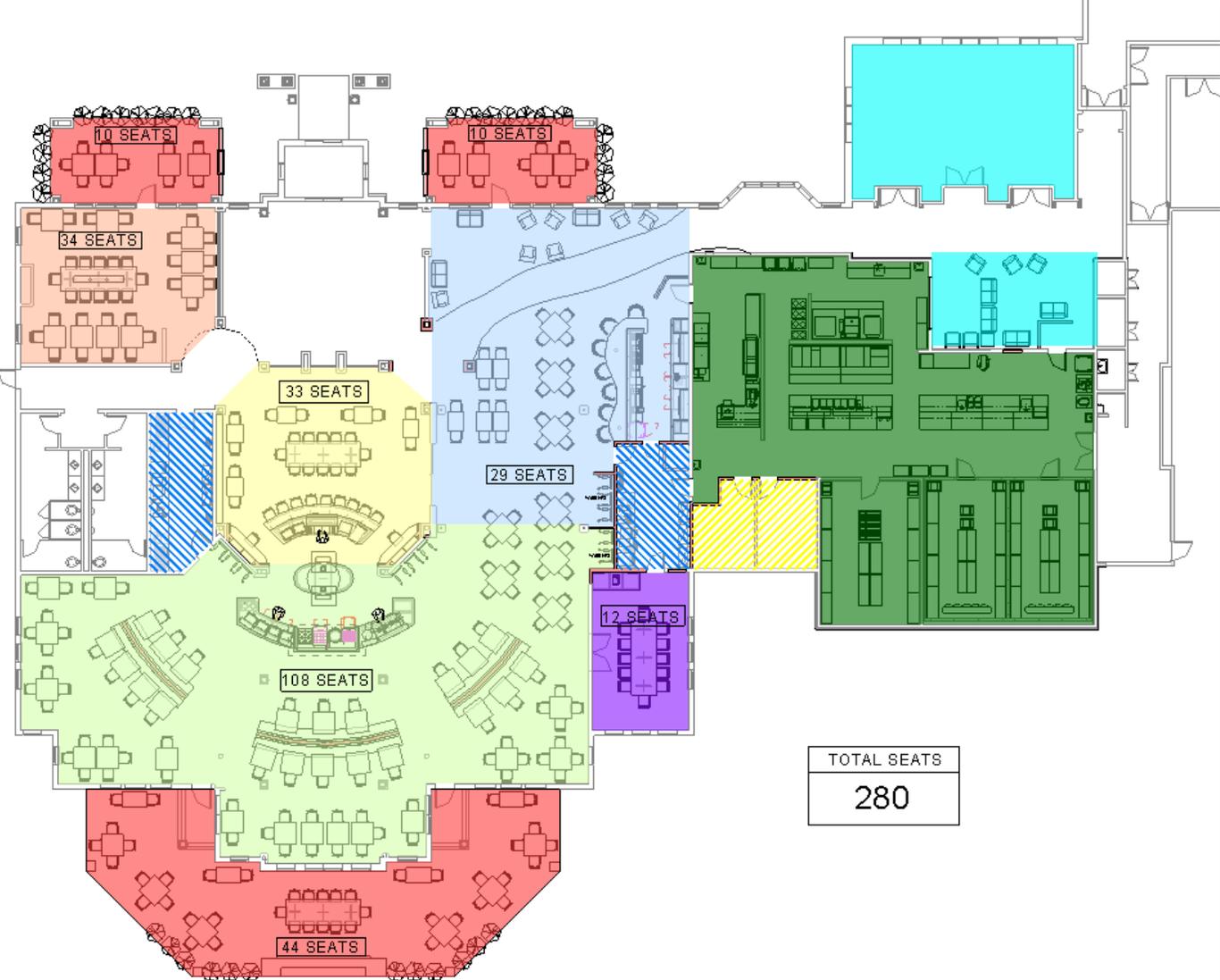


# Case Study - Before



LEGEND	
	BISTRO
	BUSSING
	DINING
	PRIVATE DINING
	COMMERCIAL KITCHEN
	PULLMAN LOUNGE
	OFFICES
	MULTI PURPOSE ROOM

# Case Study - After



LEGEND	
	ACTION/ EXHIBITION KITCHEN
	MULTI PURPOSE ROOM
	SEMI-PRIVATE DINING
	PRIVATE DINING
	TEACHING KITCHEN
	BAR
	OUTDOOR SEATING
	BUSSING
	COMMERCIAL KITCHEN
	OFFICES

# Case Study - After



Captains Table Restaurant



Soft Seating Lounge



Convertible Dining Venue:  
Casual Dining



Teaching Kitchen Restaurant



Outdoor Dining

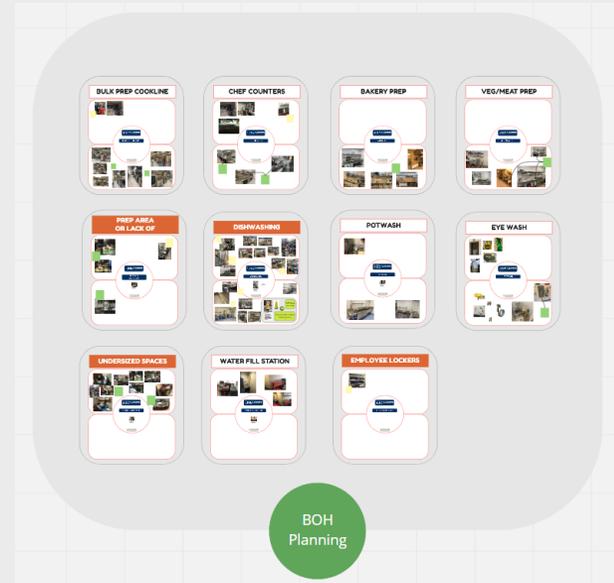
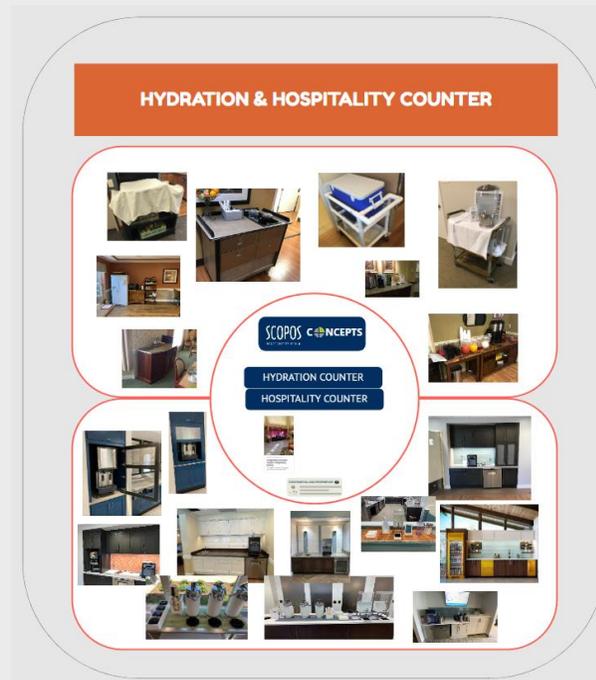


Exhibition – Main Dining:  
Casual Restaurant



Semiprivate/Destination  
Restaurant/Themed

# Expectation Vs. Reality



- Venue Planning
- BOH Planning
- Service Planning
- Technology Planning
- Interior Architecture Finishes Detailing
- Branding Planning
- Smallwares Planning

# Expectation Vs. Reality

**ON THE SURFACE**

**THE DETAILS**

- hostess stand lacks storage and organization
- what do you want for coffee? (drink)
- what come out of floor or coffee menu
- ??
- need plate and glove storage
- food counter looks like after thought
- need sculptured profile vinyl base boards
- Should there have been a built in finish load
- busy menu - needs to be simplified and on brand
- Smallwares where not planned to match branding
- Wall looks unfinished and awkward unfinished top

# Expectation Vs. Reality

Post Occupancy Studies



Proper Storage for service items to be concealed



Plates taking up counter space. Not clean look, aesthetically



"WALL EXPERIENCE" @ the bar

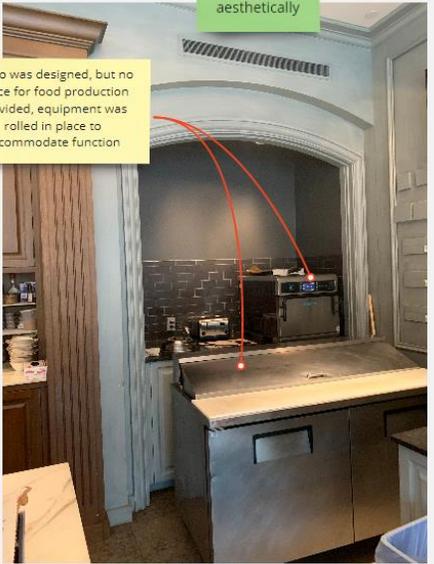


Equipment added after project completion - looks out of place

Views into service areas



Bistro was designed, but no space for food production provided, equipment was rolled in place to accommodate function



Space for busing was not provided

EQUIPMENT VISIBLE FROM CUSTOMER VIEW



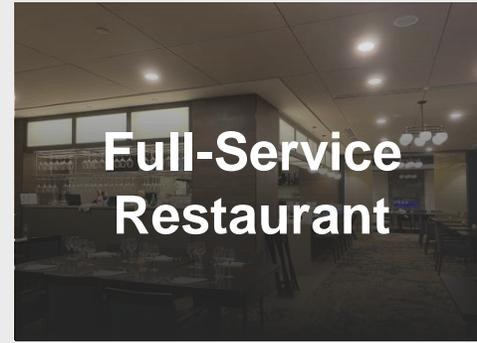
Market was not provided



# What to Ask?



# Multi Dining Venues





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# Fast Casual Café/Bistro

*Sandhill*  
CAFÉ

Redbud  
CAFÉ

FINCHES  
café



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# Marketplace/Food Hall



**CURRENTS**  
MARKETPLACE





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# Self-Serve Markets

LOCAL  
DISH



Market & Co.



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# Full-Service Restaurant





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# Destination Dining

CR  
CHART ROOM



*The*  
RETREAT



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# Bar or Flex Bar





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# Outdoor Dining





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# Food Trucks





# Three Independent Living Venues Is Now The Minimum



**Full-Service Restaurant**



**Fast Casual Option Such As Marketplace or Bistro**



**Pub**

# Culinary Programming Process

Survey facilities  
(if existing)

Collect data from POS  
system to determine  
the current traffic  
(if existing)

Conduct resident focus  
groups to determine  
preferred dining times  
and preferred venue(s)  
Current & future

Study surrounding  
market & spending  
habits

Draft Culinary narrative  
report listing  
recommended dining  
venues & their  
operational model,  
menus

# Surveys and Reports



Hours of operation?

What are your tastes?

Quick service?

Full service?

Styles of food?

		COMMENTS
<b>1.00</b>	<b>DINING PROGRAM</b>	
1.01	Serving Breakfast, Lunch, Dinner?	
1.02	Hours of Operation	
1.03	Style of Service - Self Service - Order at Counter, Resident carries to table or leaves	
1.04	Style of Service - Wait Service, Order at Table, Meal brought to table	
1.05	Style of Service - Hybrid, Order at Counter, Staff bring to table or Resident picks up when called	
1.06	Hostess Station or self-seating, Equipment needs if hostess --Voice data connection --Phone --Menu storage (size / count)	
1.07	What known commercial venues or descriptions would the new space be similar to? (Starbucks, Panera, wine bar, sports bar, etc.)	
<b>2.00</b>	<b>DINING PROGRAM - CUSTOMER BASE</b>	
2.01	What resident population will be using this dining venue?	
2.02	How Many Residents will the dining Venue Serve?	
2.03	Would this venue be open to dining by staff? If yes, number of potential staff that will utilize the dining program.	
2.04	Would this venue be open to dining by visitors? If yes, how many visitors participate in the dining program.	
<b>3.00</b>	<b>DINING PROGRAM - TECHNOLOGY</b>	
	Menu board, printed menu, electronic, etc.	
	Self-Order Kiosks	
	Online Ordering, Smart Phone Ordering	

1.0 - KEY PLAN
2.0 - DINING PROGRAM
3.0 - CUSTOMER BASE
4.0 - TECHNOLOGY
5.0 - OPERATIONS
6.0 - DESIGN CONSIDERATIONS
7.0 - MENU
8.0 - EQUIPMENT
9.0 - BUDGET
10.0 - SPECIAL REQUESTS/NOTES:

# Right Sizing Your Venues

Based On The Three Typical Venues (Fast Service, Fast Casual, Pub)

Fast Casual  
(Includes Take-out) **43%**  
103.2

Pub  
Menu Service **13%**  
31.2

Full Service **44%**  
105.6



# How Many Seats?

01

Full-service restaurant will need about **80 seats for every 100 meals** served at peak meal period (usually dinner).

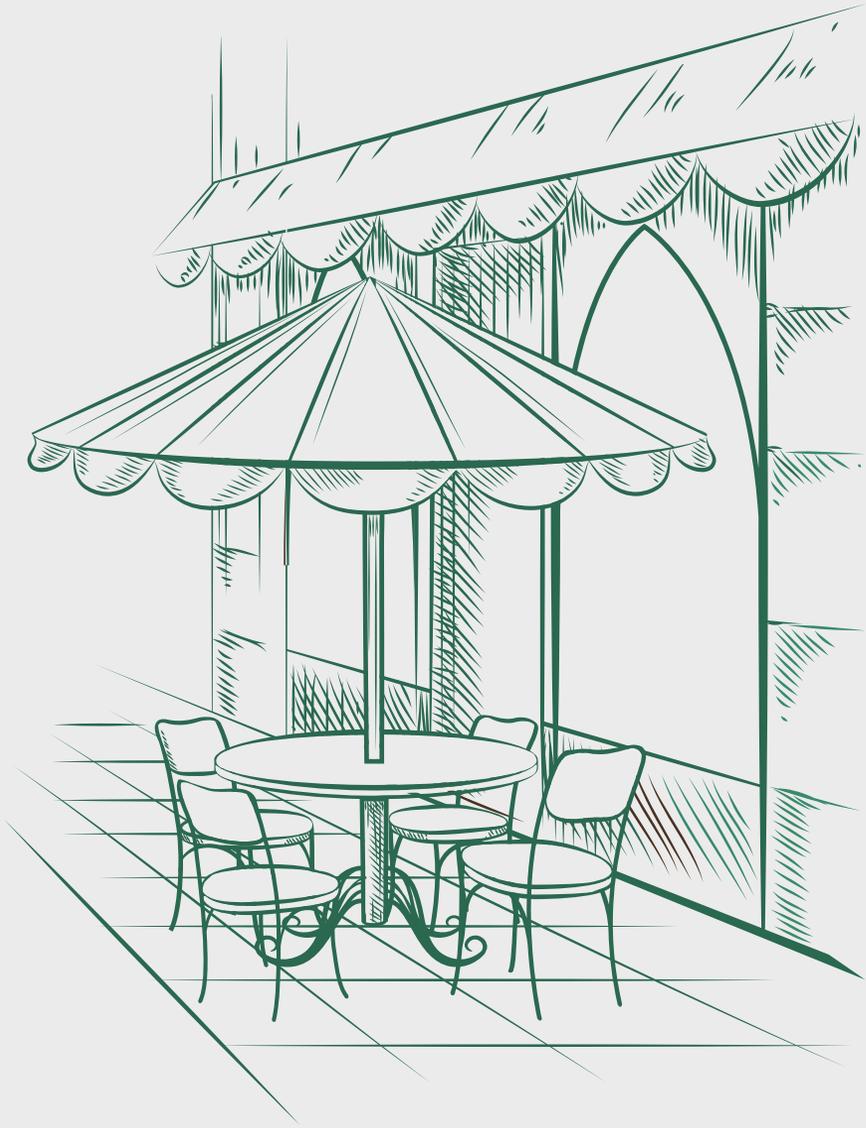
02

Fast Casual venue needs about **50 seats for every 100 meals** served at peak mealtime. Reduced for take-out meals.

03

Pubs are unique to every community culture and the menu served. Usually range from **36 seats to 90** for communities with **250 residents**.

## Are you right sizing your venues?



# Right Sizing Dining Venues

- Generates a potential Increase in transactions by 20% upon transition to a flexible meal plan. A 30 meal per month plan results in 36 transactions
- This flexibility increases meal participation during other day parts



**Breakfast**



**Lunch**



**Dinner**

# Culinary Outline Programs

The collage consists of several overlapping presentation slides from the SCOPOS Hospitality Group project. The central and largest slide is the 'Culinary Program Outline' for 'The Chesapeake, Newport News, VA', which features a photograph of an elderly couple sitting at a table and eating. To the left, a slide titled 'A Food Revolution!' is partially visible. Above the central slide, there are slides titled 'Bringing the Restaurant Culture to Resident Dining' and 'Social Media & Marketing'. To the right, there are slides for 'Healthcare Neighborhoods' (2nd Floor Arts & Crafts Kitchen Studio), 'Assisted Living Activity Venue' (3rd Floor), and 'Skilled Hospitality Kitchen Menu Examples & Style'. The 'Skilled Hospitality Kitchen' slide includes a menu with items like 'Breakfast', 'Lunch', and 'Dinner' with their respective ingredients. The 'Culinary Vision & Master Plan' slide includes an 'Overview' and a list of four kitchen locations: 1. Assisted Living, 2nd Floor AL East Restaurants; 2. Assisted Living, 3rd Floor Arts & Crafts Kitchen Studio; 3. Assisted Living, 3rd Floor Arts & Crafts Kitchen Studio; 4. Skilled Healthcare Hospitality Kitchen & Support Facility. It also lists 'West Point Assisted Living' and 'Skilled - Healthcare Center' with their respective dining capacities.

# How do I make the culinary program at a community competitive?

**Treat Dining As Core Resident Hospitality Creator**

**Flexibility & Cross Utilization Is Critical**

Use of space can change through time



**Location = Steps = Speed Of Service = Happy Residents**

**Create Engagement Opportunities**

# How does a branded community take the resident's experience to the next level?

## Create Loyalty

Solid Brands foster relationship, connection, and engagement and creates enthusiastic and loyal guests.

## Clear Messaging

Clear and consistent messaging is comforting and provides direction and information, it also helps define and frame an experience.



## Connect Emotionally

A brand's connection with consumers' emotions, also known as brand intimacy, directly affects the growth of its business. It encourages bonds that are reciprocal and are deepened by emotions.

# CROSS THE FINISH LINE

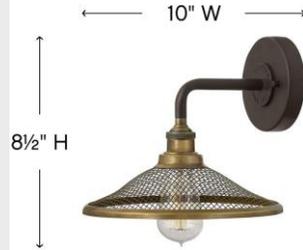
Smallwares, Uniforms, Menus, Paper Goods, Badges...



CURRENTS MARKETPLACE	
<b>SOUPS</b>	
<ul style="list-style-type: none"> <li>✓ Creamy Tomato Bisque cup 2.5 bowl 3.5</li> <li>✓ Bahamian Seafood Chowder cup 2.5 bowl 3.5</li> <li>✓ Soup of the Day cup 2.5 bowl 3.5</li> <li>✓ Hearth French Onion cup 3.5</li> </ul>	
<b>STARTERS</b>	
<ul style="list-style-type: none"> <li>✓ ✓ Hummus Dip 3 Roasted red pepper hummus, mixed olive salad, feta cheese, sunflower seeds, and Mediterranean crackers.</li> <li>✓ Steak and Cheese Dip 4 Shaved ribeye with mushrooms, onions, and roasted red peppers in a smoked gouda cheese sauce. Served in a bread bowl.</li> <li>✓ Hearth Roasted Wings 4.5 Roasted in a Moroccan dry rub.</li> <li>✓ Korean Sesame/Tequila Lime/Horseradish Parmesan</li> <li>✓ Chermoula Shrimp Salad 4 Paprika spiced shrimp salad over mixed greens, topped with fried chickpeas. Served with sundried tomato pesto bread.</li> <li>✓ Buffalo Cauliflower 3.5 Crispy cauliflower tossed in buffalo sauce, topped with bleu cheese crumbles.</li> <li>✓ Currents Crab Cake 5.5 Seared crab cake with avocado goat cheese, corn and black bean salsa, and a cilantro crema.</li> </ul>	
<b>FROM the GRILL</b>	
<b>COLD SANDWICHES</b> <i>includes choice of one side</i>	
<ul style="list-style-type: none"> <li>✓ ✓ Vegetable Muffaletta Wrap 6.5 Balsamic grilled vegetables, mixed olive salad, roasted red pepper hummus, arugula, tomato, and feta cheese.</li> <li>✓ The S.S. B.L.T. 8 House smoked salmon, toasted sourdough bread, Nueske™ bacon, bibb lettuce, sliced tomato, lemon-dill mayo, and tomato jam.</li> <li>✓ Chicken Bacon Club 7.5 Multi-grain bread, sliced chicken, Nueske™ bacon, avocado, bibb lettuce, and sliced tomato.</li> <li>✓ Lobster Roll 11.5 Lobster claw meat tossed with a lemon-dill mayo, celery, tomato, and chives on a New England roll.</li> <li>✓ Toasted Croissant 6.5 Choice of shrimp salad (add .50), egg salad or chicken salad on a toasted croissant with bibb lettuce, and sliced tomato.</li> </ul>	
<b>ENTRÉE SALADS</b> <i>substitute grilled tofu for vegetarian option</i>	
<ul style="list-style-type: none"> <li>✓ Marketplace Salad 7.5 Pesto grilled chicken or blackened shrimp over spring mix, grape tomatoes, cucumber, goat cheese, dried blueberries, and candied pistachios, with a fuji apple vinaigrette.</li> <li>✓ Trio Salad 6.5 Shrimp salad, chicken salad, and egg salad over baby spinach, candied pistachios, and diced apple, with a mango-chardonnay vinaigrette.</li> <li>✓ Caesar's Pesto Salad 6.5 Pesto grilled chicken over chopped romaine lettuce, shredded parmesan cheese, sliced tomatoes, artichoke hearts, pine nuts, and asiago croutons.</li> <li>✓ Singapore Salad 8.5 Seared tuna over chopped lettuce, red cabbage, carrots, edamame, snow peas, peanuts, orange segments, with a sesame ginger dressing.</li> </ul>	
<b>SIDES</b>	



CREATE A  
BRAND STATEMENT ELEMENTS



FARMHOUSE LIGHT



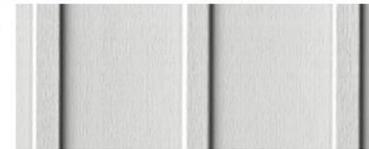
1" thick white DIMENSIONAL Logo with color edge – to affix in 8'w x 3.5'h placement on front of millwork



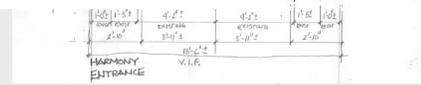
INSPIRATION



CROWN MOULDING



BOARD & BATTON



# Culinary

Experiences



## How to Program and Design Award Winning Culinary Experiences That Senior Living Residents Will Love

# Feel free to contact us. Anytime!



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✉ [ghunteman@piarch.com](mailto:ghunteman@piarch.com)

# Questions & Comments



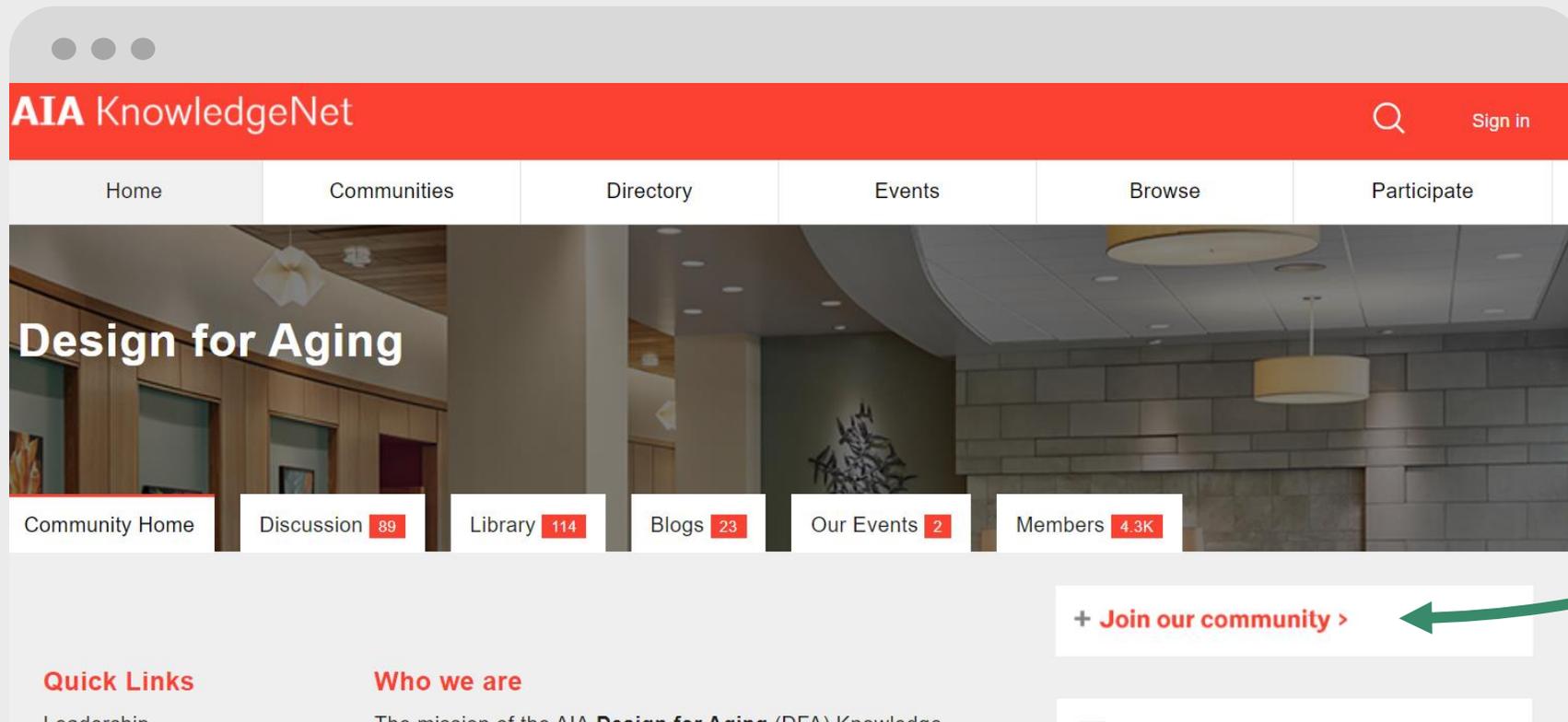
# Feedback Survey

We encourage all attendees to complete the post course survey at <https://form.jotform.com/212585359890165> by Friday September 24, 2021, at 5pm ET.

Please email [knowledgecommunities@aia.org](mailto:knowledgecommunities@aia.org) if you have any questions.



# Join Our Community



# Thank You!

