



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

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



Design for Aging

 **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.

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Submit your questions through the Q&A pod at the bottom of your screen.



Tech support questions will be answered by AIA staff.



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

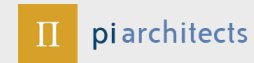
Speaker



Andrey Teleguz

SCOPOS Hospitality Group
Principal

Speaker



Greg Huntzman

pi architects
President

Moderator

About

Greg Huntman

President



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.

20

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

± 150

Completed senior living projects

About

Schellee Hollyday

Principal



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

25

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

± 250

Completed
projects in
operations and
design support

About

Andrey Teleguz

Principal



"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."

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

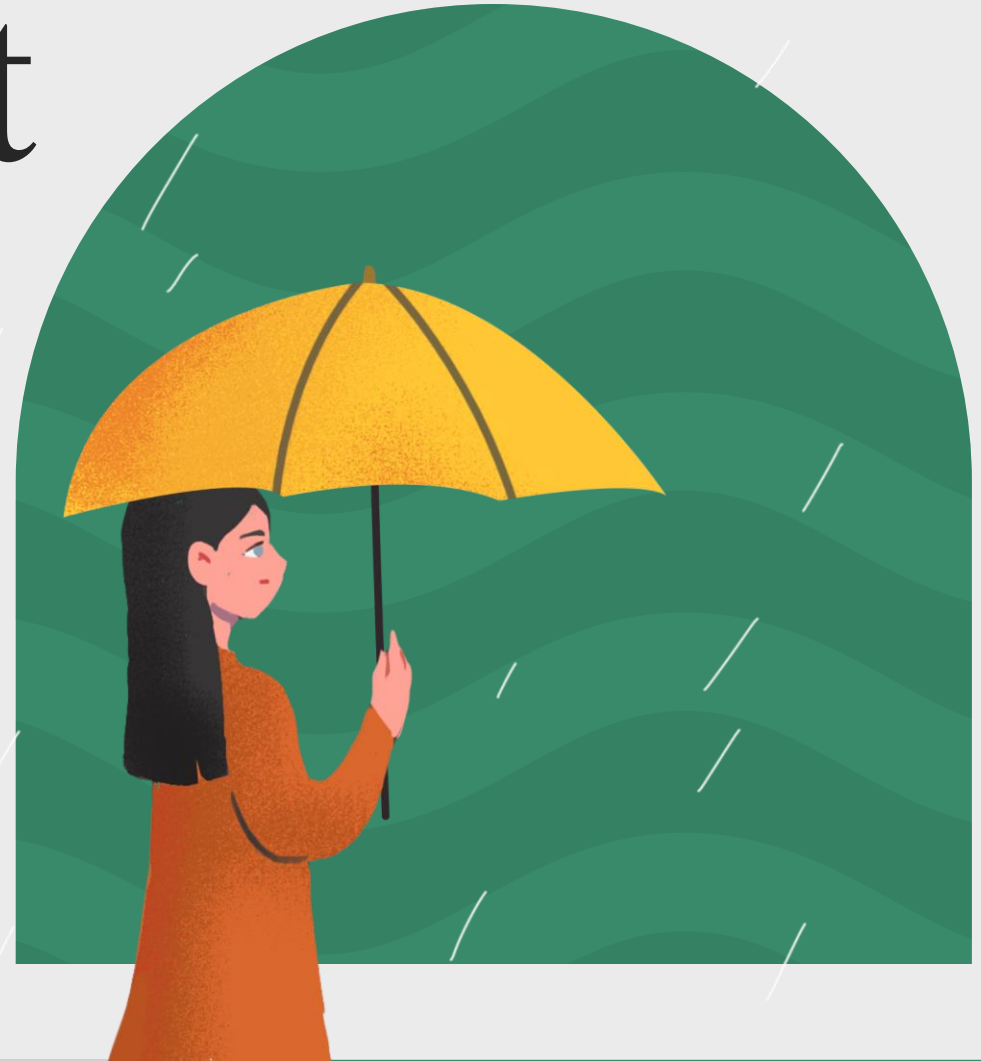
Design process, where to start and where to go

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?**

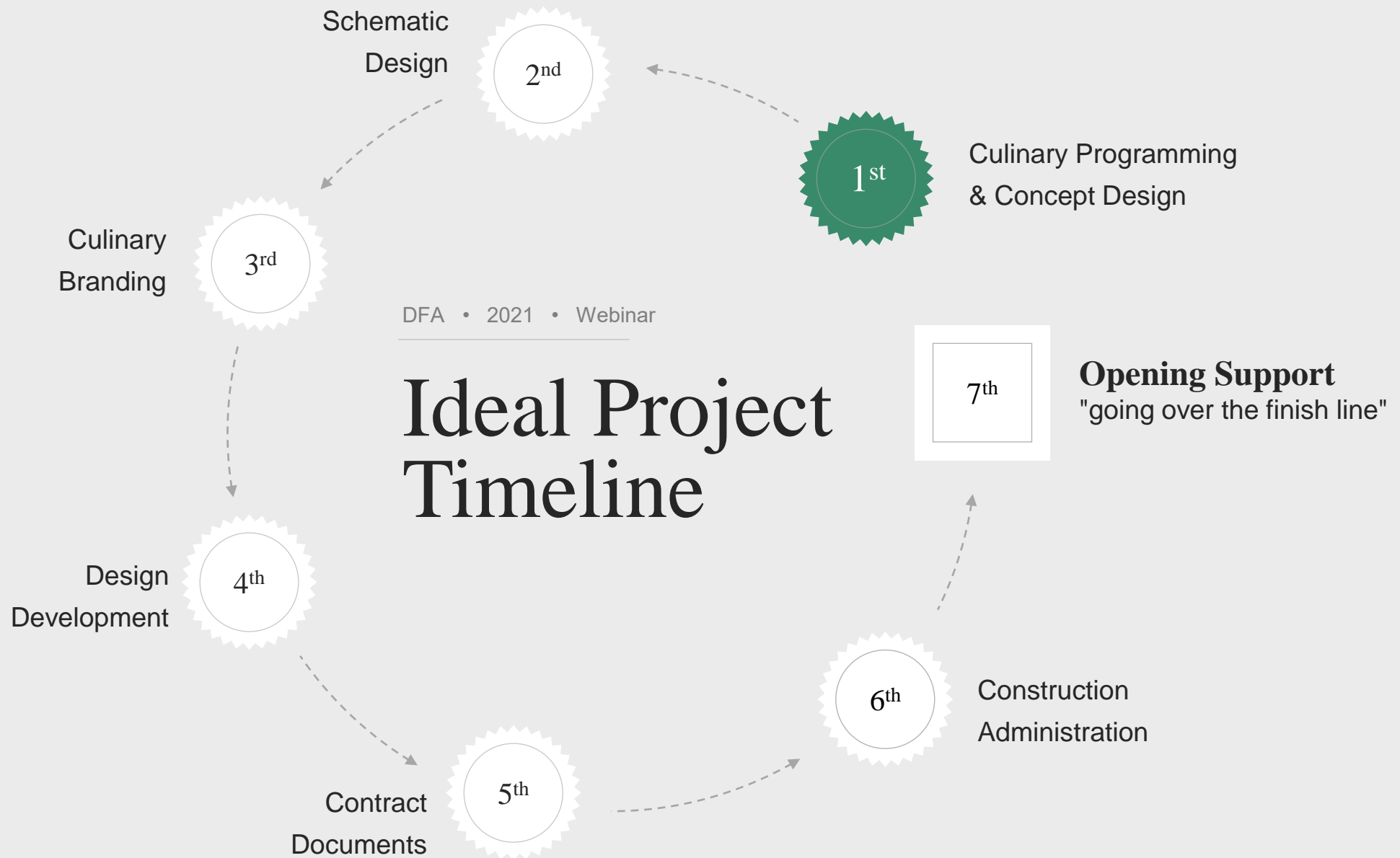
When should you start culinary discussions and planning?

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

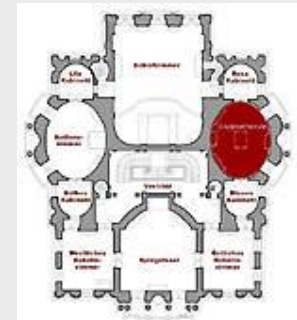
Schwangau, Germany



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

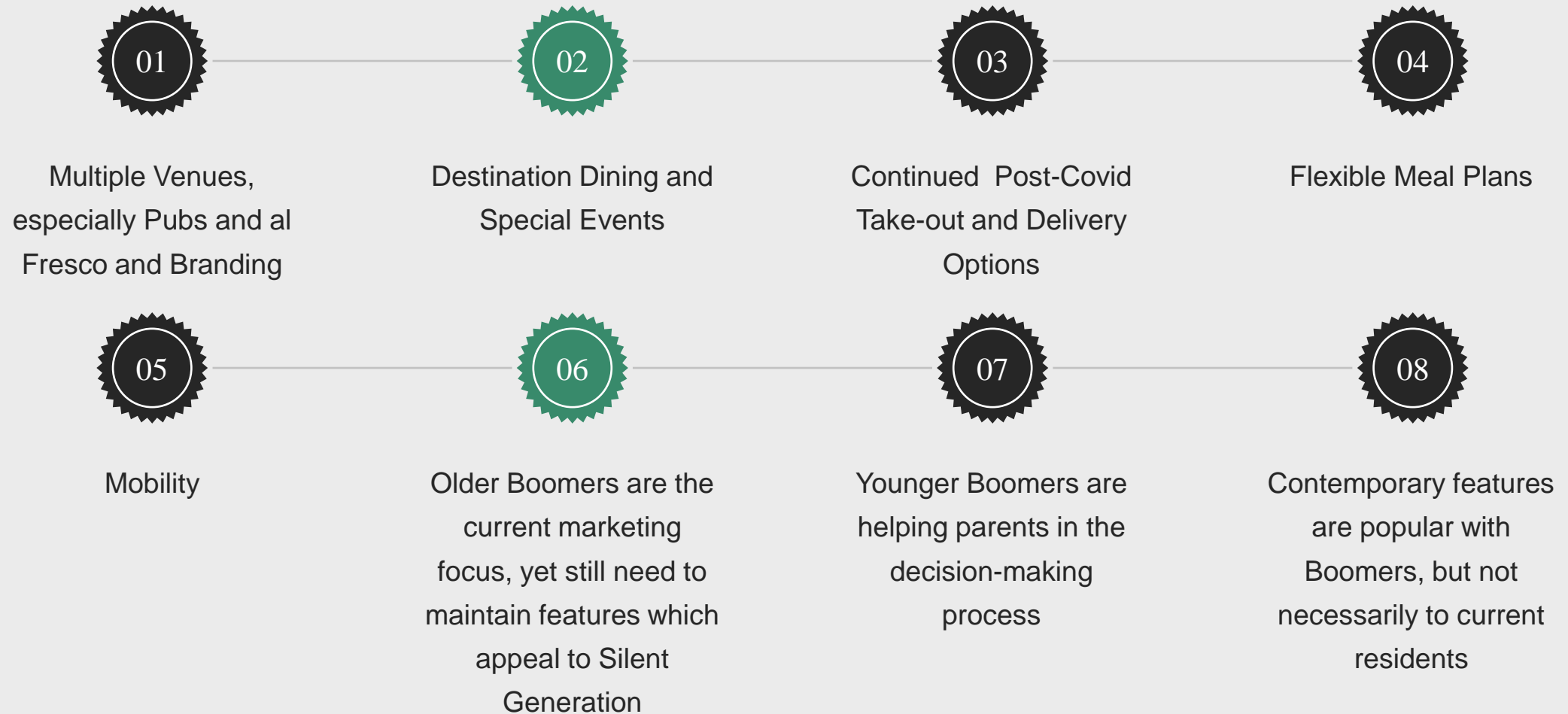


Linderhof Palace

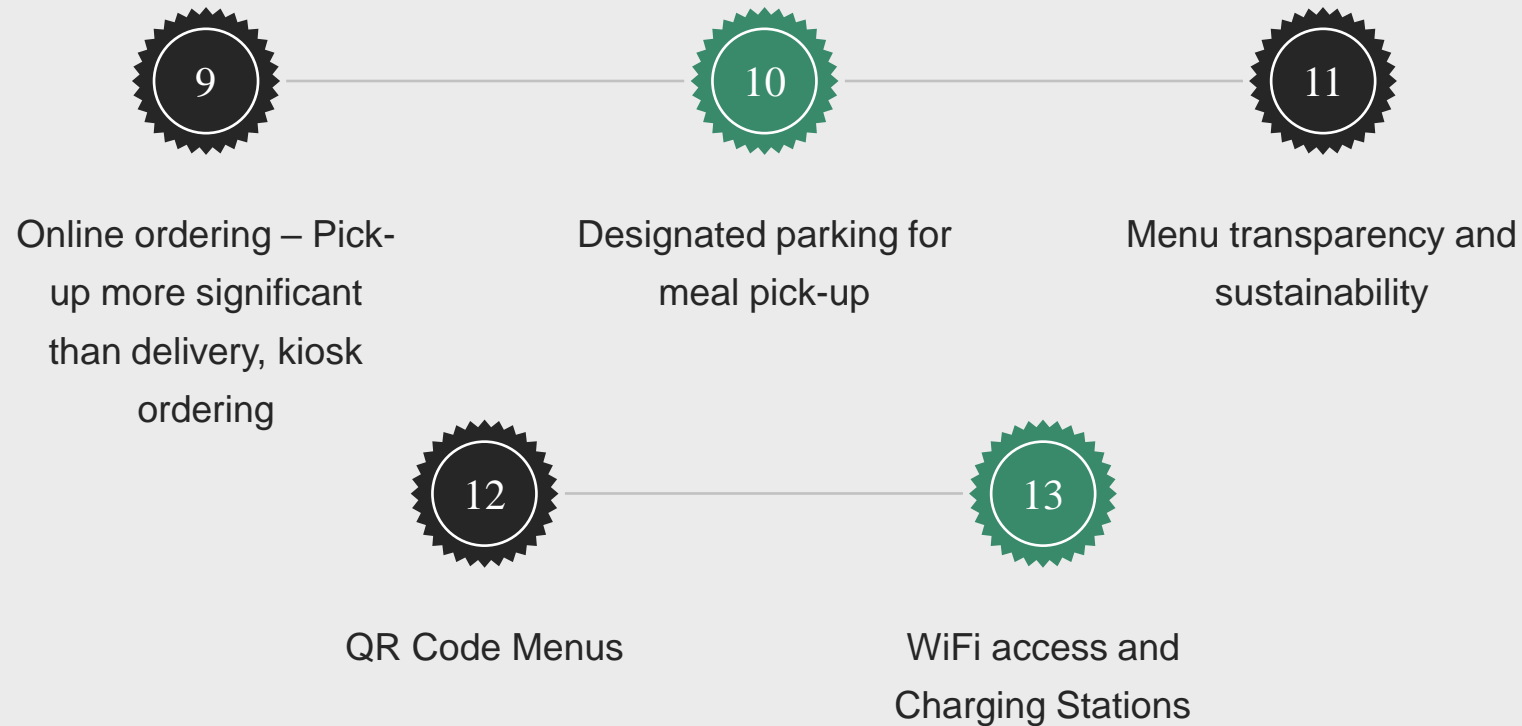


What is driving this major change?

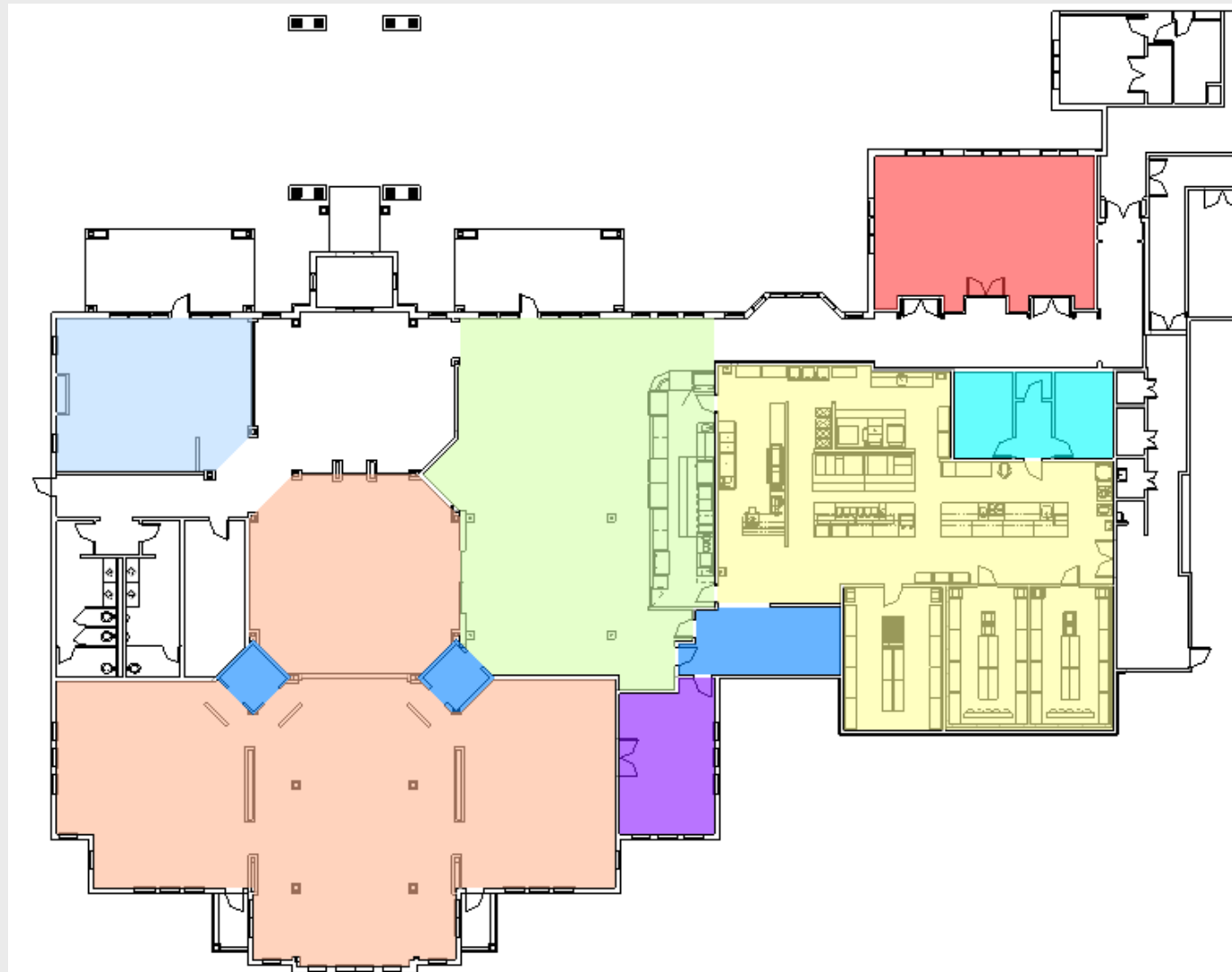
Changing Times - Major Factors











Changing Times - Major Factors

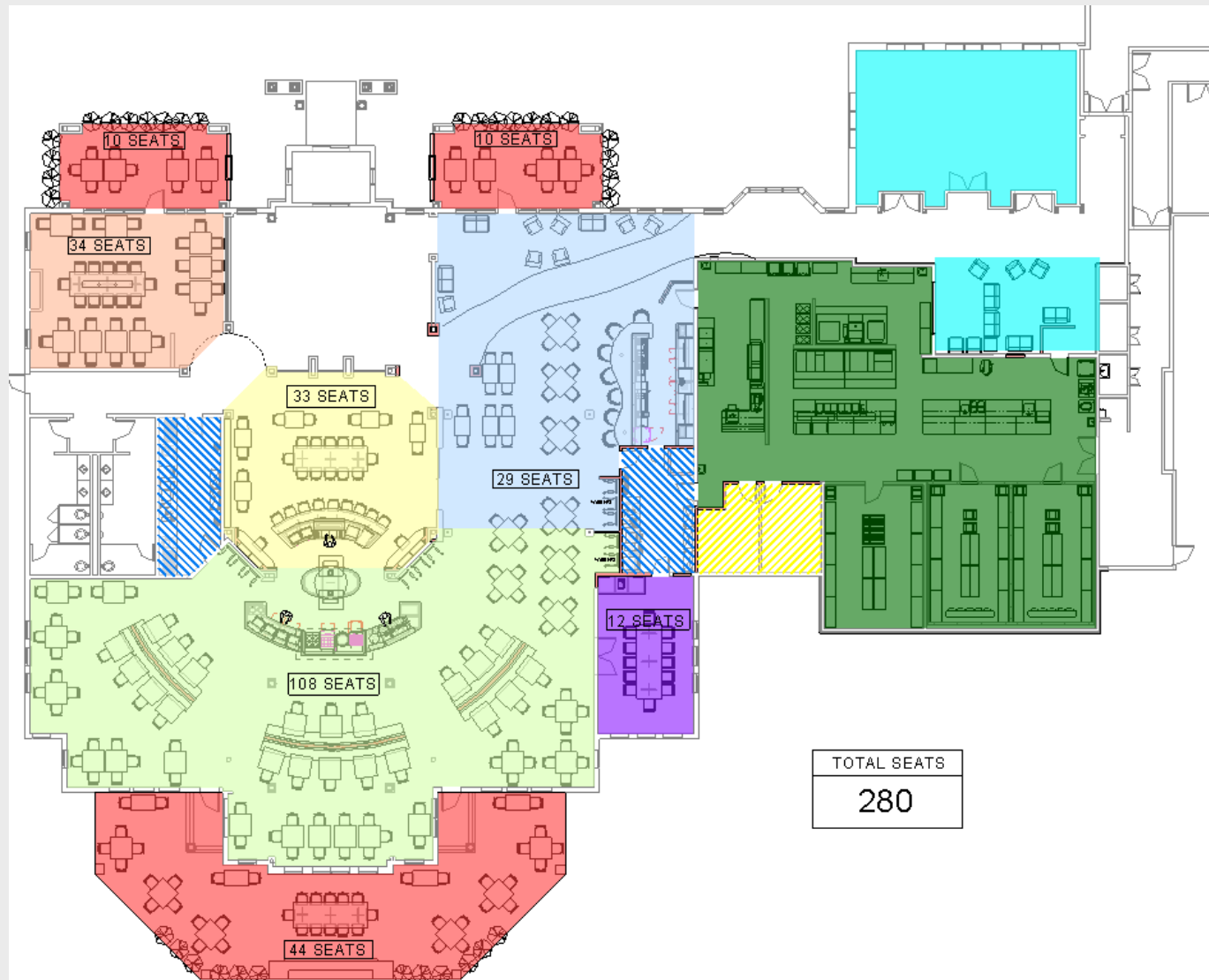


Case Study - Before



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

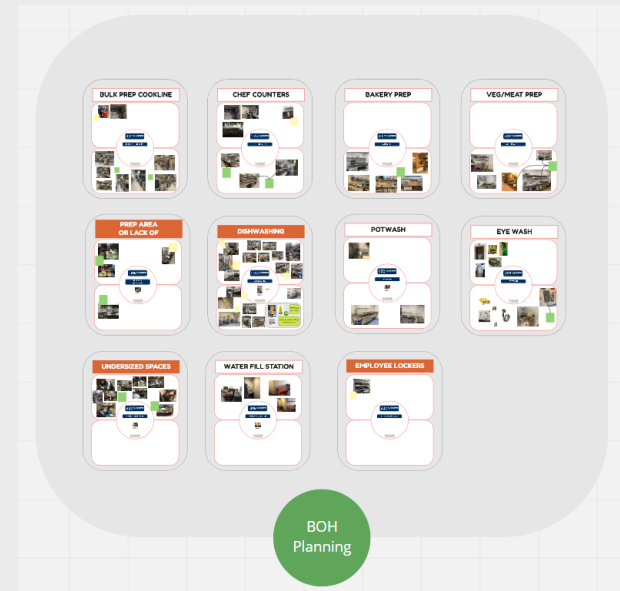
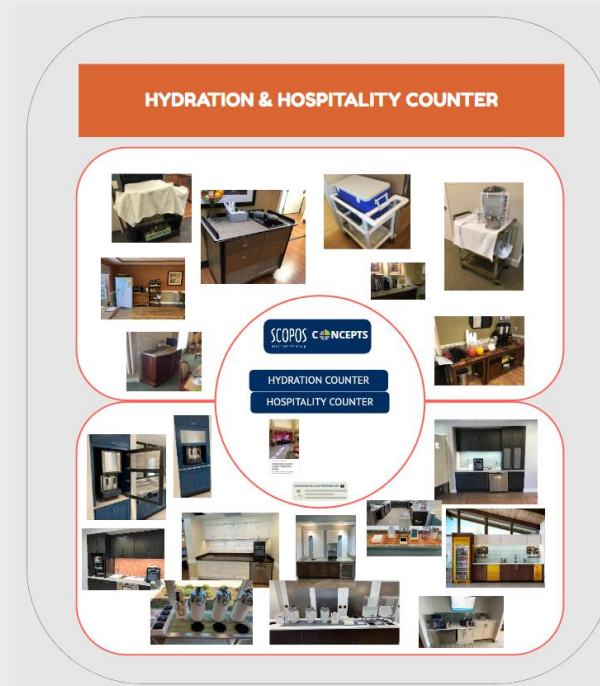


Exhibition – Main Dining:
Casual Restaurant



Semiprivate/Destination
Restaurant/Themed

Expectation Vs. Reality



Venue
Planning

BOH
Planning

Service
Planning

Technology
Planning

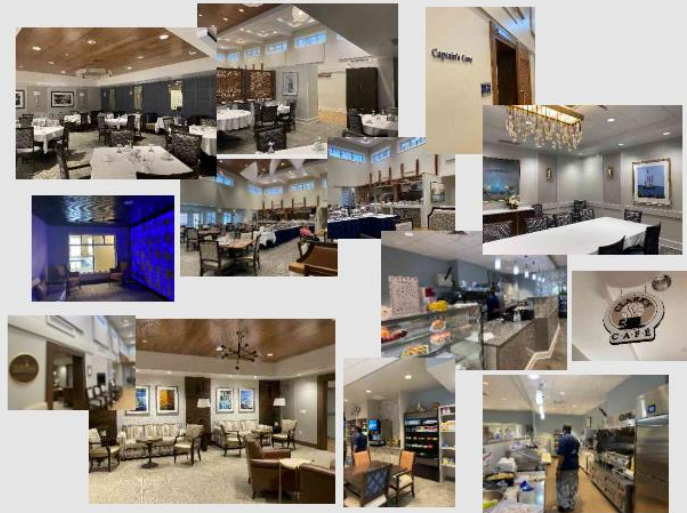
Interior Architecture
Finishes Detailing

Branding
Planning

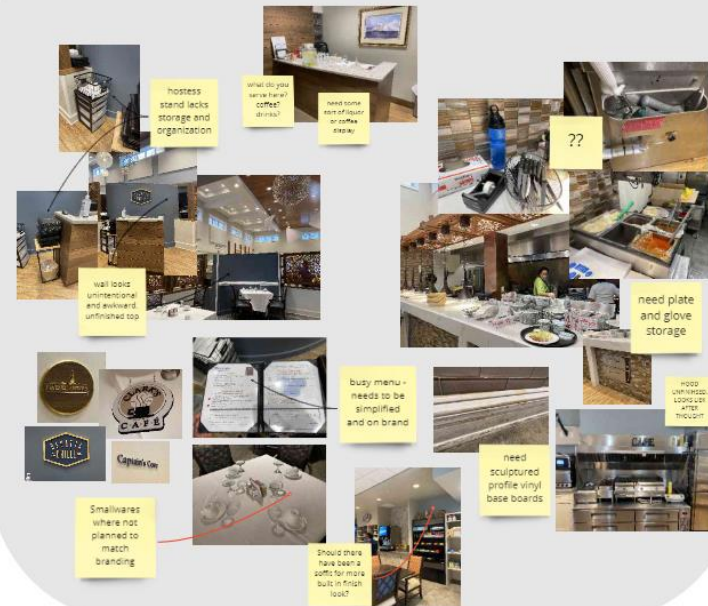
Smallwares
Planning

Expectation Vs. Reality

ON THE SURFACE



THE DETAILS



Expectation Vs. Reality

Post Occupancy Studies



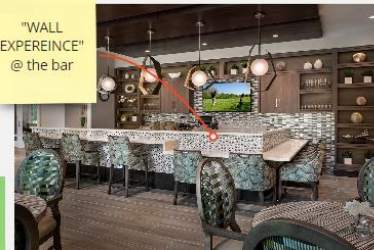
Proper Storage
for service
items to be
concealed



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



Market
was not
provided



Space for
busing was
not
provided



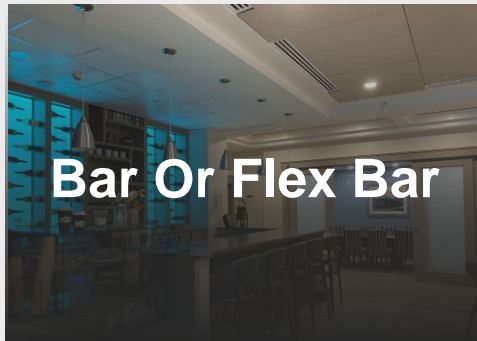
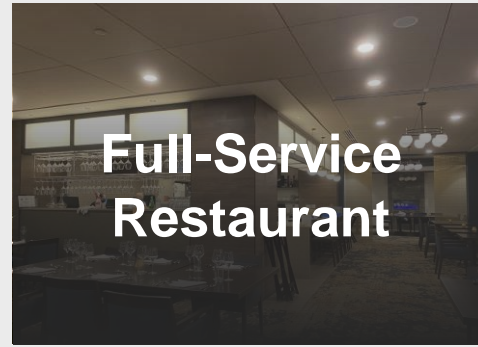
EQUIPMENT
VISIBLE FROM
CUSTOMER
VIEW



What to Ask?



Multi Dining Venues





DFA • 2021 • Webinar

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





DFA • 2021 • Webinar

Destination Dining

CR
CHART ROOM



The
RETREAT



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Bar or Flex Bar

Lakeside
CLUBROOM

Pub

Luke's



DFA • 2021 • Webinar

Outdoor Dining





DFA • 2021 • Webinar

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



Styles of food?

Quick service?

Full service?

What are your tastes?

Hours of operation?

		COMMENTS
1.00	DINING PROGRAM	
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 or Resident	
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.)	
2.00	DINING PROGRAM - CUSTOMER BASE	
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.	
3.00	DINING PROGRAM - TECHNOLOGY	
	Menu board, printed menu, electronic, etc.	
	Self-Order Kiosks	
	Online Ordering, Smart Phone Ordering	

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).

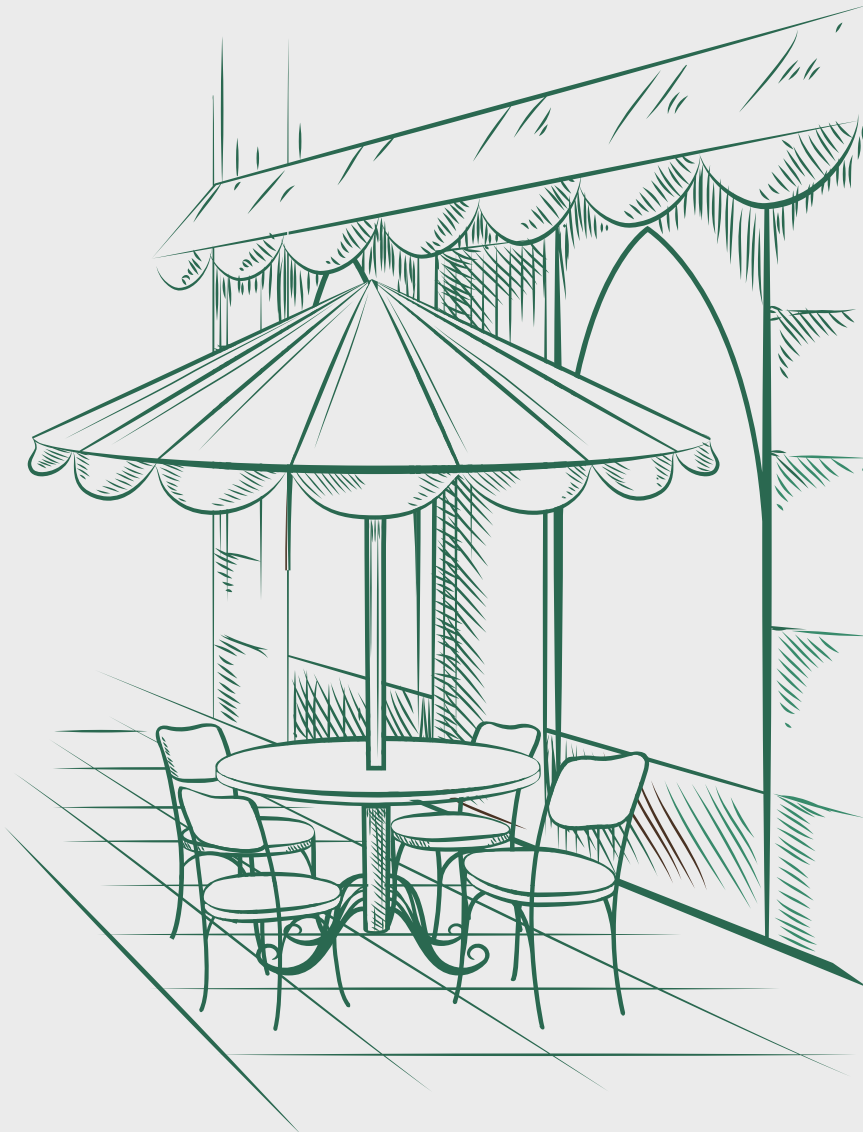
02

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

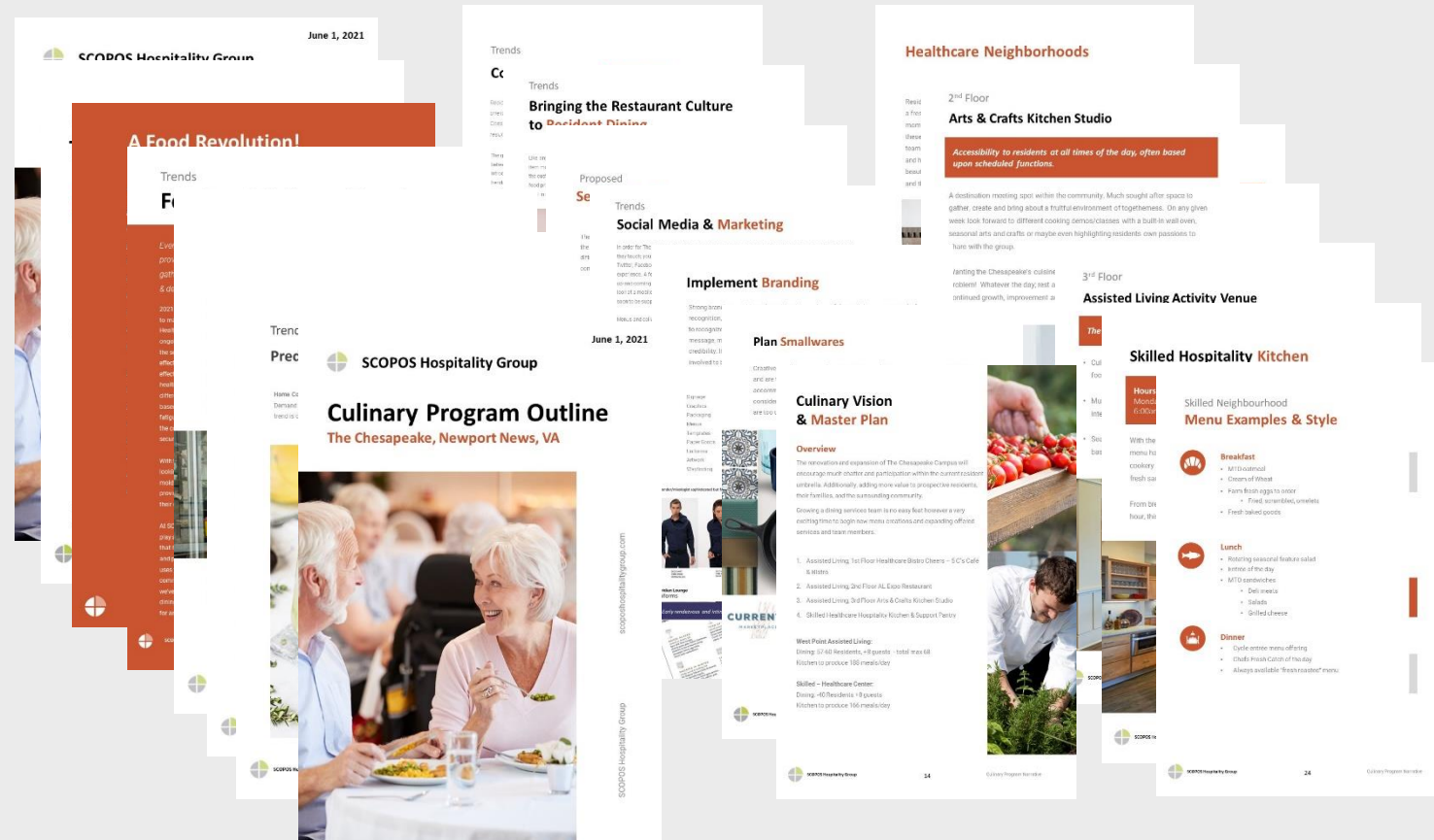


Lunch



Dinner

Culinary Outline Programs



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

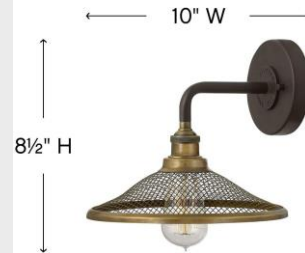
Smallwares, Uniforms, Menus, Paper Goods, Badges...



CURRENTS MARKETPLACE	
SOUPS	
✓ Creamy Tomato Bisque	cup 2.5 bowl 3.5
Bahamian Seafood Chowder	cup 2.5 bowl 3.5
Soup of the Day	cup 2.5 bowl 3.5
Hearth French Onion	cup 3.5
STARTERS	
✓ Hummus Dip 3	Roasted red pepper hummus, mixed olive salad, feta cheese, sunflower seeds, and Mediterranean crackers.
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.
Hearth Roasted Wings 4.5	Roasted in a Moroccan dry rub.
Korean Sesame/Tequila Lime/Horseradish Parmesan	
Chermoula Shrimp Salad 4	Paprika spiced shrimp salad over mixed greens, topped with fried chickpeas. Served with sundried tomato pesto bread.
✓ Buffalo Cauliflower 3.5	Crispy cauliflower tossed in buffalo sauce, topped with bleu cheese crumbles.
Currents Crab Cake 5.5	Seared crab cake with avocado goat cheese, corn and black bean salsa, and a cilantro crema.
FROM the GRILL	
COLD SANDWICHES <i>includes choice of one side</i>	
✓ Vegetable Muffaletta Wrap 6.5	Balsamic grilled vegetables, mixed olive salad, roasted red pepper hummus, arugula, tomato, and feta cheese.
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.
Chicken Bacon Club 7.5	Multi-grain bread, sliced chicken, Nueske™ bacon, avocado, bibb lettuce, and sliced tomato.
Lobster Roll 11.5	Lobster claw meat tossed with a lemon-dill mayo, celery, tomato, and chives on a New England roll.
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.
ENTRÉE SALADS <i>substitute grilled tofu for vegetarian option</i>	
✓ 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.
Trio Salad 6.5	Shrimp salad, chicken salad, and egg salad over baby spinach, candied pistachios, and diced apple, with a mango-chardonnay vinaigrette.
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.
✓ Singapore Salad 8.5	Seared tuna over chopped lettuce, red cabbage, carrots, edamame, snow peas, peanuts, orange segments, with a sesame ginger dressing.
SIDES	



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

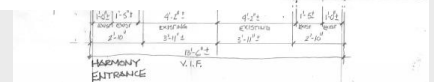


CROWN MOULDING



BOARD & BATTON


Harmony
CAFE



Culinary

Experiences



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

Feel free to contact us. Anytime!



✉ schelley@thehollydaygroup.com



✉ ateleguz@scoposhg.com



✉ ghunteman@piarch.com

Questions & Comments



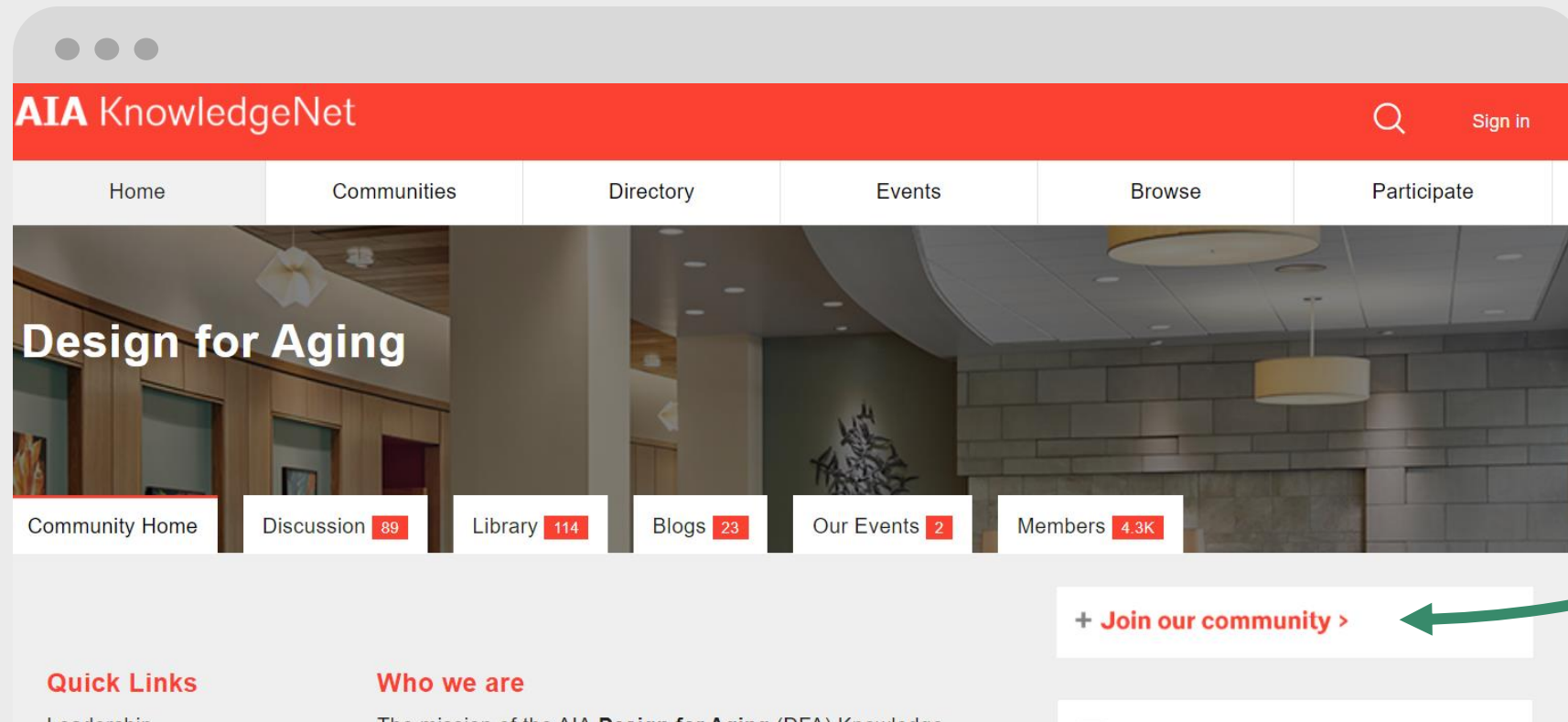
Feedback Survey

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** if you have any questions.



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Thank You!

 **AIA**