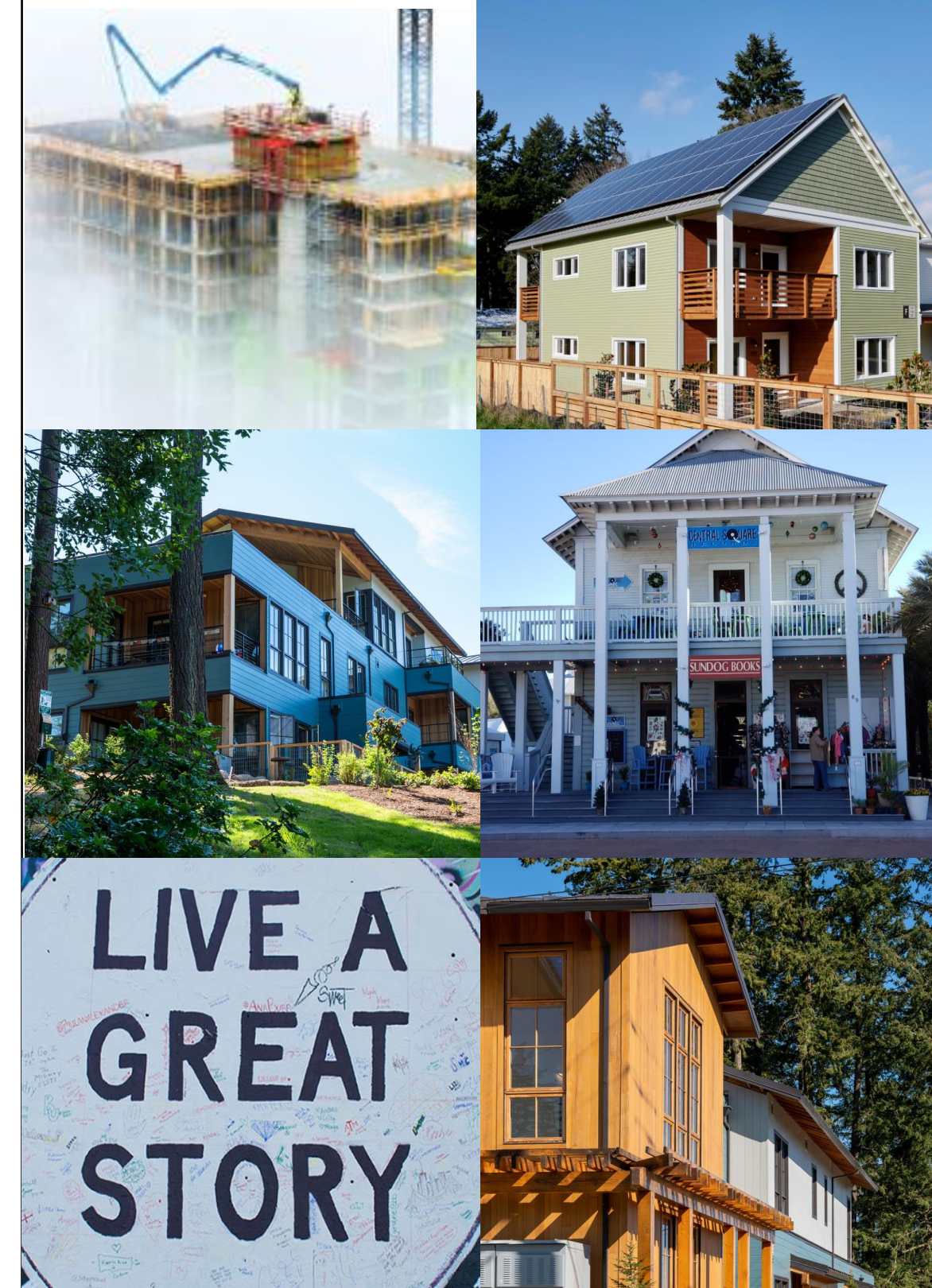# A Different Approach to Senior Living Design to Better Appeal to the Next Generation

PRESENTED BY CRAIG WITZ AND VASSAR T. BYRD
November 7th, 2pm CST

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.

Continuing education credits

Earn 1 AIA LU/HSW

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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.

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COURSE DESCRIPTION

Traditional senior living design is often immediately recognizable and tends to "look like senior living" even from afar. **The next generation of seniors is different** from those we currently serve, and their wants/needs can vary greatly from what we are typically offering. This session will present **seven specific guiding principles** that architects and operators/owners can follow to create a senior living product that looks and feels more like cool mixed-use or connected village living and which is able to provide the types of connections and experiences this next generation desires. To illustrate these key guiding principles, we will delve into **site plans and photos of projects** in more depth to understand how these principles were employed and to what benefit. **We will contrast this style of design vs. traditional senior living design.**   The session will conclude with a discussion of using an **experience-based vs program-based charette or master planning process** and how that tool can effectively set up the process to use the 7 guiding principles to help clients understand the benefit to project occupancy and long-term viability.

Origin of this presentation

- 2020 - Whitepaper
- 2021& 2022 - SAGE & EFA presentations – further refinement
- 2022 – Review of a couple of hundred new articles, project reviews, site visits, white papers, books, etc. to further refine and expand on these principles

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ROSE VILLA

LEARNING OBJECTIVES

- Identify ways in which the **next generation of seniors is different** from those we currently serve.
- Understand the **hallmarks of traditional senior living design**.
- Explore **why traditional design does not best create the types of experiences the next generation of seniors wants** in senior living.
- Learn **guiding principles to create a design that does create that type of experience.**
- Learn about multiple built and under-development **projects that incorporate these principles**
- Learn how to use an **experience-based master planning process** to create innoan vative design that will appeal to the next generation of residents.
- Identify key talking points to help clients understand the many benefits of building to satisfy the needs of the next generation.

Note – the focus of this presentation is on communities that offer standalone independent living or life plan communities with independent living & healthcare, but not standalone healthcare; though some of these principles do apply to healthcare as well.
Note – attempted to give architectural credit in exemplar projects but apologize if we leave anyone out!

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TODAY'S PRESENTATION

- Who We Are and Our Approach

- Traditional Senior Living Design

- The Next Generation

- 7 Guiding Principles

- Incorporating these into the Master Planning Process

- The Importance of Intergenerational Connection

- Additional Information & Questions

Note: Consider the slides as a research reference point – more information here than we can cover today!

ROSE VILLA SENIOR LIVING
Vassar T. Byrd, CEO

Rose Villa is a 62-year-old life plan community in Portland, Oregon.

Originally envisioned as a neighborhood of single-level, garden-apartment style homes for middle-income elders, initial plans for the campus included 90 homes on 6 acres. Since the first residents took occupancy in September of 1960, the campus has grown to include 220 independent living homes on 22 acres.
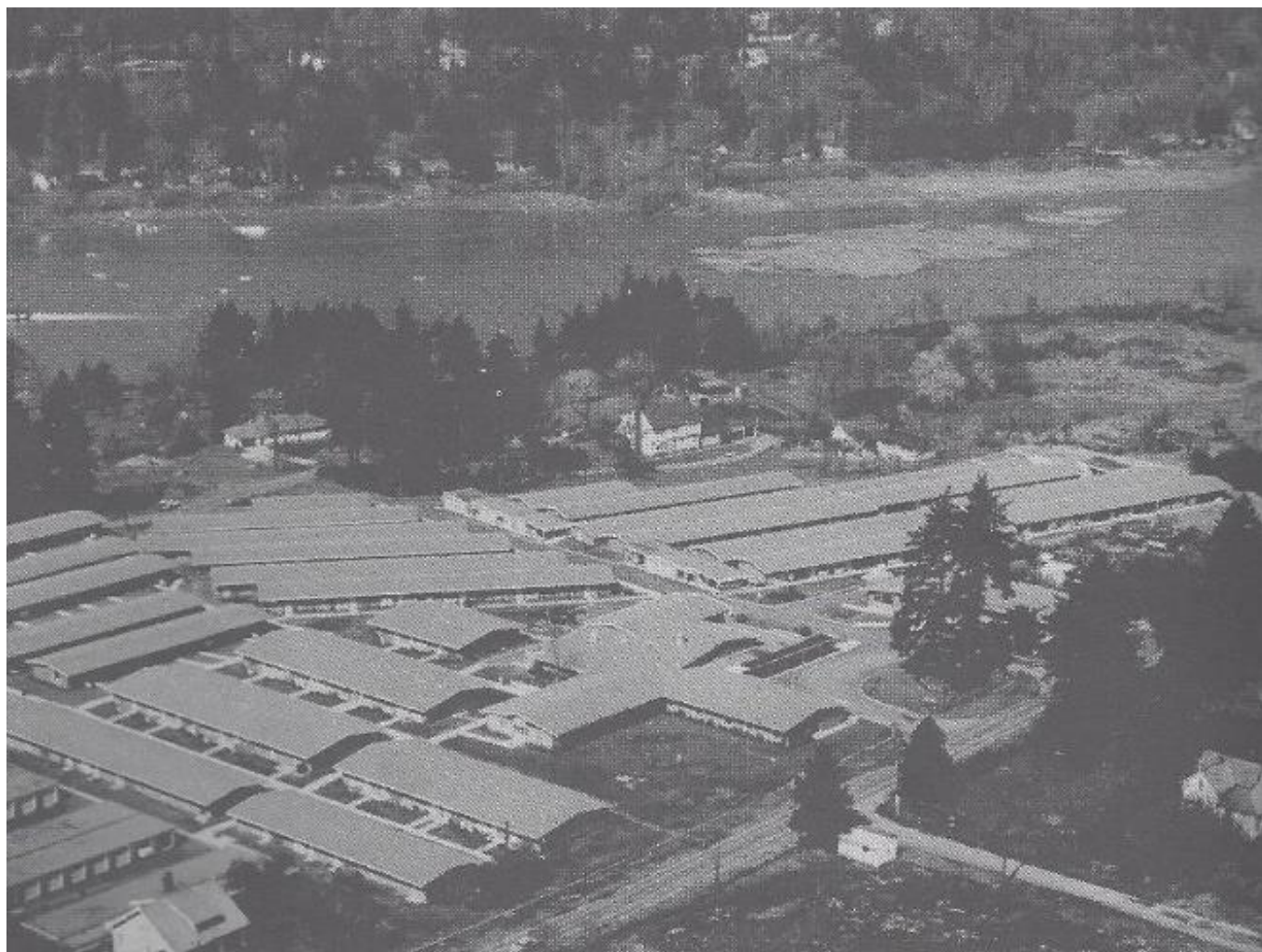
NORTH STAR SENIOR COLLABORATIVE
Vassar T. Byrd, CEO

We provide expert guidance in helping single site operators re-envision, re-imagine, and relaunch tired, dated, or underperforming communities.

Rose Villa, 1960

Rose Villa, 2018

CRAIG WITZ
Witz Company

- 30+ years senior living development experience
- Former national corporate developer PM background
- Worked with over 60+ clients
- Presenter at various Leading Age national and state conferences
- Written articles featured in various industry publications
- Member Wisconsin Leading Age & Wisconsin Bar

Recent consulting and development projects

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CRAIG WITZ
Witz Company

- Master Planning Coordination / Collaborating with the design firm

- Project Development to Construction Start

- Partner with local Owner's Representative firm for Construction Administration

- Collaborative approach

- Focus on non-cookie cutter projects

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RECENT WRITINGS & PRESENTATIONS

Master Planning

- Webinar Presenter – Team Based Master Planning
- White Paper (co-author) – Team Based Master Planning
- Webinar Presenter – Practical Ways to Build Financial Flexibility into a Senior Living Master Plan
- Article – A Senior Housing Master Planning Mantra
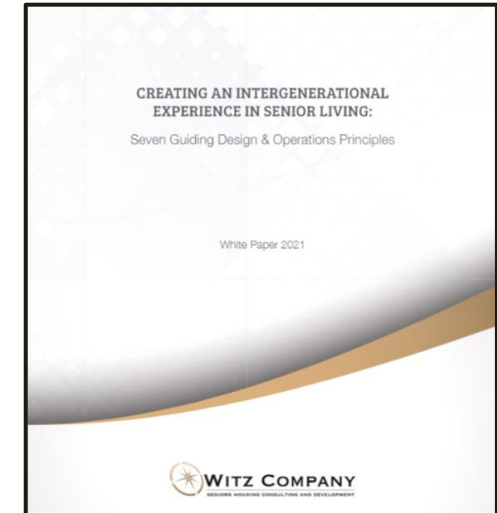
Intergenerational Design

- White Paper – Creating an Intergenerational Experience in Senior Living
- SAGE Presenter - Rethinking Senior Living Design for the Next Generation
- Article – The Future of Senior Living is Intergenerational
- Article – The Intergenerational Senior Living Experience – Three Questions to Ask

Other

- Article – Evaluating Your Contractor's COVID-19 Response Plan – 75-point Checklist
- Presenter – What 55+ and Senior Living Can Learn from Each Other

OUR APPROACH

Two non-architects talking to some of the best senior living architects in the industry:

- Humility
- Based on experience as a developer and operator
- Experience with friends and loved ones who live or have lived in senior housing
- Individual experience with senior living

We have FAR MORE information than we can share, so we've included a resource guide at the end for you to follow up on what is most interesting to you.

We are happy to discuss or provide additional information or citations on anything discussed today.

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WHAT WE KNOW

There are many current trends in senior living:
- Multiple and diverse dining venues
- Fitness & Wellness
- Flexibility and choice
- Green & Environmental focus
- Outdoor amenities
- Technology

And much more!

But we believe the desire for intergenerational experience will be a significant one

Traditional design does not always encourage or accommodate intergenerational experience and can inhibit or discourage it
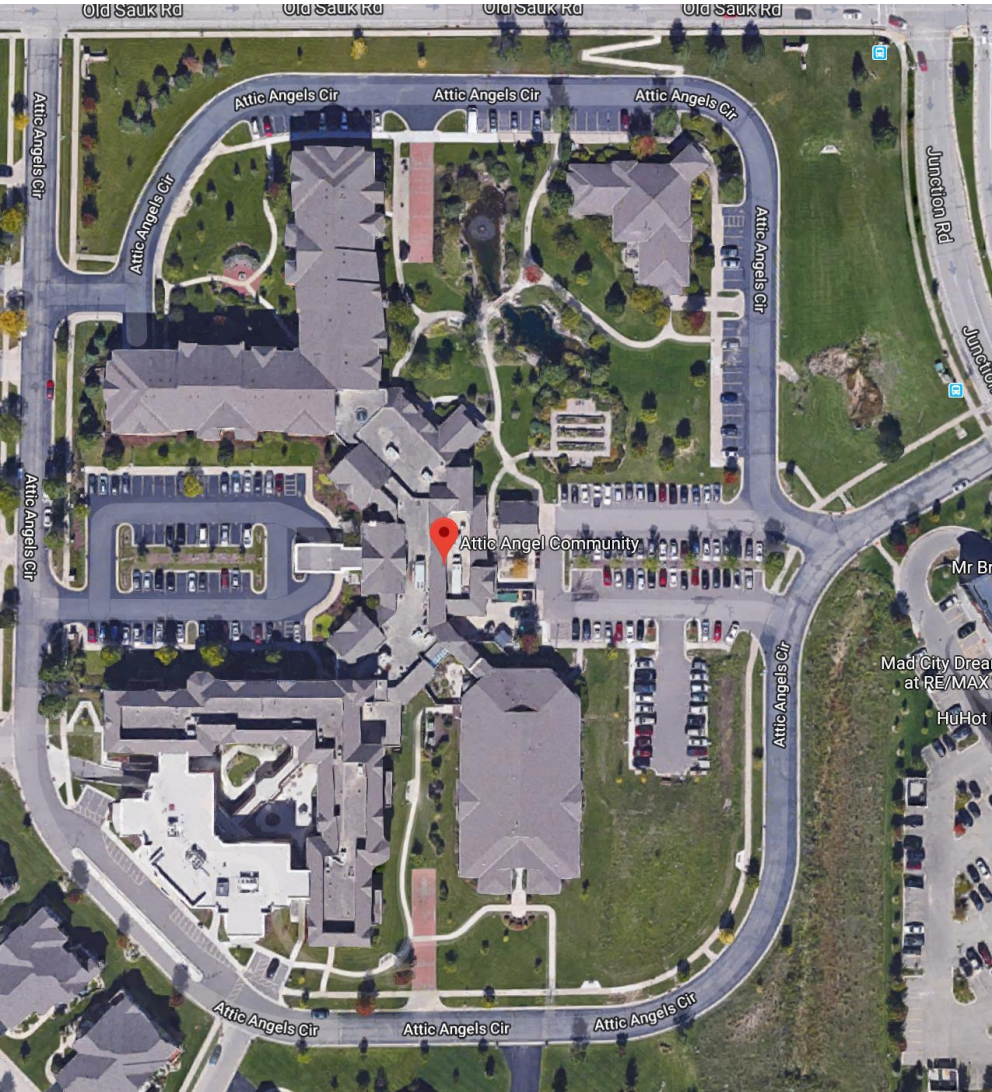
We acknowledge that many architects & clients are currently successful with and prefer the "traditional approach"

TRADITIONAL SENIOR LIVING DESIGN

Easily recognizable:

Entry:	Drive past parking to entry
Site Planning:	Hub & spoke
Main Building Entrance/ Exteriors:	Porte cochere and grand entry
IL Elements:	Apartment wings Duplex on ring road Monolithic exteriors
IL Commons:	In center, internally focused
Health Care:	Separate "Health Center"
Interiors:	Generic – no theme
Signage:	Uniform and utilitarian
Landscaping	Generic – first to be cut
Focus	Inward

Traditional design does not accommodate or encourage intergenerational connection

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Next Generation of Seniors

LIFESTYLE
CHOICE
VS
HEALTHCARE
CHOICE

THE NEXT GENERATION
Psychology & Personality

	Silent Generation	Boomers
Influences	Depression New Deal WWII Rise of Corporate World Experienced hard times growing up followed by prosperity	Civil Rights Vietnam War Cold War Ever-increasing prosperity
Relationships	Low divorce rate	High divorce rate
Values	Adhere to rules – Conformity Dedication – Sacrifice- Hard work Don't question authority Deferred Gratification Family focus Fiscally prudent - Savers Work to provide or 'give back'	Anti-war – Question Everything Ambitious – Live to work - Success Anti-Establishment - Equal rights Personal Gratification Dedicated to their kids Spend today - Consumerism Work to 'make a difference'
Retirement	Earned based on 30 years of work and savings (Source-Economic Development Partnership)	Who am I if I retire? I haven't saved enough I need to work at least part-time

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THE NEXT GENERATION
Psychology & Personality

Silent Generation	Boomers
Kindness & Compassion	Desire for recognition
Fun & enjoyment of life	Self-fulfillment
Faith & religion	Spirituality
Warm relationships	Altruism
Respect tradition & authority	Leadership
Material possessions	Excitement
Financial Security (Source: RLPS Architects)	Intellectual curiosity

The 60s

Vietnam War

Sex, drugs, and rock 'n' roll

What we DON'T Want

- To live our later years the way our parents did

- To be segregated

- To live on an 'elderly island'

- To be defined by our age

- To feel isolated in our community

What we DO Want

- To have the support we currently provide:
  - Residential & universal design
  - Ability to age in place
  - Access to services and supportive living, if needed

- To be connected to the greater community

- To have opportunities for personal growth, meaning and purpose

- To live in an organic mix of age groups

THE NEXT GENERATION

Additional Resources on this topic at the end of this PowerPoint:
- Jay Bloom, Generations United
- Chip Conley & Dave Stewart, Modern Elder Academy
- Steve Moran, Senior Living Foresight
- Jill Vitale-Aussem, author of "Disrupting the Status Quo of Senior Living"
- Ryan Frederick, 360 Senior Housing Blog
- Craig Kimmel, RLPS
- Rob Pfauth, Erdman Senior Living
- Gene Guszkowski, AG Architects
- Chip Gabriel, Generations LLC
- Margaret Wylde, ProMatura
- Ross Chapin
- Eisner Foundation
- Generations United
- Millken Institute Center for the Future of Aging
- Next Avenue

MEA Regenerative Communities – "shifting the primary aspiration in aging from leisure to purpose and connection"

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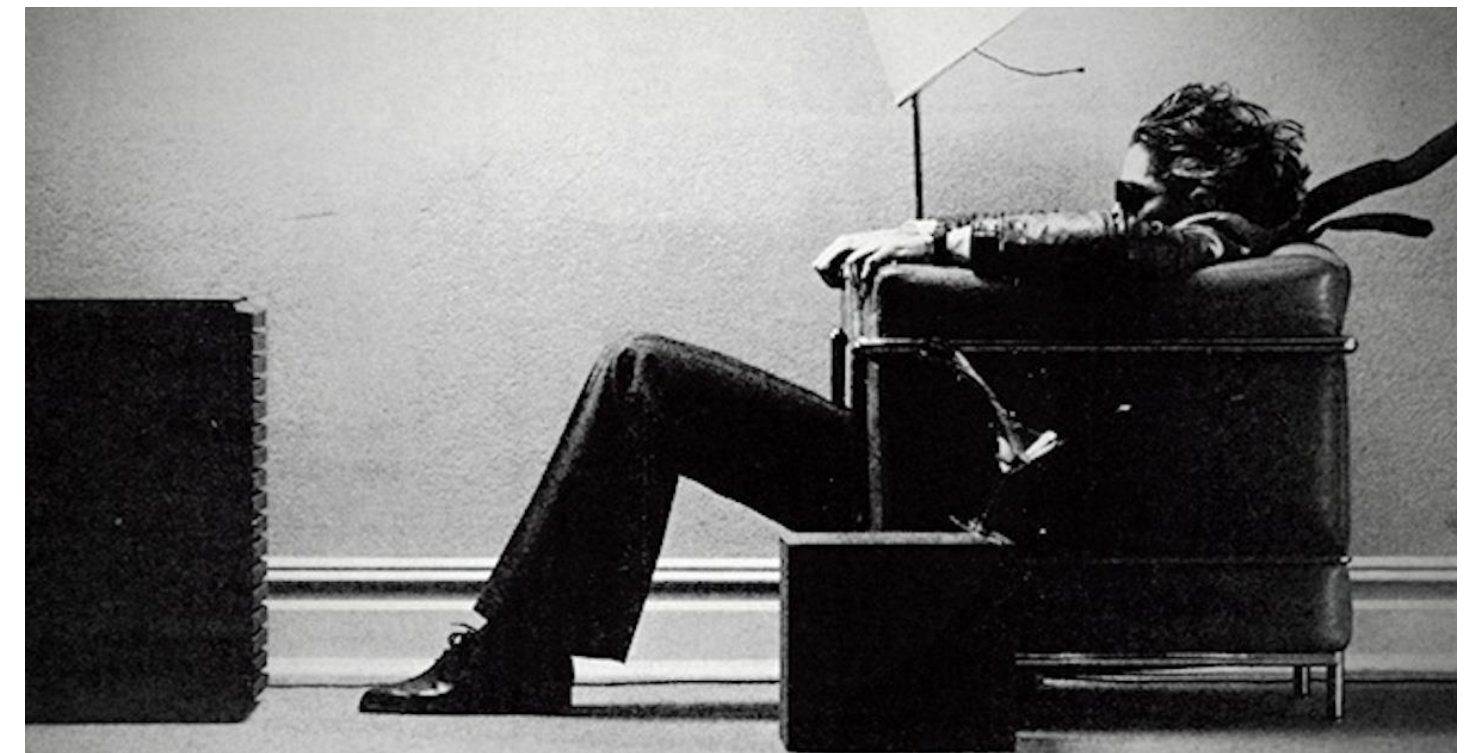
Rose Villa

WHY IS THIS A THREAT?

Seniors don't need senior living the same way that their parents did!
- Technology advancements
- Service delivery innovation

And they don't want it

With a growing inventory of new competition and more & better technology keeping people at home - how do you differentiate your community?

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THE 7 GUIDING PRINCIPLES

1. "Connected, Not Apart"

2. "Up, Not Back"

3. "Mixed Use, Not Single Purpose"

4. "Out, Not In"

5. "Intergenerational, Not Age-Segregated"

6. "Varied & Blurred, Not Generic & Separate"

7. "Creating a Sense of Place"

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1. CONNECTED, NOT APART

Site Selection

Traditional Design
- Community often unconnected to its surroundings
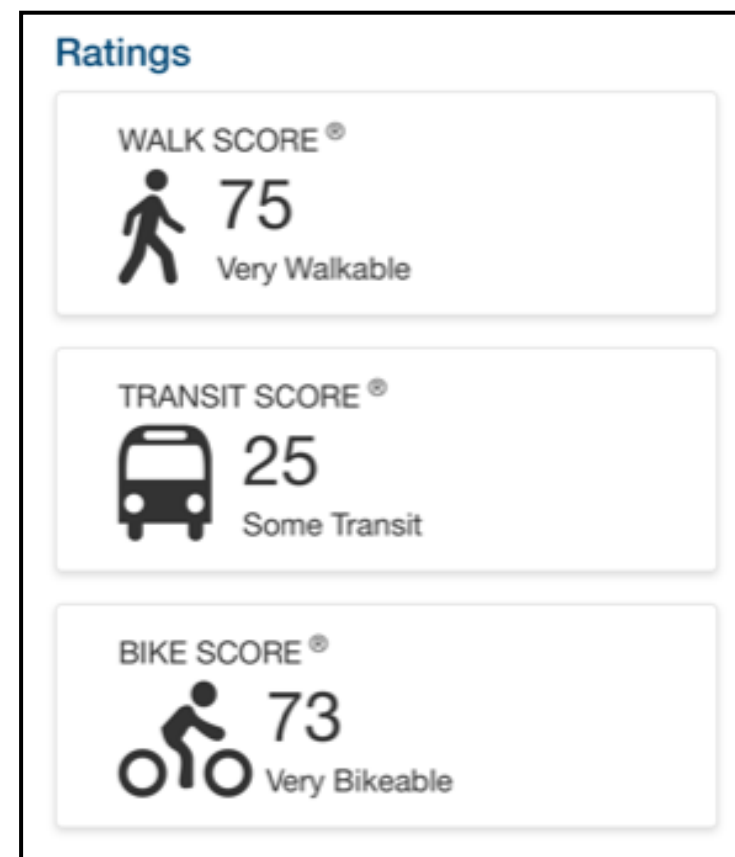- Requires a car or community bus to participate in events off campus

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1. CONNECTED, NOT APART

Site Selection

Preferred Approach to Create Intergenerational
Connection

- Site that allows for walkable, bikeable &
  easy connection to other amenities
- 5-min neighborhood and the 15-min city

Ratings

WALK SCORE ®
75
Very Walkable

TRANSIT SCORE ®
25
Some Transit

BIKE SCORE ®
73
Very Bikeable

1. CONNECTED, NOT APART

Examples:

In an existing urban setting or developed area:
- **Saint John's On The Lake, Milwaukee, WI**
  - (Perkins Eastman & EUA Architects)

- **Atria at Foster Square**
  - Retirement community above 21k sf of first floor retail
  - (Perkins Eastman)

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1. CONNECTED, NOT APART

Examples:

Connected to College Campus
- **The Spires at Berry College, Rome, GA**
  - (THW Architects)

- **Trinity Woods at Mount Mary University**
  - "Conceived to encourage serendipitous and supportive interactions of residents and students, e.g. bistro, chapel, art room, library, clinic, fitness center and outdoor areas. The community also features an early childhood development facility for up to 100 children."
    - (PRA Architects)

- **Mirabella ASU**
  - Residents attend classes and share a library with ASU
  - (Anrkom Moisan Architects)

- **Notre Dame of Maryland University**
  - Brightview Senior Living

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1. CONNECTED, NOT APART

Examples:

In a New Urbanist, neotraditional community
- **Middleton Glen, Middleton WI**
  - (Holland Basham Architects)

- **Saint Therese, Corcoran, MN**
  - (Pope Architects)

1. CONNECTED, NOT APART

Examples:

Part of a larger mixed use master plan or joint venture development of non-seniors uses surrounding an existing to-be-developed senior living project

- **Encore Mid-City, Huntsville, AL**
  - (Hord Coplan Macht)

- **Otterbein Senior Living, Lebanon, OH**
  - Non-seniors new urbanist development adjacent to an existing seniors community
  - (Brown Calabretta Architects)

- **Aldersgate, Charlotte NC**
  - Non-seniors development of affordable housing, single-family, townhomes and retail adjacent to an existing seniors community
  - (Shook Kelley)

1. CONNECTED, NOT APART

Examples:

Adjacent to existing retail and dining
- **Azulon at Mesa Verde** – walkable connection to existing shopping
  - (KTGY Architecture)

In an established single-family or residential neighborhood
- **Rose Villa, Portland OR**
  - (RLPS & SEA Architects)

- **Warwick Woodslands, Lititz PA**
  - "blending seamlessly into the surrounding town rather than creating an insular community:
  - (RLPS)

```
                10 Principles of New Urbanism
1.   Walkability (5 min walk)
2.   Connectivity, e.g. front porch
3.   Mixed use & diversity
4.   Mixed housing
5.   Diverse but connected architecture
6.   Traditional neighborhood structure
7.   Density
8.   Smart transportation
9.   Sustainability
10.  Quality of Life
```

1. CONNECTED, NOT APART

Examples:

Sun Health La Loma Village , Phoenix AZ
(RLPS Architects)
- Existing CCRC and medical office building
- Sun Health is developing the surrounding property, either by itself or with its JV development partners, to place the community at the heart of a vibrant multi-generational community
  1. La Loma Village – Existing Senior Living
  2. Redevelopment of the historic "hilltop" including relocated local museums
  3. Expansion of the CCRC
     - Pocket neighborhoods
     - Enhanced living assisted living
  4. Agri-tourism festival center
  5. Active adult single story cottages
  6. Expansion of the current MOB into a comprehensive Wellness Center

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2. UP, NOT BACK

Site Planning

Traditional Design
- Main entry back behind a large front parking lot and often behind a long entry road
- No walkable connection to nearby amenities

Preferred Approach to Create Intergenerational Connection
- Bring the entry up to the street
- Parking to the back or side
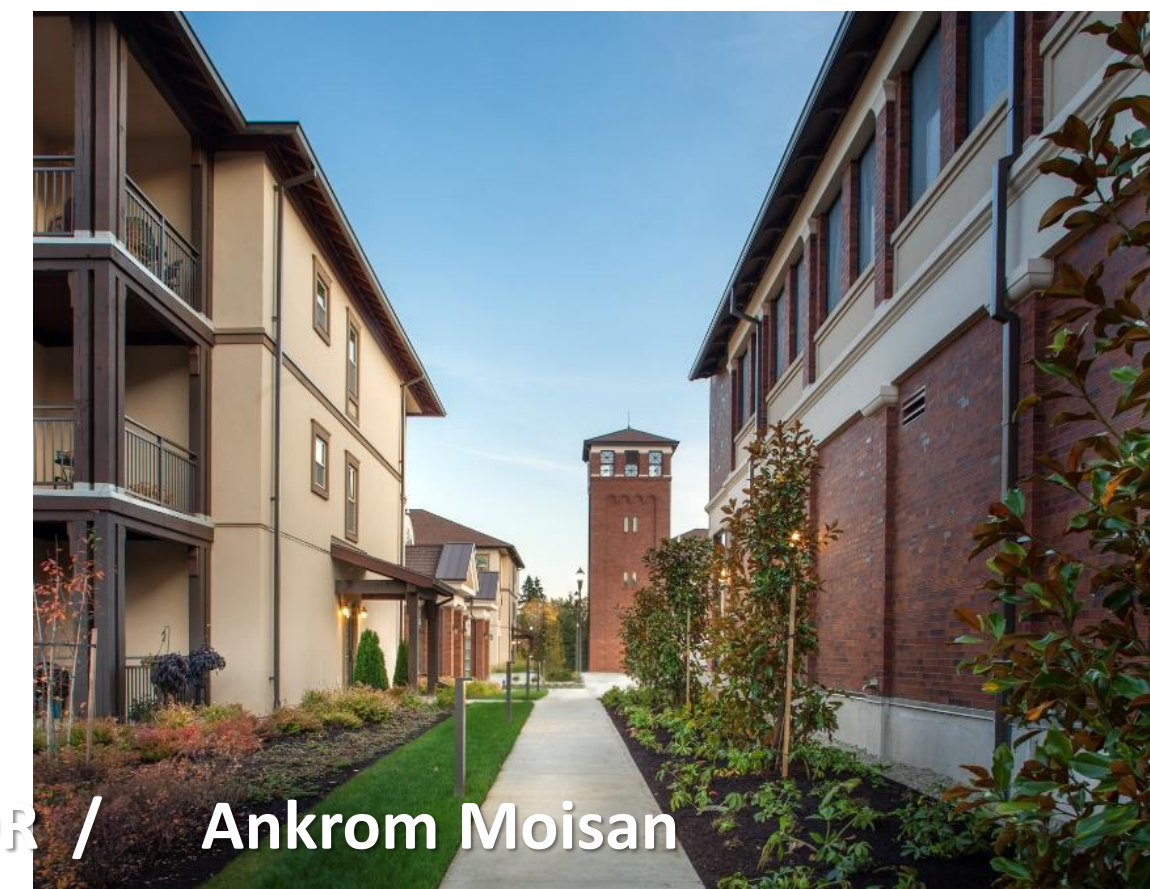- Goal is to have non-seniors inquire about apartments

2. UP, NOT BACK

Examples:

- **Rose Villa, Portland, OR**
  - (RLPS & SEA Architects)

- **Mary's Woods, Lake Oswego, OR**
  - (Ankrom Moisan)

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Rose Villa

The Village at Mary's Woods; Lake Oswego, OR / Ankrom Moisan

3. MIXED USE, NOT SINGLE PURPOSE

First impression of the building & campus

Traditional Design
- Grand Entry
- Porte-cochere
- Hub & spoke design with apartment wings, monolithic exteriors, ring road, internally focused commons

Preferred Approach to Create Intergenerational Connections
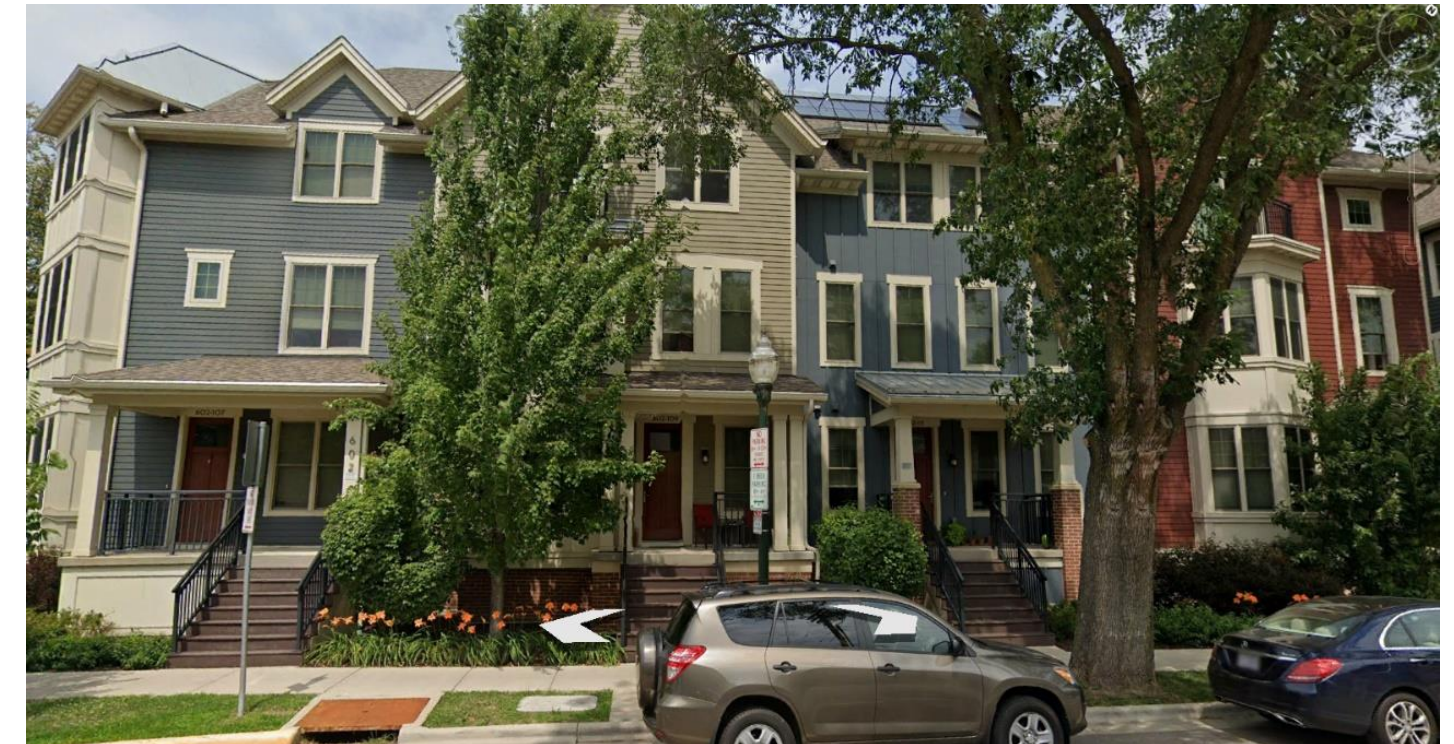- Looks and feels like mixed use

Traditionally Designed Communities; Generic and predictable first impression

3. MIXED USE, NOT SINGLE PURPOSE

Examples:

- **Mary's Woods, Lake Oswego, OR**

- **Rose Villa, Portland, OR**

3. MIXED USE, NOT SINGLE PURPOSE

Three Pillars, Dousman WI
(RLPS)

- Looks & feels like a quaint village, not "senior living"
- Welcome Center
- Historic structures focal point
- Central quad
- Main Street with apartments above commons
- Lower density pocket neighborhoods
- Memory care 'continuum' with assisted living units, family resource center and respite care and the entire campus will be designed to be memory integrated and memory-friendly

4. OUT, NOT IN

Layout of the commons

Traditional Design
- Commons inside the main building
- Accessible only from the inside
- Internally focused

Preferred Approach to Create Intergenerational Connections
- Spaces open to the public and intergenerational focused outward, visible from the exterior
- "Family of Brands" with each space unique and branded, similar to organic retail

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4. OUT, NOT IN

Examples

- **Mary's Woods, Lake Oswego, OR**
  - Outward facing commons look and feel like retail

- **Rose Villa, Portland, OR**
  - "Main Street" with outward-facing retail store front commons

- **The Baldwin, Londonderry NH**
  - Urban corridor in which residents and public can access dining venues, retail, salon/spa, etc.
  - (DiMella Shaffer)

- **Warwick Woodlands, Lititz PA**
  - Outward facing commons
  - (RLPS)

Rose Villa Farmers Market

4. OUT, NOT IN

Examples

- **Saint Therese of Corcoran, Corcoran MN**
  - (Pope Architects)
  - On the edge of and incorporated into a new urbanist development
  - Extends the adjoining development's Main Street
  - Outward facing first floor commons – some shared and some not – that look like 'retail'
  - Amphitheatre shared space

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5. INTERGENERATIONAL, NOT AGE-SEGREGATED

Space & Operational Programming

Traditional Design
- Programs only offered to senior residents, or perhaps only those on a waitlist

Preferred Approach to Create Intergenerational Connections
- Space & programs specifically targeted toward residents and non-residents
- May have a mix of amenities only for resident use and those geared to more intergenerational

5. INTERGENERATIONAL, NOT AGE-SEGREGATED

Examples:

- Common space that can be used by both resident families & grandchildren, neighbors or surrounding community
- Front-door accessed "retail" open to the public
    - Coffee Shop or dining, resident thrift shop, wellness or fitness center, art gallery or museum partnership
    - Amazon locker & dry-cleaning pickup

- Small playground for grandchildren or neighborhood kids

- Onsite childcare staff, intergenerational programming

- Theatre space for community arts

- College or University
    - Internships
    - Classroom space
    - *Note – not university sponsored but partnered*

Rose Villa's Harvest Grill Café opens out to Main Street and is open to the public

Intergenerational programming with staff is especially a "win-win" at a time of difficulty attracting staff...

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5. INTERGENERATIONAL, NOT AGE-SEGREGATED

Examples:

- Adopt a school or Elementary or Inner-City Charter school partner – mentor program

- Non-profit office space & conference room & volunteer center

- Office space for residents still working or senior-oriented businesses

- Meeting space for neighborhood groups

- Affirmative steps to integrate the neighborhood into the community, e.g., neighborhood meetings, voting, Christmas & Holiday events, Farmer's Market,. etc.

Saint John's On The Lake MOWA Gallery

Mary's Wood's residents volunteer at an on-campus event with a local school.

5. INTERGENERATIONAL, NOT AGE-SEGREGATED

Garden Spot CEO: We Are Looking Beyond Age-Restricted Housing for Urban, Intergenerational Model

By Tim Regan | July 29, 2021

Seniors Housing Developers Embrace Intergenerational Living Trends

Posted on June 18, 2019 by Jeff Shaw in Features, Multifamily, Seniors Housing

After SHAG Affiliation, Transforming Age Readies New Management Brand and Intergenerational Models

By Tim Regan | November 29, 2021

"We often speak about intergenerational relationships while the best solution is right in front of our notes, to encourage relationships to develop between residents and team members"

"Elders living in grass huts in Africa with children at their feet are often happier than people in senior living with chandeliers over their heads"

**Disrupting the Status Quo of Senior Living
Jill Vitale-Aussem**

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Independent living and supportive living options offered

Traditional Design
- Independent living – apartments and cottages
- "Bright Line" between independent living and supportive living

Preferred Approach to Create Intergenerational Connections
- Offer a variety of product
  - Apartments, pocket homes, raised villas, Net Zero, micro-homes
  - Ideally walk-able connections vs car-dependent cottages and duplexes
  - Wayfinding is organic, through design
- Blur the lines between independent living and supportive living
  - Independent living looks like mixed-use
  - Supportive living looks like independent living
  - The entire campus is "memory friendly"

7. CREATING A SENSE OF PLACE

Creating intergenerational and greater community connection

Traditional Design

- Little emphasis on "placemaking"
- Or (in our humble opinions), wrongly defined, e.g. "the space between the buildings"

Placemaking

"A characteristic that some geographic places have, and some (most) do not. It is a feeling or perception in relation to those characteristics that make a place special or unique, as well as those that foster a sense of authentic human attachment and belonging" - George Seddon

"The whole becomes greater than the sum of the parts"

7. CREATING A SENSE OF PLACE

Preferred Approach to Create Intergenerational Connections
- Theming, but more…
- Purposely incorporate **story, history, symbolism, myth, archetype, whimsy** and connection across the ages
- History could be of the organization, local or regional
- Creating **formal initiations, rites of passage, customs & rituals, and traditions** so residents feel like they are part of something larger than themselves
- Reflecting **the local story or the psychographics/ culture of your residents**
- Pronounced towers, totems, domes, portals, colonnades, doors, windows ,etc.

Additional Resources at End
- Disney examples
  - "Myth layered upon myth", "the gestalt of shape"
- The Importance of Story
- BSA Place Creation
  - "Connecting the Dots Between Themed Development & Senior Living
- Suggested reading

7. CREATING A SENSE OF PLACE
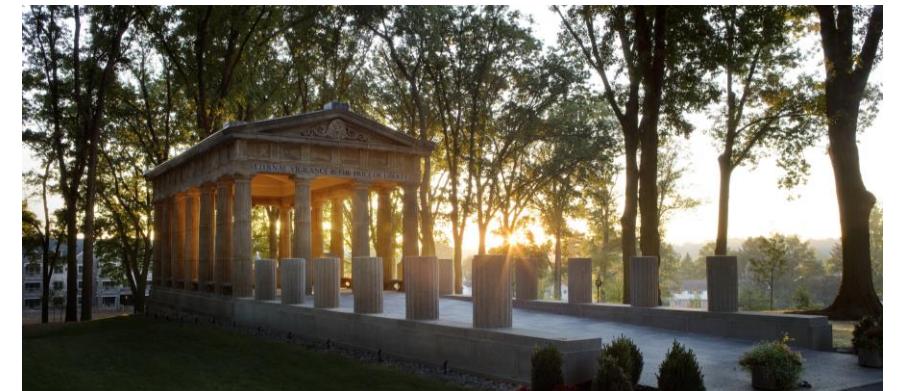
The 'secret ingredient' to make your community stand out and connect with prospects

7. CREATING A SENSE OF PLACE
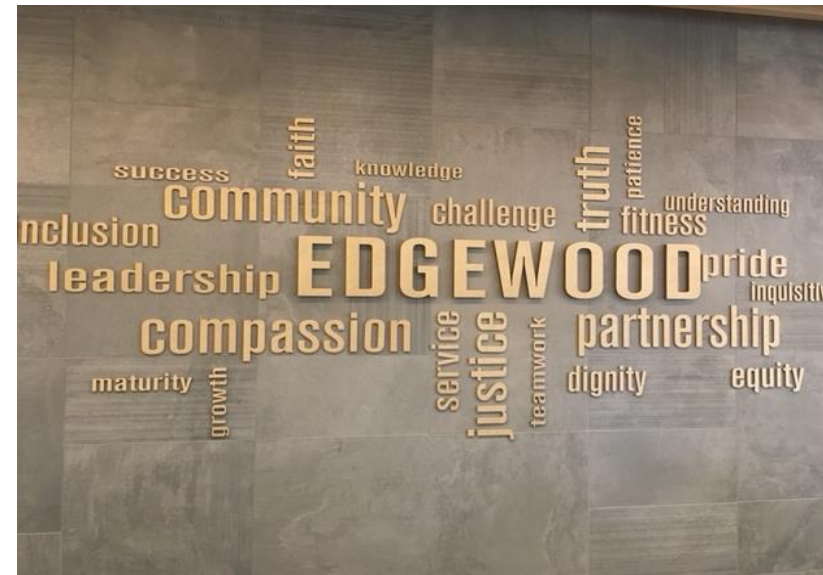
7. CREATING A SENSE OF PLACE

Brio of Johnston (Pope Architects)
<u>Johnston, IA</u>
- 51 IL – 36 AL – 16 MC – 13 LTC SNF – 7 STC SNF
- EFA Award of Merit
- "Neighborhood scale and agricultural context inspired by a modern farmhouse style"
- "We incorporated whimsical industrial-like elements – exposed pipe and rustic hardware – mixed in with elegant Amish furniture and glulam timber'
- "The two-story 'grain bin', a common sight on local farms, is designed on the outside to look like a grain bin but is a unique conference/gathering room"
- "We wanted it to be unique, fun and playful"

STORYLIVING BY Disney™

New home communities where your next chapter flourishes

Life inspired by world-famous *Disney placemaking.*

It's time to write the best chapter in the story of *your life.*
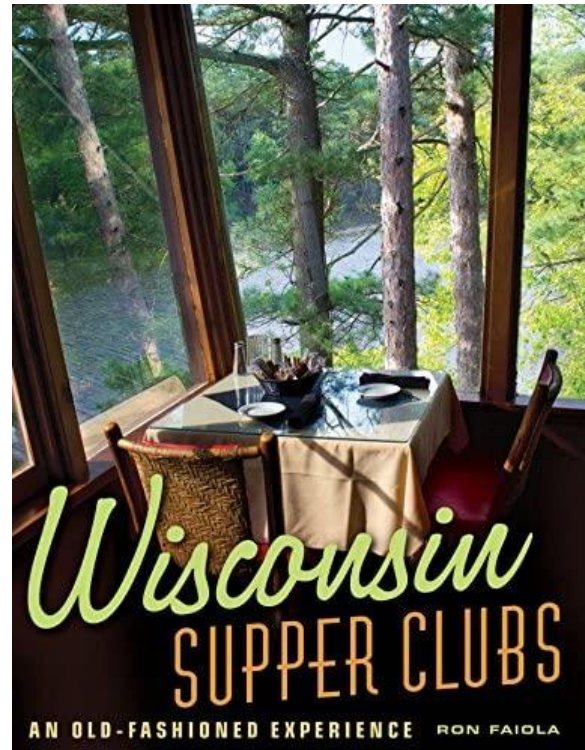
The Disney touch is at the heart of it all. These communities are envisioned as enriching enclaves conceived with the simple notion of bringing people together. Managed by Disney Cast Members who deliver world-class service and, of course, fun. No one else could bring to life such a vibrant mix of experiences and activities that will inspire new passions.

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7. CREATING A SENSE OF PLACE
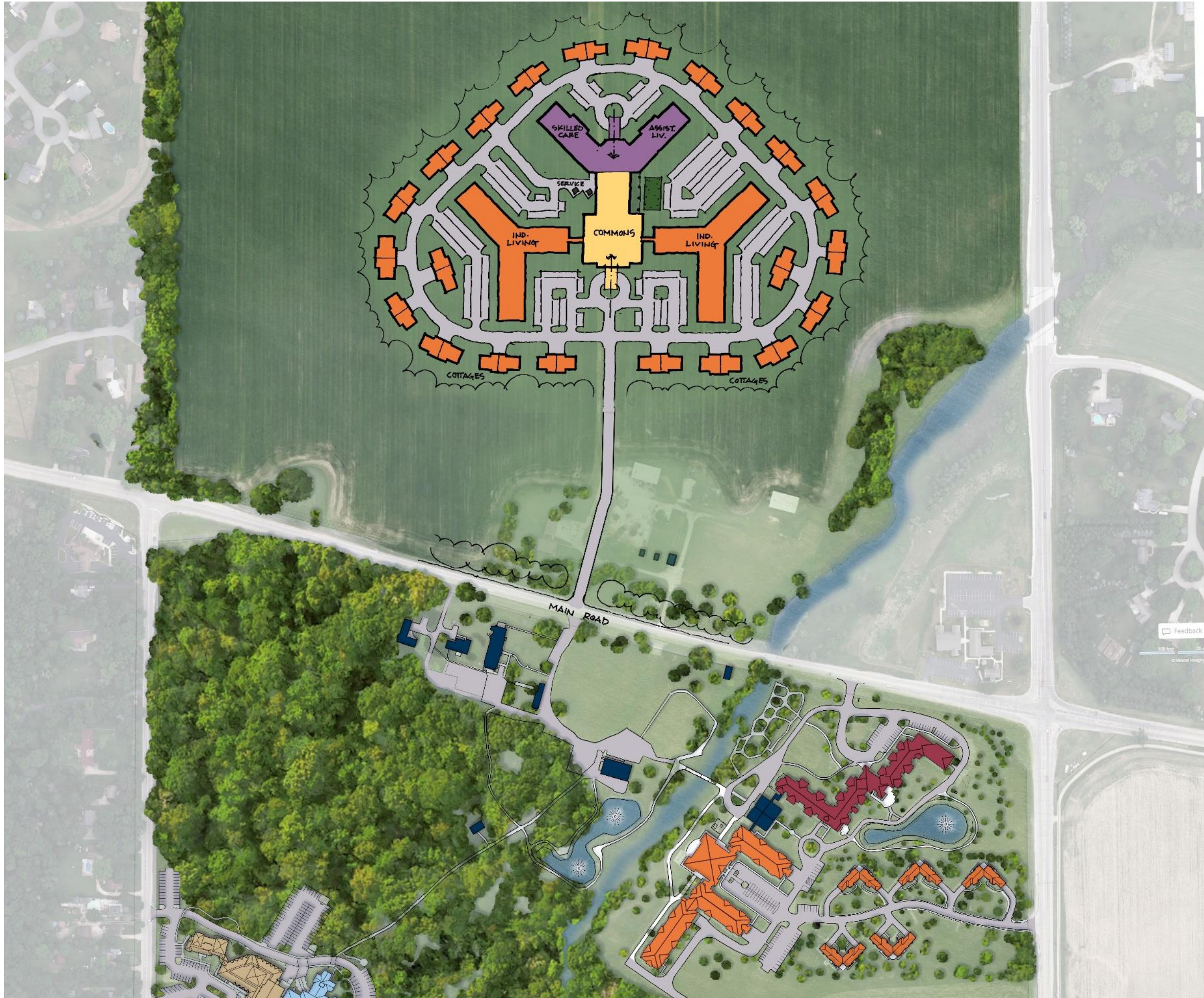

INTERIORS

vs.

7. CREATING A SENSE OF PLACE

I am writing an article on senior living projects that do an exceptional job of incorporating key elements of placemaking – if you have project examples and/or would like to be interviewed for that article – please email me!

craigw@witzonline.net

WHAT MAKES A GREAT PLACE?

Creative Placemaking: Storytelling About People and Culture

Placemaking
Creating a sense of place and place of sense

4 DESIGN PRINCIPLES
FOR COMMUNITY PLACEMAKING

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RECAP

	Traditional	Intergenerational Approach
Entry	Drive past parking to entry	
Site planning	Hub & spoke	
Main building entrance/ exteriors	Porte cochere & grand entry	
IL elements	Apartment wings Duplex on ring road Monolithic exteriors	
IL commons	In center, internally focused	
Health Care	Separate "Health Center"	
Interiors	Often generic & un-themed	
Signage	Often uniform & utilitarian	
Landscaping	Generic – first to be cut	
Focus	Inward	
Feeling	"Senior Living"	

SKILLED CARE

ASSIST. LIV.

SERVICE

IND. LIVING

COMMONS

IND. LIVING

COTTAGES

COTTAGES

MAIN ROAD

RECAP

	Traditional	Intergenerational Approach
Entry	~~Drive past parking to entry~~	Close to street with walkable connection *(Up, Not Back)*
Site planning	~~Hub & spoke~~	Mixed use or main street *(Connected, Not Apart)*
Main building entrance/ exteriors	~~Porte cochere & grand entry~~	Feels like mixed use *(Mixed Use, Not Single Purpose)*
IL elements	~~Apartment wings~~ ~~Duplex on ring road~~ ~~Monolithic exteriors~~	IL integrated with commons *(Mixed Use, Not Single Purpose)* Diverse exteriors
IL commons	~~In center, internally focused~~	Dispersed & outwardly focused *(Out, Not In)*
Health Care	~~Separate "Health Center"~~	Blended with IL *(Varied & Blurred, Not Generic & Separate)*
Interiors	~~Often generic & un-themed~~	Diverse & themed
Signage	~~Often uniform & utilitarian~~	Minimal & diverse – intuitive like an iphone
Landscaping	~~Generic – first to be cut~~	Diverse & themed
Focus	~~Inward~~	Outward *(Intergenerational, Not Age Segregated)*
Feeling	~~"Senior Living"~~	Mixed use or urban village *(Sense of Place)*

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MAINTENANCE AND STORAGE

AGRIHOOD

FUTURE EXPANSION

PAVILION

FUTURE EXPANSION

FUTURE EXPANSION

GARDEN HOMES

FUTURE EXPANSION

CHILD CARE

GARDEN HOMES

PAVILION

FUTURE EXPANSION

THE GREEN

FUTURE EXPANSION

MEMORY CARE

FUTURE POOL

FUTURE EXPANSION

BARK RIVER

COURTYARD HOMES

WELCOME CENTER

SUNSET DRIVE - HIGHWAY 18

PUMP HOUSE
HISTORICAL LANDMARK

ST. MARY'S
EPISCOPAL CHURCH

PARK APARTMENTS

GRAND MASONIC LODGE

COMPASS POINT
CATERED | ASSISTED LIVING

HOLZ PAVILION

PARK VILLAS

WELLNESS CONNECTION

WOODS PAVILION

BARK RIVER

HICKORY SUITES
SHORT TERM & OUTPATIENT REHAB

NORTH MAIN ST

RIVERSIDE LODGE
MEMORY CARE

VILLAGE ON THE SQUARE
INDEPENDENT LIVING

NEW VILLAGE HOMES

RIVERSIDE LODGE
ASSISTED LIVING

VILLAGE HOMES

AVENUE STATE ROAD 67

SUMMIT AVENUE STATE ROAD 67

1. Connected, Not Apart

2. Up, Not Back

3. Mixed Use, Not Single Purpose

4. Out, Not In

5. Intergenerational, Not Age Segregated

6. Varied & Blurred, Not Generic & Specific

7. Creating a Sense of Place

RECAP - THE 7 GUIDING PRINCIPLES BENCHMARKS

1. "Connected, Not Apart"
   - *What is the current or to be created walk, bike, transit score?*

2. "Up, Not Back"
   - *How often do non-seniors inquire about these apartments/condos?*

3. "Mixed Use, Not Single Purpose"
   - *Does it look & feel more like cool mixed use and not "senior living"*

4. "Out, Not In"
   - *Can you see and see into the commons from the outside?*

5. "Intergenerational, Not Age-Segregated"
   - *On any given day, how many non-seniors are on campus?*

6. "Varied & Blurred, Not Generic & Separate"
   - *Can you easily identify the health center? Do you offer a variety of IL products?*

7. "Creating a Sense of Place"
   - *What is the community's story?*

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EXPERIENCE VS PROGRAM-BASED CHARETTE & MASTER PLANNING

Objective is to create an _experience_

Looks & feels more like living in cool mixed-use or connected village
- Not in stand-alone single-purpose typical senior living

You have intergenerational connections on or off campus
- Pay attention to what is beyond the project boundaries

**Refining the Master Plan Process...**

EXPERIENCE VS PROGRAM-BASED CHARETTE & MASTER PLANNING

Rethinking the Master Planning & Charette

- **What NOT to do**
  - Program → Architectural Design Concepts→ Numbers

- Recommended 4-Step Process
  - **Step 1 – Due Diligence – (typical data gathering)**
    - Assemble master planning team
    - Gather baseline data on owner SWOT, existing community, the market, site, title, financials & financing, etc.
  - **Step 2 – Experienced based charette**
    - Desired experience criteria
    - Vision statement
    - Review the baseline data & discuss trends
    - Which then informs the program & numbers
    - Which then is used to evaluate the design
  - **Step 3 – Post charette**
    - Refinement
    - Final numbers
  - **Step 4 - Implementation**

1 UNDERSTAND	2 ENVISION	3 REFINE	4 IMPLEMENT
KICK-OFF MEETING	CREATING PARAMETERS FOR PRIORITIZING POTENTIAL INITIATIVES	DESIGN & CONSTRUCTION ANALYSIS	DESIGN & PROGRAM FINALIZED
FINANCIAL/ MARKET REVIEW		FINANCIAL ANALYSIS	IMPLEMENTATION
FOCUS GROUPS	MASTER SITE PLANNING	RISK MANAGEMENT	
SITE & INFRASTRUCTURE REVIEW			

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EXPERIENTIAL APPROACH

Sample experiential questions
- What is your brand? WHO ARE YOU?
- What is the desired first impression from the street?
- What is the desired first impression at the front door?
- What is the level of walk-ability either offsite or onsite?
- What is the desired resident and non-resident experience daily?
- What is the higher-density center or 'heart' of the community and why does it not look like typical 'senior living'?
- What are the lower-density uses radiating from the center?
- What is the cueing provided for wayfinding? (hint: it's not signage)
- What type of diversity of living units will be provided?
- What is the location and orientation of the commons?
- How will the campus and spaces create true intergenerational connection?
- On a typical day, what percentage of interaction will residents have with non-residents, be it staff, non-resident seniors and/or non-residents of all ages?
- What are the desired walk distances / times on and off campus?
- What is the feeling we want residents, guests and non-residents to have in each space?
- How will true community be created amongst residents and non-residents?
- What is the location of and transition to healthcare?
- Are IL commons open and encouraged to be used by HC residents?
- What is the story, history and values of the owner, the area and the culture and how are these communicated?
- Is memory care segregated? What makes the entire campus memory-friendly?
- What design elements will make the HC not feel like a HC?
- Etc

THEN program and then design...

SAMPLE EXPERIENCE VISION

Our vision is to broaden the reach of the campus to the larger community and serve as a model for the next generation of senior living. Beyond traditional senior living services and amenities to support residents to live independently, age-in-place, and have access to healthcare if and when needed, our goal is to design the community for residents to live their best lives through **diverse opportunities for daily multigenerational connection in a walkable, connected, vibrant village** that is sustainable and environmentally friendly with a **pedestrian-focus** rather than automobile focus, offers residents **technology** to both enhance their daily lives and allow them to age in place, tells the story of the rich history of the area to create a **deeper connection between residents and non-residents** to the community, and is financially strong and viable.

Our vision is to expand our campus and existing senior living options **to also include other non-senior living uses**. Our goal is to create a walkable**, intergenerational community** that incorporates elements of new urbanism, mixed-use design, and placemaking. The result is a community that is **welcoming, diverse and walkable** with a sense of place that is unlike stereotypical senior living which will benefit the growth of our existing community as well as the surrounding community.

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SAMPLE EXPERIENCE VISION

1. You live in a **thoughtfully designed home in a walkable neighborhood or village** (or on a college campus) that doesn't "look like a retirement community".
2. You have walk-able connections to amenities in the local neighborhood, so you feel like you are **part of, connected to, and you have a voice in both a vibrant community and neighborhood**.
3. The community has intergenerational amenities and programs such that the community is a **vibrant hub of intergenerational activity** for those in the surrounding neighborhood and those living off campus of all ages.
4. You have **access to programs and connections that challenge and support you** to keep growing intellectually, emotionally, spiritually, physically as well as personally and even professionally.
5. You have **access to supportive services, if or when you need them, such as dining, housekeeping, and supportive living services, to allow you to age in place** in the community with dignity .
6. You are **defined by your unique personality and interests and not by your age or your health status**.
7. The design and operations incorporates **theming, story, history, placemaking, tradition and initiation**, to create a connection to other residents, the neighborhood and the past.
8. You don't live in a retirement community, an apartment building, a housing project or a facility but somewhere that **looks and feels like a real place**.
9. This is a place where you can **move in at 70 and intend to live happily until you're 110**.
10. Incorporates elements of new urbanism, mixed use design, intergenerational programming and placemaking but utilizes and meets the same programming square footages, ratios & measures of feasibility as the traditional model.

THE IMPORTANCE OF INTERGENERATIONAL CONNECTION

SENIOR HOUSING NEWS
UPCOMING WEBINAR
iN2L spark • engage • shine
SOLVING FOR LONELINESS IN SENIOR LIVING:
Using Technology to Create Connection and Meaning for Older Adults
Register Now ▷

science alert
(Pasotraspaso. Jesus Solana)
HEALTH
Analysis From 113 Countries Shows The Harrowing Extent of Loneliness We Live With
CARLY CASSELLA   11 FEBRUARY 2022

An epidemic of loneliness
Nearly half of all Americans today say they are lonely. Why is that so, and what are the consequences?

Not just for seniors

"The vast majority of neighborhoods in America are missing a true sense of community. Residents share a place in name and pass each other every day, but there's little real interaction"

- Ross Chapin

- *Serving seniors by also serving and connecting with the larger population, especially in the face of a cultural "epidemic of loneliness"*
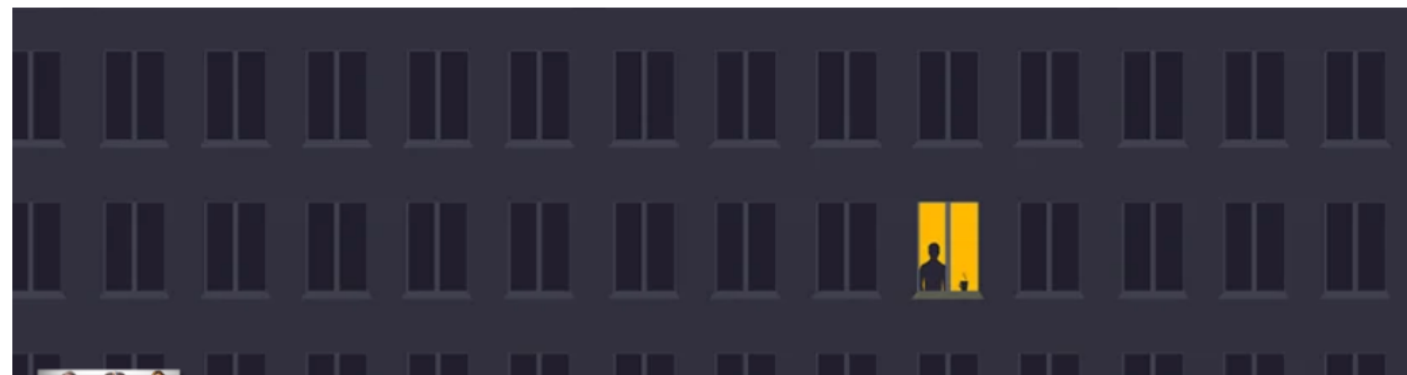
The Loneliness Epidemic Persists: A Post-Pandemic Look at the State of Loneliness among U.S. Adults

🏷 Health Care Expertise   Whole Person Health   Workforce Health & Well-Being

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ADDITIONAL INFORMATION

Witz - Additional Resources
- Additional informational slides at end of this presentation in the pdf (not presented today)

- Additional articles, whitepapers, project information and books on incorporating mixed-use design, new urbanism principles, intergenerational principles, and placemaking into senior living can be found at:
    - https://witzonline.net/trends-links/

- The Creating an Intergenerational Experience in Senior Living whitepaper can be found at:
    - www.witzonline.net/intergenerational-senior-living-white-paper/

- craigw@witzonline.net
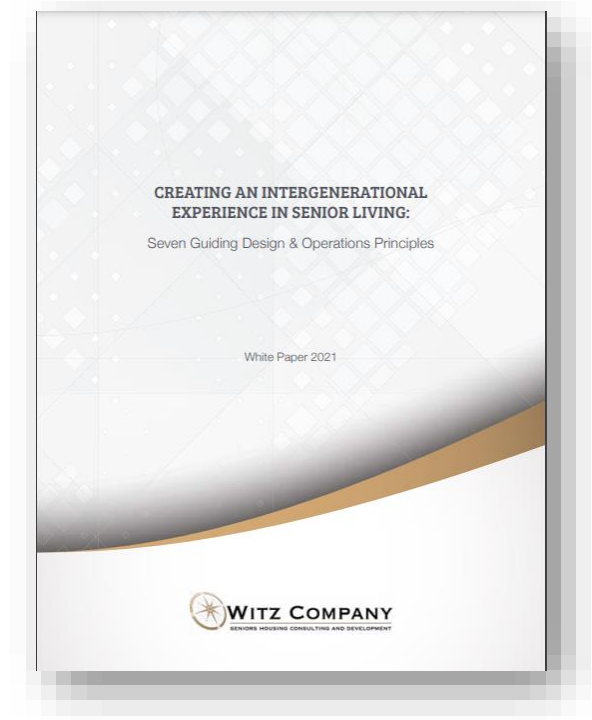
Rose Villa – North Star Senior Collaborative
- Design, marketing, development support
- vbyrd@rosevilla.org

QUESTIONS?

A Different Approach to Senior Living Design to Better Appeal to the Next Generation

PRESENTED BY CRAIG WITZ AND VASSAR T. BYRD
November 7th, 2pm CST

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AIA Design for Aging Knowledge Community
- Our mission is to foster design innovation and disseminate knowledge necessary to enhance the built environment and quality of life for an aging society

LIVE A GREAT STORY
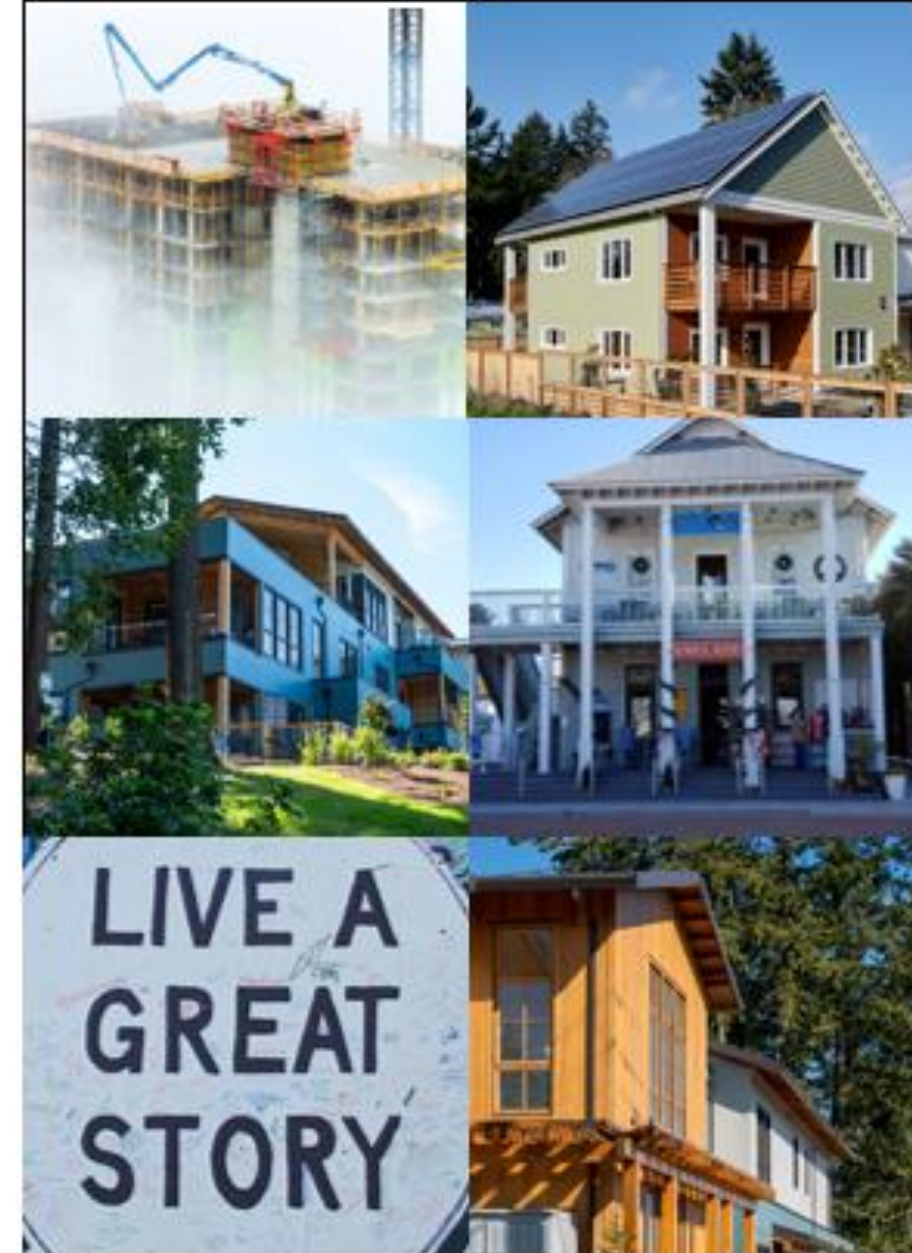
Feedback survey

We encourage all attendees to complete the post course survey at https://www.research.net/r/JWRSWT8 by **Friday November 11, 2022**, at **5pm ET**.

Please email knowledgecommunities@aia.org if you have any questions.

Join DFA

[aia.org/dfa](aia.org/dfa)

ADDITIONAL RESOURCES - INDUSTRY THOUGHT LEADERS

- Jay Bloom, 2019 Generations United Global Intergenerational Conference
  - "The current model is not attractive to this next generation that wants to be supported but not segregated"
- Chip Conley – Modern Elder Academy
  - "There is more and more evidence that living in multi-generational living and working environments is life-sustaining for all of those generations"
- Steve Moran – Senior Living Foresight
  - Recent article "The public hates senior living"
  - The retirement community he would most likely move into looked more like intergenerational co-housing than traditional senior living
- Jill Vitale-Aussem, "Disrupting the Status Quo of Senior Living"
  - "Do not want to be defined by or segregated because of their age"
- Ryan Frederick – 360 Senior Housing blog
  - "A future where people can trade the isolation of single family homes and of retirement institutions for rich connections and purposeful living in intergenerational, walkable mixed-use housing"

ADDITIONAL RESOURCES - INDUSTRY THOUGHT LEADERS

- Craig Kimmel, RLPS
  - "Today's seniors have an intense desire to remain connected to the greater community and to feel relevant"
- Rob Pfauth, Erdman Senior Living & SAGE member
  - "Boomers have higher expectations than what is available in many of today's CCRCs; they don't want to be sequestered in age-segregated enclaves but want to be where the action is"
- Gene Guszkowski, AG Architects
  - "This next generation wants to stay relevant and we feel it is critical to live among those younger than us so that we can acknowledge and embrace and hopefully share values to hopefully share values"
- A Pattern Language, Christophe Alexander, Sara Ishikawa
  - "Old people need old people, but they also need the young and the young need contact with the old"
- Additional
  - "islands of old people" "age apartheid" "geezer ghetto"
  - "Want connection to a larger community through work, volunteering, hobbies and interests"
  - "Want to live in an organic mix of age groups"

ADDITIONAL RESOURCES - INDUSTRY THOUGHT LEADERS

- Ben Beckham, "Don't Call me a Senior
  - "We may be 65 or 70 or 80, but here's the real truth, and something I wish everyone would keep in mind at all times, we are exactly who we have always been"
- John Spooner, Greystone
  - "Senior living has long suffered from a reputational downer. Nobody gets up and goes, 'Gee Whiz, that's the greatest looking thing I've ever seen, I'm gonna go move-in', at least yet"
- Chip Garbriel, Generations LLC
  - "When I visit with residents, they love the services and amenities, but the biggest complaint is all the old people there"
- Margaret Wylde
  - "People do not want to live in a geezer-ghetto"
- Robert Kramer, NIC
  - "I think people want to be known by their gifts, talents, passions and desires to grow and learn. That means asking them when they move in and when they live in the community, "what gifts will you bring? What is next for you? How do you want to grow and learn and contribute?' –
- Ross Chapin
  - "At each stage, the Baby Boomer generation has questioned the status quo and that is not likely to be different now" - Ross Chapin

ADDITIONAL RESOURCES - INDUSTRY THOUGHT LEADERS

- "Aging with Grace – Next Challenge for Urbanists"
  - "While a CCRC may be the ideal senior living option to 'age in place', [most are] not physically connected to a walkable town or neighborhood center, and create their own type of isolation" –
- Vassar Byrd
  - "People want the opportunity to age in place with little or no compromise. They want to hang out with others like themselves but not exclusively- they do not want to just be with other old people"
- Kai Hsiao, Eclipse Senior Living CEO
  - "Senior housing penetration seems to be static in the 10%-12% range. I think we haven't built anything the other 90% of seniors like yet" –
- Rancho Mission Viejo – active adult community within larger non-age restricted development "a new generation of seniors housing is making elderly islands obsolete'
- John Gonzales
  - I am convinced that this current generation is more concerned than ever with having a purpose – with knowing that what they do has impact and meaning in the world.

- A Fresh Look at How Boomers Want to Age – Chip Conley & Dave Stewart Dec 18, 2020
  - Boomers are different than those we currently serve; don't want to live their later years the way their parents did
  - They want to stay at home as long as possible unless they can find an intentional community
  - Many perceive senior living as 'senior dying'; disability support vs creating community
  - Focus should be on regenerative vs retirement community with focus on purpose, wellness and community
  - Building first regenerative community in Baja California Sur, Mexico and Santa Fe, NM
  - The importance of intergenerational elements
  - A community without significant link to the outside is line pond with stagnant water
  - You can be your best self at 60, 70 or 80
- The Modern Elder Academy Regenerative community – 4 pillars
  - Regenerate the soil – some prefer a farm to a fairway
  - Regenerate the soul
  - Regenerate community – we have an epidemic of loneliness of all ages; integration into vs apartheid from local community
  - Regenerate locale – creating a place

Disrupting the Status Quo of Senior Living – Jill Vitale-Aussem
- The new older adult will not tolerate the current culture we offer
- Too many people view moving into senior living as a sign of giving up
- Senior living is often environments of loneliness, helplessness and boredom
- Elders living in grass huts in Africa with children at their feet are often happier than people in assisted living homes with chandeliers over their head
- Older adults are desperate for opportunities for real meaning and purpose
- The hospitality approach is just as a poor fit for senior living as was the hospital model
- We often speak about intergenerational relationships while the best solution is right in front of our notes, to encourage relationships to develop between residents and team members
- Need to view residents not as customers but citizens

Organizations focusing on Intergenerational Connection

- Eisner Foundation
- Generations United
- Milliken Institute Center for the Future of Aging
- Next Avenue – recent articles
  - "Senior living is associated with decline vs rising to another level"
  - "High as 50% in senior living feel social isolation"
  - Simple connections between older and younger people need to be more fully woven into the fabric of daily life. In housing; in workplaces; in schools and in communities. And they shouldn't be restricted to relatives.
  - We need to be creative in bringing older and younger people together through daily encounters and the discovery of shared interest — through proximity and purpose.
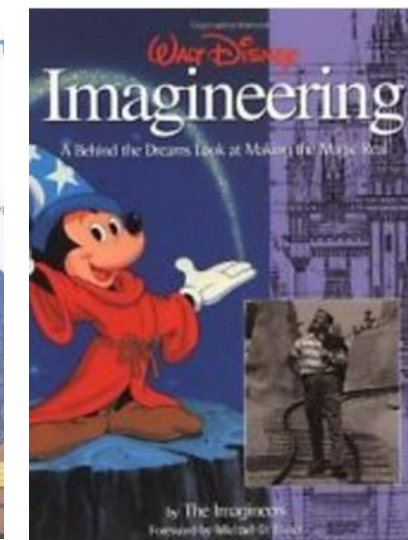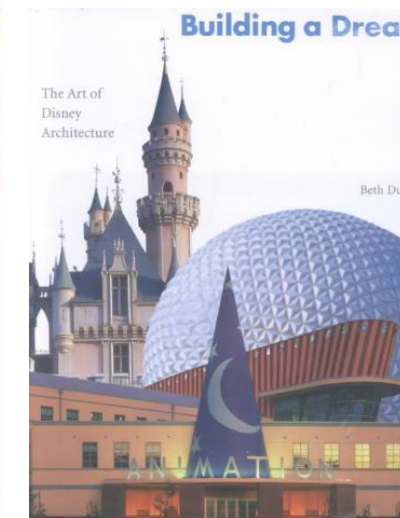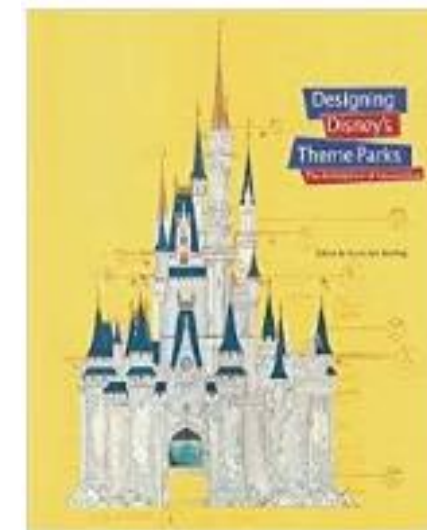
Disney

"Building A Dream
- "The art of visual storytelling" – Every element – design, color, landscape, music & costume contributes to telling a story
- "Communication thru symbolism"
- "People respond to design on a deep level"

Imagineering
- "Building a story thru architecture – creating an environmental experience"
- The "gestalt of shape" "Myth is layered upon myth"
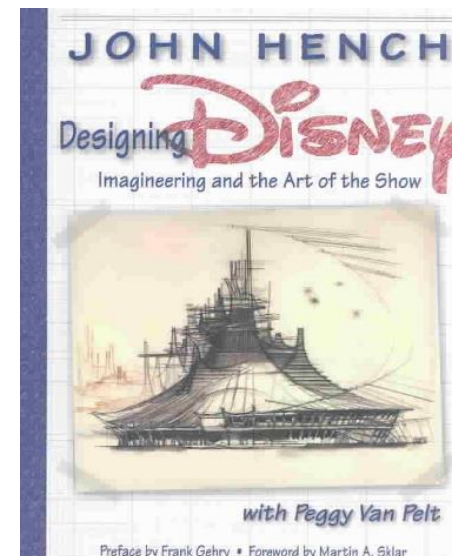
Buildings and architecture are something that stay with you; it is subliminal. Any building, no matter how minor or mundane, has the potential to transport us to another realm. Architecture can inspire, uplift, entertain, educate and enlighten." – Beth Dunlop

Importance of Story

"Being able to tell great stories about your community and your organization may very well be the single biggest market differentiator you have. More important than your life enrichment program, the care you provide, the amenities you offer, and even your price." – Steve Moran

"To involve people at the deepest level, you need story" - Robert McKee

"Avoid sharing too many facts about the project, but do not avoid telling stories. Prospects need both, but in the end, the best story wins".- Kevin Oakley, Professional Builder

BSA

"Every design element should work together to reinforce a theme and story to create a strong sense of place"
Brad Smith, BSA Place Creation

Scott Girard is a former Disney landscape architect and author of *The Story: Connecting the Dots Between Themed Development and Senior Living*. He is a partner at BSA PlaceCreation, serving as the firm's Director of Imaginality.

"This next generation of seniors grew up at the dawn of the theme park age and are arriving at retirement with a passion for an active lifestyle, a desire for connection, a demand for entertainment and engaging cultural activities, and a profound sense of service and desire to give back and contribute to their communities.

Implicit in those demands is living in an environment that is not only unique but is held together by a theme and a story; both of which, when in concert have the capability to create and drive a resident's experiential lifestyle. Such environments provide for a greater opportunity for connections to a 'sense of place,' to nature and to social interactions with friends and neighbors. When combined, these components have the capacity to enhance one's experience as well as their mental, physical, and spiritual health.

The Story and the Experience – two things we focus on in our senior living design work. We do it because we believe today's seniors are seeking a place they can call home, and a place that will be in tune with their life stories and experiences."

THE STORY:
Connecting the Dots Between Themed Development and Senior Living

By Scott Girard

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Suggested Reading