



**Design of the Times:
Prospect Desires Have Evolved.
Have We?**

Pro  Matura



Design for Aging



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

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Questions?

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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.

Tech support questions will be answered by AIA staff.

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The background of the slide features a large, stylized orange fruit with a green leaf, set against a light orange background. The text is overlaid on the orange fruit.

**Abandoned malls should be
turned into Gen X
retirement homes. Three
stories tall with a food
court, movie theater,
arcade, Orange Julius, a
skate park, and a Glamor
Shots just for the hell of it.**

The Boomer Consumer.

The Size of the Market

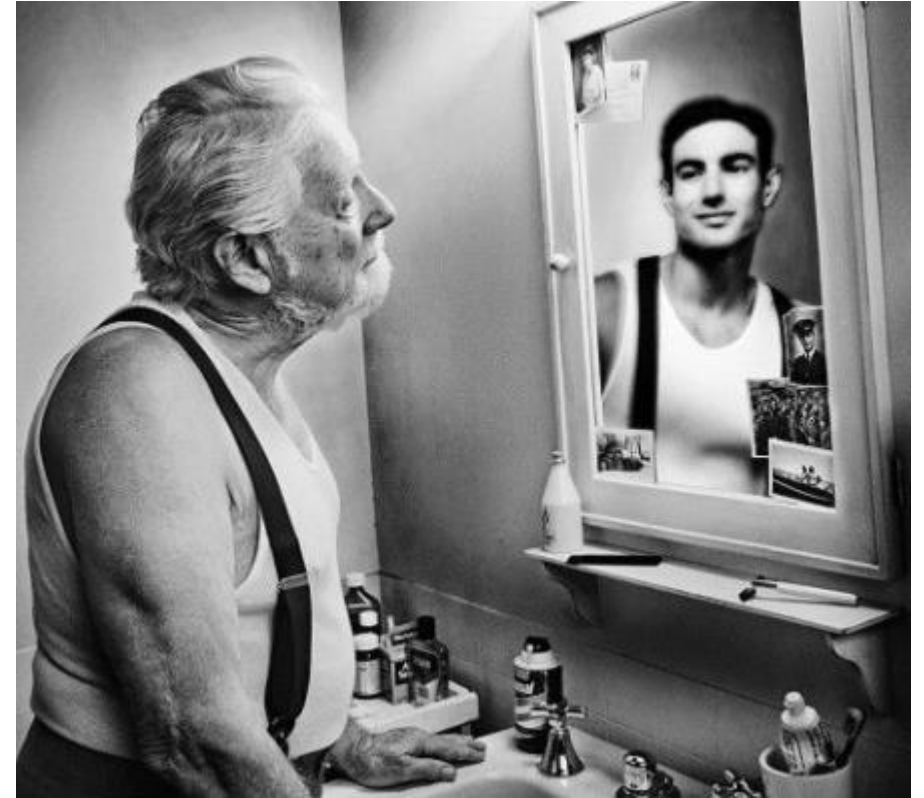


- 71.6 Million
- 29% of the Population 18+
- \$2.6 Trillion in Buying Power
- 41% of all Homes Owned
- 80% are Homeowners

Generations

| | Silent Generation | Baby Boomers | Generation X |
|---------------------------|--|--|---|
| Birth Years | 1928 – 1945 | 1946 – 1964 | 1965 – 1980 |
| Current Age | 78 - 95 | 59 – 77 | 43 – 58 |
| Number | 19.1 million | 71.6 million | 65.8 million |
| Famous People | Bob Dole, Elizabeth Taylor | Bill Clinton, Meryl Streep | Barak Obama, Jennifer Lopez |
| Influences | WWII, Korean War, Great Depression, New Deal, Space Age, Rise of Corporations | Civil Rights, Vietnam, Sexual Revolution, Cold War | Watergate, Energy Crisis, Single Parents, Dual Income families, Latchkey Kids |
| Dealing With Money | Put it away, Pay cash, Save, save, save | Buy now, Pay later | Cautious, Conservative, Save, save, save |

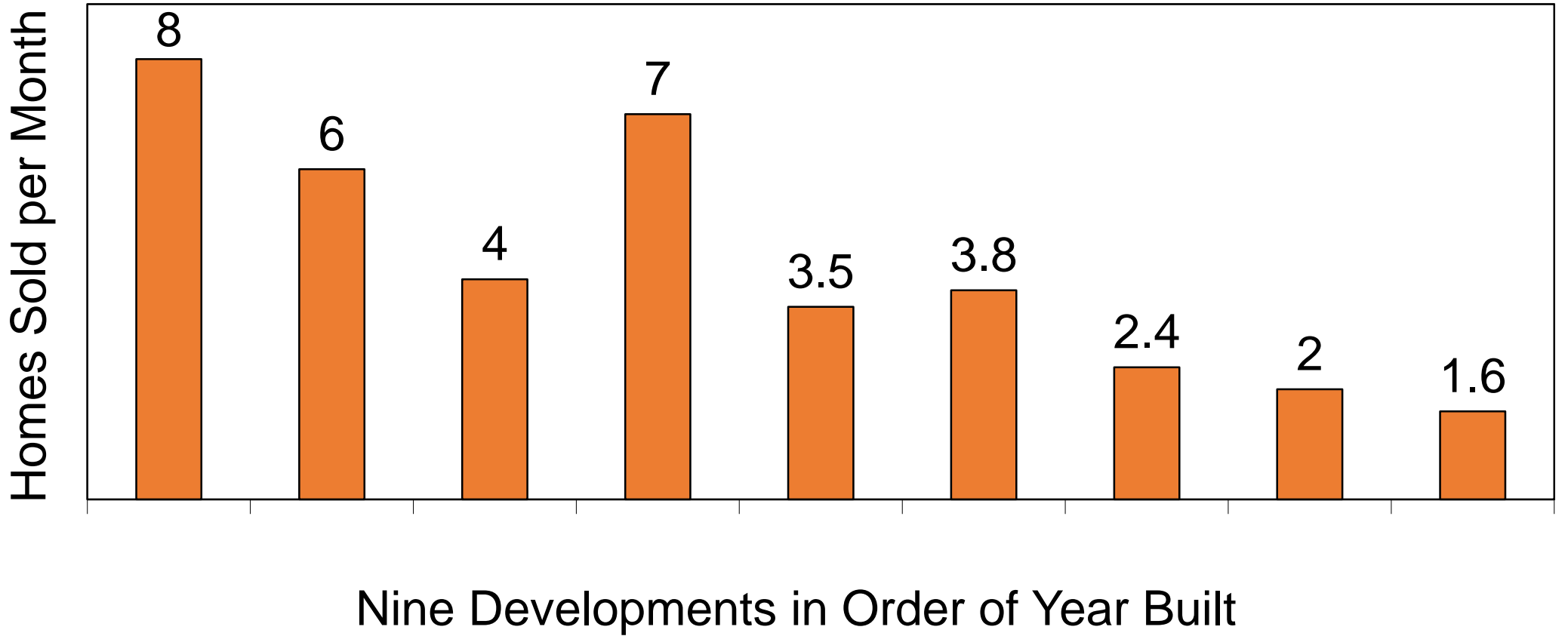
Perception



Misconception # 1

| Generic | Specific |
|--------------------------------------|--|
| National average | Your target market |
| Assumes everyone is the same | Details of your customers |
| Yields communities that are the same | Identifies who they are and what they want |
| Commoditized product | Differentiates product |
| Must compete on features and price | Competitive edge, difficult to duplicate |

Template Approach



Assumptions ??

| Assumptions | What we found |
|--|--|
| Downsize their home | Equal proportions want to <u>downsize</u> , <u>upsize</u> , or move to a residence <u>about the same size</u> as the one in which they live Majority of people want to maintain their current lifestyle, do what they want to do when they want to do it, and have a sense of purpose. |
| Have everything planned to fill their days | |
| Lead a leisure-driven lifestyle | |
| Do not want to cook | |
| Live with other people their age | |

Housing Types

| | Shelter | Activities, Recreation | Transport, Laundry | Meals | Care Services | Skilled Nursing | |
|--------------------|-----------------------|---------------------------|-----------------------|-------|---------------|-------------------------------|---------------------------|
| | | | | | | Short-Term Post-Acute Care | Long-Term Chronic Care |
| Active adult | Real Estate Component | | | | | | |
| Independent Living | Real Estate Component | | Services Component | | | | |
| Assisted Living | Real Estate Component | | Services Component | | | | |
| Nursing Care | Real Estate Component | | Services Component | | | | |

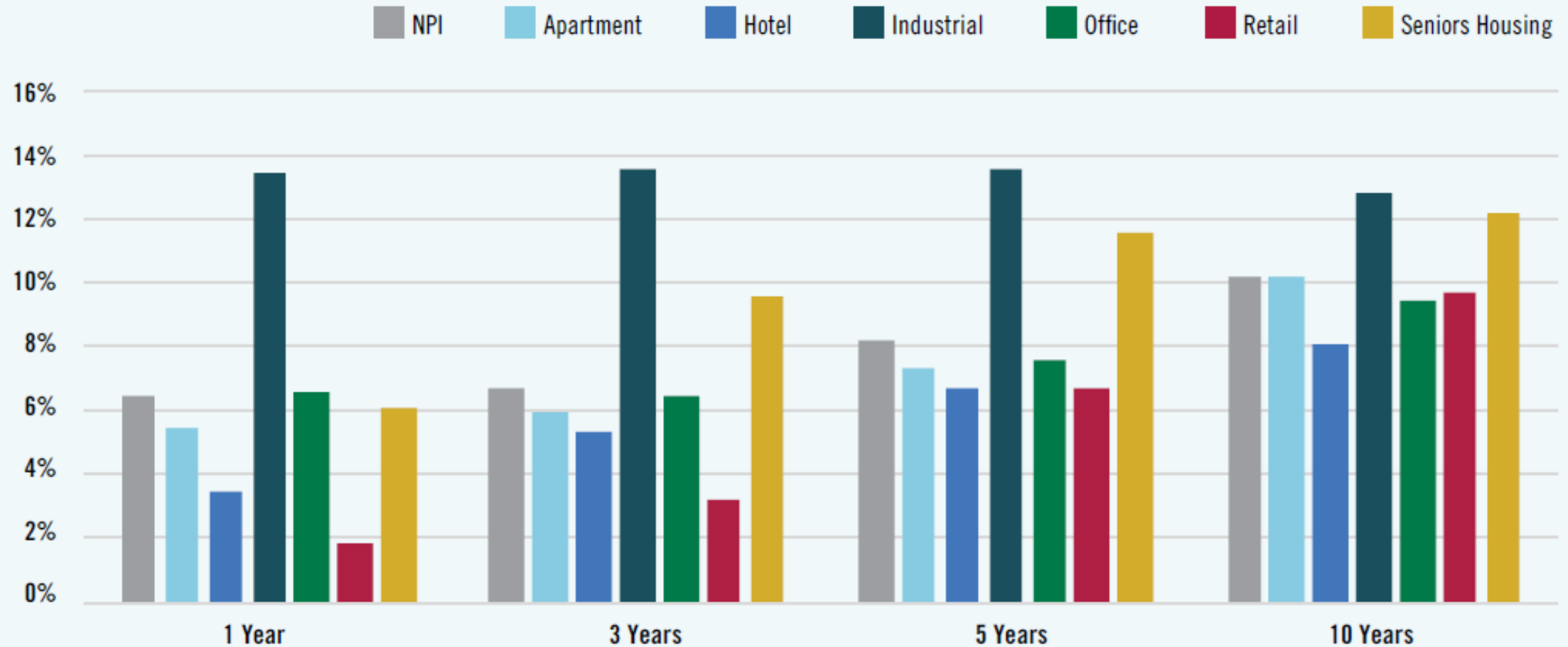
Nomenclature

CCRC
Senior Living
Lifestyle Community
55+
LifePlan Community
Independent Living
Continuum of Care
Assisted Living
Active Adult

Returns

NCREIF Annualized Total Returns by Property Type

Periods ending 12/31/2019



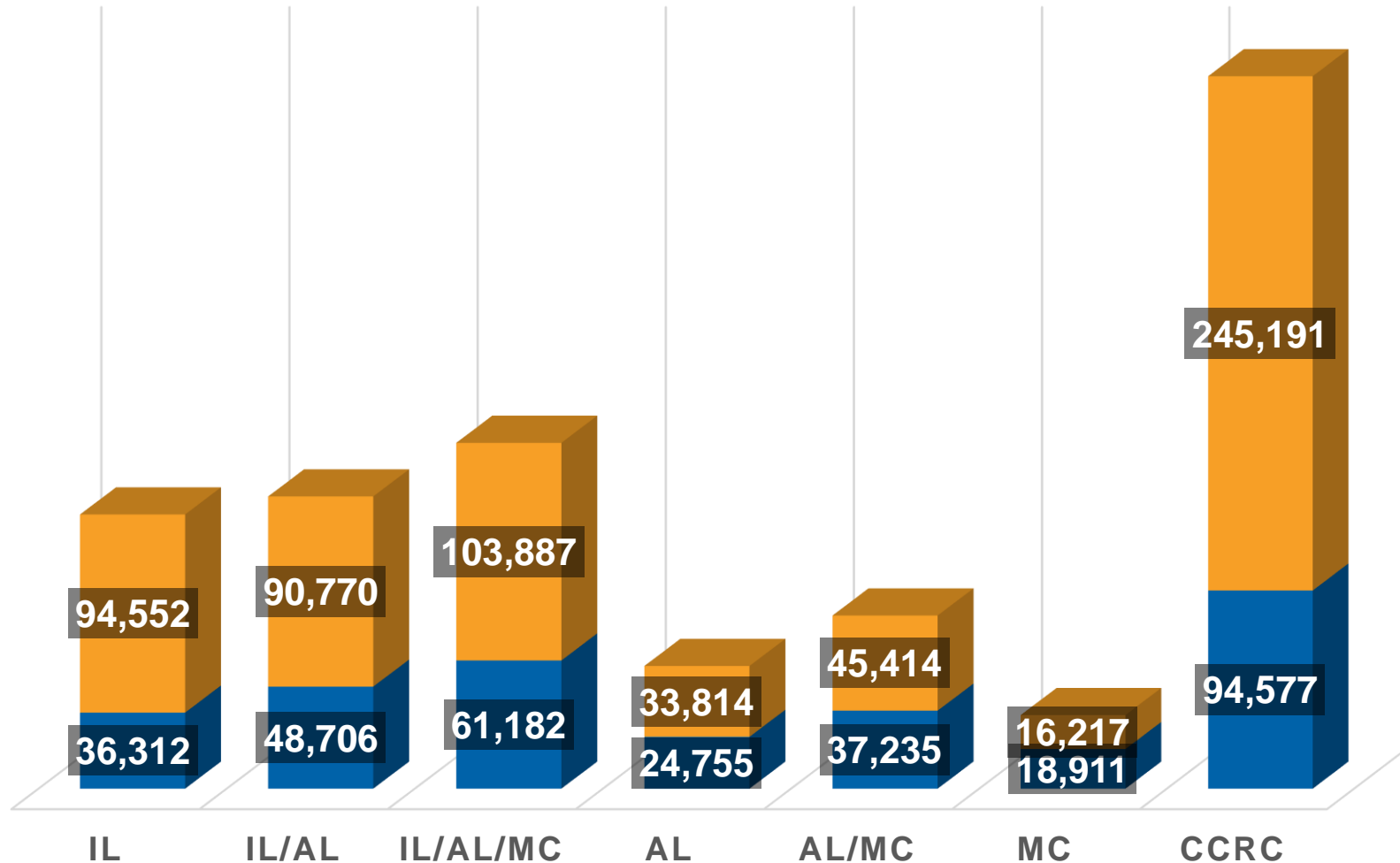
Source: NCREIF, NIC

Building

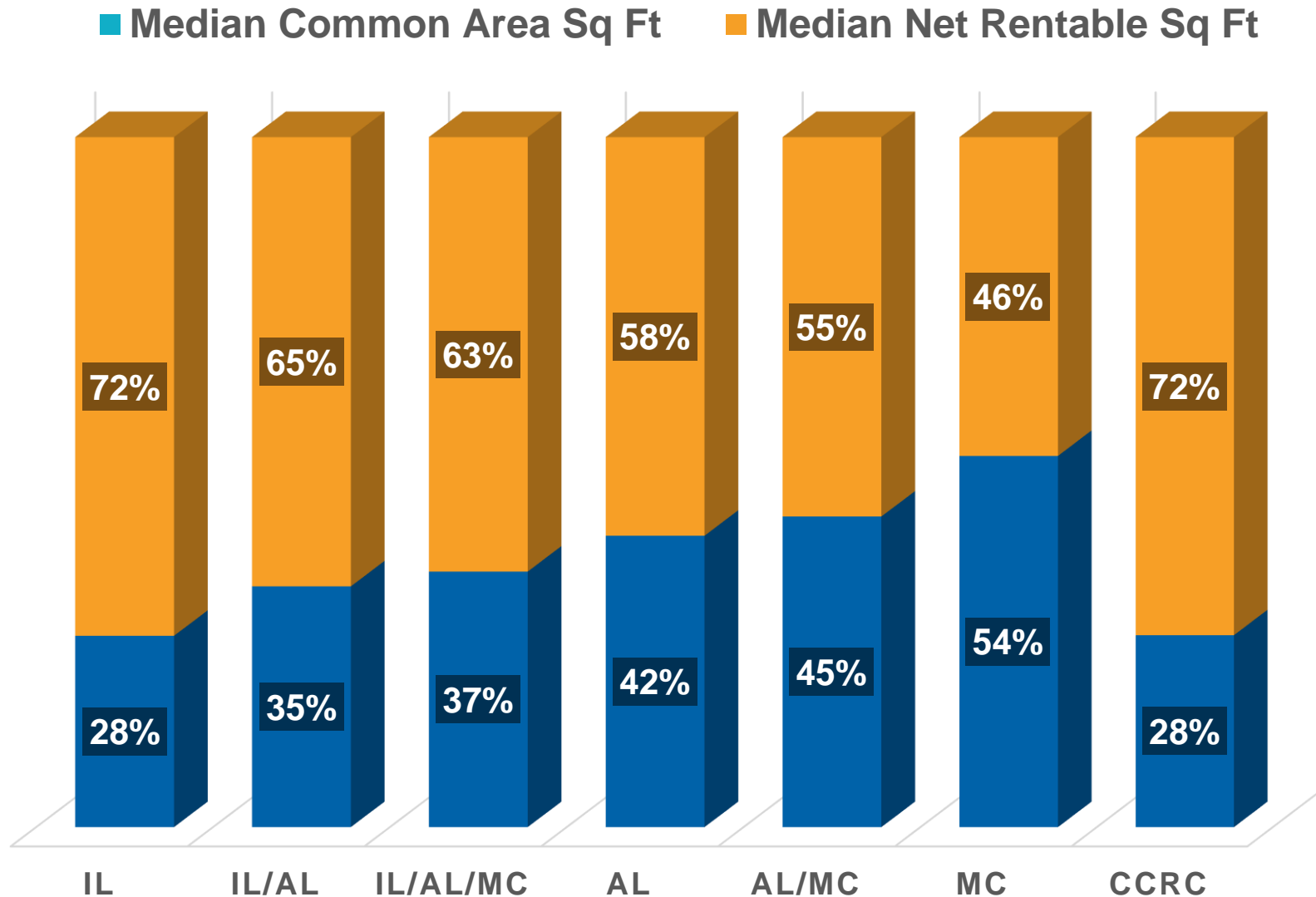


Median Square Footage by Community Type

■ Median Common Area Sq. Ft ■ Median Net Rentable Sq. Ft.



Proportion of Median Square Footage Allocation by Community Type



Exterior



Exterior



First Impressions 🇺🇸



First Impressions 👍



Building Layout



OCEAN HILLS ASSISTED LIVING & MEMORY CARE

A Protea Senior Living Community



Building Layout

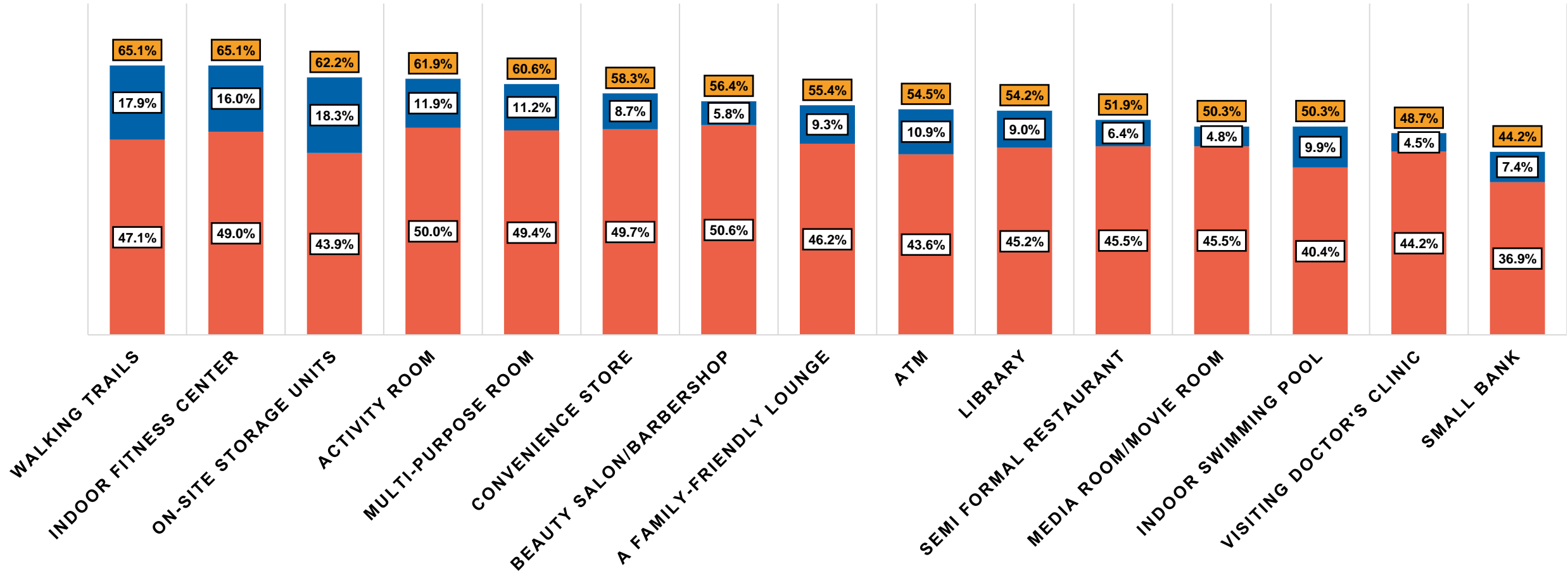


Amenities



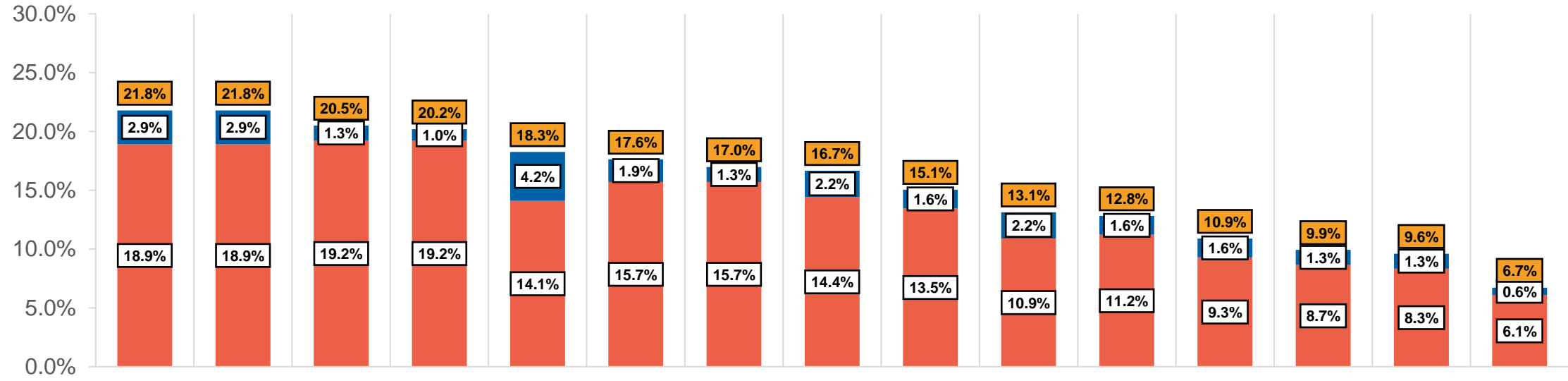
Top 15 Amenities Considered Desirable and/or Essential

■ Desirable ■ Essential ■ Desirable + Essential



Bottom 15 Amenities Considered Desirable and/or Essential

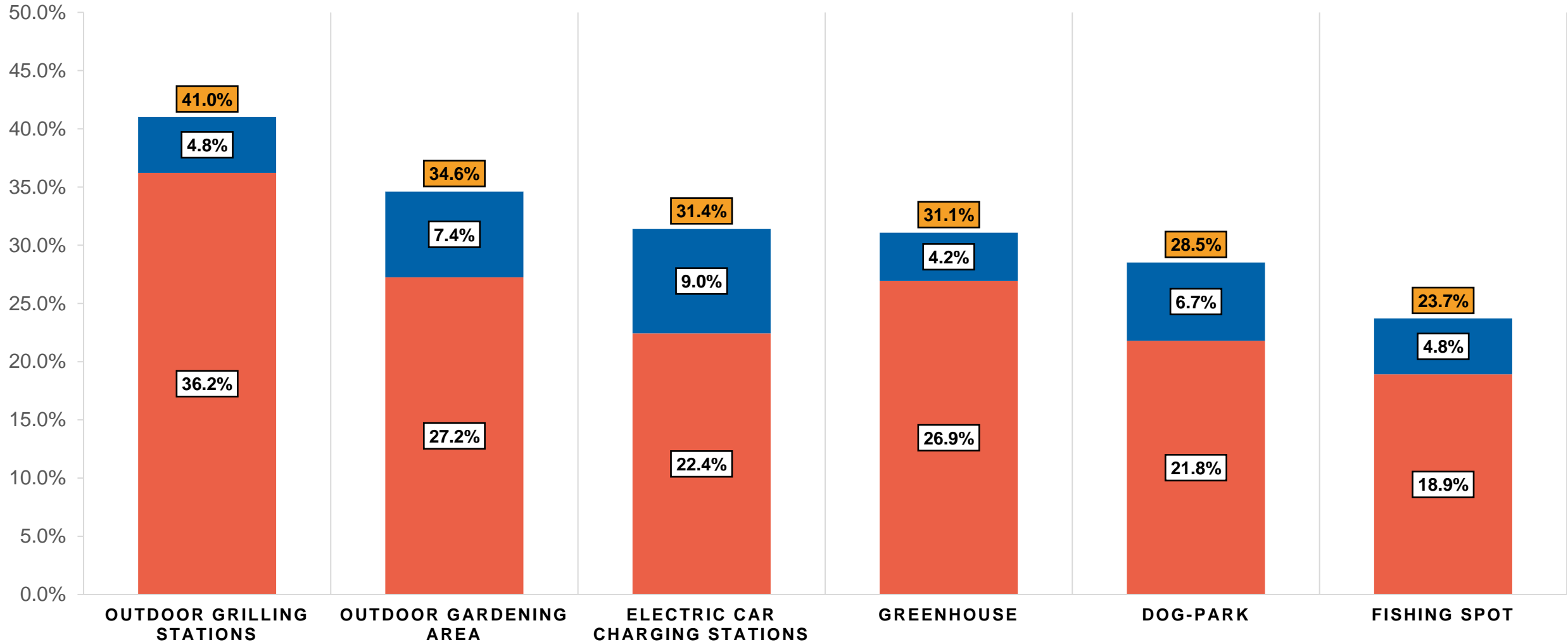
Desirable Essential Desirable + Essential



TEACHING KITCHEN/COMMON KITCHEN
PUTTING GREEN
BOWLING ALLEY
SPACE OBSERVATORY FOR STARGAZING
GOLF COURSE
BOCCE BALL COURT
WOOD WORKING
PICKLEBALL COURT
SHUFFLEBOARD COURT
BADMINTON COURT
CROQUET COURT
BASKETBALL COURT
RV/BOAT STORAGE
RACQUETBALL COURT
SQUASH COURT

Outdoor Dedicated Space Considered Desirable and/or Essential

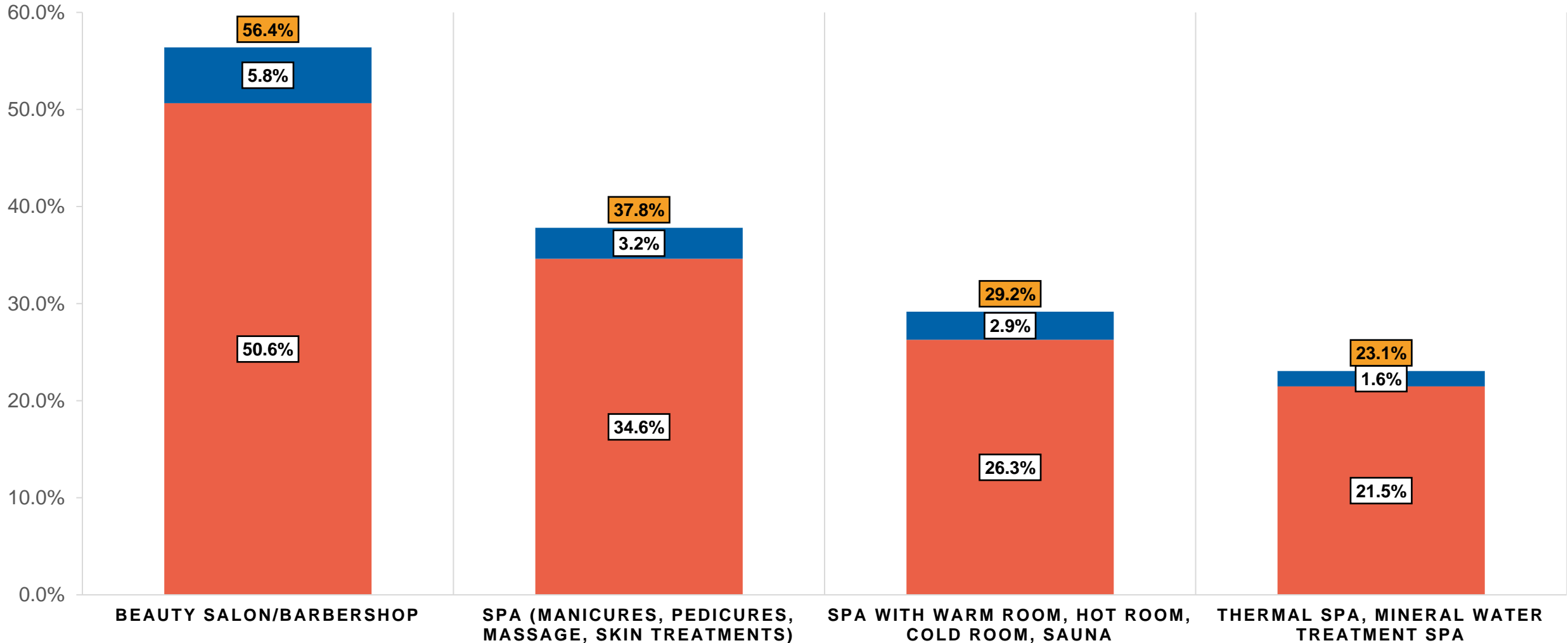
Desirable Essential Desirable + Essential



Beauty Spa

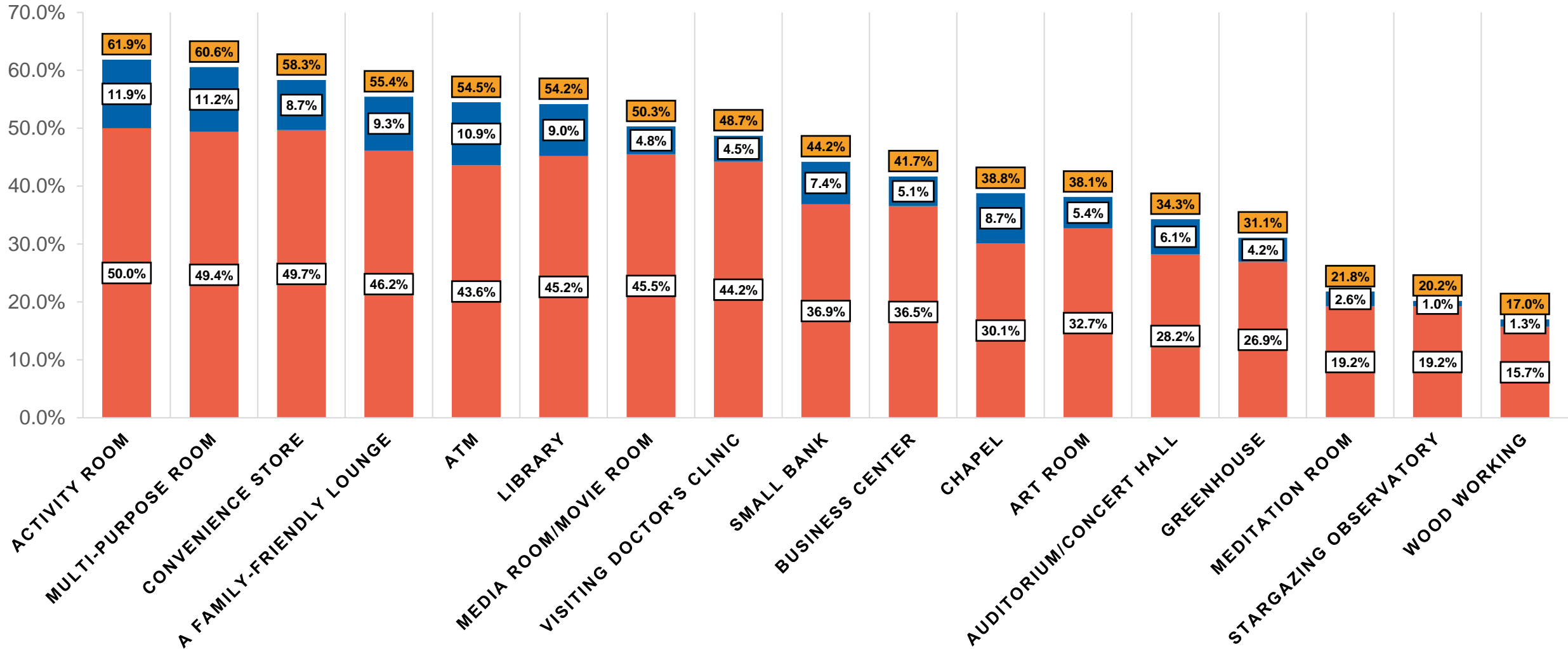
Considered Desirable and/or Essential

Desirable Essential Desirable + Essential



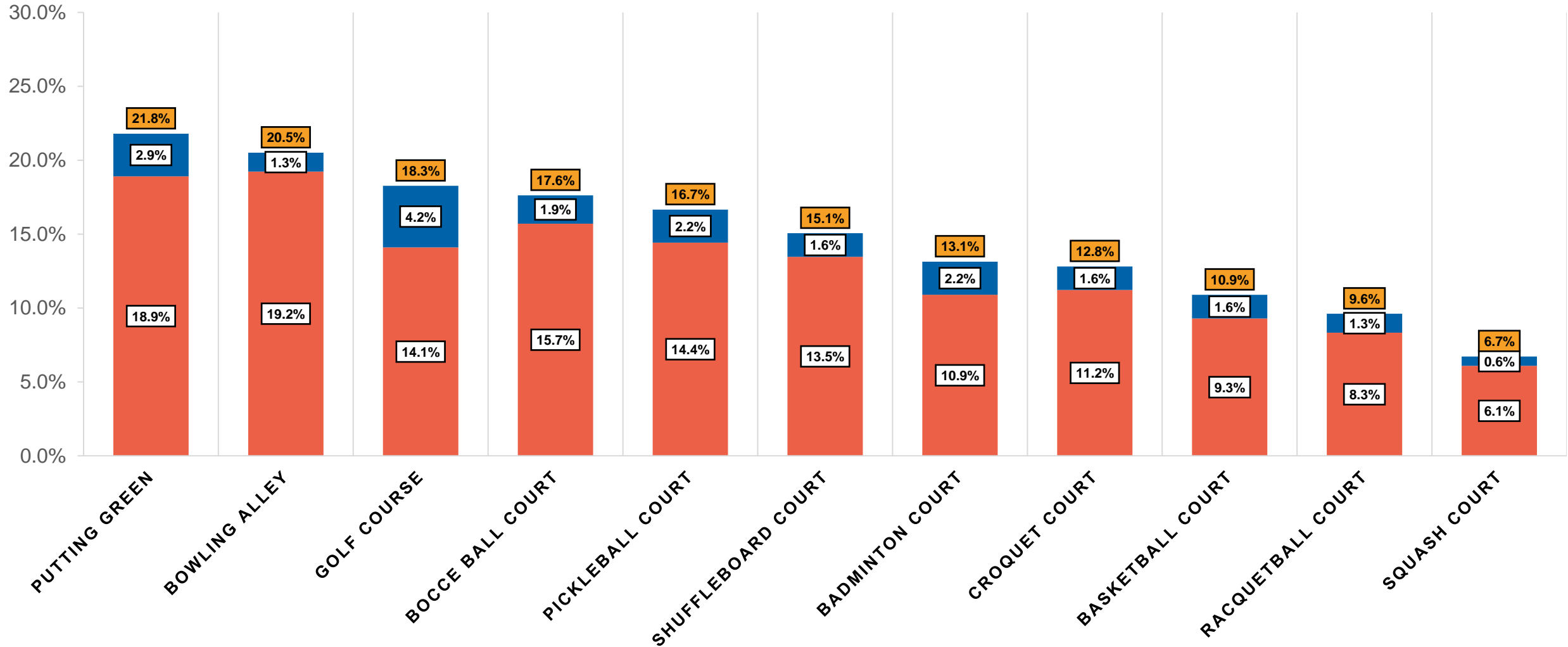
Indoor Dedicated Space Considered Desirable and/or Essential

Desirable Essential Desirable + Essential



Specific Sports Considered Desirable and/or Essential

Desirable Essential Desirable + Essential



Theatre 🇻🇪

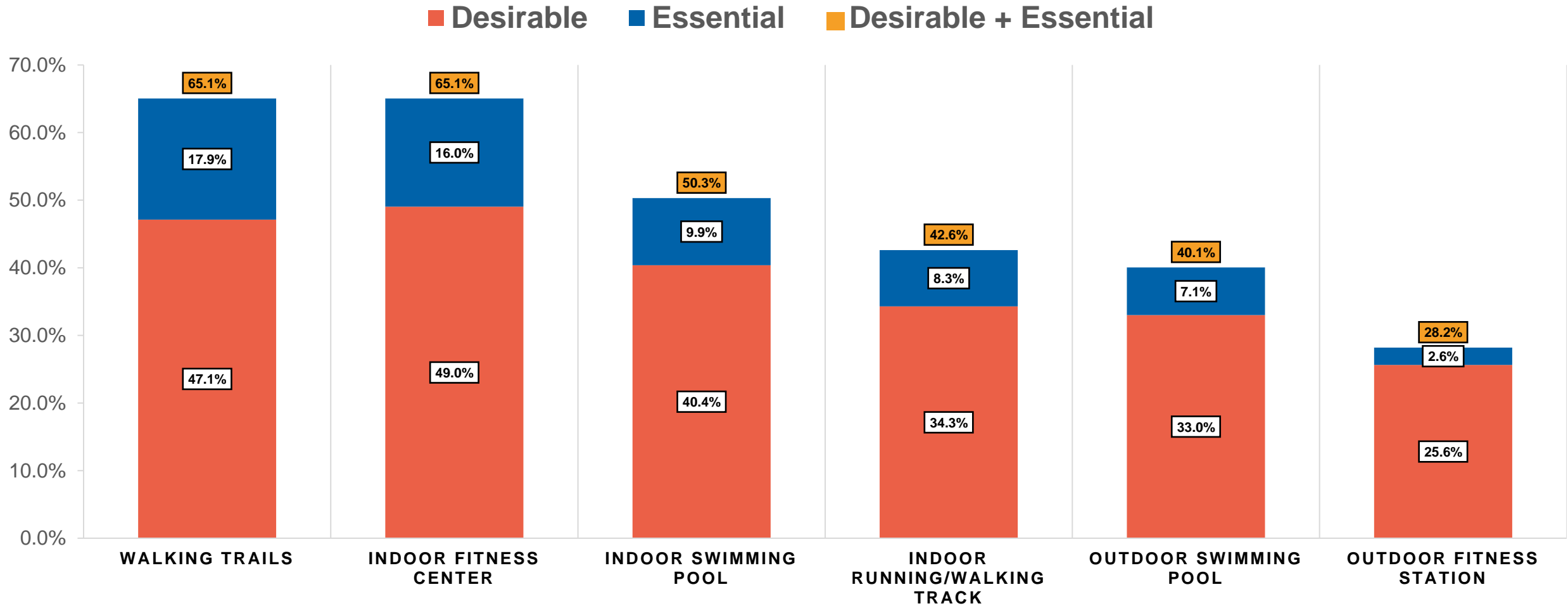


Theatre 👍



Fitness Areas

Considered Desirable and/or Essential



Fitness



Fitness



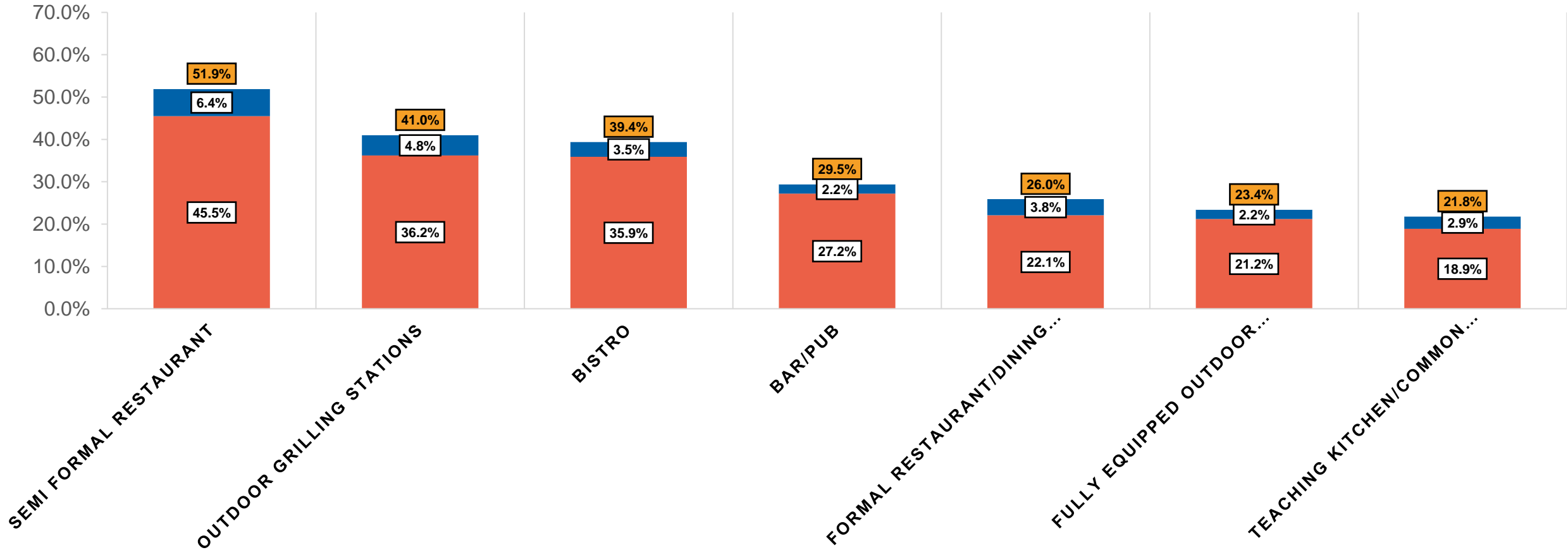
Dining



Dining

Considered Desirable and/or Essential

Desirable Essential Desirable + Essential



Dining Room 🇵🇸



Dining Room 👍



Grab & Go



Bistro



Bistro



Bar



Programming



Most Desired Activities

| Rank | Activity | Percent |
|------|---|---------|
| 1 | Dining out | 70% |
| 2 | Travel - local | 53% |
| 3 | Holiday dinners/parties | 49% |
| 4 | Exercise (aerobics, weights, etc.) | 49% |
| 5 | Shop at Farmer's Market | 47% |
| 6 | Travel in US or abroad | 46% |
| 7 | Walking club | 43% |
| 8 | Board games & cards (poker, bridge, etc.) | 41% |
| 9 | Musical concerts | 40% |
| 10 | Visit museums | 40% |
| 11 | Bingo | 38% |
| 12 | Wine tastings | 37% |
| 13 | Watching sporting events | 36% |
| 14 | Theatre (attending plays) | 36% |
| 15 | Volunteering | 35% |
| 16 | Computer/internet education | 33% |
| 17 | Running, jogging, walking | 33% |
| 18 | Gardening | 33% |
| 19 | Listening to music | 32% |
| 20 | Casino gambling | 30% |
| 21 | Book Club | 29% |
| 22 | Educational courses | 28% |

| Rank | Activity | Percent |
|------|---|---------|
| 23 | Hiking | 27% |
| 24 | Cooking class demonstrations | 26% |
| 25 | Yoga | 24% |
| 26 | Meditation | 21% |
| 27 | Crafting | 21% |
| 28 | Cycling | 18% |
| 29 | Photography | 16% |
| 30 | Dancing | 15% |
| 31 | Golf | 15% |
| 32 | Singles group | 13% |
| 33 | Singing | 12% |
| 34 | Tai chi | 11% |
| 35 | Writing | 11% |
| 36 | Pilates | 11% |
| 37 | Painting | 11% |
| 38 | Pickleball club | 10% |
| 39 | Boating/canoeing/kayaking | 9% |
| 40 | Teach others about my passions | 9% |
| 41 | Acting - participating in dramatic theatre | 8% |
| 42 | Playing instruments (piano, violin, guitar, etc.) | 7% |
| 43 | Playing team sports | 4% |
| 44 | Tennis | 4% |

Activities VS Programming

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|--|--|--|
| CR - Card Room P - Pub AS - Art Studio S - Sanctuary 81 - Channel 81 DR - Korenvaes Dining Room T - Theatre VL - Vista Lounge DP - Dog Park * - Indicates Outing \$ - Indicates Cost Associated Event | | 1:00pm - Chinese Character Brush Lettering AS 2:30pm - Mahjong CR 4:30pm - Cocktail Hour P Chinese New Year (Year of the Tiger) | 1:30pm - Welcome Committee AS 2:30pm - Bridge CR 3:30pm - Intro to iPhone Class AS Groundhog Day | 9:30am - Kimble Art Museum & Lunch Outing* \$ 2:30pm - Wellzesta Refresher Course T 4:30pm - Happy Hour P | 1:30pm - World Religions Seminar with Dr. Tom McFaul S 3:00pm - Garden Committee P 4:00pm - Shabbat with Rabbi Cohen S 5:15pm - Shabbat Candle Lighting P | 10:30am - Virtual Shabbat with Temple Emanu-El 81 1:00pm - Canasta CR 2:30pm - Movie: Guess Who's Coming to Dinner T 4:30pm - Cocktail Hour P |
| 2:00pm - Billiards P 5:00pm - Movie: Encanto T | 1:00pm - Whole Foods Outing* \$ 1:00pm - Canasta CR 2:30pm - Bunco VL | 1:00pm - New Resident Orientation BR 2:30pm - Mahjong CR 3:00pm - Politics & Culture of the 50's Presentation S 4:30pm - Cocktail Hour P | 11:30am - Lunch & Learn with Rabbi Cohen DR 1:30pm - Lifestyles Committee AS 2:30pm - Bridge CR 3:30pm - Caring Committee AS | 10:30am - Jewelry Services with Harris Jewelers P 1:30pm - Still Life Sketching with Meghan AS 4:30pm - Happy Hour P | 3:30pm - Knit & Crochet AS 4:00pm - Shabbat Service with Rabbi Cohen S 5:15pm - Shabbat Candle Lighting P | 9:30am - Virtual Shabbat Service with Anshai Torah 81 2:30pm - Movie: Don't Look Up T 4:30pm - Cocktail Hour P |
| 1:00pm - Mancala CR 4:30pm - Super Bowl Watch Party T | 1:00pm - Torah Study with Rabbi Wolk S 1:00pm - Canasta CR 2:30pm - Bunco VL 3:30pm - Valentines Day Partner Painting with Katie AS Valentine's Day | 8:00am - Donuts with Directors SB 1:00pm - Movie Committee AS 2:30pm - Mahjong CR 4:30pm - Cocktail Hour P | 10:45am - Nasher Sculpture Center Outing* \$ 1:30pm - Dining Committee AS 2:30pm - Bridge CR 3:30pm - Intro to iPhone Class AS 8:00pm - Greeting Card Making Class AS | 1:00pm - Pom Pom Coaster Making Class AS 4:30pm - Brunch Themed Happy Hour P | 2:00pm - Intro to Apple Watch Class AS 4:00pm - Shabbat Service with Faith Retsky S 5:15pm - Shabbat Candle Lighting P | 9:00am - Virtual Shabbat with Shearith Israel 81 1:00pm - Bridge CR 2:30pm - Movie: The Monuments Men T 4:30pm - Cocktail Hour P |
| 2:00pm - Poker P 5:00pm - Movie: Giant T | 12:30pm - Clay Earring Making Class AS 1:00pm - Canasta CR 2:30pm - Bunco VL Presidents' Day | 1:00pm - New Resident Orientation BR 2:30pm - Mahjong CR 3:00pm - Resident Council S 4:30pm - Cocktail Hour P | 10:45am - Biblical Arts Museum Outing* \$ 1:00pm - Torah Study with Rabbi Cohen S 2:30pm - Holocaust Presentation with Andy Lacko S 2:30pm - Bridge CR 4:00pm - Yappy Hour DP | 10:45am - Jewish Artists Class with Mark Kreditor S 1:00pm - Torah Study with Rabbi Wolk S 3:30pm - Town Hall S 4:30pm - Happy Hour P | 1:30pm - February Birthdays Party P 3:30pm - Knit & Crochet AS 4:00pm - Shabbat Service with Jerry Zeffren S 5:15pm - Shabbat Candle Lighting P | 10:30am - Virtual Shabbat with Rabbi Cohen 81 1:00pm - Canasta CR 2:30pm - Movie: Cast A Giant Shadow T 4:30pm - Cocktail Hour P |
| 2:00pm - Billiards P 5:00pm - Movie: In The Heights T | 1:00pm - Canasta CR 2:30pm - Bunco VL 3:30pm - Book Club P | <h2>February 2022</h2> | | | | |

Multi-Purpose Common Space



Multi-Purpose Common Space



Memory Care Common Space



Services

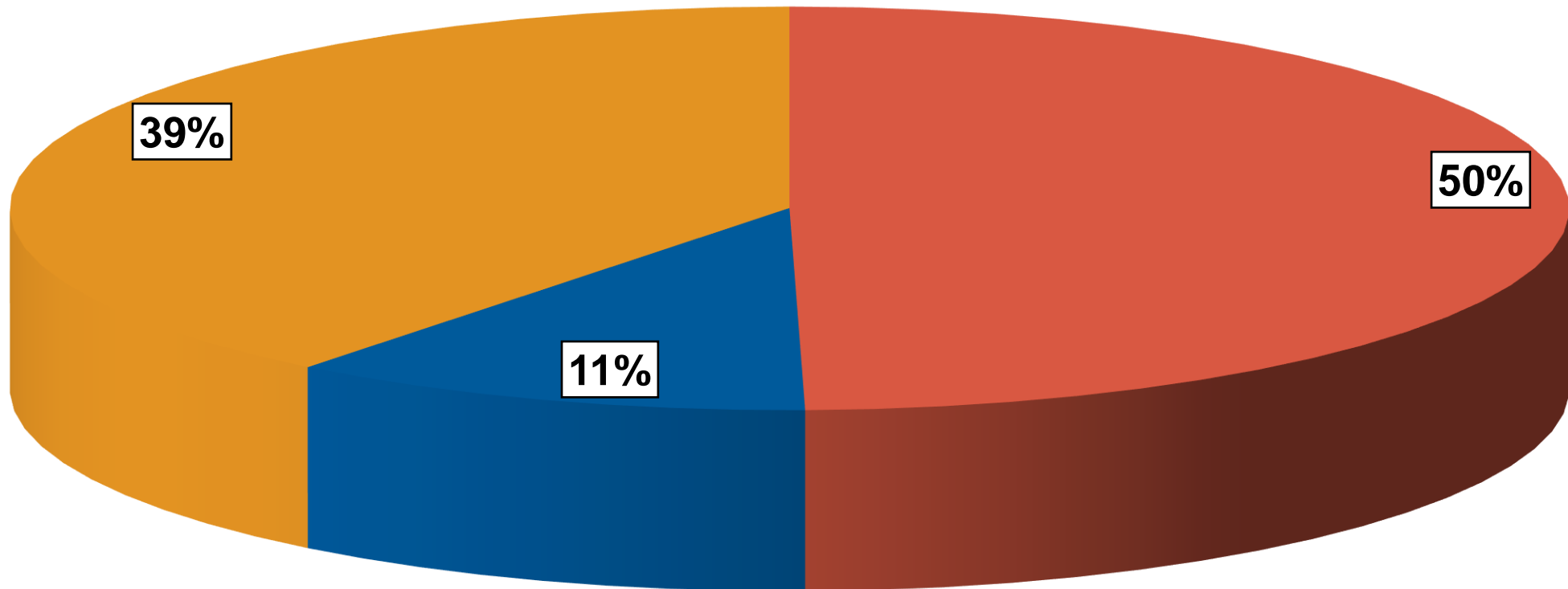


Most Desired Services

| Rank | Service | Percent |
|------|---|---------|
| 1 | Exterior home maintenance | 86% |
| 2 | 24-hour security | 84% |
| 3 | Lawn maintenance, landscaping, leaf and snow removal | 84% |
| 4 | Maintenance of appliances and fixtures supplied with residence | 75% |
| 5 | Housekeeping | 59% |
| 6 | Dining services | 59% |
| 7 | Private transportation to appointments, etc. (fee for service) | 56% |
| 8 | Scheduled, group transportation | 43% |
| 9 | Linen service (laundering of sheets and towels) | 37% |
| 10 | Concierge services (someone to receive packages, schedule personal appointments and travel, etc.) | 37% |
| 11 | Personal laundry service | 32% |
| 12 | Personal trainer for fitness and health | 29% |
| 13 | Nutritionist | 27% |
| 14 | Car-sharing service - rent a vehicle by the hour | 21% |
| 15 | Valet parking | 14% |

Care

“ If you were to reach a point in your life when you require additional help, where would you prefer to receive personal care services? ”

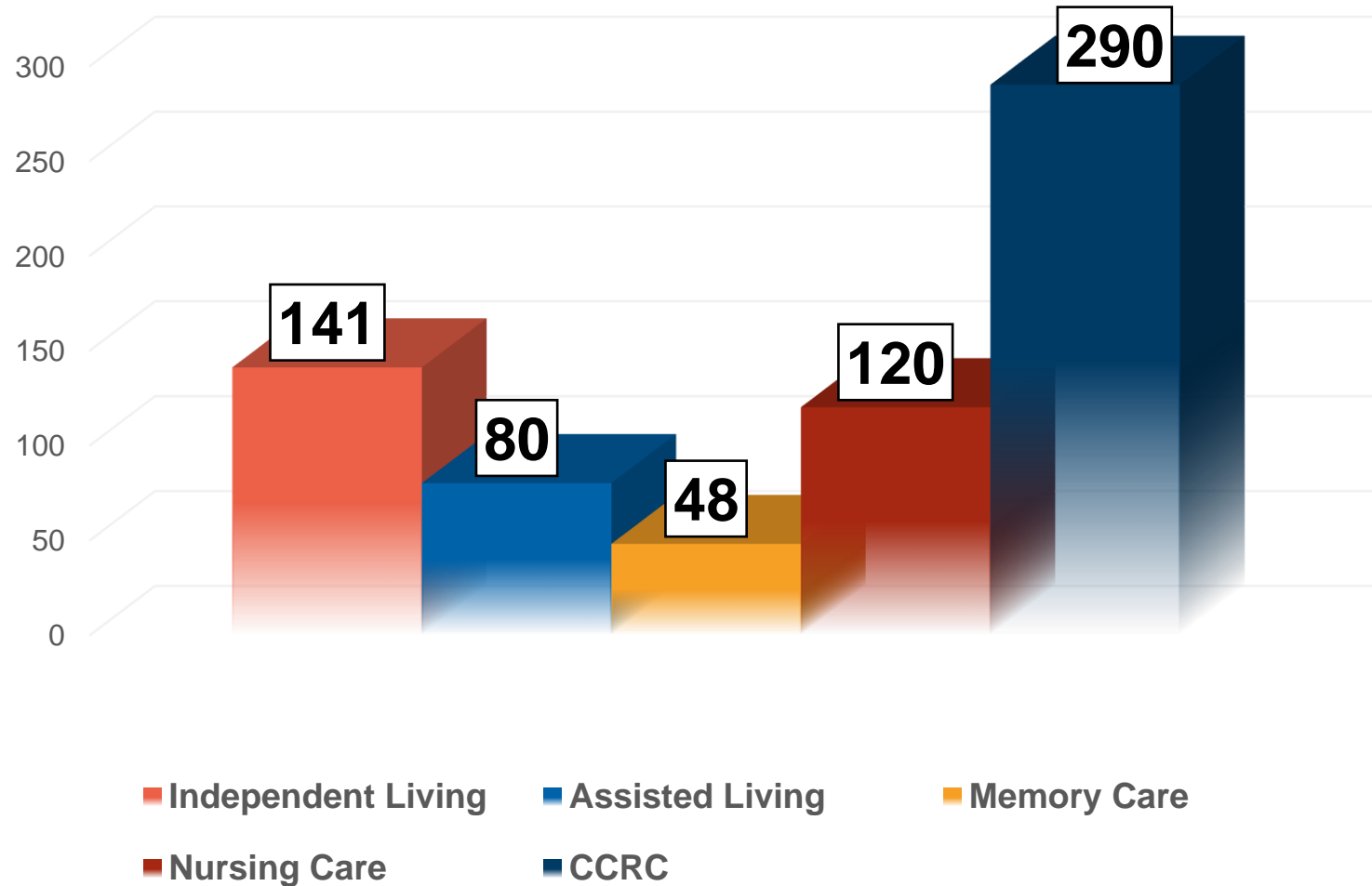


■ In my residence ■ In another area of the building/community in which I live ■ Either option is fine with me

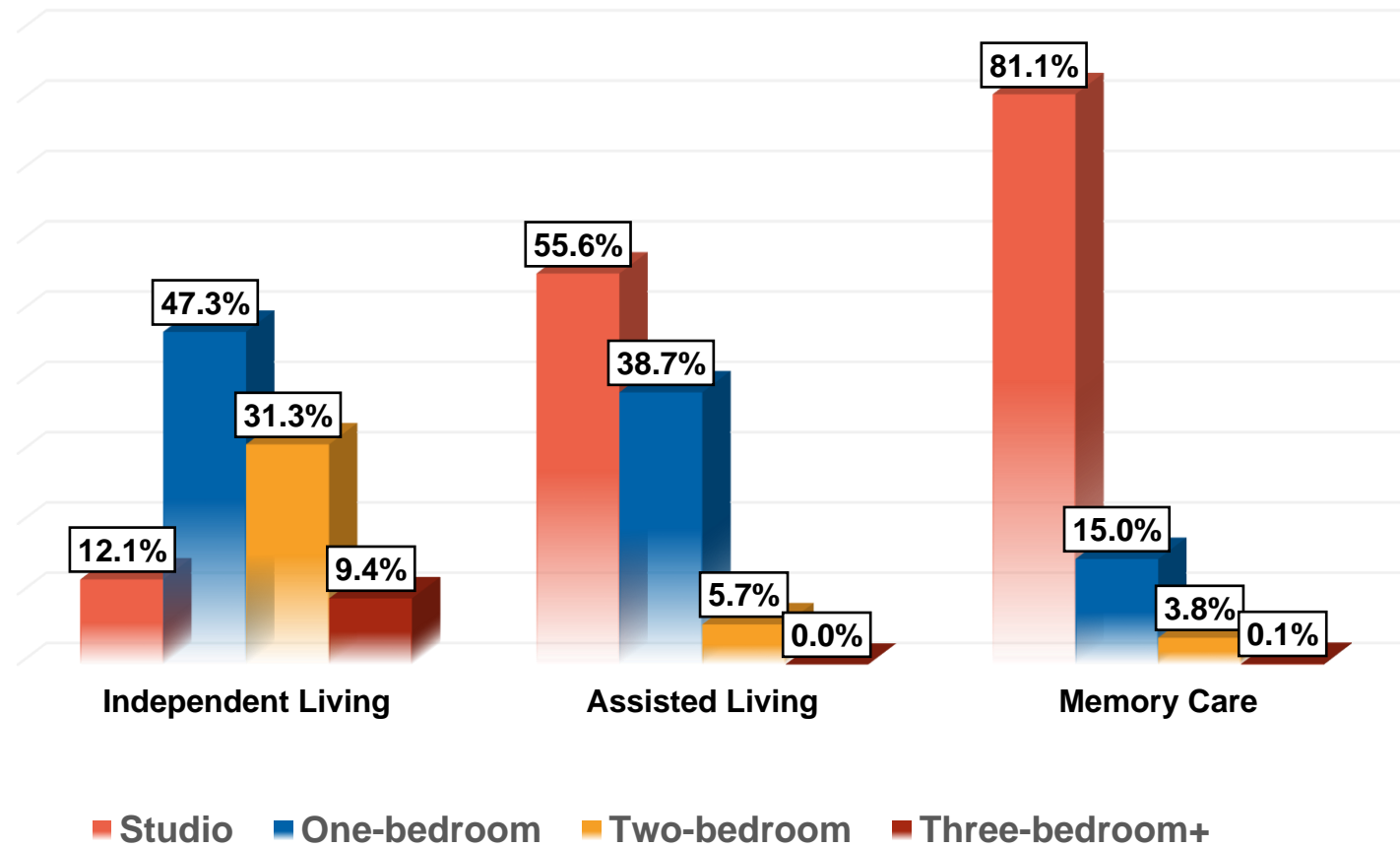
Apartments



Median Number of Units By Community Type

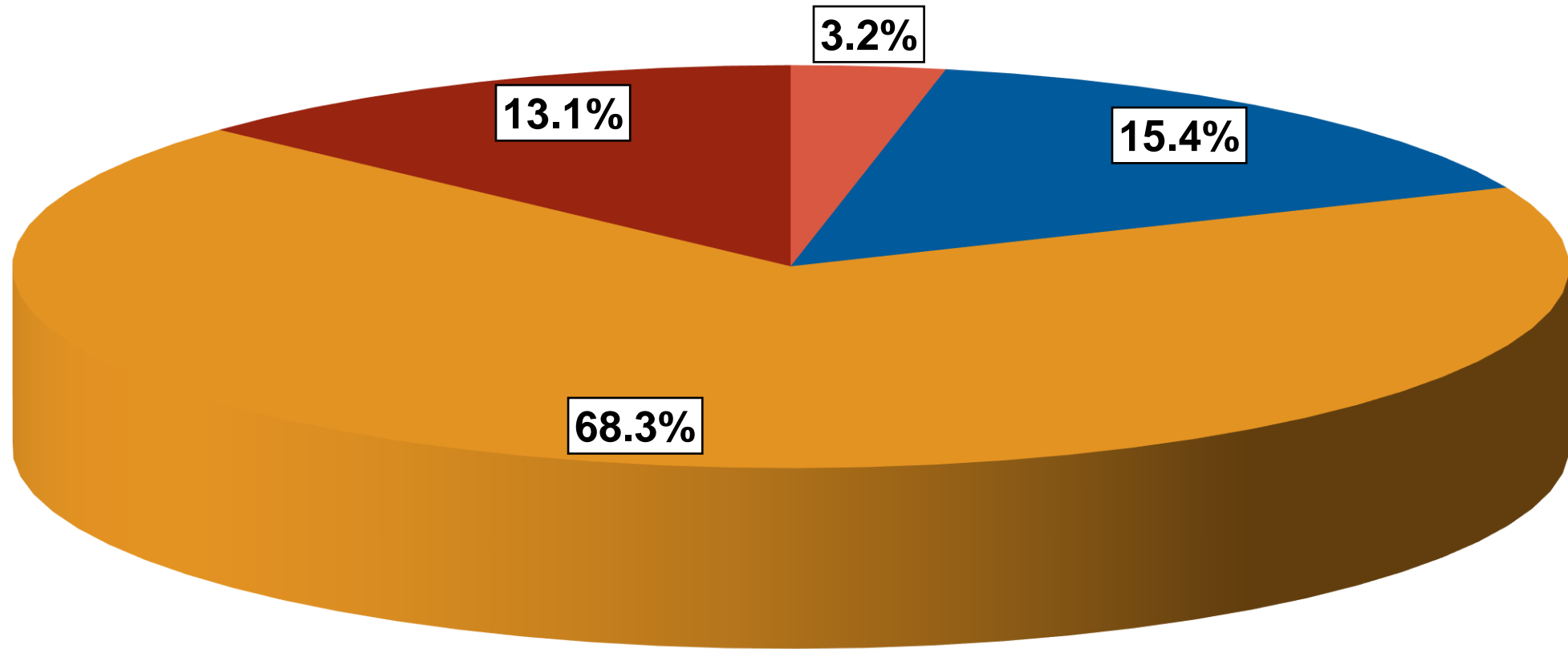


Number of Units by Type by Community Type



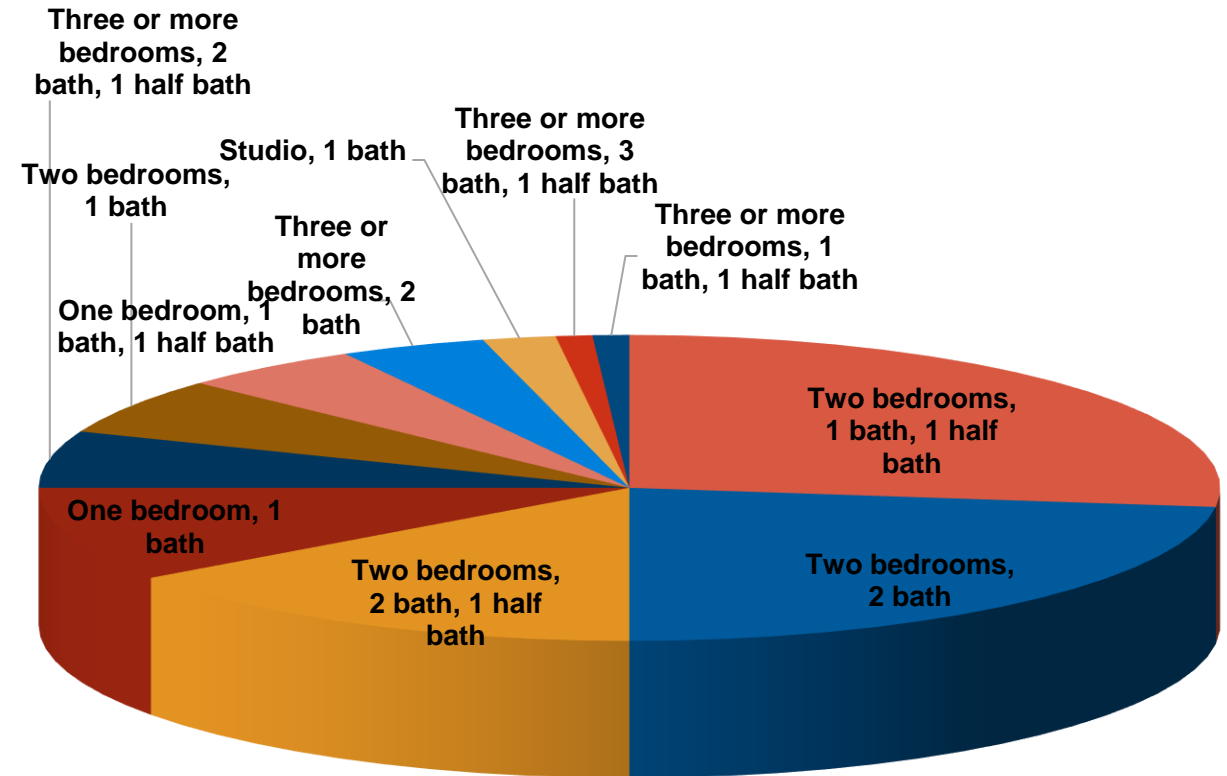
Most Desired Apartment Styles (Active Adult)

■ Studio ■ One bedroom ■ Two bedrooms ■ Three or more bedrooms



Most Desired Bed/Bath Configurations (Active Adult)

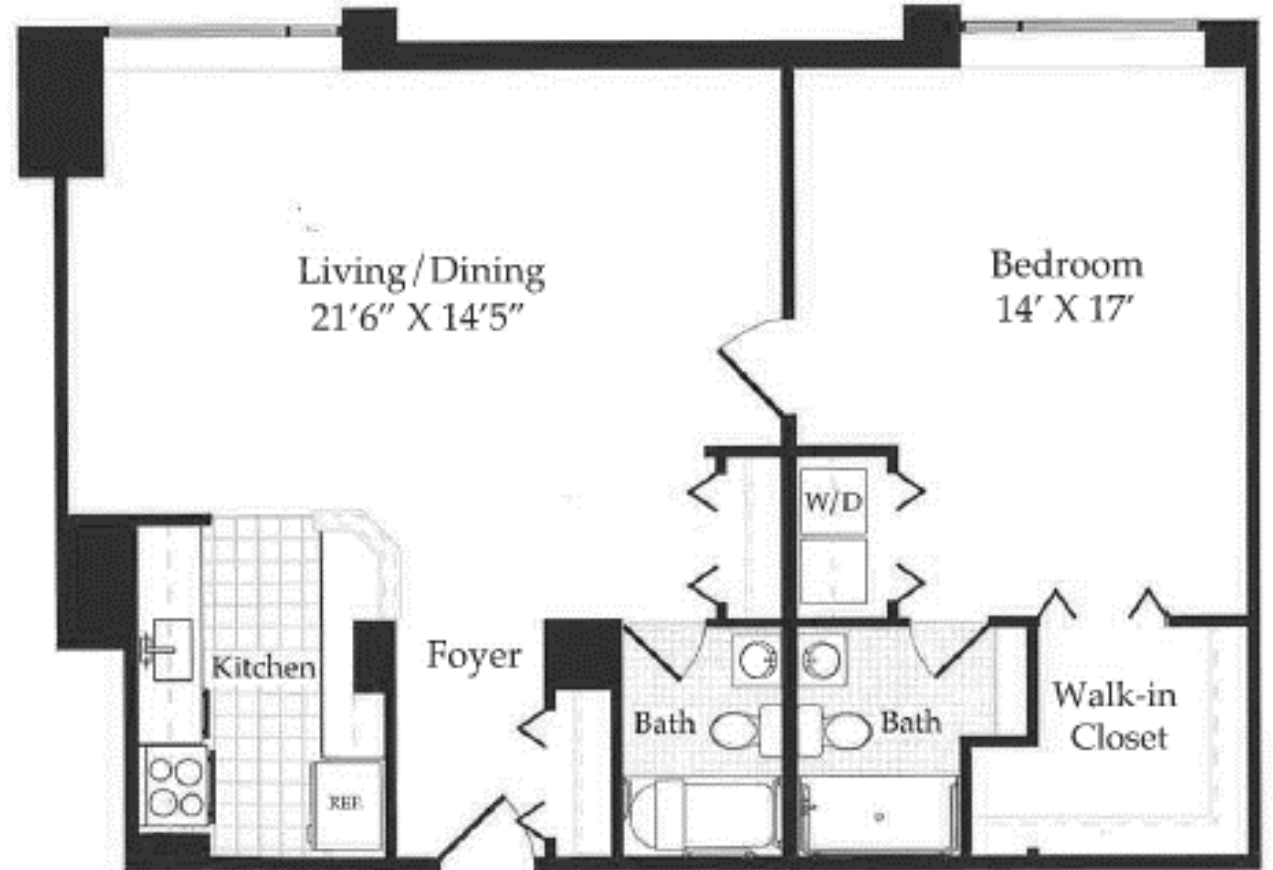
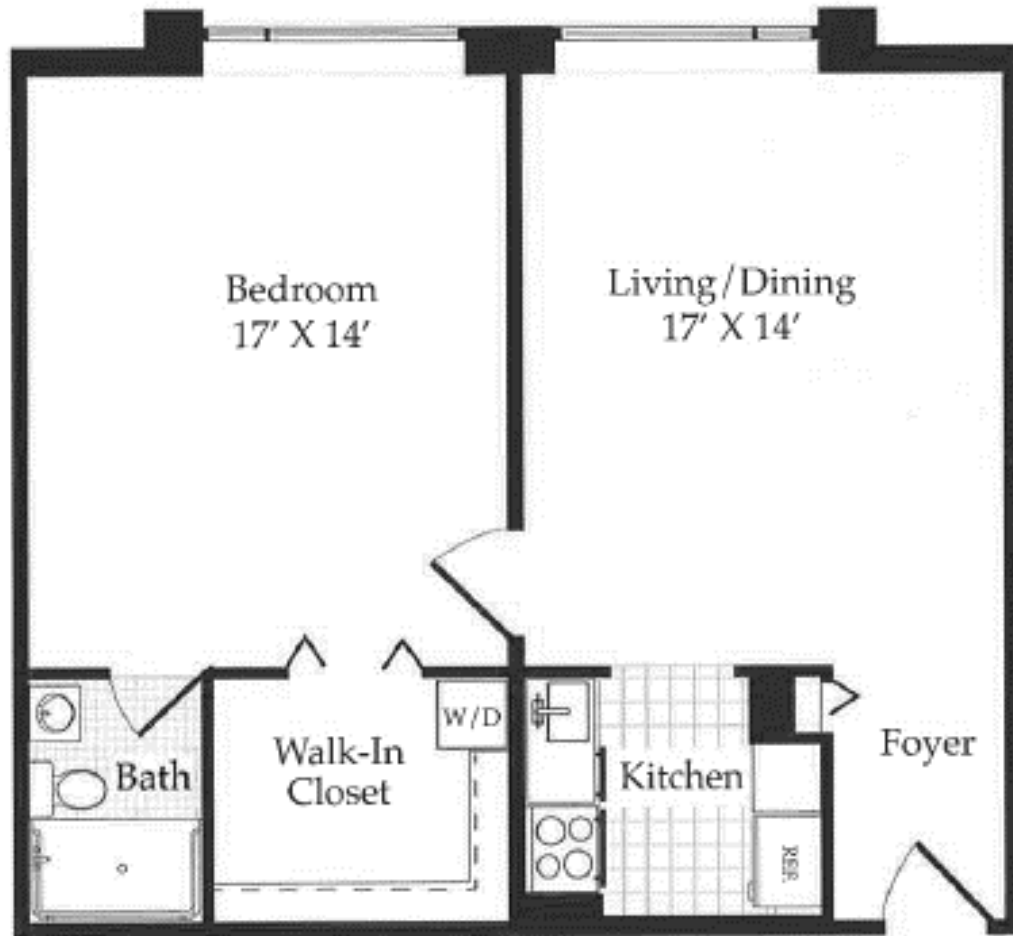
| Rank | Apartment Type | Percent |
|------|---|---------|
| 1 | Two bedrooms, 1 bath, 1 half bath | 27% |
| 2 | Two bedrooms, 2 bath | 23% |
| 3 | Two bedrooms, 2 bath, 1 half bath | 15% |
| 4 | One bedroom, 1 bath | 10% |
| 5 | Three or more bedrooms, 2 bath, 1 half bath | 6% |
| 6 | Two bedrooms, 1 bath | 6% |
| 7 | One bedroom, 1 bath, 1 half bath | 5% |
| 8 | Three or more bedrooms, 2 bath | 4% |
| 9 | Studio, 1 bath | 2% |
| 10 | Three or more bedrooms, 3 bath, 1 half bath | 1% |
| 11 | Three or more bedrooms, 1 bath, 1 half bath | 1% |



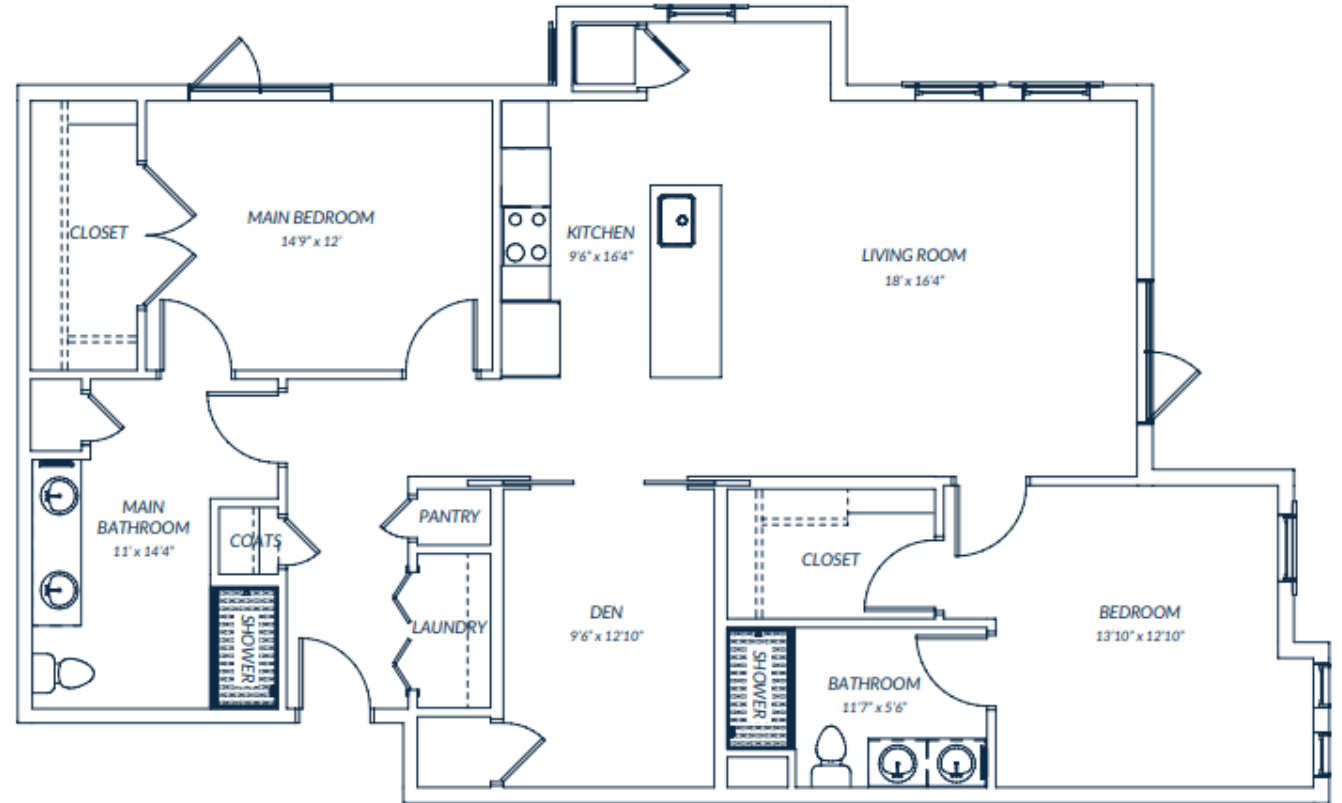
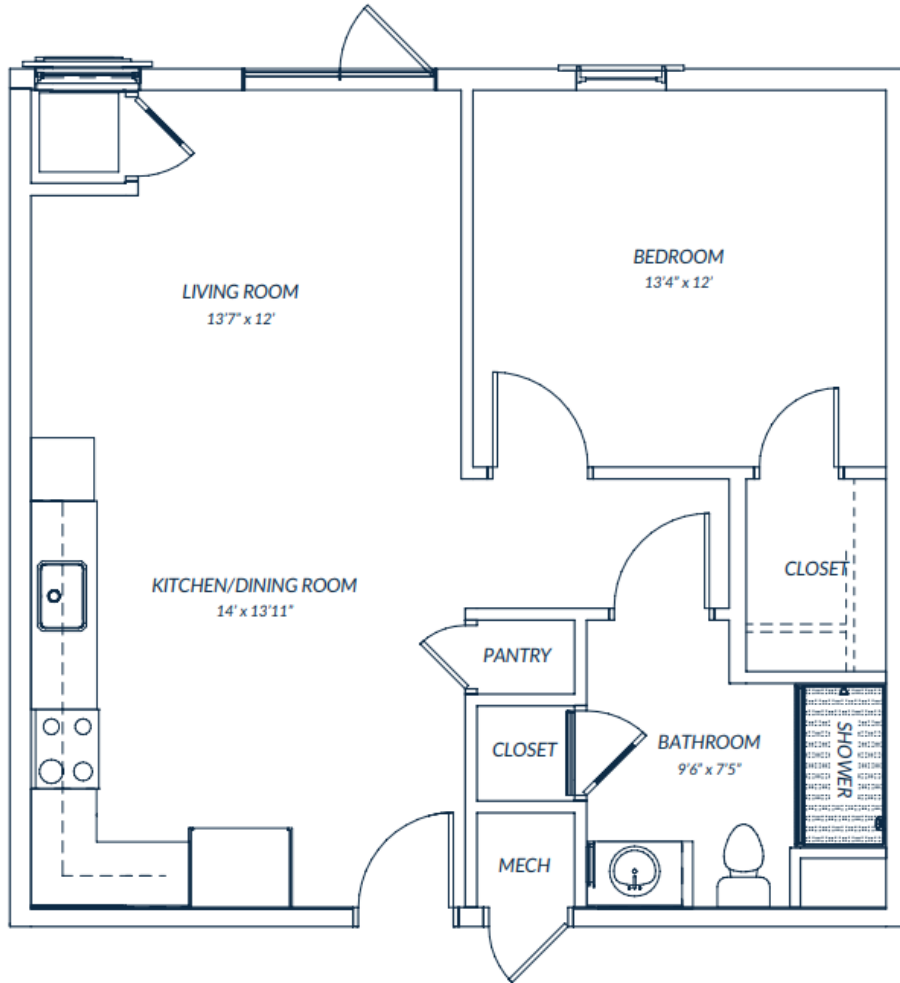
Most Desired Residence Features (Active Adult)

| Rank | Feature | Percent |
|------|---|---------|
| 1 | Full kitchen (refrigerator, stove/oven, microwave) | 97% |
| 2 | Laundry room with washer/dryer | 95% |
| 3 | Living room or great room | 90% |
| 4 | Lots of windows for plenty of natural light | 87% |
| 5 | Additional storage space for seasonal or occasionally used items | 87% |
| 6 | Fiber-Optic Internet/Gigabit Internet | 85% |
| 7 | Walk-in closet | 84% |
| 8 | Dining area in the kitchen | 79% |
| 9 | Open porch, patio, or balcony | 78% |
| 10 | Screened porch, patio, or balcony | 71% |
| 11 | Study or den | 67% |
| 12 | Enclosed porch, patio, or balcony | 60% |
| 13 | Smart home features (remotely operate lighting, heat, appliances, security, home access etc.) | 49% |
| 14 | Separate dining room | 40% |
| 15 | Craft space | 26% |

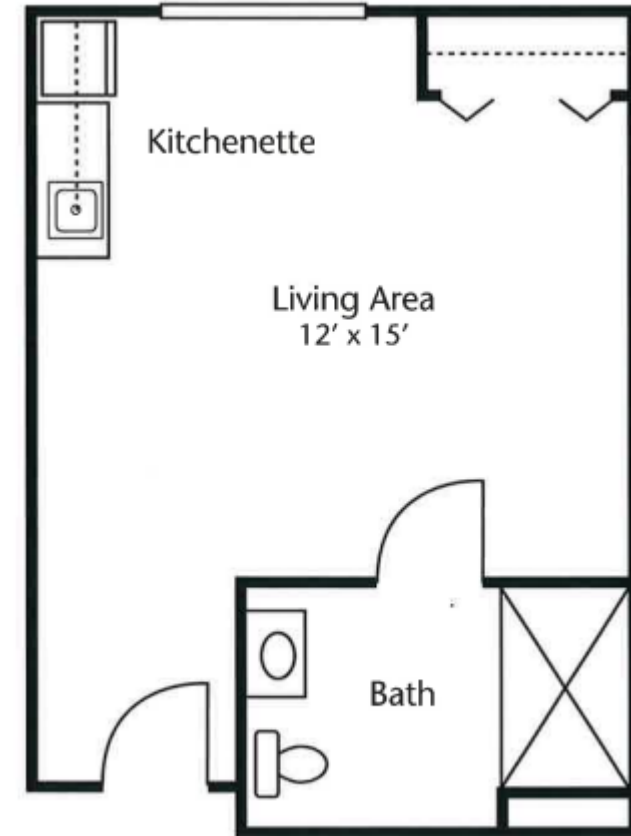
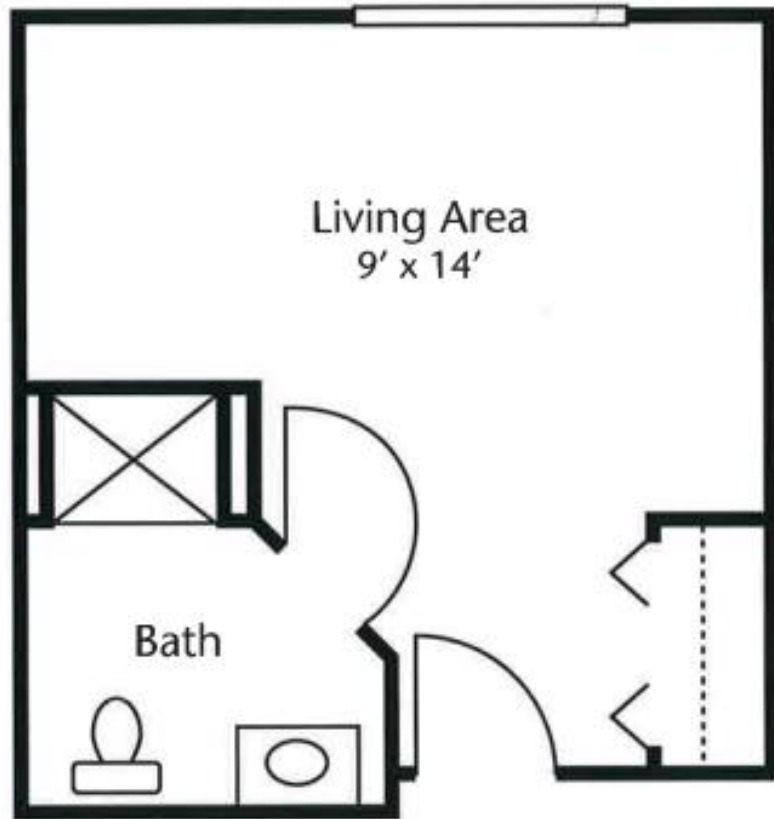
Independent Living Floor Plans



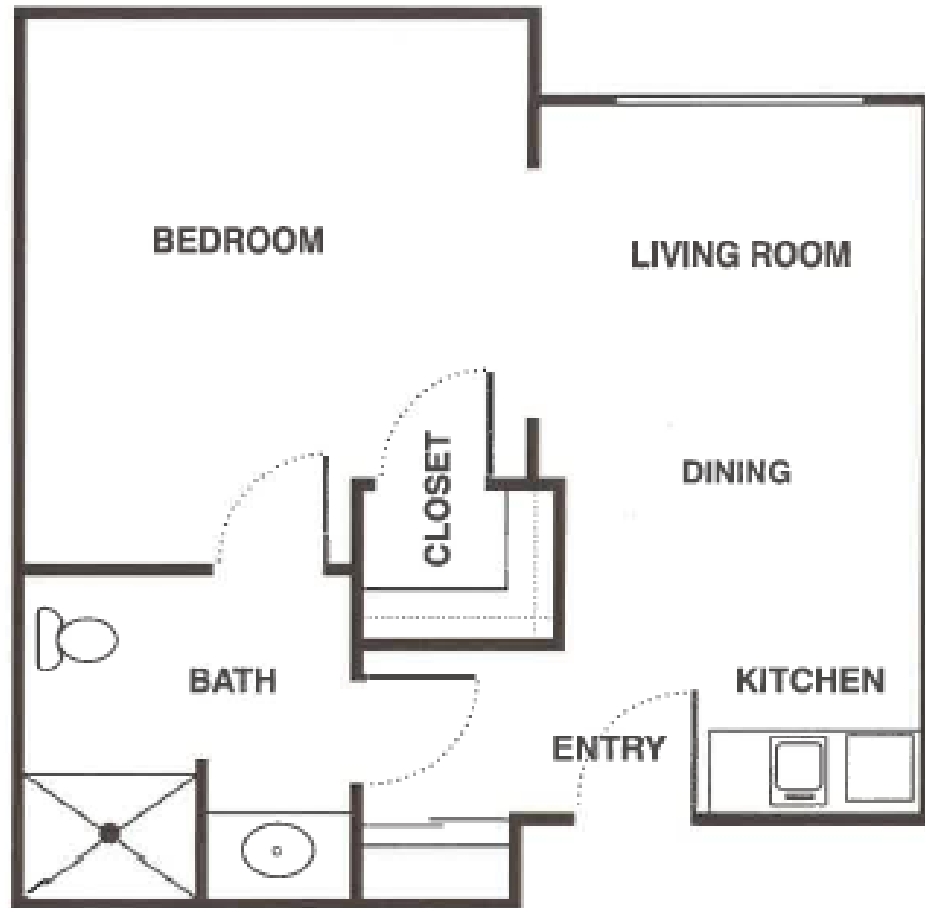
Independent Living Floor Plans



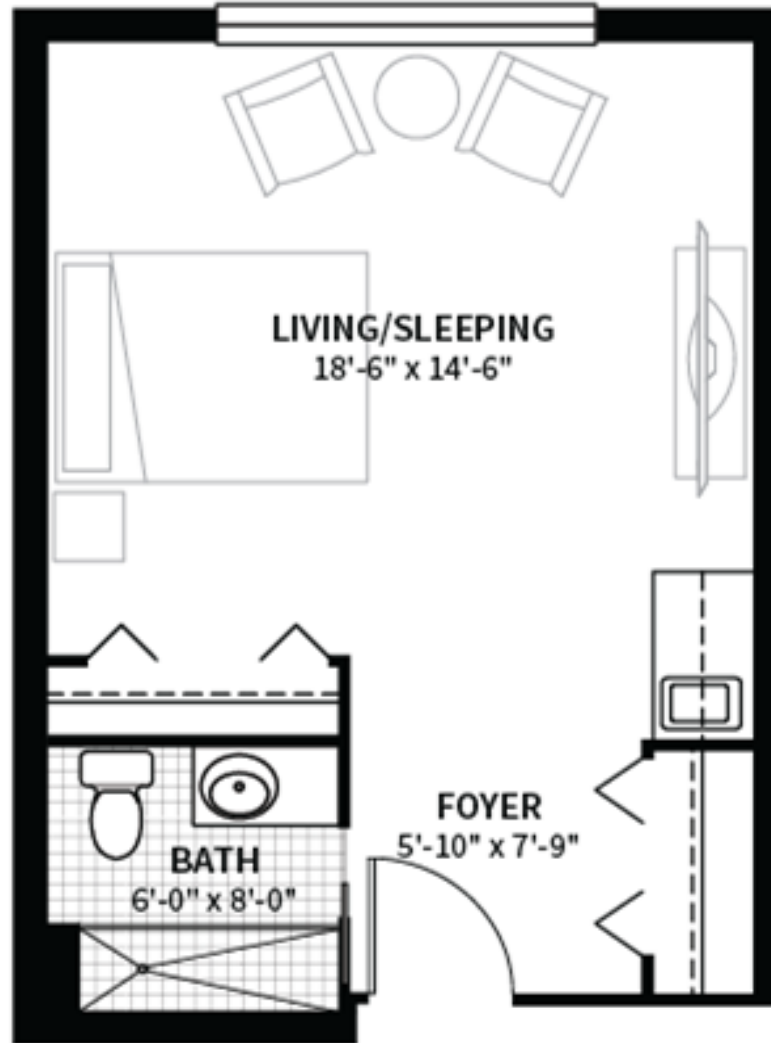
Assisted Living Floor Plans



Assisted Living Floor Plans



Memory Care Floor Plans



Memory Care Floor Plans



Kitchenette 🇵🇸



Kitchenette



Full Kitchen 🇵🇸



Full Kitchen 👍



Bedroom



Bedroom



Trends



Trends



Bathroom 🇺🇸



Bathroom 🍏



Closet 🙅



Closet



Common Laundry 🇵🇸



In-Unit Laundry 🍷

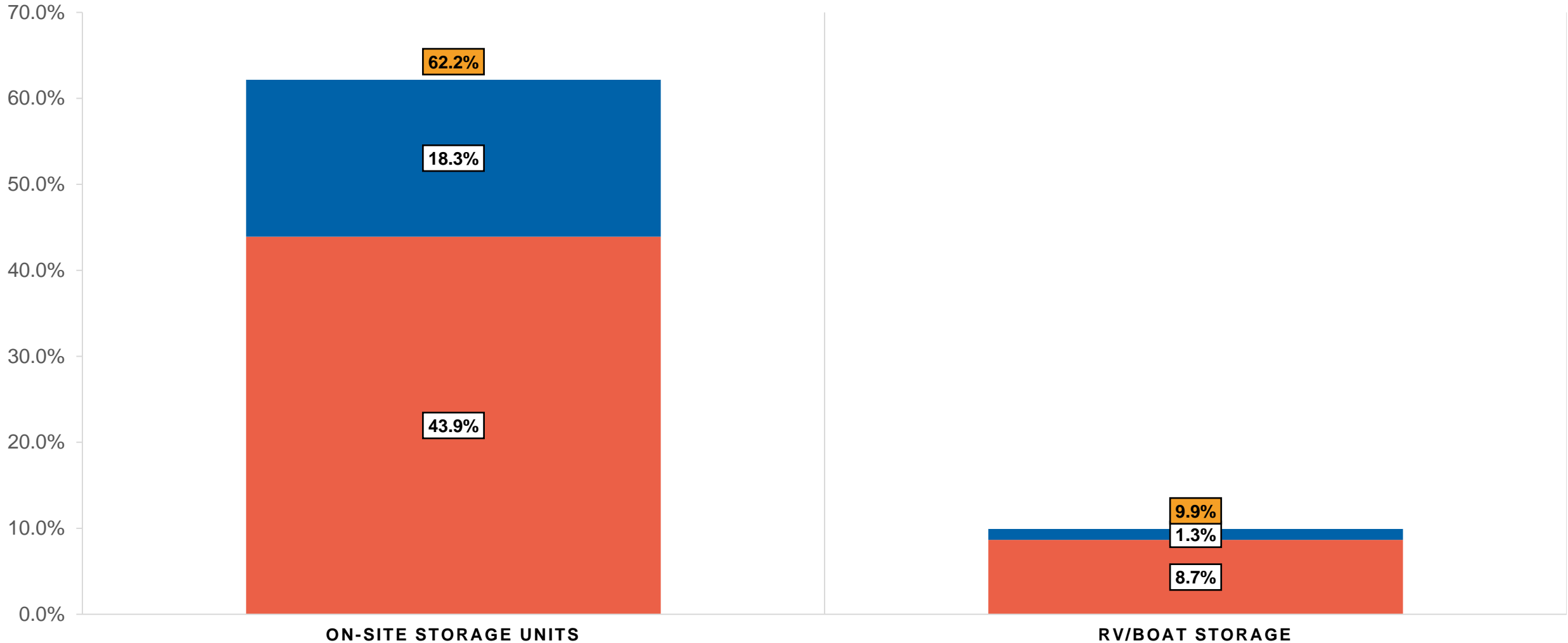


Storage



Storage Considered Desirable and/or Essential

■ Desirable ■ Essential ■ Desirable + Essential



Dedicated Storage





Feedback survey

We encourage all attendees to complete the post course survey at <https://www.research.net/r/dfa231> by **Friday, March 24, 2023**, at 5pm ET.

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

Join DFA

aia.org/dfa

The screenshot shows the AIA KnowledgeNet website with a red header. The main navigation bar includes links for Home, Communities, Directory, Events, Browse, and Participate. A search icon and a 'Sign in' link are in the top right. The hero section features a large image of a modern staircase with the text 'Design for Aging'. Below this is a row of statistics: Community Home, Discussion (101), Library (118), Blogs (28), Our Events (3), and Members (4.5K). The left sidebar contains a list of links: Leadership, Our History, Initiatives, DFAR Awards: 16th Edition, Past DFAR Awards, Research, and Local Chapters. The main content area has a 'Quick Links' section with 'Who we are' and 'COVID resources'. The 'Who we are' section describes the mission of the AIA Design for Aging (DFA) Knowledge Community. The 'COVID resources' section mentions 'Strategies for Safer Senior Living Communities'. On the right, there is a 'Manage Your Communities' button and an 'Upcoming Events' section. The events listed are 'DFA: Call for leadership applications' on Sep 9 and 'Live course: Intergenerational Living, Inclusive Communities: Strategies for Planning and Design' on Sep 19. A 'See All Events' link is at the bottom right.

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Design for Aging

Community Home Discussion 101 Library 118 Blogs 28 Our Events 3 Members 4.5K

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Quick Links

Who we are

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. This includes relevant research on characteristics, planning and costs associated with innovative design for aging. In addition, DFA provides outcome data on the value of these design solutions and environments.

COVID resources

Strategies for Safer Senior Living Communities
This resource includes strategies for dining facilities, amenity spaces, and individual units. [Download >](#)

Manage Your Communities

Upcoming Events

9 Sep **DFA: Call for leadership applications**
Sep 9 - Oct 17, (ET)

19 Sep **Live course: Intergenerational Living, Inclusive Communities: Strategies for Planning and Design**
Sep 19, 12:00 PM - 01:00 PM (ET)

[See All Events](#) →

environments *for* aging

DFA breakfast and program on April 17
“Retired But Not TIRED”

Booth 1512 in the Expo

Conference: April 15-18, 2023 | Expo: April 16-18, 2023 | Charlotte Convention Center | Charlotte, NC