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

ProMatura

# 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

This program is registered with the AIA/CES for continuing professional education. As such, it does not include content that may be deemed or construed to constitute approval, sponsorship or endorsement by AIA of any method, product, service, enterprise or organization.

The statements expressed by speakers, panelists, and other participants reflect their own views and do not necessarily reflect the views or positions of The American Institute of Architects, or of AIA components, or those of their respective officers, directors, members, employees, or other organizations, groups or individuals associated with them.

# Questions?

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

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.

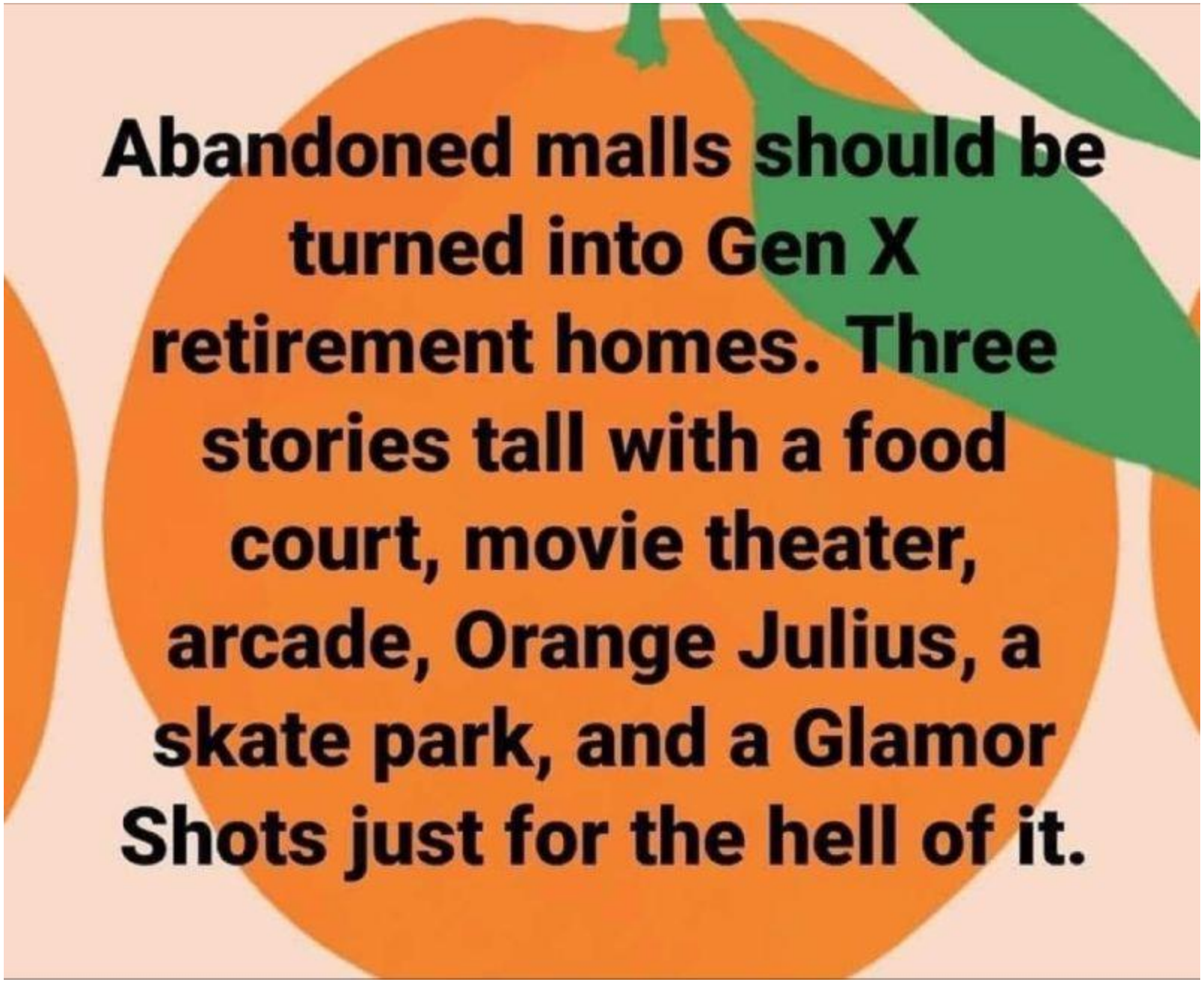
# Copyright notice

This presentation is protected by US and International Copyright laws. Reproduction, distribution, display and use of the presentation without written permission of the speaker is prohibited.

© The American Institute of Architects 2023

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

ProMatura


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.

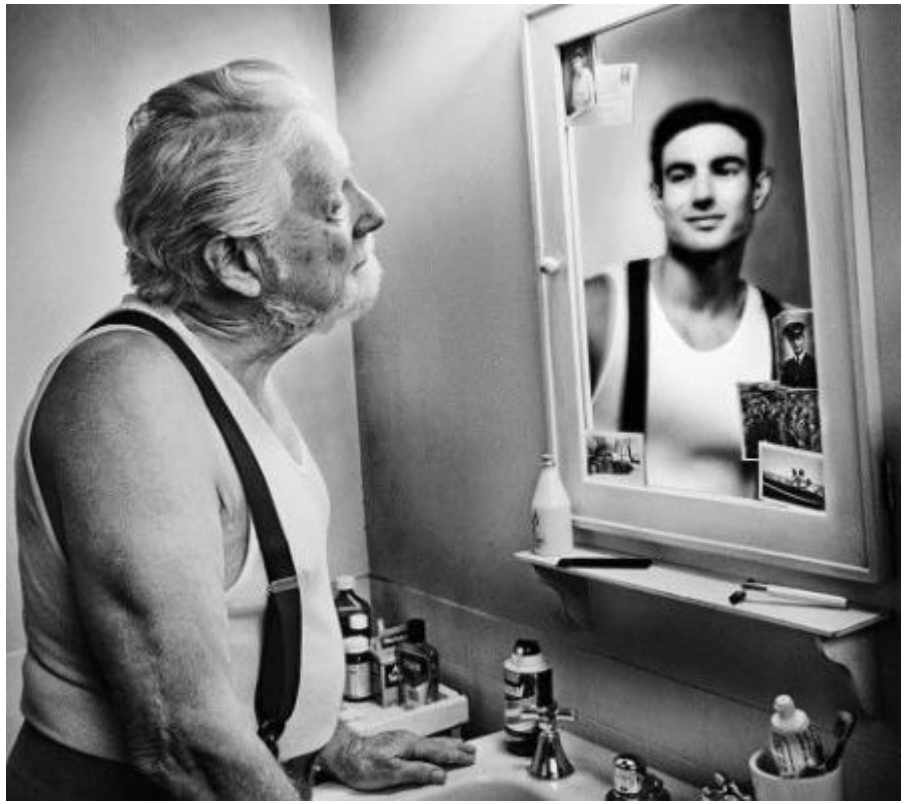
## The Size of the Market

- 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 |

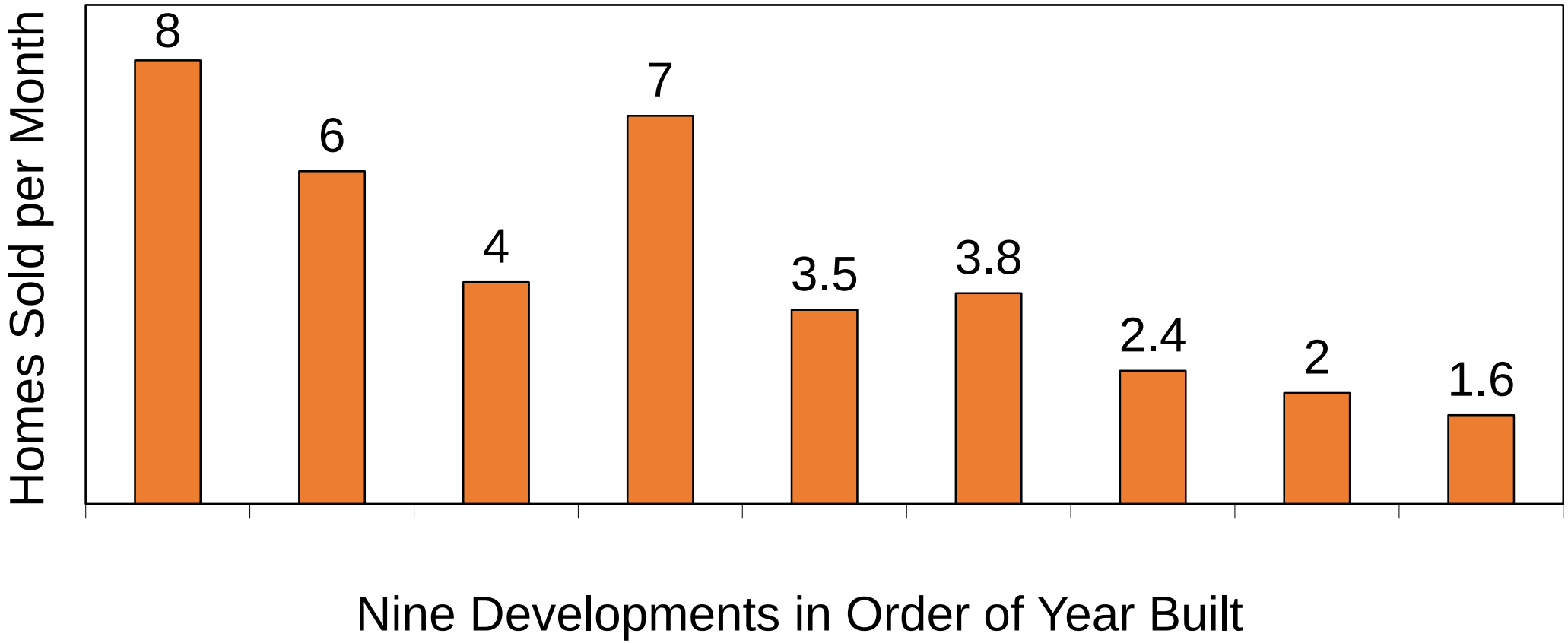
# Perception



# 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 |

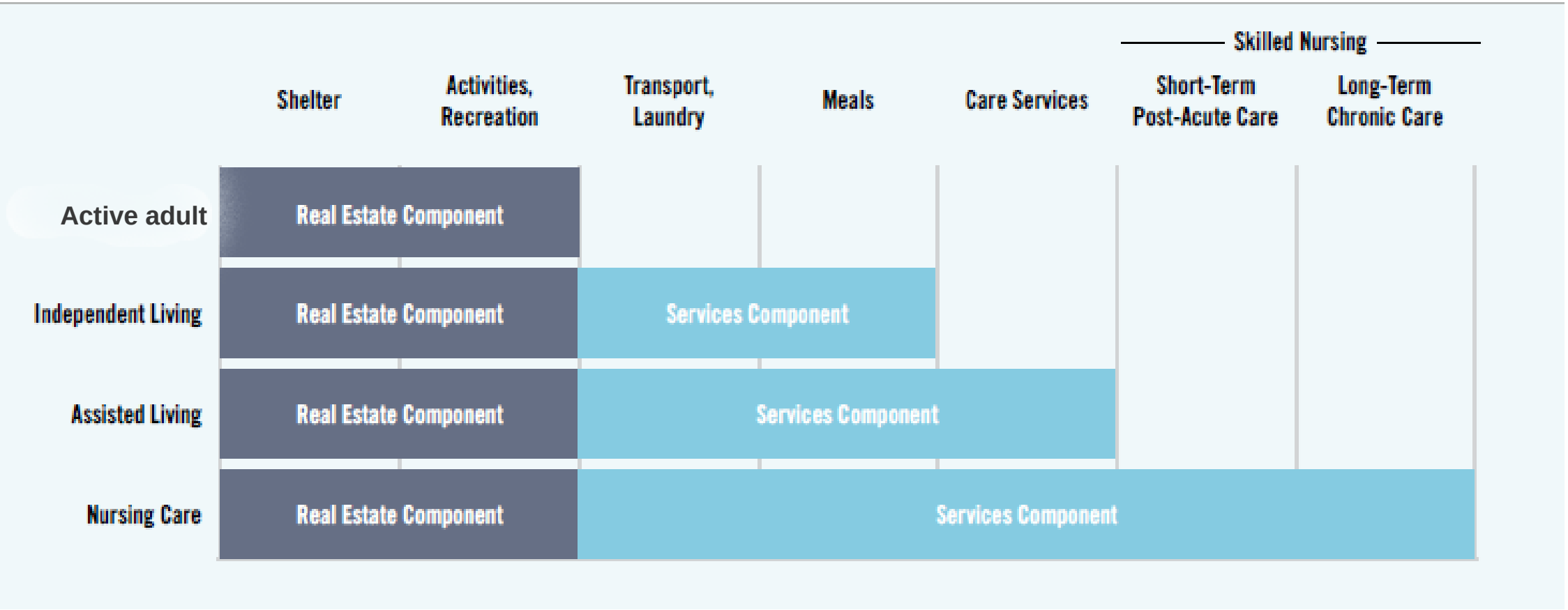
# Template Approach



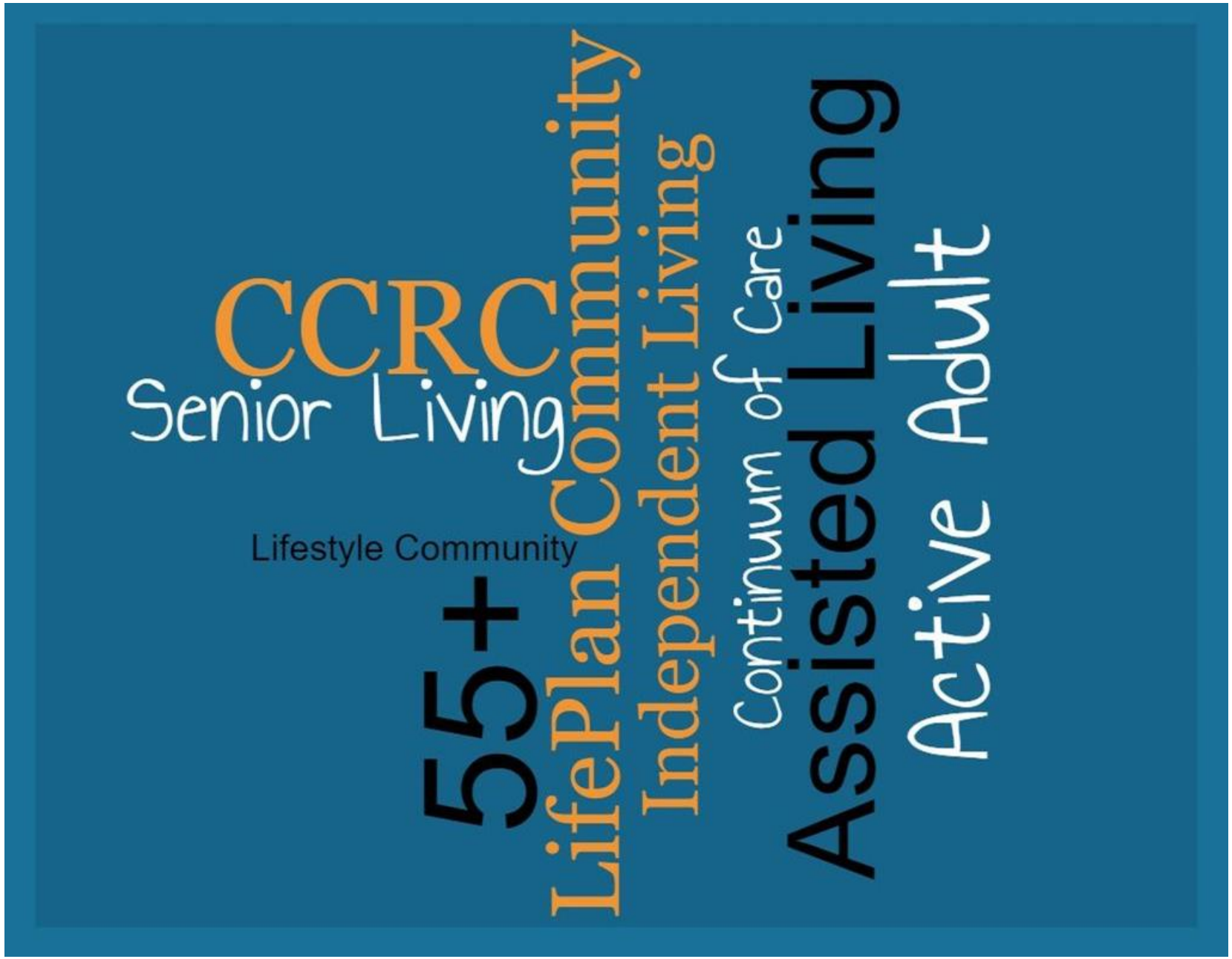
# Assumptions ??

| Assumptions | What we found |
| --- | --- |
| Downsize their home | **Equal proportions** want to downsize, upsize, or move to a residence about the same size as the one in which they live |
| Have everything planned to fill their days | 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. |
| Lead a leisure-driven lifestyle | |
| Do not want to cook | |
| Live with other people their age | |

# Housing Types



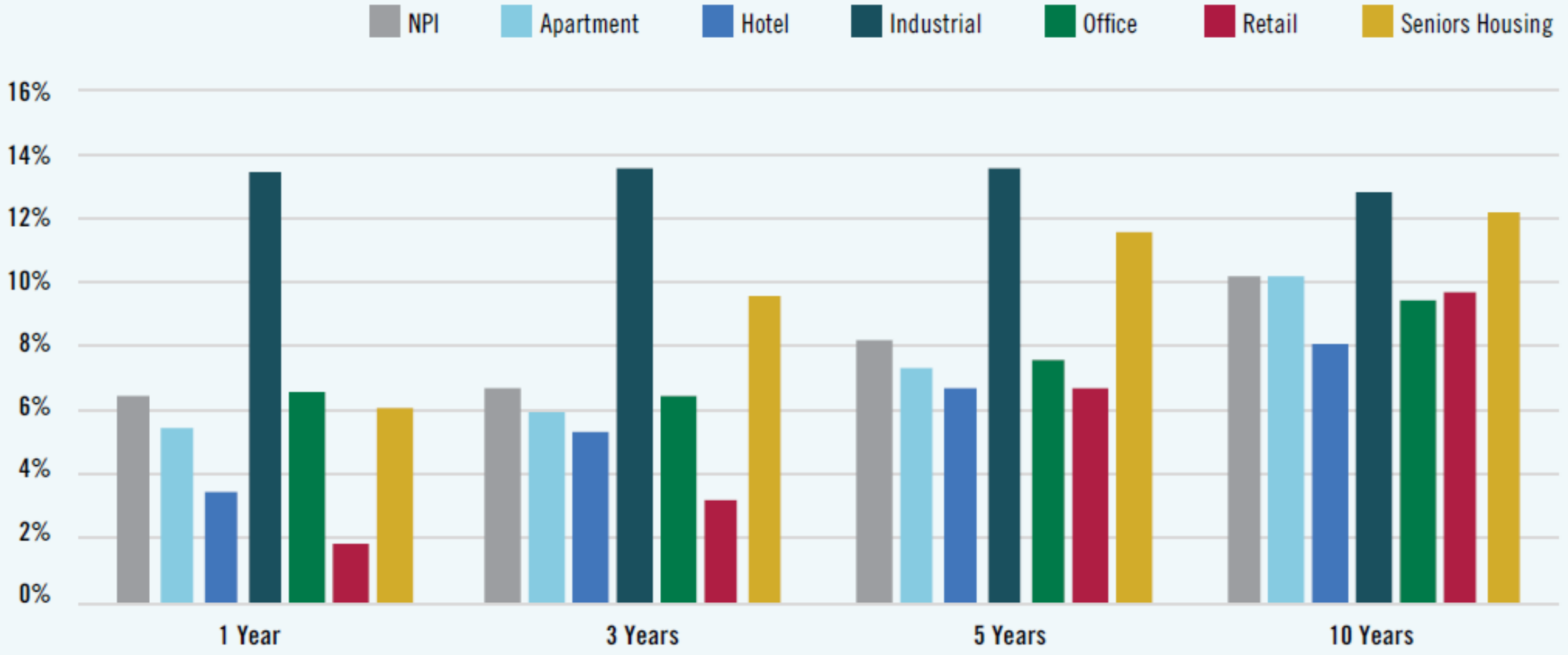
# Nomenclature



# Returns

## NCREIF Annualized Total Returns by Property Type

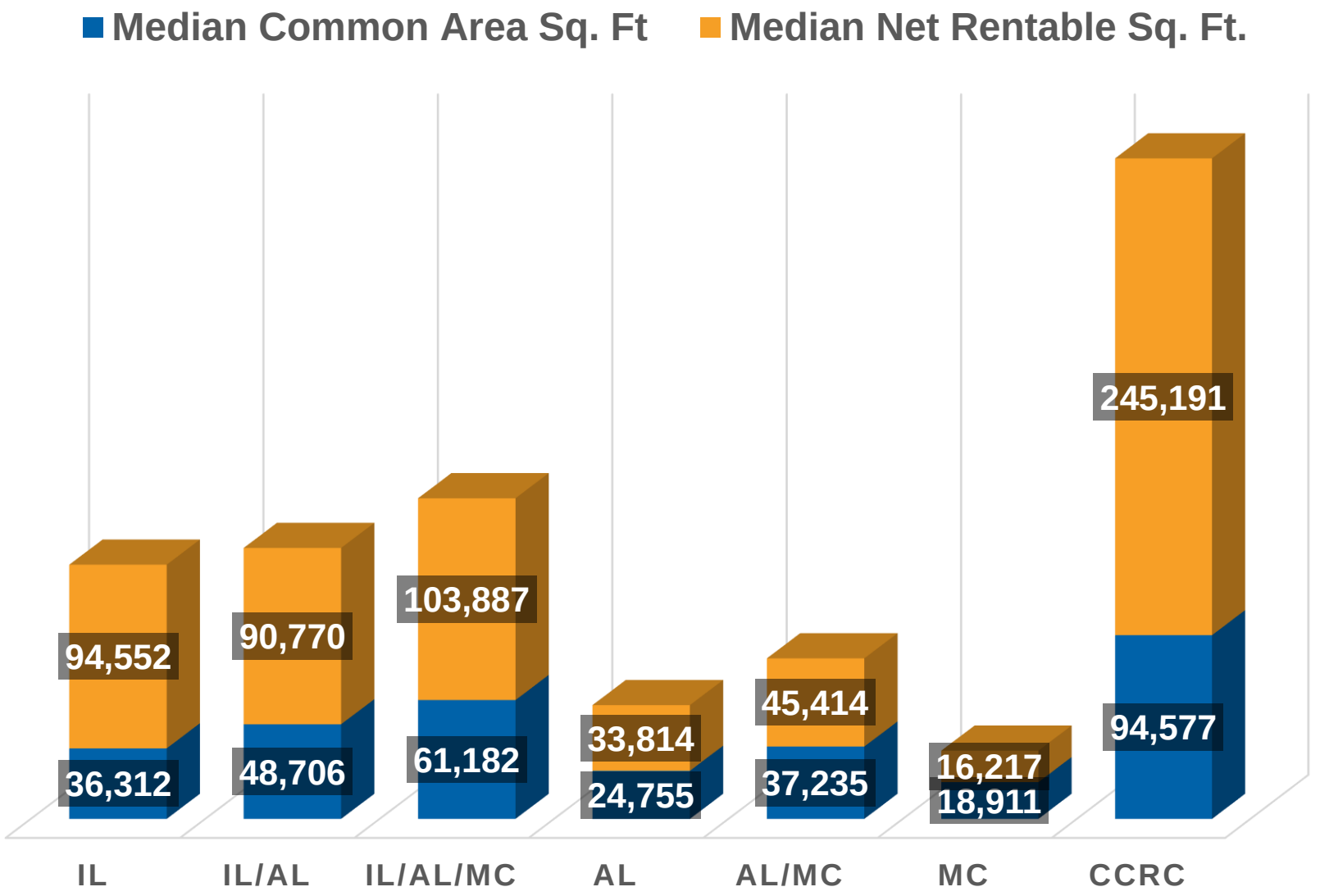
Periods ending 12/31/2019



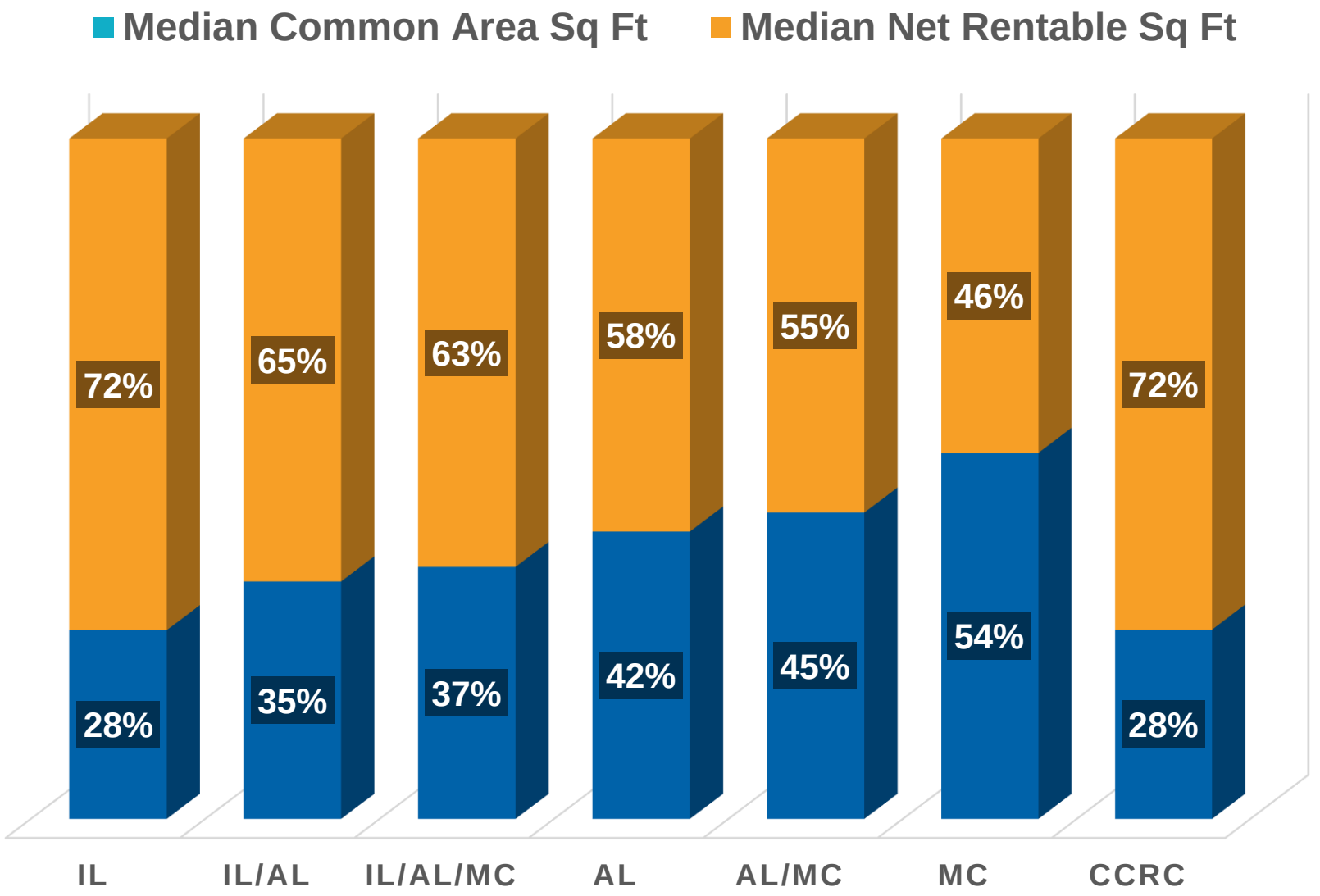

*Source: NCREIF, NIC*

# Building

# Median Square Footage by Community Type



# Proportion of Median Square Footage Allocation by Community Type



# Exterior

# Exterior

# First Impressions

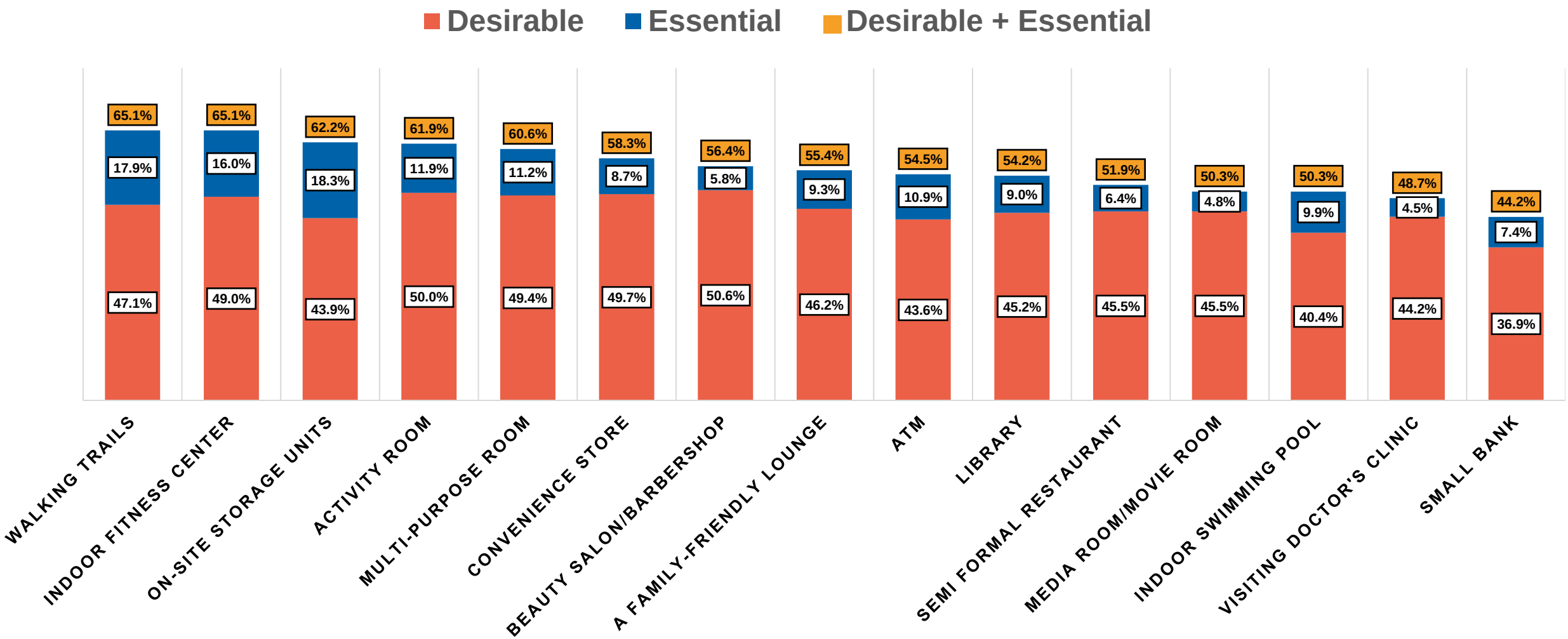
# First Impressions

# Building Layout

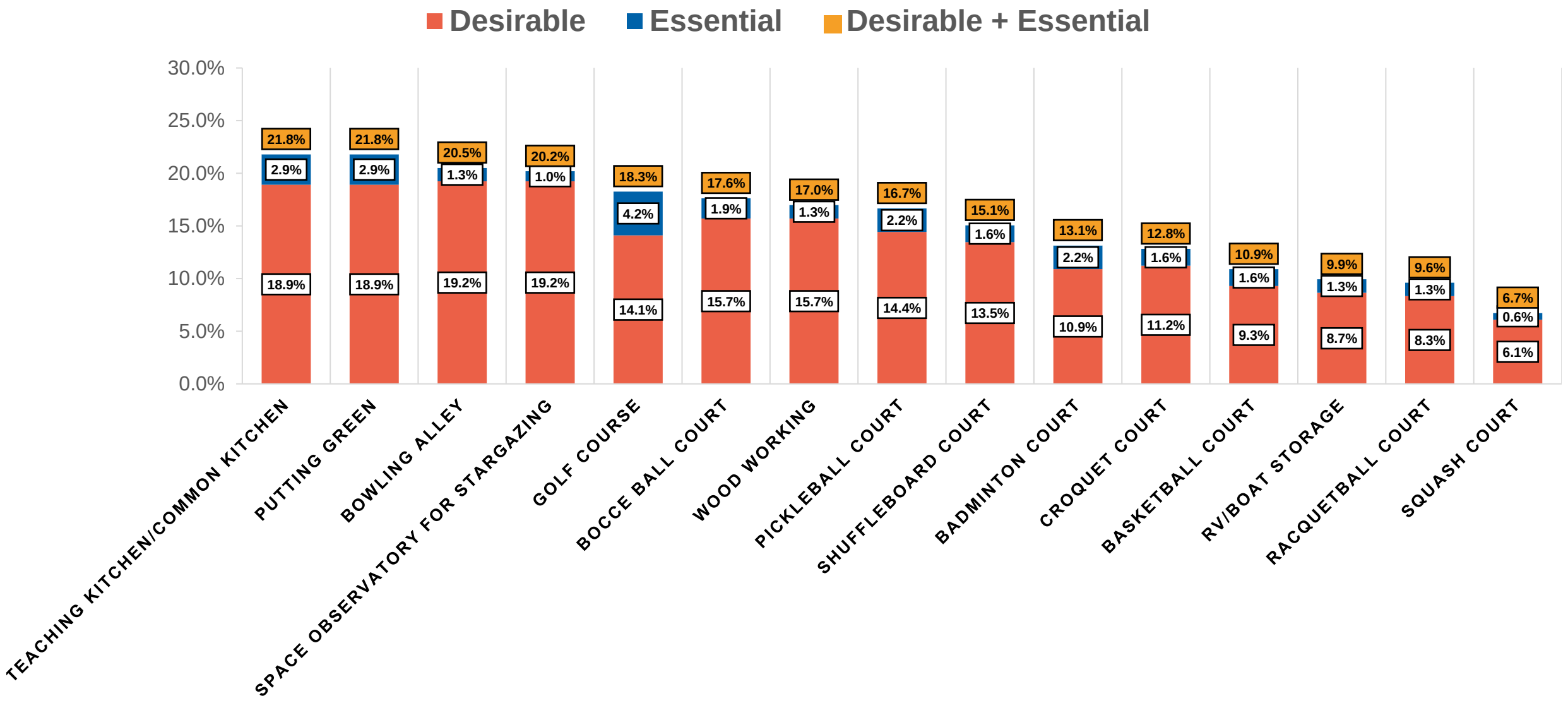
# Building Layout

# Amenities

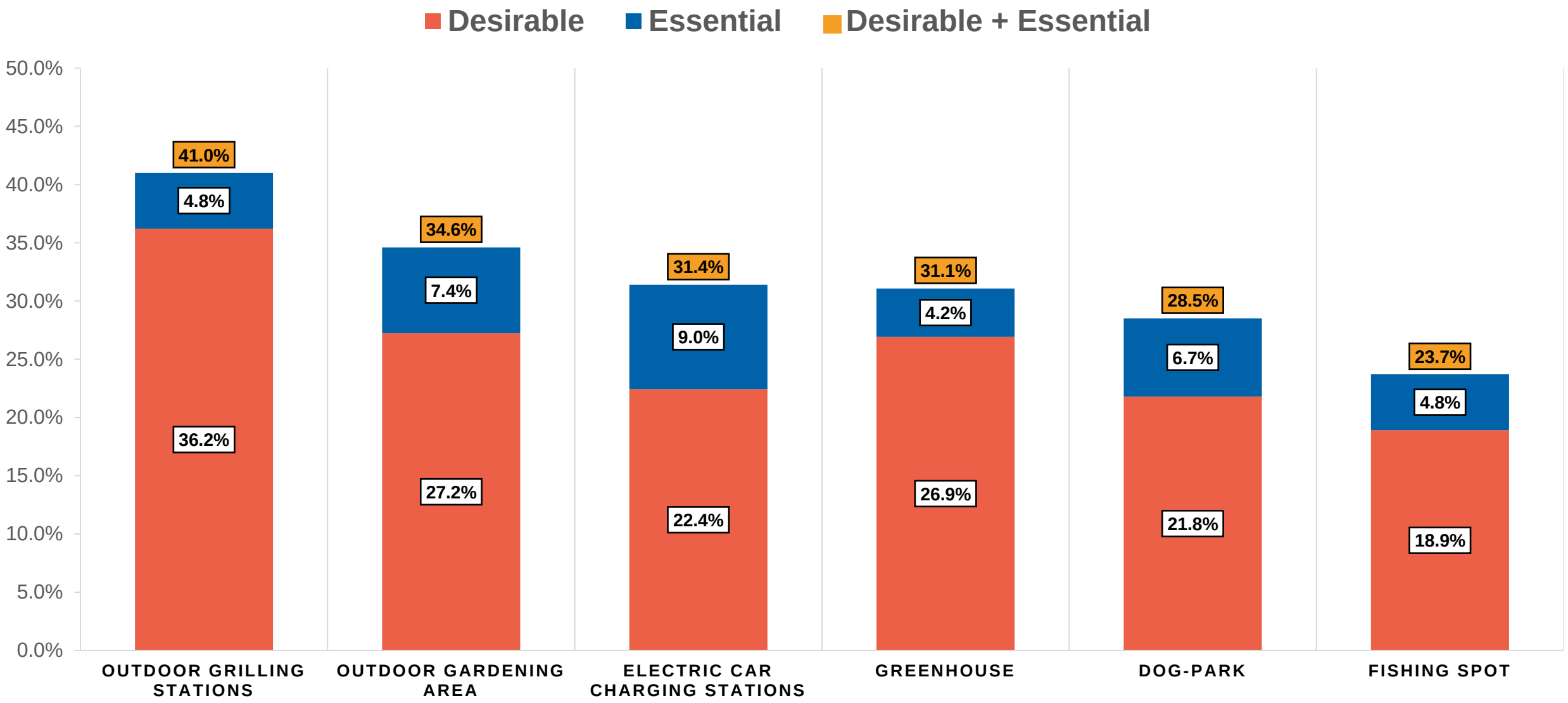
# Top 15 Amenities Considered Desirable and/or Essential



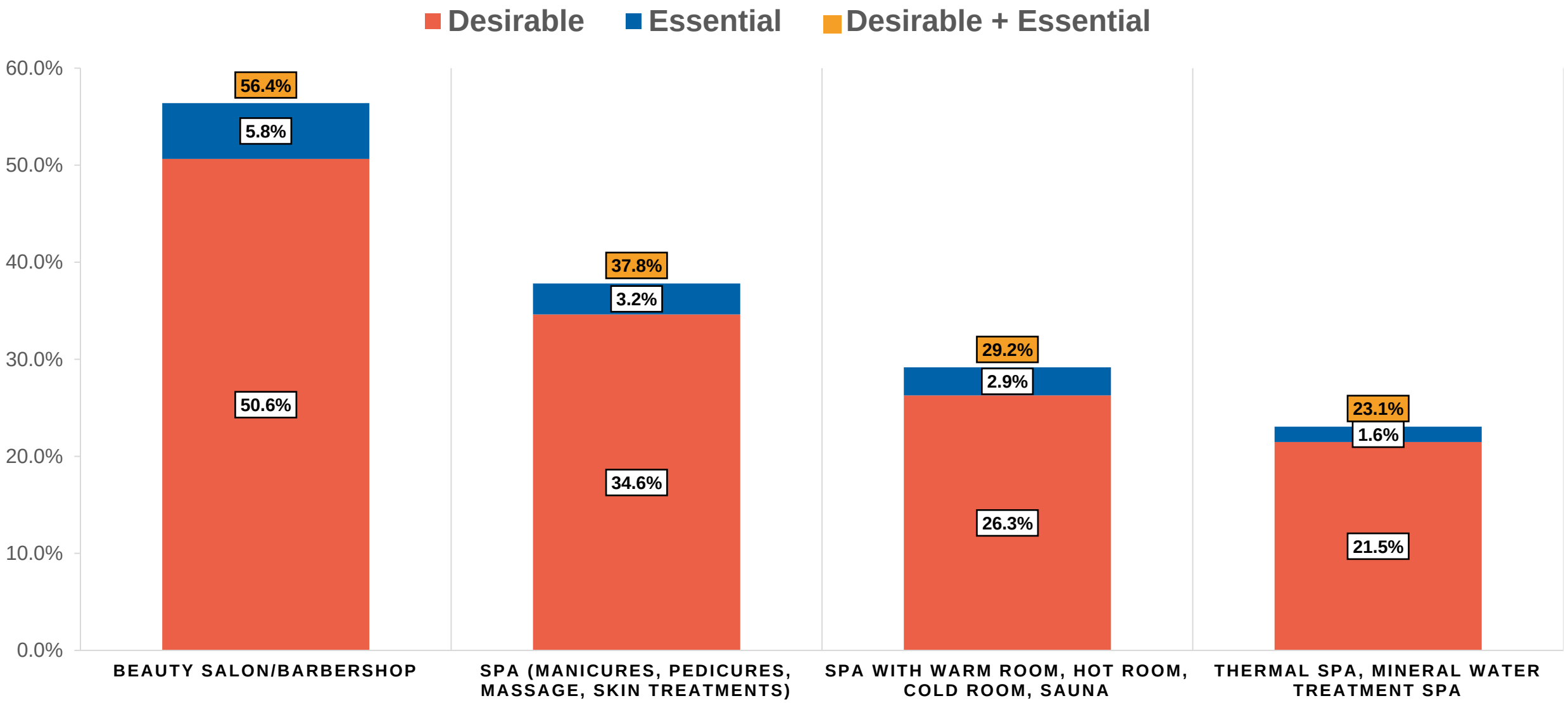
# Bottom 15 Amenities Considered Desirable and/or Essential



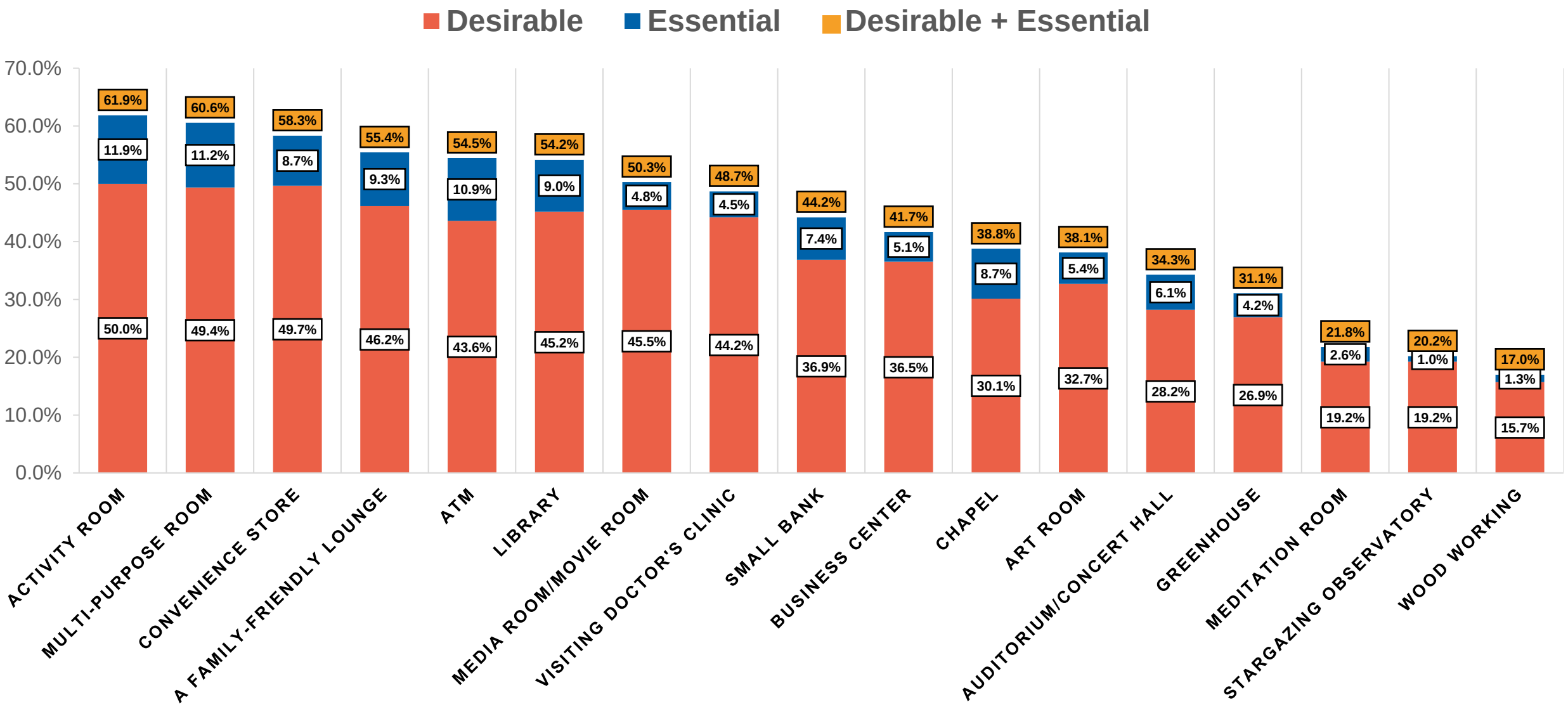
# Outdoor Dedicated Space Considered Desirable and/or Essential



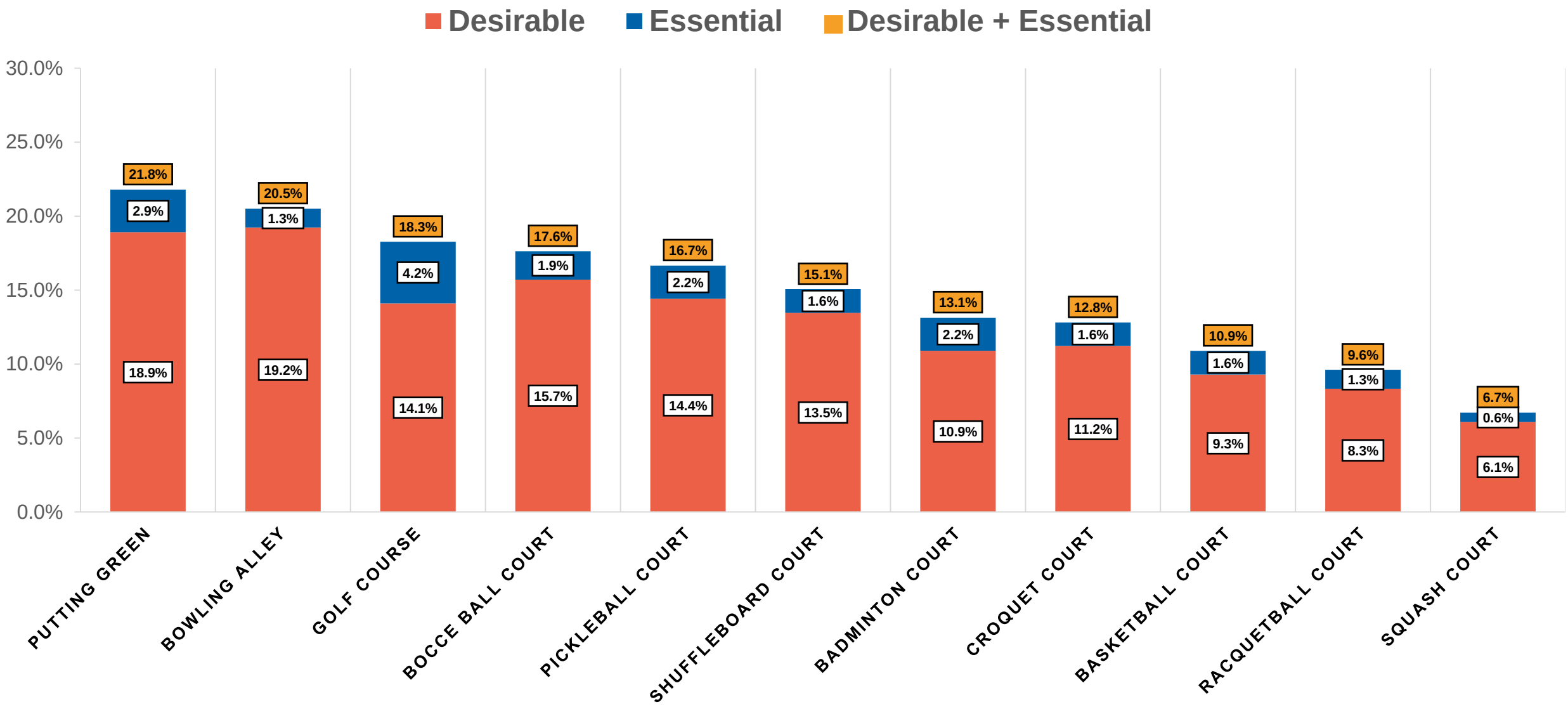
# *Beauty Spa*
# Considered Desirable and/or Essential



# *Indoor Dedicated Space*
# Considered Desirable and/or Essential



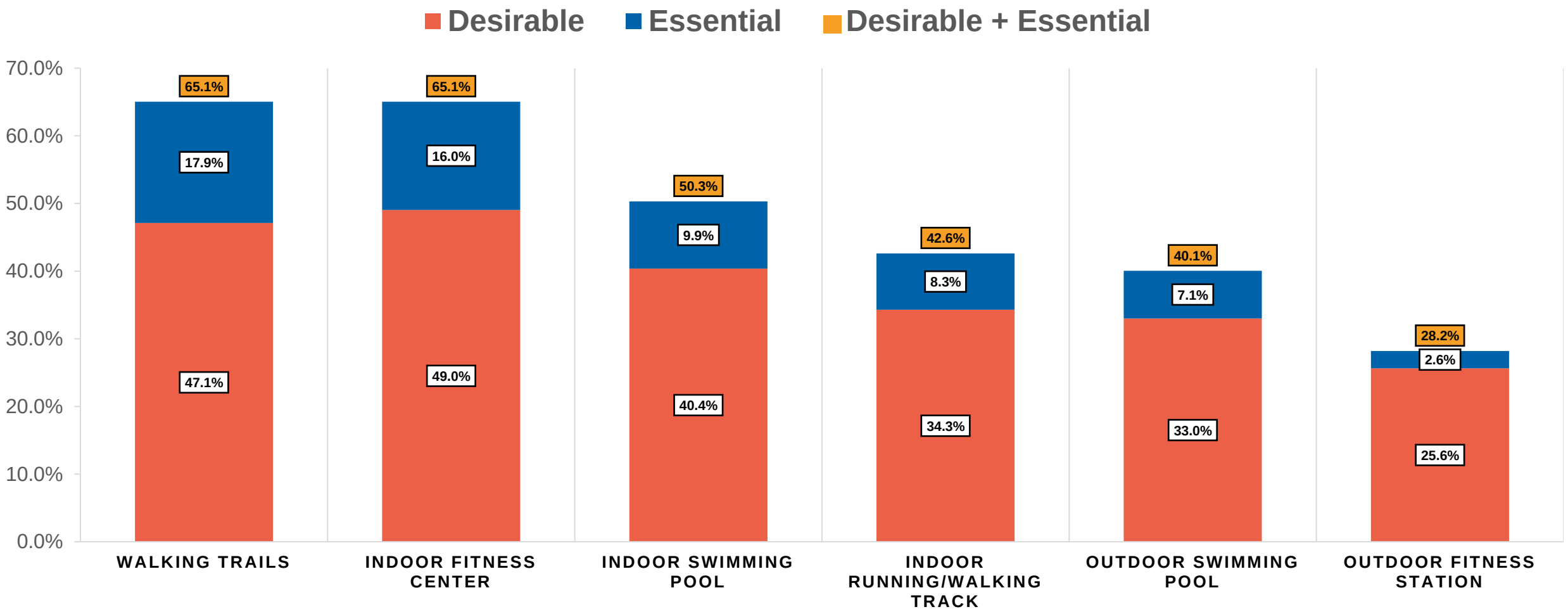
# *Specific Sports*
# Considered Desirable and/or Essential



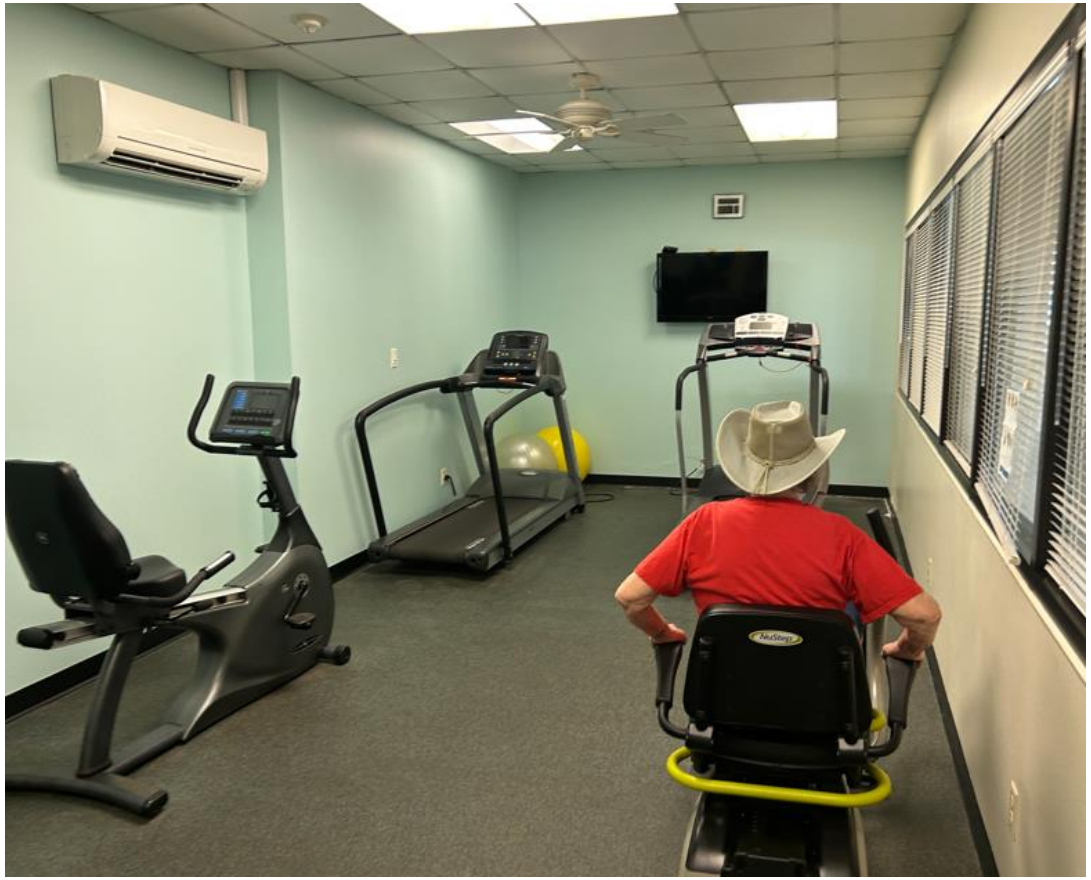
# Theatre

# Theatre

# *Fitness Areas*
# Considered Desirable and/or Essential



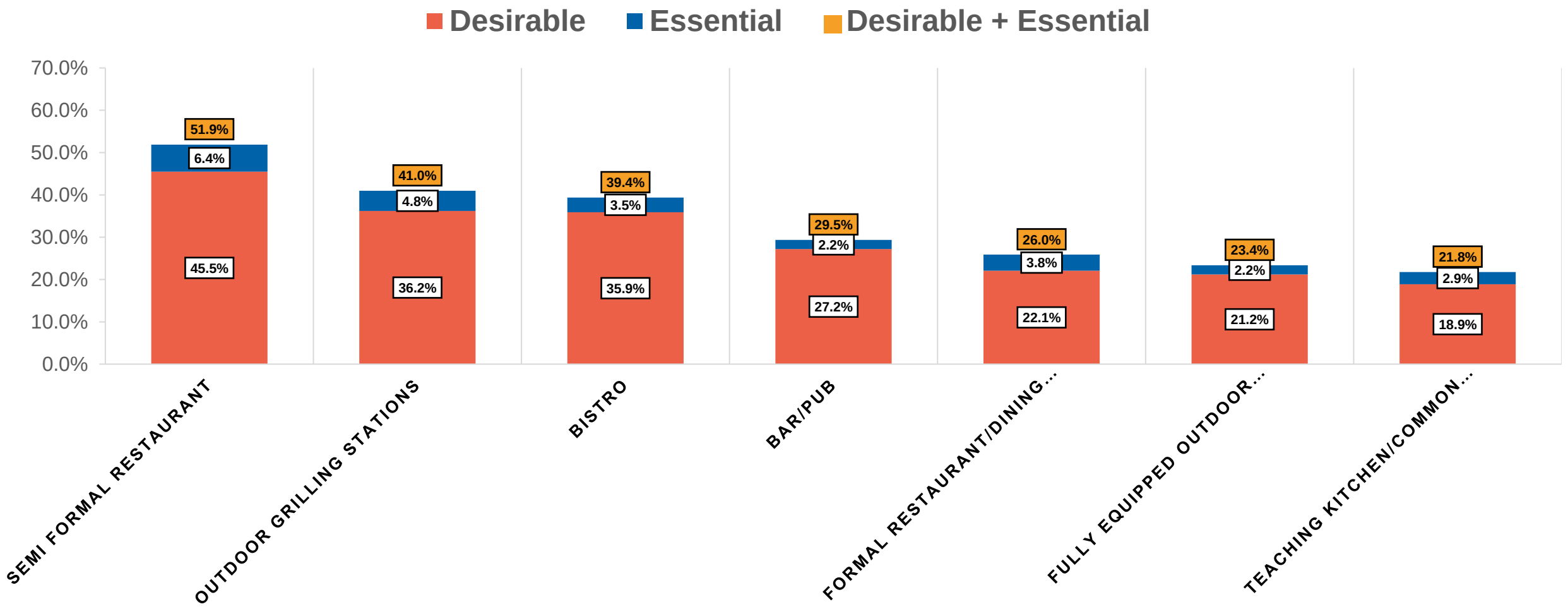
# Fitness



# Fitness

# Dining

# *Dining*
# Considered Desirable and/or 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

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

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | 1<br>1:00pm - Chinese Character Brush Lettering AS<br>2:30pm - Mahjong CR<br>4:30pm - Cocktail Hour P<br>Chinese New Year (Year of the Tiger) | 2<br>1:30pm - Welcome Committee AS<br>2:30pm - Bridge CR<br>3:30pm - Intro to iPhone Class AS<br>Groundhog Day | 3<br>9:30am - Kimble Art Museum & Lunch Outing* $<br>2:30pm - Wellzesta Refresher Course T<br>4:30pm - Happy Hour P | 4<br>1:30pm - World Religions Seminar with Dr. Tom McFaul S<br>3:00pm - Garden Committee P<br>4:00pm - Shabbat with Rabbi Cohen S<br>5:15pm - Shabbat Candle Lighting P | 5<br>10:30am - Virtual Shabbat with Temple Emanu-El 81<br>1:00pm - Canasta CR<br>2:30pm - Movie: Guess Who's Coming to Dinner T<br>4:30pm - Cocktail Hour P |
| 6<br>2:00pm - Billiards P<br>5:00pm - Movie: Encanto T | 7<br>1:00pm - Whole Foods Outing* $<br>1:00pm - Canasta CR<br>2:30pm - Bunco VL | 8<br>1:00pm - New Resident Orientation BR<br>2:30pm - Mahjong CR<br>3:00pm - Politics & Culture of the 50's Presentation S<br>4:30pm - Cocktail Hour P | 9<br>11:30am - Lunch & Learn with Rabbi Cohen DR<br>1:30pm - Lifestyles Committee AS<br>2:30pm - Bridge CR<br>3:30pm - Caring Committee AS | 10<br>10:30am - Jewelry Services with Harris Jewelers P<br>1:30pm - Still Life Sketching with Meghan AS<br>4:30pm - Happy Hour P | 11<br>3:30pm - Knit & Crochet AS<br>4:00pm - Shabbat Service with Rabbi Cohen S<br>5:15pm - Shabbat Candle Lighting P | 12<br>9:30am - Virtual Shabbat Service with Anshai Torah 81<br>2:30pm - Movie: Don't Look Up T<br>4:30pm - Cocktail Hour P |
| 13<br>1:00pm - Mancala CR<br>4:30pm - Super Bowl Watch Party T | 14<br>1:00pm - Torah Study with Rabbi Wolk S<br>1:00pm - Canasta CR<br>2:30pm - Bunco VL<br>3:30pm - Valentines Day Partner Painting with Katie AS<br>Valentine's Day | 15<br>8:00am - Donuts with Directors SB<br>1:00pm - Movie Committee AS<br>2:30pm - Mahjong CR<br>4:30pm - Cocktail Hour P | 16<br>10:45am - Nasher Sculpture Center Outing* $<br>1:30pm - Dining Committee AS<br>2:30pm - Bridge CR<br>3:30pm - Intro to iPhone Class AS<br>8:00pm - Greeting Card Making Class AS | 17<br>1:00pm - Pom Pom Coaster Making Class AS<br>4:30pm - Brunch Themed Happy Hour P | 18<br>2:00pm - Intro to Apple Watch Class AS<br>4:00pm - Shabbat Service with Faith Retsky S<br>5:15pm - Shabbat Candle Lighting P | 19<br>9:00am - Virtual Shabbat with Shearith Israel 81<br>1:00pm - Bridge CR<br>2:30pm - Movie: The Monuments Men T<br>4:30pm - Cocktail Hour P |
| 20<br>2:00pm - Poker P<br>5:00pm - Movie: Giant T | 21<br>12:30pm - Clay Earring Making Class AS<br>1:00pm - Canasta CR<br>2:30pm - Bunco VL<br>Presidents' Day | 22<br>1:00pm - New Resident Orientation BR<br>2:30pm - Mahjong CR<br>3:00pm - Resident Council S<br>4:30pm - Cocktail Hour P | 23<br>10:45am - Biblical Arts Museum Outing*$<br>1:00pm - Torah Study with Rabbi Cohen S<br>2:30pm - Holocaust Presentation with Andy Lacko S<br>2:30pm - Bridge CR<br>4:00pm - Yappy Hour DP | 24<br>10:45am - Jewish Artists Class with Mark Kreditor S<br>1:00pm - Torah Study with Rabbi Wolk S<br>3:30pm - Town Hall S<br>4:30pm - Happy Hour P | 25<br>1:30pm - February Birthdays Party P<br>3:30pm - Knit & Crochet AS<br>4:00pm - Shabbat Service with Jerry Zeffren S<br>5:15pm - Shabbat Candle Lighting P | 26<br>10:30am - Virtual Shabbat with Rabbi Cohen 81<br>1:00pm - Canasta CR<br>2:30pm - Movie: Cast A Giant Shadow T<br>4:30pm - Cocktail Hour P |
| 27<br>2:00pm - Billiards P<br>5:00pm - Movie: In The Heights T | 28<br>1:00pm - Canasta CR<br>2:30pm - Bunco VL<br>3:30pm - Book Club P | | | | | |

February 2022

The Legacy Midtown Park - The Aaron Towers Independent Living - 8240 Manderville Ln. Dallas, TX 75231

# Multi-Purpose Common Space

# Multi-Purpose Common Space

# Memory Care Common Space

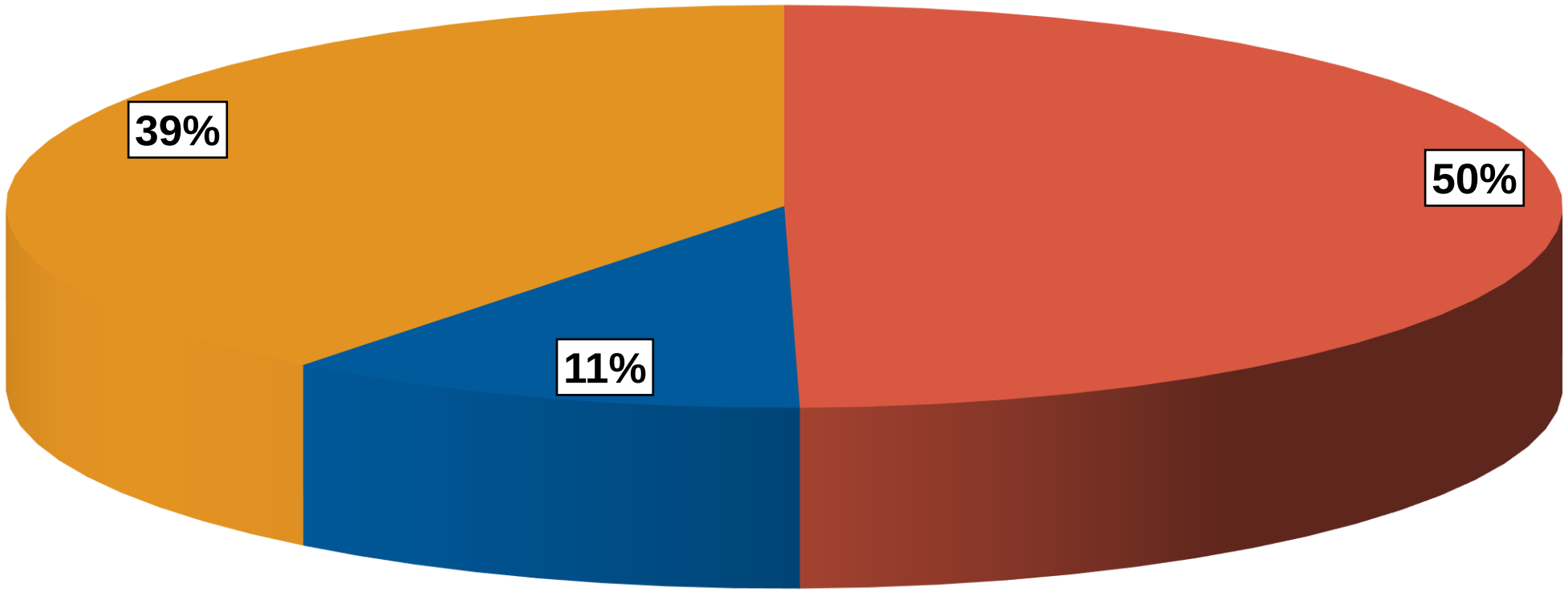
# Services

# 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% |

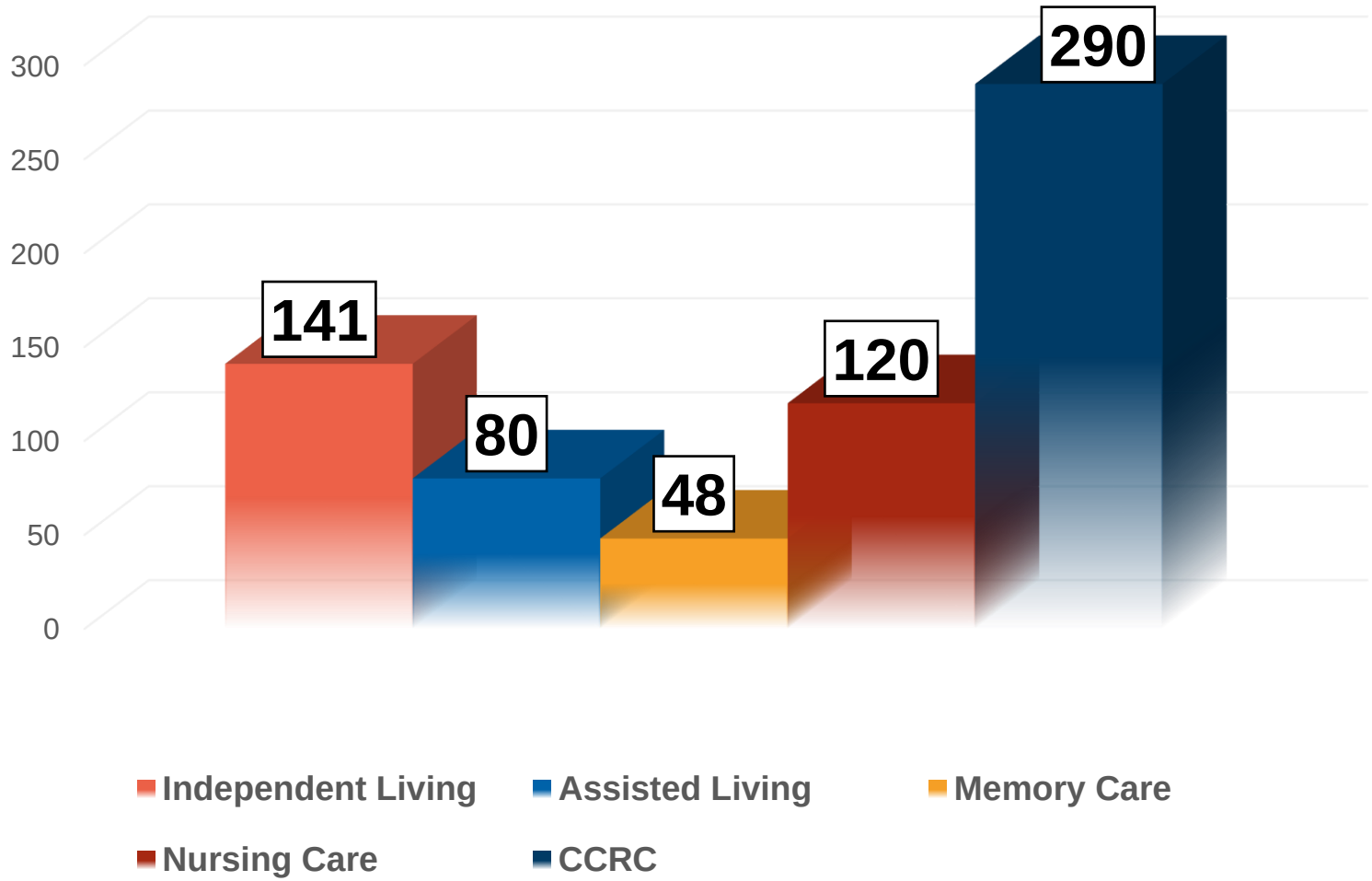
# Care

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

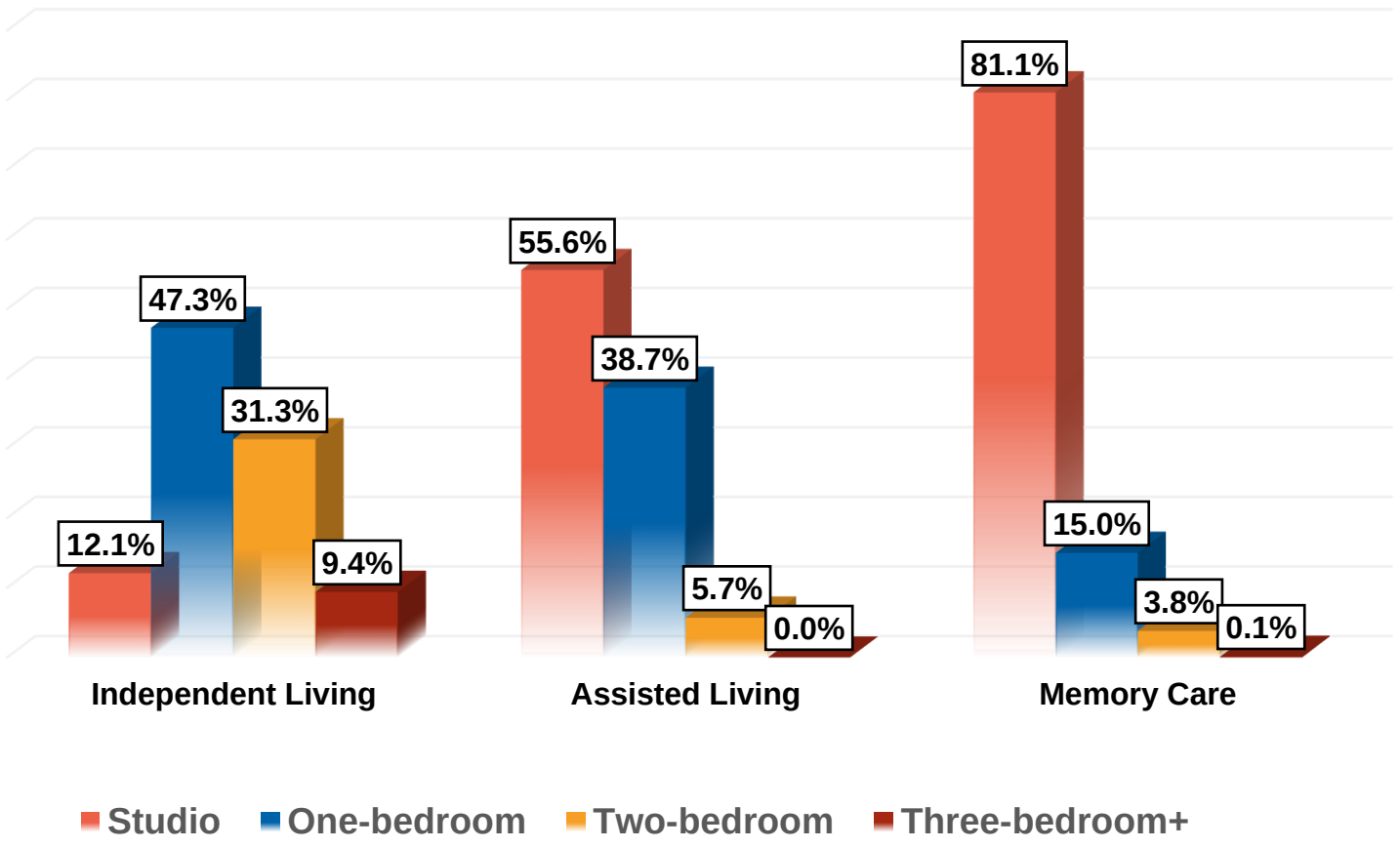


# Apartments

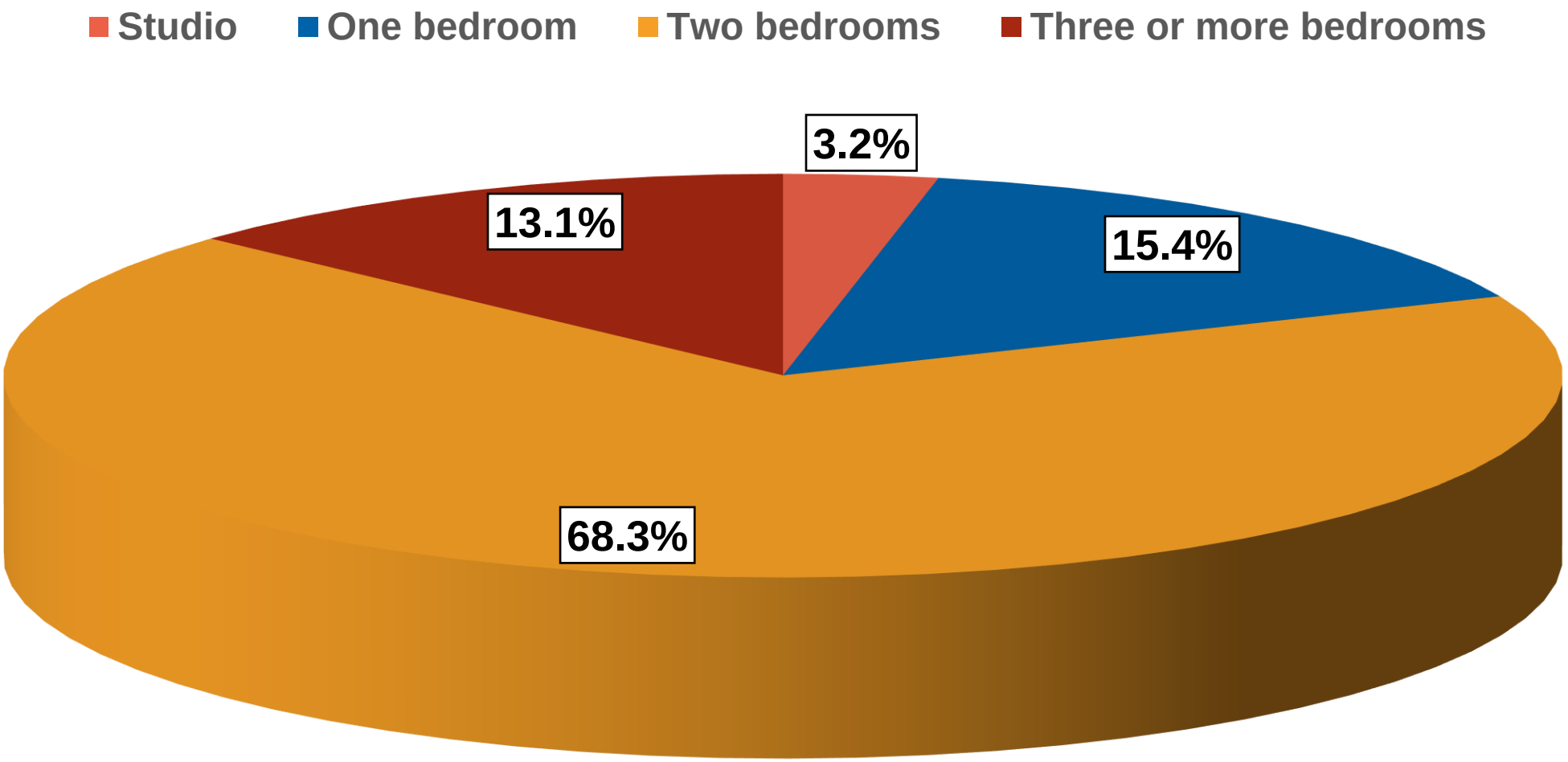
# Median Number of Units By Community Type



# Number of Units by Type by Community Type

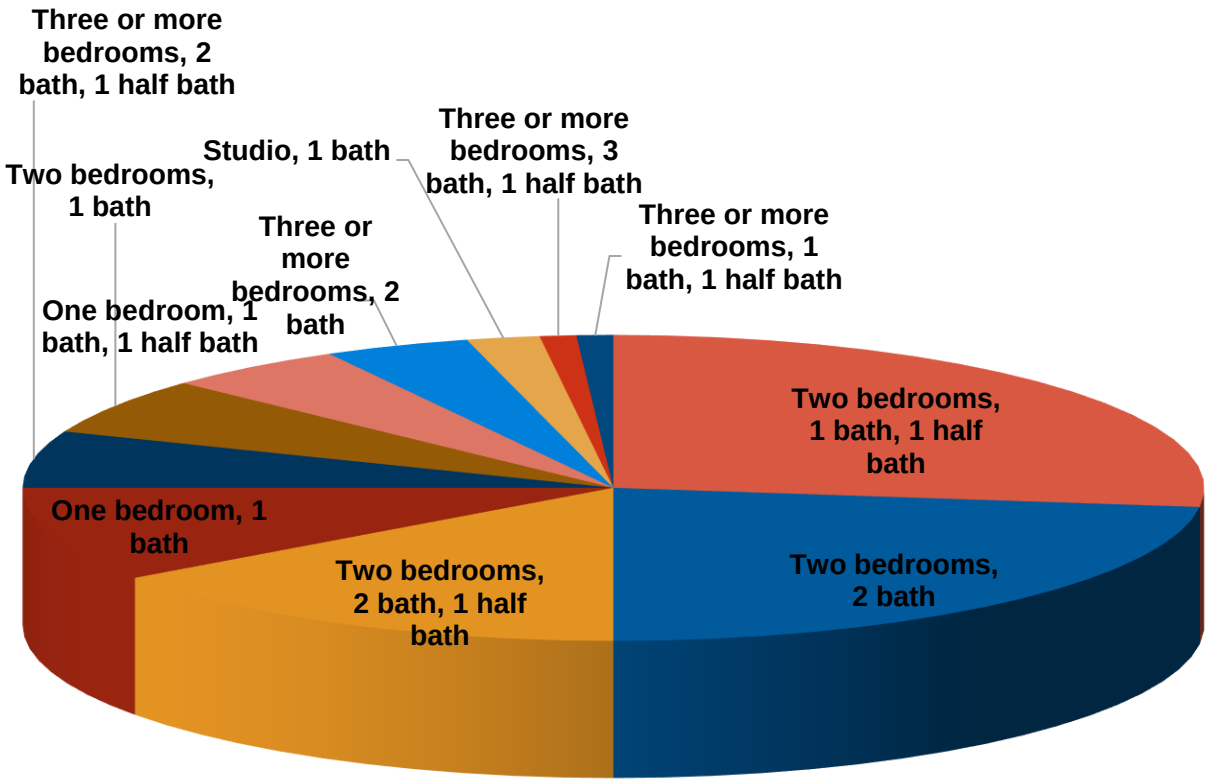


# Most Desired
## *Apartment Styles (Active Adult)*



# Most Desired
## *Bed/Bath Configurations (Active Adult)*

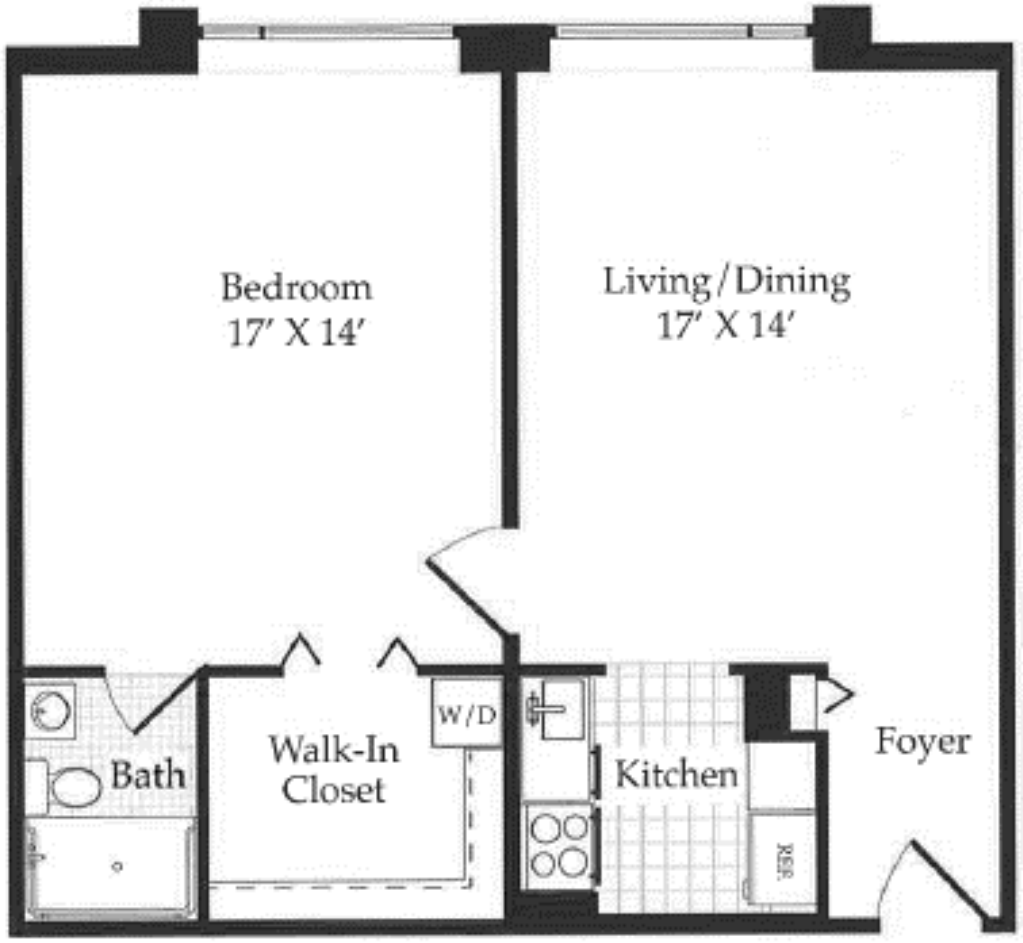
| Rank | Apartment Type | Percent |
|---|---|---|
| 1 | Two bedrooms, 1 bath, 1 half bath | 27% |
| 2 | Two bedrooms, 2 bath | 23% |
| 3 | Two bedrooms, 2 bath, 1 half bath | 15% |
| 4 | One bedroom, 1 bath | 10% |
| 5 | Three or more bedrooms, 2 bath, 1 half bath | 6% |
| 6 | Two bedrooms, 1 bath |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

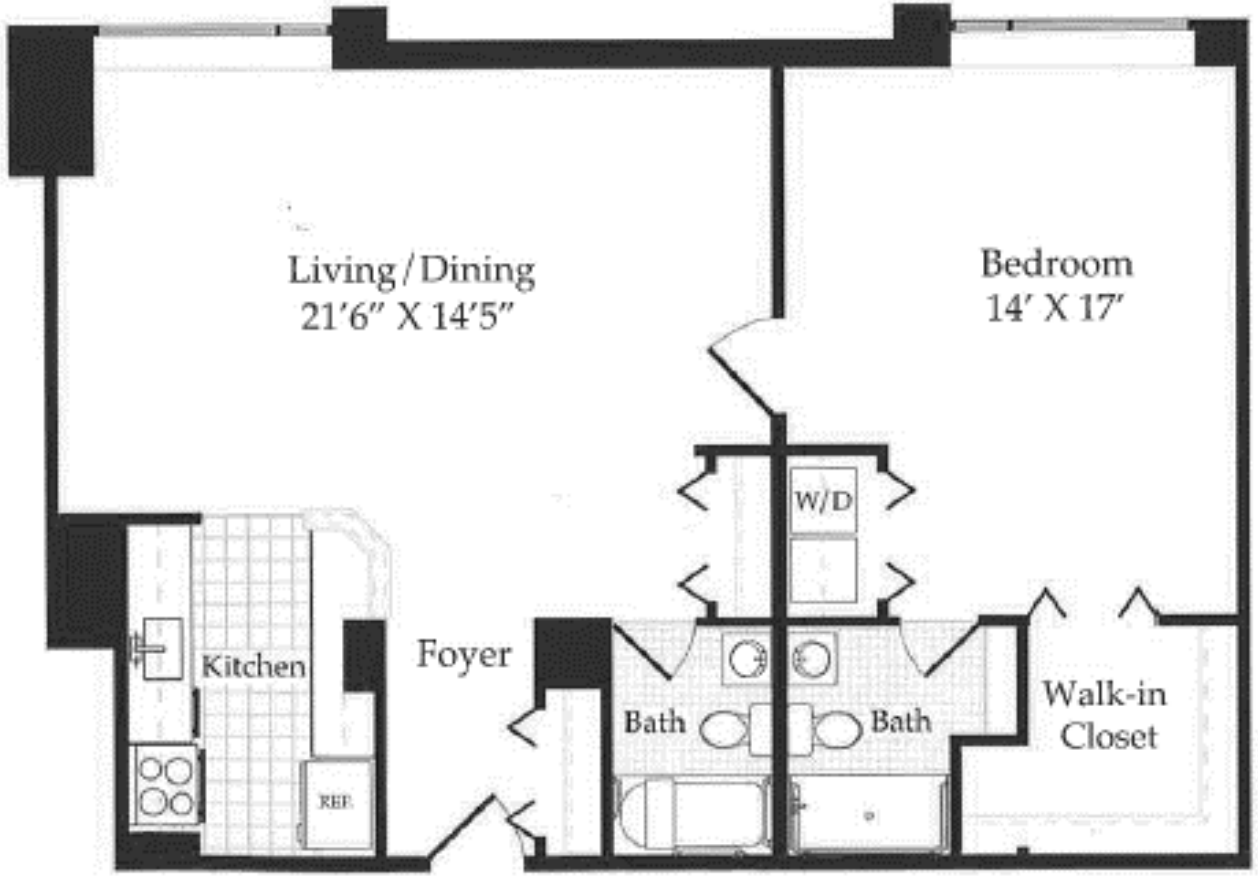


# Most Desired
# *Residence Features (Active Adult)*

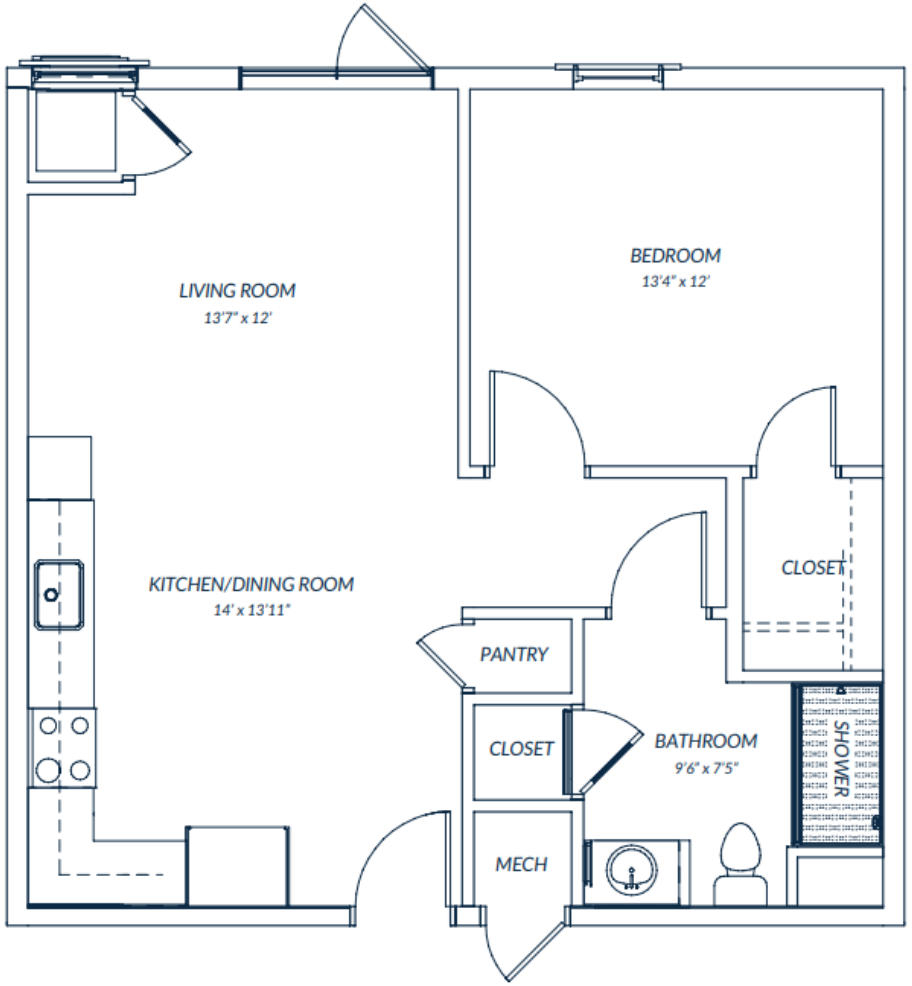
| Rank | Feature | Percent |
|---|---|---|
| 1 | Full kitchen (refrigerator, stove/oven, microwave) | 97% |
| 2 | Laundry room with washer/dryer | 95% |
| 3 | Living room or great room | 90% |
| 4 | Lots of windows for plenty of natural light | 87% |
| 5 | Additional storage space for seasonal or occasionally 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% |

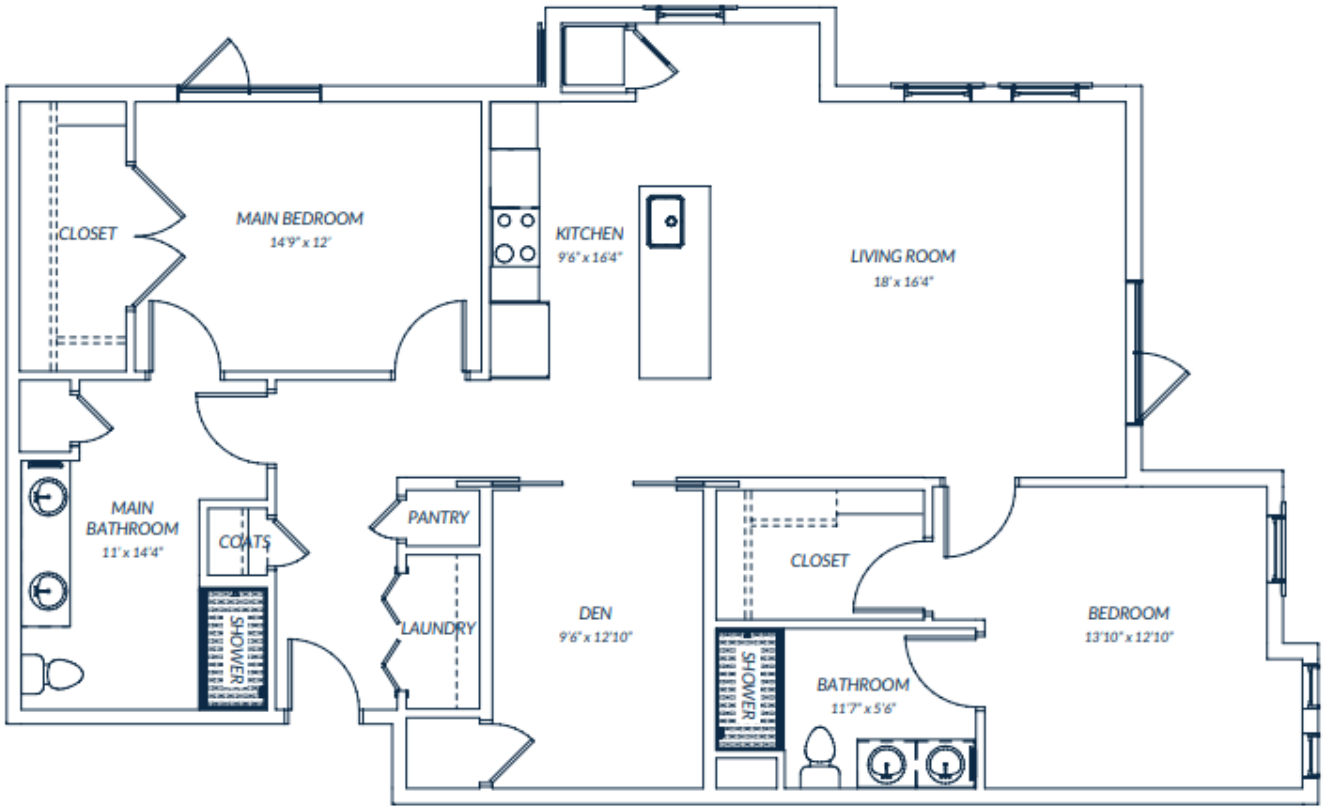
# Independent Living Floor Plans



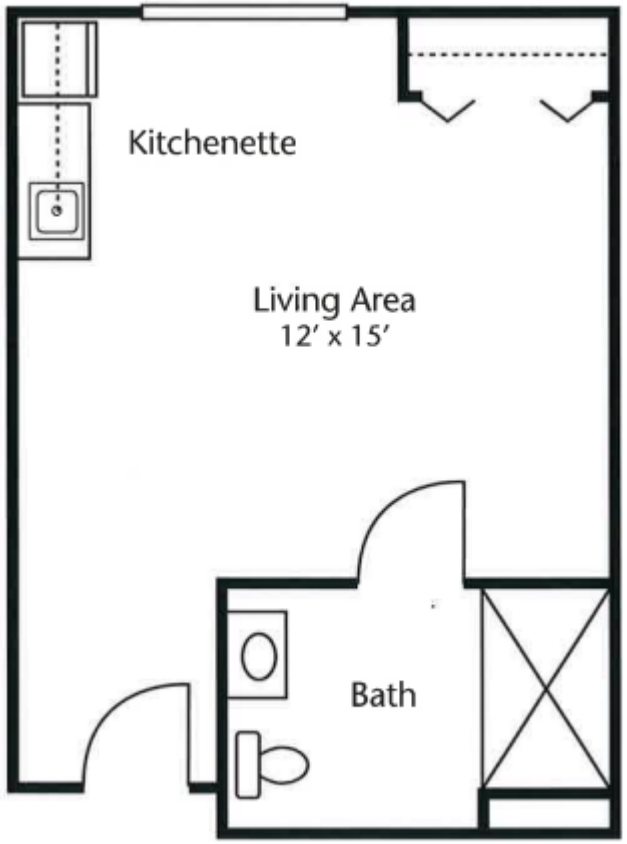



# Independent Living Floor Plans

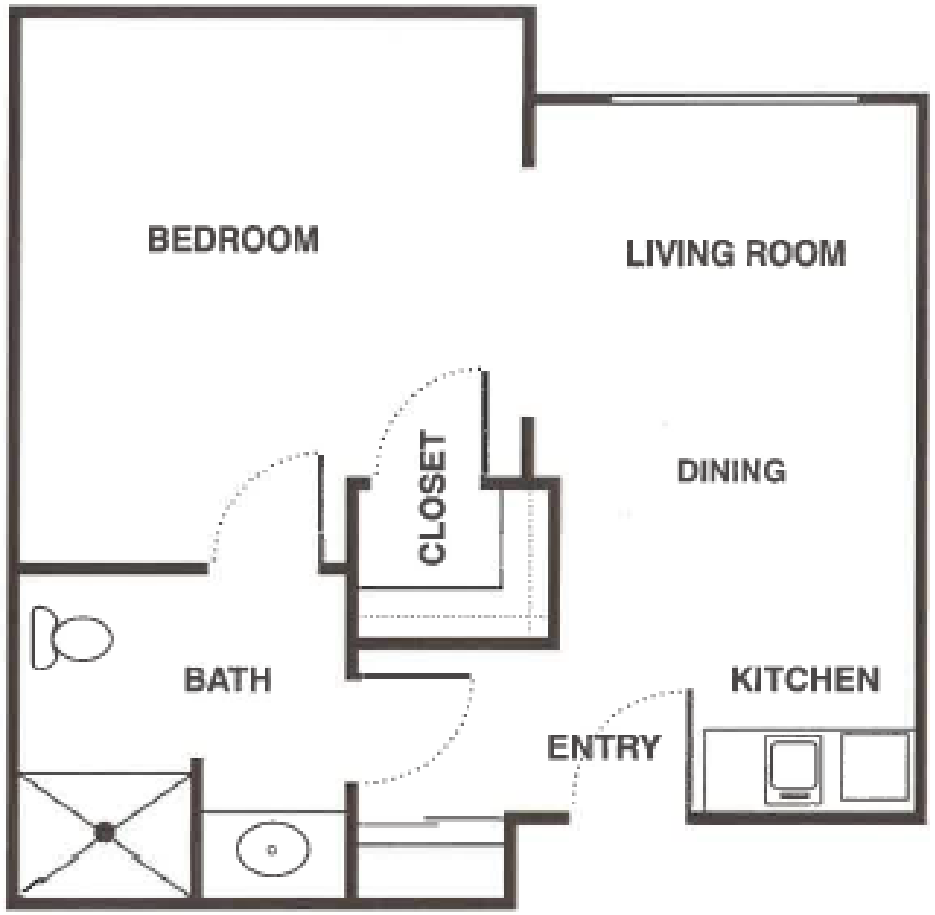


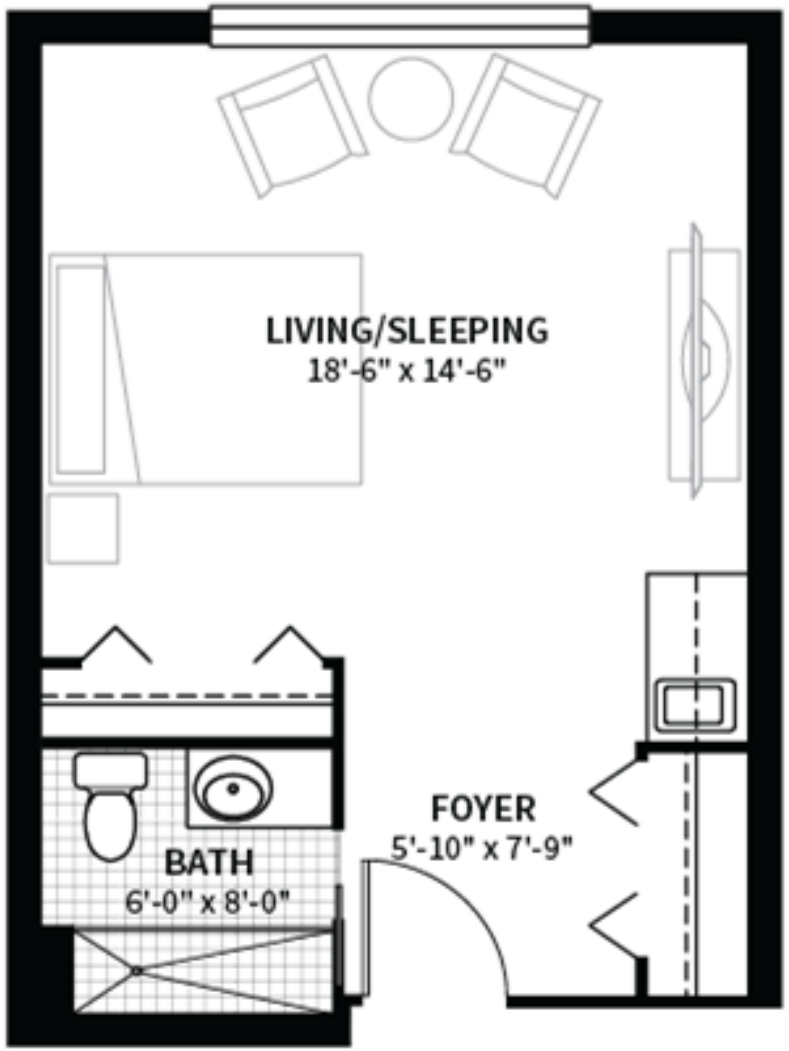
# Assisted Living Floor Plans



# Assisted Living Floor Plans



# Memory Care Floor Plans



# Memory Care Floor Plans

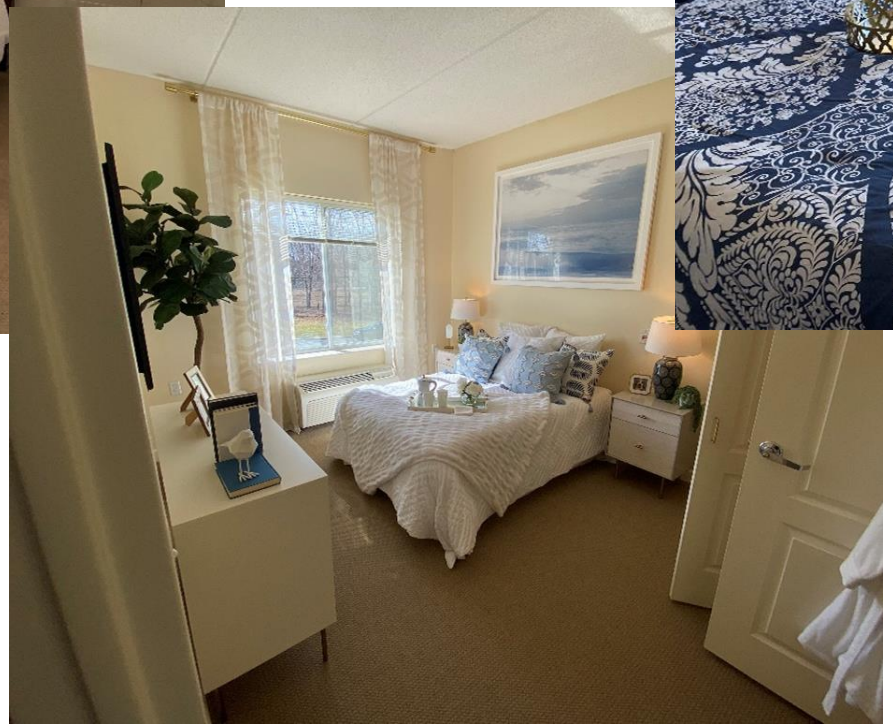
# Kitchenette

# Kitchenette

# Full Kitchen

# Full Kitchen

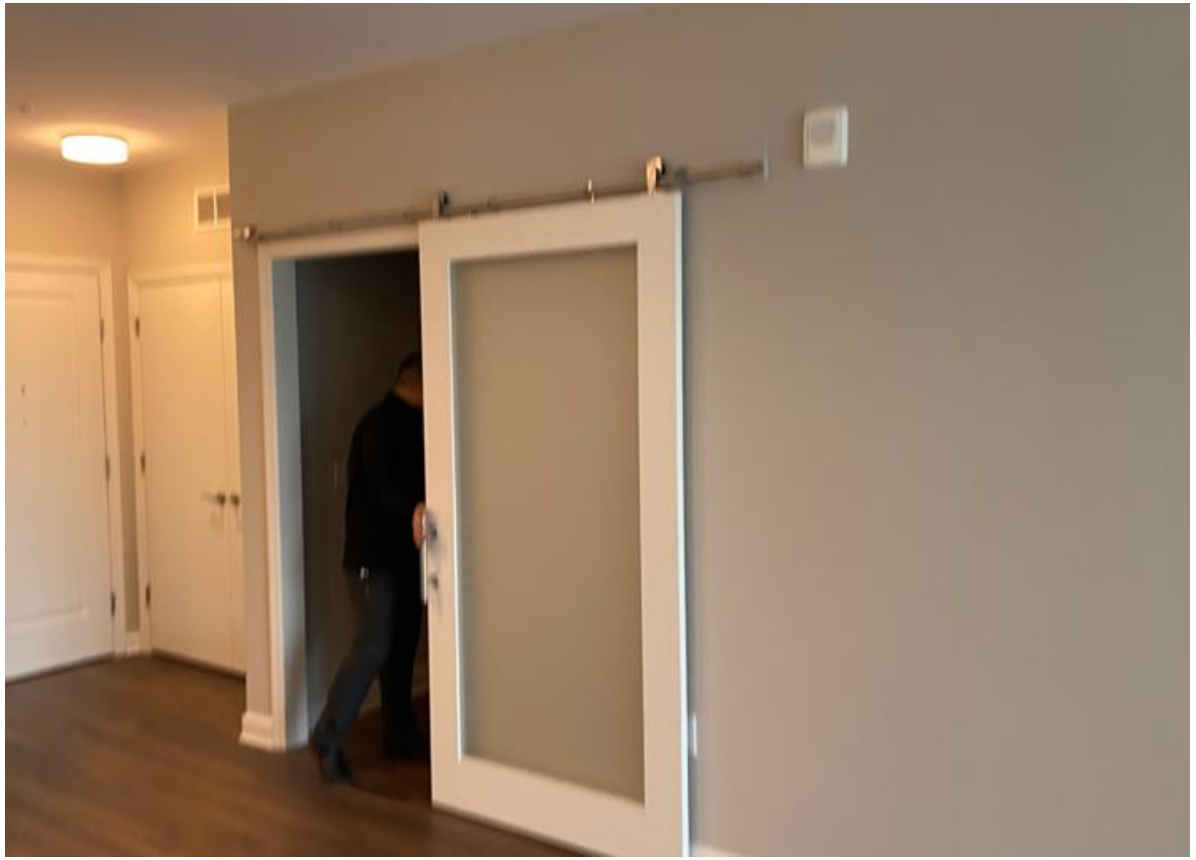
# Bedroom



# Bedroom

# Trends

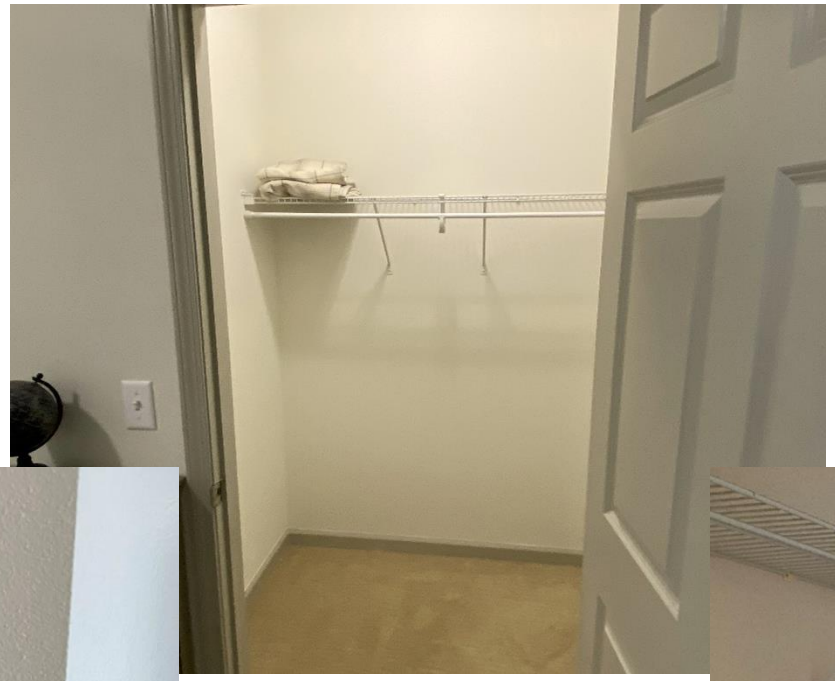
# Trends



# Bathroom

# Bathroom

# Closet



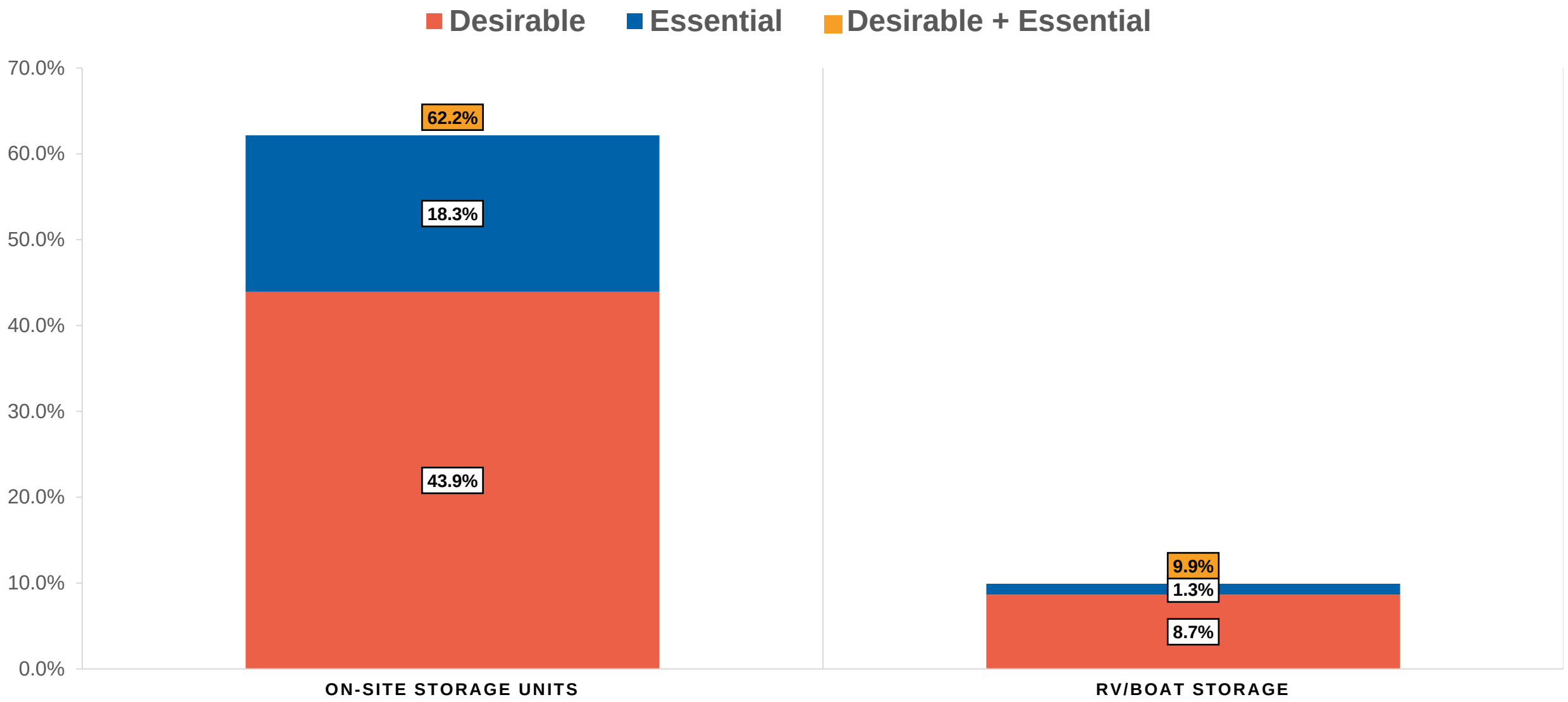
# Closet

# Common Laundry

# In-Unit Laundry

# Storage

# Storage
# Considered Desirable and/or Essential



# Dedicated Storage

Q & A

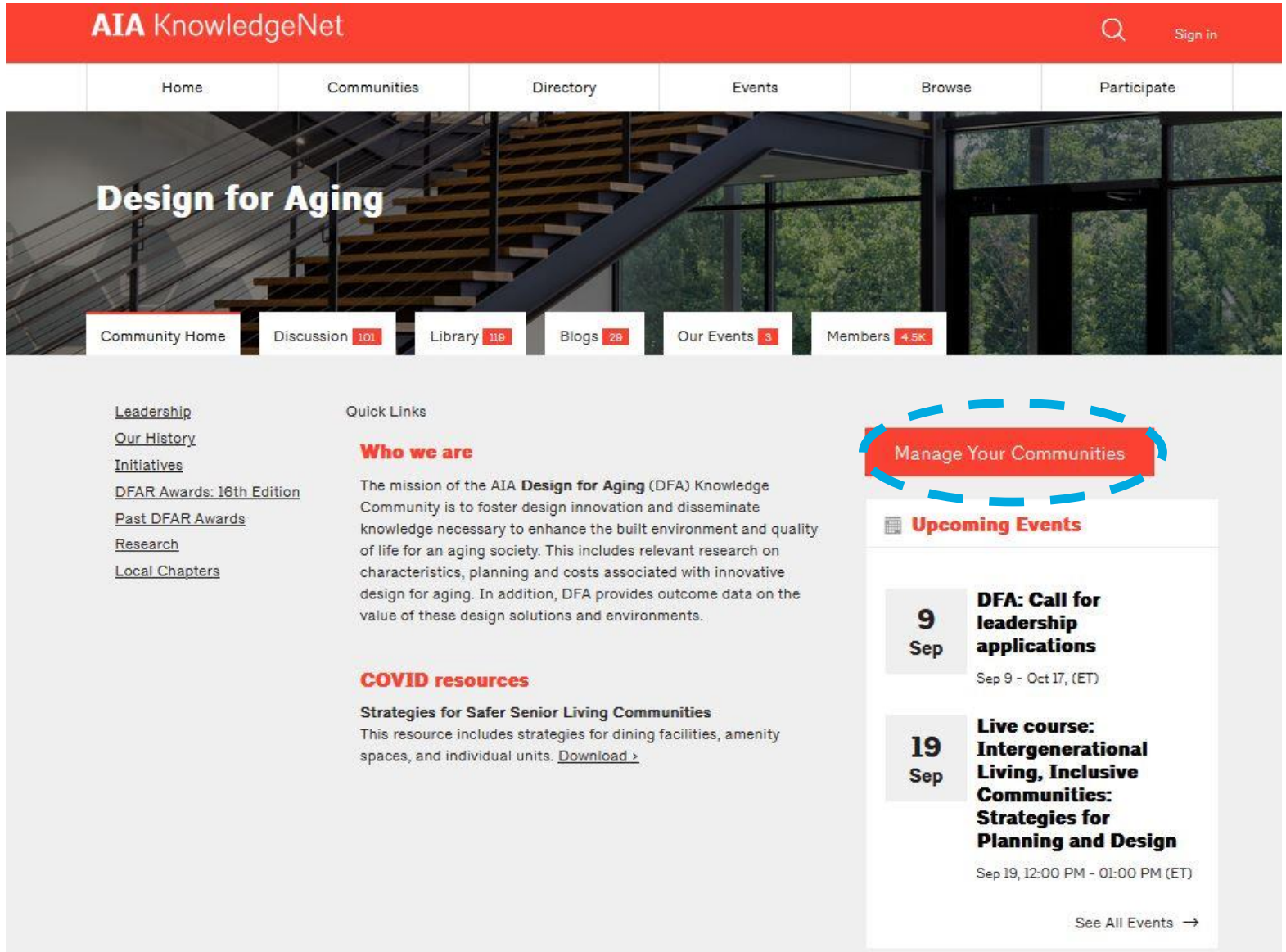
# Feedback survey

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



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