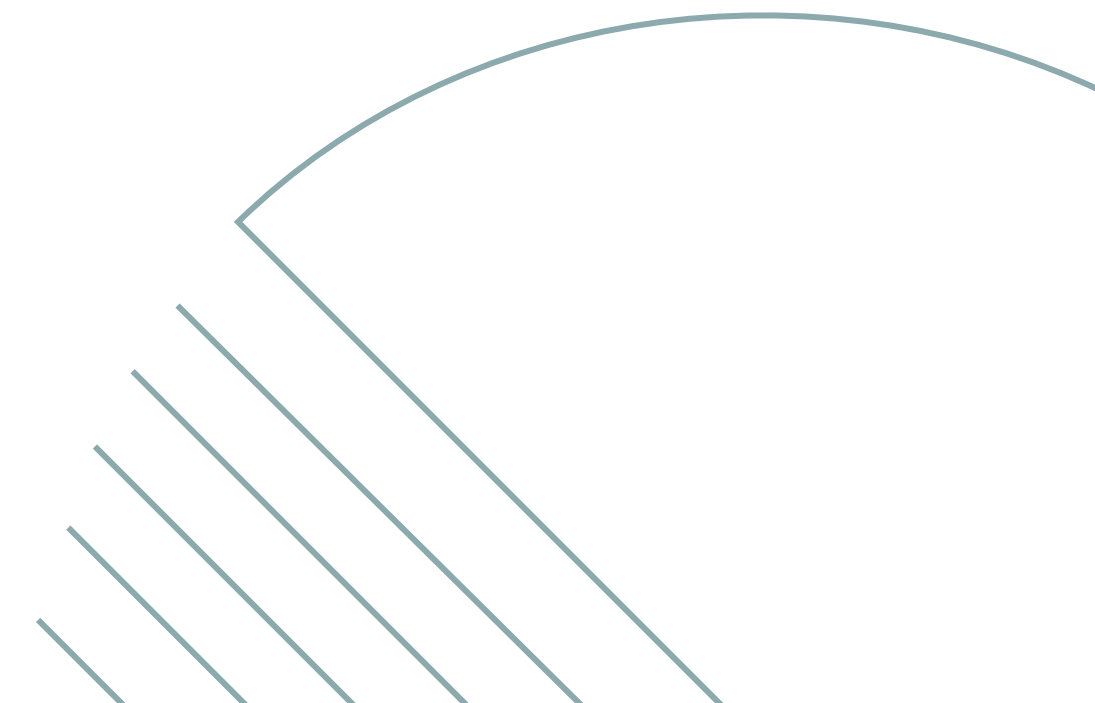




# LEADING AGE WISCONSIN 2024 CONFERENCE

Session A03 -Incorporating Intergenerational  
Design & Programming into your Community:  
Lessons learned from the Intergenerational Task  
Force Survey



# INTERGENERATIONAL TASK FORCE



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PhD, EDAC, Assoc AIA  
Environmental Gerontologist  
The Center for Health Design



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Associate Principal  
Perkins Eastman Architects



**LORI BRIDGEMAN**

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**LISA WARNOCK**

NCIDQ  
Principal  
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**GREG HUNTIEMAN**

Principal  
Pi Architects  
AIA/ DFA Chair Emeritus



**CRAIG WITZ**

Interim VP Development, The Kendal Corporation  
Principal- Witz Company Seniors Housing  
Development



# THE SURVEY AND GOALS FOR TODAY



# THE SURVEY

This survey was a collaborative effort between  
**SAGE**, **AIA Design for Aging Knowledge  
Community (DFA)** and **The Center for Health  
Design**

# Why did we conduct this survey?

01

We believe the next generation of consumers expect a more **inclusive** model of aging in society

02

We believe there are strong social benefits, including fighting the **stigma of aging**

03

We believe intergenerational elements can be a strong **market differentiator** with tangible **economic benefits**

# And we were seeing disparate approaches and opinions...

1

No or minimal intergenerational interaction

2

A mix of commons exclusively for residents and others open to the public

3

High degree of commons used by both residents and non-residents

# OUR OBJECTIVES



## Data

From the Survey, but more than just that!



## Ideas

Present IDEAS on how to incorporate Intergenerational elements through an "Intergenerational Roadmap"



## Connections

Provide connections to others who are passionate about and interested in this topic

# SURVEY OVERVIEW

OF OUR 490 RESPONSES

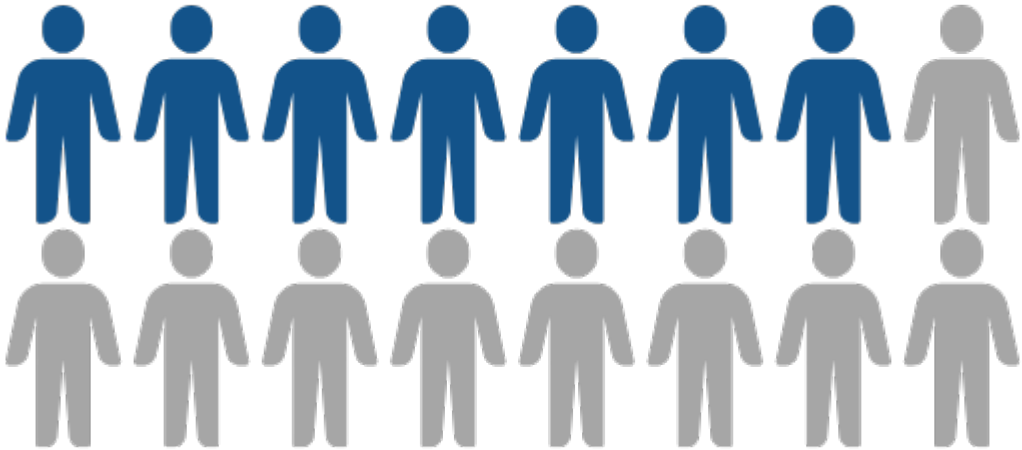




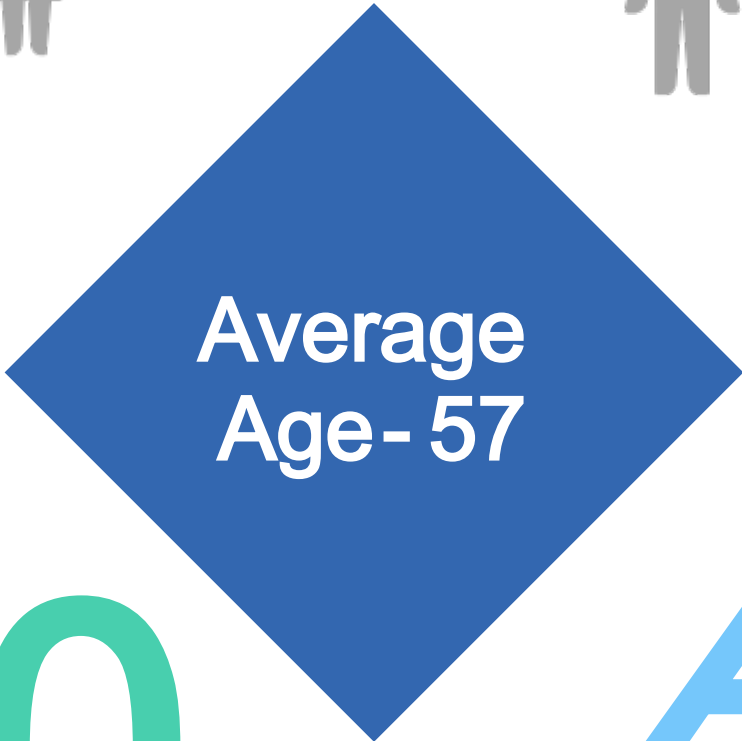
# ABOUT THE RESPONDENTS



56% FEMALE



44% MALE



OVER

2700

COMMENTS

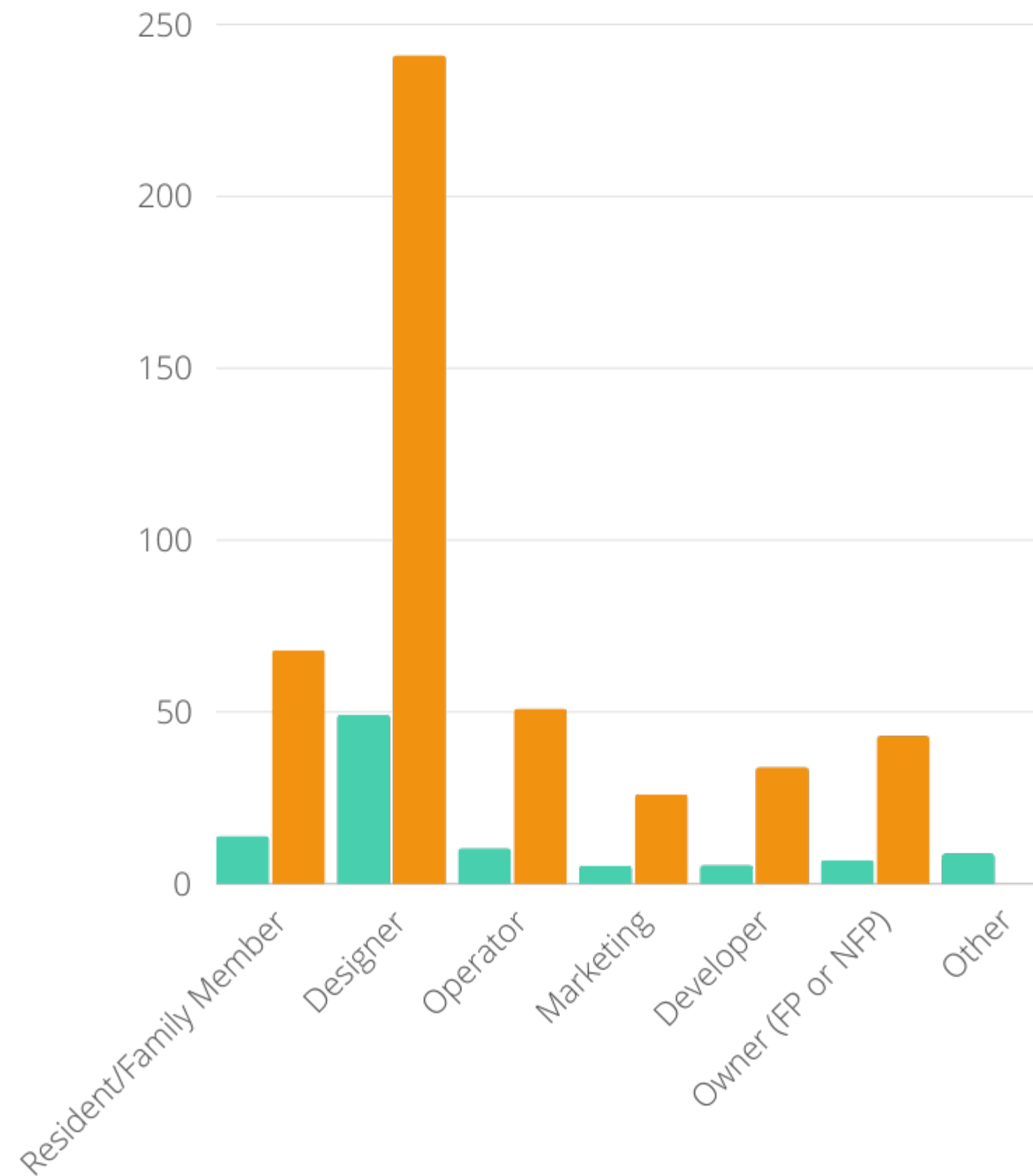
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89

# WHAT INDUSTRY?

PERCENTAGE OF PARTICIPANTS

NUMBER OF PARTICIPANTS

Note:  
There was some overlap  
in responses between  
residents and family  
members and caregivers  
that were “both”



Quotes

“I am just getting older. Age 72.  
On Medicare.” Anon

“I am both a current senior living  
resident and a retired senior living  
professional”-Robert Pfauth,  
Retired Architect

“I am a retired senior living  
executive involved in the field.  
Potential future resident.”-Judi  
Donovan, Retired SL Executive

“I am an Architect and the caregiver  
for a parent in Assisted Living.”  
Noelle Mazullo-Kruse. Architectural  
Designer, D.A. Davidson & Co.

“I am an industry professional and  
family member of two current senior  
living residents.” Romy McCarthy.  
Managing Director, D.A. Davidson  
&Co.



95% responses from USA  
 3% from Canada  
 2% from Other (Australia, Ireland, Netherlands, Switzerland, Greece, Nigeria)

“Our goal should be to move away from segregation or 'othering' of seniors from the rest of society. I always gauge the adequacy of inclusion in any country I visit by the visibility of the very old and disabled. In particular individuals with memory loss should be widely welcomed in all areas of daily living. At a minimum we should consider intergenerational design of public spaces attached or adjacent to private senior living and skilled nursing facilities. The best example I have seen is the 'house of generations' in Arrhaus in Denmark.”  
**Dr. Ann Coyle, PhD, Retired Health Care Professional/Sr. Mgr and current advocate. Ireland**

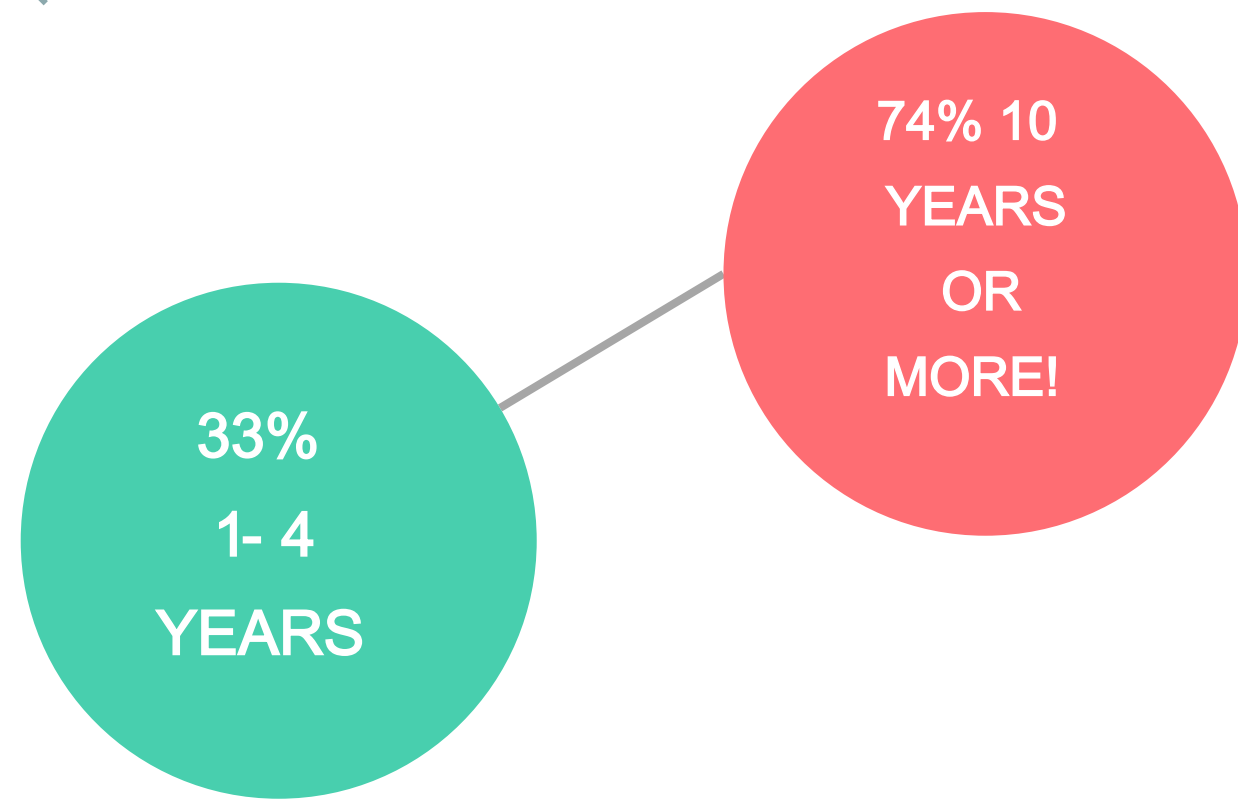
“The US is so many years behind in this endeavor.” **Sandra Soraci, Director Senior Living Strategy, Tarkett.**

“This will sharpen the design & final outcome of intergenerational design & programming. There needs to be adequate awareness of this across continents.” **M.J., Nigeria**

# MORE STATS ON RESPONDENTS

## Average work time

How many years have you worked in Senior Living?



## Average stay

How many years have you LIVED in Senior Living (Or your loved one)

<1 year 19%  
5-9 years 24%  
10 or more years 24%

## Most familiar with?

What type of Senior Living setting are you most familiar with?

24% work in IL only  
18% in Healthcare only

## Urban/Suburban/Rural?

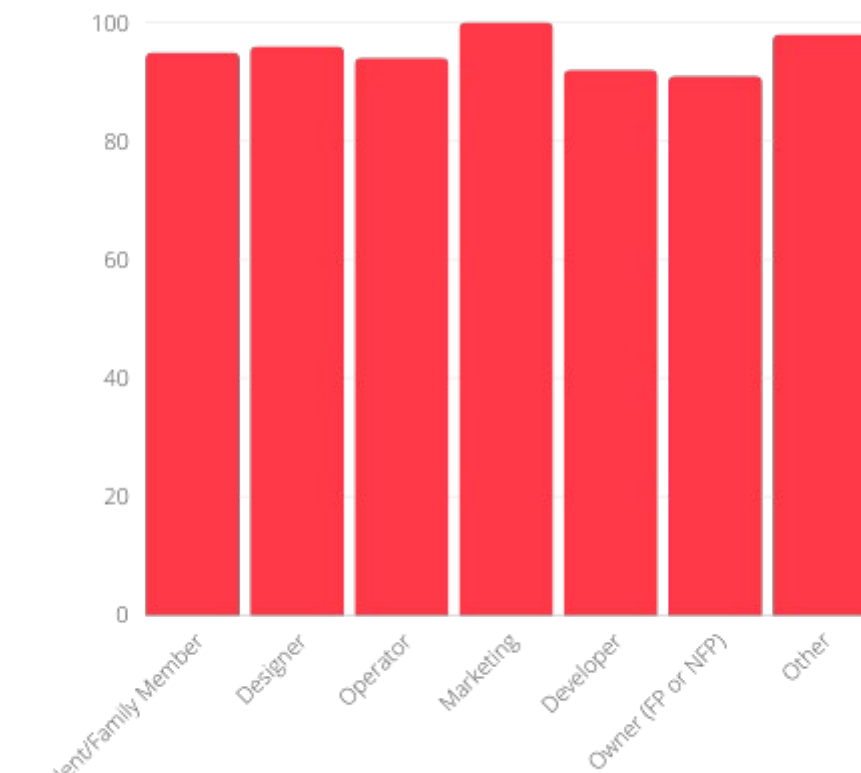
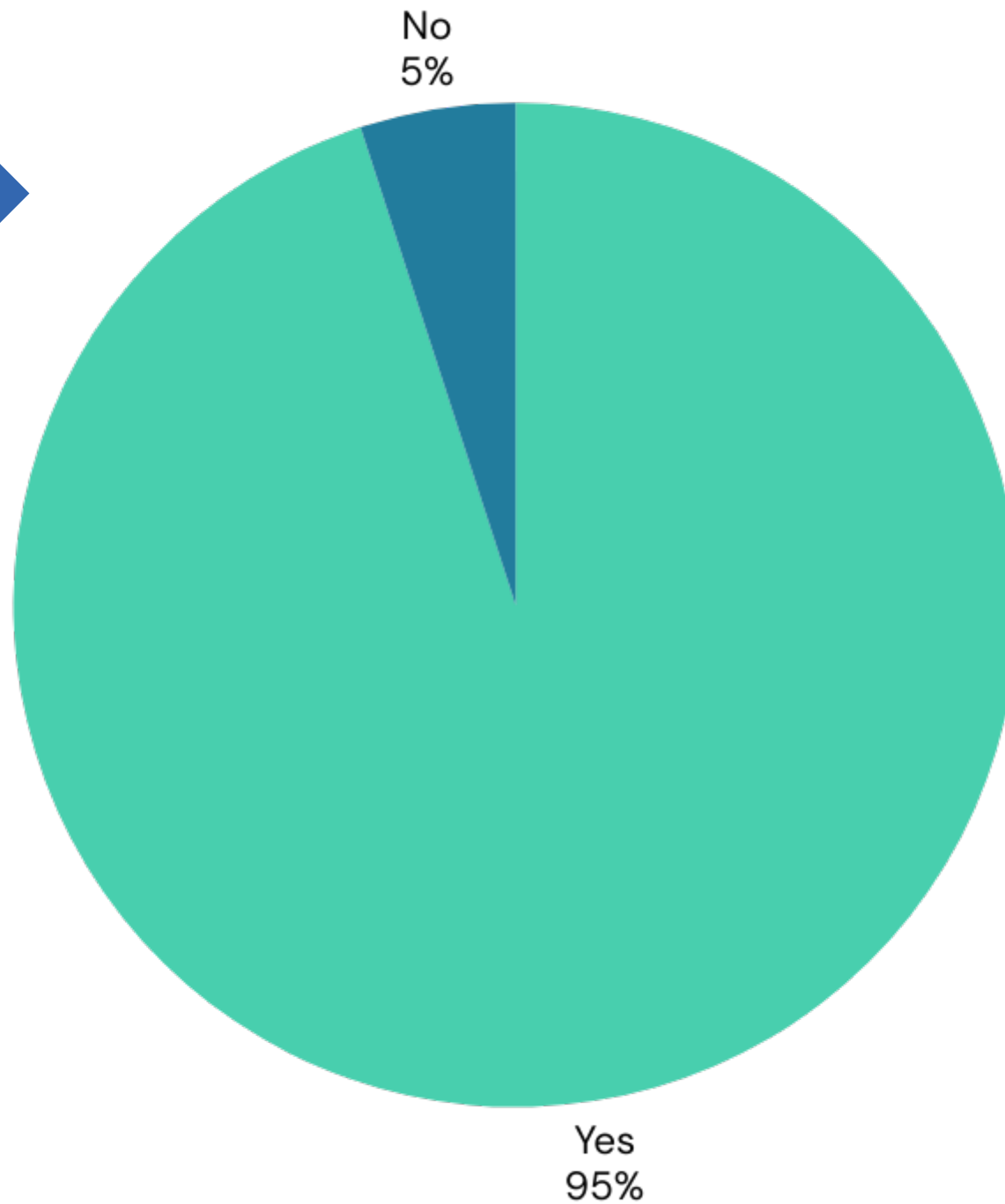
With which type of setting are you most familiar?

Urban only 13%  
Urban-Suburban only 21%  
Suburban-Rural only 10%  
Rural only 3%  
Urban-Sub-Rural only 25%



# DO YOU BELIEVE THAT DESIGNING FOR IG SHOULD BE A PRIORITY?

Groups with slightly higher % of YES included those under 50, those who work only in IL, and those that work only in urban areas



% of YES answers by category

“I’m eighty - nine, blessed with good health and writing a book while living alone in Princeton, New Jersey, five stories up from shopping and across the street from a college. It’s good to have a retirement occupation of some sort, writing, painting, a craft of some sort or a commitment to community service and I do. **On the sidewalk below I hear kids laughing** , dogs barking, conversation is animated and the ambulances and fire trucks loudly come and go. An abundance of the events that enrich my life are within a ten - minute walk. **It’s hard to feel old when surrounded by energetic young people** .

I moved here ten years ago from a well - designed and well - managed fifty - five - plus community whose residents were fully welcoming when I could no longer avoid the conclusion that **housing segregated by age was just as misguided as housing segregated for any other reason - and not for me.** So intergenerational housing has great appeal for me, - as long as it balances the need for privacy, and companionship.” -

James G McCulloh, AIA



**“ Please describe ideas or your vision for the role that intergenerational design and programming will play in the future (IE 2033)?”**

**A new approach** . A shift toward a more integrated, inclusive approach to senior living that values community connections, lifelong learning, and intergenerational engagement as central to the well-being of seniors.

**Intergenerational Engagement and Integrated Community Living.** Designing inclusive, multi-generational living spaces with shared educational, cultural, and recreational activities that encourage interaction and support between seniors and younger generations and that break down ageism, encourage socialization across generations, and celebrate cultural diversity.

**Health and Wellness Focus** . Prioritizing physical and mental health through fitness programs, nutritious dining, and outdoor activities that serve both the senior community and the general public and are inviting to all ages.

Kampung Admiralty, in Singapore, embodies a truly integrated model as a vertical village, complete with open-to-the public hawkers markets, restaurants, daycare, medical offices and more, and they even have their own subway stop that connects the residents to downtown, and downtown to K.A.



Photos courtesy of JinHwa Paradowicz

**Technology and Connectivity.** Leveraging technology to enhance communication, promote digital literacy among seniors, and ensure seniors remain connected with society.

**Active, Purposeful & Meaningful Living.** Providing opportunities for seniors to contribute to the community, e.g. volunteering, continued employment, and active participation in community events service to maintain a sense of purpose, and reduce the risk of isolation.

**Accessibility and Universal Design.** Ensuring all community spaces are accessible and adaptable to the needs of individuals as they age, with a focus on mobility and safety.

AARP's mission to support healthy aging created its first health and fitness club, OAK Health Club, which provides the wellness and fitness program for the older adult as well as the greater community. The club also provides a cafe/juice bar, spa services, and customized fitness programs which support intergenerational interactions with a health/fitness focus in the community.

and  
Sea Song is an intergenerational community planned for Waveland, Mississippi. The community combines a full service CCRC with an interactive ministry program that adds a central chapel, meetings spaces, summer camp programs, hotel and condominiums.



Photo courtesy of Perkins Eastman



Rendering courtesy of PI Architects





**Educational Partnerships and Shared Learning.** There is a strong desire for collaborations with educational institutions, from grade schools to universities, providing mutual learning / lifelong learning and mentorship opportunities.

**Integrating Childcare with Senior Care.** Many envision combining daycare or preschools with senior living facilities to encourage daily interaction across generations.

**Integration with the Larger Community.** Incorporation of mixed-use development concepts and designing senior living spaces as integral parts of larger communities, close to essential services (healthcare, shopping, etc.), family, and public amenities and transportation, providing opportunities for seniors to interact with people of all ages.

Rose Villa's Seeds Garden Shop is open to the public and typically staffed by residents. The Grab-And-Go Bistro is also open to the public and spills out onto the main street where Farmer's Markets, and plentiful events connect the residents to the larger community.



Photo Credits: Steve Wanke



**Affordable and Flexible Housing.** Providing diverse housing options that cater to different financial needs and can adapt to changing health and mobility requirements.

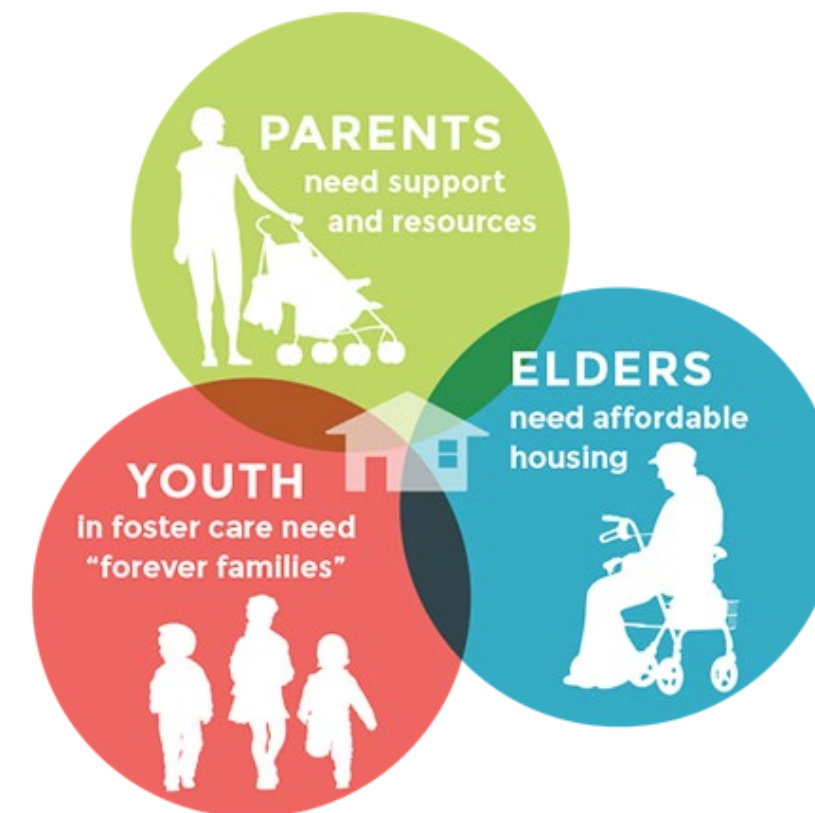
**Socialization and Reducing Ageism.** Breaking down stereotypes and stigma associated with aging by promoting socialization between seniors and younger individuals.

**Sustainable Living.** Promoting environmentally conscious community designs that are vibrant, with green spaces and sustainable practices.



Bridge Meadows, based in Portland, OR has four Intergenerational Communities in Oregon, bringing together families fostering or adopting youth and elders 55+ to provide supportive, communal living models and a place of belonging for all. The Dorothy Lemelson House was opened in 2018 to give young people the opportunity to create relationships with elders and families. This community serves young people ages 17-24 who have aged out of the foster care system, providing them with support in achieving their academic and career goals.

Photos and copy courtesy of Bridge Meadows





“From a marketing and sales perspective, how important is intergenerational design and programming to current or prospective senior living residents or their families?”

**Weighted Average 3.87 (on scale of 1 - 5)**

- 1- Marketing 4.29
- 2- Owner FP/NFP – 4.07 (FP scored slightly higher than NFP)
- 3- Operators 3.95
- 4- Current/Potential Resident – 3.88
- 5- Designers (Arch - ID- Landscape) – 3.85
- 6- Developers – 3.74
- 7- Other (Finance - Industry Associations) – 3.53



“ What do you believe are the 3 most important benefits of incorporating intergenerational design and programming into senior living? Please list in order of importance.”

# TOP 10 BENEFITS

**Socialization and Reduced Isolation:** Provides opportunities for meaningful social connections that combat loneliness and promote mental health.

**Lifelong Learning:** Allows for the exchange of skills and knowledge, keeping seniors mentally stimulated and engaged with the world.

**Community Connection:** Fosters a strong sense of belonging and integration within the wider community, breaking down societal barriers.

**Increased Quality of Life:** Enhances the daily living experience with a sense of purpose and access to diverse activities and amenities.  
sustainable Living.

**Improved Health Outcomes:** Engagement in community life can lead to better physical and mental health, and potentially longer longevity.



Residents of The Spires at Berry College cheering on the Berry Students.  
\*Photo courtesy of The Spires at Berry College

# TOP 10 BENEFITS

**Breaking Down Ageism:** By facilitating interaction between generations, intergenerational living helps to dispel stereotypes and reduce stigma associated with aging.

**Universal Design:** Adopts design principles that benefit all ages, making living spaces more accessible and safer for everyone.

**Value for Both Young and Old :** Recognizes the contributions of seniors and provides valuable experiences for younger people, leading to mutual respect and learning.

**Sense of Purpose:** Offers seniors the chance to contribute to society, whether through mentorship, volunteering, or simply sharing their experiences.

**Enhanced Mental Stimulation :** The diversity of ages and ideas contributes to a stimulating environment that keeps residents mentally active and engaged.



Resident at Rose Villa with a Rosebud Preschool student .  
\*Photo courtesy of Rose Villa



**“ What do you believe are the 3 biggest concerns with incorporating intergenerational design and programming into senior living? Please list in order of importance.”**



# TOP 10 CONCERNS

- 1. Safety and Security Concerns** : Worries about physical safety, risk of crime, and the potential for accidents, especially among the vulnerable elderly population.
- 2. Noise and Lifestyle Differences:** Concerns that differing lifestyles, schedules, and noise levels between generations could cause conflict and discomfort.
- 3. Resistance to Change and Acceptance Issues:** Challenges with overcoming the resistance from both current industry norms and potential residents who may not be open to or interested in intergenerational living.
- 4. Privacy and Space Needs:** Ensuring that there is a balance between shared spaces for interaction and private areas to meet the needs of all residents.
- 5. Health and Infection Control:** Worries about the spread of illness, especially considering the close interaction between children, who may be carriers of common viruses, and seniors who are more susceptible to serious complications.





# TOP 10 CONCERNS



**6. Programming and Engagement Challenges:** The difficulty of creating programs that engage all generations and the concern about whether these programs will be underutilized or not meet expectations.

**7. Staffing and Operational Complexity** : The additional staffing needs to manage intergenerational programming and the potential increase in operational complexity and costs.

**8. Ageism and Generational Biases:** Concerns about ageism and whether different age groups can coexist harmoniously; along with the potential lack of understanding about conditions like dementia.

**9. Cost and Funding Issues:** Questions about the affordability of intergenerational living, financial models, and whether additional costs are justified by the benefits.

**10. Legal and Regulatory Hurdles:** Issues related to zoning, building codes, and the Fair Housing Act that might make it challenging to create intergenerational living spaces.



How desirable are the following (scale of 1 -

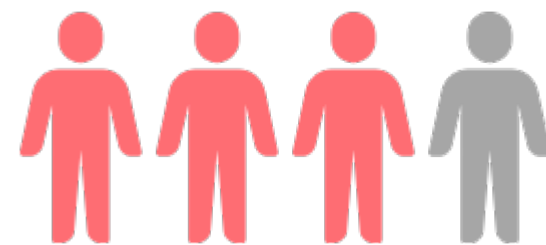
Adopting  
a grade  
school or  
other



Average 3.10

RANK 9/9

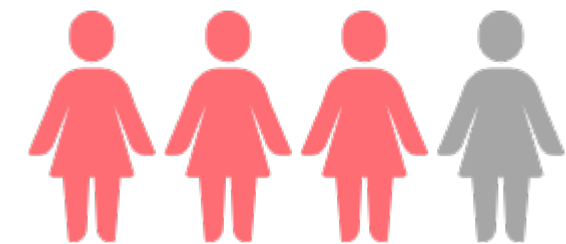
4  
Onsite  
Daycare



Average 3.36

RANK 8/9

Art  
Gallery

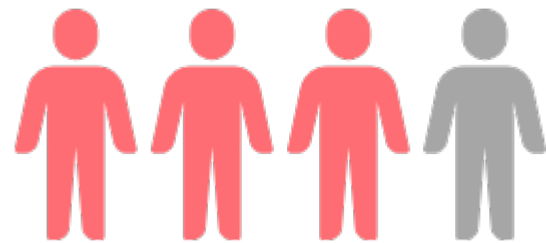


Average 3.42

RANK 7/9

How desirable are the following (scale of 1 - 5)

Onsite meeting space for non - profits



Average 3.43

RANK 6/9

Playground or park on campus



Average 3.49

RANK 5/9

Spaces leased to 3rd parties

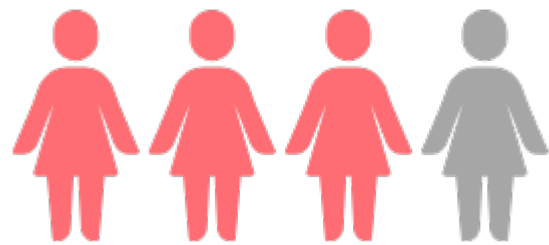


Average 3.55

RANK 4/9

How desirable are the following (scale of 1 - 4):

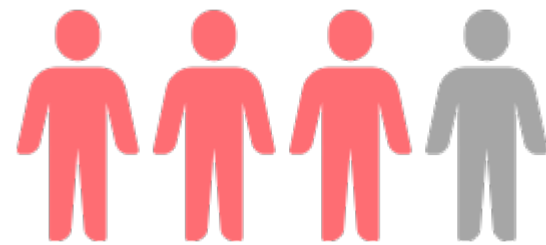
Onsite  
Classroom  
for college  
class



Average 3.58

RANK 3/9

Community  
Fitness



Average 3.59

RANK 2/9

Coffee  
Shop

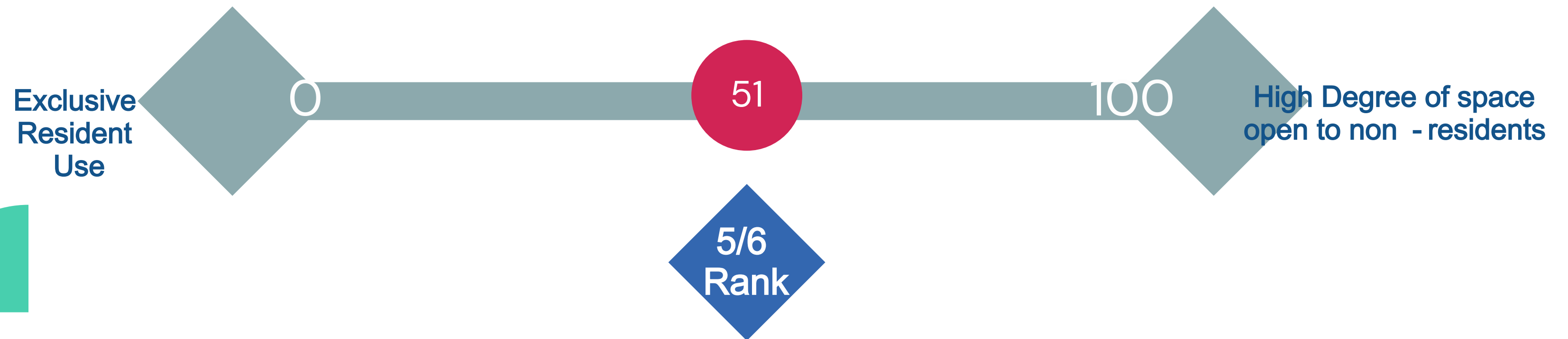


Average 3.69

RANK 1/9

# INTERGENERATIONAL INTERACTIONS

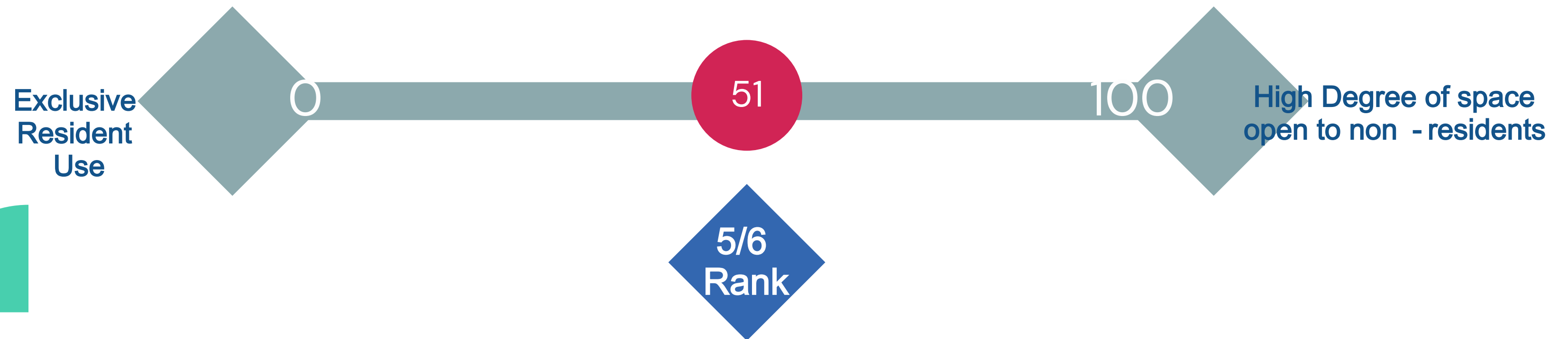
Onsite wellness commons. e.g., fitness classes, cardio and gym space, pool, etc.  
(In IL)



“A community we designed, Geer Village in Canaan CT, has an open - to - the - public restaurant, the local branch of the YMCA, the local access cable TV studio, a function hall rented to the public etc. It opened in 2002, so ahead of its time!” - Ruth Neeman, Principal, LWDA Architects

# INTERGENERATIONAL INTERACTIONS

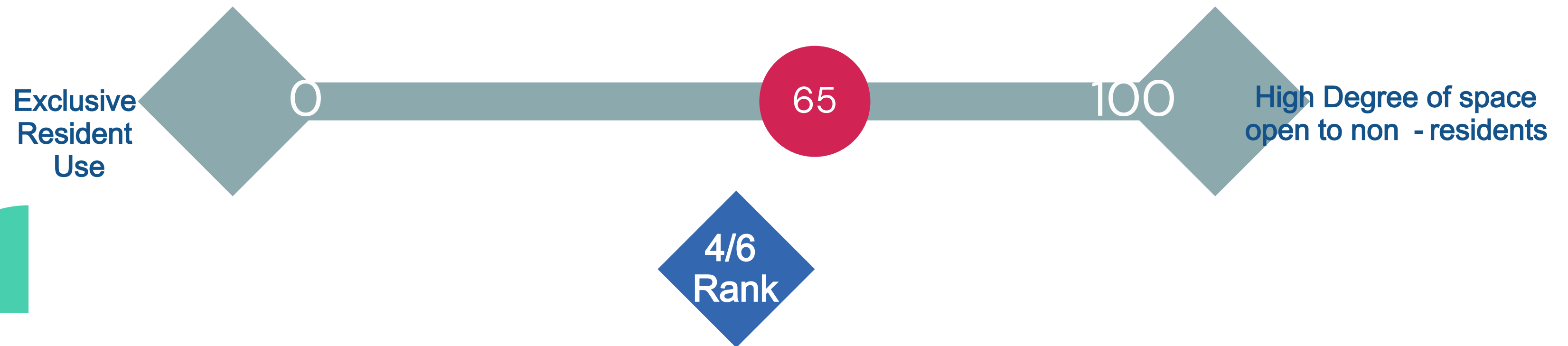
## Independent Living Units



“Scandinavia has been focused on this for a while - in Finland, affordable housing issues created a need to house students who qualified to take small studio apartments within senior living communities and then dedicate some hours each week to visiting, socializing, or contributing certain skills with the seniors. Norway used the athlete housing built when they hosted the Winter Olympics, for affordable intergenerational housing.” - Megan Carnarius, Memory Care Consulting

# INTERGENERATIONAL INTERACTIONS

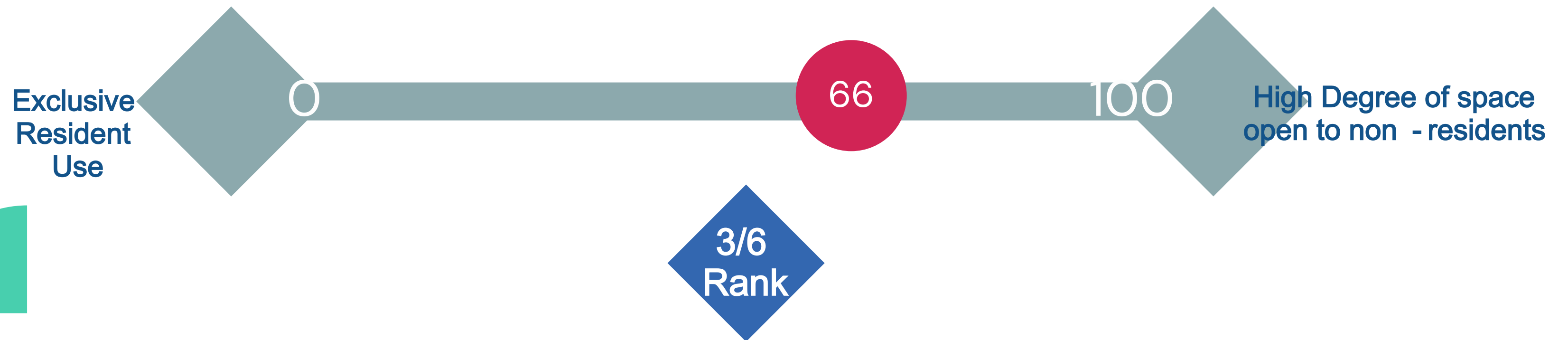
Onsite foodservice - related commons, e.g., coffee shop, informal or formal dining (in an independent living setting)



"The importance of creating an environment that does not feel as though it is dominated by seniors." - Mark Beggs, President & CEO, Edenwald

# INTERGENERATIONAL INTERACTIONS

Other onsite common spaces, e.g.,  
auditorium, library, other activity areas

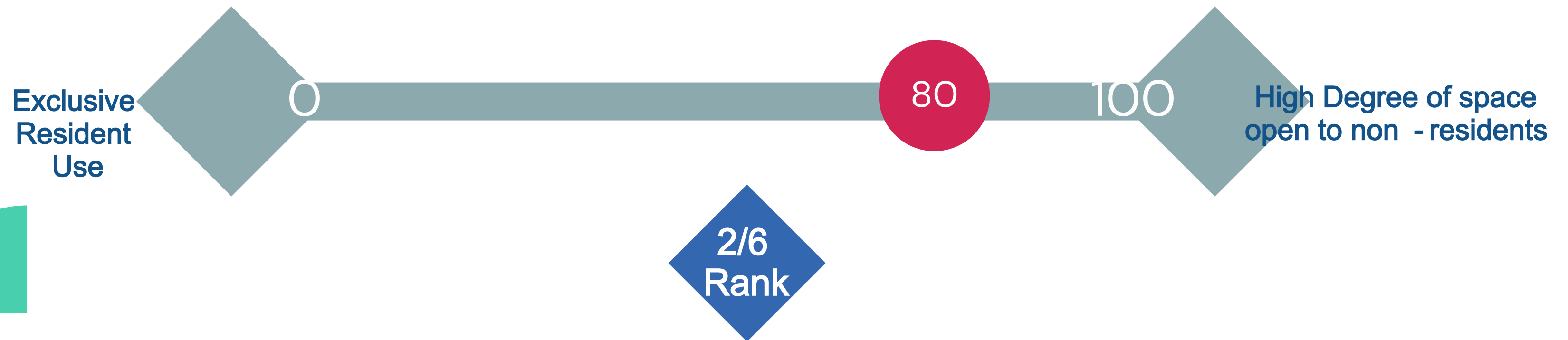


“Spaces need to be multi - functional as possible and have technology incorporated into all of them. Have spaces designed that resemble what you find in a community, e.g. restaurant versus dining room, fitness center versus fitness room. This helps people see these spaces are meant for use by all/different generations.” - Ken Arneson, President & CEO, Evergreen Retirement Community



# INTERGENERATIONAL INTERACTIONS

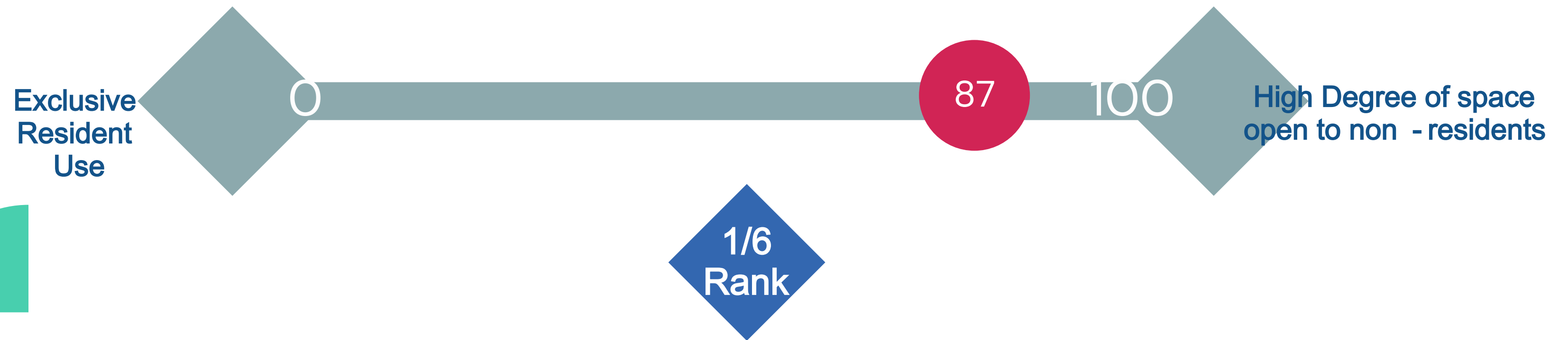
Other exterior onsite commons spaces,  
e.g., community green, resident gardens,  
open spaces or walking trails



“My vision for the future would be that all communities have a range of ages, cultures and interests present within each. These communities within larger communities should be dementia and age friendly with lots of "shared space" including outdoor and indoor plazas that offer community service like playgrounds, community gardens, libraries as well as cafes, restaurants and shops.” - Marg Pattillo, Consultant, Design Dementians

# INTERGENERATIONAL INTERACTIONS

## External offsite Intergenerational connections



“Communities should be porous; that is, the experiential flow between senior living community and the larger community should be seamless, almost invisible.” - Dan Hutson, Head of Marketing, Priya Living



# INTERGENERATIONAL ROADMAP

## The Goals

The roadmap is created to help with the physical & spatial design ideas and programmatic & operational considerations that the Senior Living communities can adopt to incorporate intergenerational design strategies.

The roadmap is divided into 3 categories ;

1. Bringing outside in
2. Taking inside out
3. Blurring the boundaries

## Key Benchmarks to Ask

On any typical day, how many non-seniors (not including staff) are on site?

## 6 Design Principles that encourage intergenerational interactions

- "Connect, Not Apart"  
Are the walkable connections?  
What is the site walk score?
- "Up, Not Back"  
Is the building brought up to the street to encourage walkable connections?
- "Mixed Use, Not Single Purpose"  
Is the first impression inviting mixed use, or "typical senior living"?
- "Out, Not In"  
Is there direct outside access to the commons?
- "Intergenerational, Not Age Segregated"  
Is there programming targeting non-seniors?
- "Varied, Not Generic"  
Is there a design blending between IL and Health Center?  
Is the design appealing to different age groups?



# INTERGENERATIONAL Roadmap

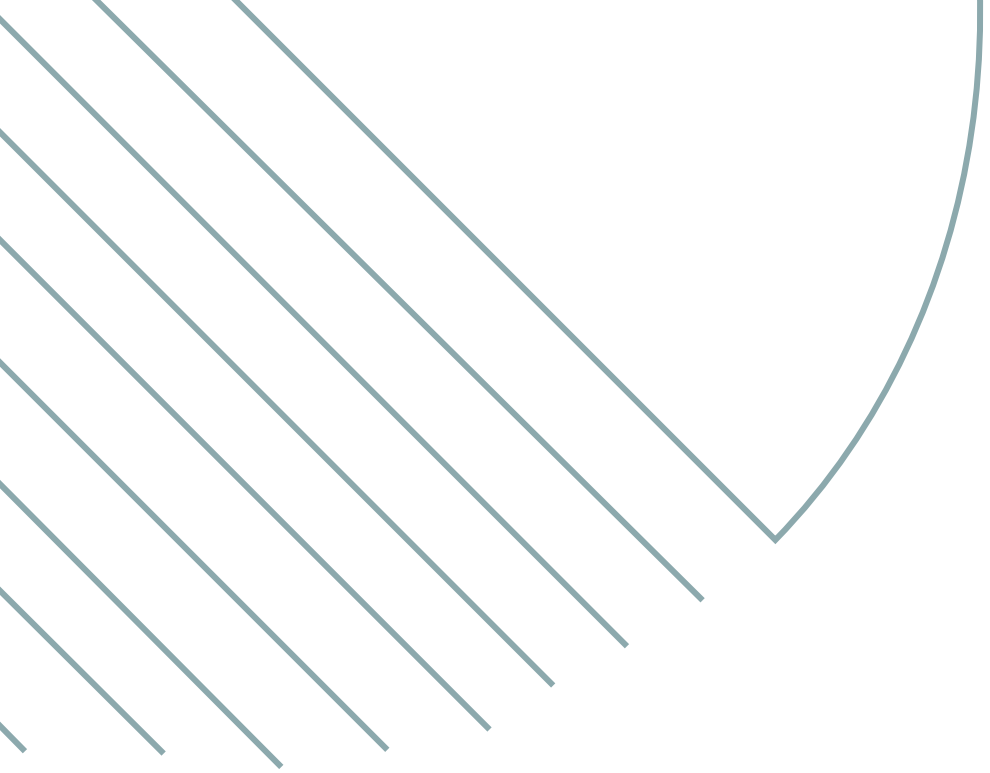
<b>BRINGING THE OUTSIDE IN</b> <small>DESIGN AND PROGRAMMING WHICH BRINGS NON-RESIDENTS ON TO THE CAMPUS</small>	<b>PHYSICAL SPACE</b>	<b>PROGRAM/ OPERATIONAL CONSIDERATION</b>
CAFE/ COFFEE SHOP OPEN TO THE COMMUNITY		
DINING/RESTAURANT OPEN TO THE COMMUNITY		
FITNESS SPACE OPEN TO STAFF / COMMUNITY		
SHOPS/STORES / MINIMART OPEN TO THE COMMUNITY		
ONSITE ART GALLERY OPEN TO THE COMMUNITY		
ONSITE WORK-STUDY / INTERNSHIP PROGRAM FOR COLLEGE STUDENTS		
ADOPT A GRADE SCHOOL WITH ONSITE CLASSES OR TUTOR		
SPACES LEASED TO OUTSIDE ORGANIZATIONS		
PLAYGROUND OPEN TO THE COMMUNITY		
ONSITE DAYCARE		
COMMUNITY PARK/GARDEN OPEN TO THE PUBLIC		
HOST AN ONSITE FARMER'S MARKET		
HOST ONSITE NEIGHBORHOOD FESTIVALS/EVENTS		
ONSITE "LIVING LAB" CONNECTING RESEARCHERS AND RESIDENTS/STAFFS		
COMMUNITY/GERIATRIC CLINIC OPEN TO THE COMMUNITY		
OTHER?		

# INTERGENERATIONAL Roadmap

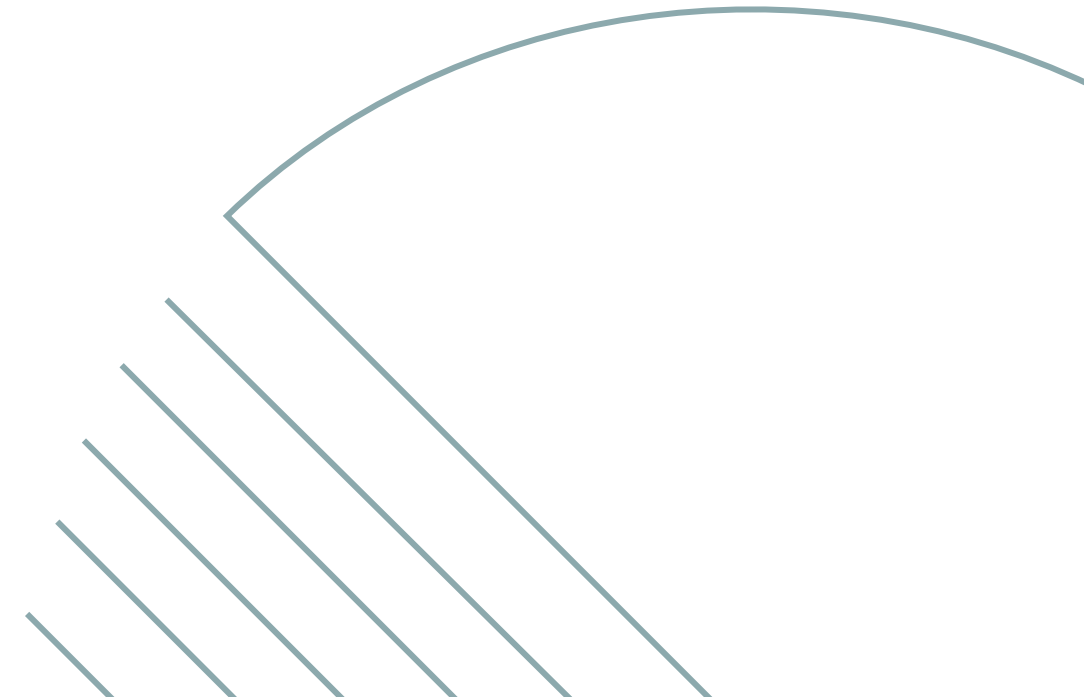
<b>TAKING THE INSIDE OUT</b> <small>DESIGN, CONNECTIONS &amp; PARTNERSHIPS TO FACILITATE OFF-CAMPUS RESIDENT CONNECTIONS</small>	<b>PHYSICAL SPACE</b>	<b>PROGRAM/ OPERATIONAL CONSIDERATION</b>
LOCATED IN URBAN SETTING WITH EASY WALKABLE CONNECTIONS		
LOCATED NEXT TO A YMCA WITH MEMBERSHIP PRIVILEGES		
LOCATED IN OR NEXT TO A SHOPPING DISTRICT		
LOCATED IN A NEW URBANIST COMMUNITY		
LOCATED NEXT TO SCHOOLS WITH SHARED PROGRAMS AND VOLUNTEER OPPORTUNITIES		
LOCATED ON OR NEXT TO A COLLEGE CAMPUS		
LOCATED IN A LARGER MIXED USE DEVELOPMENT		
DEVELOPMENT OF NEW SINGLE FAMILY AND RETAIL SURROUNDING AN EXISTING STANDALONE SENIOR COMMUNITY		
OTHER?		

<b>BLURRING THE BOUNDARIES</b> <small>LOOKING BEYOND AGE-RESTRICTED HOUSING</small>	<b>PHYSICAL SPACE</b>	<b>PROGRAM/ OPERATIONAL CONSIDERATION</b>
APARTMENTS (OR FLOORS) LEASED TO NON-SENIORS		
APARTMENTS SETASIDE FOR COLLEGE STUDENTS		
APARTMENTS SETASIDE FOR ARTIST IN RESIDENCE		
APARTMENTS SETASIDE FOR WORKING SINGLE MOTHERS		
NON-AGE SEGREGATED APARTMENTS BUT ADD-ON TECHNOLOGY AND SERVICES PACKAGES FOR SENIOR RESIDENTS		
OTHER?		





# CASE STUDIES



# The Fields at Three Pillars Dousman (Milwaukee) Wisconsin

Finance closing & construction start April 2024

\$103m Project Fund

\$122m Total Project Fund & Financing

Expansion to an existing life plan community

Project Team

Three Pillars Senior Living Communities, Inc. (since 1905)

RLPS Architects, Reese Hackman, Trio Engineering, Teska

Landscape

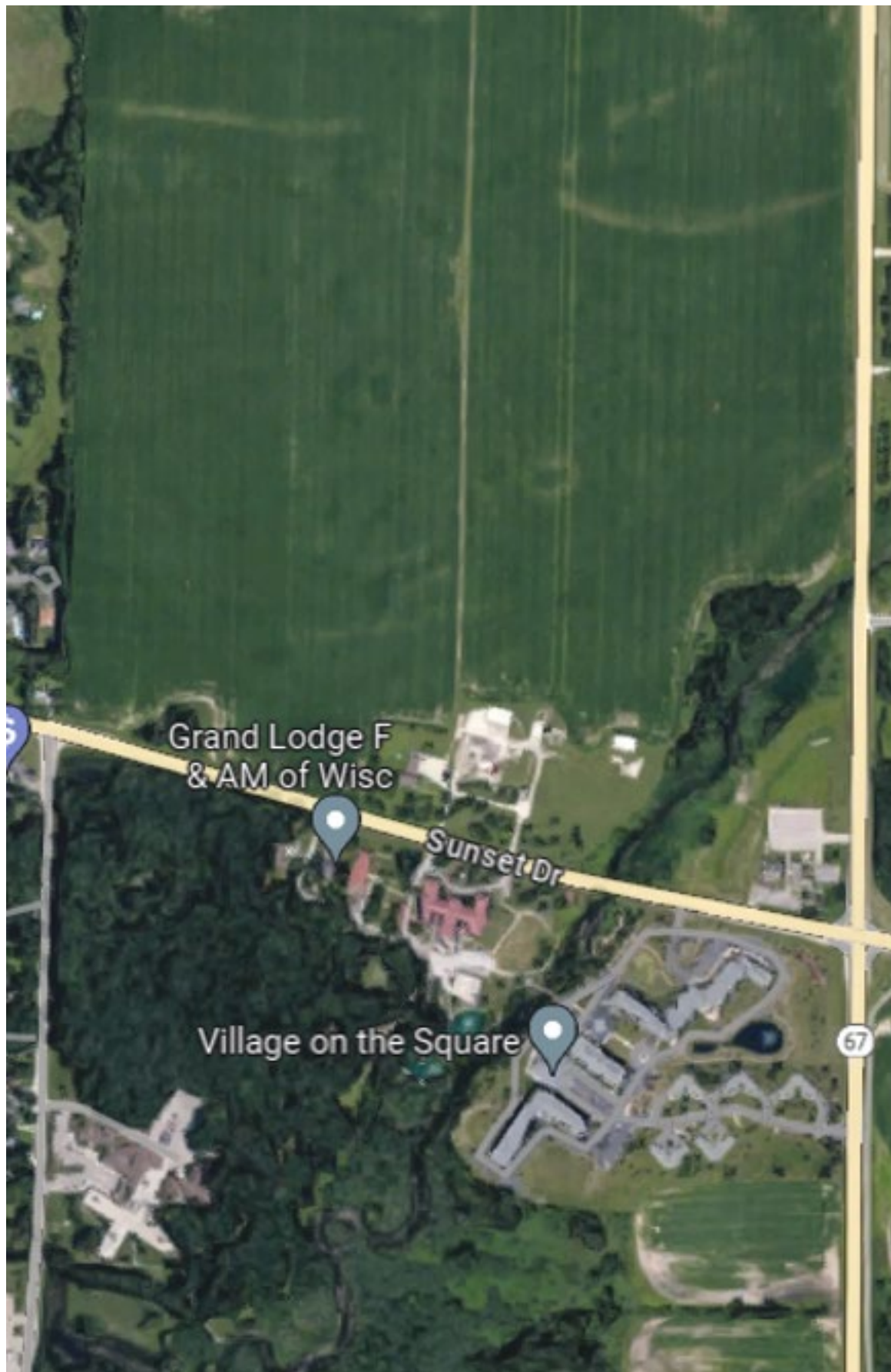
Wellspring Construction

Varsity Marketing

Cain Brothers - Underwriter

Witz Company





### Existing campus:

- **124 IL** Apartments & Cottages (Village on the Square & Village Homes)
- **75 RCAC** (Compass Point)
- **52 CBRF** (Riverside Lodge)
- **19 MC** (Riverside Lodge)
- **50 SNF LTC/STC** (Masonic Health Center & Hickory Suites)
- **Environmental Corridor**
- Existing campus substantially **built out**
- Owned additional land (**approx. 190 ac**) across State Highway 51 (2 lane)





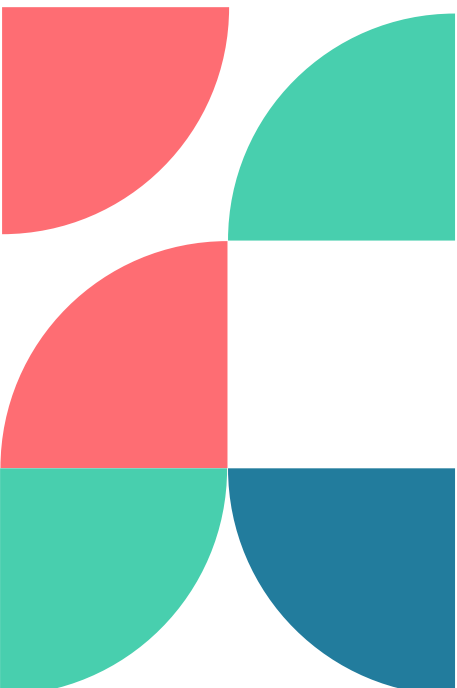


# Vision

n

“Our vision is to expand our campus and our existing senior living options to also include amenities and programs for both seniors and non-seniors. 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.”

This Vision Statement was referenced continually throughout the process, i.e. design, approvals, etc



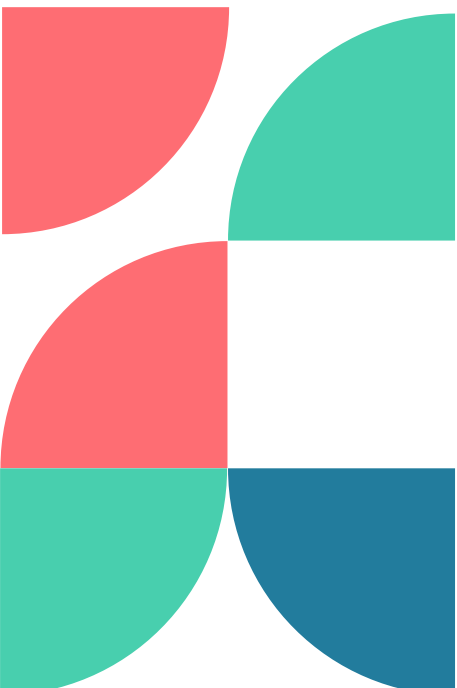
# Master Plan Phasing Overview

## Master Plan / Charette in 2022:

- Phase 1A – Additional cottages (9) on existing campus
- Phase 1C – New Independent living apartments, commons & cottages on north site
- Phase 1D – Additional cottages on the north site
- Phase 2 – New Memory Care and childcare on north site (formerly Phase 1B)
- Phase 3 – Additional independent living apartments, commons & cottages on north site
- Phase 4 – Work force housing & additional independent living on existing campus
- Phase 5 – Compatible development or sale of remaining land to the north (approx. 102 ac)



Intentionally did NOT adopt a traditional model of senior living



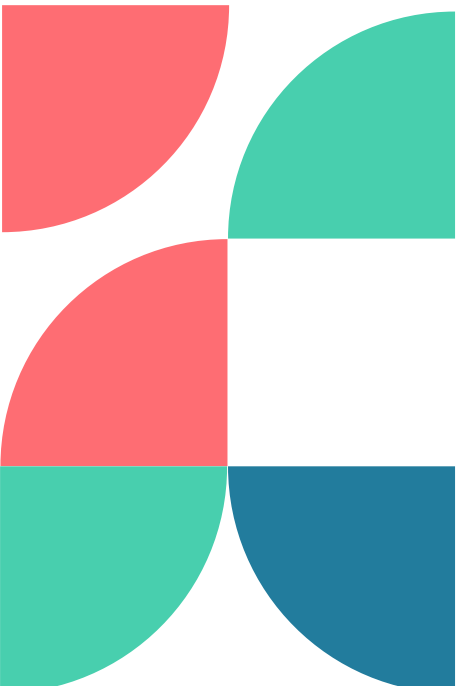
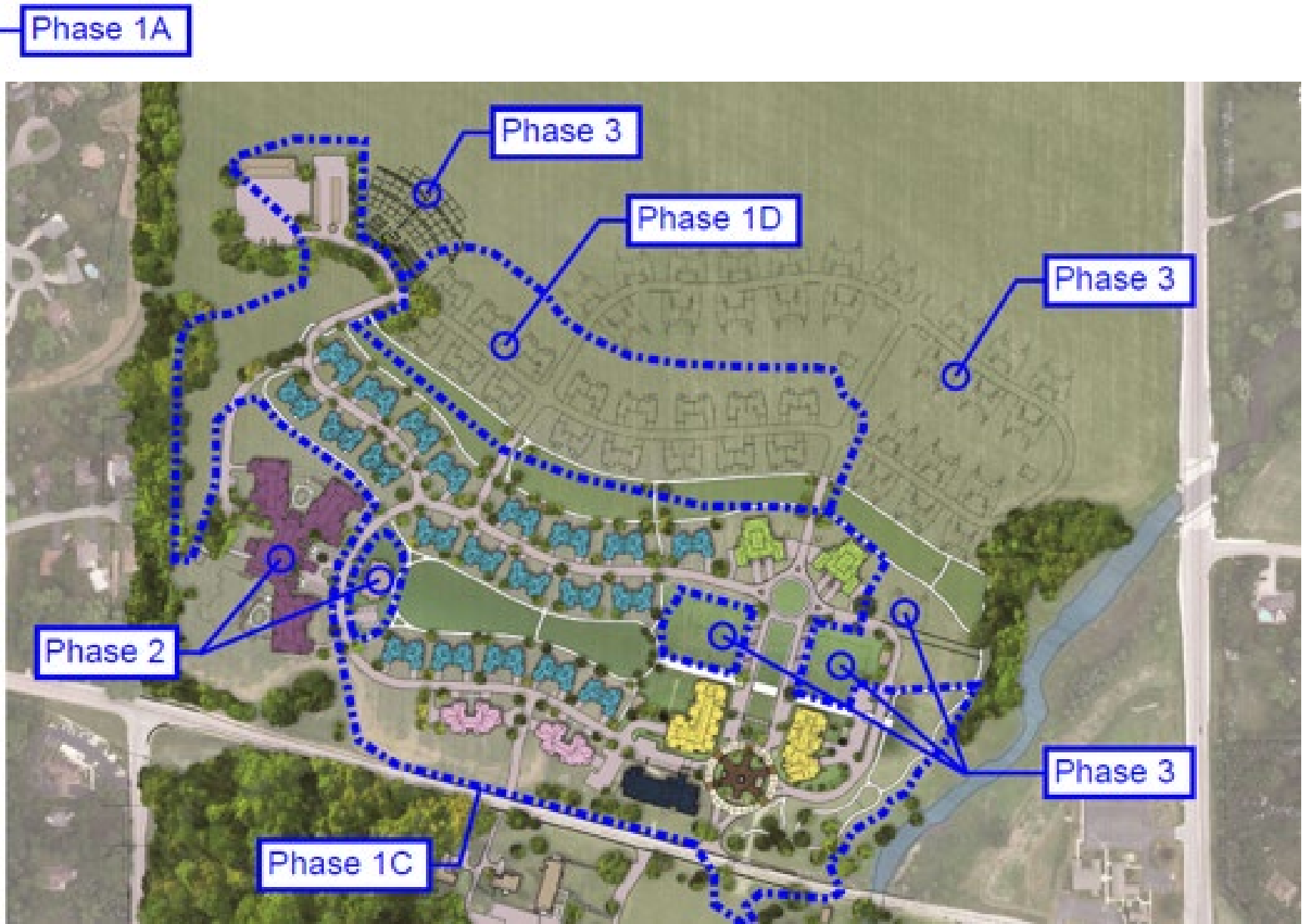
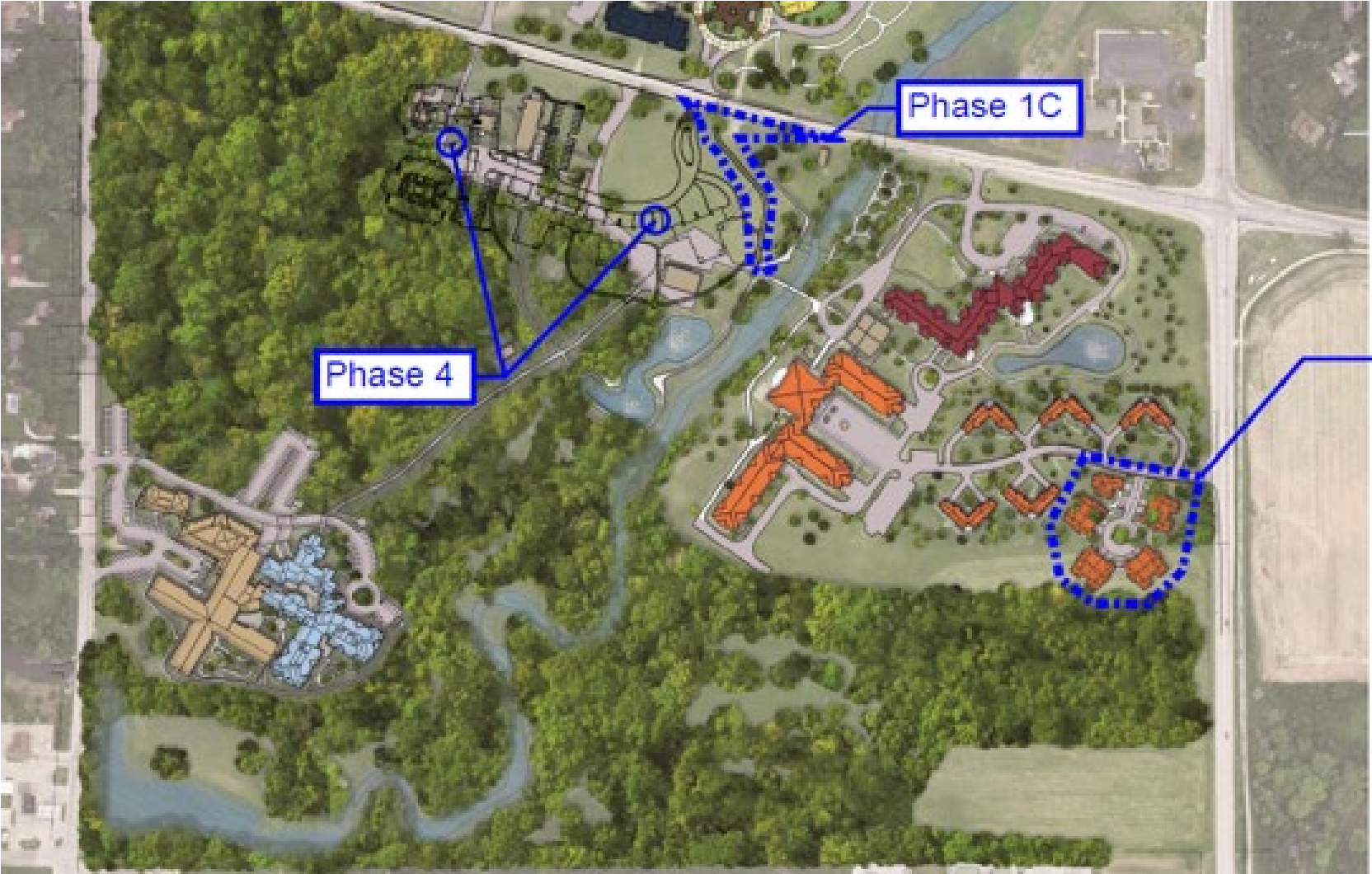
# Master Plan Phasing Overview



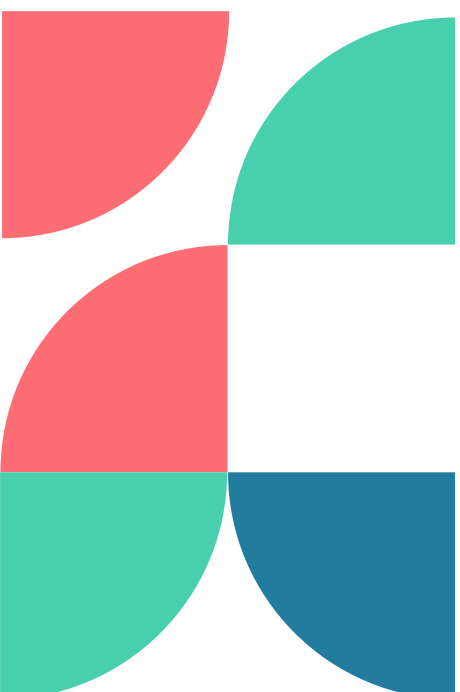
“Walkable, Intergenerational Village-Feel”



# Master Plan Phasing Overview



# Phase 1C



# Phase 1C



## 110 Independent Living

- 48 Lofts on the Green 'downtown apartments'
- 50 Garden Home duplexes
- 12 Courtyard Home quadplex

Commons in 'mixed use' building

Welcome Center

Restoration of 3 historical legacy structures

Central Green for resident & community events

## 7 acre dedicated Park

- "Bark Park" dog park
- Pickleball courts
- Kayak launch

Underpass connection to existing campus



# Phase 1C Renderings



Exterior of duplex-style Garden Homes



Overhead of the Town Center and The Green



Exterior of apartment building at dusk



Balcony view from a loft apartment

## Commons West

- Fitness
- Great Lights Theatre
- Agape Spa
- Library
- Creators Studio Maker Space
- Performance Space
- Artisan Market Gift Shop

## East

- Carriage House Bistro
- 1905 Pub
- Edgerton Club
- The Legacy Room Private Dining
- Starlight Terrace

# 6 Intergenerational Principles

## 6 Design Principles that encourage intergenerational interactions

- “Connect, Not Apart”  
**Suburban site but created walkable/ bikeable connection to downtown Village through underpass & dedicated pedestrian /bike paths on existing campus**
- “Up, Not Back”  
**Building brought up to the street for walkable connections**
- “Mixed Use, Not Single Purpose”  
**Downtown’ looks and feels like mixed use**
- “Out, Not In”  
**All commons have direct outside access**
- “Intergenerational, Not Age Segregated”  
**Commons and public park open to the public with programming for area residents**
- “Varied, Not Generic”  
**Future memory care designed to blend into a residential environment.**



# Intergenerational roadmap

- Multiple venues—  
Bistro, Pub, Club open  
to the public as well as  
theatre & performing  
space for special events
- Shop open to the public
- Central Green for  
community events
- Future phase to include  
onsite daycare

Bringing Outside In

Pedestrian/ Bike paths for  
easy access to the Village  
downtown

Taking the Inside Out

Future phase to include  
workforce housing  
apartments

Blurring the Boundaries

# The Spires at Berry College - Rome, Georgia

Project Vision was first imagined in 2008  
in 2016 the Project Team was assembled and engaged.  
400,000 sq. ft building with a total construction cost of  
\$88m and \$190/sq ft .

Construction and Opening during COVID (opened June 1, 2020 )  
Developed in partnership with Berry College, owner Lavender Mountain Senior  
Living, and Greenbrier Development .

Design Team included Faulkner Design (Interior Design) and THW (Architect)



\*Photos courtesy of The Spires at Berry  
College  
Project data and information gathered by the  
SAGE POE team and compiled by Amy  
Carpenter and Migette Kaup. Re-shared here  
with their permission.



# Berry College - Rome, Georgia



- Founded by Martha Berry in 1902
- World's Largest College Campus!
- 27,000 acres!
- Around 2,200 students
- Originally founded to provide education for Appalachian Children
- Robust work-study program. Today 70% of students still engage in the Work/Study program.

EAGLE LAKE

IL LODGE

IL RESIDENCE BUILDING

IL RESIDENCE BUILDING

IL CLUBHOUSE

HEALTHCARE

IL COTTAGES

← THE SPIRES

BERRY COLLEGE →

BERRY COLLEGE CONNECTOR  
1/3 MILE

ENTRY

ROME BYPASS

1

DEERFIELD DRIVE

FAIRFIELD DRIVE

LITTLE DRY CREEK

MARTHA BERRY CIRCLE

# The Connection



# The Interiors



# Intergenerational Connections Abound



# 6 Intergenerational Principles

## 6 Design Principles that encourage intergenerational interactions

- “Connect, Not Apart”  
**The Spires was located on Berry College’s land with a short 1/3 mile walking/biking path between them**
- “Up, Not Back”  
**A new road was added to connect the two campuses together via a short walk, bike or car ride.**
- “Mixed Use, Not Single Purpose”  
**Architecture and Interiors were intentionally designed to be appealing to a broad audience**
- “Out, Not In”  
**Most of the Commons and Amenity Spaces are on the outer edges of the buildings, to encourage easy access for both the Residents and Students**
- “Intergenerational, Not Age Segregated”  
**Students from Berry College work at The Spires, Residents take classes at Berry College. Kinder Music Classes are held at The Spires**
- “Varied, Not Generic”  
**Design was intentionally similar through all levels of care and here as a programming requirement to create a seamless transition to the resident moving through escalating levels of care.**



# Intergenerational roadmap

- Kinder Music Classes are held at The Spires,
- Berry College also has a pre School, Elementary School and Middle School on Campus
- Professors from Berry College come to The Spires regularly for very well attended Lecture series'
- Students work at The Spires for college credit
- Berry College classes and majors are intentionally planned to compliment the Spires connection

Bringing Outside In

- Spires residents attend both home and away sporting events regularly
- One couple even "adopted" the Women's basketball team and hosts dinners for the team at their cottage after every game they win
- Spires residents also attend classes at Berry College. The older adult residents of Rome, GA, are also invited to audit/attend classes on campus if they wish for no charge.

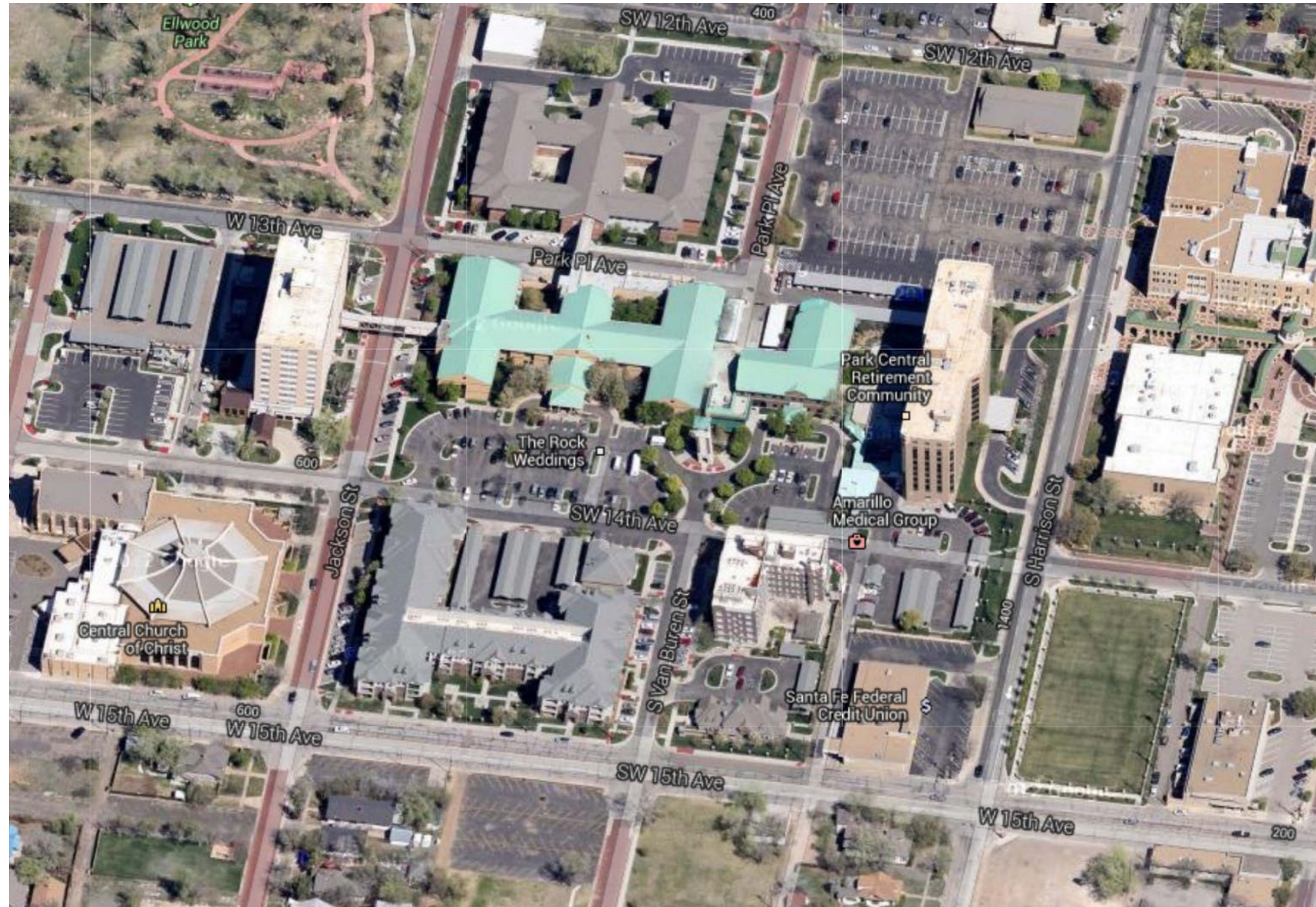
Taking the Inside Out

- The Spires buys their Beef, Dairy and Eggs for the meals program from the Agriculture program of Berry College.
- Nursing Students at Berry College do rounds at The Spires in the Healthcare wing, gaining access to real life learning early on.
- Residents moved from all over the country to live at The Spires. 70% moved from out of state. Only 8% of buyers were alumni.

Blurring the Boundaries

## Location

- Located downtown
- Easy access to highways
- Adjacent to primary city park
- Surrounded by 4 churches and schools
- Adjacent retail and office
- Community accesses existing grill and medical
- Lacks East to West traffic connection
- Lacks primary entry connecting community

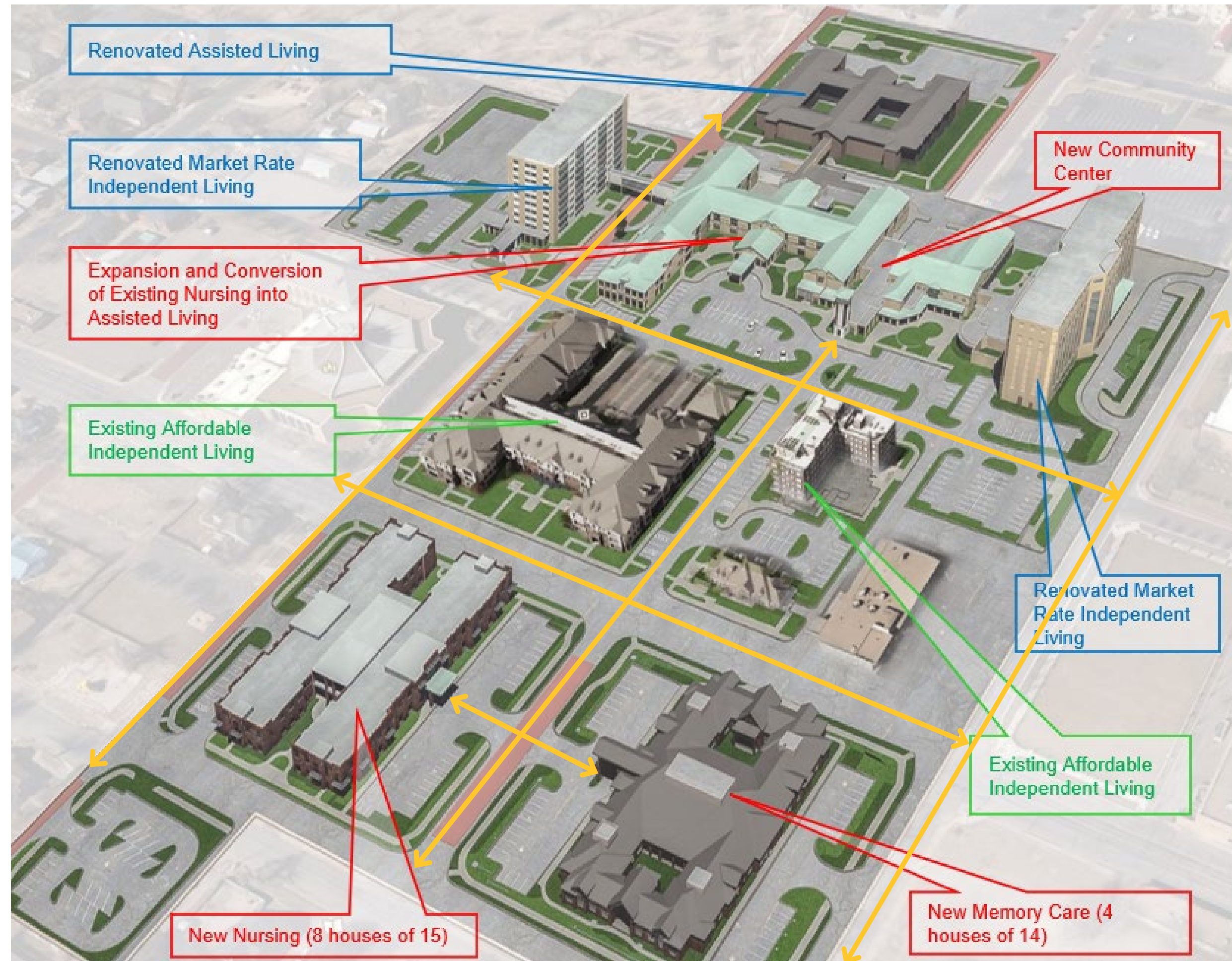


# Campus plan

- Improved community access
- Highlighted community center focus
- Added east to west street at community center
- Easy access and parking at multiple entrees
- Enhanced campus perimeter and connection points working with Main Street Program



Baptist Community Services Amarillo, Texas



# COMMUNITY CENTER



Baptist Community Services Amarillo, Texas



# 6 Intergenerational Design Principles

## 6 Design Principles that encourage intergenerational interactions

- “Connect, Not Apart”  
**Integrated into existing community (walkable, bikeable and drivable)**
- “Up, Not Back”
  - **Main access street connected through center of campus**
  - **Building and parking pushed forward**
- “Mixed Use, Not Single Purpose”  
**Multiple intergenerational options along community center (central plaza, community room and bistro)**
- “Out, Not In”  
**Several outside access points and spaces utilize exterior areas**
- “Intergenerational, Not Age Segregated”
  - **Community Center open to public**
  - **Fitness Center integrated with other locations**
- “Varied, Not Generic”
  - **Varied architectural styles**
  - **Community Center spaces themed differently**
  - **Conservatory brings everything together**

# Intergenerational roadmap

- Central Plaza and Wellness Courtyard Open to the Community for events, farmers market and church activities
- Bistro, Community Room and Conservatory Open to the public
- Fitness Center, Clinic and Urgent Care open to public
- Community clubs and philanthropic activities open to public

Bringing Outside In

- Located in Central Business District with easy walkable and vehicular access
- Located adjacent to primary central park
- Surrounded by multiple Churches and Schools
- Located close to retail
- Located next to Shopping District

Taking the Inside Out

- Integrated with Main Street Program to continue Community onto Campus
- Community healthcare and fitness centers integrated into community center
- Conservatory ties the community and residential spaces together

Blurring the Boundaries

# Vincentian Schenley Gardens Intergenerational vision Pittsburgh-PA



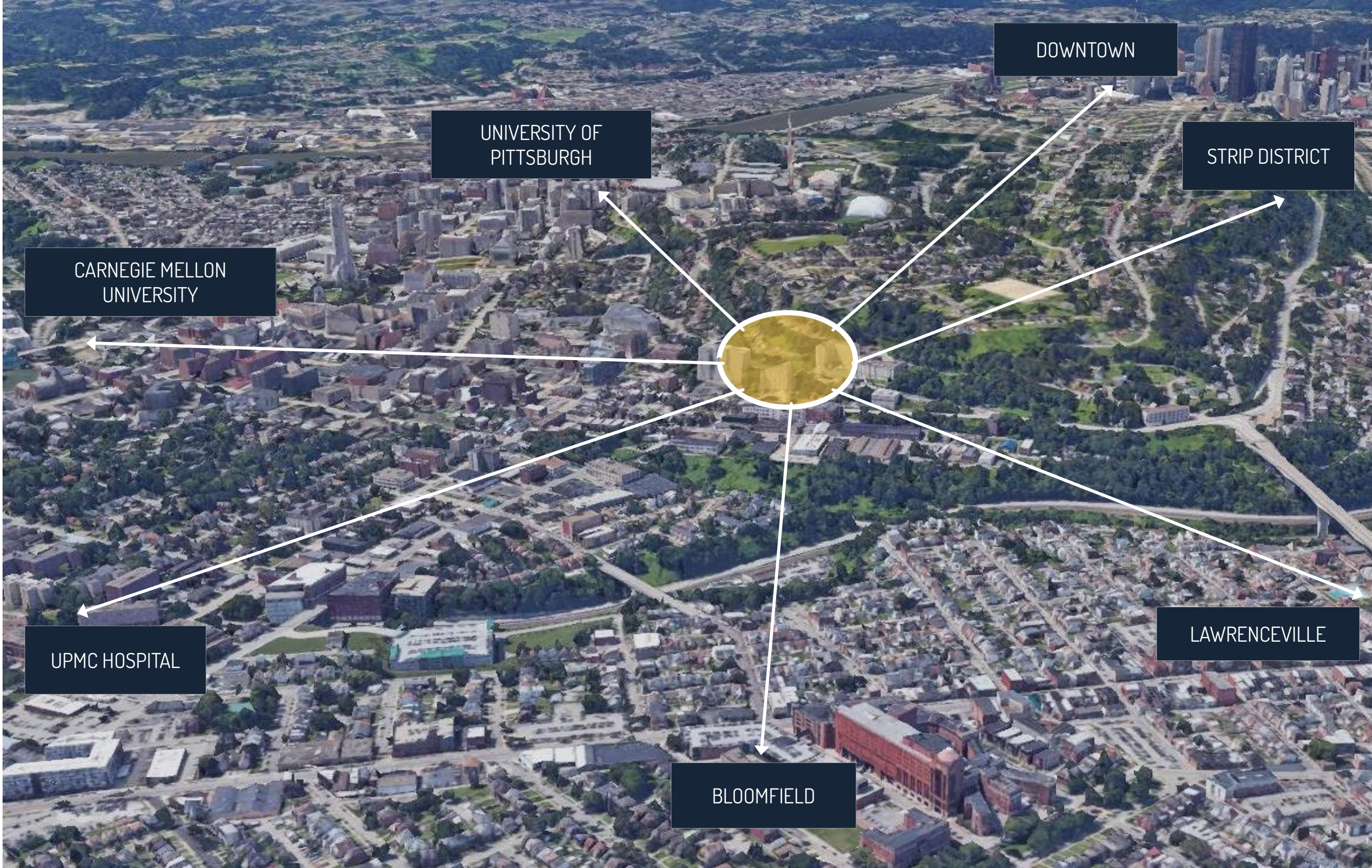
“Segmenting people by age or audience is counterintuitive to the human condition. We all share a need for connection to others.

Traditionally, older adults are whisked to their own location, children to another, college students to another...and so it goes. **But that is not how it is at Vincentian.**”



At Vincentian Schenley Gardens, an intergenerational partnership has been created with Chatham University... Apartment units are offered at a discounted rate in exchange for committing sixteen hours a month to dedicated programming.

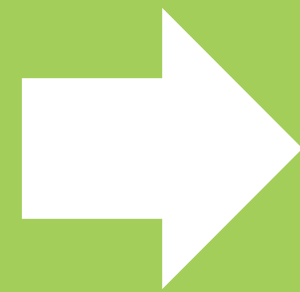
# Location





# Vincentian Schenley Gardens Will Be...

A dynamic living, visiting, and working environment that honors individual preferences, inspires and fosters **organic** connections between residents, families, children, students, staff, the community, and the planet



## Project Goal

- Create unique **catered city-living**
- Celebrate **intergenerational** opportunities
- Foster meaningful **connections**
- Support **holistic wellness**
- Preserve and incorporate **nature and sustainability**

# Intergenerational program



- Senior Living (Personal care)
- College Student Apartments (Chatham University graduate students)
- Adjacent Shared Patio with 150+ University of Pittsburgh Graduate Students

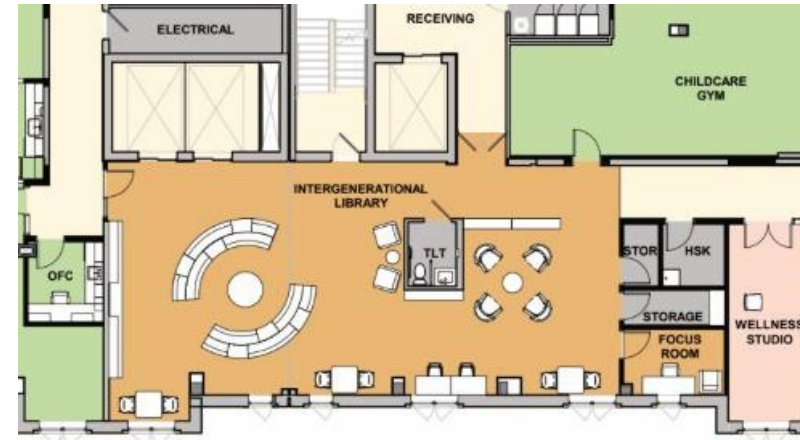
## PROJECT HIGHLIGHTS:

- On-campus Childcare
- Intergenerational Library
- Wellness Studio
- All-Ages Salon & Spa
- Creative and Expressive Arts Studio
- Non-denominational Spiritual Space
- Multimedia Theater
- All-Ages Outdoor Interaction Zones
- Public-welcoming Dining
  - Restaurant
  - Bistro

# Café 1st floor



# Intergenerational library 4th floor



# Exterior space TERRACES



# 6 Intergenerational Principles

## 6 Design Principles that encourage intergenerational interactions

- “Connect, Not Apart”  
**Urban site in the walkable/bikeable college neighborhood in Oakland, Pittsburgh**
- “Up, Not Back”  
**Building fronting to the street for walkable connections**
- “Mixed Use, Not Single Purpose”  
**Urban infill with multiple intergenerational mixed use programs**
- “Out, Not In”  
**Intergenerational commons have outside access**
- “Intergenerational, Not Age Segregated”  
**Commons and playground open to the public with programming for area residents & students**
- “Varied, Not Generic”  
**Different design aesthetics to appeal to different age group of program users such as cafe, daycare, and salon**

# Intergenerational roadmap

- Café/Coffee Shop, Onsite Daycare, library Salon, Art Studio Open to the Community
- Playground Open to the Community
- Summer Camp

Bringing Outside In

- Located In Urban Setting with Easy Walkable Connections
- Located Next to a Shopping District
- Located Next to a College Campus

Taking the Inside Out

- Apartments Set Aside for College Students

Blurring the Boundaries

**Thank you!**  
Questions?

