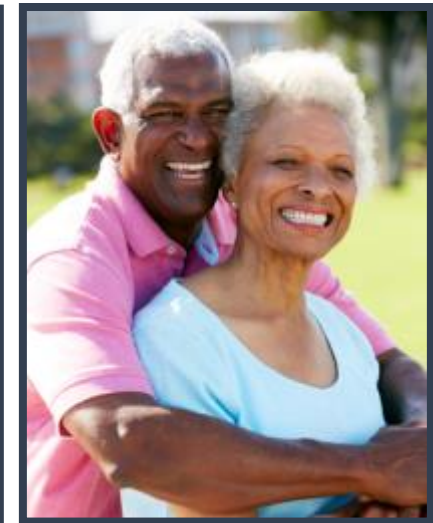


55+ Community: Portfolio 1

Nicole Lobell

TargetBuyers

- Fifty-five plus age group
- Both couples and single
- Affluent
- Both Active and passive lifestyles
- Seeking a “Luxurious” retirement
- In Greenville they are looking for:
 - Culture
 - Healthcare
 - Community
 - Accessibility
- In their retirement home they are looking for:
 - Less upkeep than previous home
 - Lower cost to heat/cool
 - Functional and flexible
 - Community activities
 - Ageing in place options
 - Universal Accessibility



CondoSpaces

Option 1: 1 Bed/1.5 Bath

Master Bed: 200-250 sq ft
Master Bath: 80-100 sq ft
Kitchen: 200-250 sq ft
½ Bath: 25-30 sq ft
Den: 100-150 sq ft
Great Room: 200-250 sq ft
Patio: 50-100 sq ft
Total: 855-1130 sq ft

Option 2: 2 Bed/2 Bath

Master Bed: 200-250 sq ft
Master Bath: 80-100 sq ft
Bedroom 2: 120-150 sq ft
Bathroom 2: 40-60 sq ft
Kitchen: 200-250 sq ft
Den: 100-150 sq ft
Great Room: 200-250 sq ft
Patio: 50-100 sq ft
Total: 990-1310 sq ft



Strategic Reasoning

The client is a developer who wishes to establish and build a retirement community in Greenville NC. The developer sees potential in this location because of the proximity to the hospital, the university, and relative proximity to Raleigh-Durham and the International Airport.

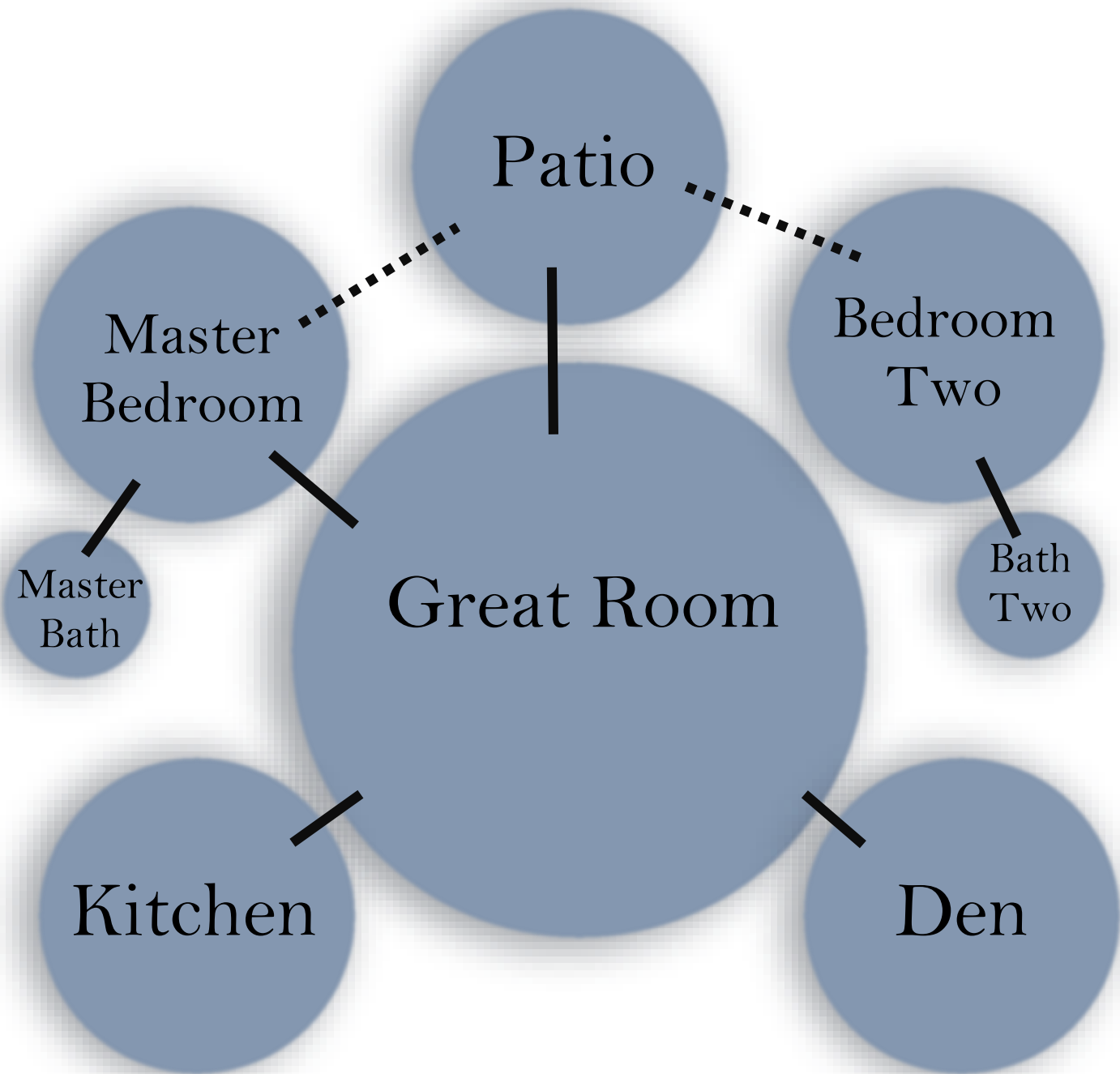
The 50 plus age group is approaching retirement and aging in a way that we have never seen before. All baby boomers are, as of 2014, 50 years or older, and the boomers make up the majority of the US Population. This means a rise in need for retirement housing.

The 50+ generation will also be looking to stay active for as long as possible. Because of the access to advanced healthcare, people are staying active for longer than ever. Thusly 50, 60, 70, and even 80 year olds are staying active, traveling, and demanding more from their retirement experiences.

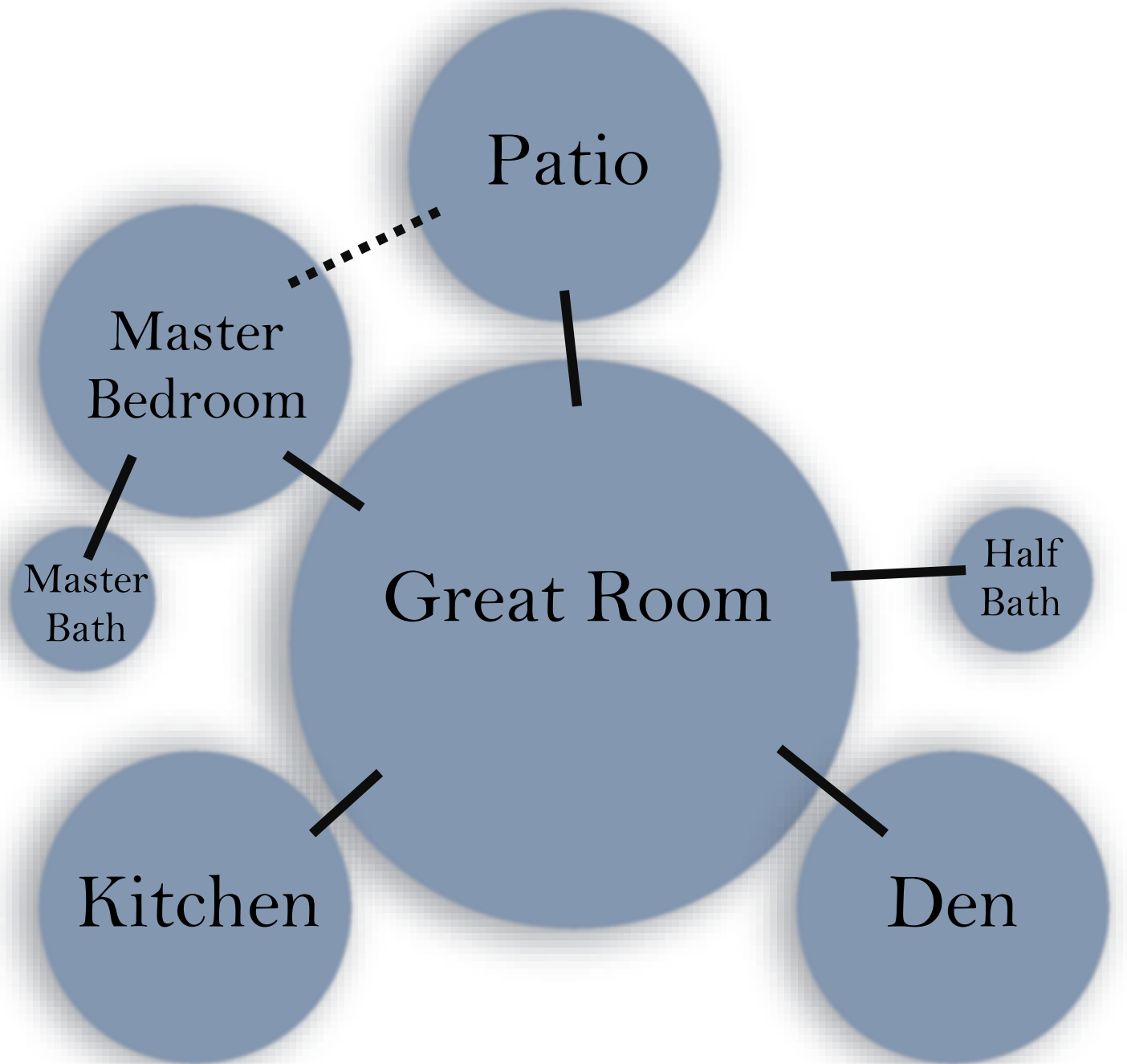
The 50+ generation has also been noted as being the most “powerful consumers in the marketplace”. They have the largest income generally of all current generation, and the most disposable income, as their children are all independent, or nearly independent. Spenders in this generation have been working for most of their lives up to this point, and as such, will be looking for their retirement to be a time of change, luxury, and relaxation.. The boomers will be willing to pay more, as they have sacrificed for their children and families up to this point, and will feel that they deserve something more for themselves at this point.

This trend of luxurious and active retirements can already be seen in homes like The Village at Orchard Ridge, in Winchester VA, and The Carolina Village, in Hendersonville NC. These homes are inclusive spaces, where residents have the access to anything they could need. There is activities, clubs, and organizations, as well as healthcare locally, and nursing care options onsite, should that become an issue.

BubbleDiagrams

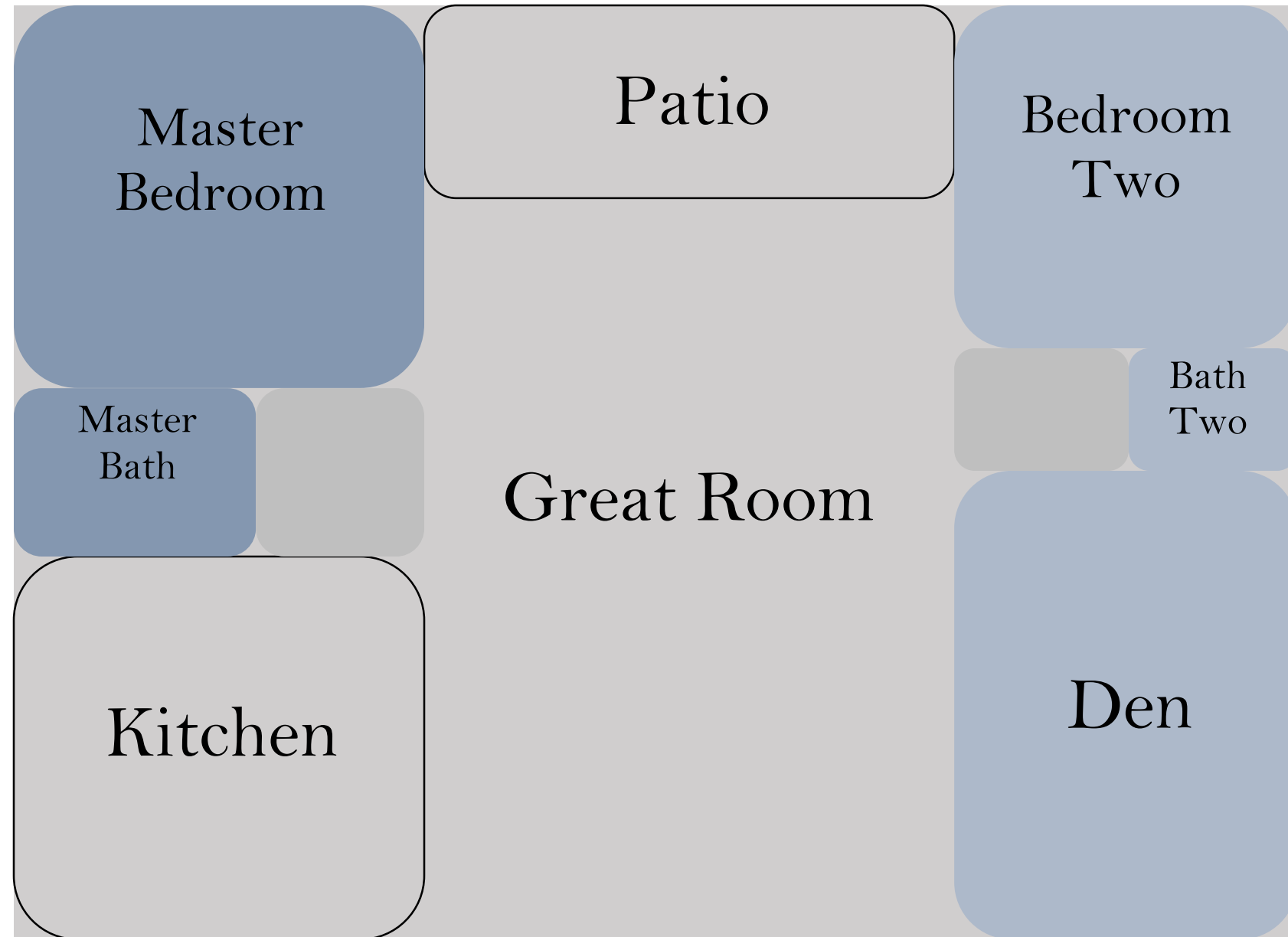


2 Bed/ 2 Bath

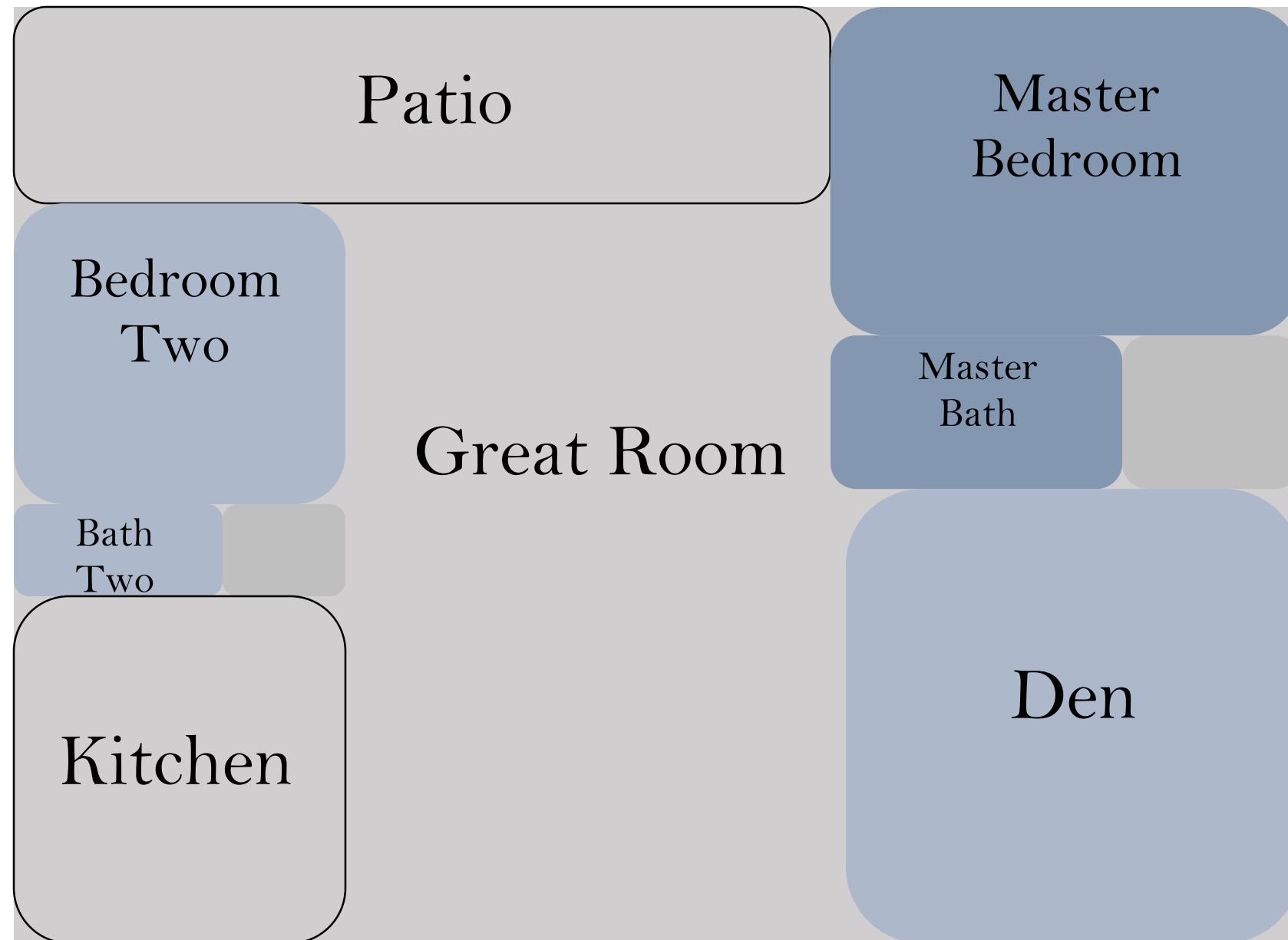


1 Bed/ 1.5 Bath

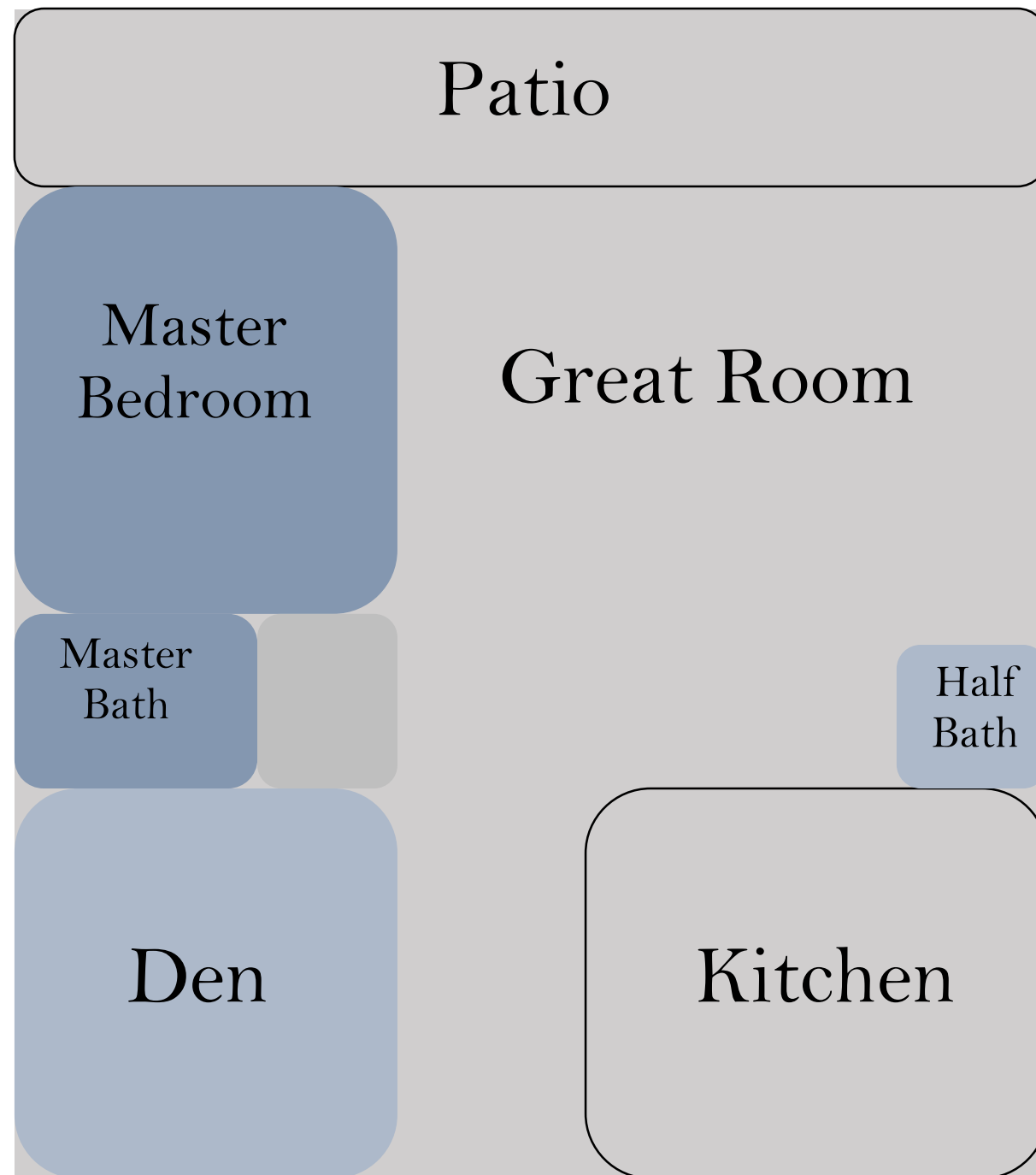
Blocking Diagrams: 2Bed/2Bath



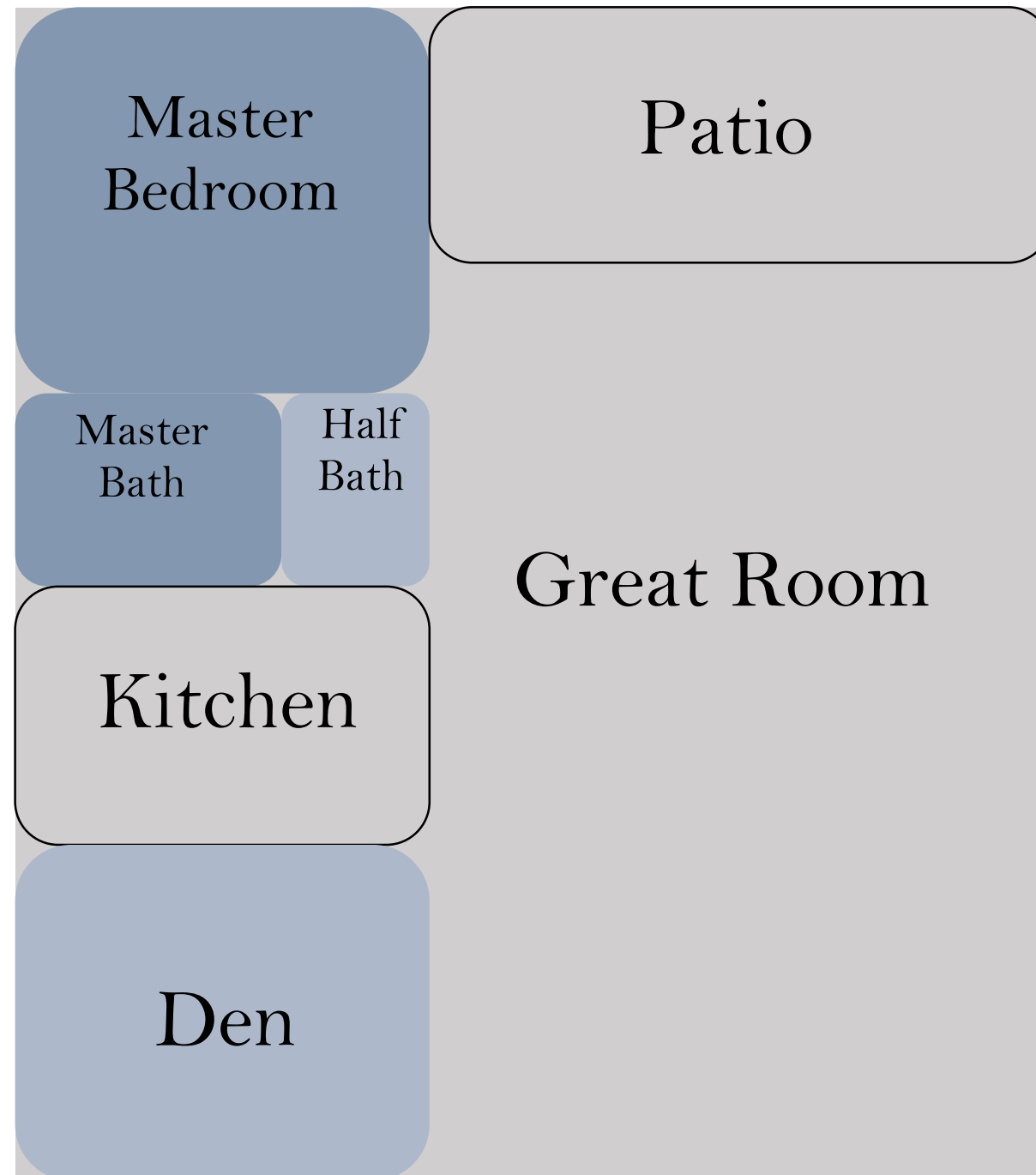
Blocking Diagrams: 2Bed/2Bath



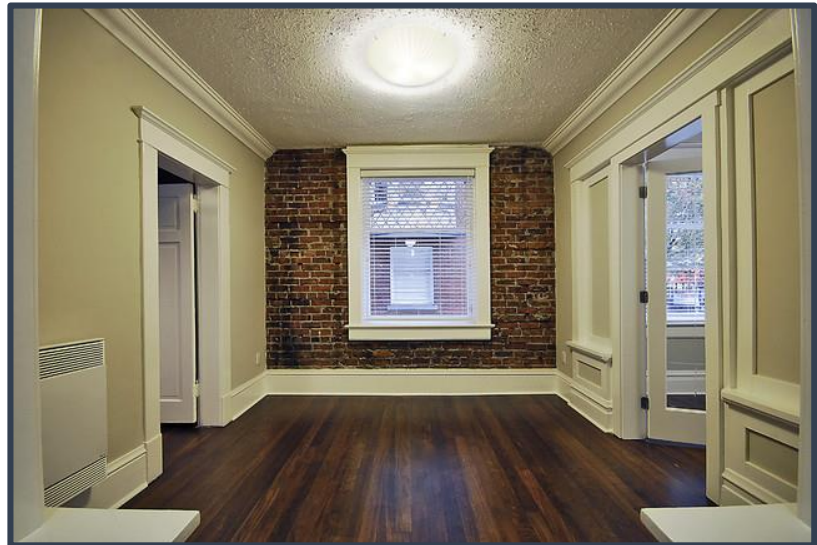
Blocking Diagrams: 1 Bed / 1.5 Bath



BlockingDiagrams:1Bed/1.5Bath



Additional Inspiration



TargetMarketInterviews

Interview One

Are the bathrooms attached to the bedrooms, or are there shared baths?

The unit has one full bath in the master, and a half bath that is shared.

Preferred special features in condo units?

She likes the size, and that there is a kitchen option even though the community has an included restaurant. She likes that there is a patio, and that she has a separate den where she can have the tv, but it's out of site.

Number of master suites, and spaces in each master suite (wic, bath for two, etc), per each individual condo unit?

There is one master suite, and one master bathroom. The bathroom has double sinks. She lives alone.

Is the current preference for 'public' spaces (living/dining/kitchen/family room) to combine into a great room, or to be a suite of distinct rooms?

Most of the space is one great room, but there is a den. The den allows the tv to be out of the direct main room. The great room is divided in to a sitting room and a sun room.

Style of décor preferred in the senior living market?

Prefer something traditional. Use of florals and classical elements.

Interview Two

Are the bathrooms attached to the bedrooms, or are there shared baths?

Current home has 2 full bathrooms, and 3 bedrooms. Bathrooms are all unattached. Would prefer one or one and a half baths in future housing.

Preferred special features in condo units?

Prefer something small. No real special features requested, mainly concerned with proximity to the home of her son, as to spend time with her grandchild.

Number of master suites, and spaces in each master suite (wic, bath for two, etc), per each individual condo unit?

If she moved in to a condo, she would only need single amenities. Her current bathrooms are only made to accommodate one person at a time. Current home has no master bathroom.

Is the current preference for 'public' spaces (living/dining/kitchen/family room) to combine into a great room, or to be a suite of distinct rooms?

Smaller spaces. One large great room would be acceptable.

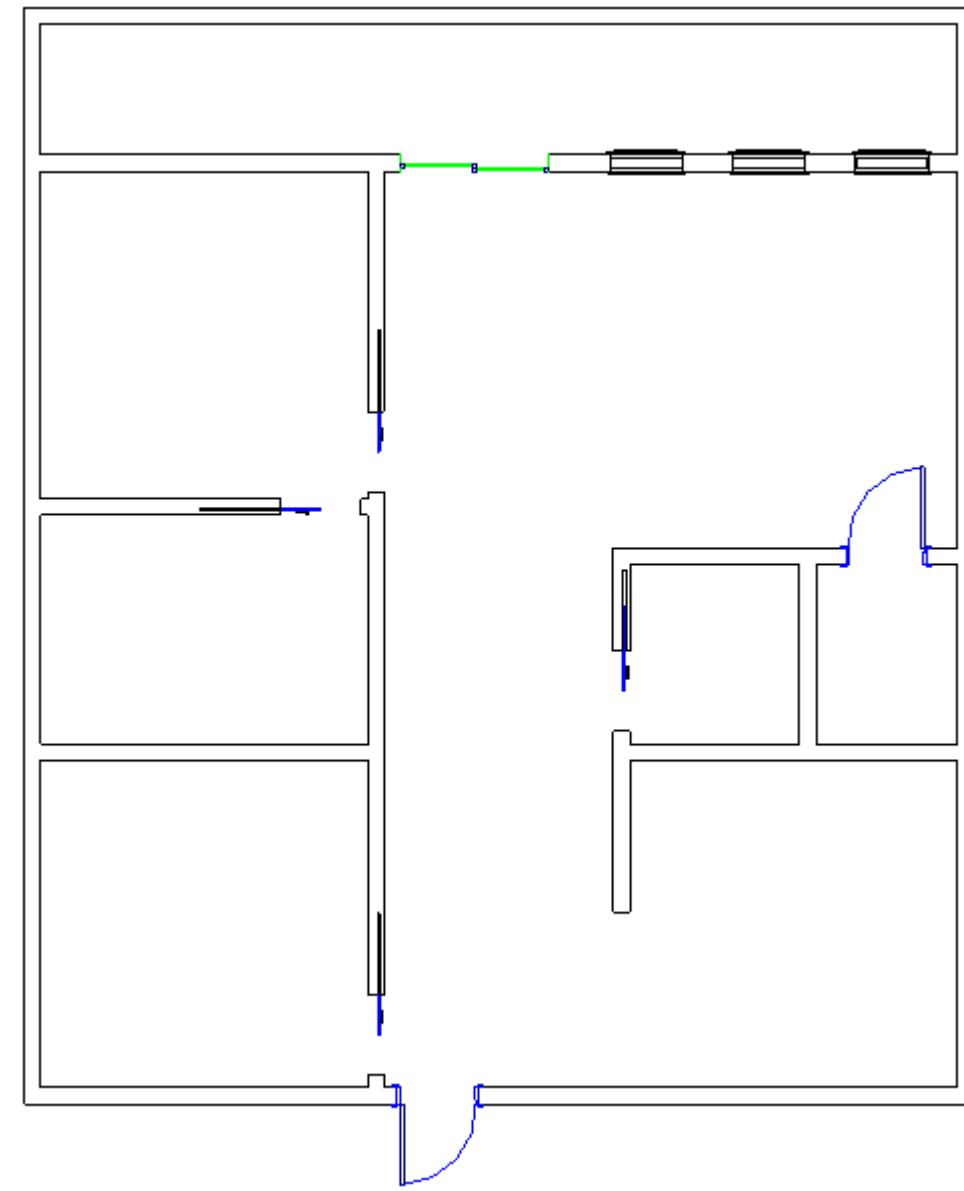
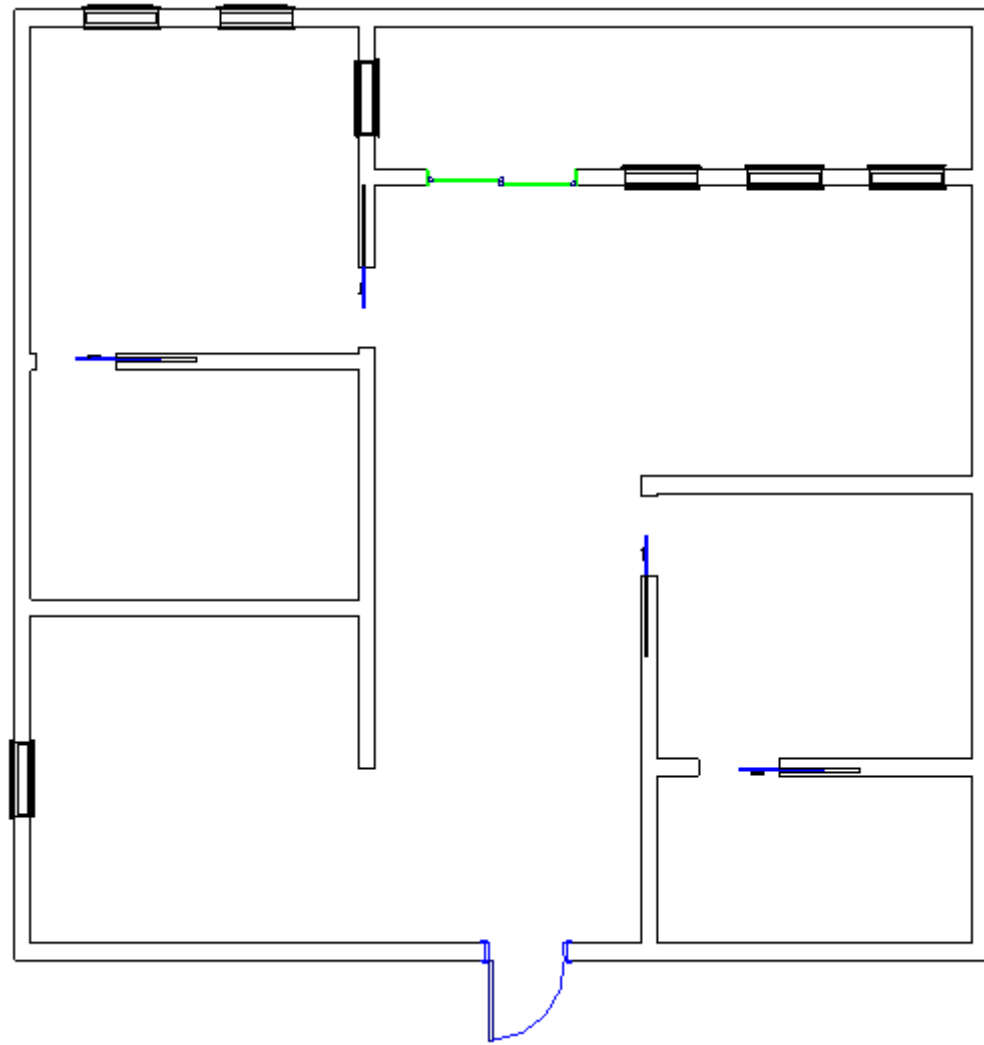
Style of décor preferred in the senior living market?

Traditional, use of farmhouse elements, current furniture and décor just transferred to a new place.

55+ Community: Portfolio 2

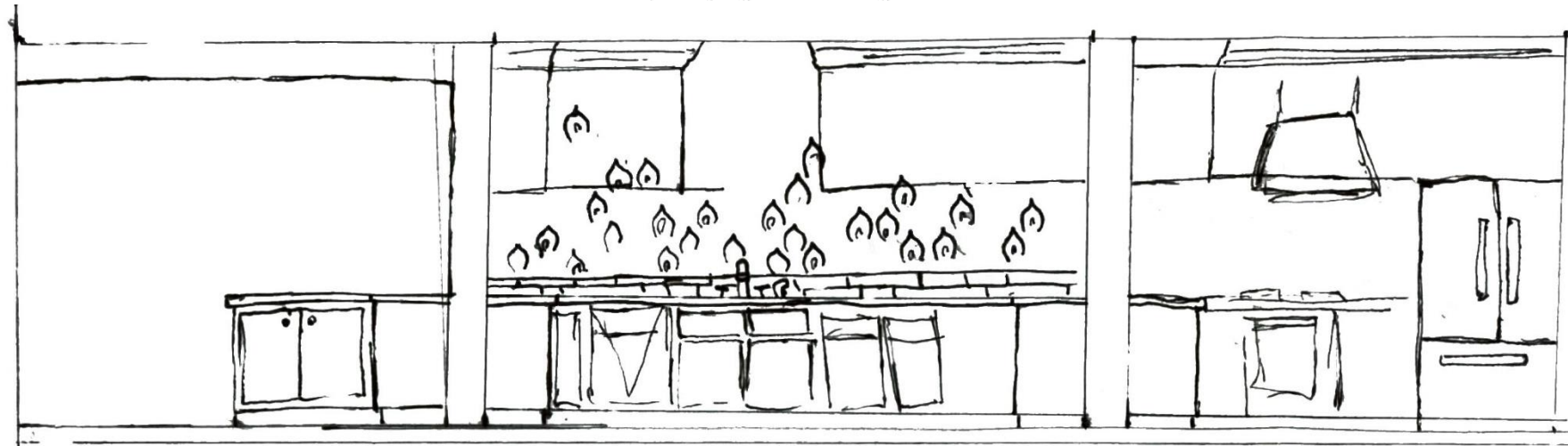
Nicole Lobell

Preliminary Sketches: Plan



Preliminary Sketches: Elevation

Kitchen Elevations

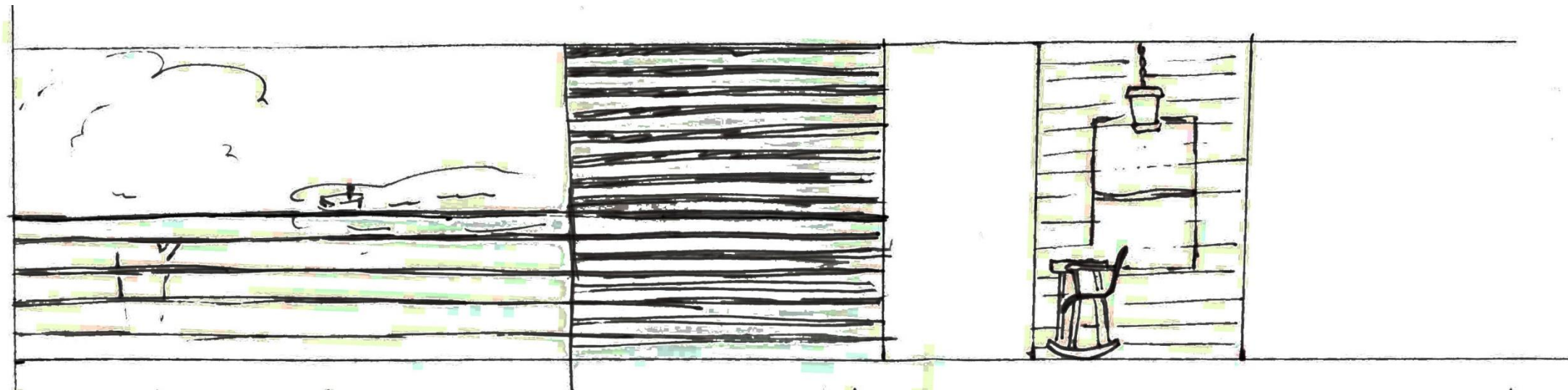
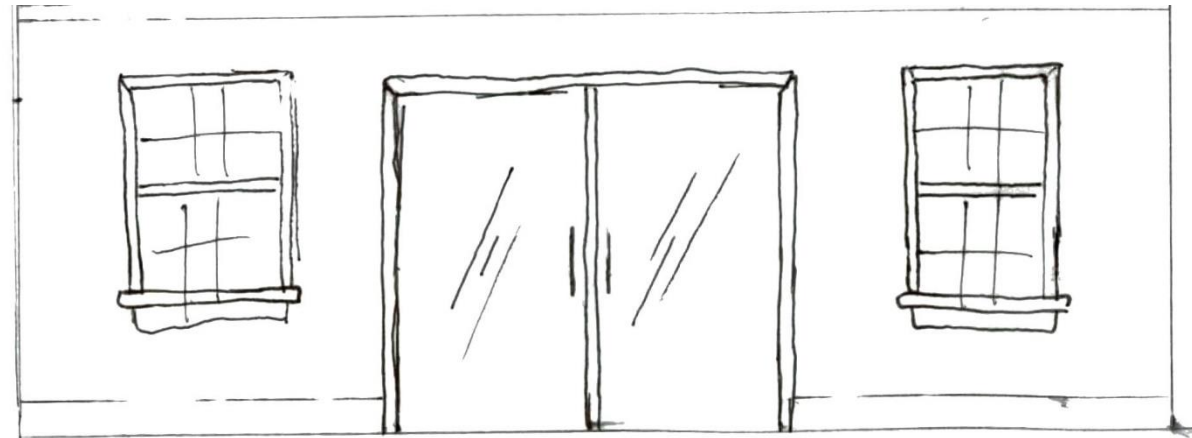


Living Room Elevations



Preliminary Sketches: Elevation

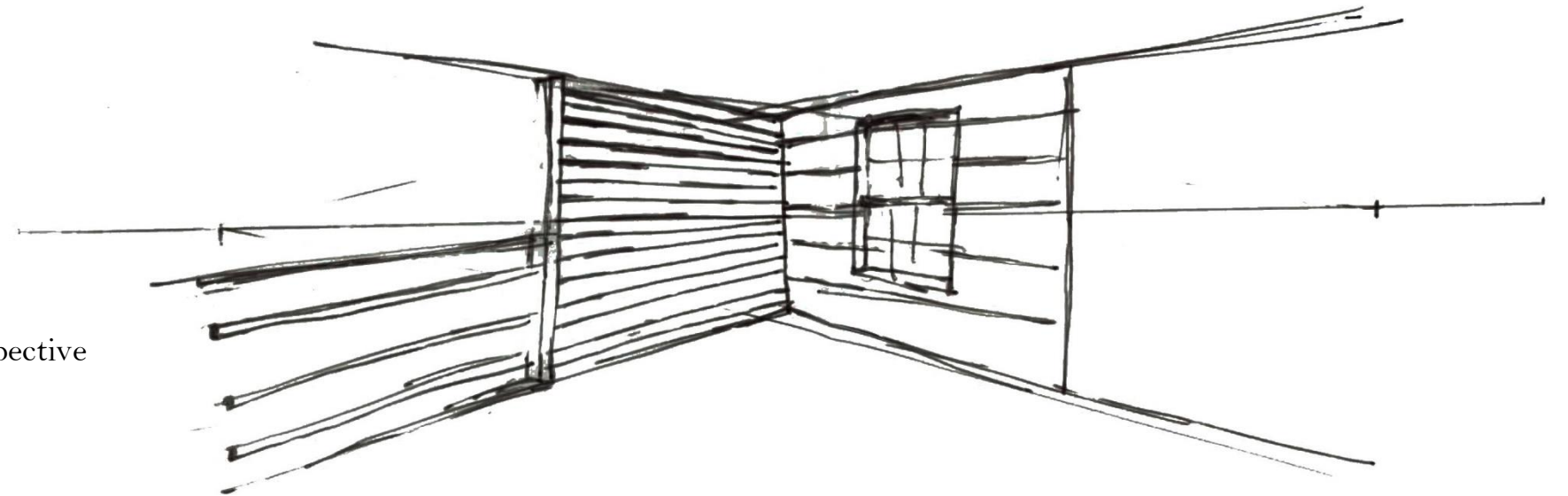
Patio Elevations



Preliminary Sketches: Perspective



Living Room
Perspective

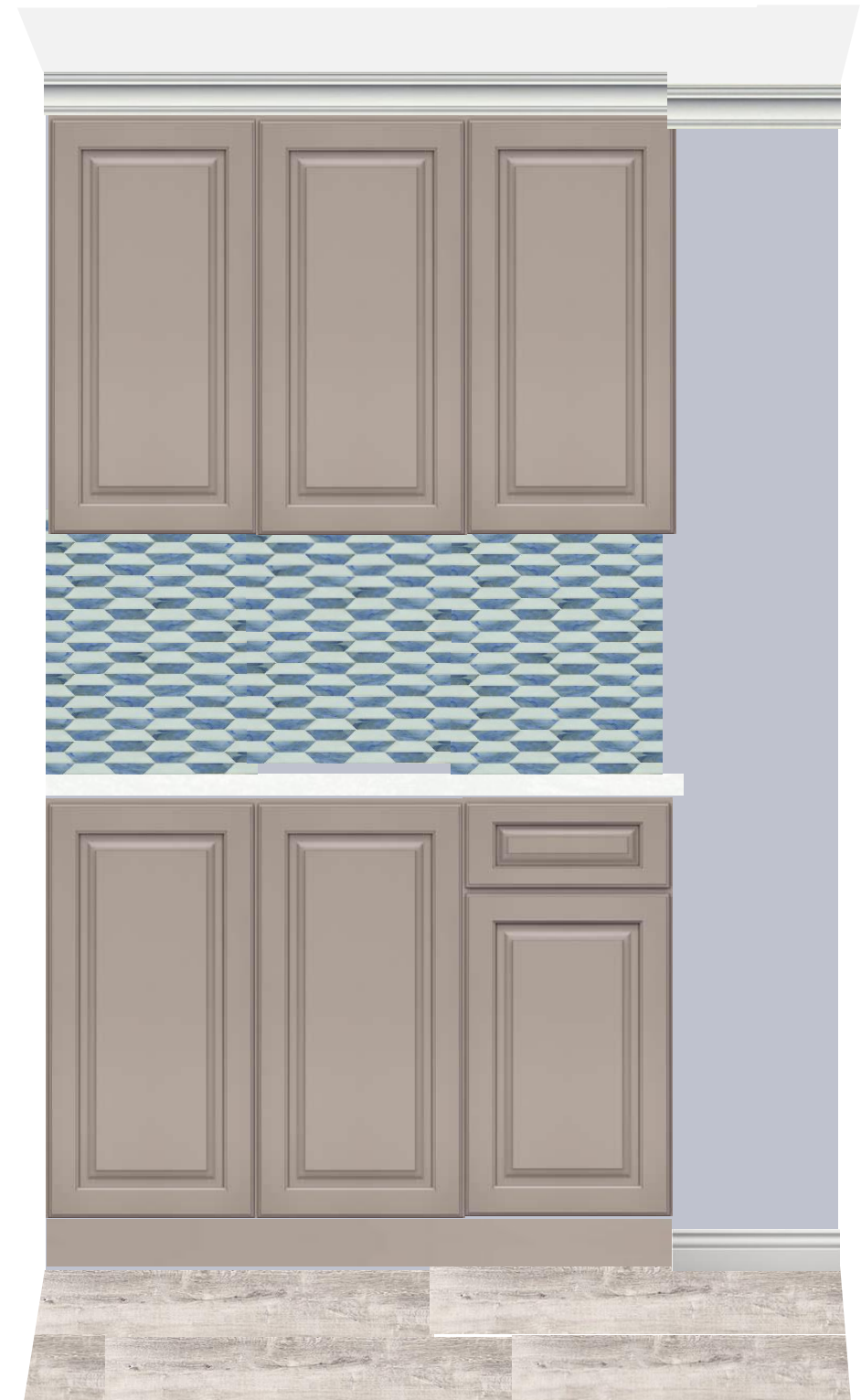


Patio Perspective

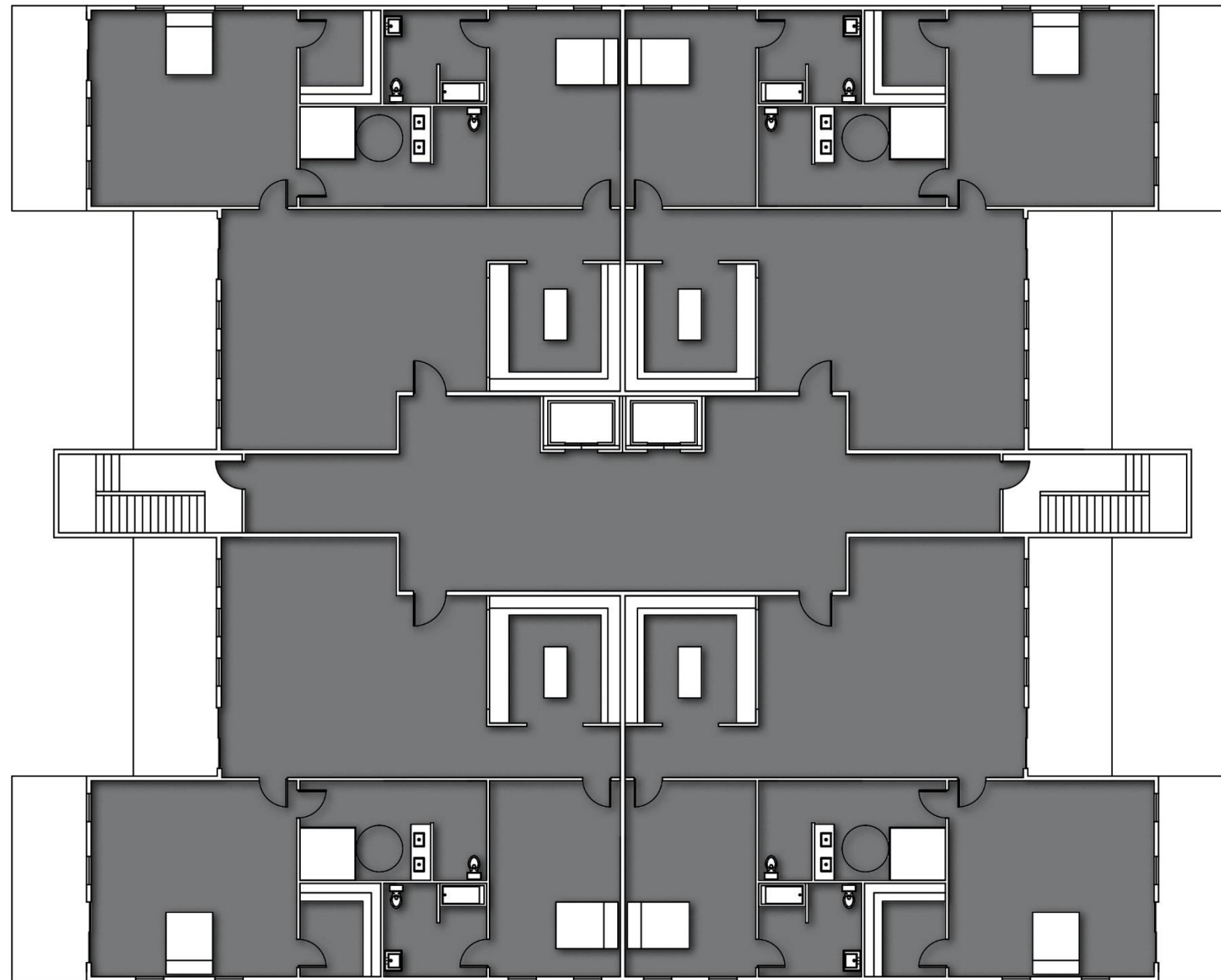
Material Options: Option One



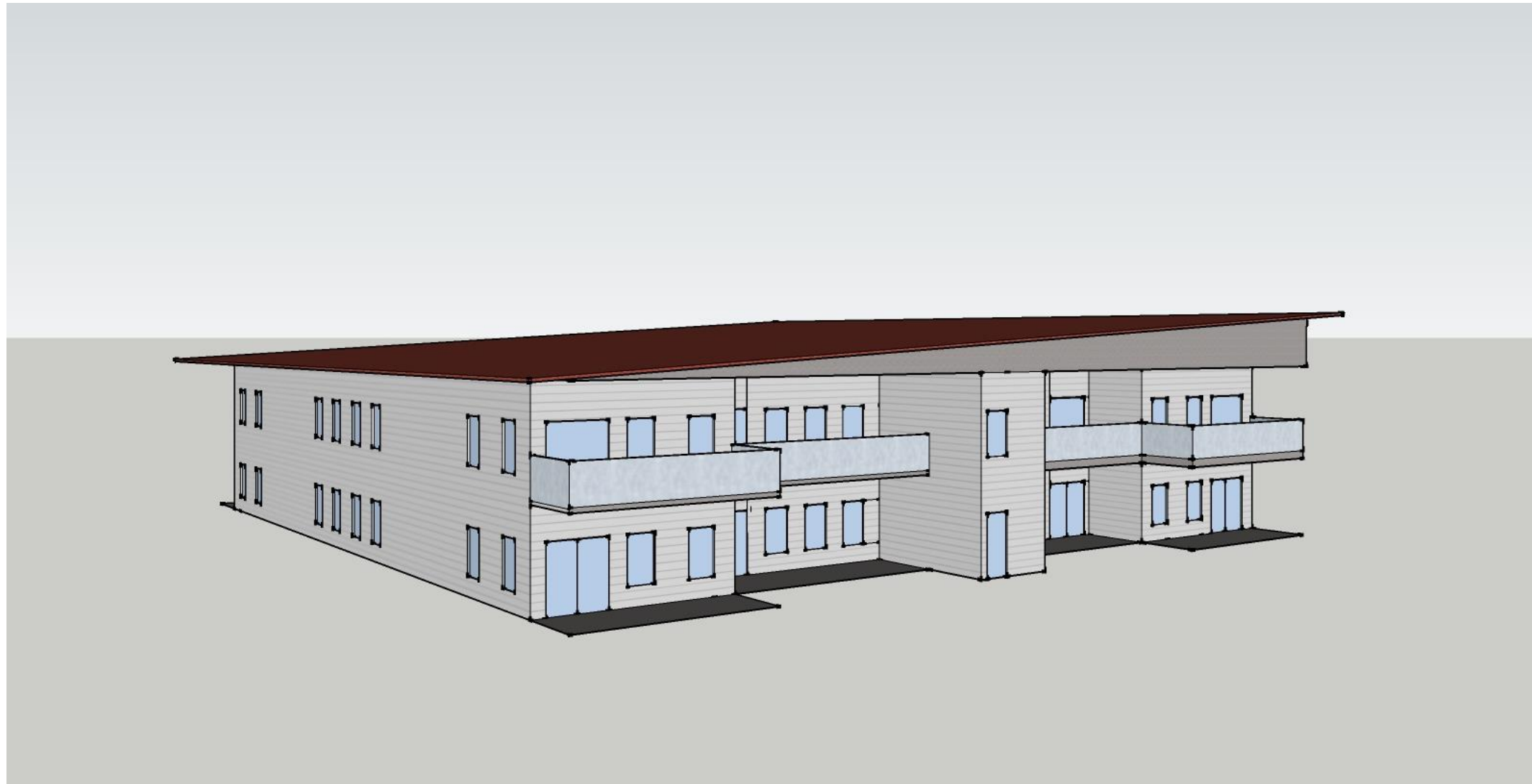
Material Options: Option Two



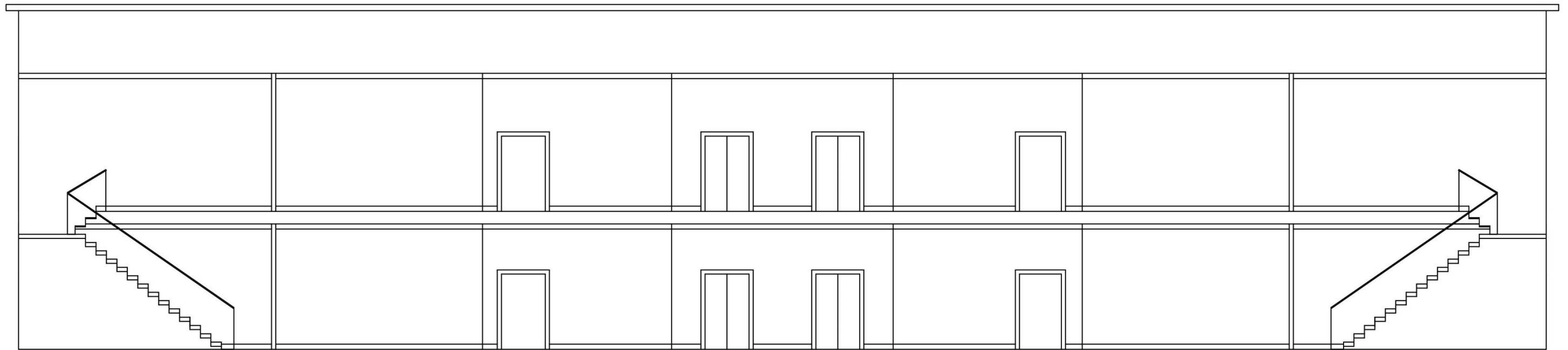
Building Floorplan



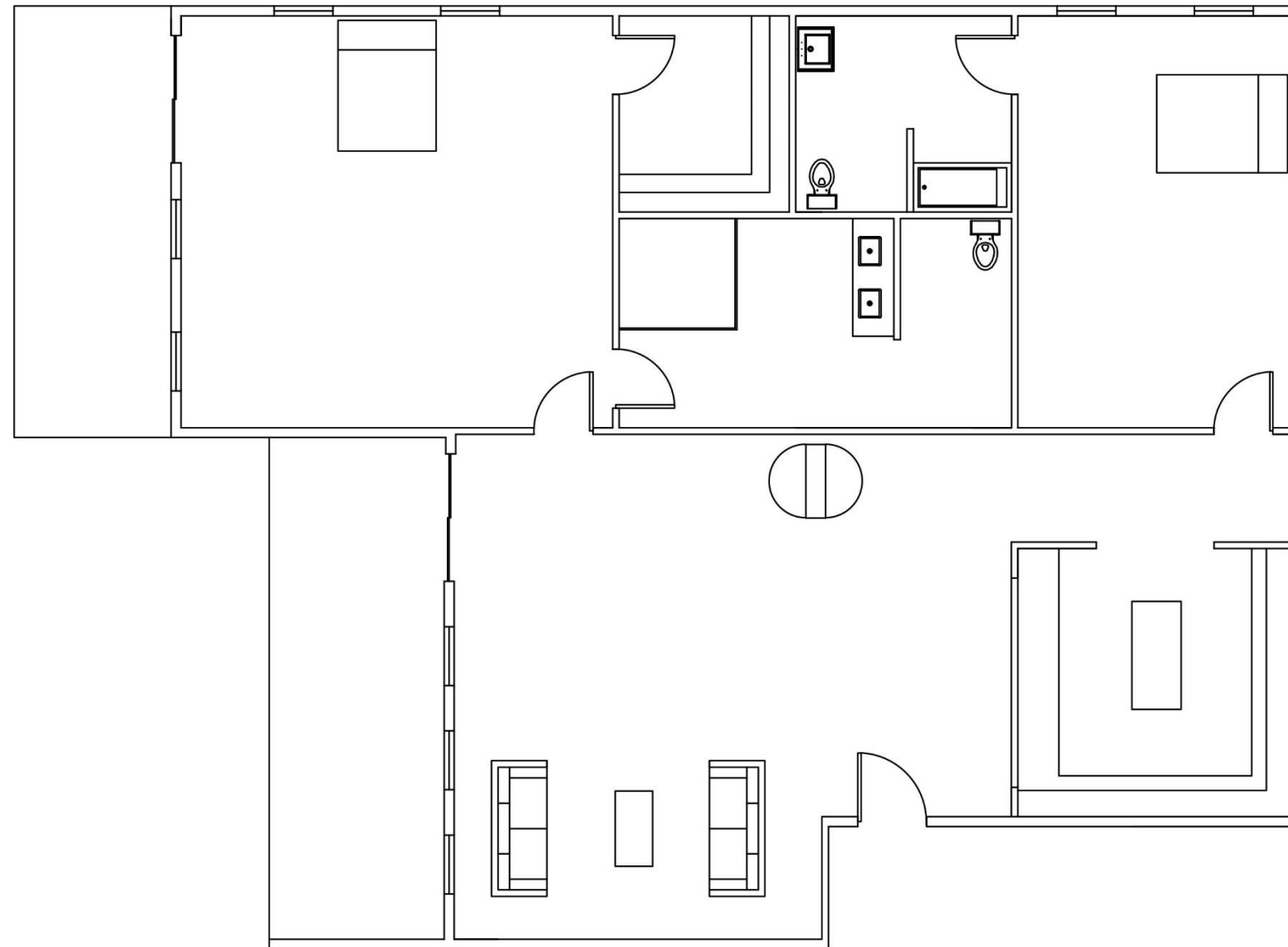
Exterior Study



Section View



Unit Plan



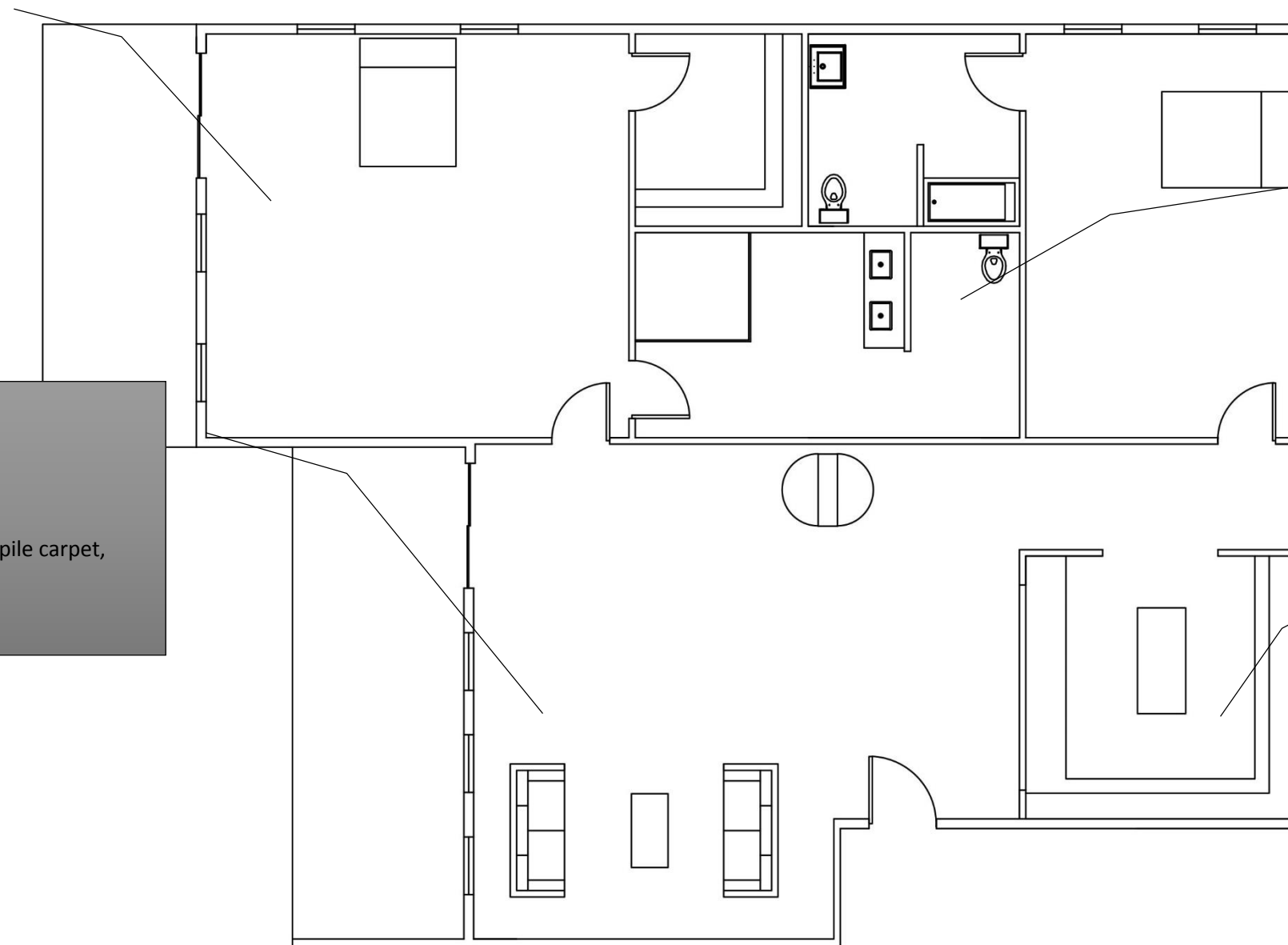
Accessibility Standards

-Doorways provide 36" clear opening
-36" provided on both sides of bed

-Doors 36" Wide
-Clear of obstacles
-Accessible routes
-Universal floor surfaces (short pile carpet, wood, tile)

-16" clearance on toilet
-ANSI required turning space
-60"x30" Shower
-60"x56" clearance around toilets

-40" Clearance on all cabinets
-34" High countertops
-Easy to grasp handles
-Knee clearance



Final Elevations

