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Thank you for the opportunity to work on this project. I have recommended design decisions based on my research of senior living facilities & the things that set the successful ones apart. I am looking forward to helping your team develop a master plan, prioritize the building construction and eventually provide the design for one of your buildings. This proposal will discuss in detail, the summary of best practices, trends, and cutting-edge amenities, a summary of local competition, and my recommendations.



The location I recommend for this project is 0 Montilago Dr #9, Moneta, VA 24121. This is a property of 38.05 acres located on Smith Mountain Lake. This property has 2,250 feet of water frontage and is located between Franklin and Bedford County. Both Bedford County and Franklin County showed that the majority of homes in the county are single-unit homes or mobile homes. There is a need for more multi-unit homes in these counties. These counties also have a majority of people living here that are

between the ages of 60-69. These statistics demonstrate that this would be a great place to build an assisted living facility as many of the county's residences are retired and there is a need for multi-unit facilities.

Age

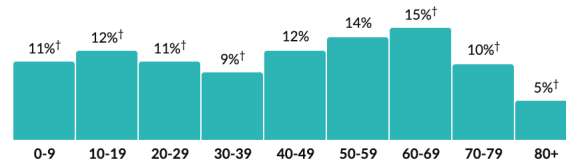
46.2

Median age

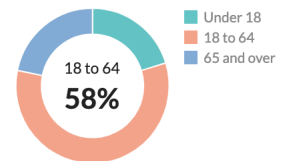
about 20 percent higher than the figure in Virginia: 38.5

about 20 percent higher than the figure in United States: 38.5

Population by age range



Population by age category



Age

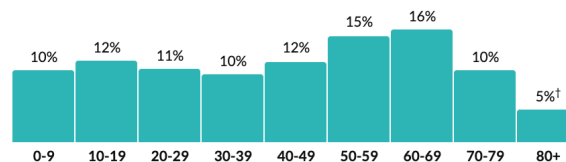
47.2

Median age

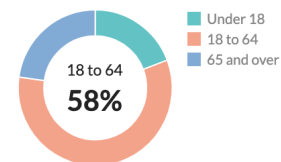
about 25 percent higher than the figure in Virginia: 38.2

about 25 percent higher than the figure in United States: 38.1

Population by age range



Population by age category



[Show data / Embed](#)

[Show data / Embed](#)

This graph shows the range of ages living in Bedford County (top) and Franklin County (below).

Smith Mountain Lake is Virginia's most popular lake being 40 miles long, 20,600 acres, and 500 miles of shoreline. Nearby are many restaurants, churches, and marinas as well as, a supermarket, a library, and a bank. This location being near Halesford Bridge provides many activities, amenities, and restaurants to enjoy. An urgent care center and a medical evacuation helicopter are located at Westlake. A second helipad is six miles away, at the Scruggs Volunteer Fire Department. Regional and community hospitals, including a regional heart and trauma center, are 30-45 minutes away from SML in Roanoke, Lynchburg, Bedford, and Rocky Mount. Average air temperatures are 73 degrees F in the summer and 41 degrees F in the winter, making this space the perfect temperature range year-round.

My goals in this project are to create an assisted living facility that has a focus on independent living along with hospice care, specializing in memory care, diminished vision, and mobility. I am focused on creating a safe space while remaining comfortable and beautiful. Deciding to pull a loved one from their home is a hard decision. I intend to make the family and friends of the resident, as well as the resident themselves, feel assured that this is the best possible place they could be.

This project will have some limitations. The first is that this property costs \$5,700,000.000. This is a large sum of money, however, if you choose to purchase it we can make back money by selling the land we do not use or expanding on it to create more homes and amenities than we are already going to be able to do. Another limitation of this project will be phasing. A large sum of money is being invested into this project, however, we will not be able to obtain all the money we would need at once to complete what we hope to do. We will move in phasing, starting with the most demanded now and what will set us apart and then later on adding the additional amenities and spaces we see fit to add.

Summary of Best Practices

The top facilities across the country are the ones that have something to set them apart from the rest. Communities of assisted living facilities that have found success are having lots of acres and large floor plans. A wide range of activities and clubs available as well as multiple restaurants were things that residences seemed to value. Another important factor is being close to towns and cities, not being away from a remote location. Located near hospitals and having a skilled nursing team was seen as necessities in the success of the facility. Having all levels of care available widened the scope of residence that could live in the facility, making each person that comes in feel like the residence was made to support them.

Trends and Cutting-Edge Amenities

Trends and cutting-edge amenities not only set you apart from the competition but set you ahead of the competition. Things like transportation to stores, restaurants, and activities are important for those that need assistance and those that are independently living. Many senior living facilities have a phone or button in each room for residents to get ahold of someone when they need to. While these are great for rooms, having something like a lanyard that goes with residences wherever they are can be beneficial and aid in the safety and security of the environment. Creating a system that is up-to-date with technology but easy to use is important. Technology systems that can serve in supporting day-to-day positions can also help in filling gaps in jobs.

Covid-19 is still very much active and is a huge concern for assisted living facilities. It has been particularly hard on residents with dementia and Alzheimers because they are unable to grasp the severity of the virus. Finding technology and procedures that prove to create a safe and enriching environment during this pandemic is crucial. Some recommendations have been finding more

opportunities within a resident's room for engagement and stimulation. Things like a craft corner, plants, a fish tank or reading nook can be great additions to a room. Technology such as Covid-19 screenings before entering work, sanitation stations, and additional independent spaces in a residences room are upcoming trends for mitigating the spreading of the virus.

Summary of Local Competition

I believe the highest competition is Runk and Pratt Senior Living Communities. They are the closest in proximity and they have the advantage of being near the lake. Runk and Pratt is also a chain assisted living facility so their name also draws more attention. Because of these factors, it is important to evaluate what they have and don't have to set your facility apart. One of the main advantages based on just your location is its high viability. Your location is easily accessible and visible by both roads and by water whereas Runk & Pratt is more tucked away, making it more difficult to find. The view of the lake from the facility is another benefit in the beauty of the property, especially with an outdoor courtyard by the water. Below is a table of some high-rated assisted living facilities in the nearby counties:

Facility	Distance (Miles)	Care Specialized In	Food	Amenities
Noble Senior Living at Christiansburg	30.9	Assisted Living	Meals provided Guest meals Room service	On site & off site
The Park - Oak Grove	30.9	Assisted Living	Meals Provided Restaurant style dining Specialty meals	On site & off site
The Elks	20.2	Assisted Living Memory Care Ambulatory Care	Meals provided Restaurant style dining Speciality meals	On site & off site
Woodland Hills Community	28.8	Independent Living Assisted Living	Meals Provided Professional Chef Kitchenette in room	On site & off site
Heritage Green & Daybreak	38.1	Assisted Living Memory Care	Meals Provided Speciality meals	On site & off site
Runk & Pratt	3.8	Assisted Living Memory Care Independent Living	Meals Provided	On site & off site Near Lake

Recommendations

Facilities

Building this large facility, there are multiple rooms, equipment needs, and types of spaces that need to be included in the design to serve a particular function. I would recommend putting a focus on independent living and hospice care facilities. Runk and Pratt do not have hospice care so this would set your facility apart from them. The housing market is crazy right now with people buying homes as soon as they hit the market. Having apartment-style living and independent living will be a great advantage in this market. Other important facilities to include are a kitchen and dining area. This includes all the back of house equipment and machines as well as a dining area for the front of the house. A doctor's and nurse's office should be included to keep extra machinery for items such as X-rays as well as locked-up medicine. Other building areas to include are common areas for residences to mingle and considering extra space in the residence's rooms for a couch or place to perform a small hobby. Lastly, I think it is crucial to include a receptionist desk for check-ins and check-outs to keep the facility organized.

Amenities

Amenities play a huge role in choosing an assisted living facility. The more variety of amenities also improves the enjoyment of the residences. Being on the lake provides opportunities for water amenities such as fishing and boating. Being near Halesford Bridge allows residents a quick bus ride over to the marina, restaurants, shops, and putt-putt. Amenities within the building that should be included are a movie theater, indoor pool, fitness center, music room, and event space. All these amenities can bring comfort and independence to residents and especially those that need ambulatory care. A barbershop/salon can be a great addition to the assisted living facility as well.

Phasing

It would be ideal to have all of these facilities and amenities be built all at once, however it is unlikely that you would be given a loan that large. Therefore we will work in phasing. My recommendation is to build the independent living facilities first, along with the kitchen and dining area. The independent living facilities are the most demanded at this time and will bring money in quickly to the facility. The kitchen and dining area is essential to have from the start and it can expand over time. In the second phase, I recommend adding common areas, an outdoor courtyard facing the lake, and more spaces for

assisted living. In this second phase, you can start adding in amenities like the movie theater, event space, and fitness center. In the third, and final phase, I recommend adding hospice care, nurses and doctor's offices, a barbershop/ salon, an indoor pool, and extending the dining area.

Thank you again for this opening to work on this project. In this proposal I have laid out the summary of best practices, upcoming trends, and cutting-edge amenities, a summary of local competition, and my recommendations for your facility. I look forward to helping you and your team develop a successful assisted living facility.

Abigail Pace

Date: _____

Jonah Andrews

Date: _____

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