

Project Plan Report

IPRO Team 315 Fall 2004

Introduction:

Senior housing types have evolved to include active adult communities, independent living facilities, congregate care, assisted living facilities, skilled nursing facilities, and continuing care retirement communities. These may be market rate or subsidized, ownership or rental, operated by for profit or not-for-profit entities. Senior housing projects may be urban, suburban or rural. They may provide a rich menu of on-premise services and amenities, or not.

Project Background:

This course is essentially an independent study that will culminate in a professional proposal for a senior housing development that will consider issues of market analysis and demographics, site selection, zoning and other public policy constraints, financial feasibility, capital sources, architectural design, the construction process, and marketing and branding.

Students will work in teams and each will bring his or her background and interests to the project.

Project Purpose:

Students from DePaul University, Kent State University and Illinois Institute of Technology will work in multi-university teams with Chicago business leaders to develop and design a senior housing project for Chicago. This dynamic and highly interactive project team experience will expose students to the various professions and services involved in real estate development and project design and develop their ability to manage a complex collaboration that leads to a successful and distinctive solution.

Project Research Methodology:

Using the UrbanPlan Project, developed by the University of California, Berkeley and the Urban Land Institute, the course leads off with an intensive introduction into real estate development. After completion of the UrbanPlan Project, students spend the rest of the course working in multiuniversity teams to develop and design a senior housing project for Chicago.

The course is webbased and each lecture is live via TV classrooms at each university, allowing all students access to off-campus resources.

The methods of instruction will be lectures, workshops and studio. When PowerPoint presentations are used in the lectures students will have access to PowerPoint-generated PDF files at <http://class.kent.edu>; however, this does not relieve students of their obligation to take and maintain lecture notes.

The lectures lay the foundation for and support the teams' work, by building the awareness and knowledge they will need to grapple with a range of issues that affect the final project proposal, including: branding, demographics, design programing, pro forma balance sheets, schematic design, wayfinding, marketing and more.

Each of the three universities is offering a course that has about 20 students, with all 60 students then divided into an appropriate number of multi-university teams. Kent State is planning to bring their students to Chicago on three separate occasions so that the students from the three universities can be acquainted and work face-to-face.

Assignments:

- De Paul: market and financial analysis.
- Kent State: branding, way finding, website.
- IIT: building design.

Barriers and Obstacles:

-communications with out of state school. since this is a design project for the most part, it is important to meet face to face with the whole team members, but that could only happen 2 times in the whole semester.

-the poor audio visual equipment used for lectures. many times froze, sound nor picture wasn't clear.

Results and Conclusions:

Eight distinct solutions for the senior housing done by the IIT students, based on market and financial analysis done by the De Paul students, and supported by branding, way finding and brochures by the Kent State Students.

Recommendations:

We all really like the idea of this class. But perhaps, this can be done with only schools which are in the same city or town.

Also, there is a recommendation that instead of 8 teams working on 8 different final results, what if 8 teams working towards 1 or at the max 3 final results. This could be done by choosing the best out of 8 results in the middle of the semester. Thus the project can be more developed and thorough.

References and Resources:

Acknowledgements:

- Stateway Garden
- De Paul University
- Kent State University
- Illinois Institute of Technology