

DESIGNING FOR THE MIDDLE MARKET: WHAT TO CONSIDER



Creative planning can uncover opportunities to scale down costs for middle market housing. Design teams should meet with senior living providers early in the design process to discuss how best to utilize existing and planned spaces, as well as consider how interior finishes can help keep design costs low. Here are some ideas to consider:



- Repurpose or renovate existing land or spaces within a building or campus to maximize efficiency, reduce costs, and shorten project schedules.
- Build less expensive and smaller units.
- Build for higher density and increased energy efficiency.
- Offer less amenity space.
- Select modest, standard finishes for cabinets, countertops, flooring and fixtures in unit construction. Avoid custom finishes.
- Use synthetic or laminate countertops versus more costly options.
- Replace indoor amenity space with common spaces created by indoor-outdoor connections, like rooftop gardens.
- Specify vinyl baseboards and vinyl or carpet flooring with limited upgrade options. Use standard details for these finishes.
- Consider custom design only in high-visibility areas such as the front entrance or common areas.
- Reduce number of dining venues and expand meal plan options.
- Provide tele-health and web-health options to expand access to healthcare.

Lenhardt Rodgers is a people-focused architecture, interior design, and master planning firm that for over 70 years has specialized in mission-driven design. We work lean, think smart, and create right-sized solutions to realize each client's unique goals.

Want to talk Middle Market?
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