

A photograph of a modern kitchen and dining area. In the background, a woman in a black top stands behind a bar counter, smiling. Two women are seated at the counter, facing away from the camera. The kitchen features light-colored wooden cabinets, a marble countertop, and various appliances like a coffee machine and blenders. The dining area has a round table with a white cup and saucer, and a small floral arrangement. The ceiling has exposed wooden beams and pendant lights. The overall atmosphere is warm and inviting.

*Culinary*

# Master Planning

2021 AND BEYOND

PERKINS —  
EASTMAN





# Culinary Master Planning

2021 AND BEYOND

Prior to COVID-19, culinary design for senior living communities placed significant emphasis on engaging residents and guests, and creating community through unique restaurant experiences.

Food service within senior living dramatically changed from a necessity to an experience. Food service departments have given way to culinary arts programs that mirror restaurants found within the community and the lifestyle of the consumer. Culinary programs and the dining experience are often in the top three reasons why a consumer selects a given community.

Looking to the future, Perkins Eastman is reframing our design approach while upholding the importance of consumer expectations and the creation of memorable moments. This approach includes an emphasis on authentic experiences, distinctive branding, health and wellness, flexibility and choice, going green with farm to table concepts, and initiating innovative partnerships.

Our design teams collaborate with our other practice areas, including hospitality, healthcare, residential,

mixed-use, and education. This convergence of thought leadership and innovation allows us to challenge the limits of what is traditionally considered senior living, while testing innovation against our depth of experience designing for older adults.

Based on our experience and conversations with industry experts, we are analyzing the current effects and lasting impact of the pandemic on culinary programming within communities for older adults. Short-term solutions will give way to changes from a behavior or expectation standpoint and may be longer lasting or indefinite. In the end, your culinary programs will remain resilient because they offer nourishment, along with opportunities for connection, community, and entertainment for residents, guests, and staff.



# The Culinary Master Plan

Perkins Eastman's process is a concentrated, collaborative approach to planning and conceptual design services developed to address the resiliency of your culinary program today and into the future. Collectively, Perkins Eastman will assess your community—balancing operational, marketing, and financial strategies—in order to create a vision, develop your brand, and create engaging and successful concepts.

## How We Provide It

Through an interactive three-phased approach, we assess, develop, and create a plan for implementation. The overall structure is a flexible process with a series of phases that build on each other. It can be adapted to any program or challenge with an opportunity to stop after each phase. It can be integrated with other strategic planning processes. The deliverables include written reports, graphics, and drawings to implement change. Our team can work through each phase remotely or in-person, depending on what works best for you.

Active seniors select our communities based on lifestyle; therefore, we focus our culinary master planning efforts in the independent living town centers of your communities. The concepts developed can also be woven throughout other housing options within your continuum.









1

# Assessment + Vision Development

BEFORE



AFTER



Together we will assess your existing culinary programs and develop a vision, along with goals for the future, for restaurant venues within your community.

#### Reconnaissance and Assessment | Understanding your current culinary program

- Review and assess existing conditions
- Review and discuss your culinary vision for the future—How does it differ from the current dining program?
- Discuss current staffing models | What may change in the future?
- Assess and review the competition

#### Culinary Visioning | Preparing for the future

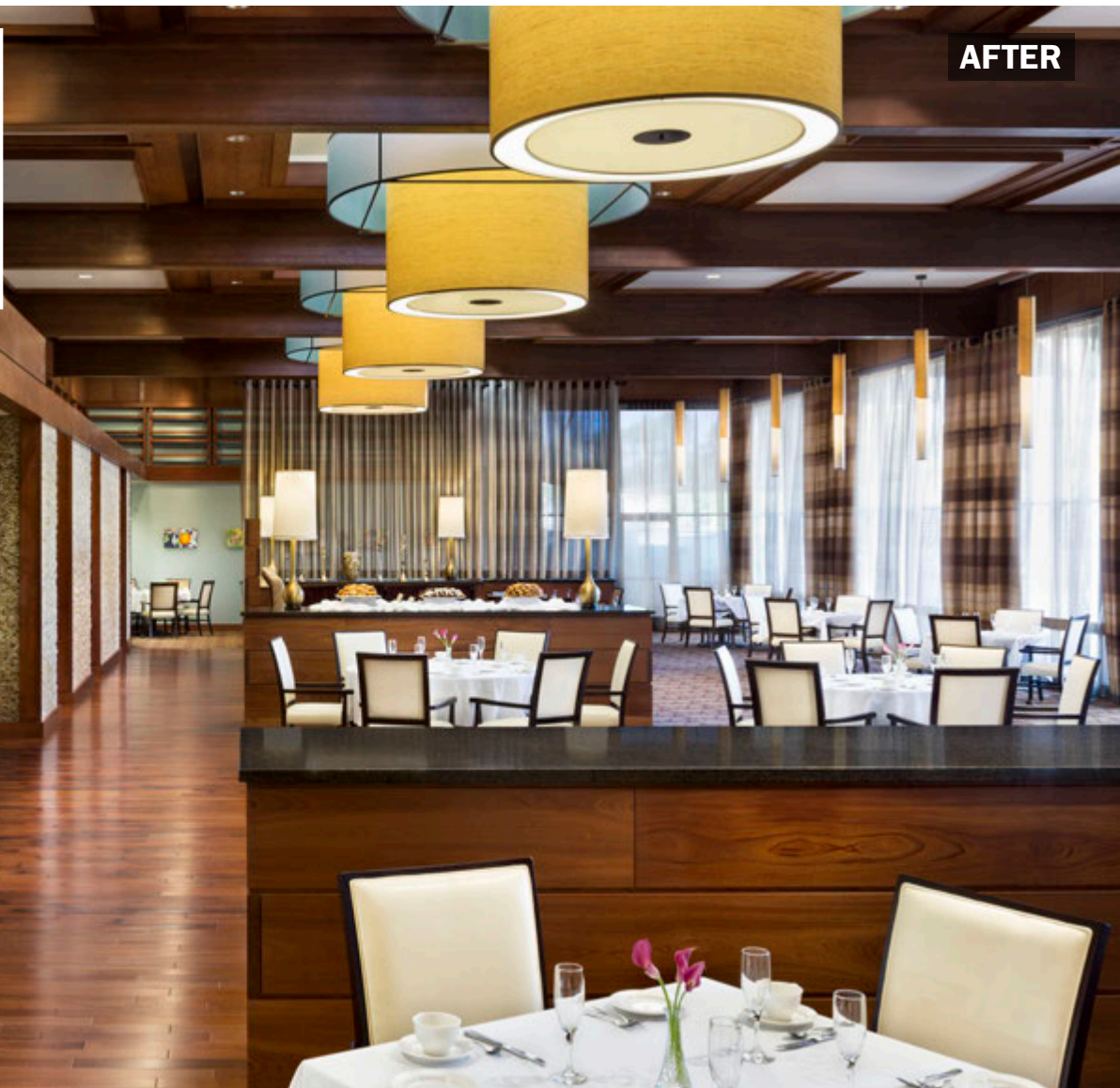
- Develop project goals
- Review trends in dining and discuss
- Determine impact of COVID-19 on your culinary programs
- Participate in creative visioning exercises

#### User Survey | Embracing the lifestyle of your consumer

- Develop and initiate survey tool (Perkins Eastman )
  - Future resident survey
  - Staff survey
- Client distributes the questionnaires, provides technical support, and assembles data



**BEFORE**



**AFTER**



2

# Develop Your Brand





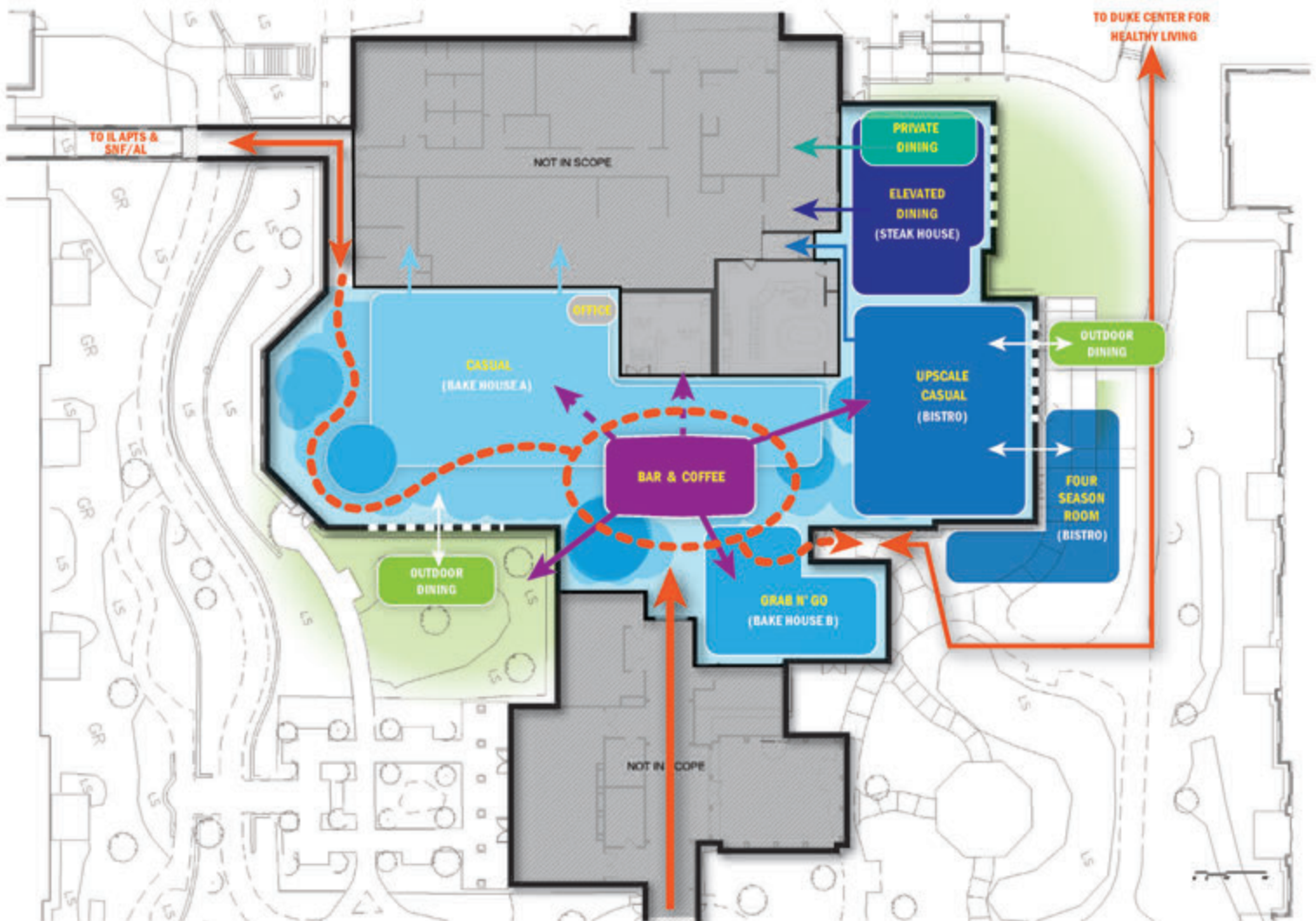
Build off of the content collected in Part 1 to identify a road map for the development of culinary concepts, program, and design standards for your community.

### Brand Development

- Develop experience and story with inspirational imagery
- Co-develop concept menu with leadership team to reflect brand
- Identify potential partnerships
- Conceptualize venue(s) development
  - Concept program
  - Adjacency diagram
  - Circulation flow | guest and staff
  - Impact of COVID

### Program Development and Design Guidelines

- Prepare conceptual program
- Develop design guidelines





# 3

## Concept Design





Concept design combines your vision and brand into an authentic, engaging dining experience that is uniquely yours.

### Concept Design

- Develop program and adjacencies
- Prepare concept level floor plans, furniture plan layouts, and 3D sketches of space.
- Develop concept level finishes and furniture budget
- Review with leadership team

### Optional Services

- Mechanical, electrical, plumbing, and fire protection engineering assessment and concept narrative
- Structural engineering assessment and concept narrative
- Kitchen design services and concept equipment layout and specifications
- Cost estimating services
- Operational consulting services
- Landscape/Civil engineering consultant





# Maravilla at The Domain

The restaurant, designed as three unique environments, is open for breakfast, lunch, and dinner, and offers signature dishes and seasonal favorites. The Chef's Table, a special feature adjacent to the kitchen, provides an opportunity to speak directly to the chef and sample new dishes. The bar is a lively spot for happy hour and after dinner drinks, while the bistro is open throughout the day for grab-and-go items. Even more dining can be found right outside Maravilla's doorstep, within The Domain.











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*Human by Design*



# Contact Information

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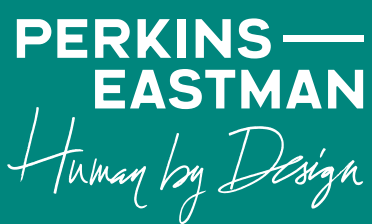
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