

The image features a white, textured background with a torn paper effect. A rectangular hole is cut out of the center, revealing a dark green background. The title text is centered within this hole. At the top of the page, there are decorative green wavy lines.

# Bolstering First Impressions

**A Checklist for Senior Living Campuses**



Ours is the perspective of landscape architects and planners who focus on outdoor spaces as a canvas for designing Senior Living Campuses. First impressions set the stage for the tone and feel of any project. What is the first in-person chance you have to make this impression?

## The Arrival Sequence

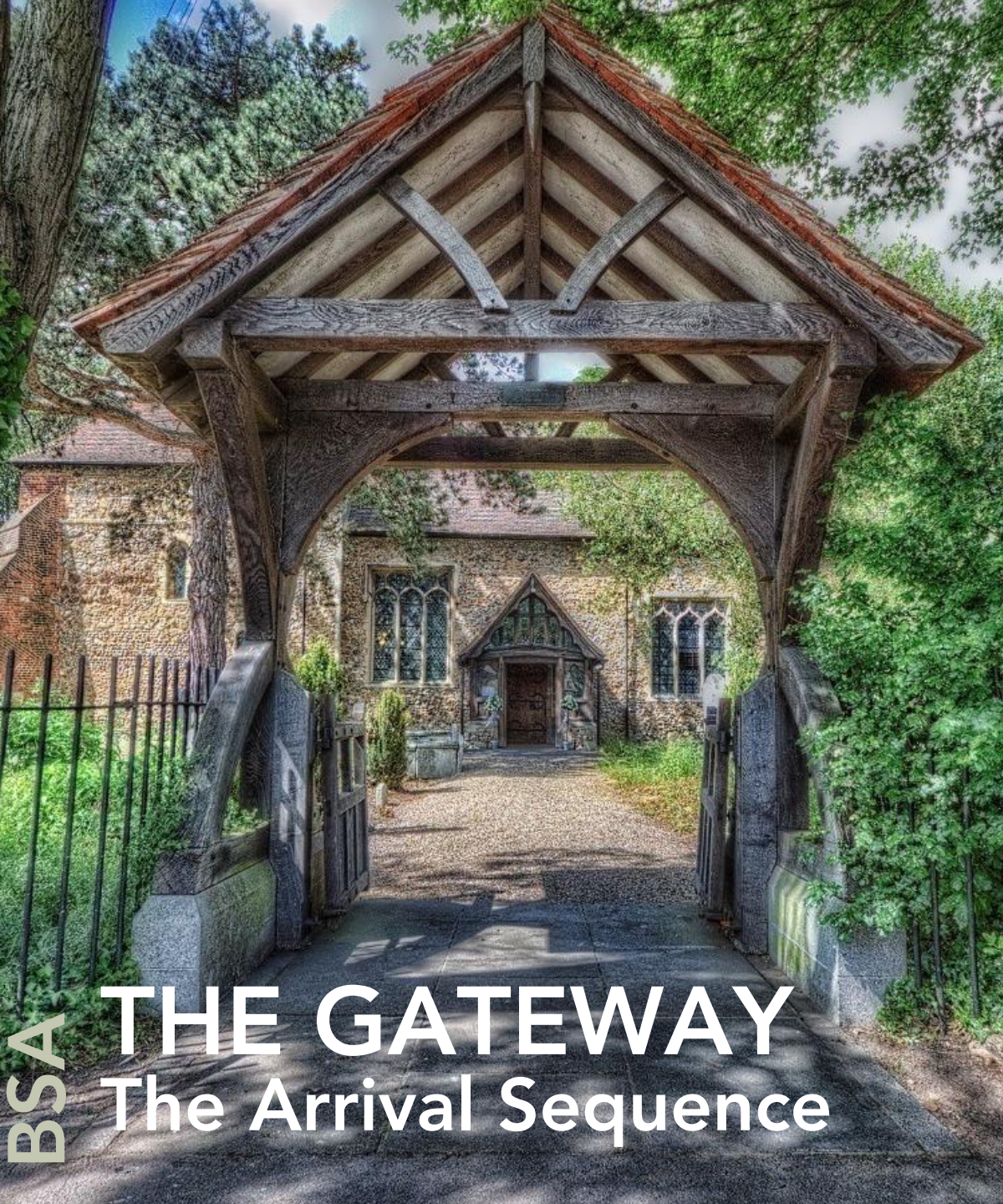
"We don't know where our first impressions come from or precisely what they mean, so we don't always appreciate their fragility.." Malcolm Gladwell

# Consider the views of your property from the entry drive:

- What is seen?
- Is there suitable screening?
- Does the front landscaping create a clear property boundary?
- What general aesthetic is being conveyed upon arrival?

**BSA THE FRONTAGE**  
The Arrival Sequence





BSA

# THE GATEWAY

## The Arrival Sequence

**Provide a clear architectural statement of arrival and entrance:**

- Do landscape features, such as signage, fixtures, and design details, reflect your company's brand and logo?
- Do landscape and outdoor spaces reflect and reinforce the architecture and function of the building?
- What *sense of place* does the entry landscape create?
- Is there a clear demarcation of where your site begins?



**Guest arrival and parking areas should be easily accessible and conveniently located.**

- Is way finding signage clear and easy to understand?
- Are all all types of arrival effectively accommodated?
- Is shade provided?
- Are lighting levels safe yet not distracting?
- Are key aesthetic features of the landscape illuminated?

# The transition from vehicular to pedestrian circulation is important!

- Are walking surfaces appropriate for seniors?
- How easy is it to find your way?
- Is the walk a pleasant experience
- What is seen, smelled, and touched along the way?

**BSA** **TRANSITION**  
The Arrival Sequence



**Nearing the destination,  
provide a location that says  
"this is a special place."**

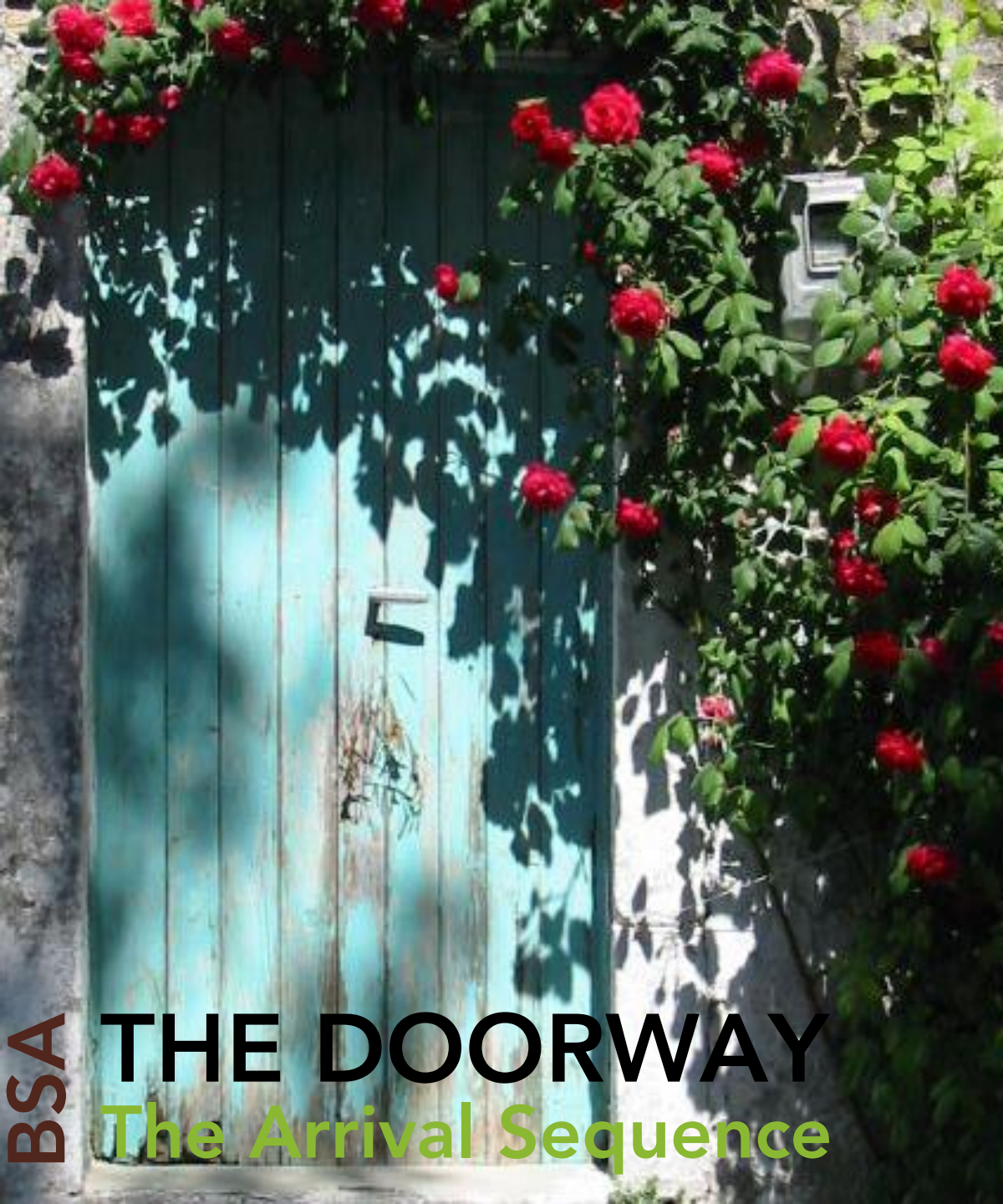
- **Are there potted plants on the paving for a color accent?**
- **Is there any water in the landscape, creating white noise?**
- **Does the landscape compliment and frame the entry?**

**BSA**

# **THE NODE**

## **The Arrival Sequence**





**This is the destination – the transition from outdoors to interior space.**

- **Is a clear visual connection provided from the arrival court?**
- **How does the landscape reinforce the look and feel of the building?**

**BSA** **THE DOORWAY**  
**The Arrival Sequence**



From inside, pleasing views of outdoor spaces should continue to be provided along the way.

- Are they safe?
- Are they easily maintained?
- How are they incorporated into the overall landscape scene?

**BSA** **OUTDOOR VIEW**  
The Arrival Sequence



Outdoor dining venues are essential ingredients to a viable senior living environment. These spaces strengthen the visitor's experience and bring vitality to the outdoors.

- Can guests choose between sunny and shaded locations?
- Is there a great view to be captured?
- How easily are operational considerations met?

# BSA AL FRESCO

## The Arrival Sequence



These should be appropriately designed for the needs of the particular group of users.

- How is pedestrian mobility taken into consideration?
- How comfortable are these places?
- How can they be incorporated into your programming?

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# USABLE SPACE

## The Arrival Sequence



## A Note from the Authors

How can we help you maximize your potential in the marketplace? We'd like to learn more about how we can help you achieve great things – whether that involves planning new construction, making repairs or renovations, or completely repositioning your product offering. Let's have a conversation soon.

**Let's Talk**

*What others are saying about us:*

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