

LIVING

WOVEN INTO A TIGHT-KNIT COMMUNITY

Aegis Madison

VIA
— A PERKINS EASTMAN STUDIO

Woven into a tight-knit community

AEGIS MADISON

Known for its energetic communities and trendy restaurant destinations, Seattle's Capitol Hill neighborhood has long been an area that Seattleites of all ages visit with hopes of putting down their roots.

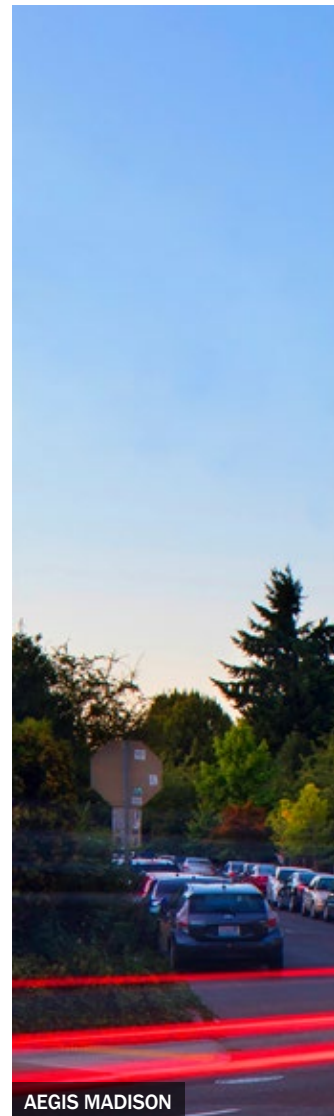
Aegis Madison nestles among the quickly densifying Madison Street corridor and offers assisted living and memory support residences that blend in with the dynamic Capitol Hill scene. Bordered by urban single-family neighborhoods, beloved retail and restaurant establishments, and an increasing number of newer multifamily developments, this community presents a distinctive and refined architectural presence that complements its surroundings.

This residence was the brainchild of Aegis Living's CEO Dwayne Clark, whose vision was to introduce the Aegis Living brand, which was up until then a largely suburban model, into denser urban locations. Aegis worked with VIA—A Perkins Eastman Studio to develop a flagship urban community for older adults that exemplifies a senior-focused destination emblematic of the coolest local boutique hotels, high-end, amenity-rich and luxurious, all while delivering the best possible care for residents and providing a welcoming workplace for staff.

I didn't know this was a community for older adults

Aegis understood there was room in the local market, particularly in Capitol Hill, to stand apart from the traditional options for older adults. This area of the City has an ethnically and economically diverse resident mix with a strong metropolitan flair and verve, while also supporting an upscale and art-centric resident base in adjoining neighborhoods. Aegis Madison built on this creativity and instilled it into the project, an early goal of the client and design team.

Being in such a dense, well-developed neighborhood meant that the chosen project site came with limitations. At under an acre of property in total and triangular in shape, the Aegis Madison site posed some challenges. VIA worked from the beginning with Aegis and local stakeholders to best determine how to take advantage of every square inch of the site, from below-grade to rooftop spaces, while still ensuring the essence of the community. By tackling this problem from an innovative programming perspective, VIA's architects and designers maximized the development's use and aesthetic character to further integrate Aegis Madison into the neighborhood.



AEGIS MADISON



SKY LOUNGE



SIZE

100,000 sf (9,290 sm)
75 assisted living residences
29 memory support suites

DESIGN SERVICES

Architecture, Programming,
Interior Design (collaborated w/
Aegis in-house)

CONSTRUCTION

New Construction

PROJECT FEATURES

Assisted Living, Memory Support,
Integrated Amenities, Public
Coffeehouse, Mercantile Boutique,
Sky Lounge, Movie Theater,
Sports Den

AWARDS

2015 Senior Housing News (SHN)
Architecture and Design, Assisted
Living category

“...the design provides a handsome place to live that would be very appealing to people in their 40s and 50s who are just looking for a great place to live.”

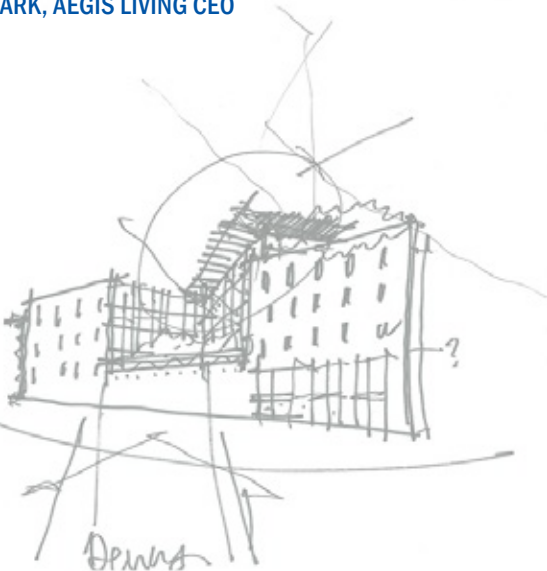
ELISABETH BORDEN, PRINCIPAL AT THE HIGHLAND GROUP AND A
2015 SHN DESIGN AWARDS JUDGE



QUEEN BEE COFFEEHOUSE

“We always want people to say:
‘This doesn’t look anything like how
I thought it would look.’”

DWAYNE CLARK, AEGIS LIVING CEO



AEGIS MADISON



The building's frontage along Madison Street and adjacency to 23rd Avenue, another busy cross-town thoroughfare, reflects some of Capitol Hill's quintessential design characteristics. High-quality brickwork, storefronts and massing inspired by traditional commercial buildings in the neighborhood and a lushly landscaped sidewalk and full-width canopies create an inviting space that allows for pedestrians and transit riders to congregate under and around. Being on a busy bus corridor (the new Rapid Ride bus rapid transit line runs right in front of this frontage) makes Aegis Madison's location easy for staff and visitors to arrive via multiple transit lines.

Due to the busy nature of Madison Street, visitors enter the community on a quieter residential side street. The vehicular entrance offers a welcoming circular porte-cochere carved out of the first floor and provides weather-protected access for residents and visitors. The tight nature of the site also necessitated the integration of service areas, which are cleverly folded into the design at this access point. This covered space also served as a safe meeting place for residents and their families during the height of the pandemic. To reinforce the welcoming aspects of this venue, the entry introduces wood and details such as unique paving patterns and soft lighting reminiscent of a luxury hotel.

What's more Seattle than local coffeehouses? The Queen Bee coffeehouse anchors Aegis Madison at its primary corner; both residents and the public enjoy tasty food and coffee. This juncture is key to the meeting of busy Madison Street and the quieter residential street that intersects with it. A unique circular plaza in front of Queen Bee signals to passersby that this is no typical residential development and highlights the unique nature of many of Aegis Madison's blended public and residential amenities. By making



LIVING ROOM

the coffeehouse accessible to the broader public, communal ties are formed between residents and their fellow neighbors.

In addition to a constrained triangular site, the project sits atop a steep hill. VIA capitalized on the fact that the below-grade level was exposed at the lowest point of the site and located the staff lounge there, providing daylight and street views. Too often these types of spaces are leftover, but by creatively programming each minute detail of the site, the team made the staff lounge day lit, inviting, and a welcoming, relaxing place for the care team.

Assisted living that feels like independent living

The building itself is not the only project component integrated with the Capitol Hill community. Taking cues from the project's initial goals, Aegis Madison's residents have myriad opportunities to be part of the neighborhood and to take advantage of the extensive amenities inside and out. Large windows overlook the busy Madison corridor and give residents both in their rooms as well as in the dining and other amenity areas plenty of space to feel part of this lively neighborhood community. Across all seven floors there is thoughtful programming with focused uses for residents to congregate and actively engage with others.

Beyond the Queen Bee, Aegis Madison features a mercantile boutique for shopping and a sky lounge on the rooftop where Seattle's spectacular summers can be enjoyed with views spanning the Cascade Mountains from Mount Baker to Mount Rainier. The sky lounge and its views are open to the neighborhood and can be booked for events of all types, including weddings. When the weather takes its inevitable turn, spaces like the movie theater, demonstration kitchen, spa and sports den provide residents engaging and top-of-the-line experiences that enhance a catered urban lifestyle. A focus on engagement with dignity is present in all aspects of the building and the services offered to residents.

A commitment to service

Aegis Madison's memory support suite, known as Life's Neighborhood, benefits from the careful design evident in the assisted living portions of the community. Like the other spaces, the second floor location of Life's Neighborhood blends into the building, creating a cohesive feel for the two different care levels. The design of this floor incorporates a community kitchen, dining, and a music-themed den for residents to enjoy. While the memory support suite retains the refined yet luxurious feel of the other spaces, it too makes an innovative design statement. The private memory garden features, in addition to front porch seating and murals recalling the area's rich history, a classic, cherry-red 1950s Ford Thunderbird.

The goal in creating Life's Neighborhood was to provide a calm, soothing environment akin to a family home within the larger community. Interactive vignettes use vintage artifacts to create places that provide memory cues for residents that revolve around household life, work, and travel

A successful model for better living

When Aegis Madison was completed, it was an immediate success for Aegis Living. The 100,000 sf building was 99% occupied within 13 months and Aegis realized a return on investment to its equity investors in just under two years. It's quick lease-up and resident-embraced focus on neighborhood connections and luxurious amenities made Madison an important urban prototype for fostering community integration. Madison's residents are regular contributors to local non-profits and charities, working with their neighbors to better their communities. Visitors patronize the mercantile boutique and Capitol Hill residents often stop at the coffeehouse to catch up on local news and the latest life events with Madison residents. At the heart of the residence are these vital points of human connection—creating spaces that encourage and celebrate our shared experiences for better living.



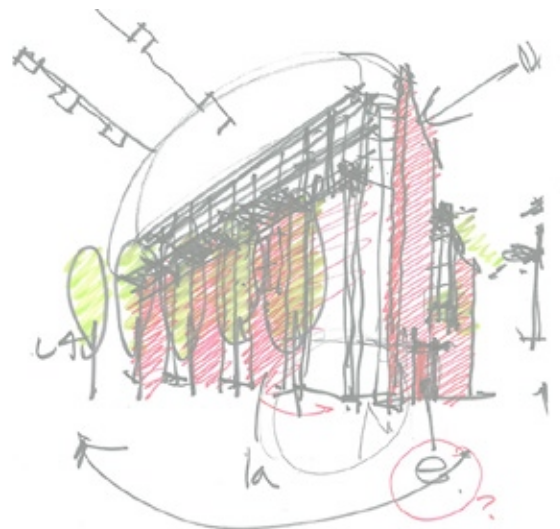
THEATER



PRIVATE MEMORY GARDEN

“This is the first time I’ve seen such a focus on dignity and respect put into an assisted living and memory care facility.”

ROB LIEBREICH, AEGIS ON MADISON GENERAL MANAGER





CONTACT INFORMATION



WOLF SAAR FAIA, ARCHITECT AIBC, MRAIC, LEED AP
Principal
+1 206 812 0032
w.saar@perkinseastman.com



ALEXIS DENTON AIA
Associate Principal
+1 510 207 1790
a.denton@perkinseastman.com



JOE HASSEL NCIDQ
Principal
+1 312 873 6269
j.hassel@perkinseastman.com

**PERKINS —
EASTMAN**

Human by Design

www.perkinseastman.com