



# Ann Arbor Senior Center Strategic Plan Project

2011



**WOODS CONSULTING GROUP**  
Strategy & Business Development

# ANN ARBOR SENIOR CENTER STRATEGIC PLAN

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## **ANN ARBOR SENIOR CENTER STRATEGIC PLAN PROJECT**

### **Introduction**

The Ann Arbor Senior Center is generally well-run and has established many strong programs for Ann Arbor senior residents. If Ann Arbor's programs were operated in almost any other city of similar size, the programs would likely be overrun with participants. However, in Ann Arbor there are two mitigating factors—multiple social and recreational competitors providing similar or enhanced programming; and an affluent senior population that has multiple options and may view the governmental offerings as less desirable than others. This circumstance has weakened demand. Given the market and current senior (age 55 and older) population of 27,936, the participation of 350 active seniors is low and not likely to expand significantly.

The programming offered to seniors in Ann Arbor is solid and serves a segment of the senior population who rely on this programming.

Current demand for additional services is weak. There may be opportunity for revenue enhancements by collaborations with other providers. Also, in the long term, expenses may be further controlled by establishing a volunteer outreach program geared to increase participation.

It is also important for the City of Ann Arbor Parks & Recreation Services to more thoroughly document the senior participation in the multi-generational programming currently offered.

With demand as it is there is no immediate need for additional space. The Ann Arbor Senior Center seems to be appropriate for current programming offerings and for the foreseeable future. If budget permits, some improvements to the space could be made, particularly to restrooms and the entry. Additional parking would also make the Center more inviting.

### Summary of Current Operation

Hooker DeJong, Inc., Architects, Engineers & Planners and The Woods Consulting Group were engaged to assist the City of Ann Arbor Parks & Recreation Services in developing strategic recommendations for the City's senior programming.

Currently, the City of Ann Arbor operates social and recreational senior programming through its Parks & Recreation Services. The primary location of specific senior program offerings is at Burns Park in the Ann Arbor Senior Center. However, seniors participate in many of the Parks



& Recreation Services programs which are multi-generational and outside of the specific senior offerings. These include golf, swimming, and hockey. Programming offered at the Ann Arbor Senior Center is extensive. These programs include bridge, mahjong and other games, language instruction, physical conditioning options, and

computer instruction, and many more. Lunch is served Monday through Thursday. Programming occurs throughout the week. Approximately 250 eligible seniors actively participate in the program.

## The Work Plan

The study used six components—staff interviews, stakeholder meetings, demographic analysis, market analysis, architectural and engineering evaluation of the Ann Arbor Senior Center physical plant and research of best practices in the industry. Estimates of short and long term performance and recommendations follow analysis.

## Staff Interviews

Staff interviews were conducted in three parts: (1.) An initial kick-off meeting was held; (2.) Individual interviews were conducted with the senior leadership; (3.) A group session with all staff. A major consensus derived from these sessions was to continue to provide social and recreational programming for Ann Arbor senior citizens as a part of the Parks & Recreation Services programming. The group was very receptive to what the demographic and market forces data suggested as challenges (many) and opportunities (few). Further, the group felt it was not

necessary to expand programming into social services or health areas where clinic, counseling, and other social services programs would be offered. In addition, the staff interview results included the following:



- More accurate documentation and tracking of senior participation in all programming could/should be done. (Note: many Parks & Recreation Services programs are multi-generational and records have not been kept of specific senior participation.)
- Budgets will continue to be limited in at least the near term so management creativity is a must.
- Programming does not have to be confined to one physical location.
- More and better use of volunteers should be pursued—both as a manpower and budgetary strategy.
- Ann Arbor Senior Services programming should pursue partnerships with neighboring senior programs offering successful programming which would be hard to duplicate or initiate—for example, travel programming.
- Census data reveals that the senior population will be growing in Ann Arbor, creating a more favorable market for senior recreational activities.



## Stakeholder Meetings

Three stakeholder meetings were held at three different locations throughout the City. Parks & Recreation Services advertised and notices were published to announce the meetings. Attendance was light. Enthusiasm of those who attended was high. All who attended supported

the activities of the Ann Arbor Senior Center and also supported expanded programming.

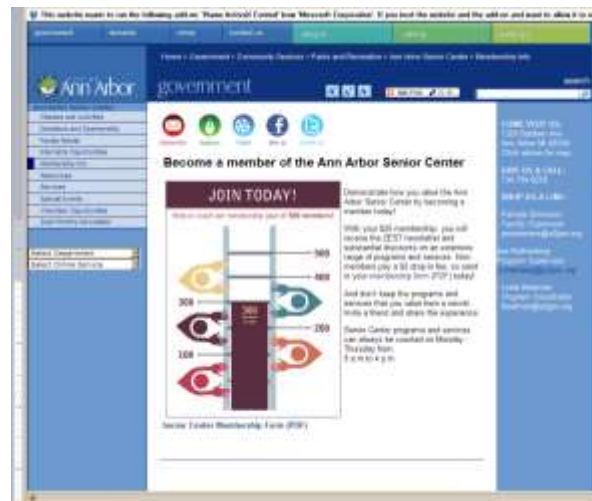
Among the most widely offered suggestions were:

- Expand bridge programming.
- Expand parking.
- Do a better job of promoting and marketing the senior programs.
- Offer Sunday activities.
- Offer programming at various locations.

Other stakeholder comments included:

- Build a new senior center.
- Add a travel component to the senior offerings.
- Expand foreign language options.

In addition to stakeholder meetings, the survey material recently gathered by Parks & Recreation Services was evaluated. This was a much broader sampling but the results were surprisingly similar. There was strong support for bridge programming, the Ann Arbor Senior Center, and modest social and recreational programming.

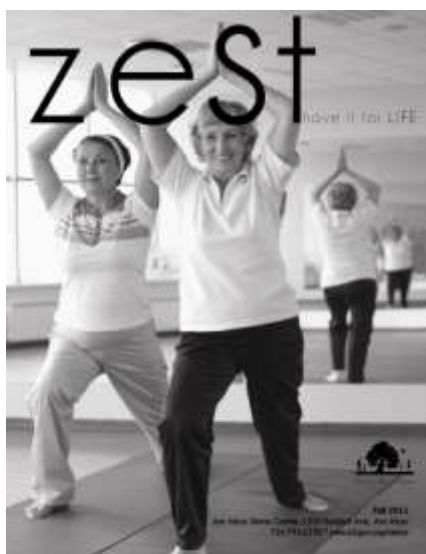


## Demographic Analysis

Ann Arbor Parks & Recreation Services uses age 50 to denote their senior programming eligibility and target market. The 2010 demographic profile for Ann Arbor reveals the following:

- A population of 119,638.
- A fifty and over population of 29,630.
- Percentage of households with a 50 or older person at 28.5%.
- Median household income with a 50 year old or older person at \$68,820.

Importantly, it is projected that at 2015 these numbers will remain relatively steady, with the exception of the median income will increase to \$83,745. The 2015 senior population is



expected to increase to 23,089, which is a 7.85% increase. The population is largely white (81.6%) with African-Americans and Asians being the next largest minority groups. The population is relatively wealthy with the 2015 projected median household income for 55-64 at \$92,325; 65-74 at \$81,156; and 75 plus at \$68,355.

The demographic distribution of seniors reveals that ages 55-64 tend to be concentrated in the northern half of the City.

Ages 65-74 are more concentrated north and east, and age 75 and over are more concentrated in the eastern portion of the City. For most seniors, Ann Arbor Parks & Recreation Service's facilities are located conveniently.



In summary, in 2015 approximately one quarter (24.4%) of Ann Arbor's population will be over 55 years old. Further, this population will be relatively well-off with a median income of \$83,745.

### **Market Analysis**

Competitors in the market place include:

- Ann Arbor YMCA
- Meri Lou Murray Recreation Center
- Mindful Movement
- Turner Senior Resource Center
- Washtenaw Community College
- Northfield Township Senior Center
- Ann Arbor Community Center
- Jewish Community Center
- Northeast Seniors
- Saline Area Senior Center
- Chelsea Senior Center
- Pittsfield Senior Center
- Recreation Programs of the Ann Arbor Public Schools
- Washtenaw County Parks Department
- University of Michigan School of Kinesiology
- NIAFIT: Seniors in Action
- Saline Area Senior Council
- Turner Senior Resource Center
- Ann Arbor City Club
- Catholic Social Services
- Area Agency on Aging
- MFit Fitness Center at the Ann Arbor Ice Cube

A commonality of offerings at these locations and facilities include the following:

- Languages

- Card games
- Computer Classes
- Financial Investment programs
- Crafts
- Reading
- Wii games and fitness activities
- Volunteering to help others
- Meals
- Health Screening



Choices for Ann Arbor’s senior population are multiple and plentiful. Further, the literature and interview results show that the younger seniors (estimated at 70 and below) have a certain disdain for senior programs and tend to select alternative programming that is not viewed as “senior” in nature, even though the participants may all be senior by definition. The combination of more programming than demand and a perceived negative attitude towards senior programming tends to reduce the opportunity for the Ann Arbor Senior Center activities to attract much more market share. There does not appear to be a program(s) that the Center could offer to attract significantly more senior citizen participation. From all the survey material, no single program or activity appeared to offer a panacea for notably increased participation. However, this does not mean that additional strategic programming should not be offered. It merely suggests that future programming should be strategic and probably geared to the over 70 senior population. The single exception seems to be bridge. In the surveys and group meetings there was repeated support for expanded bridge opportunities as well as other card games.

## Architectural and Engineering Analysis of the Ann Arbor Senior Center Building

The Ann Arbor Senior Center building is in generally good condition and well maintained. Recommendations for improvement are primarily cosmetic or for convenience and comfort including the following (in priority order):

- Renovate restrooms.
- Expand parking.
- Provide and relocate more storage.
- Update finishes to being more attractive and less “governmental”.
- Update heating and cooling systems to increase participant comfort level.
- Reconfigure entry and lobby to allow participants to view pick-up and drop-off areas.
- Install new entry doors to more readily accommodate participants with wheel chairs, walkers or canes.
- Update kitchen.
- Update computer area.
- Flow of building space is not good for multiple programs using building the building at the same time.



## Budget Analysis

The Ann Arbor Senior Center budget was reduced significantly in the 2010-11 year and bolstered by a bequest, supplementing operations by about \$37,000 per year. The 2011-2012

year has remained stable but is still augmented operationally by the bequest. This is expected to continue through the fiscal year 2012-2013. Subsequently, there will be a need to cover additional operational costs. Existing fees are projected to remain level through 2015. There is not increased demand for senior programming and fees associated with such programming are modest.

### **Best Practices**

Our team performed an extensive review of the literature. For the most part, the Ann Arbor Senior Center is following best practices for delivering senior social and recreational activities. We noted a few opportunities that may assist with future planning and budgeting—increased collaboration with area partners and increased use of volunteerism.

A survey of area providers indicated that there was a willingness to consider collaboration. A promising area for such collaboration may be travel. Other senior programs appear to be successful financially and programmatically with travel. However, this does not appear to be an opportunity for Ann Arbor Senior Services as an independent offering because there appears to

be insufficient demand. In collaboration with others there may be an opportunity to generate some “referral” fees and provide a service to those seniors who desire such travel experiences.



Another best practice in the profession is the use of volunteers—not only to provide programming but to act as salespersons for the existing programming. Volunteers would actually be trained as



- 2. *It is recommended that any additional programming or expanded programming be offered at other City owned locations throughout the community, including the North's and Bryant Community Centers.*

The focus groups suggest that seniors are more attracted to programming that is easily accessible. Demographics show the Ann Arbor senior population to be concentrated in a few areas of the city. Also, Ann Arbor has several affordable senior living developments, which may host programming.

The collage contains several pieces of text and images:

- Special Events:**
  - Labor Day BBQ For Lunch \$6.95 (11/22/24)
  - WGP For Lunch \$5.99 (11/22/24)
  - Flu Shots Sept 20, 1 to 4 p.m. (Schedule your appointment)
  - Halloween Party: Monday, Oct. 31st
  - Wednesday Day Pickle Party \$6
  - Reservations required one week in advance of the event date, please.
- Ann Arbor Farmers Market Double Up Food Bucks program:**
  - Ann Arbor Farmers Market Double Up Food Bucks program
  - Double Up Food Bucks program
  - Double Up Food Bucks program
- START NEW AT GOLF:**
  - Start new at golf program
  - Start new at golf program
  - Start new at golf program
- WWW.A2GOLF.ORG**

- 3. *It is recommended that the Ann Arbor Senior Center programming explore collaborative programming with institutions within and outside the City.*

Several providers in the area offer programming that may be complementary to the programming of Ann Arbor Senior Services. For example, the Pittsfield Township program offers extensive travel. While the market does not appear strong enough to support a comprehensive travel program initiated by Ann Arbor Senior Services, it may be beneficial to negotiate a collaborative arrangement for travel services whereby referrals would be accommodated and perhaps reimbursed a commission.

- 4. *It is recommended that the Ann Arbor Senior Center continue to be used as the focal point for senior programming with some minor cosmetic improvements to the spaces, restroom facilities, and expanded parking if possible.*

The physical plant has been well maintained. Its size and age however, requires some improvements if capital funds are available. Restroom upgrades would be beneficial. Expanded parking would be very convenient. Also, a provision for a small storage space would prove useful.

5. *It is recommended that the Ann Arbor Senior Services program use more volunteers in its program, and more specifically, use volunteers for outreach and to market senior program offerings.*

Volunteers are an effective way for program enhancement. The best practices of many senior programs nationwide use volunteers. It is strongly suggested that the Ann Arbor Senior Services operation initiate a volunteer marketing program to assist with selling the offerings.

6. *It is recommended that any future growth of the senior programming, and perhaps future operations, be sustained by volunteers rather than paid staff.*

Using volunteers is an effective method of providing additional resources without incurring additional expenses. Further, the Ann Arbor census reveals a likely cadre of volunteers in the young senior group (ages 55 to 65).

7. *It is recommended that the Parks & Recreation Services management keep records of senior participation in general programming throughout the service area—e.g. golf, swimming and hockey.*

Many Parks & Recreation Services programs are generational. Senior participation should be documented and accounted for as senior services provide to the best extent possible.

- 8. It is recommended that the marketing and sales effort for senior programming be expanded with better use of in-house publications and the City operated TV programming.***

The City has many outlets for marketing and promoting senior services. The focus groups and survey data suggest that more advantage can be taken of these opportunities as senior populations tend to use these outlets.

- 9. It is recommended that the Ann Arbor Senior Center staff reach out to the affordable housing developments in the area to develop further programming.***

A survey at housing in the Ann Arbor City limits reveals several senior projects that are subsidized by either the United States Department of Housing and Urban Development (HUD) or the Michigan State Housing Development Authority (MSHDA). It may be beneficial to coordinate or develop programming in conjunction with these projects.

- 10. It is recommended that the bridge programming at the Ann Arbor Senior Center be maintained and perhaps expanded if the market conditions support.***

Survey results and focus groups supported continuing or expanding the card gaming opportunities, particularly bridge. There seems to be some opportunity to expand programming of the Ann Arbor Senior Center as well as at other sites.



**11. It is recommended, in general, that future development of Ann Arbor Senior Center services be program based rather than facility based.**

The City demographics indicate that some programming may benefit from a location other than Burns Park. Likewise, the focus groups indicated that other locations may reach more or a different set of seniors.

**12. It is recommended that the Ann Arbor Senior Center develop marketing and sales materials that address the “Boomer” generation.**

**Often their assessment is that the programming of the Ann Arbor Senior Center is not for them, but for “old people”.**

This attitude is quite reflective of young seniors. This is a difficult problem faced by most senior centers and evident in the literature. A bold move would be to eliminate “senior” from all Parks & Recreation

programming. Less bold, but proactive, would be to design outreach materials to appeal to younger seniors. Also, the use of younger seniors as volunteers may bridge this gap.



**13. It is recommended that the Ann Arbor Senior Center programming continue to be offered affordably.**

The focus groups, as well as the survey material, strongly indicate that a strong appeal of Ann Arbor Senior Services programming is its affordability.

*14. It is recommended that the Ann Arbor Senior Center programming concentrate on offering programming to seniors over 70 as this is a growing demographic and potential for additional participation.*

While the market is weak for senior programming in the Ann Arbor service area, as defined by age 55 and over, there is a much stronger appeal to seniors over 70. This was reflected strongly in the survey materials.

*15. It is recommended that the Ann Arbor Senior Center facility located in Burns Park be used for other non-senior programming, when available.*

There are opportunities for additional programming at the existing site. For example, the facility could be used for youth programming or may be rented for private functions, which may also enhance revenues.

*16. It is recommended that Parks & Recreation consider a renaming of the facility at Burns Park.*

If #15 is implemented a more appropriate name may be useful, such as the Burns Park Community Center, for example.

## **Acknowledgements**

We would like to thank Pam, Jeff, and Colin for their support and insight.

Ann Arbor Senior Center  
Summary of Stakeholder Meetings  
2011

## Summary of Stakeholder Meetings

Stakeholder meetings were held at three different times during the course of the study. Stakeholder meetings were advertised and located in different geographical areas of the City—North Side Community Center (12.08.10), the Burns Senior Center (01.06.11) and the Bryant Community Center (12.07.10).

Attendance was light. Dialogue was rich. Comments and suggestions were as follows:

- Misses groomed cross country ski trails, which used to be maintained by the City.
- Loves the river and what is going on there. Would like to see fine pebbles rather than pavement on the walkways.
- Currently participating in French class, liking affordability and schedule.
- Senior Center needs to do a better job of letting people know about programming and availability.
- The bridge teacher noted that longer class times may be desirable.
- It was suggested that there be a central point for the dissemination of information about senior programs.
- It was suggested that a way to reach the most people in the City is through the water billing process and perhaps would be a good method of communicating.
- It was generally thought that people in Ann Arbor are clueless when it comes to senior programming offerings.
- Many suggestions for programming were offered—cooking classes and demonstrations, yoga, exercise, history classes of various interests, music, travel, book club and gardening. It was also suggested that programs be offered that would have niche appeal for walkers, bikers and golfers, for example.
- City should continue to provide affordable programs.
- It was suggested that program offerings be made available at other locations throughout the City including the North and South Side community centers.
- The Ann Arbor Senior Center is convenient for the neighborhood.
- The Ann Arbor Senior Center needs a bike rack.

- The Senior Programming needs more marketing and sales effort.
- Senior Programming should use the City's television network for more information dissemination.
- Several times participants mentioned the need for a larger facility such as the one in Pittsfield Township.
- Several participants emphasized the success of the bridge programs and advocated more additional bridge programming and a larger facility for same.
- In general Senior Services in Ann Arbor should be program-based rather than facility-based.

Ann Arbor Senior Center  
Demographics Analysis  
2011

**City of Ann Arbor  
Parks & Recreation Services Department  
Analysis of Market for Services to Seniors**

**Note: All demographic information presented below is provided through ESRI.**

**SECTION I: DEMOGRAPHIC CHARACTERISTICS OF ANN ARBOR: POPULATION OVER AGE 55: 2000-2015**

**Table 1.1: Demographic Profile: City of Ann Arbor, 2000 – 2015**

	2000	2010	2015	Annual Change
<b>Total Population</b>	<b>114,024</b>	<b>119,638</b>	<b>120,489</b>	<b>+0.14%</b>
<b>Population 50+</b>	<b>21,841</b>	<b>27,936</b>	<b>29,360</b>	<b>+1.0%</b>
<b>Median Age</b>	<b>28.2</b>	<b>28.3</b>	<b>28.6</b>	
<b>% Households 55+</b>	<b>22.8%</b>	<b>28.5%</b>	<b>30.2%</b>	<b>+1.17%</b>
<b>Median HH Income 55+</b>	<b>\$55,204</b>	<b>\$68,820</b>	<b>\$83,745</b>	<b>+4.0%</b>

**Trends:**

- The number of households ages 55-plus will represent 30% of all households in the City by 2015
- Households ages 55-plus will have median income greater than the median for the entire city by 2010

**Table 1.2: Population Age 55-plus City of Ann Arbor 2000-2015**

Age	2000 Census	2010	2015
<b>55-59</b>	<b>4,065</b>	<b>6,136</b>	<b>5,711</b>
<b>60-64</b>	<b>2,822</b>	<b>4,754</b>	<b>5,170</b>
<b>65-69</b>	<b>2,450</b>	<b>3,152</b>	<b>4,214</b>
<b>70-74</b>	<b>2,233</b>	<b>2,186</b>	<b>2,832</b>
<b>75-79</b>	<b>1,920</b>	<b>1,883</b>	<b>1,944</b>
<b>80-84</b>	<b>1,257</b>	<b>1,574</b>	<b>1,448</b>
<b>85-plus</b>	<b>1,157</b>	<b>1,723</b>	<b>1,770</b>
<b>65-plus</b>	<b>9,017</b>	<b>10,518</b>	<b>12,208</b>
<b>75-plus</b>	<b>4,334</b>	<b>5,180</b>	<b>5,162</b>

**Trends:**

- Largest age group in 2010/2015 will be those 55-64, followed by those 65-74
- Population over age 75 is relatively stable from 2010-2015

**Table 1.3: Number of Households Ages 55-plus: 2000-2015**

	HH ages 55-64	HH ages 65-74	HH ages 75-plus	Total HH ages 55-plus
<b>2000 Census</b>	<b>4,281</b>	<b>3,204</b>	<b>2,778</b>	<b>10,623</b>
<b>2010</b>	<b>6,846</b>	<b>3,441</b>	<b>3,542</b>	<b>13,829</b>
<b>2015</b>	<b>6,791</b>	<b>4,489</b>	<b>4,489</b>	<b>14,827</b>

**Trends:**

- # of households ages 55-64 projected to remain stable between 2010-2015
- # of households ages 65-74 and 75+ each projected to increase by 1,000+/- between 2010-2015; larger growth rate in # of households over age 65

**Table 1.4: Median Household Income: Households Ages 55-64**

	HH ages 55-64	HH ages 65-74	HH ages 75-plus	Total HH ages 55-plus
<b>2000 Census</b>	<b>\$74,547</b>	<b>\$51,042</b>	<b>\$35,830</b>	<b>\$55,204</b>
<b>2010</b>	<b>\$79,383</b>	<b>\$64,298</b>	<b>\$51,356</b>	<b>\$68,820</b>
<b>2015</b>	<b>\$92,325</b>	<b>\$81,156</b>	<b>\$68,355</b>	<b>\$83,745</b>

**Trends:**

- Median household income highest in 55-64 age group; lowest among those 75-plus
- Growth in household income from 2010-2015 greatest for those ages 65-74 and 75-plus.

**Table 1.5: Racial Characteristics of Age 50+ Population: 2010**

Total population age 50-plus: 27,941

White only	22,812	81.6%
Black only	2,372	8.5%
Asian only	2,201	7.9%
Hispanic	507	1.8%

The 50-plus population is predominantly white with African-American and Asians being the largest minority groups.



**Table 1.6: Disabilities Among Population 65-Plus: 2000 Census**

Total populations age 65+	5,679	
# w/sensory disability	995	17.5%
# w/physical disability	1899	33.4%
# w/mental disability	749	13.2%
# w/self-care disability	663	11.7%
# w/go outside home disability	1373	24.2%

**Trends:**

- Seniors over age 65 are most likely to have physical disabilities and/or unable to go outside the home disability

**Table 1.7: Housing Tenure among Households Ages 55-plus: 2000 Census**

Age of HH	Total HH	Owner HH	Renter HH
55-64	4,353	3,348	1,005
65-74	3,043	2,375	668
75-84	2,263	1,600	663
85-plus	743	380	363
<b>Totals</b>	<b>10,402</b>	<b>7,703</b>	<b>2,699</b>

**Trends:**

- Households under age 85 are most likely to reside in owner-occupied housing
- % of households living in rental housing increases as age of household increases

## **SECTION 2: GEOGRAPHIC DISTRIBUTION OF SENIOR HOUSEHOLDS – 2010 FORECAST**

Assuming that the physical proximity of recreational/social services is an important factor in the propensity to utilize those services (convenience is an important factor in usage), Woods utilized GIS mapping in combination with the ESRI data reported above to map the number of persons in 3 age groups (55-64, 65-74, and 75-plus) living in Census Tracts within the City of Ann Arbor and in adjoining areas. The purpose of this analysis is to learn where different sub-groups of seniors reside and the relationship to current Parks and Recreation facilities.

The resulting maps are included with this report. The maps indicate the following trends:

- Households in the 55-64 age group are more concentrated around the northern one-half of the City with especially heavy concentrations located east of US-23 and south of M-14. There is also a second concentration west of the City near where US-14 splits from I-94 in Scio Township. In general, there are likely to be more households, ages 55-64, residing outside of the city limits around the northern one-half of the city in Ann Arbor, Northfield and Superior townships.
- Households in the 65-74 age group are more concentrated north and east of the city along the US-23 corridor both north and south of M-14. There are also some concentrations within the City limits north of Washtenaw Avenue toward Glacier Way and Plymouth Road. As with the 55-64 group, there are likely to be more households ages 65-74 residing outside of the City limits around the northern one-half of the city.
- Households over the age of 74 are most likely to be found in the eastern one-half of the City north of Washtenaw Avenue toward Glacier Way and Plymouth Road. These “oldest” households are also located east and north of the City in Ann Arbor, Northfield, and Superior Townships.

## **SECTION 3: RELATIONSHIP OF SENIOR HOUSEHOLDS TO PARKS AND RECREATION FACILITIES**

Based upon the information provided above, the Parks and Recreation facilities located in the northern and eastern parts of the City are most likely to be convenient to the “senior” population. A second key group of facilities that are proximate to the senior population are those located west of the City.

Facilities north and east include the following:

- Argo Canoe Livery
- Farmers Market
- Fuller Pool
- Leslie Golf Course
- Leslie Science Center
- Northside Community Center
- Gallup Canoe Livery
- Huron Hills Golf Course
- Ann Arbor Senior Center

Facilities located in the north/west quadrant include the following:

- Mack Pool
- Veterans Memorial Facility

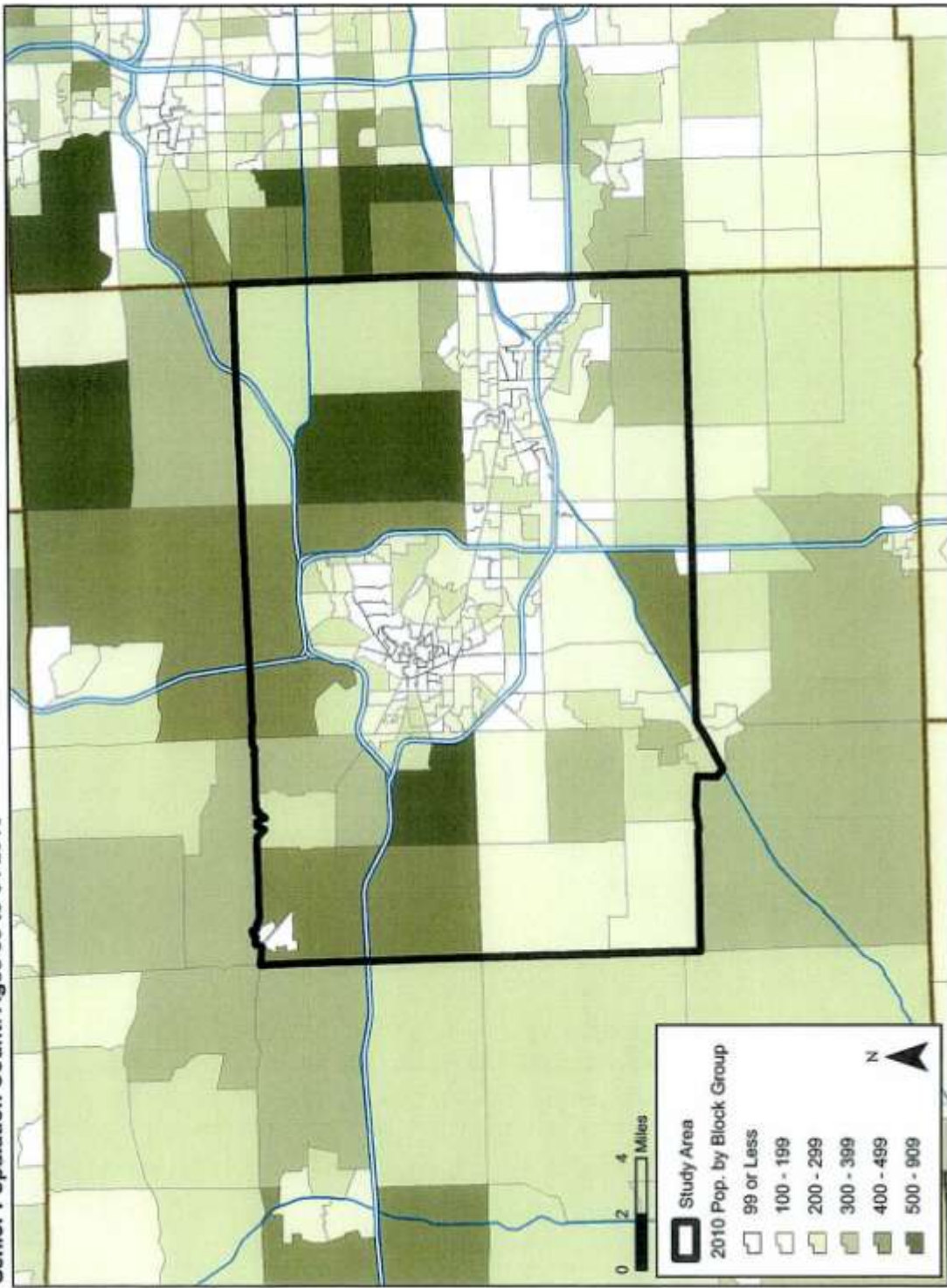
#### **SECTION 4: RELATIONSHIP OF COMPETITOR FACILITIES TO SENIOR HOUSEHOLDS**

The Ann Arbor area contains many other facilities and centers that offer recreational and cultural/leisure services to seniors in both the city and the surrounding area. The following facilities/centers would be considered located very close to the projected senior population noted in Section 2, above:

- Ann Arbor YMCA
- Meri Lou Murray Recreation Center (Washtenaw County)
- Mindful Movement
- Turner Senior Resource Center
- Washtenaw Community College
- Northfield Township Senior Center
- Ann Arbor Community Center
- Jewish Community Center
- Northeast Seniors
- Saline Area Senior Center
- Chelsea Senior Center

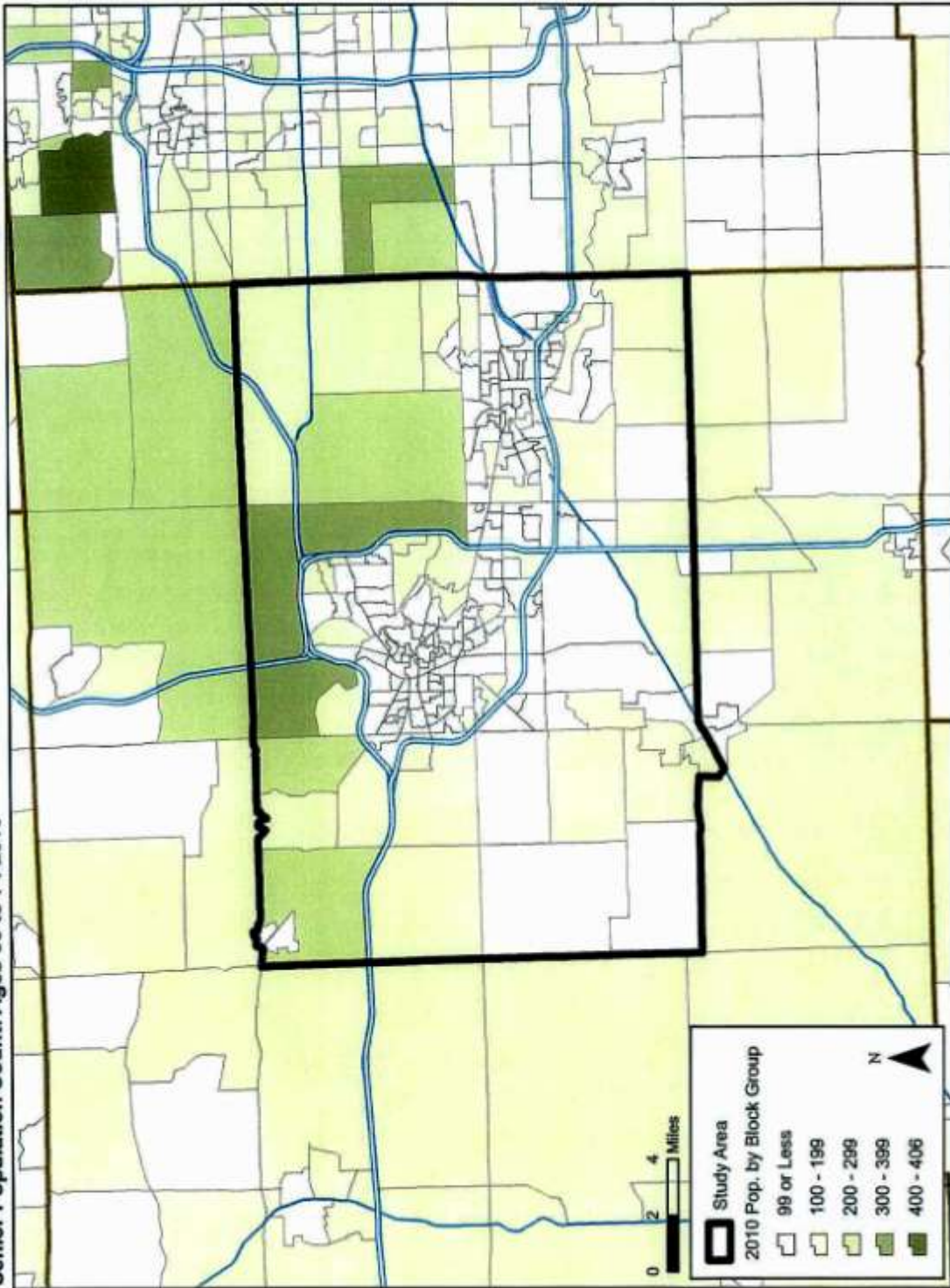
These facilities offer a range of services and programming including exercise, cultural activities, leisure activities, and educational programs.

Senior Population Count: Ages 55 to 64 2010



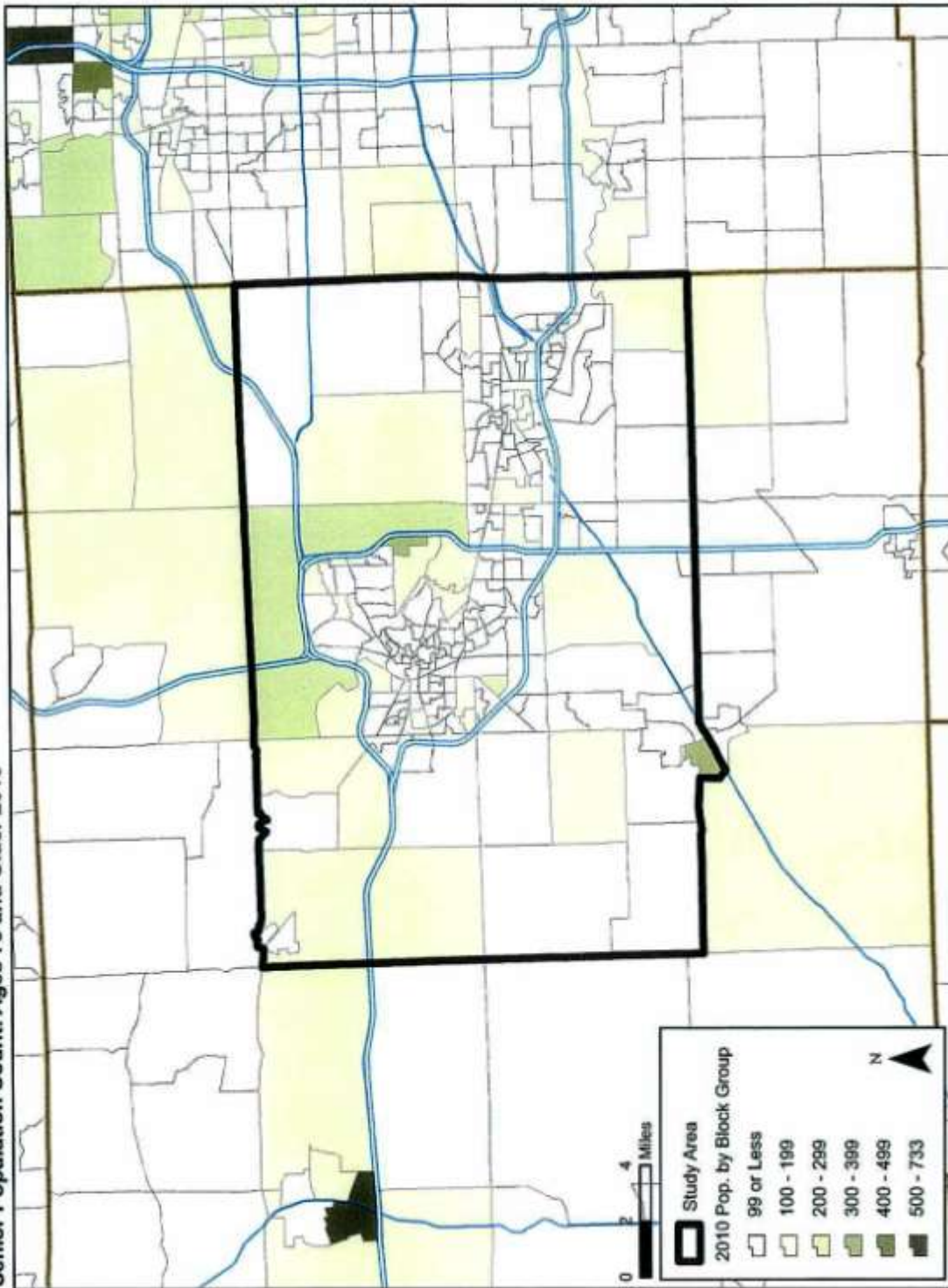
Source: ESRI, Inc.  
Analysis: Anderson Economic Group, LLC, 2010.

Senior Population Count: Ages 65 to 74 2010



Source: ESRI, Inc.  
Analysis: Anderson Economic Group, LLC, 2010.

Senior Population Count: Ages 75 and Older 2010



Source: ESRI, Inc.  
Analysis: Anderson Economic Group, LLC, 2010.

Ann Arbor Senior Center  
Marketing Analysis  
2011

## **SECTION 5: OVERVIEW OF EXERCISE PROGRAM OFFERINGS FOR SENIORS IN THE ANN ARBOR/WASHTENAW COUNTY AREA**

### **Health Clubs, Schools, and Related Facilities**

**Ann Arbor YMCA**

[www.annarborymca.org](http://www.annarborymca.org)

**400 W. Washington**

**Ann Arbor, MI 48103**

**734-996-9622**

**Membership required; some programs require additional fee**

**Programs offered – most programs offer multiple levels:**

- Aerobics and conditioning
- Cancer survivorship (Livestrong)
- Personal wellness (includes personalized assessment)
- Pilates (multiple levels)
- Studio cycling
- Yoga (BKS Iyengar, Yoga Master)
- Wellness Center – Cybex machines, free weights, cardio machines
- Pool and gym

**Ann Arbor Public Schools – REC & ED** [www.aaps.k12.mi.us](http://www.aaps.k12.mi.us)

**Multiple locations throughout city: Community, Eberwhite, Thurston, Scarlett, Bryant, Mack, Bach, CAB, Ita Yoga Studio, Forsythe, Stauson, High Point, Chippewa, Clague,**

**Register at 734-994-2300 X-53149 or 53233**

**Most programs offer multiple levels**

- NIA Fitness
- Cardio Dance and Pilates
- Cardio Interval Mix
- World Dance Workout
- Cardio Boot Camp
- Pilates Matwork



- Yoga Pilates
- Gentle Yoga
- Yoga Flow
- Yoga Flow and Restore
- Sanchin Ryu Karate
- Aikido
- Swimming
- Therapeutic Swim
- Private and semi-private swim lessons
- Scuba and snorkeling (in partnership with local dive organizations/shops)
- Tennis/Cardio tennis
- Couples Dance (wide variety of choices in dance and level of expertise)

**Washtenaw County Parks Department**

[www.ewashtenaw.org](http://www.ewashtenaw.org)

**Meri Lou Murray Recreation Center**

**Corner of Washtenaw and Platt**

**Ann Arbor, MI**

**Group classes and individual programming; class fees include “senior” fee**

**Also includes outdoor education programming – all seasons**

- Cardio
- Conditioning
- Dance
- Kick-boxing
- Martial arts
- Mind & body (yoga, Pilates, senior stretch, Tai Chi)
- Badminton
- Water aerobics

**University of Michigan**[www.kines.umich.edu](http://www.kines.umich.edu)**School of Kinesiology**

- Lifetime Fitness – class offered at Briarwood Mall @ 9:00 am , MWF, for seniors and those who may be less-conditioned; classes are free

**Mindful Movement**[www.mindfulmovementforeverybody.com](http://www.mindfulmovementforeverybody.com)**815 Wildt Street****Ann Arbor, MI 48103****734-395-2624**

- Classes open to women of all ages; taught by Robin Okun, LMSW
- Blend of movement, music, breath and visual imagery; each participant chooses her own pace
- Also offers private classes for individuals with eating disorder, cancer and other health challenges, chronic pain conditions such as arthritis and fibromyalgia

**Turner Senior Resource Center**[www.med.umich.edu/geriatrics/community/turner](http://www.med.umich.edu/geriatrics/community/turner)**2401 Plymouth Road****Ann Arbor, MI 48105****734-998-9340**

- “Seniors in Action: Fitness over 50” offers classes in cardio-tone; Pilates, yoga, and strength-training
- NiaFit 7-week classes
- Cardio-tone: strength-training, Tai Chi (beginning and continuing)
- TSRC Exercise classes: Irish Dance, Noon-time Exercise, Walking in-place
- Enhance Fitness
- M-Healthy Yoga class
- Fee for classes

**NIAFIT: Seniors in Action****P.O. Box 3263**

**Ann Arbor, MI 48106****734-998-1198**

- Health promotion for the older adult
- Links to Washtenaw County Parks fitness classes
- Classes held at Genesis of Ann Arbor, Turner Resource Center, and other locations in Ann Arbor, Ypsilanti, Dexter, and Chelsea

**Washtenaw Community College**[www.wccnet.edu](http://www.wccnet.edu)**4833 East Huron River Drive****Ann Arbor, MI****734-975-9950****Program offerings include the following (offered at multiple levels):**

- Low impact aerobics
- Step and tone classes
- Cardio kick-boxing
- Circuit training
- Zumba
- Pilates
- Pilates Reformer
- Yoga
- Group cycling
- Aquatic classes in both warm water pool and lap pool
- Swim lessons
- Transitional care: unique fitness programs for individuals transitioning from or managing a medical condition

**MFit Fitness Center at the Ann Arbor Ice Cube**[www.a2ice3.com/mfit](http://www.a2ice3.com/mfit)**2121 Oak Valley Drive****Ann Arbor, MI 48103****734-998-8700**

**Medically-based fitness center staffed and managed by the U-M Health System. All staff are qualified health professionals. Programs include the following:**

- Sports-specific exercise programs for youth and adults
- Fit-Script: medically-based exercise program for people with a complex health history, chronic illness or condition, or involved in a rehabilitation process (cardiac or physical)
- Fitness and body composition testing
- Personal training
- Yoga, Pilates, Tai Chi, Zumba, and aerobics classes (open to members)

### **Exercise Offerings at Area Senior Centers**

**Chelsea Senior Center Activities Center**

[www.chelseaseniors.org](http://www.chelseaseniors.org)

**512 E. Washington Street**

**Chelsea, MI**

**734-475-9242**

- Health and wellness is “backbone” on Senior Center programming
- Classes meet 5 days per week
- Classes include stretching, light weight lifting, and cardio exercise
- Other opportunities include walking in hallways or on the track, bowling and clogging
- Also offer a Total Wellness program

**Pittsfield Senior Center**

[www.pittsfieldtwp.org](http://www.pittsfieldtwp.org)

**701 W. Ellsworth Road**

**Ann Arbor, MI 48108**

**734-822-2117**

- Fitness and Wellness – sponsored with Washtenaw Community College; help with strength, balance, flexibility, health & nutrition
- Tai Chi, Wii bowling, tap dance, chair exercise
- Pittsfield Township Recreation programs (open to seniors): Deep water aerobics, water aerobics, Sanchin-Ryu Karate, cardio interval mix, dance (American-style continuity

Waltz), Hatha yoga, mixed martial arts conditioning, zumba fitness, Gyrokinesis, cross-country ski instruction (winter)

**Saline Area Senior Council**

**7190 North Maple**

**Saline, MI**

**734-429-9274**

- Cottonwood Cloggers (beginner to intermediate levels)
- Ageless Yoga
- Zumba Gold
- Ball fitness
- Bowling at Maplewood lanes
- Walking at Liberty School
- Pickleball at Liberty Gym
- Bounce volleyball at Liberty Gym
- WCC Classes: Tai Chi and Line Dancing, yoga, exercise with Liz

**Northfield Township**

[www.twp-northfield.org](http://www.twp-northfield.org)

**9101 Main Street**

**Whitmore Lake, MI**

**734-449-9925**

- Low-impact aerobics
- Wii games
- Chair yoga

**Northeast Seniors, Dixboro United Methodist Church**

[www.dixborochrch.org](http://www.dixborochrch.org)

**5221 Church Road**

**Ann Arbor, MI**

**734-996-0070**

- Energetic, active exercise class M, W, F at 10 am (1 hours)

- Class includes warm-up, stretching, aerobics, weight-lifting, and cool-down

**Ann Arbor Community Center**

[www.annarbor-communitycenter.org](http://www.annarbor-communitycenter.org)

**625 N. Main Street**

**Ann Arbor, MI**

**734-662-3128**

- Offers senior weekly exercise programs and health screenings
- Also provides opportunities for socialization

**Jewish Community Center (JCC)**

[www.jccannarbor.org](http://www.jccannarbor.org)

**2935 Birch Hollow Drive**

**Ann Arbor, MI**

**734-971-0990**

- JCC offers Older Adult Program known as SPICE (Social, Physical, Intellectual, Cultural, and Educational programming)
- Exercise programs schedule on a regular basis at JCC

## **SECTION 6: SOCIALIZATION PROGRAMS/ACTIVITIES FOR SENIORS**

The following is an overview of leisure/socialization programming offered to seniors in the Ann Arbor area by various senior and community centers:

**Turner Senior Resource Center:**

- Computer lab supervised by skilled instructors and volunteers
- Healthy Living Presentations
- TSRC classes: Creative Drama, Music for the Health of It; Writing Group; Bridge Seminars, Computer classes (includes mentors)
- Housing Bureau for Seniors – links to affordable, appropriate housing for seniors
- Resource Center kitchen – cooking classes that emphasize nutrition and healthful meals; lunch served here in collaboration with Washtenaw County’s Senior Nutrition program
- Learning in Retirement: mini-courses, writing and study groups on variety of topics

- Care-giver Resource Center – offers information on various aspects of care-giving and volunteers; special programs for Korean and Asians
- Silver Club – program for adults with memory loss that includes socialization, music, service, as well as time-off for care-givers; meets 5 days per week
- Gallery 55+ - exhibits 2-dimensional art that represents the creativity of gifted local artists ages 55-plus; exhibits changes every 3 months

### **Osher Life-Long Learning Institute at University of Michigan**

**734-998-9351 or [germedoll@umich.edu](mailto:germedoll@umich.edu)**

- Program for people who share the love of learning
- Includes Distinguished Lecture Series (second Tuesday of each month)
- Thursday morning Lecture Series
- Study groups lead by volunteer retired professors – meet weekly at TRC
- Trips to tri-state attractions and to musical or theatrical presentations
- Annual membership fee of \$20 plus event/activity fees

### **Ann Arbor Community Center [www.annarbor-communitycenter.org](http://www.annarbor-communitycenter.org)**

- Senior group meets weekly to play bingo, bridge, and dominoes
- Hot lunches provided for Christmas, Thanksgiving and other special events
- Special programming on women's health issues and domestic violence

### **Jewish Community Center [www.jccannarbor.org](http://www.jccannarbor.org)**

- SPICE program – social, physical, intellectual, cultural, and educational programming
- Games and crafts/current events discussion/special presentations
- Holiday activities so that members can continue to celebrate their Jewish heritage
- Also houses activities in conjunction with Ann Arbor Symphony, JCC Early Childhood Center and Hebrew Day School, Washtenaw Community School, U-M Osher Lifelong Learning Institute

### **Ann Arbor City Club [www.annarborcityclub.org](http://www.annarborcityclub.org)**

- “Signature Groups” within the Club that focus on specific areas of interest: Art, Bridge, health & fitness, Kids’ Club, Local Food, Quilt Club, World War II history
- Fall, 2010 class offerings include oil painting, Bridge, Album and scrap-booking, art, computer friends, and Tour of U-M Map Library

**Catholic Social Services**     [www.csswashtenaw.org](http://www.csswashtenaw.org)

- Grandparents as parents
- Interfaith volunteer care-givers
- Medicare/Medicaid Assistance
- Retired Senior Volunteer Program (RSVP)
- Tax Assistance

**Area Agency on Aging 1-B**     [www.aaa1-b.com](http://www.aaa1-b.com)

- Source of information for seniors, disabled adults, and care-givers for information on local services and resources in southeast MI

**Chelsea Senior Activities Center**     [www.chelseaseniors.org](http://www.chelseaseniors.org)

- Wood carving, stained glass, computer club, puzzles, coin club, card games, stamp collecting, bowling
- Scrabble, golf, quilting, bridge, knitting and crocheting, euchre, Wii sports, and Wii Fit
- Programs on grief, Medicare, investments, green burials, advance directives, trusts, scams, and identity theft
- Blood pressure clinics, foot care, massage, tax preparation, flu vaccine clinic
- Home-style noon meals served each week-day

**Northfield Township Senior Center**     [www.twp-northfield.org/services/sr\\_center](http://www.twp-northfield.org/services/sr_center)

- Open Painting/Drawing
- Northfield Needles (quilts)
- Kiwanis Club
- Book Talk



- Recycled Cards
- Wii Games
- Knit/Crochet/Craft group
- Noon meal available M, W, Th at United Methodist Church

**Pittsfield Senior Center**     [www.pittsfieldwp.org/Senior\\_Center](http://www.pittsfieldwp.org/Senior_Center)

- Languages – Italian
- Card party
- Investment classes
- Computer classes
- Cover girls quilting group (first time quilters)
- Wood-carving
- Recorders (flute)
- Brown bag book club (bring book and brown bag lunch)
- Creative writing
- Mah Jong lessons and play
- Watercolor classes
- Euchre
- Flower arranging
- Quilters
- BINGO
- Pinochle
- Freebie Fridays (bring good items you no longer use that someone else might find valuable)
- Basket-weaving
- Ceramics
- Digital camera lessons
- Oil painting
- Breakfast club
- Bridge club

- Sit & knit
- Canasta group
- Special events each Wednesday at lunch: potlucks, health screenings, “Red Hat Ladies”, visit to local restaurant

### **Saline Area Senior Council**

- Winter reading program for “winter nesters”
- Mardi Gras and Fat Tuesday celebrations
- Brunch for Lunch
- Fresh floral class
- Landscape painting
- Financial health
- Italian
- Computer basics
- Cards (multiple games)
- Bridge
- Shopping helpers – to take residents of local retirement home to country market

### **Common Program Themes:**

- Languages
- Card games (wide variety)
- Computer classes
- Financial investment programs
- Crafts: flowers, wood-carving, knitting/crocheting
- Reading groups
- Wii games/fitness activities
- Volunteering to help others
- Congregate meals at site and/or trips to local eateries
- Health-screening and informational programs

## **SECTION 7: OVERVIEW OF TRAVEL PROGRAMS OFFERED TO SENIORS/ANN ARBOR AREA**

The following section provides an overview of the travel programs offered to Ann Arbor area seniors by various senior centers and social centers. Each listing contains a sample of recent travel offerings.

### **Township Senior Centers**

#### **Saline Area Senior Center**

- Registration deadline for each trip
- If registrant needs to cancel, encouraged to get own replacement
- Non-members pay \$5 premium fee

#### Sample trips – December newsletter

- Dinner with the staff at local restaurant
- Meadowbrook Holiday Walk
- Canterbury Village and Great Lakes Crossing
- Potter’s Market (Oakland CC campus in Royal Oak)
- “Forever Plaid: Plaid Tidings” in Detroit
- Shopping in Toledo
- North American International Auto Show (Detroit)
- Soaring Eagle Casino
- “Bingo-Mania” – Windsor, ONT.
- Women of History – Diana; Grand Rapids (also Betty Ford at Ford Museum)

#### Vacation Specials (multiple nights with bus/air travel)

- “Gamble –Mania” – Little River, Turtle Creek and Soaring Eagle casinos
- Arizona – Valley of the Sun
- Philadelphia Flower Show
- American Passion Play – Bloomington, IL
- Montreal & Quebec City

- New York City
- Oregon Coast
- National Parks and Canyons
- The Hamptons and Newport, RI

**Pittsfield Township Senior Center** [www.pittsfieldtp.org/Senior Center](http://www.pittsfieldtp.org/Senior_Center)

- “Shen Yu” at Detroit Opera House
- “In the Heights” at Fisher Theater, Detroit
- DSO Pops Concert
- “Burn the Floor” at Fisher Theater
- The Irish Rovers in Tecumseh
- Peace in the Valley at Turkeyville (south of Lansing)
- “Les Miserables” at Fisher Theater
- “Mamma Mia” at Fisher Theater
- Golden Dragon Chinese Acrobats at Tecumseh
- “Married Alive” at Turkeyville
- Daniel O’Donnell Show in Toledo

**Chelsea Senior Center** [www.chelseaseniors.org](http://www.chelseaseniors.org)

- One day trips to sporting events, theater, music performances, casino visits, and shopping
- Chelsea seniors walk the Mackinac Bridge (Labor Day weekend)
- White water rafting
- Tour overseas and extended trips in the US and Canada

**Northfield Township Senior Center** [www.twp-northfield.org](http://www.twp-northfield.org)

Day trips include the following:

- Tiger game
- Fabulous 50’s Extravaganza (Baker’s Restaurant – Milford)
- Chain of Lakes Color Tour
- Turkeyville for “Smoke on the Mountain”

- Caesar’s Casino – Windsor, ONT
- Shores of Erie Winery Tour – Windsor, ONT
- Detroit Symphony Orchestra performance
- Rum Runners Tour – Windsor, ONT
- Mariner’s Church in Detroit
- “Diana – A Celebration” – Grand Rapids Art Museum

Extended Travel includes the following:

- The Lettermen at Jumer’s Casino; Moline, IL
- Mississippi River Cruise
- Odawa Casino in Petoskey
- Wheeling Island Casino & Greyhound Track
- Nova Scotia, Prince Edward Island, Cape Breton Is.
- Outer Banks, NC
- Charlevoix Color Tour
- Brown County, Indiana
- East Coast Foliage Tour
- Shenandoah Valley Fall Color Tour
- A Branson Christmas

**Ann Arbor Community Center**      [www.annarbor-communitycenter.org](http://www.annarbor-communitycenter.org)

- Regular outings and trips to movies

**Jewish Community Center**      [www.jcca.org](http://www.jcca.org)

- Offers members concerts and trips

## **SECTION 8: REACHING THE SENIOR MARKET – EXISTING COMMUNICATION CHANNELS**

Quality programming for seniors is transformed to effective programming when seniors are able to learn of its existence and participate in the program. The ability to reach potential users will depend on both the quality/clarity of the message and the use of multiple communication channels.

Listed below are several potential communication channels for reaching seniors in the Ann Arbor market:

*Senior Living Facilities (example: information delivered to each site and distributed to residents – with permission of management):*

- Ann Arbor Housing Commission; 727 Miller Avenue 994-2828
- Baker Commons 106 Packard 994-2926 (64 -1BR units)
- Carpenter Place 3400 Carpenter Road 973-8377 (150 units)
- Chidester Place 330 Chidester Ypsilanti 487-9400 (151 units)
- Clark East Towers 1550 E. Clark Road 482-5511 (200 units)
- Courthouse Square 100 S. Fourth Ave. 995-5533 (116 units)
- Cranbrook Tower 2901 Northbrook Place (202 units)
- Cross Street Village 210 W. Cross Street 483-8300 (104 units)
- Lexington Club 2224 Golfside Road Ypsilanti 572-9000
- Lurie Terrace 600 W. Huron 665-0695 (142 units)
- Milan Village Apartments 71 Hurd Street Milan 439-8179 (36 units)
- Miller Manor 727 Miller Ave. 994-2828 105 units
- Mill Pond Manor 460 W. Russell St. Saline 429-3838 (48 units)
- Parkway Meadows 2575 Sandalwood Circle 662-5055 (211 units)
- Pines Senior Apartments 225 Wilkinson St. Chelsea 433-9130 (98 units)
- Sequoia Place 1131 Maple Road 669-8840 (55 units)
- Towne Center 401 W. Michigan Ave. Ypsilanti (170 units)

The majority of the units listed above are located within the City of Ann Arbor. Most are targeted at households ages 62-plus with some including households over age 55. Many of the housing units are subsidized (tenant pays no more than 30% of income for rent) so residents may not be able to afford more expensive senior facilities. Promotions to each housing complex may be targeted at the programming available at the closest Parks and Recreation facilities.

### ***Information and Referral Services for Seniors***

A variety of agencies provide assistance and information to seniors. They also make specific referrals to program providers. These “intermediaries” should be made aware of senior programming provided by the City on a regular basis:

- Area Agency on Aging 1-B: 1-800-852-7795
- Catholic Social Services – Older Adult Services 712-3625
- Jewish Family Services of Washtenaw County: 769-0209
- Neighborhood Senior Services 712-7775
- St. Joseph Mercy Health Line 712-5400
- University of Michigan Turner Geriatric Clinic Social Work 764-2556
- Washtenaw United Way 211 477-6211
- Ann Arbor Center for Independent Living

### ***Newsletters for Seniors***

The following senior organizations publish newsletters on a regular basis for their members. Contact the organization to submit information about senior programming at Parks and Recreation facilities:

- Ann Arbor Public Library: 327-4200
- Ann Arbor Stroke Club: 712-2426
- Gray Panthers of Huron Valley: 973-5593
- Independent Times: 769-0971 (monthly newspaper for seniors)
- Turner Senior Resource Center 998-9353

Effective promotion relies on the utilization of multiple communication channels to reach the target audience(s). The above channels should be used wisely as part of an overall promotion strategy to reach seniors in the Ann Arbor area to inform them of Parks and Recreation offerings. Promotion should not be limited only to these channels. Effective promotion should also include various electronic media with a demonstrated ability to reach the target populations.

## **SECTION 9: RECOMMENDATIONS FROM AREA SENIOR CENTER DIRECTORS**

Woods surveyed the Directors of Ann Arbor Area Senior Centers. The results of those surveys are summarized below:

*Which of your program offerings are most popular with persons over age 55 over the past 3 years:*

- Yoga
- Day trips
- Tai Chi
- Wood-carving
- Home-bound meals
- Presentations on health-related issues
- Exercise programs
- Computer-related programs

*Which of your program offerings are least popular (declining enrollment over past 3 years):*

- Nutritional lunch program
- Sunday card games with pot luck
- Advance directives

*What % of your program participants are residents of the City of Ann Arbor:*

- Saline: 20% and growing
- Turner Resource Center: 85-90% and stable



*How effective are your program offerings at reaching each of the following age groups:*

- 55-64 age group: stable/growing
- 65-74 age group: growing
- 75-plus age group: stable/growing

*Opportunities to collaborate with Ann Arbor Parks and Recreation:*

- Turner Resource Center: cross-promote health education programs; older adult resource referrals at TRC with outdoor activities and recreational activities at the AA Senior Center
- Saline Senior Center: distance will limit cross-promotion activities; perhaps a monthly dance/socialization

*Recommendations to Ann Arbor Parks and Recreation – “uniquely” positioned*

- Outdoor activities including walking groups, gardening, crafts and games, dance and sports (swimming, volleyball, bocce, etc.)

## **SECTION 10: RECOMMENDATIONS FROM AREA SENIORS (SURVEY COMMENTS)**

The following comments represent some of the most frequent comments made by participants in the survey:

- Respondent does not view him/herself as a “senior” – not interested in participating in “senior programs”
- AA Senior Center not an attractive building
- Current users of AA Senior Center are a close-knit group – not very welcoming to newcomers
- Parking at the AA Senior Center is very limited; lack of public transportation to the site
- Programs are not interesting to respondent(s)
- Not aware of program offerings
- Prefer to use “competitors” including Brookhaven, Pittsfield, Chelsea, Saline, Turner Center, Glacier Valley, Ann Arbor City Club

- Provide lectures delivered by interesting people from Ann Arbor on a variety of topics: travel, music, arts, sports, government
- Day bus trips to places of interest, functions, sports events in the Ann Arbor and greater Detroit area
- Multi-generational activities – not just limited to seniors
- Pickle ball and paddle ball courts for public use
- Walking in Gallup Park – keep path clear for walking and cycling
- Walking tours of Ann Arbor – contact Elmo Morales
- Kayak at Gallup Park – provide program to get arms ready for kayaking
- Use smaller neighborhood parks for destination activities
- Contact Denver Armstrong at City of Ann Arbor for birding and bird habitat creation
- Schedule activities at all times of the day – seniors may not use parks at traditional times
- Include activities for pets – seniors committed to pets
- Offer training program for seniors who want to participate in events like Avon Breast Cancer walk (20 miles per day for 3 days)
- Link to UM Fitness programs to help train seniors for walking, biking, running, swimming (life-time activities)
- Make recumbent bikes or mountain bikes available for use/rent at park facilities
- Create opportunities for seniors from AA to participate in walking tours of neighboring communities: Dexter, Saline, Chelsea – in partnership with local senior centers
- Reach-out to diverse groups: Underground Railroad tour, Mexican-Americans in the area
- Link area seniors with local college athletes (U-M, EMU); for example, UM women's tennis team (Roni Bernstein, Coach) hosts UM Tennis Camp – sells out every year (similar to camps sponsored by major league baseball during spring training)

Ann Arbor Senior Center  
Architectural Engineering Evaluation  
2011



### **Ann Arbor Senior Center 1320 Baldwin Avenue, Ann Arbor, MI**

A meeting with Pam Simmons, the Recreation Facility Supervisor was conducted at the Ann Arbor Senior Center on December 8, 2010, at 11:00 a.m. The following report was compiled following a building tour and assessment of the existing facility.

### **EXISTING BUILDING DESCRIPTION**

The Ann Arbor Senior Center is located on the eastern edge of Burns Park at 1320 Baldwin Avenue a primarily residential neighborhood. The two story building is approximately 3,500 square feet on its main level.

### **NORTH ENTRANCE & VESTIBULE**

The senior center's main entrance is accessed from the parking lot on the north side of the building, and is accessible by a concrete ramp with handrails. The parking lot contains 24 parking spaces, including three van-accessible spaces. There is another entrance on the east side of the building which is not currently accessible due to the lack of a sidewalk at the end of the ramp, which currently leads directly into the adjacent street.

The main, north entrance to the building leads to a vestibule and a storage area, with racks for hanging coats. This area is also currently used for storage of tables and the lectern which are both used in the main community room. The reallocation of storage space which is more easily accessible to the main community room is desired. The existing vestibule configuration does not currently provide a space for building inhabitants to sit and view the parking area. A reconfiguration of the entry is desired in order to provide an unobstructed view from a seated position to a car or cab pick-up area.

### **LOBBY & OPEN OFFICE**

A lobby area with an adjacent open office is located just inside the main north entry along the north east edge of the building. This area, along with the aforementioned entry vestibule and storage appears to have been an addition to the historic portion of the building. Currently the lobby area contains couches, chairs, and a television. The office is divided from the lobby by a large built-in front desk and countertop. A table with computers has been placed along the wall opposite the front desk. There is a desire for the computer area to be relocated away from the front desk area due to the congestion that can occur in this space when certain events require frequent use of the front desk area. There is one window along the north wall of the office area which provides the only natural light source into the lobby/office space.

### **COMMUNITY ROOMS, KITCHEN, & RESTROOMS**

The main community room is located just beyond the south wall of the office area. The community room is approximately 25' wide by 45' long with a vaulted ceiling. There are two large timber columns in the center of the room spaced approximately 15' apart supporting the

roof ridge. There is a window and an exit door leading to Baldwin Avenue located within the east wall of the room. There is an annex room with a lower ceiling located off the west wall of the community room, which is used as an extension of the main community space. A large storage closet accessed through a double door is located adjacent to the kitchen area and the annex room. This storage space may be a logical choice for the relocation of the computer area.

A small kitchen with a service window is located on the north wall of the community room. The kitchen is outdated, and is in need of a larger sink. A new refrigerator with an integral freezer is desired as part of the renovation of the kitchen.

## **CLASSROOM & RESTROOMS**

There is classroom room located on the western end of the senior center which is accessed by a hallway adjacent to the kitchen. The building's restrooms are located directly north of the hallway, and west of the kitchen. The restrooms are in need of renovations complying with ADA accessibility standards. These renovations are planned as part of the City of Ann Arbor's capital campaign fund.

Spaces adjacent to the classroom area include a janitor closet/maintenance storage area with a mop sink, a mechanical room, and a storage room. An additional entrance to the building, with an adjacent vestibule is located on the west exterior wall. The vestibule is currently used for storage purposes as the entrance is rarely used.

## **STAIRWAY AND UPPER FLOOR SPACES**

A stairway located along the north wall of the building is open to the area above, and is accessed from the lower classroom area. The stairway leads to an open, multi-purpose area with adjacent storage along the room's south wall, and an attic area accessed on the east end of the room.

The office area is presently used by the Recreation Facility Supervisor. The adjacent multi-purpose space is not being used at this time, but was being painted at the time of my visit, and is available for use, although it is not accessible per ADA standards.

## **HEATING, VENTILATION, AND COOLING SYSTEMS**

The building is heated through a forced –air system. The building is equipped with air conditioning.

## **SUMMARY**

The Ann Arbor Senior Center located in Burns Park is in generally good condition, but is in need of renovations which better utilize the existing spaces to benefit the community. The following list is a preliminary attempt at addressing the needs observed and noted on a recent visit to the existing facility.

- Reconfigure space to allow for another revenue source for the center. Suggestions include rental of the main community room for weddings/parties and other non senior related programs and events.

- Update of finishes to help market the facility as more of a community center, rather than just a senior center.
- Update of heating and cooling systems to increase inhabitant comfort level.
- Reconfigure space in lobby or vestibule to allow for building inhabitants to view outdoor pick-up and drop-off area while seated.
- Install new entry doors which provide a more accessible option to those with walkers and canes. The possibility of installing an automatic sliding aluminum entry system was discussed.
- Relocate storage for main community room tables and lectern.
- Relocate computer area to provide more privacy for users.
- Update east exit door to provide accessible route, if possible.
- Renovate kitchen area.
- Renovate restrooms to meet ADA accessibility standards.



Ann Arbor Senior Center  
Subjective Resource Guide  
2011

## Subjective Resource Guide

City of Ann Arbor Parks & Recreation Department, provided through ESRI. Report: Analysis of Market for Services to Seniors.

Ann Arbor Parks & Recreation Services Activities Guide, Fall/Winter Guide. (2010-2011)

2011 Vacation Guide. Orchard View Travelers, Orchard View Community Education. First Edition.

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