

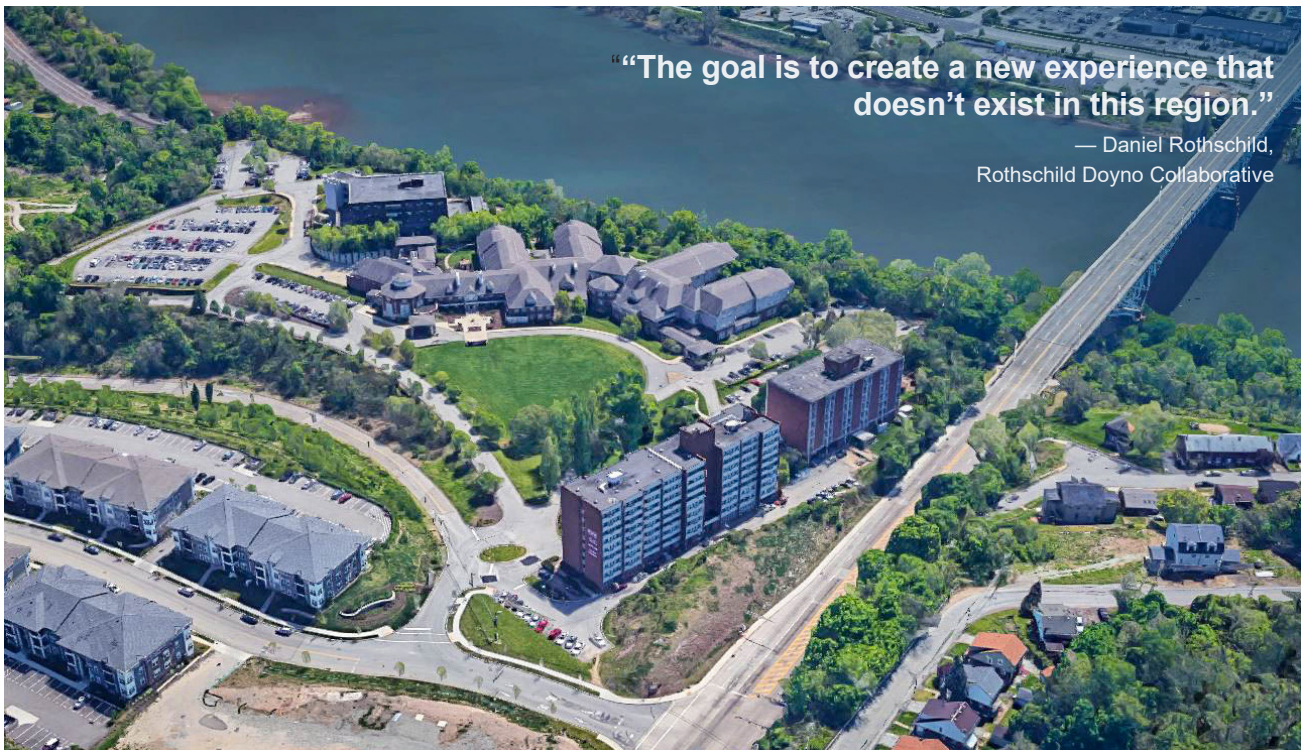
# PITTSBURGH Jewish Chronicle

Connecting Jewish Pittsburgh

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## JAA plans new independent living facility

By Adam Reinherz



Google Earth

Though there aren't even drawings, the ink is already on the page for the Jewish Association on Aging's newest venture, with plans underway for the construction of a multistory independent living tower on the JAA's campus.

The project, which will cost between \$20 million and \$30 million, is the second step in a three-part initiative outlined by a strategic planning process administered roughly two years ago under the leadership of current JAA board chair Mitchell Pakler,

said Deborah Winn-Horvitz, JAA's president and CEO.

The first priority was to "bring a state-of-the-art memory-care facility to our community, which we have done with AHAVA."

"We want to achieve the same level of excellence in this project," echoed Andrew Stewart, JAA's chair of the facilities committee.

In doing so, the JAA is turning to Rothschild Doyno Collaborative, a 28-person firm located in the Strip District, to design the independent living space.

"We have spent the past year and a half doing a lot of due diligence in support of this project, such as undertaking market studies, focus groups and financial analysis," said Winn-Horvitz.

What that research has revealed is that "baby boomers have a very different opinion on what their aging experience should be like. They typically want to be more in control."

To satisfy those demands, Winn-Horvitz and Rothschild Doyno are seeking to create "an apartment