Successful Universal Design: Eliminate the Fear Factor

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Here Come the Baby Boomers!

- Born between 1946 1964
- 77 million people in the USA
- They have lots of bucks!
 - Control 50% of the nation's discretionary income
 - > Control 75% of the nation's financial wealth
 - Parents are dying and leaving an inheritance

Here Come the Women Baby Boomers!

- Women have turbocharged wallets!
- Have sole or joint ownership of 87% of homes
- Buy 61% of home improvement products
- Control or influence 80% of all purchases
 - Consumer
 - Business goods and services

Here are the People with Disabilities!

- 54 million or 20% of the US population
- 20 million are limited in walking, reaching, or climbing steps
- 1.8 million use wheelchairs

Rossetti Right Design Home

A National Demonstration Home: Universal Design Living Laboratory

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Universal Design in the Kitchen and Bath

The following list of Universal Design features can be easily incorporated into any new home from production development to luxury. It is important to note that almost none of the features is prohibitively high in cost and that a builder does not have to do this all or nothing. Adapting any of these features would be a step in the right direction.

The Kitchen

- Sufficient clear floor space for work/traffic flow
- Strategically placed visual barriers to kitchen mess
- Point of use storage
- Open/visible storage; flexible pantry storage
- Flexible base storage allowing for use as knee space
- Single lever faucets
- Pulls, rather than knobs on cabinets and drawers
- No-bend height installation for dishwasher, oven, and microwave
- Counter tops at a variety of common heights: 30", 36", and 42"
- Roll-out shelves or drawers in lower cabinets
- Glass doors or open shelves in upper cabinets
- Vertical (pantry style) cabinets for most used items
- Waste and recycling container on pull-out drawers in lower cabinets
- Side by side refrigerator/freezer (prefer 24" deep)
- Safety shut-offs and dual cueing (where available) on appliances
- Pull-out step stool
- Rolling carts
- Contrasting edge on counter and flooring
- Varied light sources and adjustable controls
- Built-in desk
- Computer access

The Bath

- No-threshold entries with no doors
- Extra-wide entry
 Sufficient clear floor space for functional passage
- Easy maintenance, i.e. showerheads and whirlpool tubs with self-cleaning features
- Increased lighting from varied sources with adjustable controls

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The Bath (continued)

- Point of use, easily accessed storage
- Multiple-height vanities with flexible knee spaces
- Increased use of support rails that compliment the aesthetics of the bath
- Heat in the floor, towel warmers, and toilet seat
- Anti-scald fittings
- Non-slip flooring
- Controls for windows, lighting and fixtures that are easy to operate
- Consider options for flush threshold, nodoor shower

- Shower designed for transfer (36" wide by 36" deep minimum) or roll in (36" wide by 48" deep minimum) depending on entry
- Shower seat
- Hand-held spray with 60" long hose
- Tub deck with 15" extension for easier entry
- Comfort-height toilets
- If toilet compartmentalized, provide option to open up

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Fact Battles Fear – Production Builder Meets Universal Design

The Fears

Costs – What does it do to my profit margin?
Management – How can my staff manage "one more thing"?
Execution – How can I be sure I do it right?
Delays – How many days will it add to my schedule?

Fear Itself

The Facts

- Cost Differences are normal
 - Pass Cost on to Customer
 - Research the Information and Determine the Offering Accordingly
 - What does it cost you to ignore it?
 - Dollars and Sense

Management

- Requires Complete Team Management
 - Design, Price, Market, Sell, Build

Execution

- Consult Design Professionals
- Pay Attention to Detail and Finish
- Survey the Users
- Be Creative Based on Need

Delays

- Supplier Delays
- Installation
- Corrections

Fear

"Once men are caught up in an event they cease to be afraid. Only the unknown frightens men"

— Antoine de St. Exupery

"Nothing in life is to be feared. It is only to be understood" - Marie Curie

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"THE ROOKIE"

First time experience as a builder with universal design

- Apprehension
- What am I getting the company into?
- Willingness to learn
- Eliminate "FEAR FACTOR"

Builder Responsibilities

- Universal design makes sense
- Practical
- Benefit for all
- Educate the client
- Plan for future
- New build and remodeling

- Adapt to increased customer driven needs
- Position your company in a rapidly growing market
- Plan and incorporate up front

Specification Changes versus Standards

- Wider hallways
- Increased width for door openings
- Lever handles for doors and plumbing fixtures
- Flush walkway
- Grab bars
- Seat in shower
- Slide bar for shower head

- Clear space beneath a vanity
- Low/zero threshold entries at exterior doors and showers
- Maneuverable clear space at baths
- Same level floor surfaces
- Light switches and electric outlets at adjusted heights
- Full extension drawers in kitchen and baths

Cost Factors

- Many items at minimum or no additional cost
- Certain price points may be more willing to incorporate changes
- Manufacturers producing increasing amount of new product to meet demands

"JUST DO IT"

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The Principles of Universal Design

Definition of Universal Design: The design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

The authors, a working group of architects, product designers, engineers and environmental design researchers, collaborated to establish the following Principles of Universal Design to guide a wide range of design disciplines including environments, products, and communications. These seven principles may be applied to evaluate existing designs, guide the design process and educate both designers and consumers about the characteristics of more usable products and environments.

The Principles of Universal Design are presented here, in the following format: name of the principle, intended to be a concise and easily remembered statement of the key concept embodied in the principle; definition of the principle, a brief description of the principle's primary directive for design; and guidelines, a list of the key elements that should be present in a design which adheres to the principle. (Note: all guidelines may not be relevant to all designs.)

PRINCIPLE ONE: Equitable Use

The design is useful and marketable to people with diverse abilities.

- Provide the same means of use for all users: identical whenever possible; equivalent when not.
- Avoid segregating or stigmatizing any users.
- Provisions for privacy, security, and safety should be equally available to all users.
- Make the design appealing to all users.

PRINCIPLE TWO: Flexibility in Use

The design accommodates a wide range of individual preferences and abilities.

- Provide choice in methods of use.
- Accommodate right- or left-handed access and use.
- Facilitate the user's accuracy and precision.
- Provide adaptability to the user's pace.

PRINCIPLE THREE: Simple and Intuitive Use

Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.

- Eliminate unnecessary complexity.
- Be consistent with user expectations and intuition.
- Accommodate a wide range of literacy and language skills.
- Arrange information consistent with its importance. Provide effective prompting and feedback during and after task completion.

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PRINCIPLE FOUR: Perceptible Information

The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.

- Use different modes (pictorial, verbal, tactile) for redundant presentation of essential information.
- Provide adequate contrast between essential information and its surroundings. Maximize "legibility" of essential information.
- Differentiate elements in ways that can be described (i.e., make it easy to give instructions or directions).
- Provide compatibility with a variety of techniques or devices used by people with sensory limitations.

PRINCIPLE FIVE: Tolerance for Error

The design minimizes hazards and the adverse consequences of accidental or unintended actions.

- Arrange elements to minimize hazards and errors: most used elements, most accessible; hazardous elements eliminated, isolated, or shielded.
- Provide warnings of hazards and errors.
- Provide fail safe features.
- Discourage unconscious action in tasks that require vigilance.

PRINCIPLE SIX: Low Physical Effort

The design can be used efficiently and comfortably and with a minimum of fatique.

- Allow user to maintain a neutral body position
- Use reasonable operating forces.
- Minimize repetitive actions.
- Minimize sustained physical effort.

PRINCIPLE SEVEN: Size and Space for Approach and Use

Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.

- Provide a clear line of sight to important elements for any seated or standing user. Make reach to all components comfortable for any seated or standing user.
- Accommodate variations in hand and grip size.
- Provide adequate space for the use of assistive devices or personal assistance.

Please note that the Principles of Universal Design address only universally usable design, while the practice of design involves more than consideration for usability. Designers must also incorporate other considerations such as economic, engineering, cultural, gender, and

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environmental concerns in their design processes. These Principles offer designers guidance to better integrate features that meet the needs of as many users as possible.

Compiled by advocates of universal design, listed in alphabetical order: Bettye Rose Connell, Mike Jones, Ron Mace, Jim Mueller, Abir Mullick, Elaine Ostroff, Jon Sanford, Ed Steinfeld, Molly Story, and Gregg Vanderheiden. Copyright 1997 NC State University, The Center for Universal Design

Resources

Associations, Organizations, Corporations

Abledata 800-227-0216 www.abledata.com

Access One www.beyondbarriers.com

Adaptive Environments 617- 695-1225 www.adaptenv.org

AARP www.aarp.org

Alzheimer's Association 800-272-3900 www.alz.org

Alzheimer's Disease Education & Referral Center 800-438-4380 www.alzheimers.org/

American Foundation for the Blind AARP 888-687-2277 www.aarp.org

800-AFB-LINE www.afb.org

Center for Inclusive Design and Environmental Access (IDEA Center), University of Buffalo 716-829-3485 www.ap.buffalo.edu/idea/

Center for Universal Design North Carolina State University 800-647-6777

www.design.ncsu.edu/cud

Charles Schwab Architects 309-792-4599 www.universaldesignonline.com

Concrete Change In support of visitable homes 404-378-7455 www.concretechange.org

Council for Exceptional Children 888-CEC-SPED www.cec.sped.org

Cystic Fibrosis Foundation 800-344-4823 www.cff.org

Disabled American Veterans 202-554-3501 www.dav.org

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American Heart Association National Center

800-AHA-USA-1

www.americanheart.org

American National Standards Institute

212-642-4900 www.ansi.org

American Occupational Therapy Association

www.aota.org

American Stroke Association National Center

888-4-STROKE

www.strokeassociation.org

Area Agencies on Aging

www.aog.dhhs.gov/agingsites/state.html

Amputee Coalition of America

888-AMP-KNOW

www.amputee-coalition.org/

Arthritis Foundation

800-283-7800 www.arthritis.org

CAST

www.cast.org

Home Modification List Serve

Homemodification-

list@listserv.acsu.buffalo.edu

Independent Living Research Utilization Project

713-520-0232

www.ilru.org

Institute on Independent Living (Sweden)

www.independentliving.org

Lifease

www.lifease.com

Disability Rights Education Defense Fund

202-986-0375 www.dredf.org

Draware (Ireland)

http://www.ucd.ie/avc/DraWare/default.htm

Easter Seal Society

312-726-6200

www.easter-seals.org

EasyLiving Home

www.easylivinghome.org

Eldercare Locator

800-677-1116

www.eldercare.gov

European Concept for Accessibility

(Luxembourg)

www.eca.lu

European Institute for Design and

Disability

www.design-for-all.org

Harris Communications, Inc.

www.harriscomm.com

National Resource Center on Supportive

Housing and Home Modifications Andrus Gerontology Center,

University of Southern California

213-740-1364

www.homemods.org

National Rehabilitation Information Center

800-346-2742

www.naric.com

Paralyzed Veterans of America

800-424-8200

www.pva.org

ProMatura

www.promatura.com

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Lighthouse International

800-829-0500; 212-821-9713 TTY www.lighthouse.org

Muscular Dystrophy Association

800-572-1717 www.mdausa.org

National Association of the Deaf

301-587-1788; 301-587-1789 TTY www.nad.org

National Center for Accessible Media

www.ncam.wgbh.org

National Council on Independent Living

703-525-3406; 703-525-4153 TYY www.ncil.org

National Institute on Aging

301-496-1752

www.nia.nih.gov/

National Institute on Deafness and Other Communication Disorders

National Institute of Health 301-496-0252

www.nidcd.nih.gov

National Institute on Disability and

Rehabilitation Research
US Department of Education

202-205-8134; 202-205-4475 TYY www.ed.gov

National Endowment for the Arts

www.arts.endow.gov

National Kitchen & Bath Association

908-843-6522

www.nkba.org

Regional ADA technical assistance

800-949-4232 www.adata.org

Rehabilitation Engineering and Assistive Technology Society of North America

(RESNA) 703-524-6686

www.resna.org

Trace Research and Development Center University of Wisconsin

www.trace.wisc.edu

Universal Design Alliance

770-667-4593

www.universaldesign.org

U.S. Access Board

800-872-2253; 800-993-2822 TTY www.access-board.gov

U.S. Dept. of Housing and Urban Dev.

Tech. assist. on Section 504 & Fair Housing

800-827-5005

Publications Center: 800-767-7468

www.hud.gov/fhe/fheo.html

U.S. Dept. of Justice

Technical assistance on ADA

800-514-0304, 800-514-0383 TTY www.usdoj.gov/crt/ada/adahom1.htm

Visitability List Serve

visitability-list@ACSU.buffalo.edu

Volunteers for Medical Engineering

2201 Argonne Drive Baltimore, MD 21218

http://www.toad.net/~vme/

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