



# LAKE NONA

A Master Plan of Wellbeing

Spring 2017

Ken DiScipio

LAKE NONA®



# TAVISTOCK GROUP & LAKE NONA



TAVISTOCK®  
—GROUP—



# The Lake Nona **Mission Statement**

To create the ideal place that  
inspires human potential  
through innovative collaboration.

INNOVATION

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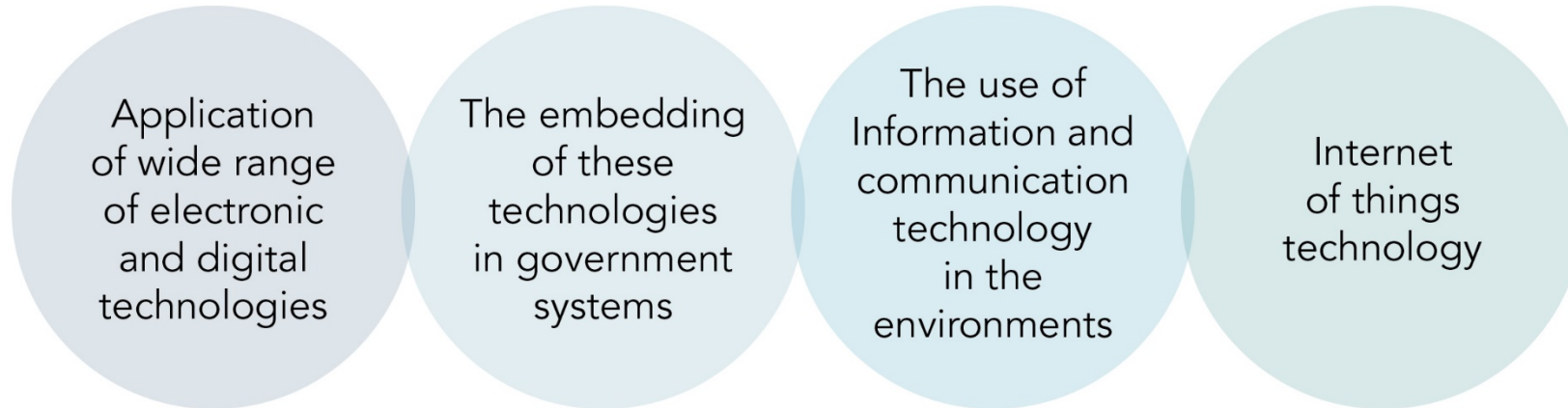
COLLABORATION

×

WELLNESS

# WHAT IS A SMART CITY?

Smart Cities are commonly defined by:



However:

***“The concept is not static, there is no absolute definition of a smart city, no end point, but rather a process, or series of steps, by which cities become more 'liveable' and resilient and, hence, able to respond quicker to new challenges.”***

*Department for Business, Innovation and Skills, UK 2013*

# LAKE NONA IS A SMART CITY

**US. Home of Veteran's Affairs SimLearn Center,**  
their national simulation training center

**Partnered with White House** for U.S. Ignite project to focus on possibilities of gigabit network

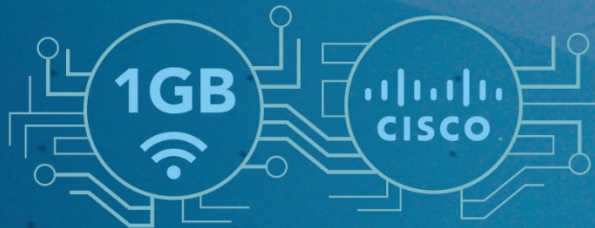
Network of towers providing robust cellular coverage & operates a campus wide

## **DISTRIBUTED ANTENNA SYSTEM**

## **FIRST**

Gigabit city in Florida & 1st Cisco designated **Smart + Connected City**

**ROBUST FIBER NETWORK** across 17-sq-mi community



Lake Nona's definition of SMART extends far beyond our robust technology infrastructure...

# FOR LAKE NONA, SMART ALSO MEANS..

- Designing **healthy homes** that **enhance wellbeing**
- Creating a **sustainable environment** that **preserves 40% of the land**
- **Partnering with GE** to build homes with a **20% reduction in energy emissions and water consumption**
- Designing an **elementary school with a YMCA** to create a first-of-its-kind model
- Clustering businesses to create moments of intersection that spark **breakthrough ideas**
- **Launching a nonprofit** to explore programs and initiatives **to inspire healthy, sustainable communities** of the future
- **Home to a landmark health and wellness longitudinal study** to better understand **how communities can improve our health**

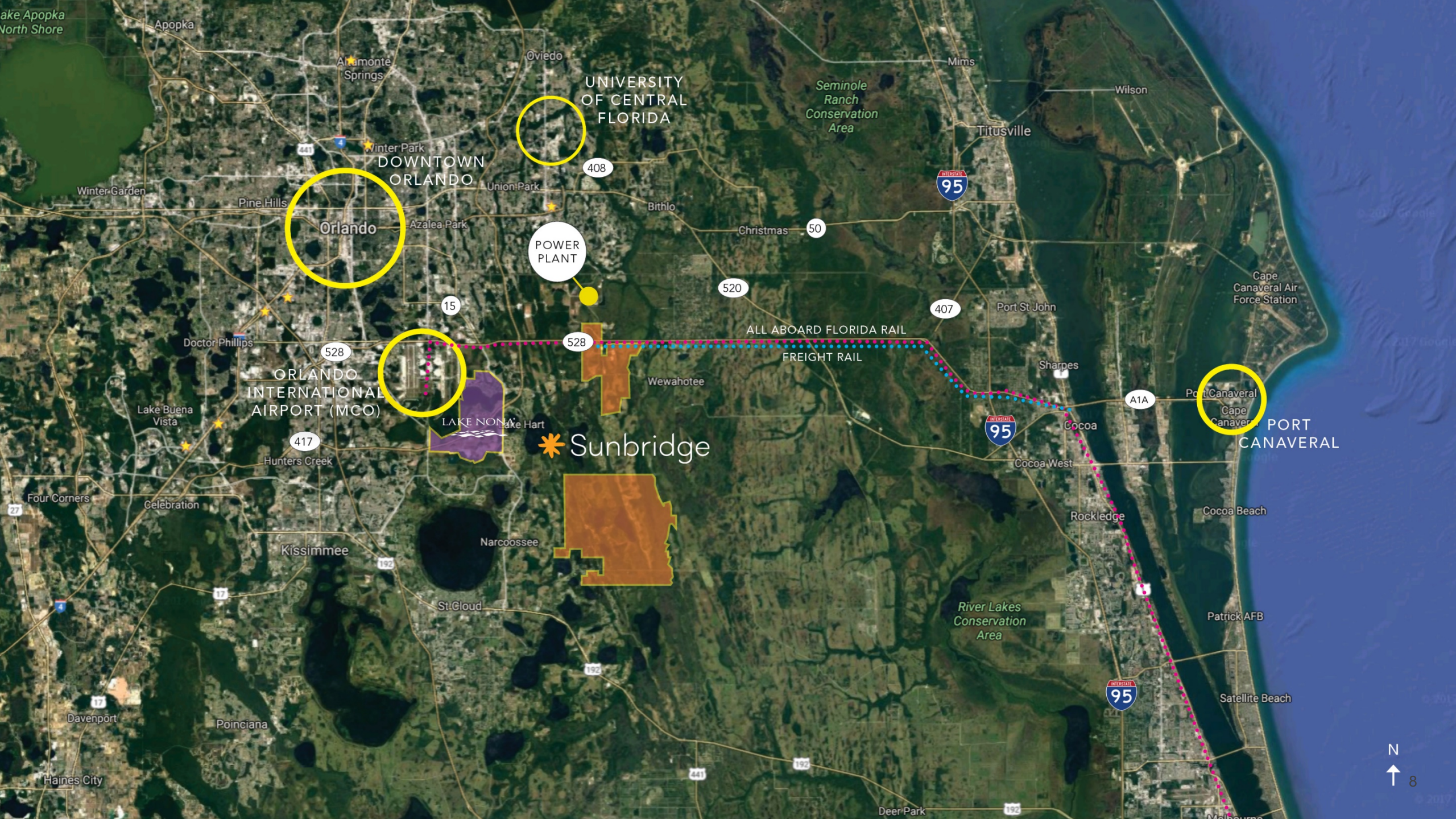


# LAKE NONA RESIDENTS DEMOGRAPHICS

- Annual census survey sent to residents within Lake Nona
- 36.88% of residents reported a HH Income of \$200,000+
- Top-10, best-selling master planned community in the US (RCLCO 2015)

	10-Minute Drive Time	20-Minute Drive Time
Population 2020 Projection	146,638	759,096
Population 2015 Estimate	121,033	854,288
Growth 2015 - 2020	21.58%	12.63%
2015 Average Age	35.7	36.4

COMMERCIAL	TOTAL
Commercial/Office/Retail (SF)	10,644,276
Hotel (By Room) Total	3250
RESIDENTIAL	TOTAL
Total	11,424



UNIVERSITY OF CENTRAL FLORIDA

DOWNTOWN ORLANDO

Orlando

ORLANDO INTERNATIONAL AIRPORT (MCO)

Sunbridge

PORT CANAVERAL

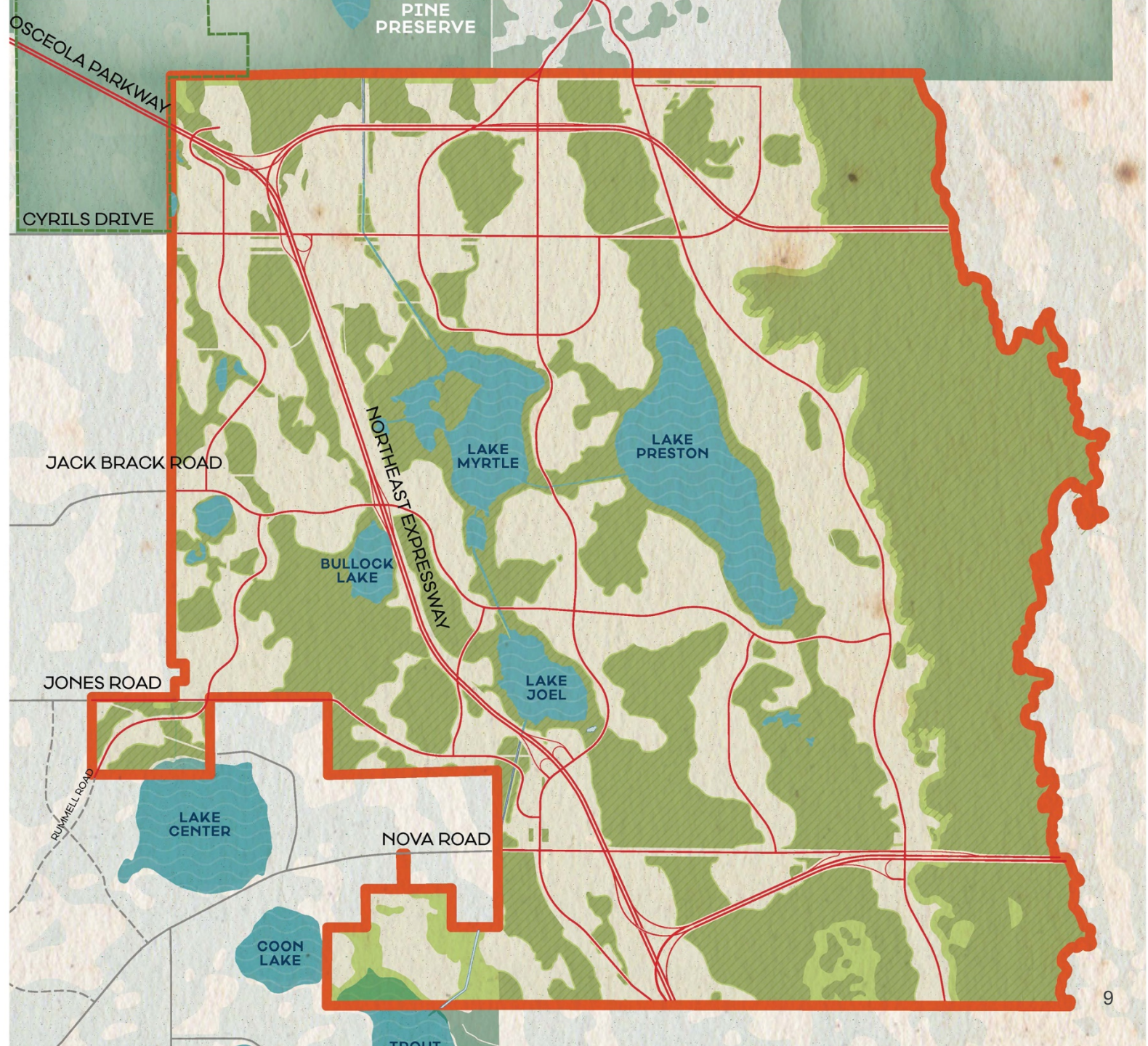
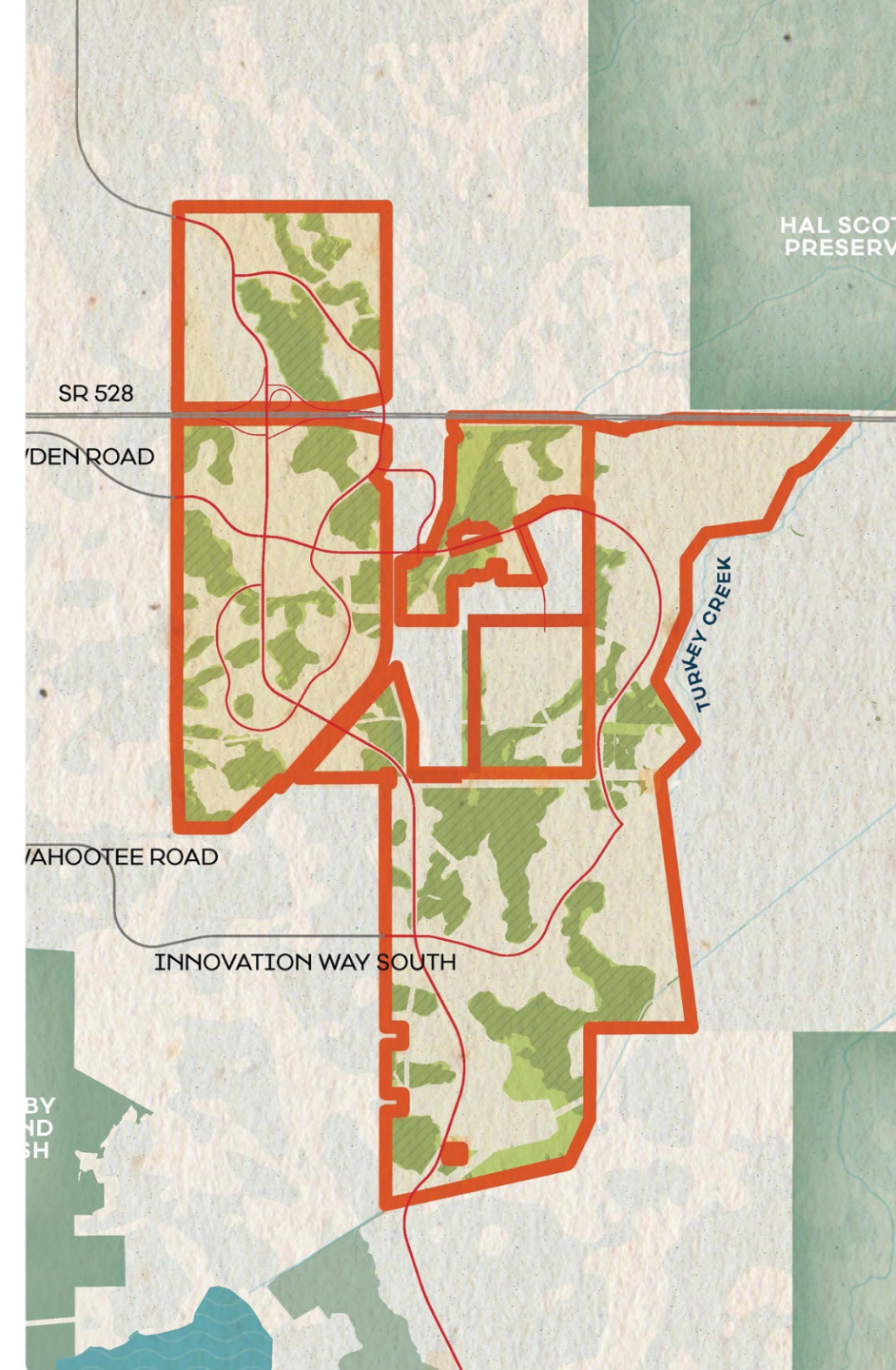
POWER PLANT

ALL ABOARD FLORIDA RAIL

FREIGHT RAIL







# DELOS

## WELLNESS REAL ESTATE

- **AIR** – promote clean air, reduce/minimize sources of indoor air pollution
- **WATER** – safe and clean water – implement proper filtration and regular testing
- **NOURISHMENT** – availability of fresh, wholesome foods, limiting unhealthy ingredients
- **FITNESS** - integration of physical activity into everyday life, providing the opportunities and support for an active lifestyle and discouraging sedentary behaviors
- **LIGHT** – minimize disruption to the body's circadian system
- **COMFORT** - create a distraction-free, productive and comfortable indoor environments
- **MIND** - optimize cognitive and emotional health through design, technology and treatment strategies
- **INNOVATION** - encourage innovation by allowing projects to submit ideas for new features under WELL concepts



# A WELLNESS HOME BUILT ON INNOVATION AND TECHNOLOGY



MeetWHIT.com

## SPACES



### LEARN

A real-life construct and incubation lab that gathers feedback on innovative solutions designed to improve health outcomes.



### BUILT ENVIRONMENT

From the sound-proof insulation, low voc paint, to the hue lighting- all materials are purposefully designed to enhance your health and wellness.



### BEDROOMS

Luxury and technology intersect in unique ways to provide a restorative and soothing oasis.



### BATHROOMS

An intimate yet connected space with technologies that educate, monitor, track and share health metrics.



### KITCHEN

The wellness hub of the home with solutions that connect, educate and inspire family members to develop healthy eating habits.



### GARDEN

The health food store in your kitchen and backyard delivering hyper-local, sustainable and beyond organic foods for your entire family.



### FAMILY ROOM

The social gathering space outfitted with interactive devices that create personalized environments to set the mood for every occasion.

## ACTIONS



### RELAX

Reduce stress and improve your well-being with aromatherapy, biophilic sounds, and mindful meditation.



### BREATHE

A six-stage air filtration system, low voc paint, and cork flooring tackle every major pollutant category, helping you breathe easier.



### CARE

A variety of technologies enable your home to become your own personal care center capable of monitoring health issues and connecting with health professionals in real time.



### MOVE

A collection of equipment, mobile apps, and games that inspire your entire family to reach exercise goals in the comfort of the home.



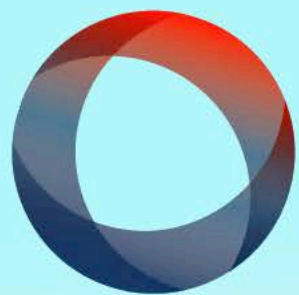
### SLEEP

Improve the quality and quantity of sleep with circadian lighting, long wave night lighting, black out shades, and much more.



### HYDRATE

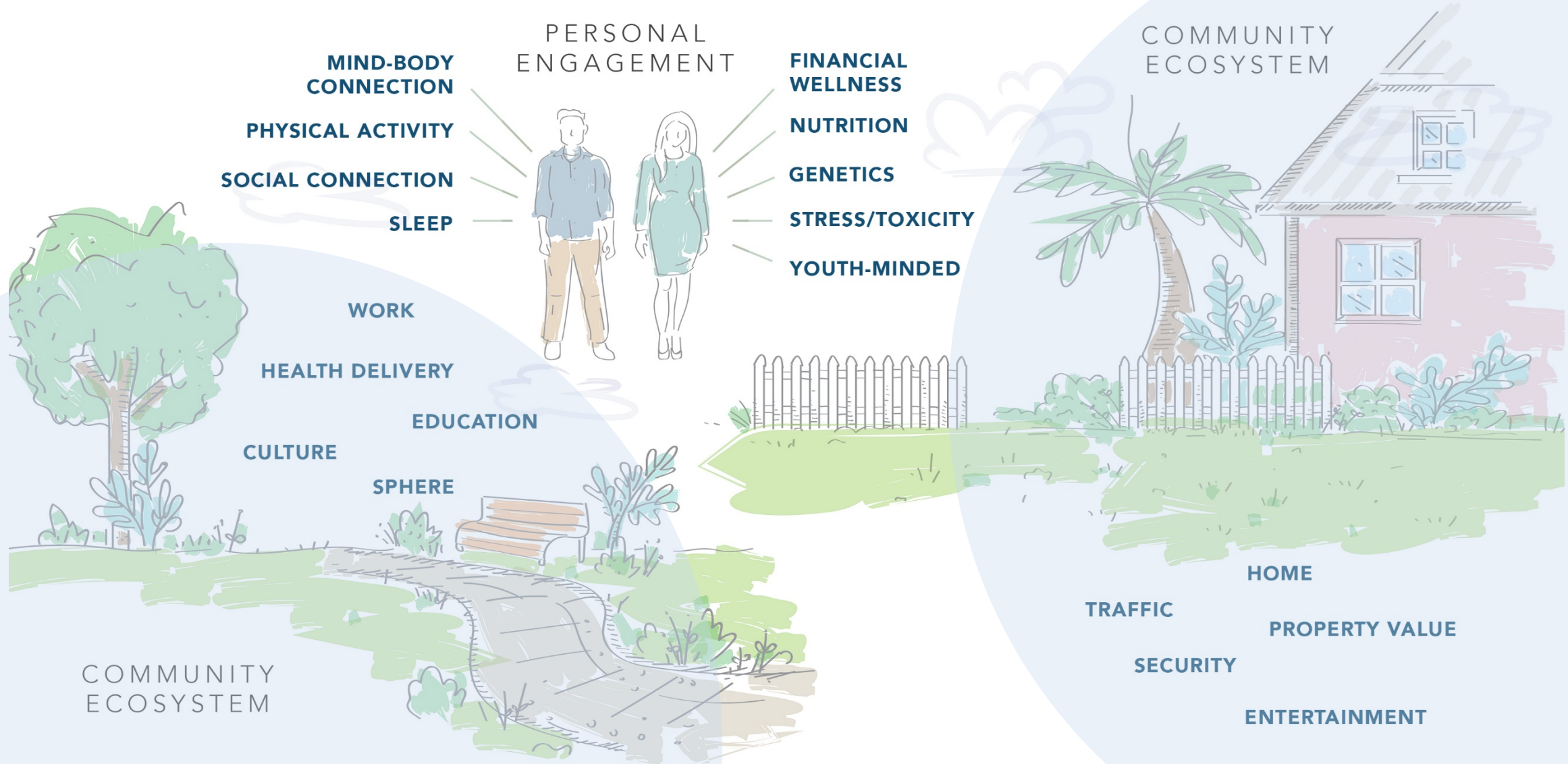
Water filtration systems that reduce impurities and consumption tracking devices work together to promote optimal hydration.



LAKE NONA  
**LIFE PROJECT**



# THE WELLBEING COMMUNITY





LAKE NONA INSTITUTE

# IMPACT FORUM

presented by *Johnson & Johnson*

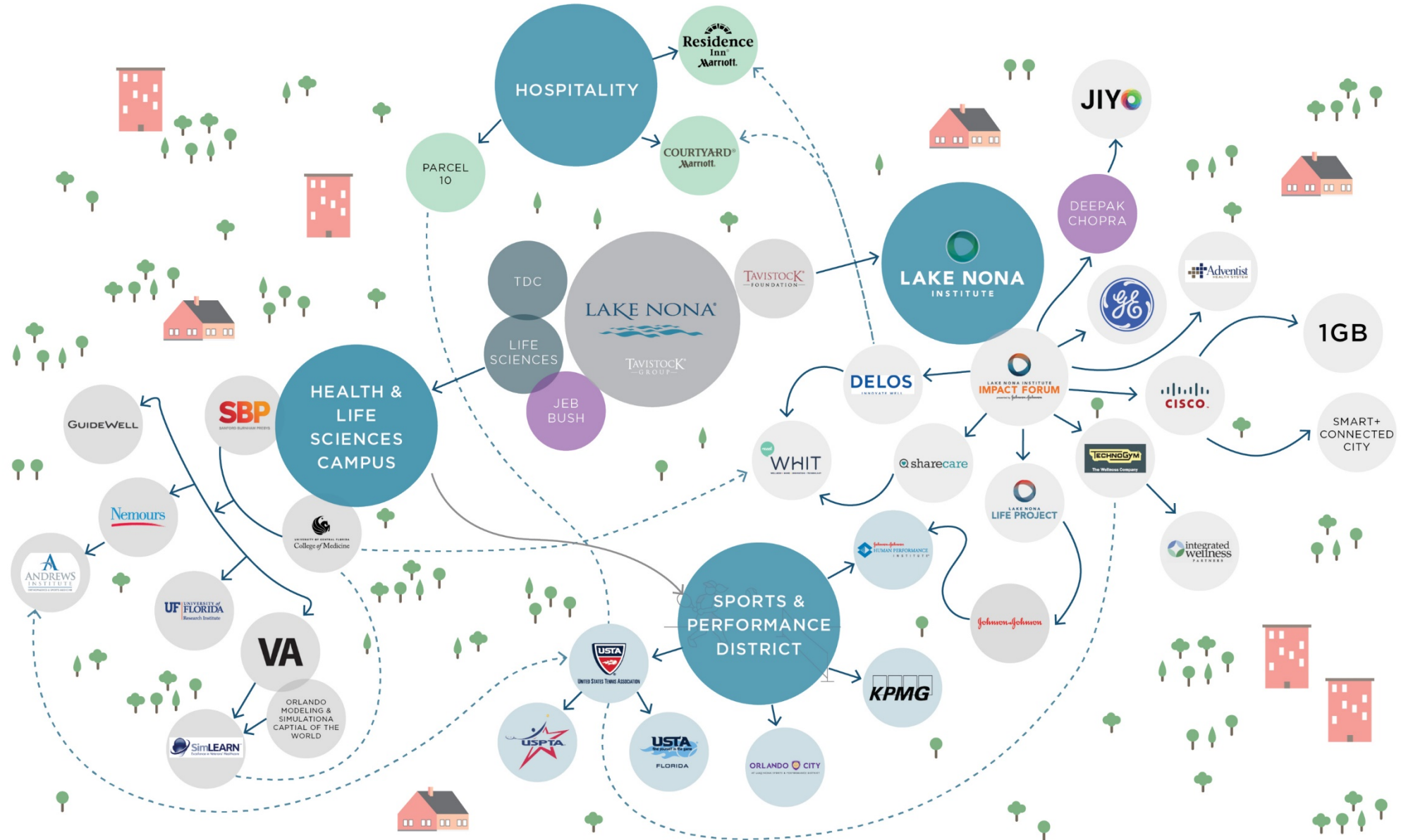
# INNOVATIVE COLLABORATION

POWER OF PARTNERSHIPS



# INNOVATIVE COLLABORATION

## POWER OF PARTNERSHIPS







**THANK YOU**

LAKE NONA®



[lakenona.com](http://lakenona.com)