



A New Standard for Active Adult Living: Thermal & Acoustic Comfort at Viva Bene



Viva Bene

161-unit active adult residences
St. Peters, MO

195,000 square feet

Project Team

Owner/Developer
Avenue

Architect
K2M Design

General Contractor
Midas Construction

Insulation Contractor
Goley Insulation

Viva Bene is redefining what it means to age well. This 195,000-square-foot community in the western suburbs of St. Louis isn't just a place to live—it's a place to thrive. Designed for adults 55 and older, it blends active living with preventative health services and social engagement. Residents can enjoy resort-style pools, yoga and meditation studios, pickleball courts, co-working spaces, and more, all designed to support a connected, wellness-focused lifestyle.

The Challenge

The Viva Bene project required high-quality insulation solutions that could withstand the challenges of Missouri's Climate Zone 4, where cold winters and hot, dry summers require superior thermal performance. Soundproofing was also a key factor to ensure acoustic privacy for residents in this 161-unit setting.

Extreme Weather



Soundproofing



Fire Safety Standards



Tight Schedule



Supply Chain Challenges



The facility required meticulous installation of fiberglass batts on roof trusses to meet critical thermal performance and fire safety standards for a community living location. With a tight schedule and supply chain challenges, efficient material sourcing and workflow management were essential to keep the project on track.

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With the help of Knauf, Viva Bene delivers superior thermal comfort, fire safety, and sound control—setting a higher standard in active adult living.”

Joseph Goley

Manager, The Goley Companies

Solution

Knauf's Performance+® EcoBatt insulation was the perfect choice for this project, offering high-performance, sustainability, and compliance with the required UL-rated fire assemblies (UL U305, UL U356). Goley meticulously handled the installation, ensuring it met Grade 1 standards across exterior walls, interior partitions, mid-floor assemblies, and roof trusses. The result? A well-insulated space with maximum energy efficiency and soundproofing for ultimate resident comfort.

Key considerations:

- ✓ **Enhanced Soundproofing:** Given that residents spend significant time in their units, sound control was a top priority. Knauf's insulation contributed to a high-quality, cost-effective solution for better acoustic comfort.
- ✓ **Indoor Air Quality:** Knauf Performance+ EcoBatt insulation is Certified Asthma & Allergy Friendly® and formaldehyde-free, meaning no harmful off-gassing—an essential factor for a senior living community focused on health and wellness.
- ✓ **Superior Performance:** Knauf's Performance+ EcoBatt insulation exceeded R-value requirements with R-21 in exterior walls and R-19 in roof decks, ensuring energy efficiency and comfort.

A defining feature of this project was the early collaboration between the manufacturer, contractor, general contractor, and developer. By working closely with Goley Insulation from the start, Knauf helped ensure product availability and optimal insulation performance.

As the first of many Viva Bene communities planned across the country, this project highlights how thoughtful material selection and strong partnerships can create sustainable, high-quality spaces where active older adults can truly thrive.



FACT

This was Avenue's first project with Knauf, but the successful outcome has led to ongoing collaborations in other markets—including Indiana and Chicago.



This project showcases the power of a unified approach where developers, contractors, and manufacturers align on quality, efficiency, and long-term value.

Joseph Goley

Manager, The Goley Companies