

Urban Living Interiors

Convenience Factor

design solutions for modern life



Conveniences are no longer nice to haves, they are need to haves. People covet products, places, and services that cut out the clutter to create more time for friends, family, or hobbies.

These conveniences shouldn't stop at the front door. Amenity programs must anticipate and solve resident's needs and wants, making the living experience fluid, comfortable, and expedient. The most successful conveniences become ingrained into routines so seamlessly that they are nearly invisible; only noticeable when absent.

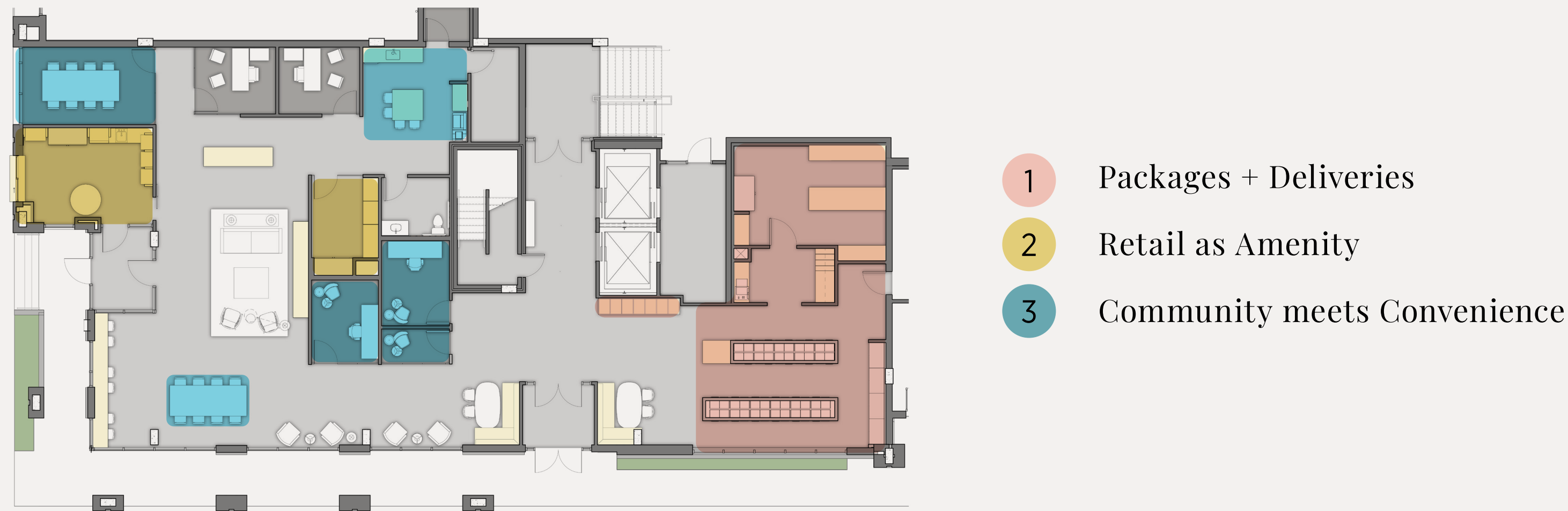
Owners now face the question: how can projects adopt these principals in planning and programming to enhance their offerings?



"You have to do everything humanly possible to make the residents' lives easier..." —Lori Torres, CEO of Parcel Pending

Design Solutions for Modern Life

Residents and property managers alike are looking for time-savers that go the extra mile to effortlessly enhance people’s lives. Throughout the following pages, we will explore idea starters for how these concepts can be incorporated into a resident lobby, identifying three areas of focus where opportunities exist to level up the convenience factor.



Packages + Deliveries

Hundreds of deliveries in all shapes and sizes are arriving at properties every day. These go well beyond traditional online shopping to include take-out, groceries, and oversized items.

Building and property managers need an efficient solution for time-sensitive and non-traditional deliveries. They also need a system that reduces the demand of distributing parcels to residents. Thoughtful design solutions can enhance people's lifestyles, offering a seamless delivery experience while creating operational efficiencies.

49%

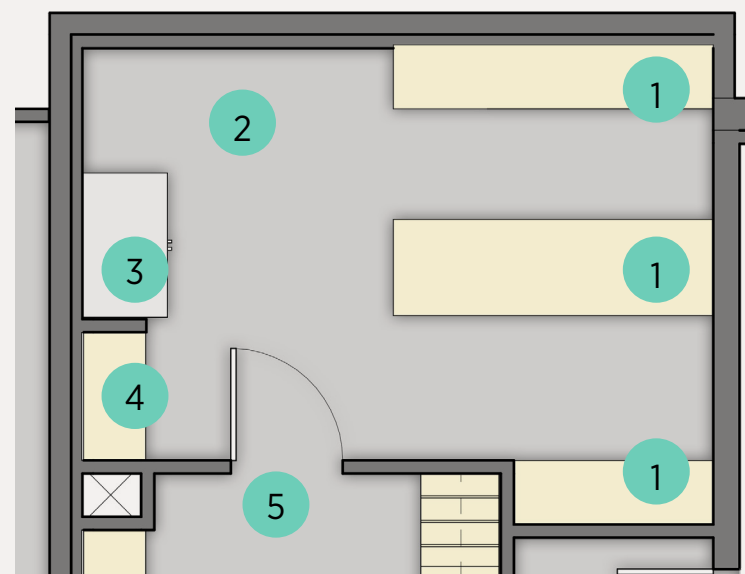
According to the USPS, 49 percent of Americans surveyed report receiving at least one package per week, and one in ten said that they have a new package delivered every day. —Multifamily Biz

More Packages, More Problems

Developers looking to amenitize every inch of common space might balk at designating 800 sq. ft. for a package storage room. But thinking of this space as a functional amenity can open up new possibilities, unlocking a layer of ease that benefits everyone in the community. Attentive design will free building staff from managing the storage and distribution of deliveries to residents.

Specialized package rooms with controlled access and security camera monitoring can be a comprehensive solution. With a bit of functional, efficient design— shelving systems, space for oversized items, refrigerated storage, and an outgoing parcel pick up area—package rooms offer organization and assurance for staff and residents.

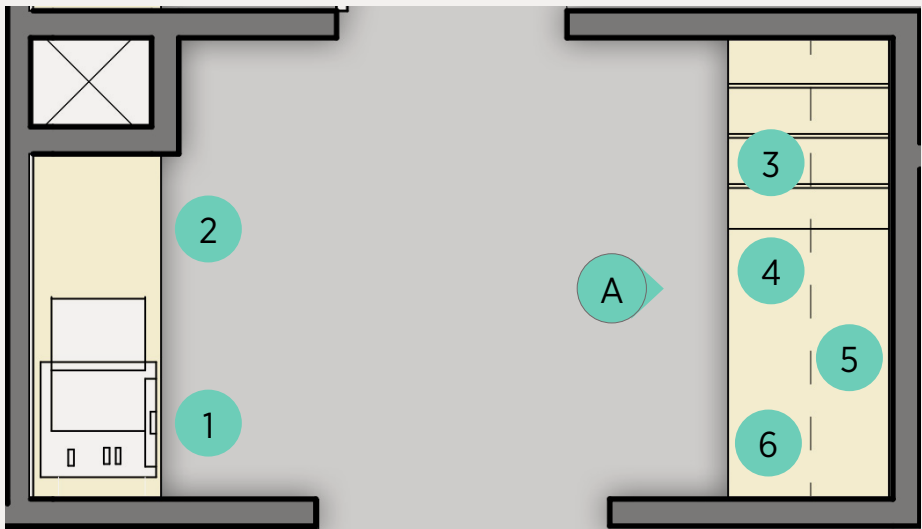
- 1 Shelving- sorted by name or unit number
- 2 Oversized packages
- 3 Refrigerated storage
- 4 Outgoing packages
- 5 Secured entrance



The Unboxing Experience

Dedicated space for people to receive deliveries and prepare returns is often overlooked in package room design. A well-designed and convenient area adjacent to the package room with sorted recycling, packing tools, and an outgoing parcel drop zone is helpful for residents and building staff alike. Offering shared supplies in a central location—and even giving residents an opportunity to repurpose shipping materials that others leave behind—fills a programmatic need while easing the burden of waste management on building staff.

- 1 Printer / Copy
- 2 Return label sleeves
- 3 Cardboard staging
- 4 Packing material re-use storage
- 5 Packing supplies
- 6 Trash & recycle



A

A Need for Speed

Convenience is as much about ease as it is about speed when it comes to popular services like one-hour delivery and restaurant take-out. When parcels must get to recipients as soon as possible, sometimes the simplest solution is the best solution. Rather than a complex locker system, a thoughtfully integrated element near the entrance can serve as both a design feature and dedicated drop-off spot that is fast and intuitive to use for both the deliverer and receiver. With minimal touch points and aesthetic sensibility, it addresses the quick delivery trend that arose during the pandemic and is adaptable as needs evolve.



Retail as Amenity

Imagine the appeal of not needing to leave your home to pick up basic necessities or treats. Thoughtfully designed retail within the building lobby offers a rich opportunity to provide conveniences for residents, while promoting community both inside and out of the building. Inviting local shops or setting up self-service kiosks can also become distinctive amenities—what could be better?

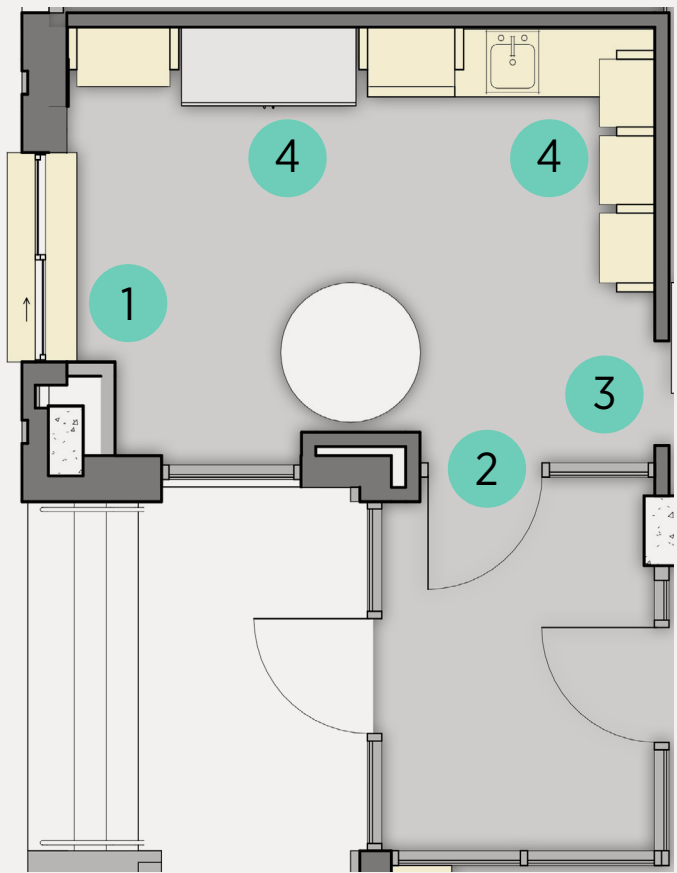


Convenience is going to be a huge factor, both within the building and in terms of location. — MultiFamily Executive

Shop Local

Bakeries, florists, pop-up shops, stationary boutiques, and more; small local shops within residential lobbies offer curated conveniences to people living in the building. Community retail adds a layer of fresh distinction and the flexibility to rotate offerings with residential trends. These charming storefronts are amenities woven into the lobby that provide convenience for the whole neighborhood.

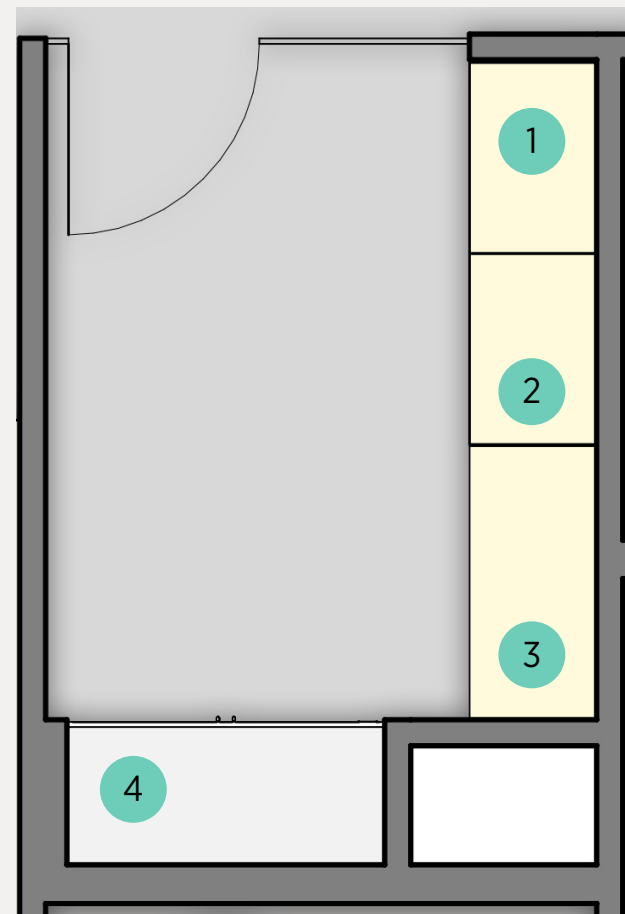
- 1 Walk-up window
- 2 Public entrance
- 3 Resident entrance
- 4 Shelving/display



Grab-and-Go

Late night cookies, stain remover, or a coveted chocolate bar after a long day—why are they never at hand when we need them in a pinch? Incorporating 24/7 grab-and-go opportunities inside multifamily buildings offers next level convenience for residents in their busiest moments. Depending on the property, this amenity can range from high-end vending machines to Impulsify's self-service kiosks. Easy access, cashier-less shops stocked with everyday supplies and foods are a differentiated offering that supports the continuously evolving needs of residents.

- 1 Check-out kiosk
- 2 Household goods (laundry soap, toilet paper)
- 3 Shelving for non-perishable goods
- 4 Refrigerated food items



Community meets Convenience

With a growing desire to lead sustainable lifestyles, more people expect their living spaces to support sharing and circular economies that reduce overconsumption and wastefulness. Building programs can offer more amenities in less space by encouraging and facilitating communal resources amongst residents and leasing teams. As we navigate how to work, entertain, and relax all in one space, design solutions with an eye toward the sharing economy benefit everyone and strengthen a sense of community.



“The sharing economy is chipping away at the divide between public and private space, requiring tomorrow’s apartment communities to be more integrated into the fabric of the community at large.” —NMHC

A New Life for the Leasing Center

Apartment buildings are buzzing with activity 24/7. Shared spaces allow properties to maximize usability and support residents who are relying on their living areas to serve more functions than previously expected. Rethinking traditionally separate 9-5 spaces, like leasing offices or conference rooms, as 24-hour multi-purpose common areas creates a variety of places to work outside of private units.

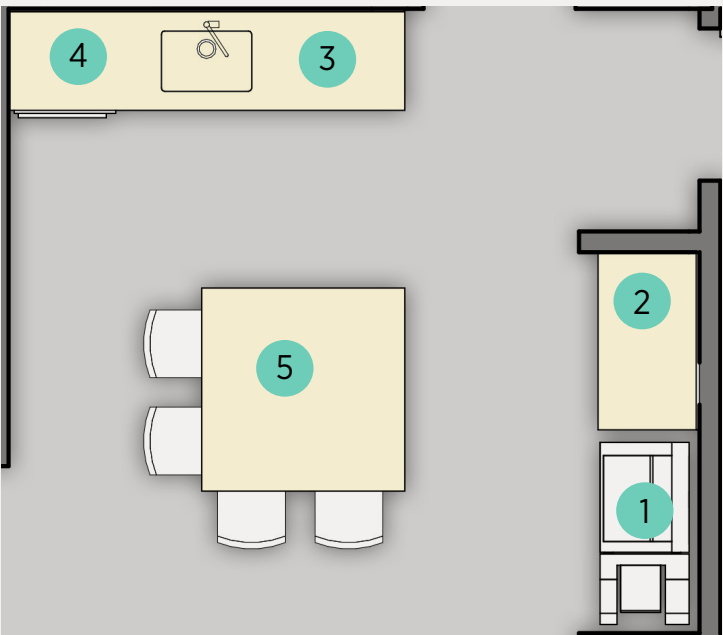
- 1 Shared conference room
- 2 Small work room
- 3 Phone room
- 4 Open working area
- 5 Dedicated leasing office
- 6 Office/hospitality hub



Don't Call It a Business Center

No one wants the traditional business center to make a comeback, but residents adopting hybrid work models need a version of the office copy room at home. Luckily, leasing offices already have these resources, it is just a matter of using thoughtful design to make them accessible to residents as well. Hospitality elements, like a coffee station or wet bar, substitute for the office water cooler as a place to casually cross paths and chat.

- 1 Printer/copier/fax
- 2 Office supplies; paper cutter, stapler, etc.
- 3 Coffee machine
- 4 Wet bar
- 5 Work island



40.8%
In a survey conducted by SatisFacts 40.8% of residents said they would pay more for wireless self-service printing, scanning, and copying.



The Sharing Economy

The growth of hyper-local ‘buy-nothing’ groups highlights people’s desire to band together and share resources in ways that reduce consumption and waste. For those things we only need a handful of times, sharing amenities like [Zipcar](#) and [Brevvie](#) offer on-demand items for rent. Convenient access to everything ranging from rarely used products to vehicles to recreational equipment, just a few steps from their front door, allows residents to pursue their passions without compromising a sustainable lifestyle.

“The sharing economy is chipping away at the divide between public and private space, requiring tomorrow’s apartment communities to be more integrated into the fabric of the community at large.” —NMHC



Convenience is a key decision driver for people in every aspect of their lives. It can encourage a sense of community, offer unexpected delight, and anticipate diverse and changing lifestyles. Far deeper than checking a box, strategic, long-term design solutions enrich the building experience. Most importantly, these amenities build longevity because residents feel taken care of.



Let’s get started.

PORTLAND

Leah Wheary Brown
leahw@ankrommoisan.com
(503) 977-5295

SEATTLE

Heather Hayes
heatherh@ankrommoisan.com
(206) 576-1654

Melissa Fedorchenko
melissaf@ankrommoisan.com
(206) 876-3032

SAN FRANCISCO

Karen Bowery
karenb@ankrommoisan.com
(503) 977-5228

References

Everly, Kristine. (2019). Brevvie Finds its Niche in the Sharing Economy. Retrieved November 3, 2021 from: <https://www.brevvie.com/post/brevvie-finds-its-niche-in-the-sharing-economy>

Kirby, Kerry. (2021). With E-Commerce Skyrocketing Smart Lockers Could Be The Answer to Managing Packages at Your Multifamily Community. Multifamily Biz. Retrieved November 3, 2021 from: https://www.multifamilybiz.com/blogs/425/with_ecommerce_skyrocketing_smart_lockers_could_be

Kraus, Blake. (2020). Gen Z Will Sacrifice Personal Space for Amenities and Convenience. Multifamily Executive. Retrieved November 3, 2021 from: https://www.multifamilyexecutive.com/design-development/gen-z-will-sacrifice-personal-space-for-amenities-and-convenience_o

National Multifamily Housing Council. (2018). Disruption: How Demographics, Psychographics, and Technology are Bringing Multifamily to the Brink of Design Revolution. Retrieved November 3, 2021 from <http://disruption.nmhc.org/wp-content/uploads/2018/01/NMHC-Multifamily-Disruption-Report.pdf>

NMHC. (2018). 2018 Consumer Housing Insights Survey. Retrieved November 3, 2021 from: <https://www.nmhc.org/contentassets/8419592d3cbe4b9fb6e5b5aa3b4c25b9/2018-consumer-housing-insights-survey-one-pager.pdf>

Serlin, Christine. (2020). Unboxing the Package Problem. Multifamily Executive. Retrieved November 3, 2021 from: https://www.multifamilyexecutive.com/property-management/unboxing-the-package-problem_o

Serlin, Christine. (2020). Renters Want Faster Internet, Printing Capabilities. Multifamily Executive. Retrieved November 3, 2021 from: https://www.multifamilyexecutive.com/property-management/apartment-trends/renters-want-faster-internet-printing-capabilities_o