

[Home|Work

Embracing the rapid adoption of remote work



The effects of the coronavirus have made us reexamine how we use the spaces available to us. In multifamily communities, nowhere is this more apparent than amenity spaces and residents' needs for alternate workspaces.

Demand is high for small, single-use, and outdoor spaces, as residents look to get out of their units and connect with their office. But what happens when life changes to more familiar states of being?

With the rapid acceptance of remote work, residents' decisions will increasingly consider how a building's amenities support different places and styles of work. For multifamily communities, amenities that enable remote work are no longer nice-to-haves. They're must-haves.

Approximately 70% of global employers say that at least a portion of their workforce will be allowed to work remotely full-time after COVID-19.

CBRE Group



Businesses learned that employees want options. In the competitive world of employee retention, companies found that their employees are more satisfied if they have options that accommodate different types of work throughout their day. Your residents are no different.

Multifamily communities need to do the same by providing more than one approach to working from home. Successful projects offer a variety of spaces and working accommodations that flex to give people what they need—connection with privacy.

The following pages detail four distinct ideas for how you can support those working from home, now and in the future.

Offer Choices

Build for Flexibility

Engage from Day to Night

Provide Found Moments

Offer Choices

As people continue the transition to working from home, they will expect their building to offer services and perks similar to an office. Successful communities will need to accommodate different resident work styles and needs.

The modern workplace offers employees easy access to infrastructure like WiFi, printing, scanning, and free coffee. More importantly, sought-after workplaces provide spaces that accommodate many working styles. On any given day in the office, an employee might use a private workspace with acoustic separation, a video conference room, a collaboration space, and a hangout spot to work on their laptop. Residents will start looking for their building to accommodate those needs too.



The goal is to serve every type of worker and every possible activity with a different space. By offering choice, people can curate their environment to the specific task they are trying to accomplish.

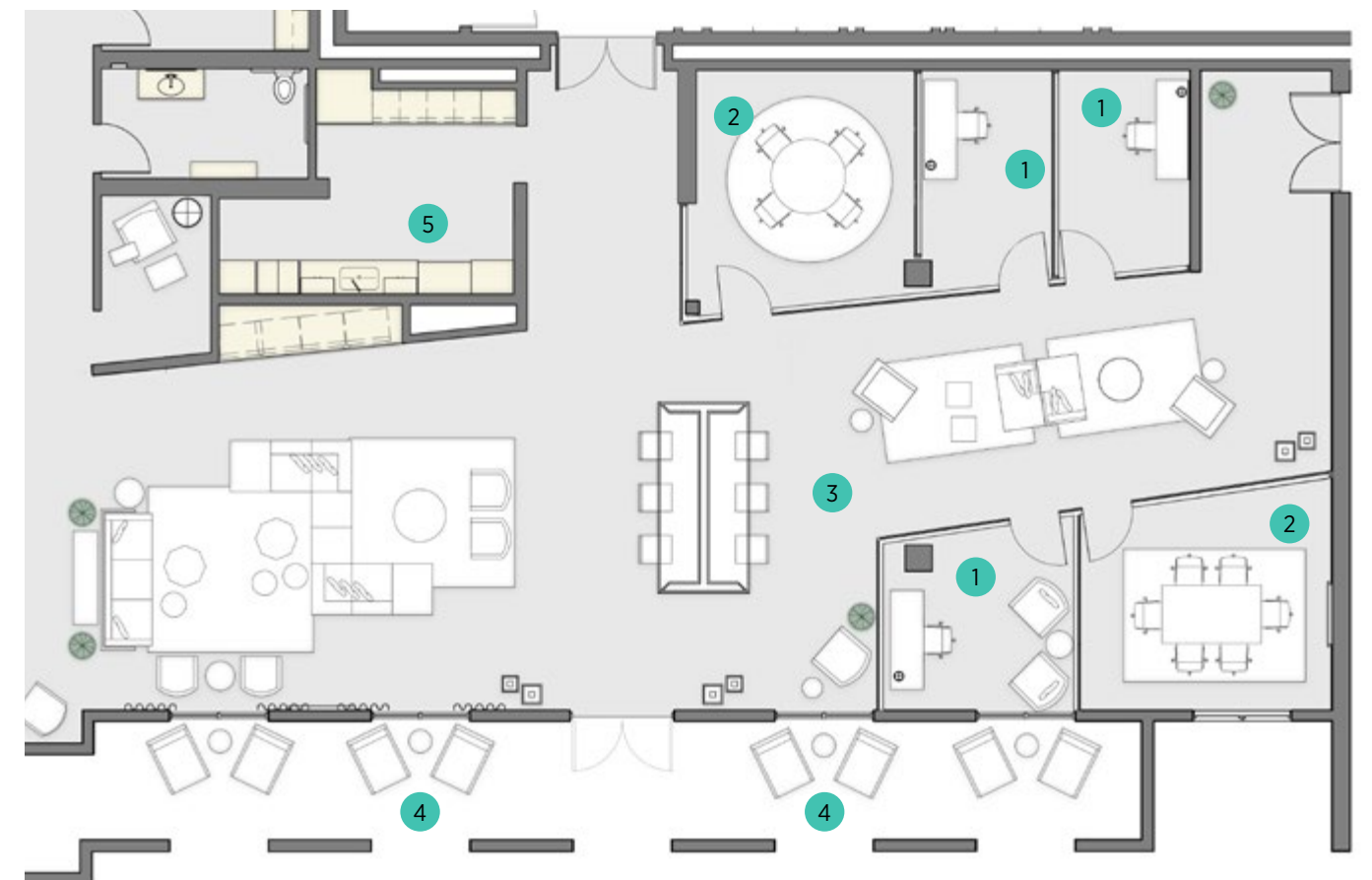
-FORBES



Case Study: Encasa

In the heart of Silicon Valley, the Encasa Apartments were designed from the start to support remote work. This project recognizes that everyone works differently by providing a variety of work zones.

- 1 Private work rooms for heads-down work or video calls
- 2 Meeting rooms with full video conferencing technology
- 3 Communal areas for collaboration
- 4 Outdoor areas with access to power and data
- 5 Coffee bar and printing hub



Build for Flexibility

For residents, the importance of relevant and usable community amenities cannot be underestimated. The approach to designing new amenities should be about creating a flexible framework—one that can quickly adapt to market trends or societal needs.

While highly sought-after today, demand may shift away from single-occupant, work-from-home spaces. As technology and resident behavior change, it's important to recognize which of today's needs will be relevant tomorrow—and which will not. Amenities that support remote work will become a key factor in residents' decisions, and they cannot be designed for a single moment in time.



It would be a disservice to build solutions to the current situation with COVID and then, three years from now, people don't want all these small spaces.

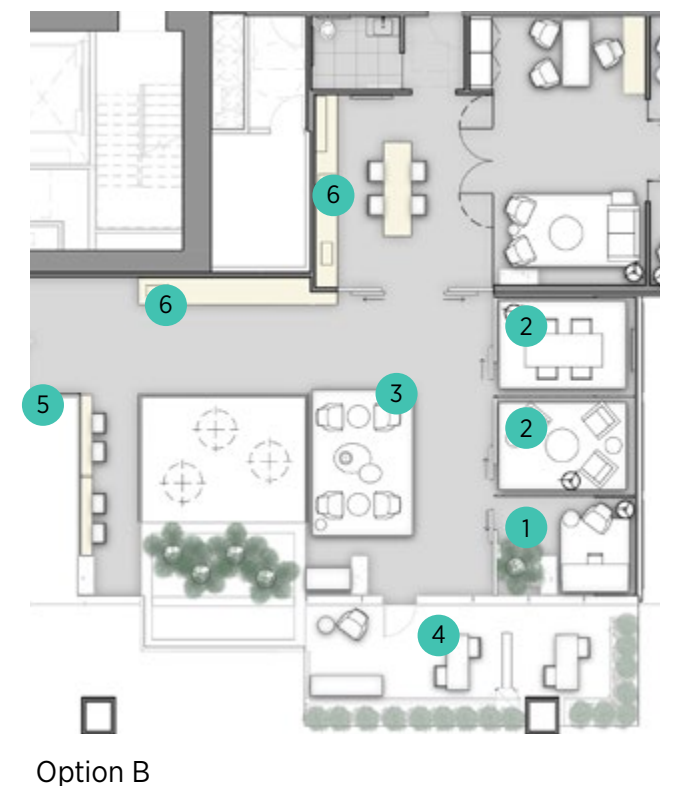
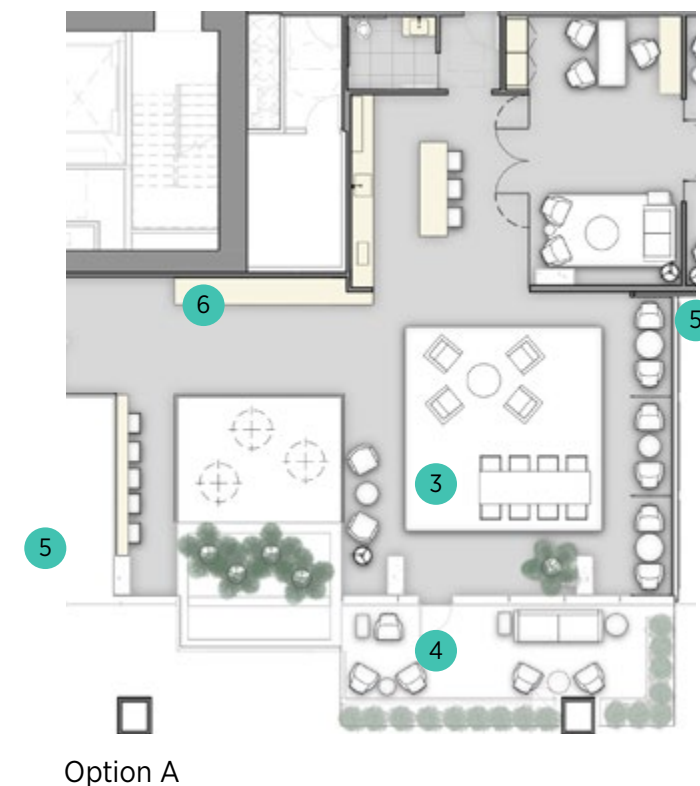
-CHASTAN FULBRIGHT, BLANTON TURNER



Case Study: Flexible Design

Throughout our design process, we considered how its framework can support reconfiguration. As people's needs evolve, this remote work lounge can respond. Adaptable partitions and flexible furnishings enable heads-down work, video conferencing, collaboration, and shared resources.

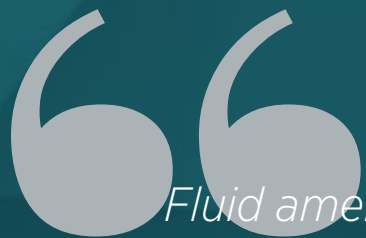
- 1 Private work rooms for heads-down work or video calls
- 2 Meeting rooms with full video conferencing technology
- 3 Communal areas for collaboration
- 4 Outdoor areas with flexible furnishings
- 5 Touchdown workspaces
- 6 Office supply center with printing capabilities



Engage from Day to Night

With the increasing acceptance of remote work, your residents will be home more than ever. With this comes increased expectations of their amenities. Residents are looking for their communities to meet their needs for both work and play.

Amenities are key to a property's success in market position, but are costly to build and are not revenue generating. Resident amenities need to seamlessly transition between curated programs; to do this successfully requires careful planning and thoughtful design.



Fluid amenity spaces that can adapt to a range of activities will better support resident engagement.

-Realtor Magazine



Ideas for spaces allowing transformational use

Library Lounge

Board Room

Work Pod

Workshop

Coffee Bar

Prefunction Lounge

Private Dining

Karaoke Room

Event Space

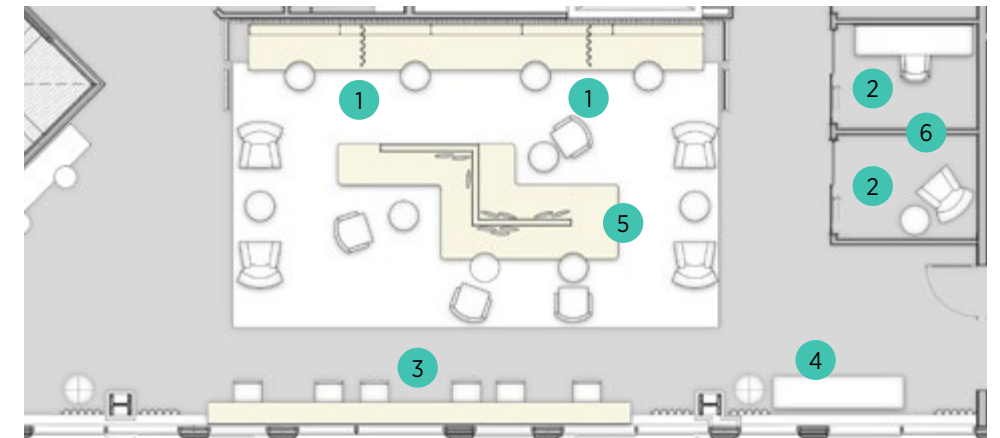
Social Bar

Case Study: Transformational Use

Offerings that are not dedicated to single uses must be agile enough to accommodate different uses without compromising the overall design. Through careful planning and conscious flexibility, this high-rise amenity is a space for residents to work during the day and play at night. This is accomplished by pairing programs with similar needs by incorporating transitional elements like doors, operable walls, and flexible furnishings.

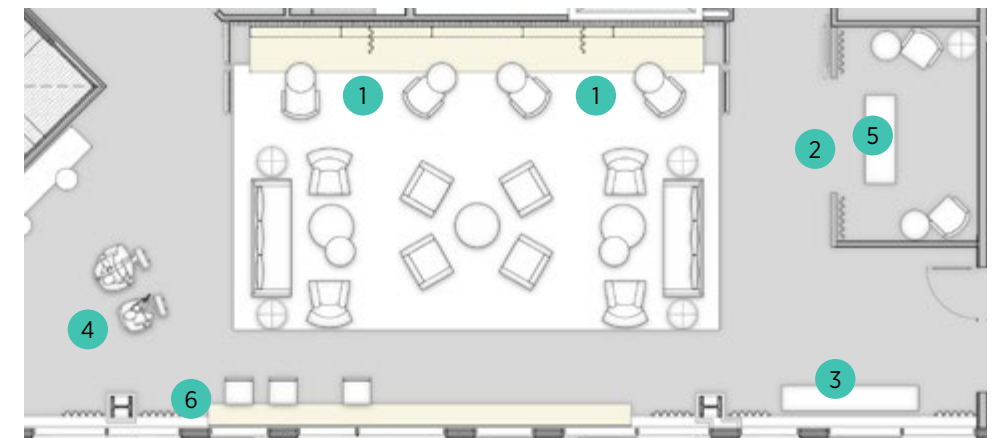
Layout A: Daytime Work Lounge

- 1 Adjustable acoustical separation
- 2 Private reservable work pods
- 3 Powered lap top work counter
- 4 Coffee bar/ hospitality print hub
- 5 Powered work style seating
- 6 Removable partitions



Layout B: Reserved Party Lounge

- 1 Adjustable acoustical separation
- 2 Curated tasting room
- 3 Moveable 'Happy Hour' bar
- 4 Entertainment areas
- 5 Hosted 'Happy Hour' bar
- 6 Cocktail drink rail



Case Study: The Zoom Room

Many of us feel like we're living our lives on video.

This space makes video meetings a lot more appealing, now and in the future. Features such as acoustically sealed doors, flattering lighting, and great ergonomics make that work call, mental-health appointment, or online date look and feel a lot better. Plus, the room is flexible enough to accommodate meditation, gaming, or heads-down work when all this video work lessens.

- 1 Comfortable lounge chair with task lighting and side table
- 2 Fully adjustable task chair
- 3 Work surface with ergonomic keyboard and mouse and full connectability
- 4 Large-scale monitor with HD webcam
- 5 Ring light around monitor to evenly light the face
- 6 Dimmable ambient lighting to adjust for different uses
- 7 Acoustic considerations such as acoustical wallcovering and fully sealed door
- 8 Attractive and interesting background
- 9 Curtain that can close to act as a green screen or simple background
- 10 Plants or greenery

Provide Found Moments

Within every project lie opportunities to transform places such as mailrooms, circulation paths, and alcoves into workspaces. Finding places for these small destinations bring to life spaces that are otherwise transitory or even wasted. When done thoughtfully, these spaces often become residents' favorite work perches while enhancing the building's design story.



The workplace will no longer be a single location, but an ecosystem of a variety of locations and experiences to support flexibility, functionality and employee wellbeing.

-CUSHMAN & WAKEFIELD

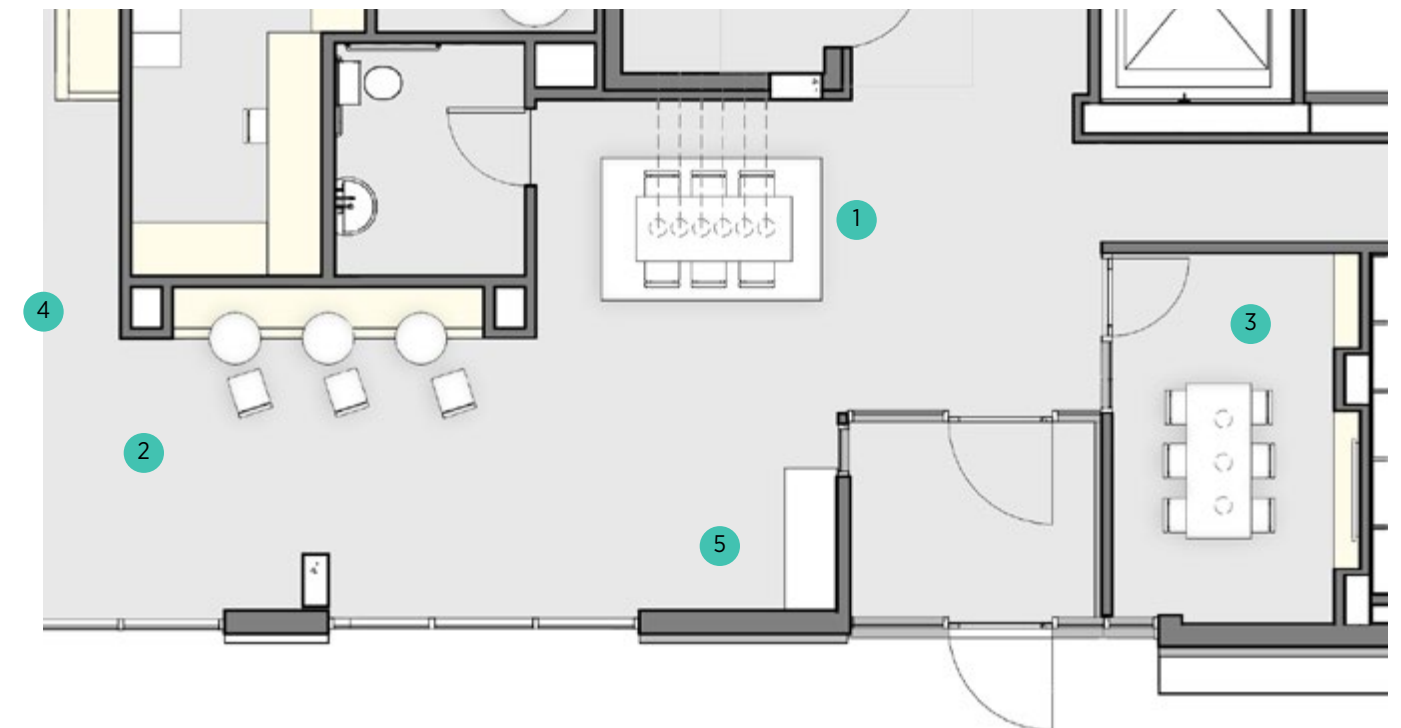


Case Study: Talisman

By thoughtfully designing a circulation path with work areas along the street-level window line, we created an additional amenity and visual interest, inside and out.

Workspaces include:

- 1 A communal table accommodating up to six
- 2 A feature banquette area seating up to six or serving three individual work areas
- 3 A small conference room, carved out of space originally dedicated to the mail room
- 4 The adjacent leasing office, providing nearby printing and scanning services as needed
- 5 Hospitality station



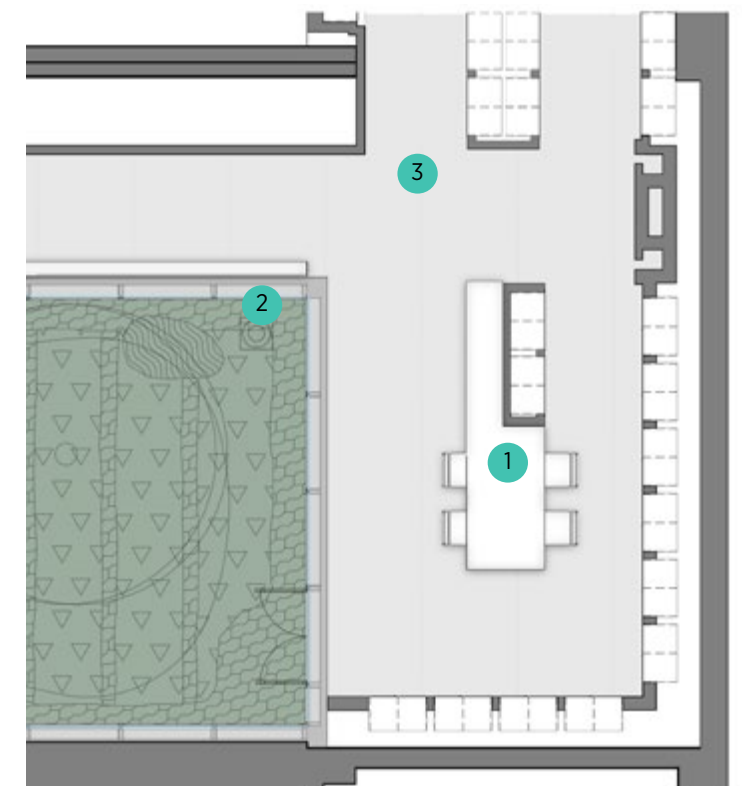


Case Study: West Edge Tower

This urban tower's mail room has a unique visual connection to the building's centerpiece atrium, necessitating a solution to the age-old question of how to make the mail room engaging.

The design team transformed the mail room into an amenity by carefully placing everything you need to work in view of an urban oasis.

- 1 Workspace for up to four people with power and data
- 2 Access to natural light and views of nature
- 3 Excellent proximity to incoming and outgoing mail





When residents spend a greater percentage of their time working remotely, their relationship with their property changes. Their satisfaction with being at home during their workday influences their overall experience of living at your property. In order to support their needs, it's important to designate a functional space that makes them feel welcome as residents and as coworkers.

-Updater



Let’s get started.

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