

# Multi-Faceted Life

The Future of Amenities





Apartment buildings are micro-neighborhoods, offering residents opportunities to connect to the community around them. And as individual unit sizes get smaller, people are looking more and more to a property's amenities to function as an extension of their home.

The trend lines of our rapidly changing society reflect this. Live, work and play all happen in one place as more people make their homes their home base – for everything. What might that look like? A magical playground on the property? Yes. An off-leash dog park just outside? Woof, woof! Multi-functional spaces inside and out that can adapt their offerings at different times of the day? Of course.

This new reality expands opportunities for multifamily communities. With residents spanning the spectrum of age, interests, ethnicities, family sizes and more, developers can create dynamic, multi-faceted experiences. Thoughtfully designed amenities capture the attention of more people, and resonate with diverse communities and lifestyles within.

“Amenities are in place to support the lifestyle of residents, People think of communal amenity spaces as an extension of their home.”

New Home Source



# Actionable Strategies

Amenities create an apartment community's collective spirit. Just as units are designed to accommodate residents' individuality, thoughtfully designed amenities throughout multifamily properties give life to the community. As extensions of the unit, they present creative solutions that make living with density more desirable.

The opportunities for amenities are unlimited. Providing a unique range of experiences – experiences that represent the diversity of the community and its interests can drive engagement and connection. They tell a story, create a social fabric that ties together a disparate group of tenants, and attract new residents who want to be part of the next chapter.

Designing amenities requires a thoughtful and deliberate strategy. They must be appropriate to their desired function, flexible enough to offer multiple experiences but also targeted where needed to be efficient and effective. Above all, they must be tailored to the story you're trying to tell. Three foundational elements to this strategy are:

**Empathy-Driven Design**

**Flexible Amenities**

**Intentional Spaces**





# empathy-driven design

## Who are the people in your neighborhood?

Gone are the days when demographics alone drive development. Quantifiable statistics such as the age, income, profession and family size of a prospective tenant remain important, of course. But designing amenities needs a broader perspective that also considers values and attitudes, interests and lifestyle, and more. We call this combination of demographics (who they are) and psychographics (how they think) empathy-driven design.



*“The most successful projects in a crowded marketplace have a targeted ethos that lives top to bottom and is fully immersed in the built environment. You need a holistic approach to programming and services that anchors in resident experience. It’s what we as humans gravitate to.”*

Jim Goldberg, Red Propeller



# Empathy-Driven Design

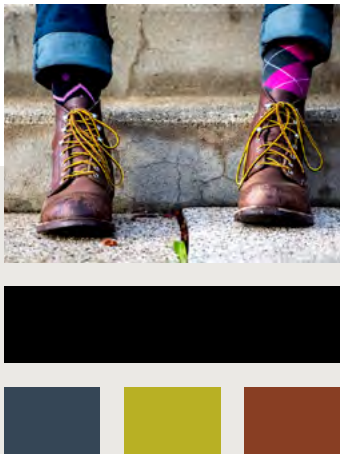
Empathy-driven design unlocks the essential human elements of an amenity strategy. It seeks to understand the deeper motivations of both individual residents and the collective community. Ultimately, it creates an experience that attracts residents to a property—and keeps them there.

Every community is different. In turn, every amenity strategy must be unique. Comparing two properties can show how empathy-driven design is used to create distinctive experiences.

## Talisman

BOLD AND GRAPHIC IN REDMOND, WA

1



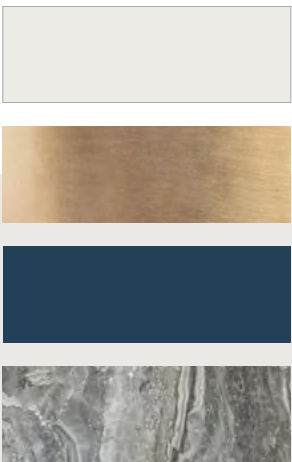
### Global workforce lured by tech companies to their hubs in suburban Redmond, WA

- **Attitude:** Urban Loft, Integrated Technology, Vintage Inspired
- **Materiality / Palette:** Warm Wood Veneers, Concrete, Textural Forms, Contrast of Vibrant Colors, Familiar
- **Lifestyle Attributes:** Active, Crafted, Authentic, Vibrant, Shared Economy—Communal
- **Design Elements:** Articulated, Geometric, Pattern Play

## Park Fifth

ELEGANT AND LUXURIOUS IN DOWNTOWN LOS ANGELES, CA

2



### Residents seeking an exclusive urban living experience reflecting their lifestyle and brand

- **Attitude:** Unique-One-of a-Kind Experience—Urban Glamour
- **Materiality / Palette:** Light Wood Veneers, Exotic Stones, Metallic Reflection, Gradiating Hues—Casual Elegance
- **Lifestyle Attributes:** Active, Socially Connected, Art & Culture Minded—Couture Living
- **Design Elements:** Balanced, Sophisticated, Refined Simplicity, Textural Elegance—Internal Illumination



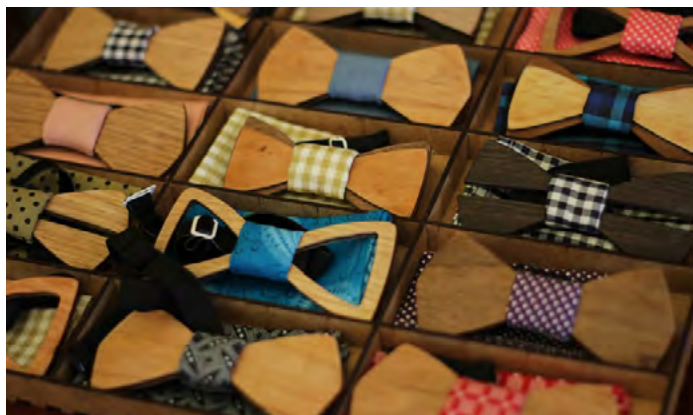
# Empathy-Driven Design

1

## Talisman

BOLD & GRAPHIC IN  
REDMOND, WA

- VINTAGE-INSPIRED
- WARM WOOD
- VIBRANT
- GEOMETRIC PATTERN PLAY





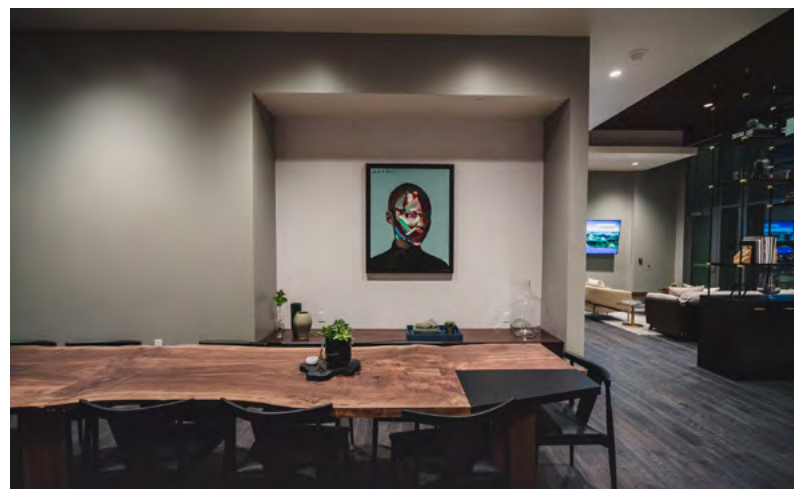
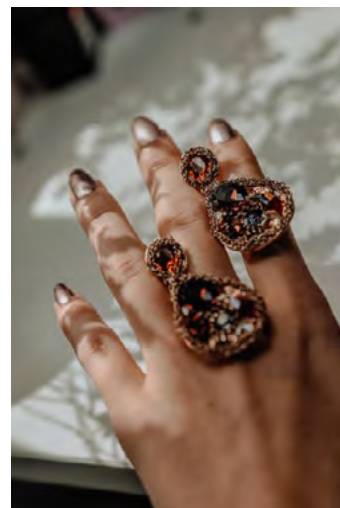
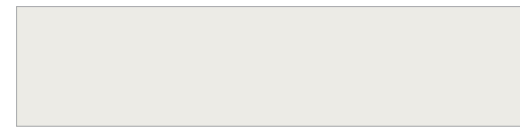
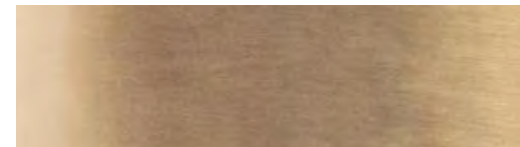
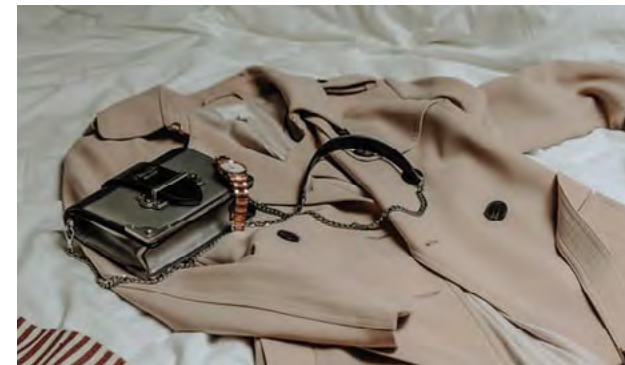
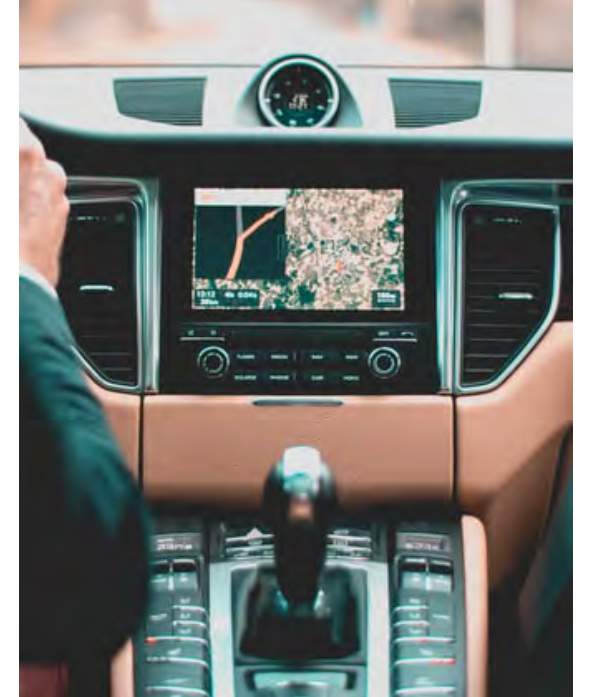
# Empathy-Driven Design

2

## Park Fifth

ELEGANT & LUXURIOUS IN  
DOWNTOWN LOS ANGELES, CA

- URBAN GLAMOUR
- METALLIC REFLECTION
- INTERNAL ILLUMINATION
- GRADIATING HUES





# flexible amenities

## Maximizing experiences with multi-purpose spaces

Amenities are an extension of the home so designing them to support different activities maximizes both their function per square foot and the experiences they make possible. Events, entertainment, socializing and hobbies may all take place at different times of the day. Spaces that support a wide variety of activities allow residents to choose their own adventure.



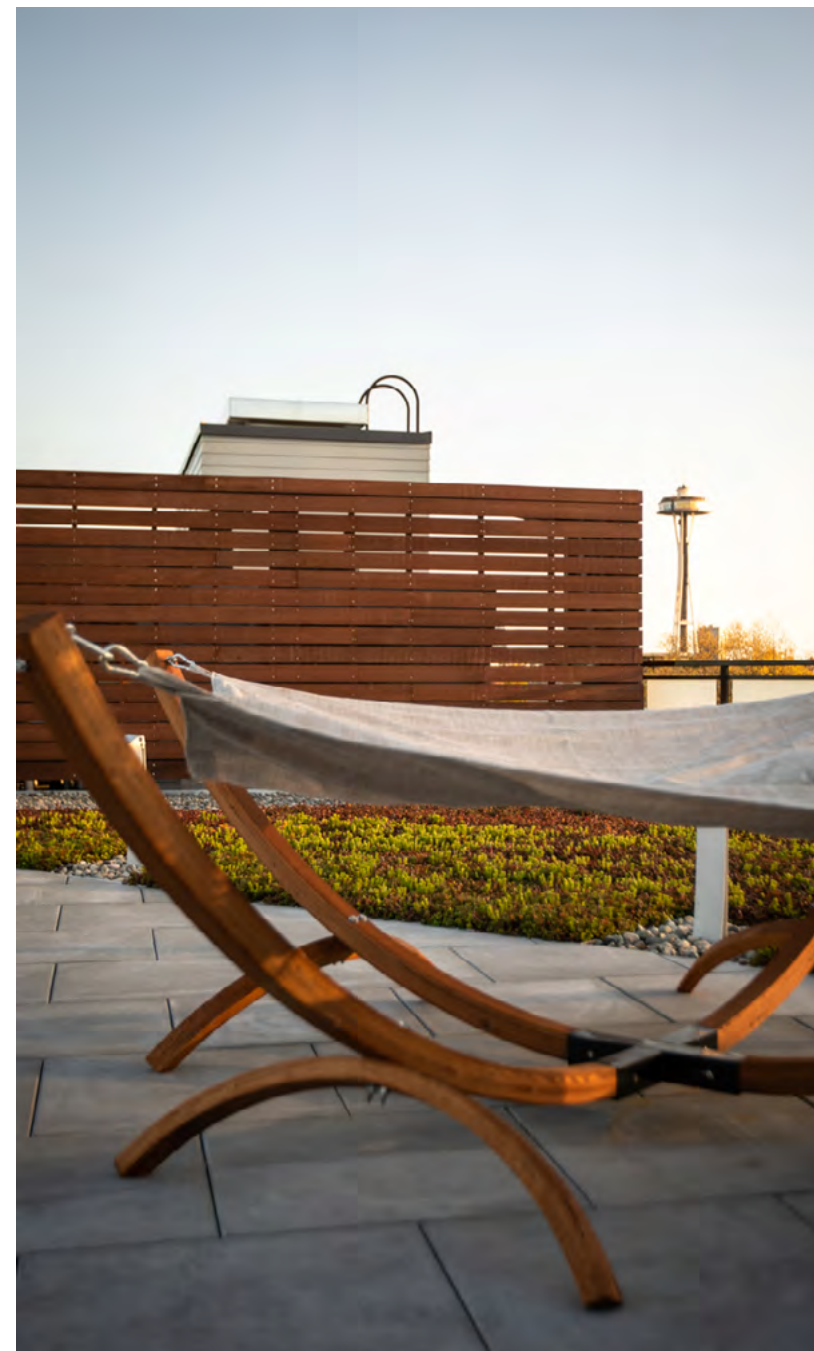
*“Resiliency is the ability to flip a switch and a space can adapt to a different use. The infrastructure needs to be flexible so that the community can shift a room without a renovation. To do this, we need to consider the mobility of furniture & equipment, room use, and adaptability.”*

Allison Bane, Mill Creek Residential



# The Great Outdoors

Outdoor spaces offer a variety of opportunities for residents with a range of interests, with the healthy benefits of fresh air as a bonus. Those who desire dining al fresco will appreciate thoughtfully appointed tables and chairs adjacent to outdoor kitchen and cooking facilities. Roof decks can accommodate games, gardens or simply space to get away to enjoy the views. Quiet corners surrounded by lush greenery can provide a place for reading, reflection and relaxation. Dedicated outdoor spaces can offer safe play areas for residents who have children or pets – while still keeping separation from those who don't.





# Rethinking Storage Space

Locations previously considered less than ideal can be reimagined as workshops, maker spaces, or gear rooms, providing residents with space outside of their units for hands-on activities and hobbies. With thoughtful consideration, apartment residents can gain the space that single-family home dwellers have in their garages or driveways without having to leave their community. And, as the community grows and evolves, other services – like reservable workshops and tool or equipment rental – have a natural space in which to expand.



Multi-Faceted Life  
Urban Living Interiors



- |                      |   |
|----------------------|---|
| 1 Bike Storage       | 6 Lounge Area                                 |
| 2 Big Storage (Gear) | 7 Brevvie Lockers                             |
| 3 Bike Vending       | 8 Bike Maintenance                            |
| 4 Sink Station       | 9 Storage Lockers For Small Storage (Hobbies) |
| 5 Work Tables        | 10 TVs  |

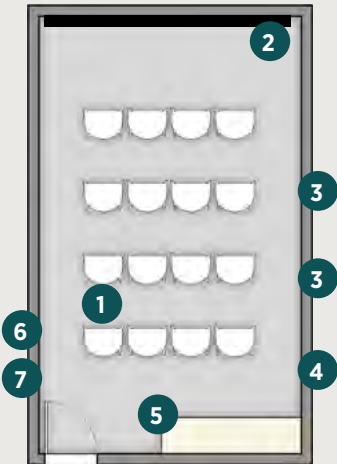


# Adapting Single-Use Spaces

How can we rethink single-use amenities of the past to be multifunctional and better serve divergent needs of residents throughout the day? Imagine reconfiguring a theater room, the must-have amenity of the past, to be adaptable to a wide range of uses that all benefit from similar design principles. What may have only been used a few hours a day is now full of possibilities like a recording studio for creatives, videoconferencing for busy professionals, a soundproof space for band practice, or a reservable kid space for gaming or slumber parties. Small adjustments can have big impact, and create space that’s in demand all day, every day.

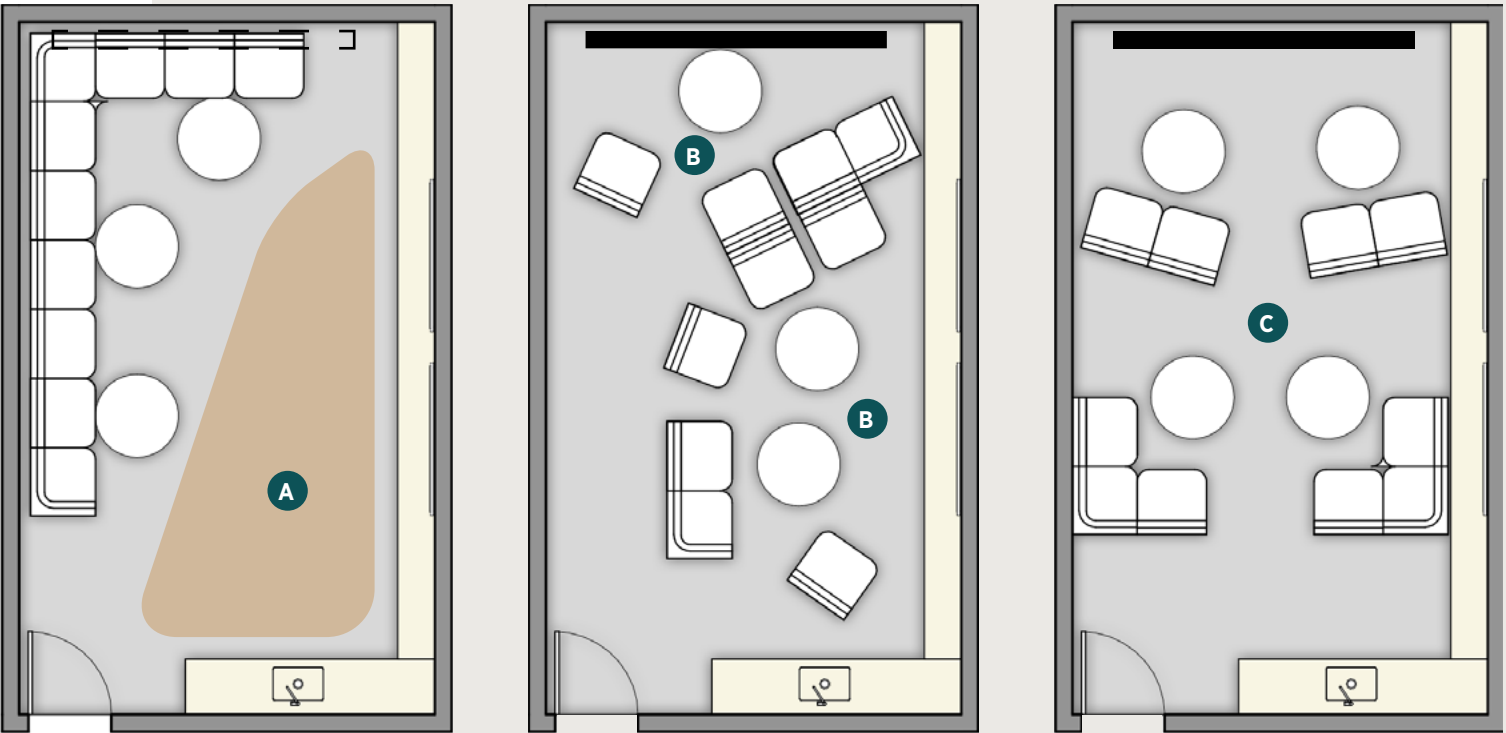
## OLD THEATER PLAN

- 1 Remove inflexible theater seating, replace with modular lounge seating that is easily moved
- 2 Keep retractable projector screen
- 3 Add multiple large-scale TVs
- 4 Update sound system with smart capabilities
- 5 Refresh wet bar, add ice maker and microwave
- 6 Enhance acoustics with wall and ceiling treatments
- 7 Add adjustable lighting to set the mood



## NEW RECONFIGURABLE MULTI-FUNCTION LOUNGE

- A Configured for band practice or karaoke
- B Configured for video gaming tournament
- C Configured for movie night





# intentional spaces

## Focused features that deliver on their promise

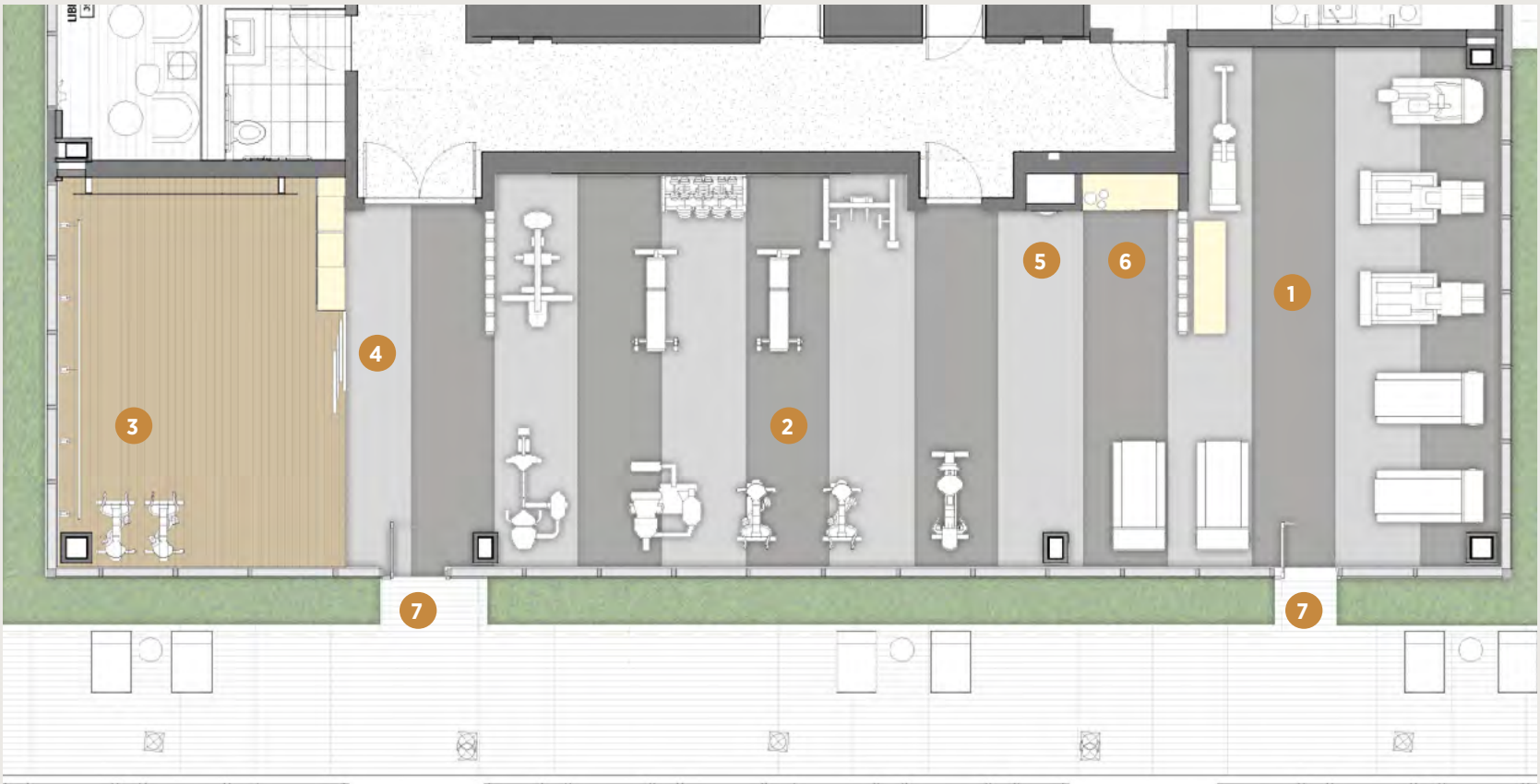
Of course, not all amenities want to do double duty. Fitness centers don't easily pivot to work space. Play areas for pets look a lot different than playgrounds for kids. An empathy-driven design strategy can help define the user groups you're designing for and determine which specialized amenities will be highly desirable, how they'll be used and where they should be located. The goal is providing features that deliver on their promise and differentiate from the competition.

*“Multifamily customers often exhibit the same needs and desires of homeowners, and if the sector can continue to deliver improvements that bridge the gap, the value proposition of renting versus owning increases.”*



# Get in the Zone

Resident’s expectations for fitness centers continue to expand beyond a small collection of equipment in a tucked away room. Zoned fitness centers make for a more comfortable and considered space, providing exercise options that meet the demands and diversity that today’s health-minded tenants desire. Quiet corners can be set aside for yoga and meditation. Weights and cardio equipment can be separated with sliding partitions. Open doors can open options for crossfit, calisthenics and other forms of circuit training. Designing fitness facilities that meet the needs of residents will keep them motivated to keep moving.



- 1 Cardio Zone
- 2 Strength Training Zone
- 3 Group Fitness/Yoga/Flexibility
- 4 Sliding Glass Wall
- 5 Water Service/Hospitality
- 6 Cleanup/Towels
- 7 Outdoor Access



# Let Kids be Kids

Multigenerational families are often overlooked in multifamily housing, leaving little in the way of play space for young children and making it harder to retain tenants as their family grows. Specialized areas for little ones can create a playful sense of space, room for creativity and surprises, or simply accommodate the need to wiggle, run and yell.

Incorporating principles of playground design for different types of play—active, sensory, creative, imaginative, social and reflective—keeps the space safe and supports the developmental needs of the community’s youngest residents. As children play together, kid zones can create micro-communities of families and encourage connections between residents.



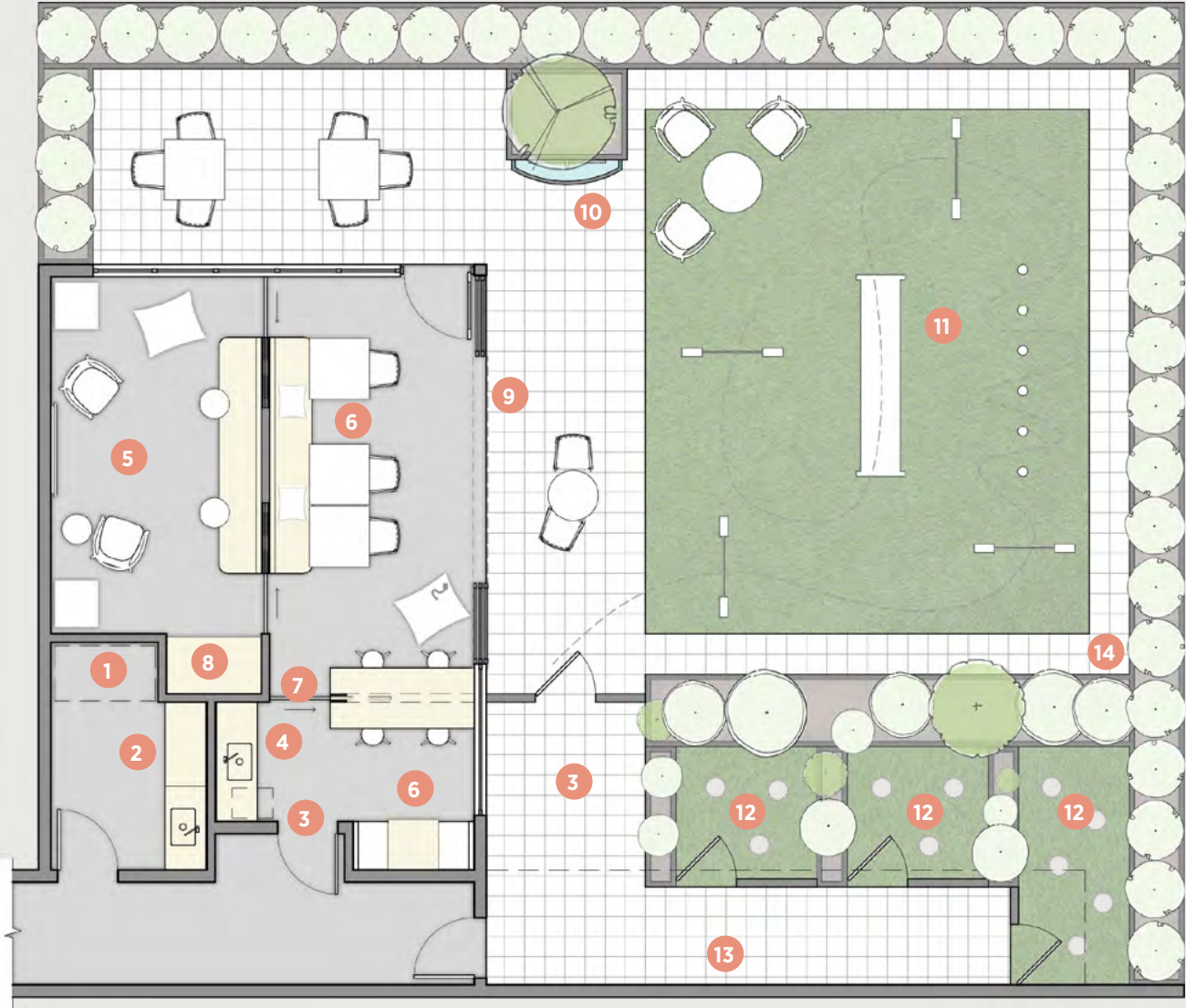
- 1 Stroller Parking
- 2 Cubbies
- 3 Low Play Area
- 4 Lounge Area
- 5 Play Structure
- 6 Creative Zone
- 7 Family Restrooms





# Dog People

Dog adoption has grown at record pace over the past few years, meaning more demand for pet-friendly facilities and an opportunity to earn resident loyalty with an amenity above and beyond what can be found elsewhere. Dedicated pet areas – safe, contained, and easily cleaned – help meet the growing demand for our furry friends and the outdoor activity they need to be healthy, happy, and calm. Agility courses, pet washing stations, and a lounge not only create space for residents to play with their pets, they create opportunities for like-minded people to socialize and build community around shared interests.



- 1 Pet Wash Sink
- 2 Grooming Station
- 3 Chambered Entrance to Keep Pets Contained
- 4 Clean-Up Station
- 5 Area for Socializing
- 6 Area for Working - Banquettes with Built-In Nooks
- 7 Pocket Gates to Further Separate Space as Needed
- 8 Toy and Supply Storage
- 9 Indoor/Outdoor Connection
- 10 Water Station
- 11 Built-In Agility Equipment
- 12 Separated 'Relief' Zones Allow for Multiple Dogs to Use the Space During Rush Hour
- 13 Covered Area for Person to Wait
- 14 Perimeter Paving



# case study: leeward apartments

For a stellar example of how empathy-driven design, flexible facilities and intentional spaces come together, you need to look no further than the Leeward Apartments in the heart of Seattle's South Lake Union neighborhood.

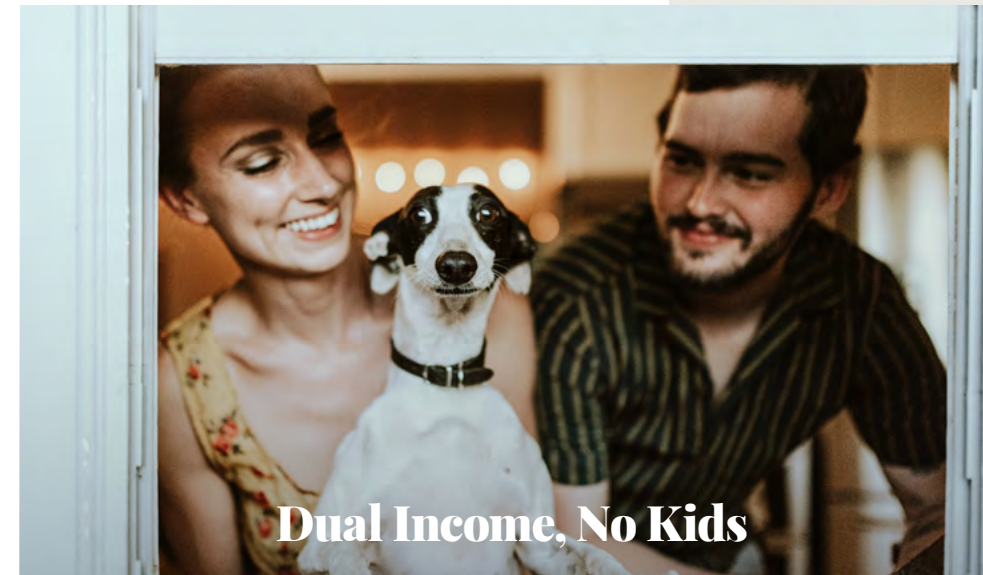
Lake Union has always been a place of contrast, where luxury yachts rest adjacent to quirky houseboats and the working grit of the maritime industry. Drawing inspiration from this dynamic neighborhood setting and the lifestyles and proclivities of future residents, Leeward was designed to offer an equally varied and unique experience.



## Case Study

# Leeward: Empathy-Driven Design Informs Program and Experience

Working with key stakeholders, we identified who would be living in the building and explored how they would experience it. This was largely driven by data relating to the neighborhood, employers and jobs bringing people to Seattle, and forecasting metrics. Looking beyond the data, the team developed personas based on the wants and drivers—the psychographics—of future residents. By understanding what people did in their free time and what they valued, the design team was able to create an environment tailored to the deeper needs of future residents, not only through aesthetics but also unique programming and experiences.



- Dog Owners
- Enjoys traveling locally and abroad
- Strong social network of friends with regular dinner parties and get togethers
- Active and healthy—enjoying seasonal farmers markets



- Well educated, formal upbringing
- Seeks friendships with other Expats, ties to cultural roots
- Sees SLU as a neighborhood of opportunity
- New to Seattle—looking for connections



- Works long hours, but enjoys flexible schedule
- Weekends spent hiking and snowboarding or enjoying live shows
- High-end casual style
- Demands work/life balance



## Case Study

# Leeward: Flexible Amenities

Empathy-driven design guided a distinct strategy leading to a variety of flexible gathering spaces that allow for true day-to-night activation, making the most of an entire day for residents that enjoy dynamic lifestyles and great variety in when, where and how they choose to work.

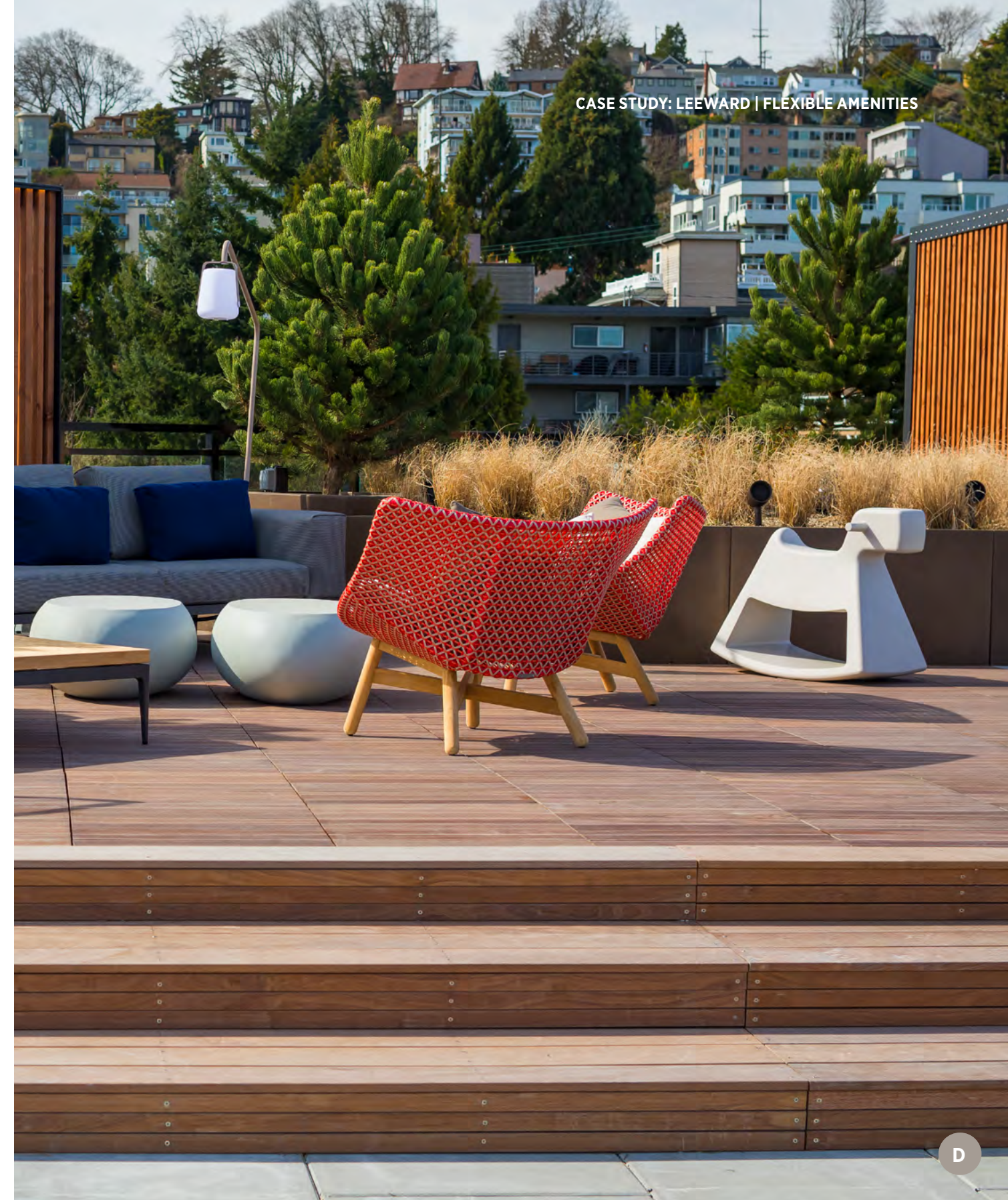


Spaces that are great to use as individual work from home perches during the day easily pivot to a community gathering in the evening hours (A and B).



A conference room overlooking the lake becomes a lux private dining room at night (C).

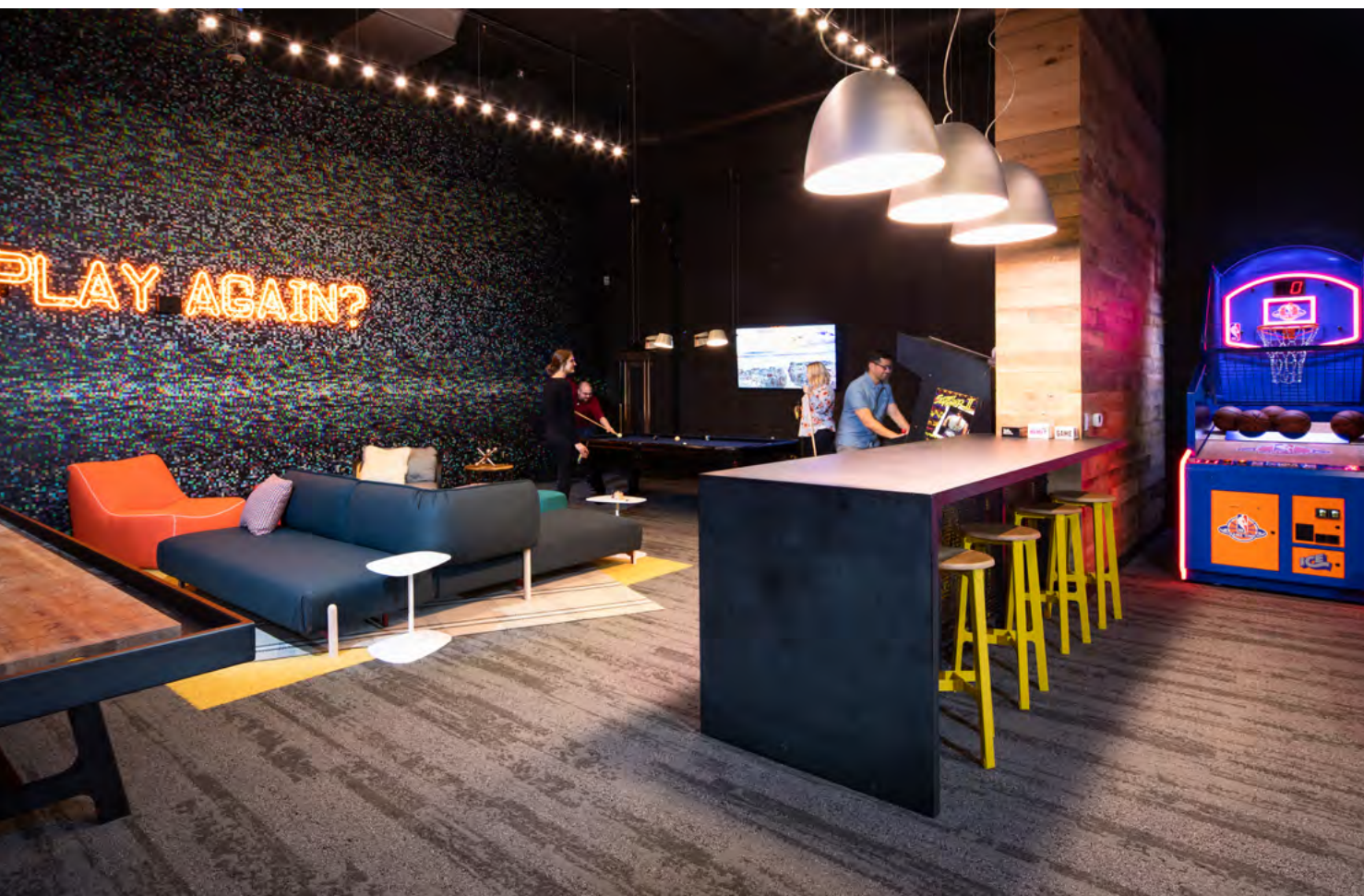
The roof terrace lounge provides a comfortable space to kick back with a good book in the daylight and seamlessly transitions to a night around the fire pit with friends (D).



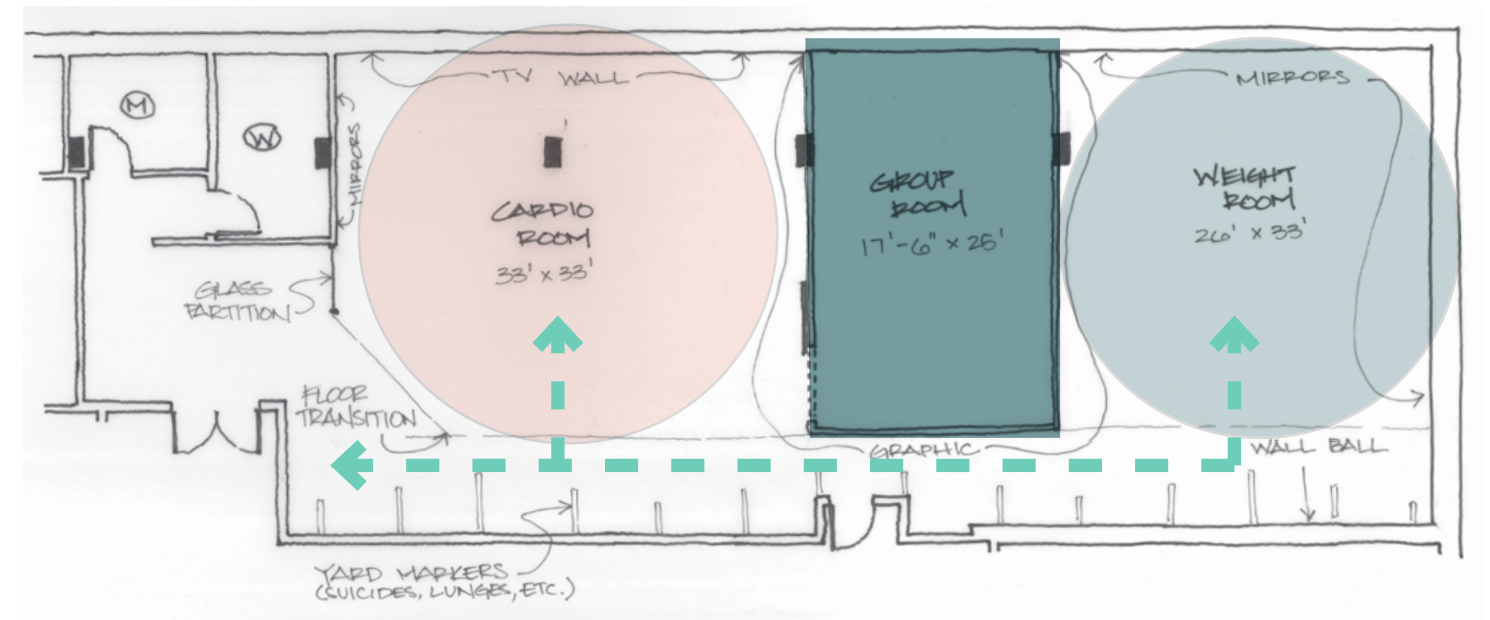


## Case Study

# Leeward: Intentional Spaces



Billiards, Skee-Ball and Street Fighter make up just part of the excitement of Leeward's in-house arcade, making it the perfect place to tap into the playful and competitive side of residents. The glow of the machines and the active sounds of the games add to the energy of the space.



A group fitness room, centrally located, creates three distinct fitness zones, enhancing privacy while maintaining the space's open and lofty feel.





Dynamic, thoughtful, and well-designed amenities help create the multi-faceted life diverse communities seek out. Designing with residents' best interests top of mind – and empathy for their desires throughout – create properties that stand out from the pack while enhancing the lives of the communities within. Done right, you'll create the community they want to come home to again and again.



Multi-Faceted Life  
Urban Living Interiors







# Let's get started.

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