



Creating Communities Within High Density Housing Environments

Amenities Foster More Than Units-Per-Acre

Hospitality design elements create upscale homes. Multi-family housing development is experiencing record revenue returns, in part because project designers are incorporating amenities often reserved for luxury hotels. Becker Morgan Group believes thoughtful creation of community spaces for relaxation and recreation have made multi-family the new century lifestyle. Recent success has been so strong that rising demand for upscale multi-family properties is driving the market, challenging architects to differentiate properties while maintaining return on investment.

Our firm has been successful in designing profitable projects by creating value for both developer clients and future tenants. We have been effective in leveraging our hospitality experience and incorporating cost-effective solutions to elevate multi-family living. We strive to create environments for tenants that convey luxury, convenience, and comfort, while meeting developers' budget considerations.

Amenities

Adding value through amenity offerings is an effective way to set a property apart within the marketplace. The three main amenity types that our team incorporates are outdoor spaces, social interaction spaces, and service convenience spaces. With landscape architects and civil engineers on staff, we have the benefit of understanding the physical lands that surround our buildings. Patios, gardens, dog parks, along with features like swimming pools and lawn areas, all contribute to outdoor living attributes. We promote social interaction with the inclusion of lounges, game rooms, and private party rooms. Contemporary trends towards working from home and digital shopping have challenged designers to provide co-workspaces for remote employees and larger mailrooms to accommodate frequent parcel delivery and storage. We have even designed concierge desks in some higher end properties. Each of these design elements contributes to the establishment of an overall sense of community within our developments.



Accessibility

A primary benefit of multi-family development is residential density – many people living in close proximity. Oftentimes, this solution makes sense in urban areas where walkability to surrounding neighborhoods is inherent. However, multi-family can also provide housing options in areas where land is expensive or at a premium. Accessibility is desirable in either scenario and includes both internal access to an individual property’s amenities, as well as external access to neighborhood features. Often, a perceived lifestyle is imagined when shopping around for a home oasis. Our designs provide thoughtful, pedestrian scale projects that invite and inspire residents and guests without overwhelming with the built environment. Scale helps make designs both livable and desirable.



Design Features

Trend worthy design supports a hybrid work lifestyle. Maintaining a life work balance and the theme of pleasant living, we seek opportunities for decompression by procession, where residents' arrival and path from car park to front door promotes relaxation and comfort. Once at home, well-appointed kitchens, spa style bathrooms, and outdoor connections help the homeowner unwind and recharge. We find that natural finishes evoke a sense of home, while thoughtful inclusion of technology creates smart homes that are both efficient and comfortable.



Multi-Family Design Intent

Responding to an ever-growing market, developers can use 2023 design trends to grow their portfolio and capture multi-family buyers. The design challenge is to balance density with individuality. Communal living provides opportunities for shared amenities that are out of reach for most single-family homeowners. Becker Morgan group has enjoyed remarkable success in designing highly appointed multi-family projects that appeal to consumers, while also serving our developer partners with cost-conscious decision making.

