



## Up on the Hotel & Multi-Family Rooftops

*Developers Utilizing Rooftops as Amenity Spaces*

With clients currently seeking multi-use functionality that screams exclusivity, unexpected placement of these gathering places has become the new norm. In turn, hospitality and multi-family design are taking advantage of rooftop amenity square footage, cleverly utilizing already available space, while otherwise avoiding a building addition that might prove impractical. Typically dedicated to mechanical units and non-public spaces, rooftops can easily become revenue generating areas that add excitement to guest and owner experiences. Popular during warm weather season, rooftops create areas to relax and enjoy waterfront views or city skylines and can be enclosed in colder weather with movable glass partitions.

Becker Morgan Group is well-versed in providing building solutions at every scale, thoughtfully interpreting our clients' desire to use every inch of available square footage. Rooftop features offer ideal layouts that serve daytime green spaces suited for bleisure-style work and social lounges optimal for unwinding at night. Convertible to event spaces, owners have multiple avenues of revenue. The goal is to provide each guest with additional outdoor living opportunities, adding value by conveying luxury, while also maximizing use of existing space.

## Flow

One benefit that is fundamental to a shared residence is accessibility. With a seamless path from their residence to a rooftop, guests can unlock a unique experience that leaves them wanting to return. Well-positioned waterfront views or city skylines can be thoughtfully captured, assisting in the occupant's ability to transition from space to space. Further, acoustics to mitigate noise from the active rooftop versus the units below strengthen the design's flow. Intentional seating layouts make guests appreciate the circulation of the area and its convenience. Support spaces for amenities offered – restrooms, kitchens, storage – are effective for complementing the accessible areas.



## Code

When guests enter a space, they want to feel safe. Our designers spend time considering materials in unison with the building's design intent. Proper attention to detail regarding materials and systems for walking surfaces and railings, for example, promote safety. Oftentimes, these material choices contribute to the mobility of multi-generational occupants and ensure that the building code requirements are met. Becker Morgan Group always ensures ADA guidelines are followed, especially when designing means of egress from a rooftop.



## Value

Urban dwellers especially are looking for an all-in-one destination, seeking out alternatives to a yard, given the expensive and limited nature of land. In demand, rooftop decks have made it to guests “must haves” and have proven to provide a profitable return on investment. Bars, lounges, gathering areas, swimming pools all contribute to extended building access, providing an in-house, all-inclusive experience at the guest’s fingertips. Our designs provide a bigger picture of your total project, offering functional yet cost-effective solutions. Often, a revolutionary, photo-worthy experience is desired in today’s marketplace. Wise configuration of another typically unused space (i.e. rooftops) contributes to this exclusivity.



## Hospitality & Multi-Family Design Advantage

Intentional design adds revenue generating space to rooftop areas. Our architects and engineers seek to elevate the guest experience by maximizing building square footage, all while creating comprehensive flow, promoting safety, following code requirements, and increasing value. The Becker Morgan Group design team specializes in delivering innovative designs that convey expert utility to attract future tenants on behalf of our developers.

