

PLACEMAKING: The Hottest Trends in Common Areas and Amenities

MFE
MULTIFAMILY EXECUTIVE
CONFERENCE



Moderator:
Mark Humphreys,
Humphreys &
Partners Architects



Panelists:
David Senden,
KTTY



Laurel Howell,
Kettler



David Nischwitz,
Fogelman
Properties



Jason Robertson,
American Land
Ventures



CLUBHOUSES







IN



OUT



BUSINESS CENTERS



LEASING CENTERS



SOCIAL AREAS



OUT

IN



COMMON AREAS





THEATER ROOM



COMMON AREAS





GAMING ROOMS







AMENITY REDEVELOPMENT

Pergolas & Soft Seating Areas
Business Centers Repurposed
Fitness Expansion Projects
Racquetball Courts Repurposed

Pergolas & Soft Seating Areas – (improved use of larger pool decks)



BEFORE (concept)



AFTER



Pergolas & Soft Seating Areas – (improved use of larger pool decks)



BEFORE



AFTER

Pergolas & Soft Seating Areas – (improved use of larger pool decks)



BEFORE



AFTER

FIT Studio – Fitness on Demand (conversion of Business Center)



BEFORE



AFTER

FIT Studio – Fitness on Demand (conversion of Business Center)



BEFORE



AFTER

Fitness Expansion – (converting old laundry/biz centers/clubrooms)



BEFORE



AFTER

Fitness Expansion – (converting old laundry/biz centers)



BEFORE



AFTER

Racquetball Court Conversion



Driving Range + Batting Cage + Basketball Court



Cardio Fitness + Strength Training



INDOOR / OUTDOOR

INDOOR OUTDOOR SPACES



INDOOR OUTDOOR SPACES







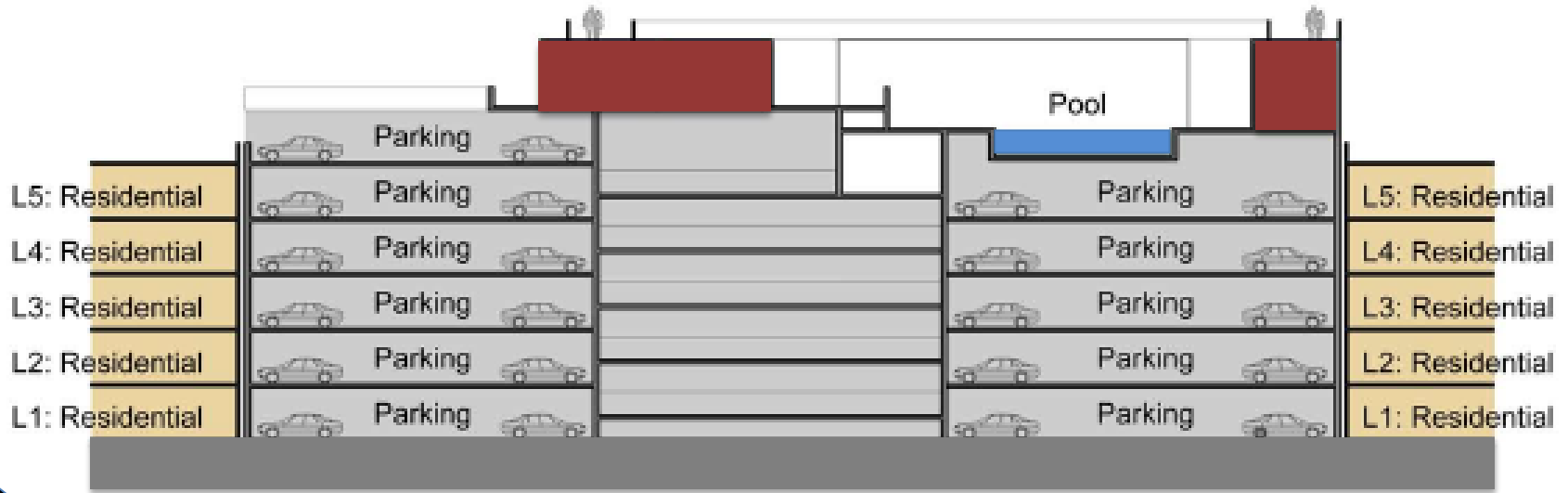
OUTDOOR PUBLIC SPACE



Outdoor Space



ROOFTOPS

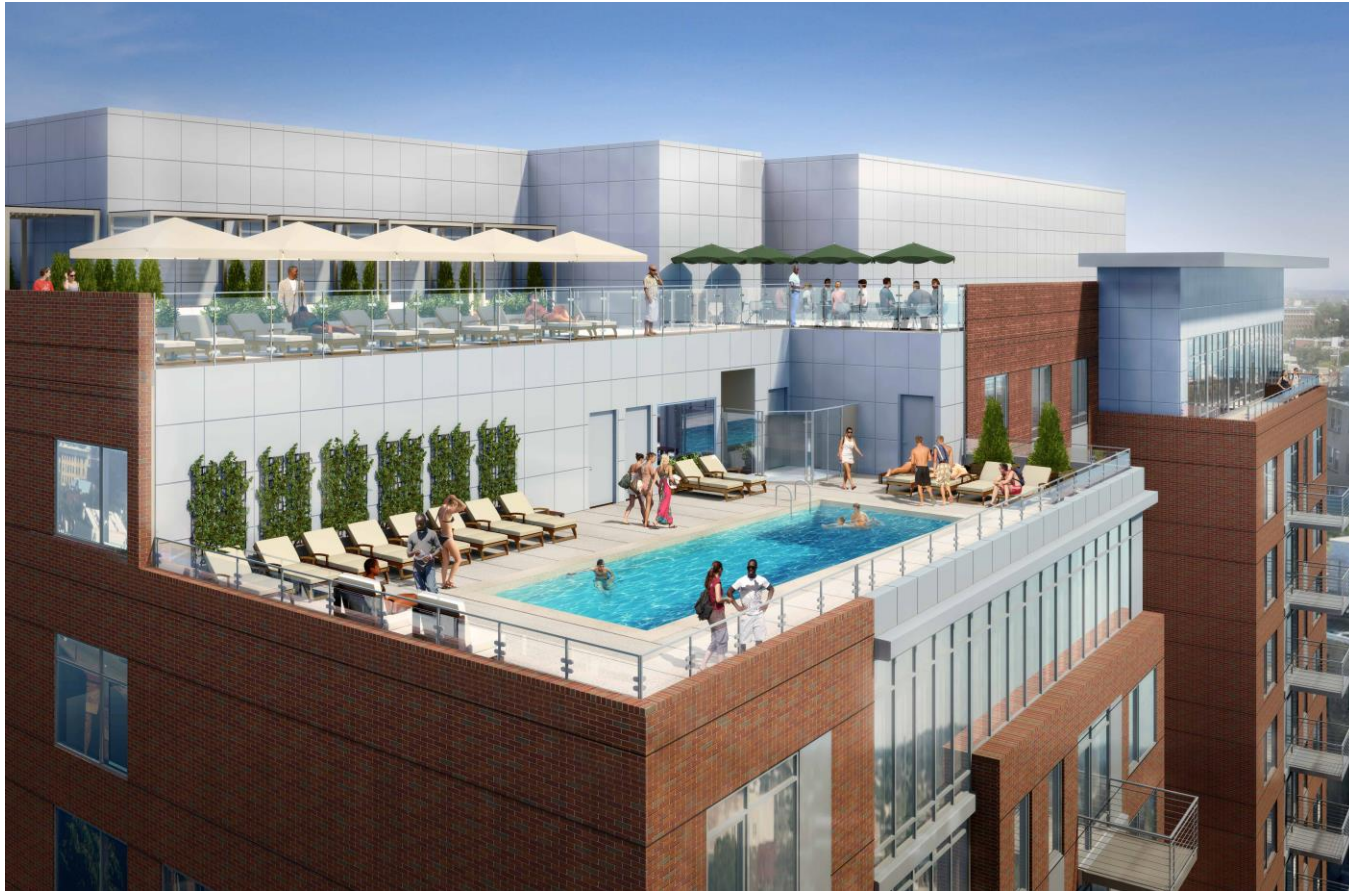








ROOFTOPS





ROOFTOPS





ROOFTOPS







POOLS



CABANAS





POOLS







ECOFRIENDLY





GLASS RECYCLED
SURFACES



HUMPHREYS & PARTNERS ARCHITECTS, L.P.

October 5-7, 2015 | Aria Resort & Casino | Las Vegas, NV

MIXED USE

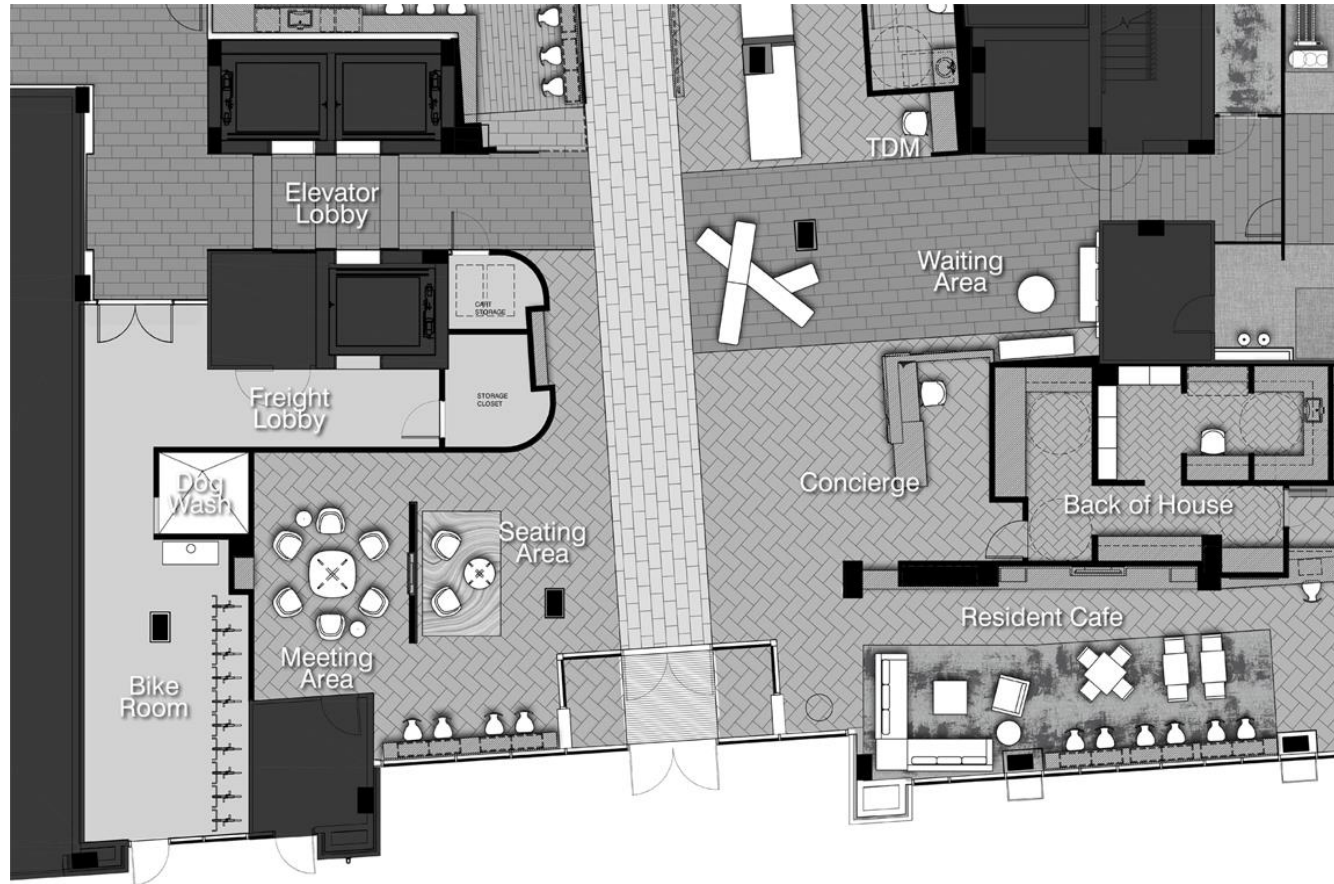






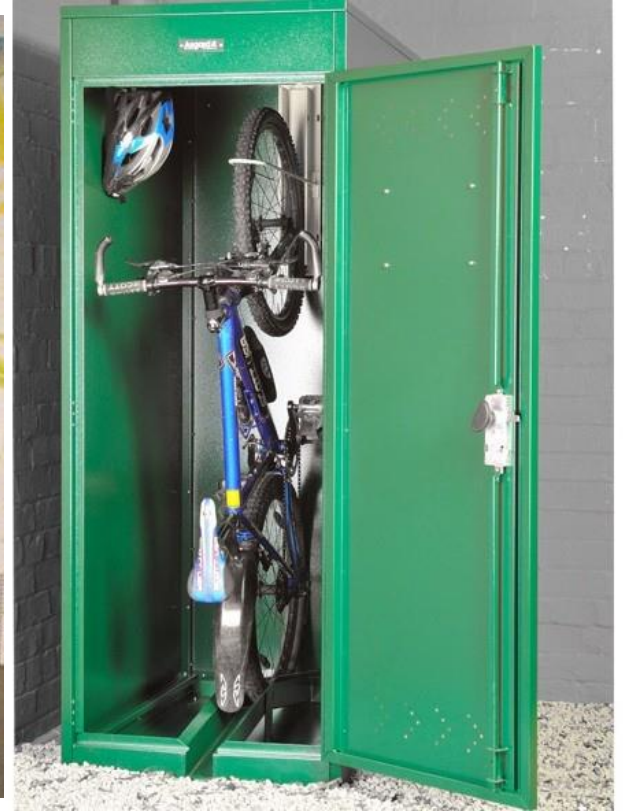
BIKE ROOMS

BICYCLE ROOMS





BICYCLE ROOMS



PETS WELCOME



OUTDOOR AMENITIES







PET FRIENDLY

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h_w

 KETTLER

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FITNESS CENTERS



OUT

IN





IDEAS IN PROGRESS

NEW AMENITY IDEA – 24 HOUR FRONT DESK SERVICED PANTRIES



4 Step System



Step 1. Resident
orders package



Step 2. Package is
delivered to locker



Step 3. Resident gets
notification



Step 4. Resident
retrieves with pin

COURTESY OF

**PACKAGE
CONCIERGE**





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Overview ▾

How It Works

How We Are Different ▾

Functions & Features ▾

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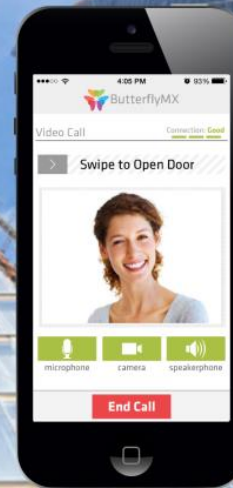
Setting the
New Standard ▾

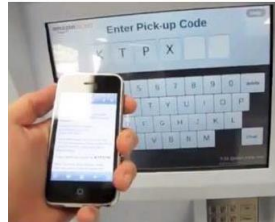
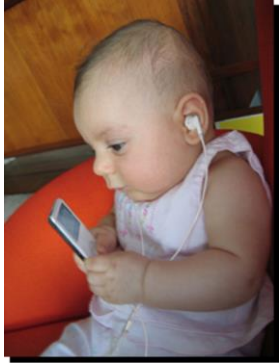
Easy
to Install ▾

Cost Effective ▾

Enhanced
Security ▾

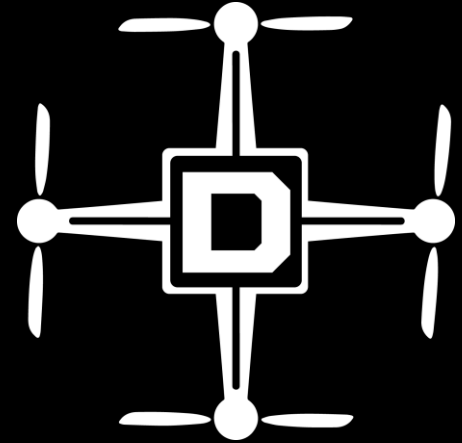
ButterflyMX: The First Smartphone Video Intercom Platform

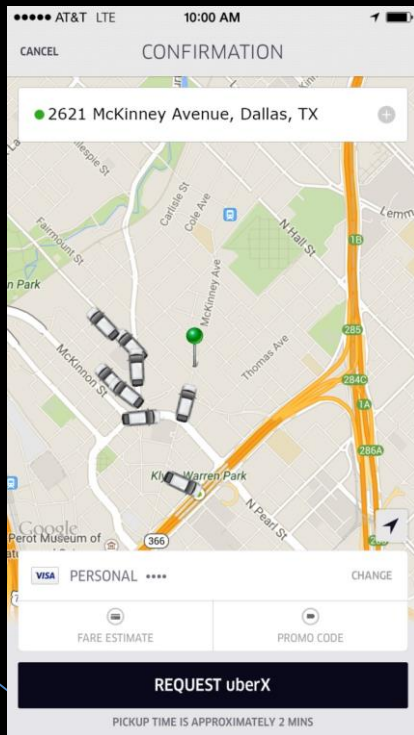




CONVENIENCE

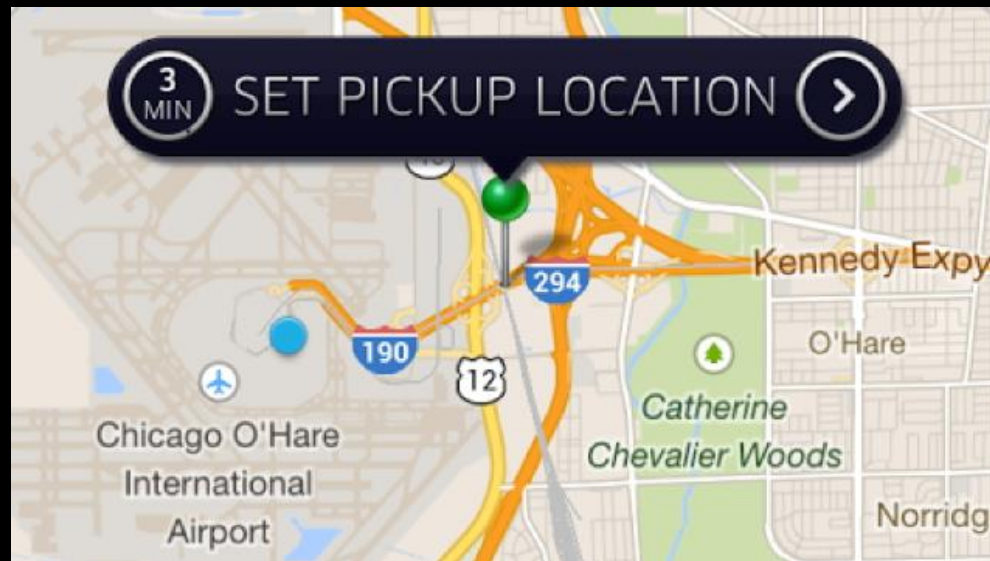






UBER

ORIENTED DEVELOPMENT



NEW AMENITY IDEA – COMBINING NEW AMENITIES



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- ❑ Interactive clubhouses
- ❑ Gaming rooms / areas
- ❑ Sitting areas with big screen TVs
- ❑ Teaching kitchens
- ❑ Sports bars
- ❑ Amenities for children
- ❑ Open spaces
- ❑ NanaWall to create indoor/outdoor spaces
- ❑ Rooftop amenities
- ❑ Luxury pools
- ❑ Environmentally Friendly amenities
- ❑ Car charging stations
- ❑ Recycled glass countertops
- ❑ Mixed use = the ultimate amenity
- ❑ Whole foods or other grocer
- ❑ Hotel components
- ❑ Bike rooms and storage
- ❑ Pet amenities
- ❑ Washing stations
- ❑ Interactive fitness areas
- ❑ 24 hour front desk serviced pantries
- ❑ Uber oriented developments
- ❑ New ideas in security
- ❑ Innovative package pick up systems
- ❑ Combining amenities to create something new

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