# HOUSING

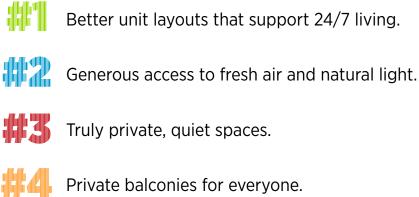


**5TH & LENORA APARTMENTS** SEATTLE

# **OTING PRIOR**

Today, more than ever before, daily life revolves around the home. We set out to understand how this behavioral changeand how living in an apartment through the COVID-19 pandemic—might change apartment resident's priorities about where and how they live.

We surveyed apartment renters across Washington and Oregon, and over 400 people responded. Their responses revealed four priorities about apartment design: soughtafter features that are often scaled back in the pursuit of value engineering.



We now have the opportunity to evolve apartment design in a way that meets each of these new priorities.



# 64%

### THREE OR MORE DAYS PER WEEK

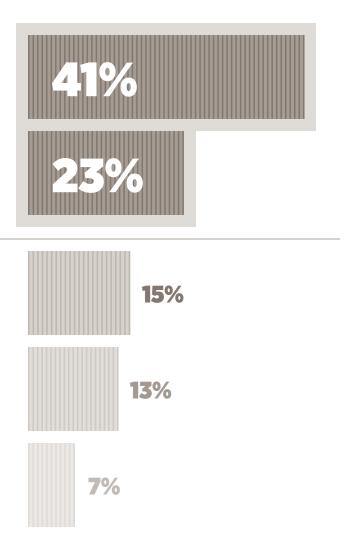
TWO DAYS PER WEEK

JOB DOES NOT ALLOW WORK FROM HOME

I DO NOT WANT TO WORK FROM HOME

ONE DAY PER WEEK

## OF PEOPLE SAY THEY WILL WANT TO WORK FROM HOME AT LEAST TWO DAYS A WEEK AFTER THE PANDEMIC





# Adaptive Living

As people's lives, work, and education are increasingly intertwined, every square inch of multi-family units becomes essential. With adaptable space and convertible features, even our smallest unit design can help maintain healthy separation from home and work. In collaboration with our clients, we are integrating flexible features from the start. Many projects in design are already bringing back "plus" spaces in all unit types.

ersatile spaces/ and arrangements spaces doubling as work, education, play, and rest space

need more

OF PEOPLE SAID **"BETTER UNIT** FEATURES" ARE A TOP PRIORITY IN CHOOSING THEIR NEXT APARTMENT

#### LEEWARD APARTMENTS

OPEN ONE BEDROOM SEATTLE

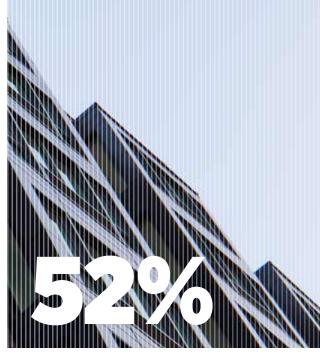


Price, better access to the outdoors, and better unit design were consistently the top priorities. Interestingly, 30% of respondents did not choose price as one of their top three priorities.



# Fresh Air + Natural Light

Fresh air and natural light are basic tenets of wellness, but to meet energy codes and cost considerations, window sizes and count are often reduced. Knowing that these are among the highest priorities for most apartment residents, we work with our clients to design efficient walls without sacrificing views and access to fresh air. more operable windows right now my unit only has one operable window that opens about three inches



OF PEOPLE SAID GETTING ACCESS TO FRESH AIR IS MOST IMPORTANT



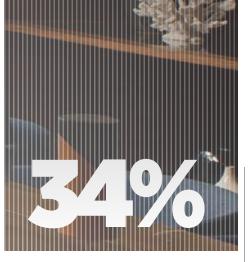
At 30%, access to light is of second-most importance.



# Acoustical Privacy

Spending more time at home-on Zoom calls, working, exercising, cooking meals, and more-has magnified any lack of acoustical privacy in multifamily developments. The acoustical design between and within units (the wall and floor/ceiling assemblies) is the first line of defense in creating more quiet environments.

anything to reduce, or better yet, eliminate normal living noises between floors would be a huge improvement



OF PEOPLE SAID ACOUSTICAL PRIVACY IS THE BIGGEST CHALLENGE IN THEIR UNIT

#### WEST EDGE TOWER APARTMENTS SEATTLE



### (SECOND ONLY TO MORE STORAGE)

More space, better temperature control, improved layout, durable finishes, and in-unit appliances were also noted as challenges.



# Private Balconies

Residents are no longer hoping for private outdoor access—they are expecting it. We can make apartment living more comfortable by providing more balconies that extend the functional unit space outdoors. For years we have reduced the number of private balconies as a cost control, but now is the time to ensure that tomorrow's apartments are responding to residents' expectations. i've realized how important it is for me to have some sort of outside space—it's helpful to take in some fresh air, but also helpful mentally to see other people passing by or in their own spaces



OF PEOPLE SAY THEY WANT A PRIVATE BALCONY WHEN ASKED WHICH TYPE OF OUTDOOR SPACE THEY WANT THE MOST

TRANSCOMMENTS

**HOUSING** Apartment Innovation Survey + Insights

#### THE RODNEY APARTMENTS PORTLAND





The balance of respondents selected a mix of preferring a Juliet balcony, shared roof deck or courtyard, or ground-level patio off their unit.



# HOUSING

### Explore Beyond.

Request the full Housing Innovation Survey results at marketing@ankrommoisan.com.

Let's get to work.

### PORTLAND

Isaac Johnson isaacj@ankrommoisan.com (503) 977-5274

### SEATTLE

David Kelley davidk@ankrommoisan.com (206) 576-1632

### SAN FRANCISCO

Travis Throckmorton travist@ankrommoisan.com (415) 767-2047