2016 Top Multifamily Housing Markets

Housing Market Forecast 2017

Demographic Trends by Generation

What Renters Want

Architectural Design Trends 2017

Interior Design Trends 2017

Exterior Design Trends 2017

Unit Finish Trends 2017

Color + Material Trends 2017

DEI Projects Nationwide

Upcoming Projects
2016 Top Multifamily Housing Markets

**Arizona**
- Population Growth
- Expanding Workforce
- Favorable Demographic Trends

**Texas**
- Expanding Economy
- Robust Job Growth in Diverse Industries
- Population Growth

**Tennessee**
- Expanding Economy
- Robust Job Growth in Diverse Industries
- Population Growth

### FACTORS AFFECTING SUPPLY & DEMAND OF THE MF HOUSING MARKET

1. Purchasing homes are becoming less affordable
2. Steady economic and labor market growth
3. Mortgage interest rate increases and burdensome lending standards
4. Increase in construction and financing costs
5. Increasing rents make for favorable investment opportunities

Source: Freddie MAC Multifamily Outlook
Housing Market Forecast

Based on data from the Census Bureau’s Survey of Market Absorption of New Multifamily Units (SOMA), Renters are snagging newly constructed units at a record pace according to Zillow economist Aaron Terrazas.

Rent growth will remain strong and above the historical average until new supply can catch up with demand according to Freddie Mac’s Multifamily Outlook.

According to Freddie Mac, a new supply of multifamily units will continue to enter the market while plans for additional construction will continue to increase through 2017.
## Demographic Trends by Generation

<table>
<thead>
<tr>
<th>Generation</th>
<th>Silent Generation</th>
<th>Baby Boomers</th>
<th>Gen X</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birth Years</td>
<td>Ages 71-89</td>
<td>Ages 51-70</td>
<td>Ages 35-50</td>
<td>Ages 18-34</td>
</tr>
<tr>
<td>Number of People</td>
<td>≈ 20 million</td>
<td>80 million</td>
<td>65 million</td>
<td>83 million</td>
</tr>
<tr>
<td>Personality Traits</td>
<td>Maintained good health, strong family values and traditions, life filled with historic challenges and achievements</td>
<td>Community involvement, more active than generations past, and typically more affluent</td>
<td>Raised in technology transition age, entrepreneurial spirit, marriages are made to last, cautious, and self-reliant</td>
<td>Tech savvy, multitaskers, marrying later than previous generations, generation with the most schooling in U.S. history</td>
</tr>
<tr>
<td>Housing Preferences</td>
<td>Multigenerational family living, master on main level, energy efficiency, and community features; condos or townhomes if living alone</td>
<td>Location important to be close to family, housing and amenities must cater to lifestyle, low maintenance exterior/landscape</td>
<td>Quality of school districts and neighborhood, convenient to parks/recreational facilities, near friends and family</td>
<td>Walkability &amp; location, lots of furry friends, technology &amp; near alternate forms of transportation, affordability</td>
</tr>
</tbody>
</table>
What Renters Want

Urban Lifestyle Seekers - Millennials and empty nesters alike desire a low-maintenance, urban (walkable) experience, enhanced by amenities and technology that create a communal live-work-play culture.

Smart-Home Tech: New smart-home products will continue to attract the millennial and tech savvy renters across the U.S. Smart thermostats and lightbulbs that can be controlled with smart phone apps are most prevalent.

More Amenities – Community gardens (specific to region) appeal to empty nesters; bike storage, bike kitchens (vending machines with bike parts/supplies) and repair shops are popular with millennials; 24/7 Package Concierge and lockers; Fitness classes, personal trainers and steam rooms are in high-demand for both millennials and empty nesters.

30% of all renters are explicitly willing to pay extra to live in a community that offers package lockers. Stat and image via Multifamily Executive.
Affordable Luxury – Micro units with multifunctional spaces provide an alternative for budget-conscious renters that desire urban living.

Sustainability: Builders are focusing on using building materials that minimize environmental impact. Daylighting, energy-efficient appliances, reflective roofs, reprocessed resources, and Low VOC (volatile organic pollutant). Paint and Carpets are amongst the top sustainable designs.

Designing around density: As urban cores become denser, architects will need to pay careful attention to the unsightly imposition of parking structures as well as the overwhelming mass of large structures in the designated area.
Embedding technology: The wave of automation and creating common areas where people can relax and enjoy an urban setting, with unlimited WIFI internet connectivity, is increasingly important to renters of all ages. Investing in fiber optics can be expensive, but will provide residents with the best signal.

Adaptive Reuse – The preservation of original materials from historic building sites inspires architects to incorporate re-used raw materials within design.

Original Steelyard in Chandler, AZ

Alta Steelyard Leasing Lobby

Photo Courtesy of Wood Partners

Photo Courtesy of Google fiber and WebProNews
Interior Trends in MF Design: The Reception Desk

Hotel Lobby Concierge Desk Concept

3Form Built-In Curved Desk

Repurposed Live Edge Materials

Focal Wall with Greenery

3Form Focal Wall

Interlam Focal Wall

Edge Midtown

Amli Piedmont Heights

Azure at The Park

Alta Steelyard Lofts

Alta Scottsdale

Alta Paradise Ridge
Interior Trends in MF Design: Clubroom

Recessed Banquette Seating

High Back Banquette Seating

Corner Banquette with Focal Pendants

Movie Wall with Focal Seating

Dual Sided Fireplace

Large, Open Multi-Functional Spaces

Alta West End

Aria at Millenia

West 32 at Odenton

Alta Steelyard Lofts

Alta West End

Alta Tempe
Interior Trends in MF Design: The Game Room

Retro Style Game Tables

Driftwood Finish Billiard Table

Vintage Ping Pong Table

Terra House

Vintage Tollgate

Reserve at Decatur

Billiard Table with Focal Lighting

Vintage Skee-Ball & Arcade Game

Vintage Billiard Table

Alta Terra Bella

The Mark Apartments

The Mark Apartments
Interior Trends in MF Design: Café/Bar

- Waterfall Countertop with Custom Banquettes
  - Greenhaven Apartments

- 3Form Bar Top
  - Reserve at The Ballpark

- Oversized Island
  - Alta Paradise Ridge

- Illuminated Bar Details
  - Landon House

- Lighting Below Bar
  - Alta Fillmore

- Banquette Detail Paneling
  - Aria at Millenia
Interior Trends in MF Design: The “Business Center”

Knowledge Bar

Soft Seating & Built-In Workspaces

Built-In Workspace with Pallet Accent

IPad Tablet Chairs

MAC & PC Computers

The Mark Apartments

Alta West End

Alta Liberty Mill

Post and Main

Park Place at Maguire
Interior Trends in MF Design: The “Conference Room”

- Smaller Collaboration Room
- Custom Repurposed Wood Conference Table
- Touch Screen Technology & Giant Wall Scrabble

- Wet Bar & Oversized Pendant Lighting
- Focal Lighting with Built-In Storage
- Alternative Materials - Steel Top Conference Table

- Alta Paradise Ridge
- Azure at The Park
- Alta West End
- SoBro
- Boca Lofts
- Alta Steelyard Lofts
Interior Trends in MF Design: The Mailroom

Design Integration with Interiors

SoBro

Alta Steelyard Lofts

Pallet Design Wall Detail and Large Scale Lighting

Interconnected within Amenity Space

Edge Midtown

Alta Liberty Mill

Seating and Waterfall Detail

Station 650 at Potomac Yard
Interior Trends in MF Design: Fitness

Ceiling Light Details in Spin Room
Boca Lofts

Branding Accents on Equipment

Interactive Boxing Machine
Alta Steelyard Lofts

Fitness Flooring Designs
Alta Terra Bella

Illuminated Wall Details
The Loree

Boxing Ring
Aml Piedmont Heights
Interior Trends in MF Design: Corridor Design

Detailed Flooring and Trim Details

The Edge at East Village

Creative Branding/Signage

SoBro

Soft Seating with Focal Art

Link Apartments at Glenwood South

Dimensional Wall Panels

Shorecrest Club

3Form Elevator Accent

Amli Piedmont Heights

3Form Signage

Amli Piedmont Heights
Exterior Trends in MF Design: Outdoor Amenities

- Outdoor Theatre Screen with Waterfall
- Outdoor Billiards
- Outdoor Ping Pong Tables
- Relaxation Garden
- Exterior Branding
Exterior Trends in MF Design: Poolside Amenities

Separate Lap Pools
- Alta Market Central
- Landon House

Outdoor Bar with Private Cabanas
- Alta Steelyard

Private Cabanas
- Alta Paradise Ridge

Swing Chair Seating Group
- Alta Paradise Ridge

Outdoor Oversized Bar
- Alta West End

Oversized Cabana Beds
- Alta Paradise Ridge
Unit Finish Trends

Urban Style – Clean and simple feel with high end features

**Kitchen:**
Shaker or slab door style  
2-toned cabinets  
Open Shelving  
Long pulls, tab pulls, knobs

**Appliances:**
Stainless if possible, black still expected  
Ref. w/ice maker and water in door if possible

**General:**
Quartz countertops  
Simple Full height back splash  
In home washer and dryer  
USB outlets  
LVP flooring in main living space, carpet in bedrooms  
Single bowl sink w/hi arc pull out faucet  
Balcony

**Bathrooms:**
Walk in showers  
Framed vanity mirrors  
Hooks vs. towel bars  
Floating vanities  
Raised vanities  
Double sink in Master Baths  
Tile showers and tub walls  
Chrome finishes
Unit Finish Trends

Garden Style – Simple yet comfortable design with all the latest trends

**Kitchen:**
- Shaker door style
- Open shelves
- 42” upper Cabinets
- Long cabinet pulls, tab pulls, knobs

**Appliances:**
- Stainless steel
- Bottom freezer refrigerator

**General:**
- Granite or Quartz countertops
- In home washer and dryer
- 10ft ceilings
- Simple backsplash
- LVP flooring in main living areas, carpet in bedrooms
- USB ports
- Single bowl sink with hi-arc faucet
- Patio or Balcony

**Bathrooms:**
- Walk in showers
- Framed vanity mirrors
- Raised vanities
- Double sinks in Master Baths
- Tile shower and tub walls
- Brushed nickel and chrome finishes
COLOR + MATERIALS

Pantone Color Trends Autumn/Winter 2016/17

Proclaim
A palette of intense botanical hues

Discover
A Story of Layers

Invisible
Diluted Colors

Fade
Color Diffusion

All images © Pantone
**COLOR + MATERIALS**

Pantone Color Trends Autumn/Winter 2016/17

**Proclaim**
Oddly strange and unusual; offbeat lux, conjoined & layered; glassy transparency combined with rich textures. A new landscape

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**contradictions**

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**technical nature**

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All images © Pantone
Discover
Textural opposites in transparent and opaque finishes; heavy & light elements together; handmade mixed with machine made

Color + Materials
Pantone Color Trends Autumn/Winter 2016/17

Textural opposites
Transparent + Opaque

All images © Pantone
COLOR + MATERIALS

Pantone Color Trends Autumn/Winter 2016/17

Invisible

Monochromatic and diluted colors; sheer finishes and transparent coating; multi-layered, foam surfaces whitened by print

weaves
droplets
hairy monochromes

All images © Pantone
COLOR + MATERIALS
Pantone Color Trends Autumn/Winter 2016/17

Fade
Color diffusion; Contemporary surfaces obscured by blurred color; misted and pearlized finishes with fading and layering of colors

uneven patterning

faded + shaded

transparency

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DEI Project Locations Nationwide

35 states and counting...
Alta Gateway in Salt Lake City, UT – Wood Partners community to be completed 2/2017
Alta 3rd and Thomas in Phoenix, AZ – Wood Partners community to be completed 2/2017
Monterra Phase III in Austin, TX – Epoch Properties community to be completed 3/2017
Whitehall in Charlotte, NC – Two Capital Partners community to be completed 4/2017
Anthem on Ashley in Atlanta, GA – North American Properties community to be completed 4/2017
Crescent Bellevue in Nashville, TN – Crescent Communities to be completed 5/2017
M Residence in Nashville, TN – Lennar Multifamily community to be completed 5/2017
Alta Palisades in Dallas, TX – Wood Partners community to be completed 9/2017
Alta 7th and Camelback in Phoenix, AZ – Wood Partners community to be completed 11/2017
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