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

**Phoenix, Arizona**
1. Strong Job Growth
2. Employers Relocating to PHX
3. Economy Expanding
4. High-Wage Employment Opportunities

**Austin, Texas**
1. Expanding Economy
2. Robust Job Growth In Diverse Industries
3. Population Growth

**Nashville, Tennessee**
1. Expanding Economy
2. Robust Job Growth In Diverse Industries
3. 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
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.

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.

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.

**National Average Rents**

<table>
<thead>
<tr>
<th>Month</th>
<th>Rent</th>
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</thead>
<tbody>
<tr>
<td>Jun-14</td>
<td>$1,000</td>
</tr>
<tr>
<td>Jul-14</td>
<td>$1,100</td>
</tr>
<tr>
<td>Aug-14</td>
<td>$1,200</td>
</tr>
<tr>
<td>Sep-14</td>
<td>$1,300</td>
</tr>
<tr>
<td>Oct-14</td>
<td>$1,400</td>
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<tr>
<td>Nov-14</td>
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<tr>
<td>Dec-14</td>
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<tr>
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<td>Jun-15</td>
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</tbody>
</table>

Graph courtesy of Real Estate Investing Today
# 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.

Photo courtesy of 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.
Architectural Trends in Multifamily Design

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

Photo Courtesy of Wood Partners

Original Steelyard in Chandler, AZ

Photo Courtesy of Google fiber and WebProNews

Alta Steelyard Leasing Lobby

Photo Courtesy of Wood Partners
Interior Trends in MF Design: The Reception Desk

Hotel Lobby Concierge Desk Concept

3Form Focal Wall

Focal Wall with Greenery

Repurposed Live Edge Materials

Edge Midtown

Amli Piedmont Heights

Alta Scottsdale

Alta Steelyard Lofts

Azure at The Park
Interior Trends in MF Design: Clubroom

- Recessed Banquette Seating
  - Alta West End

- Dual Sided Fireplace
  - Alta West End

- Movie Wall with Focal Seating
  - Alta Steelyard Lofts

- High Back Banquette Seating
  - Aria at Millenia

- Large, Open Multi-Functional Spaces
  - 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 & Custom Banquettes

3Form Bar Top

Lighting Below Bar

Illuminated Bar Details

Oversized Island

Alta Paradise Ridge

Banquette Detail Paneling
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

SoBro

Azure at The Park

Alta West End

Wet Bar & Oversized Pendant Lighting

Focal Lighting with Built-In Storage

Alternative Materials - Steel Top Conference Table

SoBro

Boca Lofts

Alta Steelyard Lofts
Interior Trends in MF Design: The Mailroom

Design Integration with Interiors

SoBro

Interconnected within Amenity Space

Edge Midtown

Design Integration with Interiors

Alta Steelyard Lofts

Seating and Waterfall Detail

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

- Ceiling Light Details in Spin Room
  - Alta Belmont
- Branding Accents on Equipment
  - Boca Lofts
- Interactive Boxing Machine
  - Alta Steelyard Lofts
- Illuminated Wall Details
  - The Loree
- Fitness Flooring Designs
  - Alta Terra Bella
- Boxing Ring
  - Amli Piedmont Heights
Interior Trends in MF Design: Corridor Design

Detailed Flooring and Trim Details
The Mark

Creative Branding/Signage
SoBro

Soft Seating with Focal Art
Link Apartments at Glenwood South

3Form Elevator Accent
Aml Piedmont Heights

3Form Signage
Aml Piedmont Heights
Exterior Trends in MF Design: Outdoor Amenities

- Outdoor Theatre Screen with Waterfall
- Outdoor Billiards
- Relaxation Garden
- Outdoor Ping Pong Tables
- Day Bed Swing & Putting Green
- Exterior Branding

Station 650
Azure on The Park
Alexander on Ponce
Boca City Walk
Landon House
Landon House
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
**Proclaim**

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

COLOR + MATERIALS

Pantone Color Trends Autumn/Winter 2016/17

contradictions

technical nature

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
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

faded + shaded

uneven patterning

transparency

All images © Pantone
DEI Project Locations Nationwide

35 states and counting...
Alta Gateway in Salt Lake City, UT – Wood Partners community to be completed 3/2017
Alta 3rd and Thomas in Phoenix, AZ – Wood Partners community to be completed 4/2017
Pierpont – Epoch Residential community to be completed 4/2017
Whitehall in Charlotte, NC – Two Capital Partners community to be completed 4/2017
Alta 3rd and Thomas in Phoenix, AZ – Wood Partners community to be completed 2/2017
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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