

Apartments: Lasting Market Change, or New Bubble?

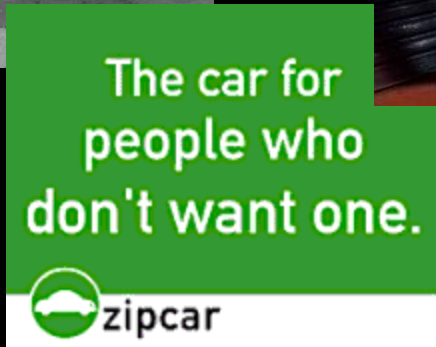
The Architect's Perspective

John Binder, AIA – Principal
KEPHART community :: planning :: architecture



A Shift In Thinking

- More socially acceptable to rent



Rental Mindset

Changing Needs And Wants

- Affordability
- Walkability
- Flexibility in living
- Convenience
- Resort-like amenities



Boomers & Gen Y

Walkability

Walk Score

85

Out of 100

Very Walkable

1955 30th St Boulder CO 80301

Overview

More Amenities

Your Commute

Restaurants

Cafe Food 0.06mi

Coffee

Walnut Cafe 0.08mi

Groceries

Whole Foods Market 0.19mi

Shopping

The Boulder Drum Sh 0.07mi

Schools

Mapleton Montessori 0.74mi

Parks

Pow Wow Park 0.32mi

Books

University Parent M 0.62mi

Bars

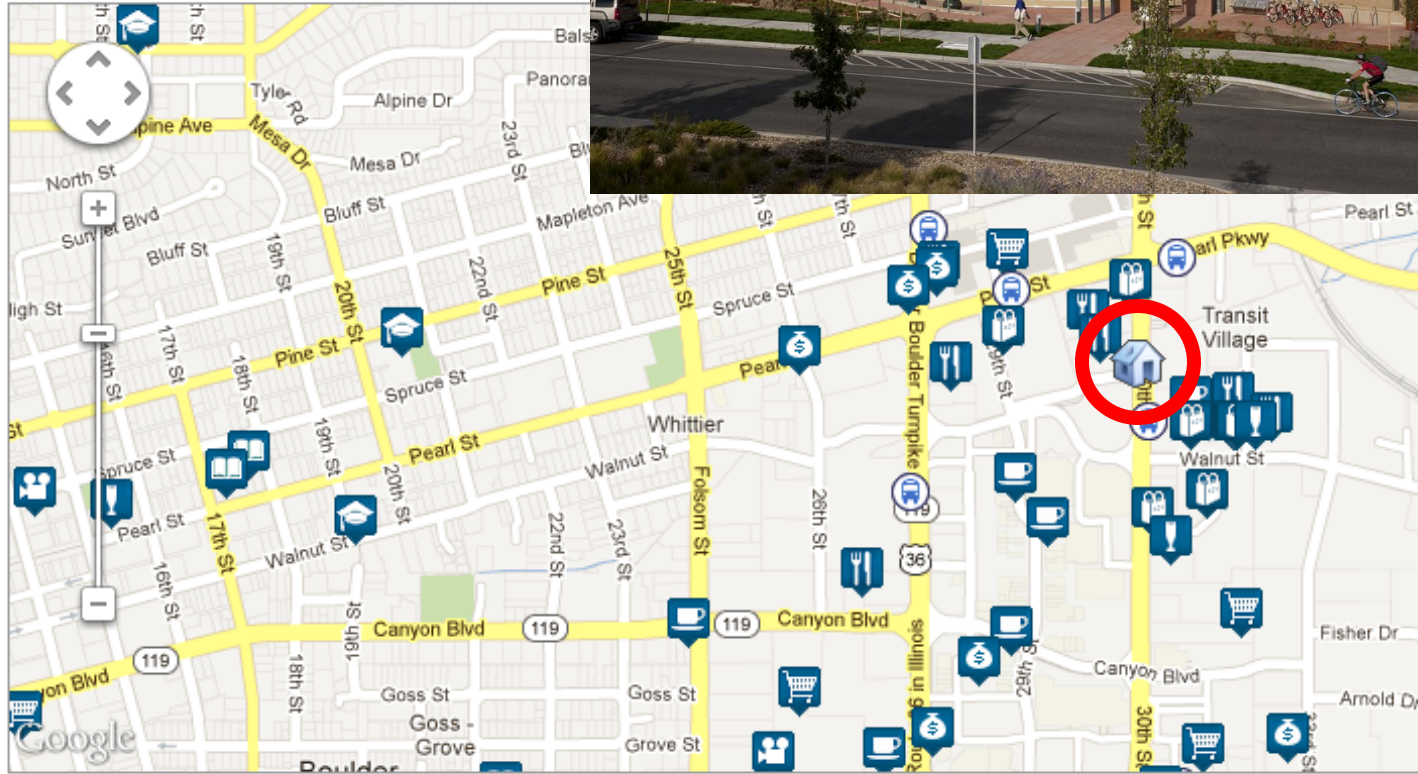
Twisted Pine Brewin 0.15mi

Entertainment

Village Theatre 0.63mi

Banking

First Bank 0.25mi



Public Transportation

.05 mi - BOUND 30th Street

.18 mi - HX 28th Street/ Civic Center

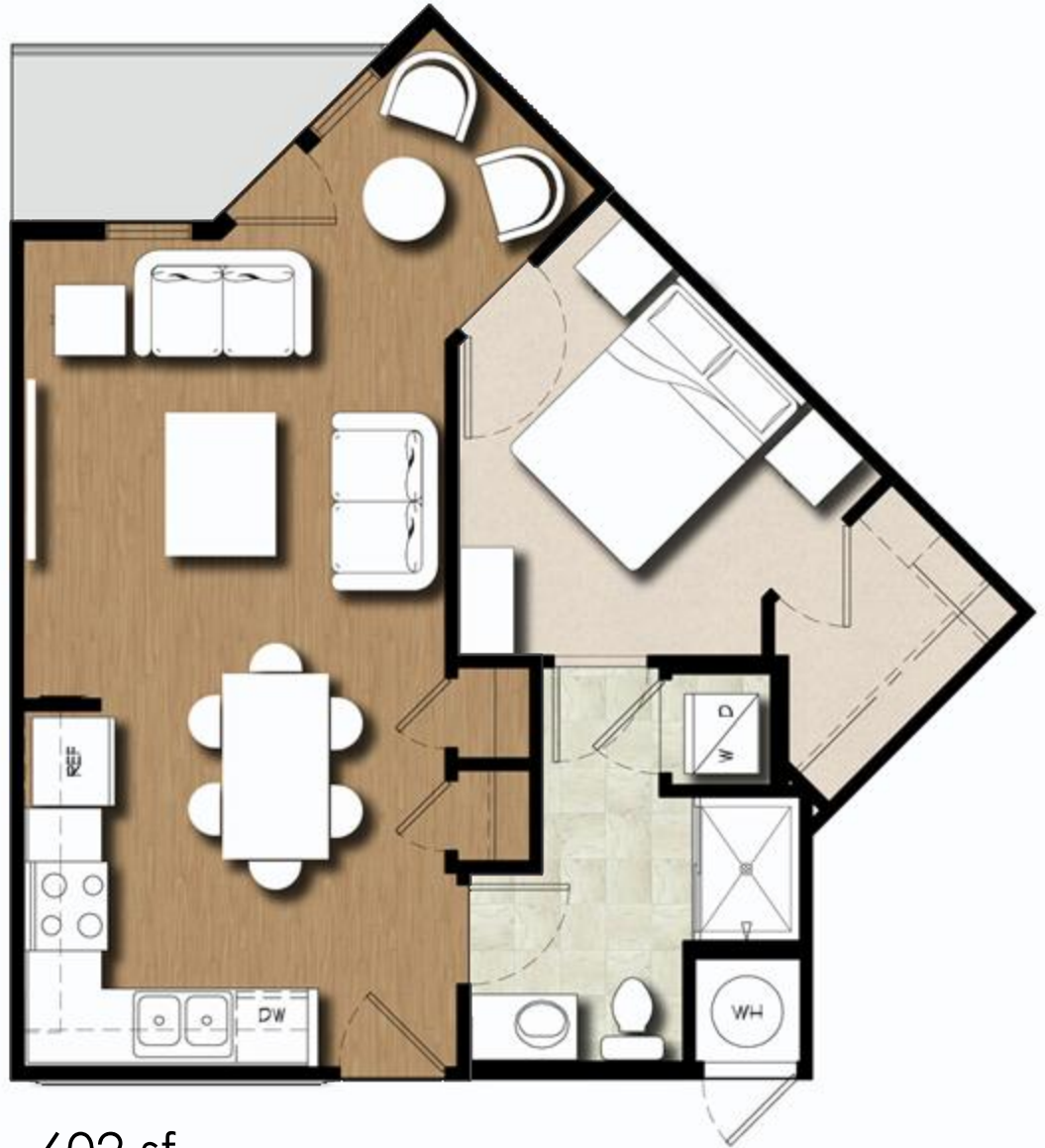
.13 mi - 206 Pearl / Eisenhower

.3 mi - 205 28th St / Gunbarrel

[About transit data](#)

[View more amenities](#)

Flexibility



602 sf
1 bed, 1 bath

Convenience



Maintenance Free
vs.
Homeownership



Wine Tastings
vs.
To-Do lists



Resort-like Setting
vs.
Big yard and home



It's About Lifestyle

- “Wow” at the front door
- Efficient floor plans
- Diversity of product
- Amenities



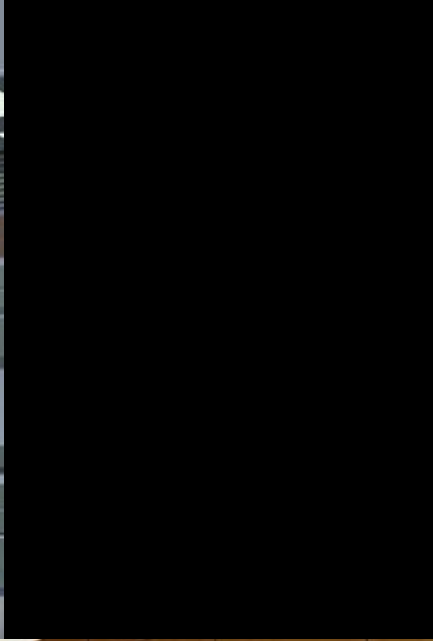
Renting By Choice

The “WOW” at the front door

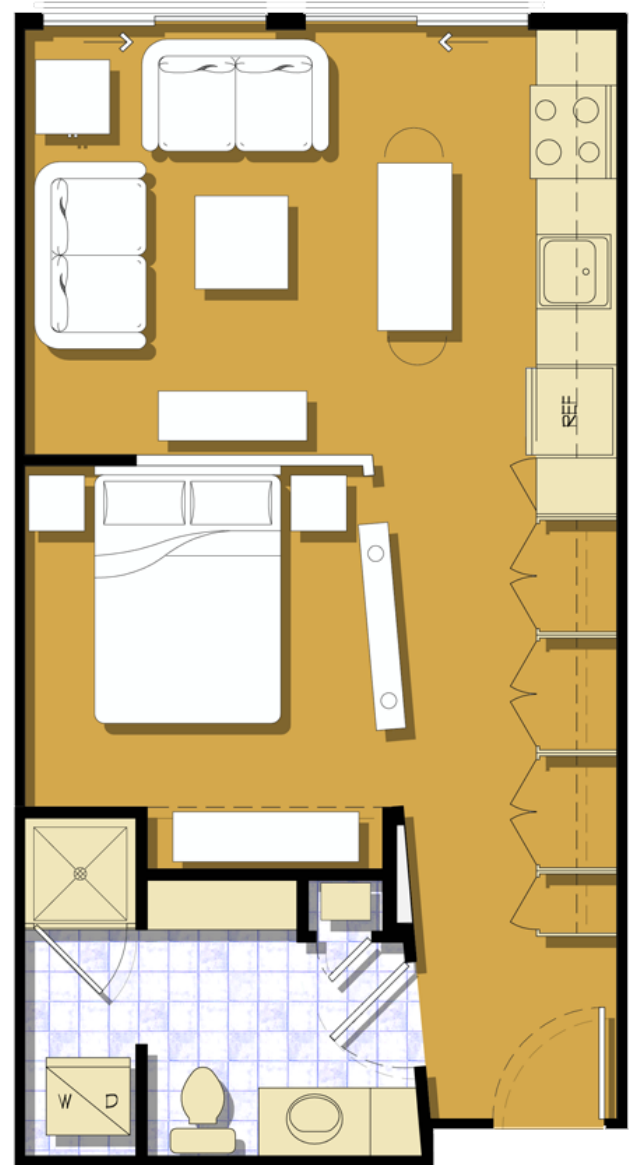




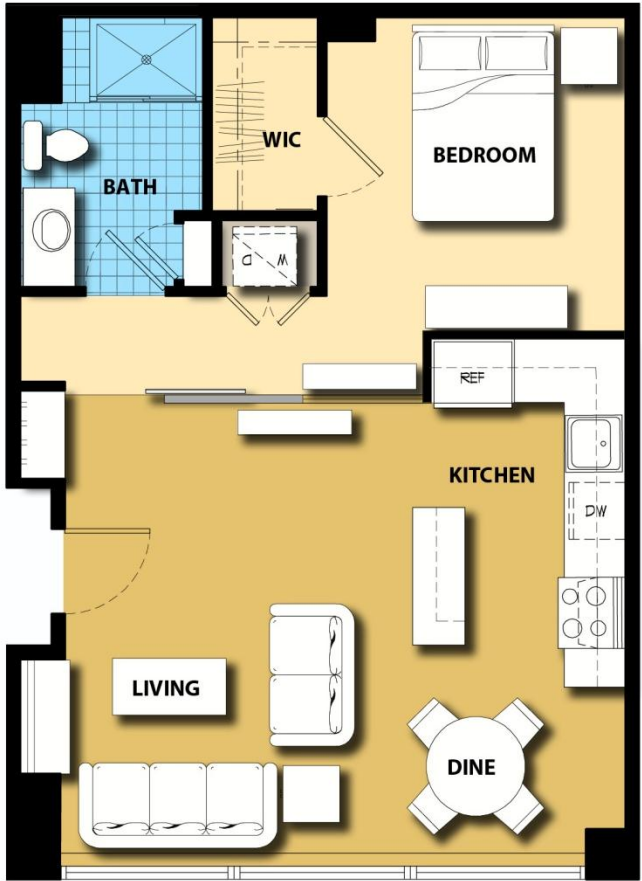




Efficient Plans



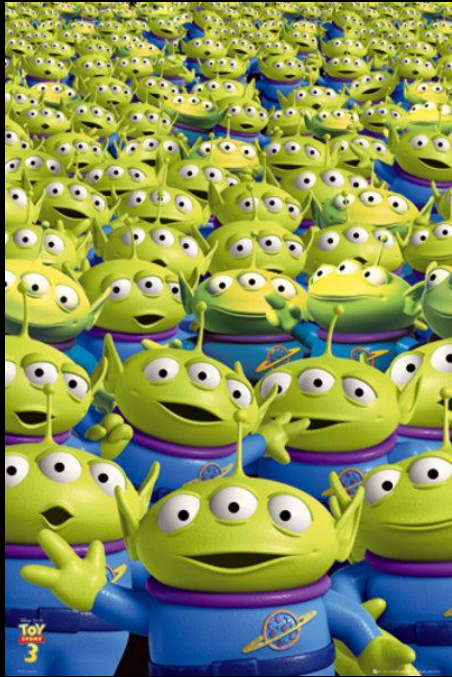
500 sf
1 bed, 1 bath



676 sf
1 bed, 1 bath



Diversity of Product



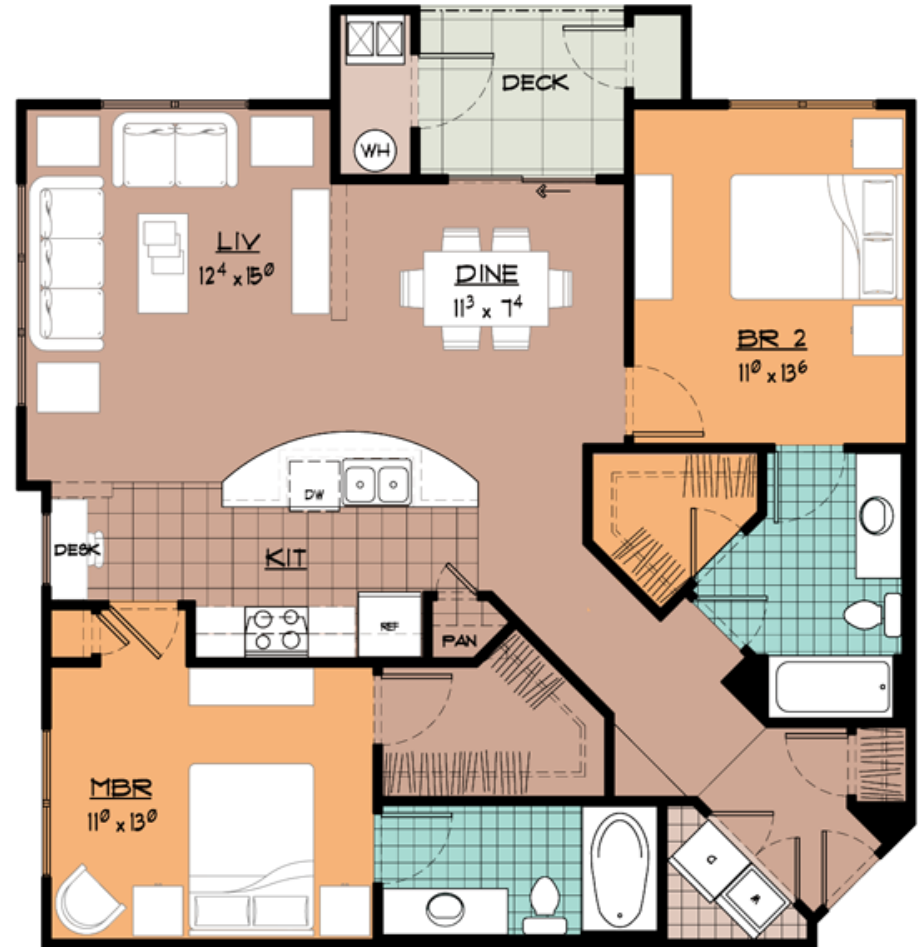
Don't let everything look the same



Include some larger spaces to accommodate those moving from SFD



Move down
or
Roommates



1248 sf
2 bed, 2 bath

Maximize glass

Surprise on the deck

Built-in entertainment and storage

Dining/gathering space

Sliding barn doors

Flat screen TV niche

Charging station



960 sf
1 bed, 1 bath

Amenities – Intimate and Not So Much





Courtyards









Social areas

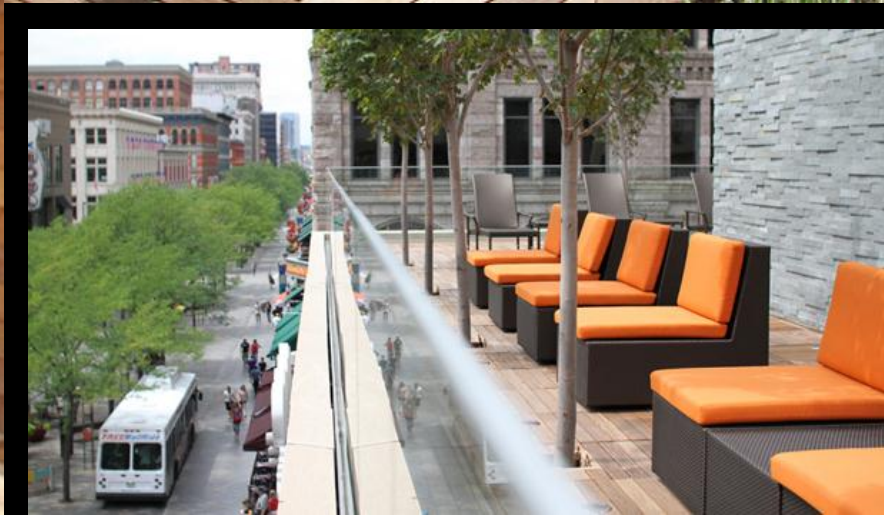






Intimate Spaces







Fitness



What Does The Future Hold

- Rentals converting to for sale
- Technology
- Keeping residents longer
- Services

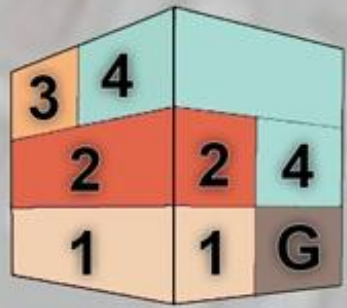


Looking Forward

For Rent or For Sale?









50 DU/Ac

Keeping Residents



Refresh
Apartments

Keeping Residents



Hotel – Style physical amenities

- Fitness with towel service
- Small Theatres for private use
- Sports book, club rooms, poker lounge
- Teaching kitchens
- Virtual rooms – Golf, Wii, etc.
- Business Centers
- Be Creative, Think Resort

Keeping Residents

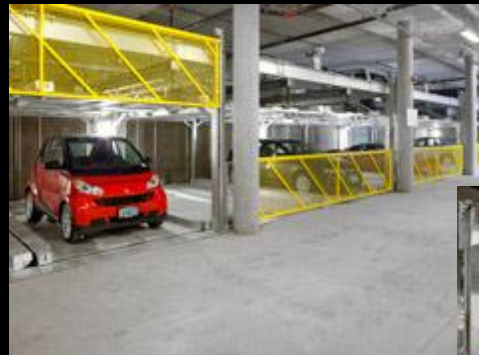
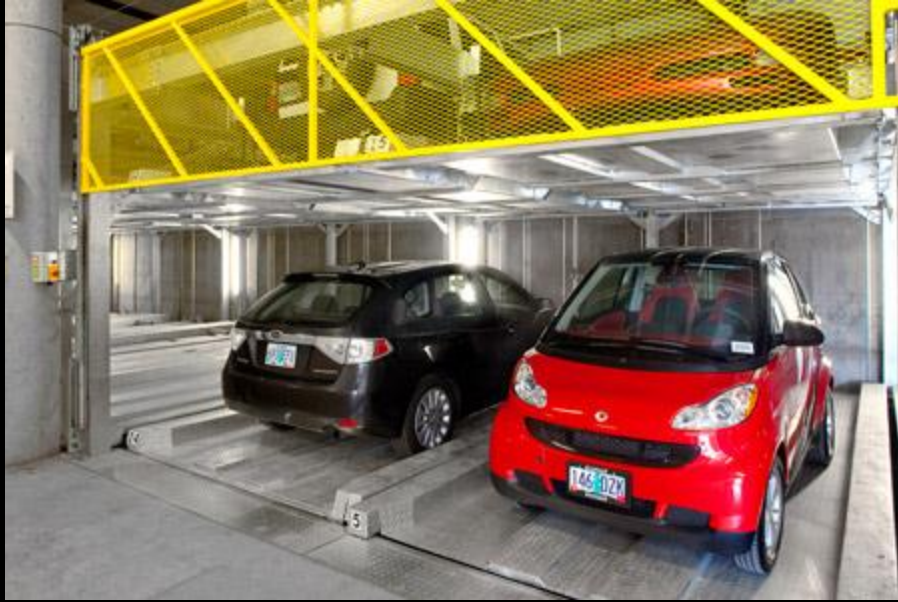


Service, Service, Service!

- Personal Trainers and Fitness Classes
- Pet Walking and Care
- Interior Design Services
- Resident Events
- Picture Hanging and Unpacking services
- 24-7 Maintenance and Security
- Customize your Customer Service



Smart Home Technology



Car Stacker

Using a triple stacker parking system, 29 cars fit in the same footprint of 10 typical parking spaces.



Solar Rental Programs



Solera offers a Solar Renter Program. Residents are able to supplement their unit's electrical consumption by "renting" a portion of Solera's PV panels.



It's All About Lifestyle

- Create the “Wow”
- The right floor plans
- Provide diversity
- Make amenities special