

# Cutting Amenities in New Developments: Gold or Pixie Dust?



# TCR: Thoughtful Design

## Amenity Trends and Advancements

Sue Vickery

Managing Director, October 15, 2015



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# Thoughtful Design: Inspiration and Assumptions

1. One size does not fit all. Location and demographics matter.
2. People like to hang out in cool places.
3. Easy is better.
4. Luxury hotels and resorts are more innovative than apartments.
5. People pay for good design.
6. Pets need love, too.
7. Connectivity is key.

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## Hospitality: The Resort Experience

- Concierge Desks
- Open lobby feel
- Tricked out pool cabanas
- Keyless Entry
- Keyfob payments (bar tabs and incidentals)
- Smoke Free environment

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# The Social Scene: Qualities of Popular Hang-outs

- Spaces defined without walls
- “Big Table” concept
- Indoor/Outdoor lounges
- Multi-use rooms
- Pet-Friendly environment
- Remote offices
- Healthy “attitude”
- Mobile support

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# ALEXAN MD

urban apartments

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**TIRED OF LIVING IN A DEAD ZONE?**

STAY CONNECTED WITH WIRELESS BOOSTERS THROUGHOUT AT **ALEXAN MD** urban apartments

TCR ALEXAN

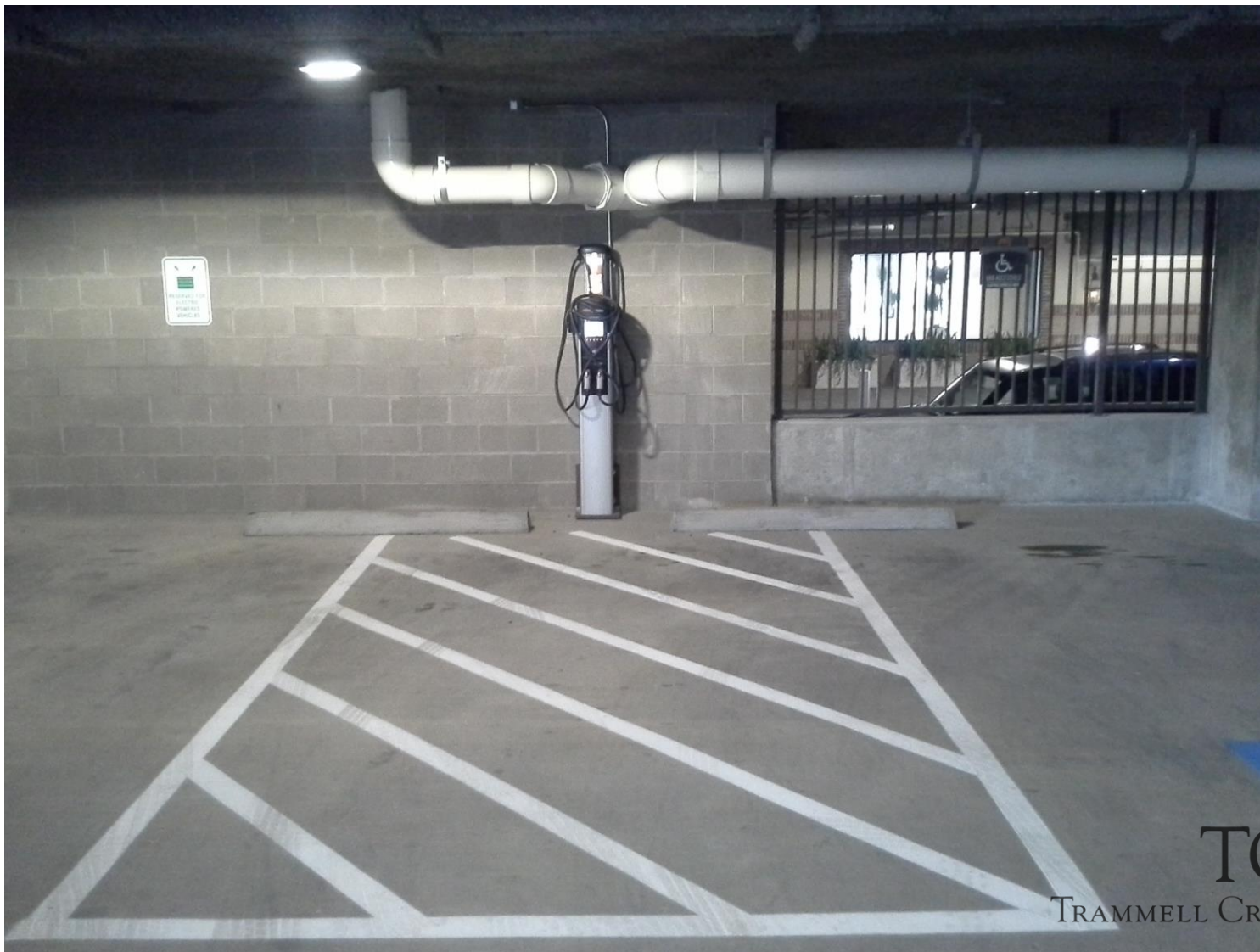


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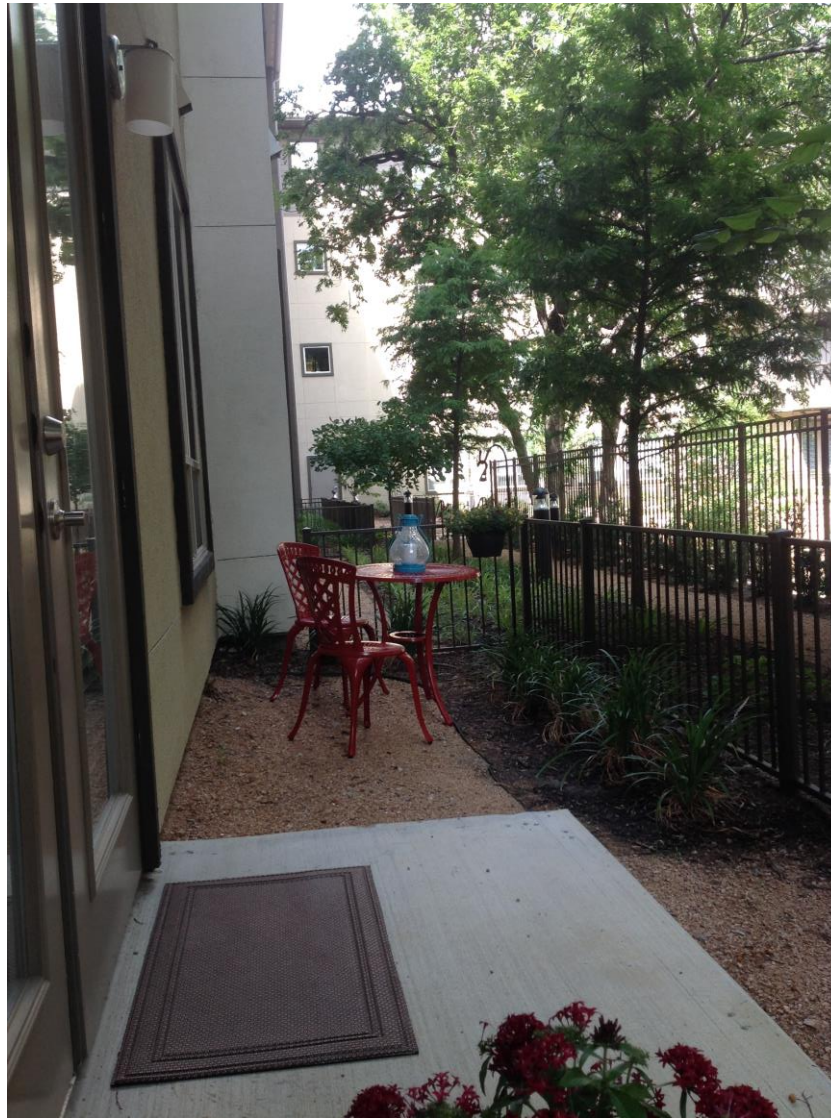
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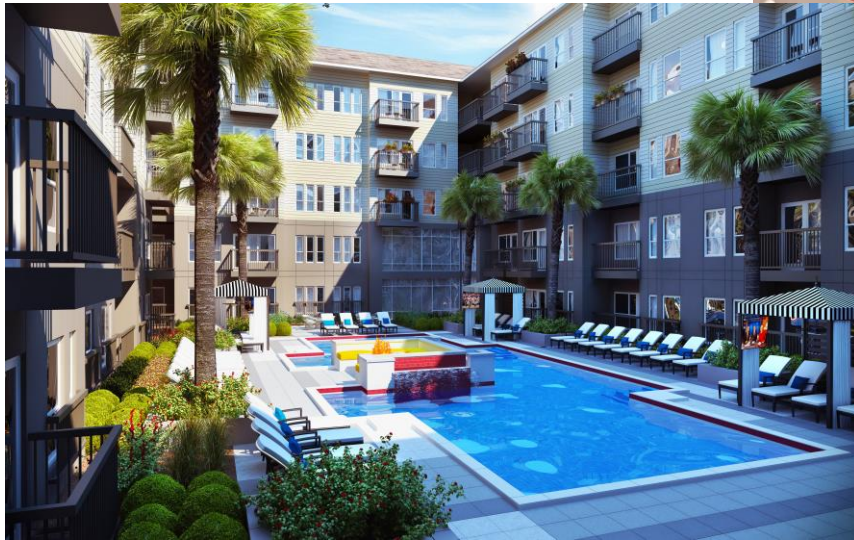


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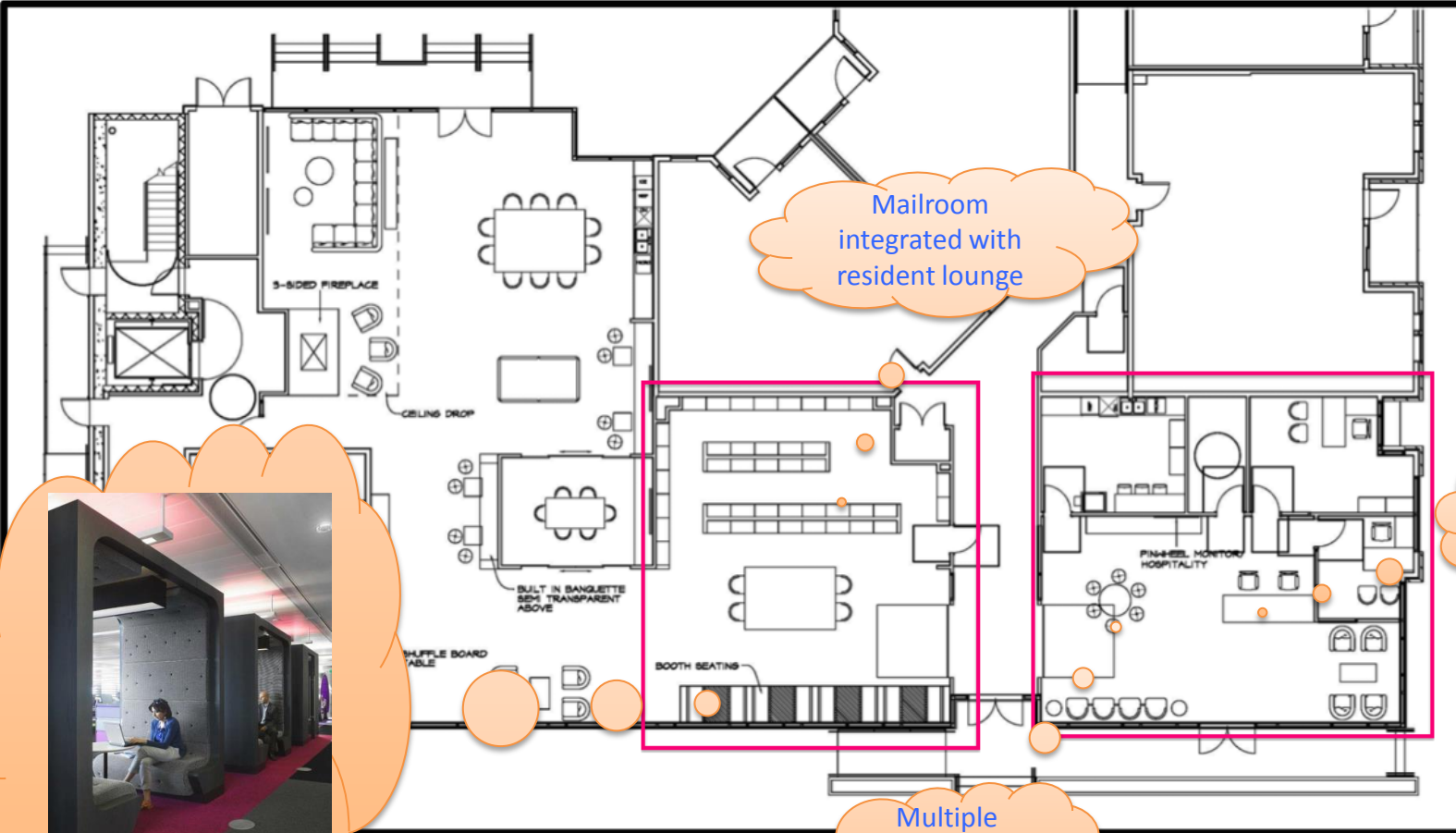


# ALEXAN ARTS



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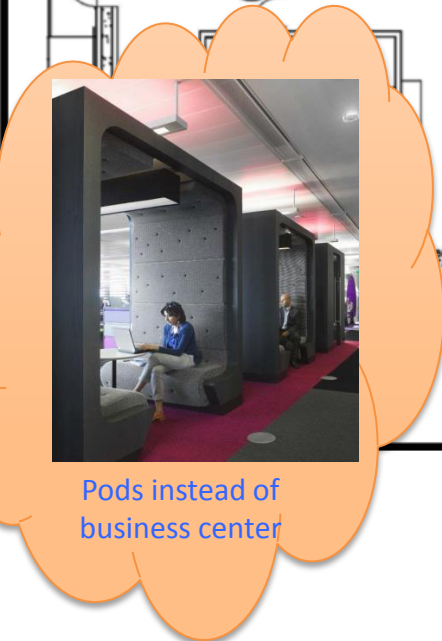
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Mailroom integrated with resident lounge

No Leasing Chairs

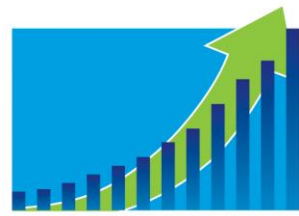
Multiple conversation areas vs closing room



Pods instead of business center

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## Unit Amenities That Pay

- Bluetooth Speakers
- Mud Rooms
- Spa Showers
- Reserved Garage Spaces
- Rain Shower Heads
- Custom Closets
- USB Ports (1 phone outlet per unit)
- Laundry Pass-Throughs
- Private Yards
- Gas Ranges

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## Value TBD...

- 2 centimeters vs. 3 centimeters
- Wood vs. Vinyl
- “Green” Features
- Granite vs. Quartz
- Thermofoil Cabinets vs. Wood Cabinets

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Ken Veltri

AMLi Residential  
October, 2014





# Location Affects Amenity Choices

AMLI at the Ballpark  
Frisco, TX



- Resort-style swimming pool
- Pool cabana with outdoor television & grills
- Landscaped courtyard with water feature
- Fourth floor skybox suite & entertainment lounge overlooking the ballpark
- LEED Gold certified
- Smoke-free property



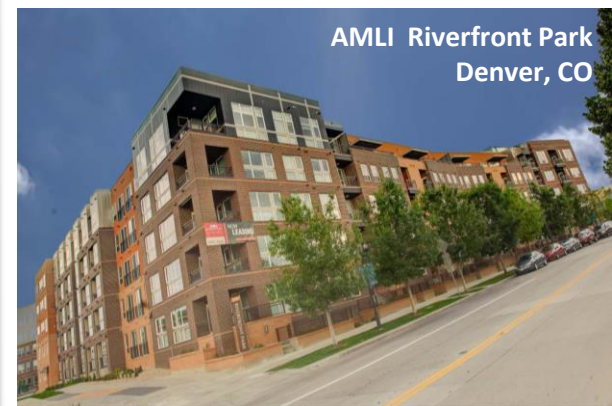
AMLI Lex on Orange  
Glendale, CA



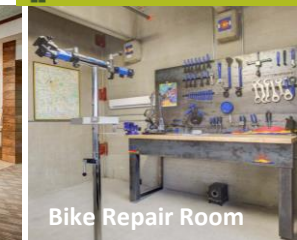
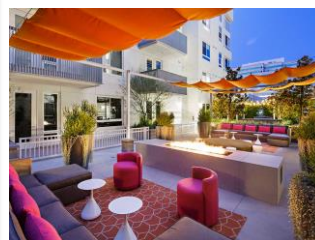
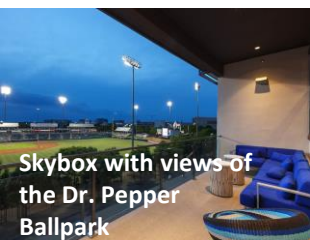
- Resort-style salt water pool
- VIP lounge looking over pool courtyard
- Outdoor yoga deck & 2-story fitness center
- Hollywood-inspired entertainment area, rooftop lounge & sky deck
- Free resident bike share
- Seeking LEED Silver
- Smoke-free property



AMLI Riverfront Park  
Denver, CO



- Pool with sundeck & private courtyard
- Rooftop deck with outdoor fireplace & BBQ
- Resident bike repair room
- Steps from Railyard Dog Park
- Walking distance to historical district
- Seeking LEED Gold
- Smoke-free property



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# Location as Amenity



- Borders O4W Park & Atlanta Beltline
- The Ponce City Market mixed-use redevelopment is located across the street



# Location as Amenity

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AMLI River North



Over 22,000 SF rooftop deck with fireplace, firepit & lounge areas

- Located in the prestigious River North neighborhood of Chicago
- Close proximity to the lakefront, employment, steps away from restaurants & entertainment
- Golf simulator



### Walker's Paradise

Daily errands do not require a car.



### Rider's Paradise

World-class public transportation.



### Very Bikeable

Flat as a pancake, excellent bike lanes.



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# Location as Amenity

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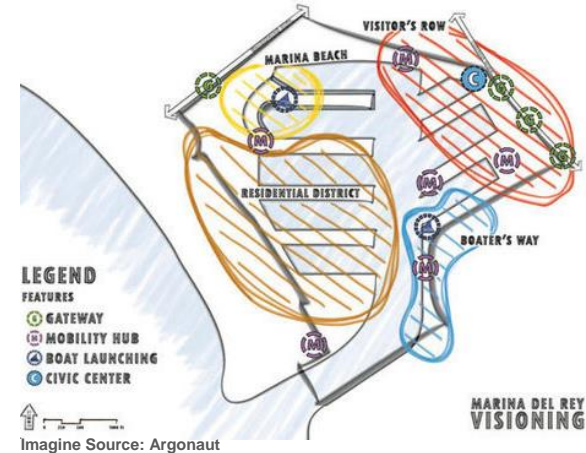


- Waterfront property with marina access
- 241 boat slips
- Close proximity to Mather's beach
- Adjacent to transportation and employment centers
- Marina del Rey area set to get tourist friendly make-over

AMLI Marina del Rey



Rendering



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# Balance Amenities with Price

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AMLI River North  
Chicago, IL

Avg Unit SF: 869 / Avg Rent PSF \$3.35



AMLI Escena  
Irving, TX

Avg Unit SF: 882 / Avg Rent PSF \$1.52



- Both properties are LEED Gold Certified
- River North has expansive Class A++ amenities, not necessary at Escena



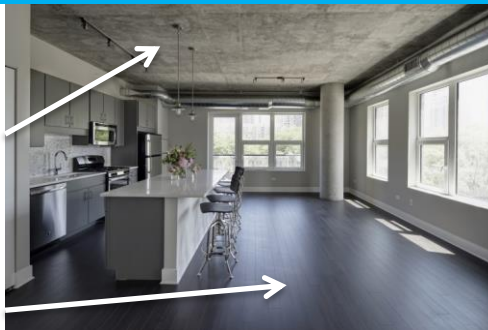
# Interior Finishes

• AMLI •  
**LOFTS**

INDUSTRIAL  
MODERN  
SLEEK  
VINTAGE  
CHIC

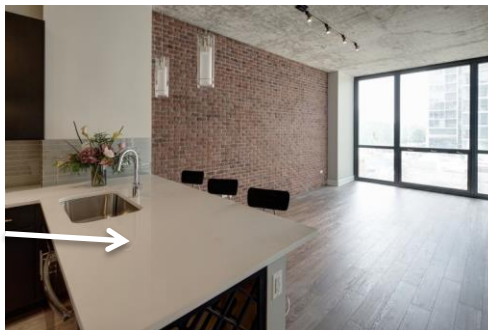
URBAN LIVING, REDEFINED.

10' ceilings  
with exposed  
concrete &  
duct work



Wood flooring  
throughout

Quartz  
countertops  
with under-  
mount sinks



A unique amenity offered is **1 GB**  
of internet service included for  
each unit.

AMLI's development strategy is  
becoming more urban with  
smaller units but higher end  
finishes.



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# Trends



**TECHONLOGY-** More upgrades, including Bluetooth activated speakers, intercom systems & NEST thermostats. At AMLI Lofts we have provided 1GB internet for each unit.

**Bringing Gigabit to your home.**

1. Plug-in to your blue ethernet jack
2. Open your browser and complete the registration page
3. Connect and enjoy!

DSL 10 Mbps | Cable 25 Mbps | AMLI LOFTS 1GB

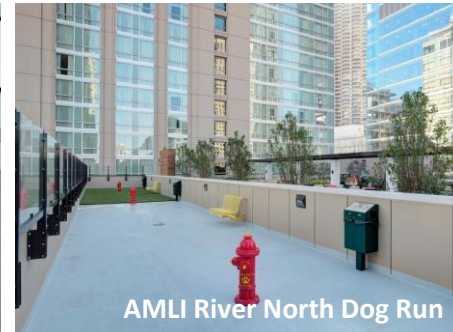
**GREEN FEATURES-** All our developments are designed to achieve at least LEED Silver Certification. Energy-efficient building systems, ENERGY STAR® appliances, electric car charging stations, recycling centers, water saving fixtures, low VOC paint, sealant & carpet, sustainable landscaping (such as xeriscape in water restricted areas), bike storage & repair shops.



**BREATHEASY®**- Smoke-free apartment homes & common areas create a healthy living environment for our residents. 75-85% of our development pipeline will be completely smoke-free.



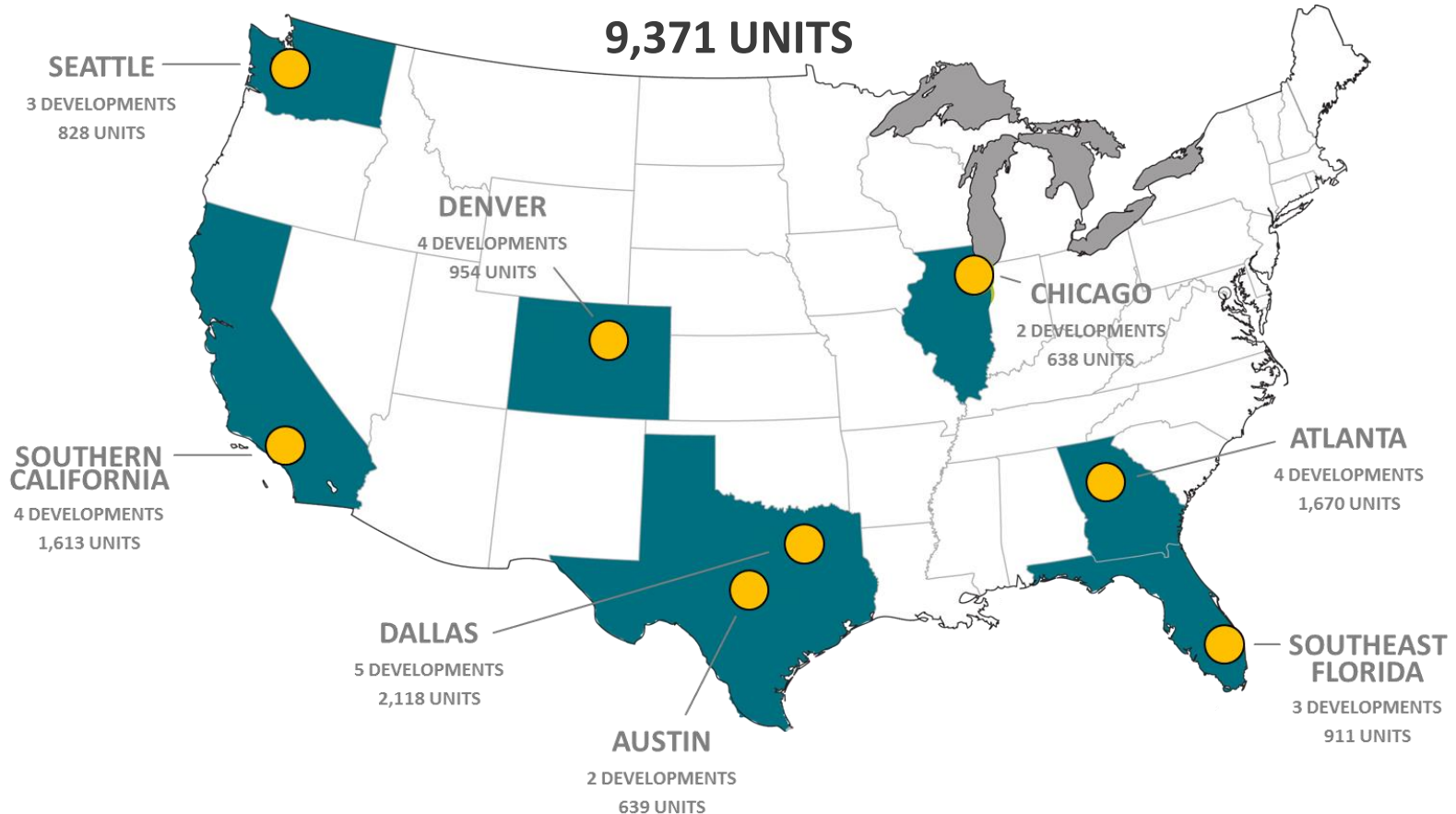
**PET FEATURES-** Our developments have focused amenities on our 4-legged tenants. We have specific areas for dogs to play, be groomed & socialize.



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## 27 COMMUNITIES UNDER DEVELOPMENT IN 8 MARKETS 9,371 UNITS



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AMLI has focused on Green features, the execution of tried & true amenities and are beginning to experiment with cutting edge technology upgrades while being mindful of ROI.

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# Question

# And

# Answers



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