



LOFTSIXFOUR



A ROADMAP TO INCREASING PROPERTY VALUE WITH ROOFTOP AMENITIES

DESIGN
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01 / INTRODUCTION

Investing in commercial real estate can be a financially and personally rewarding opportunity when done strategically. Savvy developers and investors strive to maximize profits from their commercial investments by increasing the value of their property through multiple different techniques.

There is an increasing acknowledgement in the development industry that building amenities - in particular, rooftop amenities - deliver benefits for all concerned, from residents to investors.

With the addition of rooftop amenities, the value of an investment property will rise exponentially, creating an overall higher payout, enticing potential tenants, and increasing tenant retention rates.

So, you are ready to start your next project!

Here is a roadmap to increasing the value of your commercial or residential investment property with rooftop amenities.

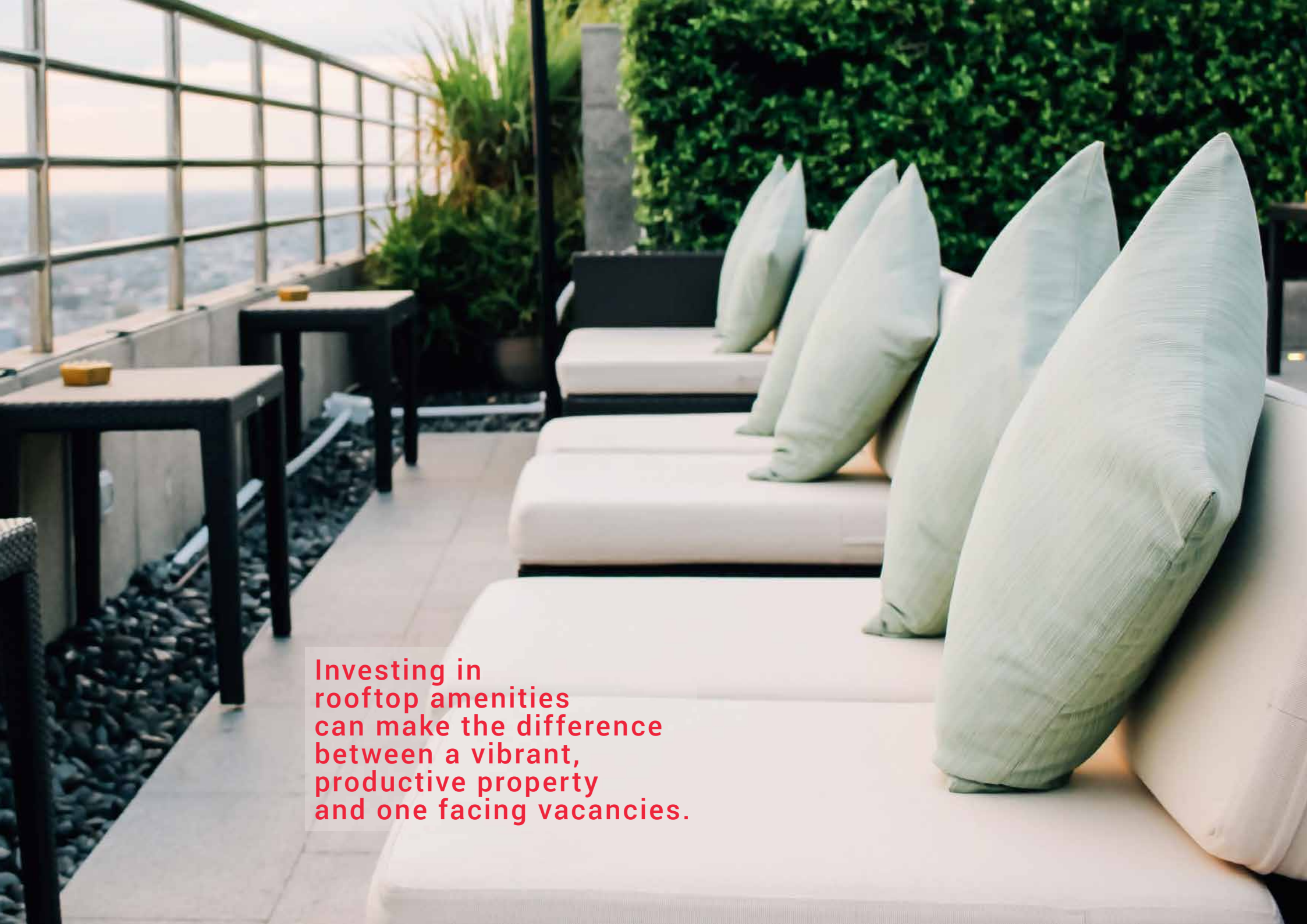
02 / WHY ADD ROOFTOP AMENITIES TO A DEVELOPMENT PROJECT?

Applied to real estate, the term “amenity” is a broad concept that can include any feature that is attractive to a project’s chosen market, and thus adds value to the property. Many amenities are integral to a site, such as a splendid view, convenient access, or even the climate and local culture.

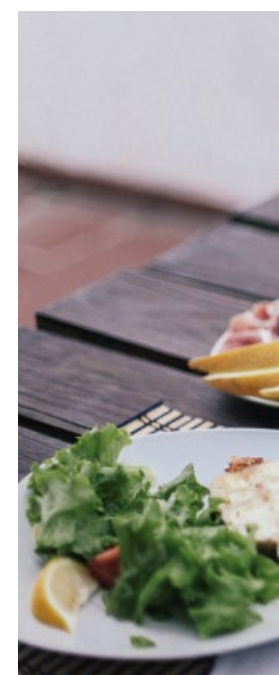


In an urban environment like Salt Lake City, one of the best ways to make money out of an investment property is to add value to it by offering a unique set of resort-style rooftop amenities.

In fact, rooftop amenities have become a new value differentiator for high-end developments, and the most effective way to attract high-quality tenants.

A rooftop terrace featuring a row of white lounge chairs with light green pillows. To the left are small black tables with yellow candles. A glass railing and a green wall are in the background.

Investing in
rooftop amenities
can make the difference
between a vibrant,
productive property
and one facing vacancies.



03 / AVOID THE VACANCY PLAGUE



There's no other thing property developers and investors in Utah fear more than the Vacancy Plague. Nobody makes money from a vacant property, unless they're vacated for renovation or selling purposes.

Thankfully, there are a number of things that can be done to both minimize the chance of their property becoming vacant, and reduce vacant periods when they occur. One of them is adding well-designed and innovative rooftop amenities to a project.

While creating rooftop spaces do represent an additional investment, the investment isn't even a sliver of the lifetime cost of the building, and residents will pay more for spectacular rooftop views and other features, leading to greater returns on investment by including the space.

Blending the rooftop space as a signature element of the whole building design will not only make current residents happy, but also attract future tenants as well. Furthermore, creating inviting spaces for residents to enjoy and share with friends and relatives, increases the likelihood they'll renew their lease, thus increasing tenant retention.

04 / ROOFTOP AMENITIES AND ROI

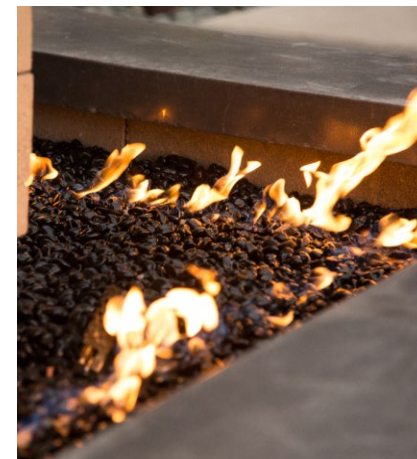
A question that investors and developers frequently ask when a development is being considered is, “What rooftop amenities are the best choices to add to our high end project?”

The best answer is: Whatever brings the most income to the building per dollar invested.

All rooftop amenities added to your property will be of some value. Determining which amenity to add will depend on the particular property, its unique market area, and of course, the competition. However, building the rooftop amenities that will produce the highest financial return makes a great deal of sense.

So, when figuring out what rooftop amenity or amenities to include in your development project, it's important to consider the ROI. You don't want to add an amenity with a short lifecycle. You're looking for an investment with long-term results.

Rooftop amenities can increase occupancy and drive increased revenues.







05 / RESORT-STYLE LIVING EXPERIENCE

The shared spaces on top of a building are just as important as the building itself. They are an essential part of what makes a place successful.

Largely based on the needs and wants of millennials - currently the strongest demographic group in the US -, developers and architects are upping the stakes when it comes to rooftop amenities that appeal to this growing population of renters and owners, for whom luxury and multi-functioning common spaces are often seen as more important than a unit's actual square footage.

Landscape architects are unleashing their creativity, and designing state-of-the-art, resort-style rooftop amenities that speak to a sophisticated urban lifestyle, while making the property stand out and competitive.

They are creating wow rooftop amenities that feature amazing patios with barbecues, lounges with open fireplace, landscaped dining areas, tropical gardens, lagoon pools, yoga studios, full-size fitness centres and dog parks, among many others, all in an effort to stay relevant and satisfy these high-end dwellers.

— 06 / STRATEGY + DESIGN

Working with a landscape architecture firm that specializes in rooftop amenity design early in the design phase, can help developers and designers navigate the latest trends and technologies to select the best rooftop amenities for each project and each audience.

For example, what amenity mix is best suited for a luxury residential tower versus a multi-family complex? How can we stay on trend in a condo project without looking dated in five years?

With the proper planning and strategy, you can ensure the right mix to meet — and exceed — the needs of your target buyer or renter.

A trusted partner will provide pre-design and consultation services, from preliminary site evaluation to amenity yield assessment.





ABOUT LOFT 6/4

Loft 6/4 is a forward-thinking design studio focused on innovating the way we connect people to the places they occupy. We perceive our designs with a deep connection with our surroundings, a perception we hone in on, contributing an enduring value to everything we design.

The professionalism and creativity of our design studio has enabled our company to excel as a leader in rooftop amenity design.

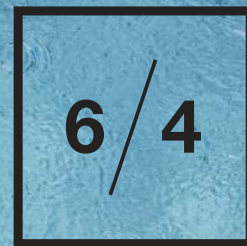
Our Design staff embraces each project like it is their own. With this passion and skill, we bring each designed environment to life with the use of creative designs, materials and technologies.

We strive to create amazing rooftop spaces that capture the vision and goals of our clients.

Brandon Reed
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