



An Architect's Playbook to Competitive Rooftop Amenities

00 / TABLE OF CONTENTS

01 / INTRODUCTION

02 /

ROOFTOP AMENITIES: A PLUS FOR DEVELOPERS

03 / WHAT'S WORKING UP THERE ?

04 /

THE TOP 10 ROOFTOP AMENITIES

05 / BUILDING ON HIGH

01 / Introduction

With no outdoor living spaces, where do all those urban dwellers head for a summer barbecue or a winter lap swim?

Up to a roof deck!

In the past few years, rooftop amenities have gone from novel to common on new high-end urban and suburban apartment and condo buildings crunched for valuable and / or coveted living space.

For tenants, the spaces provide access to the outdoors that their apartments often lack. They also provide a chance to meet neighbors, a place to host a gathering and a great view.

For developers, high level rooftop amenities translate into highly desirable returns.



In short, high level rooftop amenities have truly become the hidden gem in multi-family, mixed-use, and student housing developments.

This eBook identifies some of the most innovative and competitive rooftop amenities proven to contribute to the greatest impact on revenue locally and also nationwide.



02 / Rooftop amenities: a plus for developers

Skyline views and resort-style rooftop amenities may seem a luxury component, but in building these communal spaces, developers are actually creating the opportunity for better returns on investment (ROI).

Why is this? Because buyers and tenants alike are willing to pay more per square foot when luxury rooftop amenities provide social recreation and serve to enhance the quality of the interactions among residents.

Increasing rental fees for apartments with an amazing rooftop terrace can lead to substantial gains for owners as well.



Rooftop amenities do not only keep current residents satisfied, they also attract prospective tenants. Millennials and Gen Yers, in particular, place tremendous value on outdoor living space when deciding on rental property.



Moreover, creating wonderful places on the roof where tenants can relax and socialize can improve long-term retention; people are more likely to renew their lease if they lead to a higher-quality of life and they've formed meaningful relationships with their neighbors and community.

03 / What's working up there ?

Rooftop amenities come in all shapes and sizes. Over the years, trends for amenities have changed significantly and will continue to do so, as new generations enter the residential market.



The challenge is discerning which features are merely trends and which will produce long-lasting ROI for each property.

And while pools seem to be omnipresent in projects with rooftop amenities, developers and architects are getting more and more creative and competitive about offering truly innovative features.

Just keep in mind that it isn't just about filling the rooftop furnishings and plants. It's also about creating a fun and relaxing atmosphere that generates value for residents.

*Let's take a look
at 10 of the most innovative
and competitive trends
for rooftop amenities in today's
high-end multifamily, mixed-use,
and student housing markets.*



04 / The top 10 competitive rooftop amenities

1. Top chef cooking stations

Most high-rise dwellers don't often get the chance to entertain with home-cooked barbecue. Consider adding a couple of BBQ areas to your rooftop, and you will see a value increase to the property endorsed by happy tenants.



2. Hidden rooftop gardens

Whether it's open rows of raised beds or an enclosed greenhouse packed with veggies or flowers, rooftop gardens are a great way to provide a green space to residents in an urban setting. Each green oasis offers a respite from the city, encourages community-building, and promotes environmental awareness.



3. Fire pits for relaxing in style

Fire pits and fireplaces are a great way to lengthen the rooftop lounging season and make your outdoor space one-of-a-kind. Nothing's better than a crisp evening under the stars, taking in a dramatic city view through the flickering flames of a cozy fire.

4. Sculptural water features

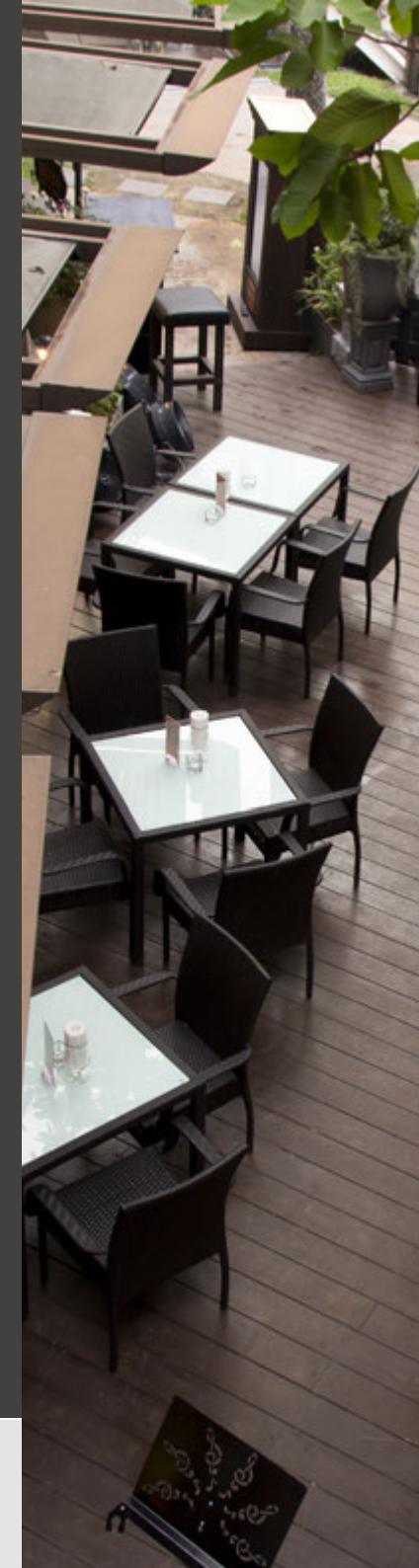
Indoor or outdoor, a rooftop pool is guaranteed to make a splash with residents. Luxurious options like saltwater or infinity pools, hot tubs and splash pads can really set your rooftop apart and increase the marketability of your property.

5. Motivation to workout

Allow residents to enjoy their workout from a different perspective. Whether its cardio, lifting, yoga or crossfit, a rooftop indoor or outdoor fitness area is a spot-on means to increase the value of a property.

6. Kid friendly spaces

Having the convenience of a park-complete with interesting and engaging play areas – only a few floors away will be a powerful draw for home buyers looking for a family-friendly building.





7. Court games

Providing active recreation areas such as corn hole courts, bocce ball, and ping pong is an increasingly popular differentiator in multifamily and student housing, and can be a simple add-on that yields big results.

8. Luxurious gathering spaces

Rooftops can get hot, so having shade for residents is key. Provide artful and comfortable cabanas, tensile shade structures, and pavilions that can double as a space that can be rented out for birthday parties and family gatherings.

9. Toasting to the sunset

Speaking of bars, how about an evening drink, right from your own rooftop bar and lounge? Include this sought-after amenity and you will definitely see your property turning into a real tenant magnet.

10. Sun bathing with skyline views

Renters highly value a place where they can escape the city to relax, take in the sun or have a nap as the sun comes down. Sundecks can provide distance and privacy from exotic or engineered woods, and are designed as wide open spaces that provide distance and privacy from the rest of the amenity.



05 / Building on high

Because you are dealing with one of the most important elements of your building (not like buying a new carpet runner for the foyer), transforming the roof terrace into an urban oasis isn't a job for Home Depot.

Putting a high-traffic surface on a delicate, leak-prone structure is a tricky proposition, and one that requires a great deal of expertise and planning.



Retaining specialized landscape architects, architects, and other design professionals to navigate through this process is probably the biggest key not only to help make your rooftop amenity deck live up to its potential, but also to stay on the right side of building code compliance and safety regulations.

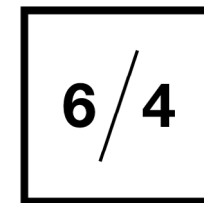
The more the planning and design phase achieves that, the less headaches will occur down the line.

About Loft Six Four

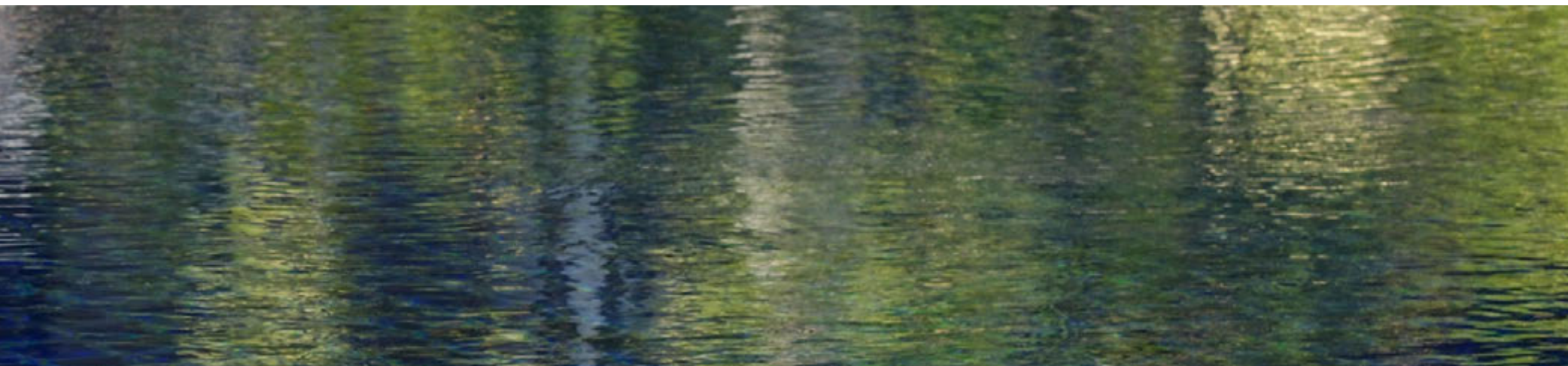


The professionalism and creativity of our design studio has enabled our design office to excel as a leader in high level rooftop amenity design.

Our drive, passion, and technical skills allow us to bring each designed environment to life with the use of innovative designs, materials and technologies.



LOFTSIXFOUR



We strive to high level rooftop amenity spaces that capture the vision of our developer and architectural clients.

Brandon Reed
Principal
loftsixfour.com

