

THE SIXTEENTH ANNUAL

# TAYLOR JOHNSON REAL ESTATE TRENDS REPORT

+ Multifamily Edition

# TREND 2: MAKING ROOM FOR WORK FROM HOME

*With hybrid and remote work arrangements part of the new normal, multifamily communities are adapting to accommodate residents whose apartments — and apartment buildings — also function as their offices. Developers are planning for flex space, higher ceilings and bigger windows within units. And knowing that residents' homes expand beyond their units' walls into every corner of the building, they're creating a series of varied workspaces and nooks throughout amenity areas, hallways and even in mailrooms. Plush booths, surprise pocket spaces, 'Zoom-Rooms' with backgrounds that wow, and expansive tables with armchair seating can serve double duty for both work and socializing.*

At **Wrigleyville Lofts**, a new rental property from developer **Draper and Kramer, Incorporated**, that opened in fall of 2021, amenity spaces are infused with a variety of inviting areas to work remotely – including bar-height countertop ledges with seating in the lobby, and a long table in the building's combined club/social lounge and mail room. The Chicago-based developer also created a more traditional coworking space at Aspire Residences, which opened during the pandemic in the city's South Loop neighborhood. It features a combination of individual offices and communal seating, while the building's amenity level also offers a variety of other seating areas and tables for residents to use for remote work.



Move over fitness centers. At the suburban rental buildings by **Wingspan Development Group**, coworking areas flexed their muscles as the most popular amenity for renters in 2021 and no doubt they'll carry equal weight with renters in 2022. Case in point, at **Maple Street Lofts**, Wingspan's new 192-unit Class A rental in downtown Mount Prospect, Ill., the business center quickly became an extension of residents' homes. Not only were residents drawn to the space's four private glassed-in offices for remote work, but they also enjoyed the same "water cooler talk" as in a formal office, given the building's complimentary coffee stations, which feature quality products including Starbucks and Big Shoulders coffee.

## **VIEW ADDITIONAL PHOTOS HERE**

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The rise of the work-from-home lifestyle has placed more emphasis on coworking amenities in multifamily properties, according to commercial interior design firm **Mary Cook Associates**. “We’re thinking creatively about designing spaces with the flexibility to be used for remote work throughout the building, such as mailrooms with long work surfaces and other seating, and lounge areas with plenty of places to plug in a laptop,” said the firm’s founder and president, Mary Cook. “In coworking lounges, we’re adding a mix of options in one space – including individual booths as well as shared table seating, plus private offices and even fun pocket spaces such as a ‘phone booth’ room that’s perfect for stepping away for a quick call or Zoom meeting.”



At **Westerly**, a new rental community from developer **Fifield Cos.** in Chicago’s River West neighborhood, the interiors team from **Morgante Wilson Architects** addressed the ongoing work-from-home lifestyle shift by extending opportunities for remote work throughout the building. In addition to a dedicated coworking space with sound-absorbing individual booths, the building features multiple seating configurations throughout its amenity spaces. “Our client Fifield wanted residents to be able to enjoy a change of scenery during their workdays, whether they choose to plug in their laptop from one of the many comfortable seating areas or head up to the penthouse party room and use its beautiful views and conservatory feel as the backdrop for a video call,” said Elissa Morgante, co-founding partner of Morgante Wilson Architects.

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When **The Habitat Company** started its two-year renovation in 2019 of **Hubbard Place**, a luxury rental tower in Chicago's River North neighborhood, little did it know a global pandemic would play a pivotal role in the process. As the renovation was in its early stages when residents began to work from home in droves, Habitat seized the opportunity to adapt some of its original plans to accommodate its residents' new needs for more remote work areas in 2022 and beyond. The result featured a multitude of new scattered WFH spots throughout the building, plus a new elite business center featuring coworking booths. The booths have been such a hit, Habitat is also installing them in two other Chicago Class A buildings it manages – Flair Tower and Kingsbury Plaza.



At **Sugar House**, a new co-living development in Salt Lake City designed by **BKV Group**, the efficiency of the unit layouts allowed for nearly 18,000 square feet of amenity space – far more than the standard for a building of just 118 units. Recognizing that the same residents who share living space would likely be drawn to communal work environments, BKV Group sought to merge the co-living and coworking models by providing a wide range of WFH spaces – from rentable private offices and individual workstations to communal tables and group seating areas – tailored to the demographics of the building and inspired by the surrounding Sugar House neighborhood.

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When **M&R Development** opened 42 Hundred on the Lake earlier this year, a new luxury rental community perched on a bluff overlooking Lake Michigan in St. Francis, Wis., it wanted the building to live like a resort – including its multiple coworking spaces. According to **RMK Management Corp.**, which manages the building, residents have no shortage of inspiring views for working from home, whether they choose to set up office in the building's lofted business center complete with conference room, booths and extra-long computer station – all of which offer direct sightlines of Lake Michigan and the outdoor pool – or both floors of the club room, each of which has multiple tables for remote work where residents can enjoy sweeping views of the lake or the community's two amenity courtyards.



National developer **CRG's** new **Broadway Chapter** apartments, a 242-unit rental community in the bustling Fort Worth, Texas, Near Southside district, focuses on floor plans and amenities that meet the needs of remote workers. Located less than 1 mile from downtown Fort Worth near the medical district, Broadway Chapter is outfitted with work areas in every apartment. For example, the one-bedroom lofts boast "flex space" that can serve as an office, bedroom, reading nook or exercise area, with 20-foot ceilings and large windows affording incredible daylighting and city views. Broadway Chapter also offers "Zoom Rooms" – Zoom-friendly coworking spaces, such as an expansive library with varied seating arrangements. Broadway Chapter is part of CRG's new \$1 billion residential investment strategy focused on work-from-home, middle-income earners.

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**Cascade**, a 503-unit rental tower in Chicago's Lakeshore East neighborhood, offers multiple spaces designed to support remote work. These include traditional workstations and conference rooms, as well as open areas that foster the communal energy many miss about a traditional office. The Mail Lounge, pictured here, is located in the development's hub, an amenities podium shared with residents of the adjacent **Cirrus** condominium tower. Developers **Lendlease** and Magellan Development Group recognized the opportunity to activate what might otherwise be underutilized space by installing a large worktable near the mailboxes. "We know many renters appreciate having a diversity of workspaces for a welcome change of scenery, so we sought to utilize every inch of the building to better accommodate work-from-home lifestyles," said Linda Kozloski, creative design director for Lendlease.



In 2022, renters will continue to prioritize functional remote workspaces, according to Ericka Rios, co-founder and director of leasing for **Downtown Apartment Company**, a full-service brokerage that matches renters with apartments in over 200 properties across Chicago. Building amenities like coworking areas with conference rooms, private booths or dedicated Zoom rooms, like the ones pictured here at 21 East Chestnut, will be in high demand during the year ahead. Rios also expects renters to seek WFH-friendly units with floor plans that feature built-in desks, bonus rooms or pocket office nooks.

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