



CRTKL

THE NEW RESIDENTIAL EXPERIENCE

by Daun St. Amand, Marc Fairbrother, Tom Brink and
Brian Perkins



The New Residential Experience

*The New Residential Experience is a **three-part series** that explores CallisonRTKL's views on the future of operational, temporary design during the pandemic and permanent post-pandemic residential design.*

The pandemic has made us rethink many things that we simply used to take for granted – school drop offs, informal chats in the office kitchen, vacation travel, date night at the movies or visits to loved ones. And certainly, as architects and designers, we could not have predicted that the multi-family residential spaces we created years ago would now be more than just places to sleep, relax and entertain – but also workspaces, gyms, classrooms, video and music studios, and everything else imaginable.

Naturally, people who are living in apartments and condos have concerns about sharing air and touching the same doorknobs, mailboxes and other surfaces. In addition to creating a clean and safe living environment, we need to reinvent the ways residents can have an even better living experience than what first enticed them to sign their leases.

Desired New Home Design and Features

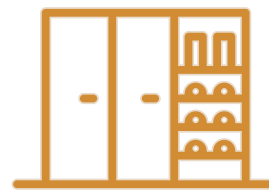
More than 50% said they want:



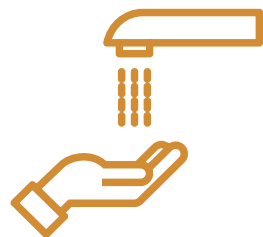
Germ-resistant countertops/flooring



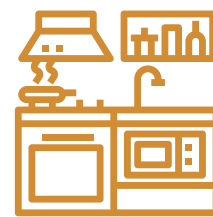
Greater tech/energy efficiency



More storage, specifically for food and water



Touch-free faucets, appliances, and smart toilets

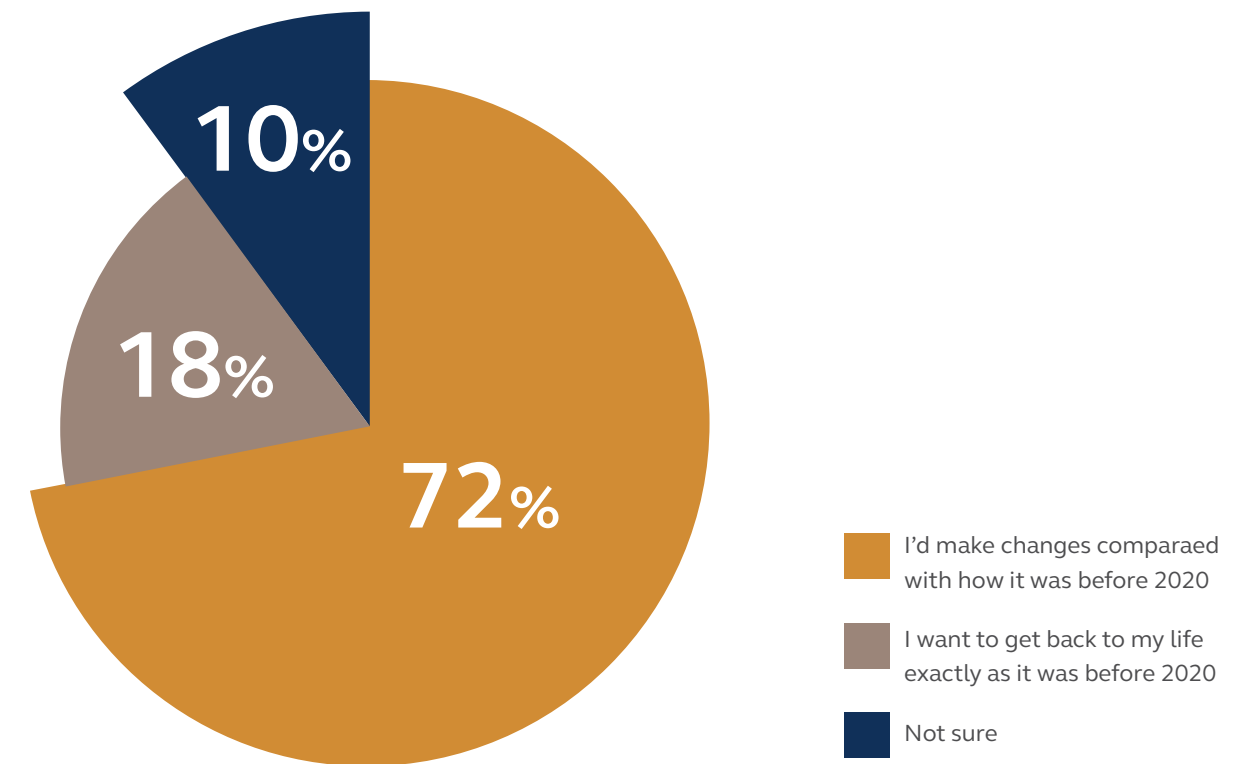


A better equipped kitchen for cooking

From operational, temporary and permanent change, CallisonRTKL envisions how to improve the post-COVID 19 residential experience.

As with everything, flexibility is key. Community spaces, hospitality areas, amenities, and rental units all require extensive data analysis, design planning and strategic branding. And they may all need to change again – and again and again.

What we do know is the longer the pandemic lasts, the more likely new behaviors will become normal.



Source of chart/slide: Ignite 360

Re-tooling Operations

Feeling safe begins at the operational level. If you know the air you breathe is clean, your entries are touchless, your deliveries are safe and in times of need can socially distance, your overall sense of wellbeing is substantially improved. The first places to focus are on are the lobby and amenity spaces, particularly where to store and access PPE and cleaning supplies for operational staff to easily – and regularly – access.

“Many of these elements – face coverings, social distancing, auto pay for services and touchless lights and locks – are already in place,” says Daun St. Amand, senior vice president in CRTKL’s Los Angeles office. “And we’ll continue to see how these are incorporated into the residential space. Most of the operational changes can be solved by staffing and product modifications or minor retrofits. However, tenants will still expect the same level of quality as before.”

Of course, the lobby is where the resident experience all begins. Self-guided online leasing tours, one-way paths, built-in grommets to place and remove plastic safety screens are starter points.

In a survey conducted by Multifamily Executive magazine, almost **two-thirds of respondents – 60%** – also said they would consider virtual walk-throughs or self-guided tours, interviews and contracting without seeing a property in person.

“A residential lobby has clear circulation patterns based on user needs. For example, a resident typically enters the lobby using their key fob and either goes first to their mailbox or directly to the elevator bank,” says St. Amand. “A potential lessee typically goes to the front desk, registers and proceeds to the leasing office for a tour. A guest registers at the front desk and waits in the lobby until their host comes down to escort them. Food deliveries are either left at the front desk or the residents come down to the lobby to pick it up. All these activities must be scripted in the new design programming, and the lobby space arranged for a one-way circulation route, queuing and adequate social distancing.”





- 1 **UPPER ROOF DECK AND GARDENS**
Open air with natural ventilation and great views for mental health
- 2 **EXTENDED AMENITY**
Providing a variety of amenities facilitates social distancing
- 3 **AMENITY DECK AND POOL**
Outdoor communal space for safer interactions
- 4 **RESIDENTIAL UNITS**
Drop zone to shed shoes and clothing and disinfect groceries: touch-free sinks and voice-activated technology
- 5 **MEETING PODS**
Reserved areas with cleaning after
- 6 **CO-WORKING SUITES AND LOUNGES**
Flexible work-share spaces with easy-to-clean solid surfaces
- 7 **FITNESS**
Smaller individual spaces with scheduled times to help facilitate occupancy numbers
- 8 **RESIDENTIAL PARKING**
Tenant entry point with touchless, smart elevators/additional key fob security to limit access to residents
- 9 **LARGER RESIDENTIAL LOBBY**
Touchless key fob, automatic doors, hand sanitizing stations allow for increased social distancing

Read on about the temporary and permanent solutions CRTKL envisions in the New Residential Experience.



Daun St. Amand

Senior Vice President | AIA, NCARB, LEED AP BD&C

Leading the Residential sector, . In this capacity, he is responsible for overseeing market growth and design expertise in global markets from North America to Asia and the Pacific Rim. He is an industry expert in high-rise, high-density architecture and brings efficient and effective planning principles to all of his projects and to the strategic advantage of his clients' developments. His design leadership spans further into mixed-use developments and the retail, residential and hospitality driven components of this project type.



Marc Fairbrother

Vice President | AIA, NCARB, LEED Green Associate

Marc Fairbrother, Vice President in CRTKL's DC office, has extensive experience in all phases of project development from concept design through construction administration. Working at RTKL since 1989, his portfolio encompasses smart office buildings, large-scale mixed-use projects, luxury residential developments, master planning for public and private sector clients, embassies, hotels and resorts. A recognized leader in the commercial office and luxury residential industry, Marc leads CRTKL's Commercial Office sector. Responsible for the firm's first LEED Platinum office building, he is currently expanding his expertise in sustainable office design into the international market.



Tom Brink

Vice President | AIA, LEED AP

Tom has spent his award-winning career designing some of the most innovative retail and residentially-driven mixed-use projects in the world. His extensive experience with retail design and the spectrum of multi-family project types, from townhouses to high-rises and renovations, give Tom a thorough understanding of issues and trends across both industries. His familiarity with urban design and the public process is at the heart of his potent ability to conceive highly-effective project solutions that not only deliver complex design programs, but further enhance his clients' commercial strategies.



Brian Perkins

Associate Vice President

Bringing over 30 years of experience, Brian is an award-winning architectural designer who specializes in high-rise residential buildings and large-scale mixed-use developments. His work ranges from large urban master plans to interior layouts and he provides perspective at all levels of strategic design. The potential power of "people-centric" mixed-use design is the seamless integration of Hotel, Retail, Office, Municipal and Residential uses creatively to be greater than the program parts. His creation of a sense of place in CRTKL projects provides memorable experiences that transcend our built world.

CallisonRTKL, a global architecture, planning and design practice, began over seven decades ago and has evolved into a cultural agency to advance positive outcomes in our local and global communities. Through a human-centric design approach, our team addresses the imperatives of resiliency, well-being, mobility and technology and their influence in the built environment.