

DISRUPTION

Eight takeaways for the future of multifamily design, development and operations

The world as we know it is changing, ushering in big shifts in the way people approach nearly every aspect of their lives. At the intersection of all these upheavals in technology, commerce, family, work, transportation and lifestyle is housing.

The apartment industry houses nearly 39 million people today—and demand for apartment living is growing. Tomorrow's renters' needs and wants are shaping up to be so very different in any number of ways that the industry must begin thinking about how to adapt or risk facing a disconnect with their future customers.



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TECHNOLOGY

Given the giant steps forward in robotics and artificial intelligence, technology will become part of the core design of apartment communities and a tool to enrich the resident experience rather than an add-on accessory or appliance.

MARKETPLACE

As real-time and personalized purchasing experiences become the norm, a lifestyle-focused, flexible and highly personalized apartment is as important as location and layout.

PEOPLE

In the coming years, apartment communities and units will have to adapt to serve a greater variety of households and housing needs. This will require building in adaptability in physical components of unit construction.

EMPLOYMENT

Factors from mobile technology to the gig economy are changing people's concept of and approach to work, affecting their housing decisions. Residents will favor having work in close proximity and even provided within their apartment communities.

TRANSPORTATION

Massive tech advancements are eroding our reliance on personal vehicles, leaving apartment communities to figure out how to adapt to a fluctuation in parking needs going forward.

SHOPPING

Traditional retail looks to be heading toward a serious upheaval, leading apartment communities to consider how new models can best be incorporated on site. For retail to be successful, there has to be a shift to the experiential.

HEALTH

A growing consumer emphasis on 360-degree wellness means built environments like apartments will be valued by their contributions to physical, social and emotional health.

SPACES

The sharing economy is chipping away at the divide between public and private space, requiring tomorrow's apartment communities to be more integrated into the fabric of the community at large. Apartment communities may also provide for spaces that can have multiple uses and be shared for neighborhood needs.