

# Door Security + Safety

DHI'S PUBLICATION FOR DOOR SECURITY + SAFETY PROFESSIONALS

AUGUST 2021

## Door Solutions for Multifamily, Mixed-use, Retail and Business Occupancies



### INSIDE:

- + A MATCH MADE FOR MILLENNIALS
- + HIGH-TECHNOLOGY SOLUTIONS IN THE MULTIFAMILY MARKET
- + EXCEPTIONS TO THE CODE
- + 7 CRITICAL POINTS TO ENHANCE HYGIENE IN A BUILDING
- + AVOIDING THE HEADACHES OF RETROFITTING HARDWARE
- + A CONVERSATION WITH CEDRIC CALHOUN, FASAE, CAE
- + CANADIAN ECONOMY SHOWS HOPEFUL SIGNS OF GROWTH

# A Match Made for Millennials

**Mixed-use facilities are appealing in a post-pandemic world.**

BY MATT JAMES

The COVID-19 pandemic has changed the housing market significantly. During the initial phase of the pandemic, economic fears were widespread as stay-at-home restrictions and retail business closures were implemented by state and county governments to minimize the spread of the virus. Many businesses had to lay off or furlough their employees.

Many expected the housing market to come to a halt as well, but the reverse has happened. The United States is currently facing a housing shortage. According to Realtor.com's April 2021 "Monthly Housing Market Trends Report," the national inventory of active listings has declined by 53% over last year, while the national median listing price for active listings is up 17.2% compared to last year. This, "indicates that homes are selling at historical speed ... [and] relief is not yet on the horizon for buyers as inventory continues to shrink."

The higher cost for labor, land and pandemic-related supply chain disruptions are also driving up the cost of housing. According to the National Association of Home Builders, rising lumber prices have added almost \$36,000 to the cost of a new single-family home (as of April 30, 2021), and the price per lot is up 11% from one year ago.



Above: Two Twelve Clayton, a 26-story mixed-use building in suburban St. Louis, is one of many popping up across the United States.

Below: Providing a suite of locksets throughout an entire facility, such as at Denizen at Eisenhower Square in Alexandria, Virginia, is a way to offer a streamlined design.



In a CNBC report, Jesse Keenan, Associate Professor of Real Estate for Tulane University, explains, “The challenge moving forward is infill. How do we invest in cities and older suburbs? How do we reinvigorate with greater density?”

“We are not building enough housing. We need to double or triple the rate of housing just to meet natural growth for our economy ... and we need to do that by thinking about new forms of housing and changing our zoning.”

Mixed-use developments will be key in meeting U.S. housing needs. There are developments popping up across the country, like Denizen at Eisenhower Square, a 23-story multifamily building in Alexandria, Virginia, and Two Twelve Clayton, a 26-story mixed-use building in suburban St. Louis.

### Mixed-use Development Boom

There are several reasons for the outbreak of mixed-use development in the mid-2000s. Urban living became a growing trend in which people

were drawn to walkable communities that provided various work and play options, along with a strong sense of social connectivity. The proximity to community amenities, such as shopping, restaurants, libraries and parks, was an attractive lifestyle, particularly for millennials and baby boomers.

“According to *The New York Times*, there is a notable increase in urban living among higher-income young adults and then again as people reach a certain age,” says Bob Wilkins, Senior Vice President of Product Development and Marketing for Hager Companies. In 2018, 25.5% of 25- to 29-year-olds lived in urban areas, and 19.9% of urban residents were 54 to 72, which is an increase of 17.3% since 2010.

Many old warehouses and other vacant city buildings were given new life as mixed-use properties and were particularly attractive to those concerned with urban revitalization efforts. The residential spaces above the street-level commercial properties were often transformed into gorgeous

Features such as natural light and electronic access control were just a few of the amenities included in the design of Belcrest Plaza in Hysttsville, Maryland.



industrial-style apartments with exposed brick and other intact original materials.

Door hardware styles and finishes changed to meet this trend. Industrial and rustic styles of sliding barn door hardware became popular. Providing a suite of locksets offered a streamlined design throughout the entire facility. Grade 1 locks were used on the high-traffic unit entry doors and lower-grade locks on interior doors, but all the locks used throughout the building had the same finish and lever style.

“From an investment standpoint, mixed use has always been an attractive option because it means both residential and commercial income streams,” Wilkins says. “These properties have shorter vacancy cycles due to the increased foot traffic in front of the building. As a result, they attracted higher-quality, long-term tenants.”

With post-pandemic housing shortfalls across the country, the Rice/Kinder Institute for Urban Research notes, “This strange real estate market holds within it seeds of an urban revival.”

The article says that while there has been population loss in New York City, for example, it has meant population gains in smaller cities, such as Buffalo and Syracuse, both of which are experiencing urban revitalizations post-pandemic. Texas has also benefited, as the Lone Star State is perceived to offer a lower cost of living while providing more opportunity.

### Millennial Housing Shift

Different from previous generations, millennials value homes and communities that are environmentally responsible and integrate technology. They also want to live close to work and often choose to walk, bike or utilize public transportation instead of using their vehicles.

This has caused a shift in the way real estate agents market homes. Agents now highlight a property’s location and sustainability attributes. According to OpenDoor’s “Real Estate Trend Report,” 32% of those surveyed indicated that COVID-19 has influenced where people live, but it varies by generation. Living in big cities is still desirable over suburbs for



This strange real estate market holds within it seeds of an urban revival.

millennials – 35% to 24%, respectively. Mixed-use developments can offer the lifestyle this generation seeks.

Mixed-use developments align with many of the amenities that millennials hold valuable, including a great location, outdoor spaces, modern amenities, environmental consciousness, low maintenance and multifunctional spaces. A mixed-use property attracts both businesses and residents, providing a connection with others – a clear post-pandemic craving. After a year of social distancing, people want to congregate and be together again, which means bars and restaurants will come roaring back and liveliness will return to cities and neighborhoods.

In response to indoor space restrictions during the COVID-19 pandemic, there was a significant increase in visitors to parks and other outdoor green spaces. As a result, more cities and towns may emphasize converting underused areas into vibrant mixed-use developments, such as Washington, D.C.’s The Wharf or New York City’s Hudson Yards, the largest private real estate project in U.S. history.

### Enticing Millennials

“The most significant opportunity in mixed-use facilities is focusing on the ways people prefer to live, work and play – now and in the years ahead,” notes *Constructor* magazine. “With this as the lens, medium-density residential is arguably the best anchor in today’s mixed-use environment because it is incumbent on the

designers and developers to increase the amenities that mixed-use offers.”

Changes that mixed-use developers can make to attract and retain tenants include:

- **Add more windows and glass doors.** This not only creates the illusion of more space, but natural light has been touted for many aesthetic and health benefits and can lead to substantial energy savings.
- **Provide storage solutions.** Tenants, condo owners and businesses all crave extra space for belongings, and mixed-use complexes need to offer more storage solutions as amenities. Package lockers, storage sheds and on-site bike storage keep personal property secure.
- **Minimize noise.** Since working from home will likely be more common in the future, multiuse housing will need to incorporate sound-dampening materials that minimize the noise from businesses on the first level.
- **Provide more parking.** Because of a variety of dining and entertainment options, as well as outdoor spaces, mixed-use facilities often become a destination. On any given day, residents, shoppers and business professionals intermingle. Available parking is vital to attracting and retaining both tenants and guests.
- **Increase security and safety measures for tenants.** Mixed-use developments have a variety of security needs to meet tenant expectations. State-of-the-art infrastructure allows people to feel safe and enables them to reserve everything from parking to personal services and amenities.

Mixed-use developments can be highly beneficial to all stakeholders: residents, business owners, investors and the communities where they are built. They not only provide valuable housing options to our increasing population, but they also revitalize communities, help create jobs, improve public safety and infrastructure, and, as a result, improve the economy.

The COVID-19 pandemic has proven that mixed-use development is more than just a trend; it is a necessity. +



**MATT JAMES** is Product Manager at Hager Companies. Email: [mjames@hagerco.com](mailto:mjames@hagerco.com).

**NEWLY-LAUNCHED HAGERCO.COM**

We've got a **fresh new look**, full of features and accessible resources to meet all of your door hardware and electronic access control needs.