

THE
IMMERSIVE EXPERIENCE
METHOD



LOFTSIXFOUR / DESIGNING OUTDOOR
LIVING EXPERIENCES.

THE IMMERSIVE EXPERIENCE METHOD OF ROOFTOP AMENITY DESIGN

Rooftop amenities present your multifamily urban development an opportunity to stand out from your competition, secure more lease-ups, and increase your retention rates. But to do that, you need to think about what amenities will have the biggest impact and yield the best ROI. Simply offering a swimming pool and some grills won't cut it in such a competitive market.

That's why it's so important to work with a design firm with a proven track record of developing truly unique, standout amenities and spaces. Loft Six Four's Immersive Experience Method is tailor made to work with your development team to uncover your goals, design knockout rooftop and outdoor amenities, and bring that vision to life.

Keep reading to explore our time-tested process. In this guide, we'll explore each stage:

1. Mind Meld
2. Deep Dive
3. Big Idea
4. Follow Through
5. Socks Off

We hope it inspires you to approach your next project with excitement and confidence.



01 /05

**MIND
MELD**



02 /05

**DEEP
DIVE**



03 /05

**BIG
IDEA**



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**FOLLOW
THROUGH**



05 /05

**SOCKS
OFF**

MIND MELD

The stakes are high at the onset of a project. For the next several months you will be pouring time, effort, and money into the design and development of your vision. Just as you would perform feasibility studies, market research, and due diligence before buying the land, you should also reach an understanding on design direction before moving forward with design services.

So before you dive right into design ideas, there are important questions that need to be asked and answered.

Each project is different and requires a customized approach and your design solutions can't be based on aesthetics or personal preferences alone. They need to be rooted in success metrics established during the discovery phase.

At Loft Six Four we have curated a fun, easy, and proven process to achieve the results you need. We refer to the foundation level of that process as "Mind Meld."

The name is a reference to the Star Trek franchise where Vulcans like Mr. Spock share a telepathic link. This link, called a Mind Meld, allows participants to become one mind. And that's what we hope to achieve with every project we take on.

The purpose of the Mind Meld is to set a strong foundation and deepen rapport with you. It forms appropriate alignment on values for the project and our strategic relationship moving forward. The more you share with us about your expectations for your project, the better we can create the designs that create the successful results you've been dreaming about.





What We'll Do Together

We get it. As an architect or developer, you have a lot on your plate. The last thing you want is another set of time-consuming meetings to eat up your schedule.

That's why we have tailored the discovery level of our process to maximize value while minimizing the cost to you. The Mind Meld offers the highest value to you with the lowest investment because we know how important it is for a successful project.

During the Mind Meld our team does all the heavy lifting. All you need to do is carve out some time for a quick value conversation. We'll want to know things like:

What is your current situation?
What is your desired outcome?
What are the main success metrics?
What's at stake?

Once we get the necessary strategic info from you, we'll use it to set project goals and metrics for success that will bring about your desired outcome.

What You'll Get

To wrap up this phase, we'll synthesize everything we've discovered about your project and deliver you The Purpose Package. This package is a brief guide that summarizes the most important aspects of your project to ensure it's successful, with options for how to best engage with our team to achieve them.

With increased project clarity, greater confidence, and strategic design partners focused on your desired results, you'll be ready to dive into the next step of the design process.

Loft Six Four's Project Discovery Outline

See the next two pages for our simple solution to a streamlined discovery call and use it to help you filter down to the most important aspects of your project.

JOT DOWN YOUR IDEAS TO CLEAR YOUR HEAD

PROJECT INFO BRAIN DUMP HERE ↓

A large, empty rectangular box with a thin grey border, intended for writing project information and ideas.

THE WHY CONVERSATION

WHY US, WHY THIS, WHY NOW?

A rectangular box with a thin grey border, intended for discussing the reasons for the project.

TOP 3 GOALS + SUCCESS METRICS

HOW WILL WE KNOW IT'S A SUCCESS?

A rectangular box with a thin grey border, intended for defining the project's goals and how success will be measured.

DEEP DIVE

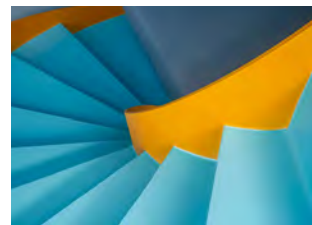
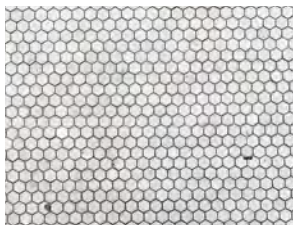
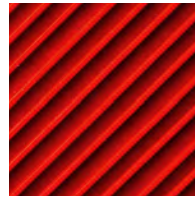
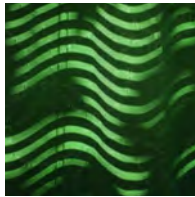
As the second step in our process, Deep Dive builds upon the foundation set during Mind Meld. The purpose of the Deep Dive is to go beneath the surface of a typical project's design constraints and opportunities. It involves uncovering new insights to help guide decision making.

Throughout the Deep Dive, we further our understanding of what we learned in the Mind Meld until you have a documented design assessment with key moves that align with your design goals and metrics for success. The more insights we can offer, the better prepared you will be to review the design solutions we present you in the next phase of the project.

Have you ever struggled to estimate the cost of outdoor space on your project? If you're like most developers, you've seen your grand vision of amazing amenities evaporate as bids come in way higher than you expected.

Deep Dive works to counteract this problem by providing an accurate cost assessment, even before anything is designed. By diving into market trends and comparables, your metrics for success, and your target investment range, we can pin down a realistic cost per square foot range for your outdoor amenities. Then, we can confidently move forward with design, knowing there will be fewer surprises down the road.





What We'll Do Together

During the Deep Dive, we'll take an in-depth look at the information you gave us during the Mind Meld.

We'll assess your target investment range by comparing it against similar projects we've completed. Then, with your desired future state in mind, we will articulate a project theme and explore spatial programming options.

What You'll Get

To wrap up the Deep Dive, we'll compile everything into The Insights Package, a several-page document outlining our best recommendations for budgeting, design direction, and the spatial program.

With a deeper understanding of your project, you'll be ready to move on to the next step in the design process.

Insights Package Example

The page on the left is an excerpt from the Mood & Theme portion of an Insights Package we did for a hypothetical project.

Use the QR code to the right to download the full version.



BIG IDEA

Once the foundation for conceptual design is laid during the Mind Meld and Deep Dive phases of our process, the stage is set for the creativity and innovation of the Big Idea phase.

The purpose of the Big Idea phase is to combine performance metrics with innovative ideas to create a cohesive plan that everyone can stand behind. Our ultimate goal is to create a one-of-a-kind design solution to the problem of making your rooftop amenity project a standout.

We won't send it to you until we think it's a WOW.

For each rooftop amenity project, we start with a blank canvas and the assignment to create something amazing. To someone unfamiliar with our design process, it may seem like we produce these designs out of thin air, like magicians. But there is a method to delivering creative and consistent designs that we follow for every project.

The next pages outline three of the tools we use to make sure you get a winning rooftop amenity design concept no matter what.





Urban rooftop with an old world meets new world, elegant decay theme

1) Establishing a Theme for Your Rooftop Amenities

We explore the overall theme during the Deep Dive phase so that our team is primed to come up with a Big Idea uniquely tailored to your specific project.

Sure, it would be easy to replicate past work, especially when we know it's been successful.

But that would be wrong for at least two reasons. First, our clients hire us to help them stand out, not blend in, so originality is key. Second, we design spaces for people to use and people are diverse.

It would be impossible to design a space that is perfect for every human, so it's on us to figure out how each rooftop amenity will be differentiated.



Podium level amenity deck with an unrivaled sophistication and green garden theme

Although many rooftop and outdoor living spaces will have similar program elements, the application of each should be strikingly different from anything else we have designed. Without an established theme, however, it's difficult to pinpoint what direction the design should go.

And it's all too easy to revert back to what we know has worked in the past.

Establishing a theme for every project represents our commitment to creating a new experience at every rooftop.



Members of the Loft Six Four design team meet at the charrette table to collaborate

2) Team Collaboration

We take an all hands approach to the Big Idea phase. Everyone in our design studio is invited to participate. From owner to intern, we all gather around the charrette table, pen in hand, to pitch in.

By making conceptual design a team effort, we bring a set of unique advantages to your project.

First, we increase our capacity to iterate and explore multiple scenarios and options in a relatively short amount of time. This means you get highly developed ideas earlier on in your project timeline so that you can make informed decisions on what you love and want to see get built.

Next, we foster the creativity of our team rather than relying on one genius creative designer. This means you get the same high level of quality ideas regardless of whether or not a team member is out or a different project manager is assigned to your project. You get the best of what our entire team can offer, every time, without fail.

Finally, you have no chance of a run-in with the stereotypical designer ego. There will be no resistance to meeting your expectations based on someone's commitment to their own precious idea. None of us are seeking to be the one with the right answer, but to contribute to finding the right solution.

Visual Guide to Creative Rooftop Amenity Design

Use the QR code to see how a design concept comes together through multiple design iterations and key design moves.



3) 3D Modeling and Visualization

Because we're focused on creating immersive experiences, it is never enough just to design two dimensionally. That's why we create digital 3D models of all of our rooftop projects.

Some ideas that seem solid in 2D don't quite work as well in three dimensional space. Furthermore, it's really difficult to stay connected to a theme when you don't have a sense of the scale and materiality of the design.

Our use of 3D modeling and visualization isn't intended to achieve a photo-realistic rendering of what your rooftop amenity will look like. Instead, it's a design tool for testing ideas and validating them.

We're looking at what the overall experience could be, rather than determining the specifics of each furnishing, plant, surface and detail.

That's why we refer to our 3D imagery as sketches. The virtual environment is an exploration tool and the screenshots are communication tools. Without them, we miss out on a large portion of the iterative process. But with them we don't have to gamble that our 2D drawings will translate into reality the exact way we imagine them.



An example of a Loft Six Four 3D sketch used visualize and outdoor amenity space



What We'll Do Together

During the Big Idea phase, our team will reference the materials you've signed off on from Mind Meld and Deep Dive.

Then we'll explore the design until we love it and are confident that you will love it too.

We'll reach out to you for any further guidance and clarity as needed, but for the most part, you can focus on the things you do best while we work to execute your vision.

What You'll Get

To wrap up Big Idea, we'll put everything together in The WOW Package, a document that includes concept plan illustrations, 3D sketches, precedent imagery, and anything else that conveys the design direction.

With a Big Idea you love (that's sure to make your project a standout) you'll be ready for the next step in our proven process.

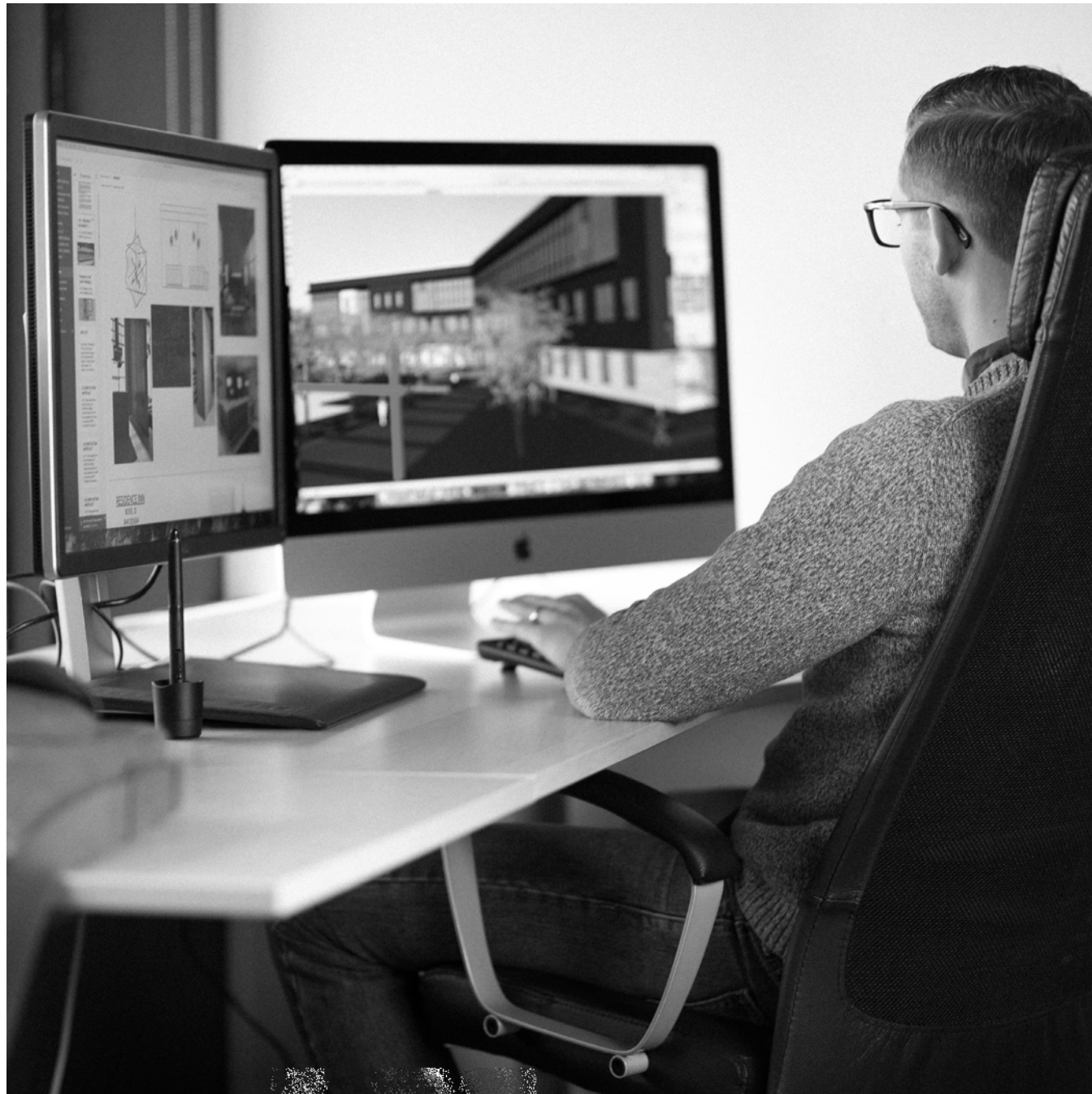
FOLLOW THROUGH

In golf, a good follow-through helps you hit the ball with the maximum force and control at the point of impact. This is critical in making sure you actually drive the ball toward your target. Your hands, arms, legs and hips should all come through your shot together. If you don't follow all the way through, you'll likely end up swinging behind the ball.

In a similar sense, you need a good follow-through with your real estate development projects in order to maximize your return on investment and have the most control over the impact your property will have. Without it, you run the risk of missing the target (i.e. your metrics for success established at the beginning of the project). Your design and construction teams need to come through this process together so you don't find your project behind the ball when it comes to market.

The Follow Through stage of our process includes further development of design ideas, efficient technical documentation, and facilitating smooth bidding and permitting processes.





Follow Through with Design Development

Design Development is the process by which you further nail down the specifics of your design. It's when big ideas meet real life constraints – where your golf swing meets the ball. For your project to have any impact from your Follow Through, you need to make certain key decisions right away.

If you neglect or rush through design development, you run the risk of moving forward without alignment between the development team and the design team. Without clear direction and buy-in, designers will wind up spending time developing ideas that aren't in line with the vision. And that will mean you end up with design expectations that aren't in line with reality. It's a recipe for failure, disappointment, and wasted time and money.

To avoid these negative consequences, you'll need clarity on budget numbers, material selections, approved layouts, and priorities. To this end, we do the following as part of Follow Through:

1. Provide a general layout of the space in the form of a base drawing file that we'll distribute to the other design consultants for coordination.
2. Coordinate the material selections with the architect, interior designer, and community brand designer.
3. Create a plant palette in line with the project goals and theme.
4. Show design intent for custom-built elements.
5. Make selections for furnishings and coordinate with procurers.
6. Make selections for outdoor light fixtures and coordinate with electrical consultants.
7. Make selections for pool and spa materials and layout and coordinate with a water engineer.
8. Other material selections and coordination items as applicable.

Once the design has been developed and approved, the technical documentation will proceed much more efficiently.

Follow Through with Documentation

Having completed design development, we can move forward with frictionless technical documentation. The design team can focus on ensuring quality of the drawings and communicating design intent, rather than being burdened with a cascade of design decisions. Again, by making all of the main design decisions before drafting a full plan set, we save everyone time. We don't allow time to be wasted chasing design changes throughout the growing number of drawing sheets.

Furthermore, when documentation begins before design development is complete, there's less time available for solving construction detail problems or even performing basic quality control. All of this comes at a cost. RFI's build up and big ideas get sidelined because they weren't solved from a technical perspective.

Because of the emphasis on design development during Follow Through we are able to provide more value in documentation with ample sheets for maximum clarity. The more we can figure out in the drawings, the less difficulty they'll have in the field, so it's worth getting things right at this stage.

With a detailed set of plans, you'll be able to confidently move into bidding and permitting your rooftop amenities. This process goes much more smoothly when you have a clear design direction

that is supported by the drawings and specifications. Invariably, some modifications to the plans must be made at this stage, but because of the work done in design development and documentation we will keep them to a minimum.

The aim of our drawings is to provide enough information that a group of contractors can accurately bid from them. From special exhibits like our customized 3D details, contractors get a clear vision of the end product. And we have a visual record of what you approved in design development. This makes answering bid questions and fielding value engineering requests much easier because it's clear what the end result must be (and what can or cannot be compromised).

Similarly, our drawings give city officials the necessary information they need to approve the project. In urban municipalities where we do the majority of our work the permitting process can be extensive. But since we specialize in rooftop amenities, we are more able to stay current on code requirements. Thus, we are able to preemptively address concerns with specific notes and calculations that limit the number of comments we receive in the first place. Then, we do everything in our power to resolve the comments during the first round and keep your project moving toward construction.



LOFT SIX FOUR'S TYPICAL SHEET INDEX FOR ROOFTOP AMENITIES

NUMBER	SHEET TITLE	CONTENTS	NUMBER	SHEET TITLE	CONTENTS
LC100	COVER SHEET	SITE CONTEXT MAP, TITLE AND SET NAME, SHEET INDEX	LG101	SITE GRADING + DRAINAGE PLAN	SPOT ELEVATIONS, SYMBOLS LEGEND, AND NOTES
LR100	OVERALL PLAN	OVERALL PLAN AND SITE CALCULATIONS	LV101	ELEVATIONS + SECTIONS PLAN	ELEVATIONS, SECTIONS, REFERENCE NOTES, DETAIL CALL-OUTS
LH101	PHASING PLAN	PHASES SHADED AND LABELED	LS501	SITE LAYOUT DETAILS	SITE LAYOUT DETAILS
LT101	TREE PROTECTION + REMOVAL PLAN	TREE REMOVAL PLAN, TABLE, NOTES, AND SCHEDULE	LW101	SIGNAGE + WAY-FINDING PLAN	SIGNAGE LOCATIONS, DETAIL REFERENCES, AND SECTIONS
LT501	TREE PROTECTION DETAILS	TREE PROTECTION DETAILS	LW501	SIGNAGE DETAILS	SIGNAGE DETAILS
LN101	SITE DEMO PLAN	DEMO REFERENCE PLAN AND NOTES	LI101	IRRIGATION PLAN	IRRIGATION PLAN, SCHEDULE, AND NOTES
LM101	SITE MATERIALS PLAN	MATERIALS PLAN, SYMBOLS, AND NOTES	LI501	IRRIGATION DETAILS	IRRIGATION DETAILS
LS101	SITE LAYOUT PLAN	LAYOUT PLAN, REFERENCE NOTES, DETAIL REFERENCES	LO101	SOILS PLAN	SOIL LOCATIONS, TYPES, AND DEPTHS
LK101	KEY PLAN	KEY PLAN AND NOTES	LP101	PLANTING PLAN	PLANTING PLAN, SCHEDULE, AND NOTES
LA101	ENLARGEMENT PLAN	ENLARGEMENTS, SECTION CALL-OUTS, AND NOTES	LP501	PLANTING DETAILS	PLANTING DETAILS
LD101	DIMENSION PLAN	DIMENSION PLAN AND NOTES	LF101	SITE FURNISHINGS PLAN	FURNISHINGS PLAN, SYMBOLS, AND NOTES
LE101	SLAB EDGE PLAN	LOCATION OF ALL SLAB CONDITIONS AND NOTES	LL101	SITE LIGHTING PLAN	LIGHTING PLAN, SYMBOLS, AND NOTES

SOCKS OFF

The phrase “knock your socks off” dates back to the mid-1800s. It originally meant surpassing or beating your opposition so decisively that you knocked your opposition right out of their socks. This is what we (figuratively, of course) want for your project.

The Socks Off phase is meant to amaze and impress. More specifically, the purpose of this phase is to make sure the results our design delivers exceed your expectations.



Resolving Amenity Design Challenges Through Construction

Because of the efficient and thorough documentation along with the quality control we execute during Follow Through, we keep questions and RFI's to a minimum. But, there's always going to be a need for some level of coordination between us and the contractor to account for unforeseen challenges and the inherent complexity of rooftop amenity construction.

We make it a priority to respond quickly when we're contacted during this phase of the project in order to keep construction moving forward and to demonstrate our commitment to helping achieve standout results. When contractors and designers collaborate to resolve challenges during construction, two positive outcomes occur:

- The design intent and quality of user experience is optimized
- The plan changes have minimal impact on the construction budget and timeline

In addition to answering questions and resolving design challenges, our team will visit the construction site to observe and make recommendations that ensure you get a quality built product that is per plan and specifications. During which, we'll provide you and the superintendent with a punch list of items to consider.

Use the checklist on the right to keep track of the most important punch list items at your rooftop deck or other outdoor amenity.

LOFT SIX FOUR'S PUNCH LIST CHECKLIST FOR ROOFTOP AMENITIES

ITEM TO CHECK	WORK NEEDED	COMPLETE
All site features are present and located correctly per plans	<input type="checkbox"/>	<input type="checkbox"/>
Finished surfaces (pavers, syn. turf, etc.) are installed correctly	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor appliances are installed as specified	<input type="checkbox"/>	<input type="checkbox"/>
Custom features have quality workmanship (no defects)	<input type="checkbox"/>	<input type="checkbox"/>
Detailing of custom elements doesn't detract from original design intent	<input type="checkbox"/>	<input type="checkbox"/>
Plant containers are irrigated and drain properly	<input type="checkbox"/>	<input type="checkbox"/>
Trees are staked or wired properly	<input type="checkbox"/>	<input type="checkbox"/>
Irrigation equipment is properly concealed from view	<input type="checkbox"/>	<input type="checkbox"/>
All specified irrigation equipment is present and properly installed	<input type="checkbox"/>	<input type="checkbox"/>
Plant species match those specified on plans or approved substitutions	<input type="checkbox"/>	<input type="checkbox"/>
Plantings are located per plans and aligned in straight rows if applicable	<input type="checkbox"/>	<input type="checkbox"/>
Landscape lighting is installed per plans and fully functioning	<input type="checkbox"/>	<input type="checkbox"/>
Furnishings are present and located correctly per plans	<input type="checkbox"/>	<input type="checkbox"/>



Celebrate Your Development's Success

Completing an urban real estate development project is no small feat — especially when your goal is to complete a project that stands out among the rest and becomes a huge success. And that success is worth celebrating.

Part of Socks Off is celebrating your success, whether it's through submitting for industry awards, getting some press, or even hosting your grand opening on the rooftop. The point is, you don't get to celebrate your hard work very often so we want to help you make the most of it.

In addition, it's important to capture the experience on the rooftop so we can all demonstrate a job well done, build excitement among investors, and further convince potential residents that your building is the place to be. That's why we offer professional photography and video to you and your property management group as part of our process.

Evaluate Results and Lessons Learned

It would be unfortunate to miss out on the opportunity to record everything we did and learned together. So, to wrap up Socks Off, we'll put together The Performance Package. This includes a post occupancy evaluation, success metrics evaluation, and summary of lessons learned.

Post occupancy evaluations are important to help us all understand how the design is working, how people are using the space, and what could be improved. Reviewing your original success metrics at this point helps us to see whether or not we brought you the results you were looking for. And having a summary of lessons learned is an invaluable tool you can use on your next project to make it even better.

In the end, Socks Off gives you more than an awesome design and expertly executed drawings. It helps you resolve issues through construction, celebrate your hard work, and evaluate the results The Immersive Experience Method brought to your project.



CREATE TRULY MEMORABLE ROOFTOP AMENITIES WITH AN EXPERIENCED PARTNER

If you've read through this guide and envisioned how the Immersive Experience Method can help you achieve your goals, let's get to work.

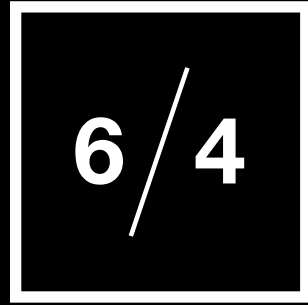
Loft Six Four has partnered with multifamily real estate developers from across the country to build stand-out, unforgettable outdoor experiences. Contact us to start bringing your vision to life.

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