



MULTIFAMILY



LOOK
BOOK

volume 1



THE DETAILS ARE
NOT THE DETAILS.
THEY MAKE
THE DESIGN.

CHARLES EAMES



FROM BOLD TO TRADITIONAL: CLADDING THAT FITS YOUR STYLE

When charming potential tenants, first impressions are everything. Your project's exterior shows people what to expect with a single glance, from traditional colors to modern aesthetics. Whether you're building an apartment complex, senior living community, student housing or mixed-use space, be inspired to create a design that pushes the boundaries of multifamily.

Along with a beautiful exterior, tenants expect more from multifamily buildings than ever before, including luxury amenities that range from fitness centers to dog runs to rooftop decks.



409 CUMBERLAND
Portland, ME | VintageWood,
EmpireBlock + Illumination



4400 MANCHESTER
St. Louis, MO | Illumination,
VintageWood + IndustrialBlock

DESIGN FOR EVERY STYLE

With a wide variety of styles available, you can mix and match Nichiha's fiber cement products to achieve any look you want, whether you want to show off your brand's colors in an elegant fashion (image left) or you want to draw focus on a design feature such as large windows (image top).



To learn more about this project, visit
NICHHA.COM/BLOG/ILLUMINATION-LIGHTS-UP-LANSING

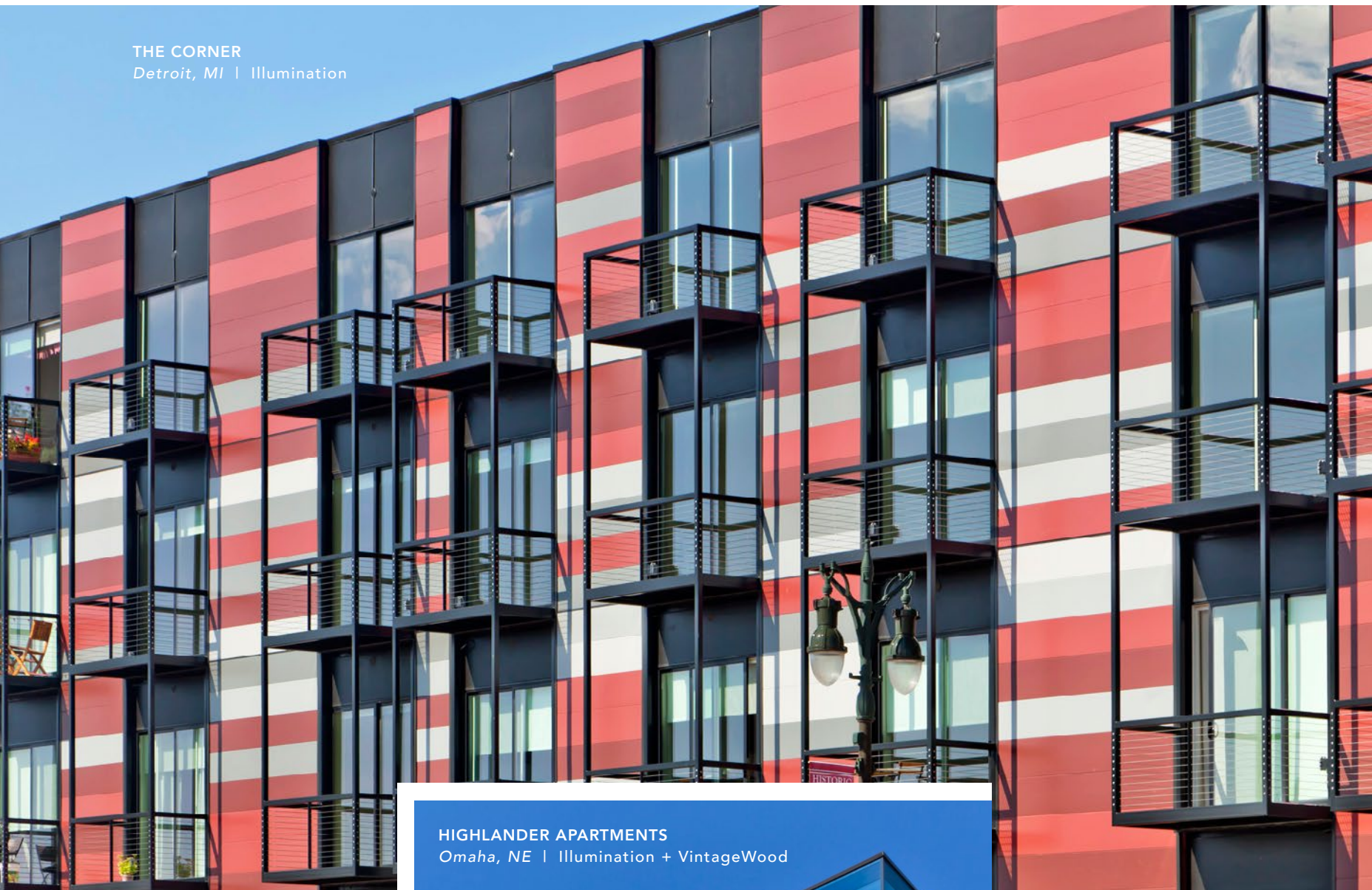
POP OF COLOR

If your goal is to get the community talking about your project, then you need a showstopping exterior. And what better way to get attention than to use bright, bold colors?

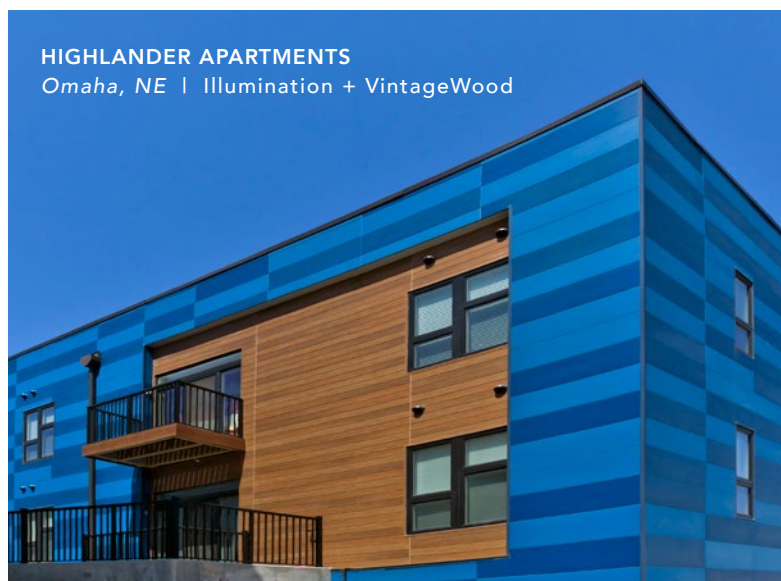
Mixing bold colors creates visual interest that can highlight entryways, signage and easily be spotted by passersby. You don't have to go variegated to grab attention though, a simple pop of color can dramatize a design without overpowering it.



THE CORNER
Detroit, MI | Illumination



HIGHLANDER APARTMENTS
Omaha, NE | Illumination + VintageWood

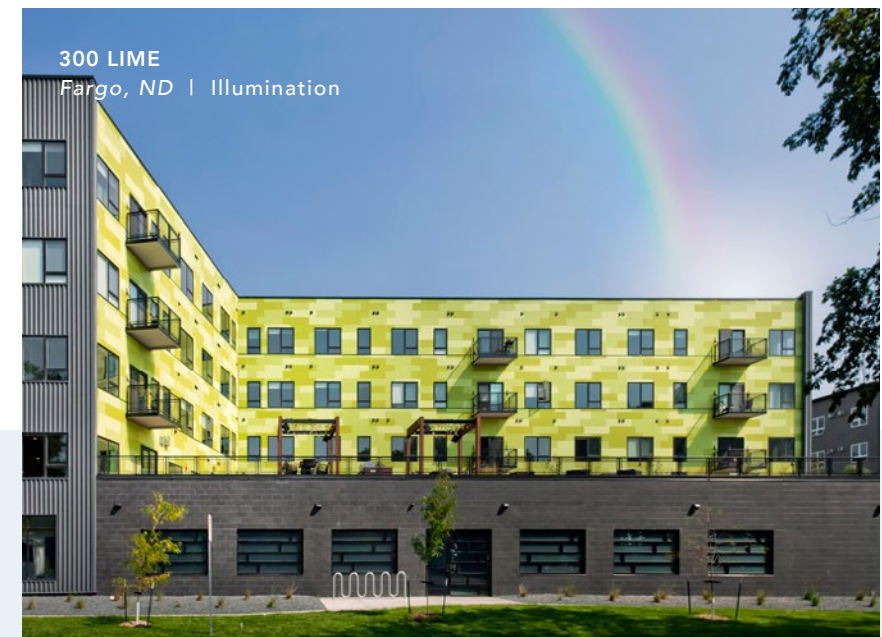


Blue is a beautiful, calming color that can accentuate nearly any design. By adding VintageWood panels as an accent, this project ensured that the design had a touch of warmth to complement the cool blues.

The Corner, the apartment complex pictured left, takes ‘pop of color’ to the next level by featuring red, white and gray along the entire outside of the building, making it impossible to miss. However, the color scheme wasn’t chosen just for its beautiful looks—it also fits the historic ambiance of the surrounding area.

And because it’s downtown, tenants get what they are looking for: easy access to fine dining and entertainment and proximity to some of the largest employers of the area. Tenants get to live in a beautiful building (that will stay beautiful for years thanks to the durability of the fiber cement cladding) without sacrificing time to a long commute or being bored by a lack of activities.

300 LIME
Fargo, ND | Illumination



TAKE THE LEAD | This apartment may look simple from one side, but turn the corner and you’ll be stunned by the eye-catching yellow-toned cladding. It may have led the charge by being one of the first projects in the region to approve the use of fiber cement cladding, but once others see how well these vibrant tones hold up, it certainly won’t be the last.



To learn more about the use of color in multifamily designs, visit [NICHHA.COM/BLOG/THE-IMPACT-OF-COLOR-ON-CLADDING](https://www.nichiha.com/blog/the-impact-of-color-on-cladding)

COMMUNITY INTEGRATION

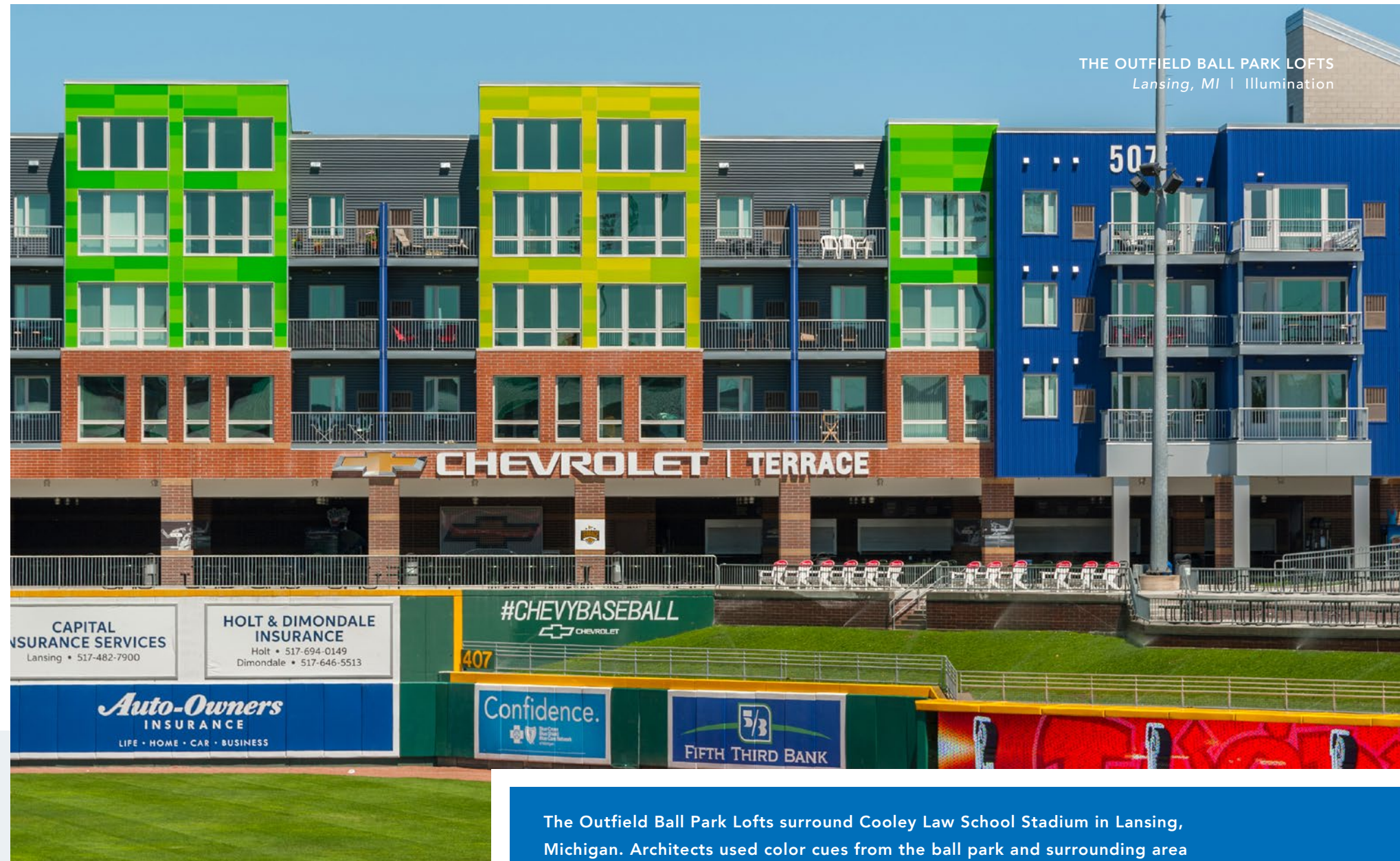
People want to be involved in their communities, whether that involves volunteering at a local charity or supporting their home team. Your design has the opportunity to involve your community as well.

This apartment complex backs up to a local ballpark, so the designer took cues from the park and surrounding area when choosing cladding colors. They also provided a balcony for each apartment so tenants could cheer on their team without leaving home.

Amenities like playgrounds or even coworking spaces can attract longterm tenants. As remote working becomes more common, providing tenants a place to work around other people can increase their quality of life and satisfaction at the same time.

DID YOU KNOW?

**43 MILLION
HOUSEHOLDS
ARE RENTERS, WITH STATES
LIKE CALIFORNIA, NEW YORK,
NORTH DAKOTA AND
TEXAS LEADING THE WAY
IN PERCENTAGES**



The Outfield Ball Park Lofts surround Cooley Law School Stadium in Lansing, Michigan. Architects used color cues from the ball park and surrounding area to make the apartments feel like an extension of the game. Their location, along with a bold, youthful exterior design, keeps residents at the heart of downtown activity.

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THE INITIAL CONCEPT DEPENDED
A GREAT DEAL ON COLOR.
WE WANTED THE BUILDING TO
FIT INTO THE CONTEXT OF
DINKYTOWN, WHICH IS
A VERY ECCENTRIC PLACE.

BART NELSON, AIA, LEED AP
PROJECT DESIGNER, URBANWORKS ARCHITECTURE



RIVERTON COMMUNITY HOUSING
Minneapolis, MN | Illumination

ARTESIA BIG CREEK APARTMENTS
Alpharetta, GA | NichiProducts



To learn more about this project, visit
[NICHIIA.COM/BLOG/VIDEO-INTERVIEW-URBANWORKS-ARCHITECTURE-DESIGNING-WITH-COLOR](https://nichiha.com/blog/video-interview-urbanworks-architecture-designing-with-color)



SPACE TO GROW | Moving to the suburbs generally means more space and a family-friendly atmosphere. The Artesia Apartments just north of metro Atlanta were thoughtfully designed to immerse their residents in the surrounding area. Just a short walk leads tenants to the Big Creek Greenway Trail—one of the top-rated multi-use trails in America.

THE HENDERSON LOFTS
Destin, FL | Savannah Smooth + Sierra Premium Shake



TRADITIONAL ELEGANCE | The Henderson Lofts takes traditional to the next level through its use of subtle detailing. The end result is a classic elegance that screams luxury. And because its cladding is made from fiber cement, the beachfront location doesn't have to worry about durability or longevity.

CLASSIC IS ALWAYS IN STYLE

Traditional style has lasted for generations because it's timeless. Classic styles are warm and inviting with simple details that add character and elevate designs.

The Henderson Lofts complex (pictured left), incorporates fiber cement shake siding with a traditional design and neutral color palette. Using refined details like curved archways and ornate corbels enhances the traditional silhouette creating a building that exudes elegance.



MERRILL GARDENS
Woodstock, GA | NichiProducts

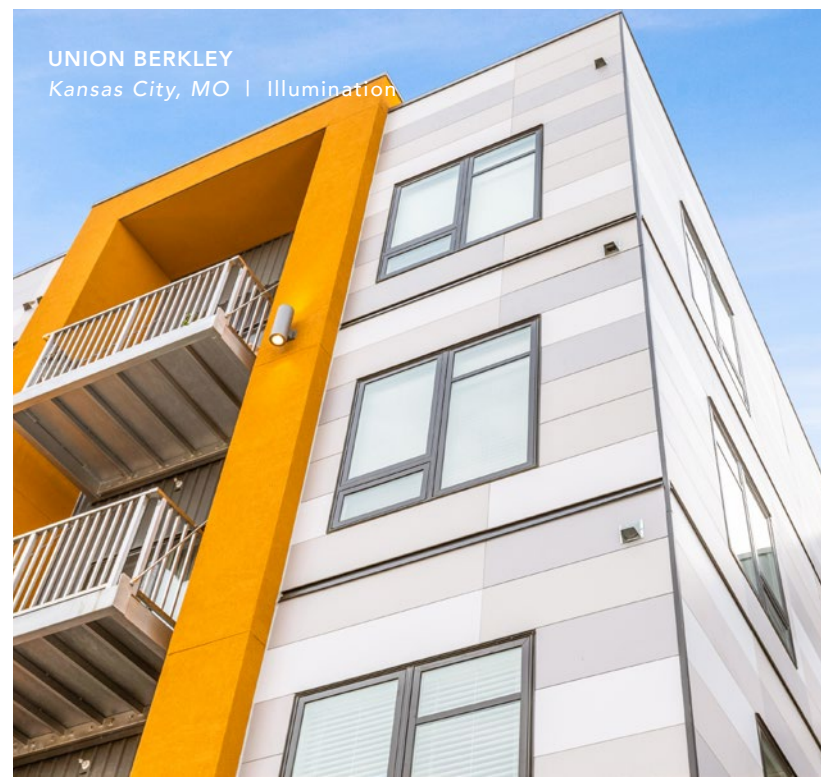
TIMELESS BEAUTY | By the year 2040, the 85+ population is expected to triple from 5.7 million in 2011 to 14.1 million. Seniors are looking for a community setting, someplace warm and inviting to live. Start their stay off right with an inviting exterior.

MODERN + CONTEMPORARY

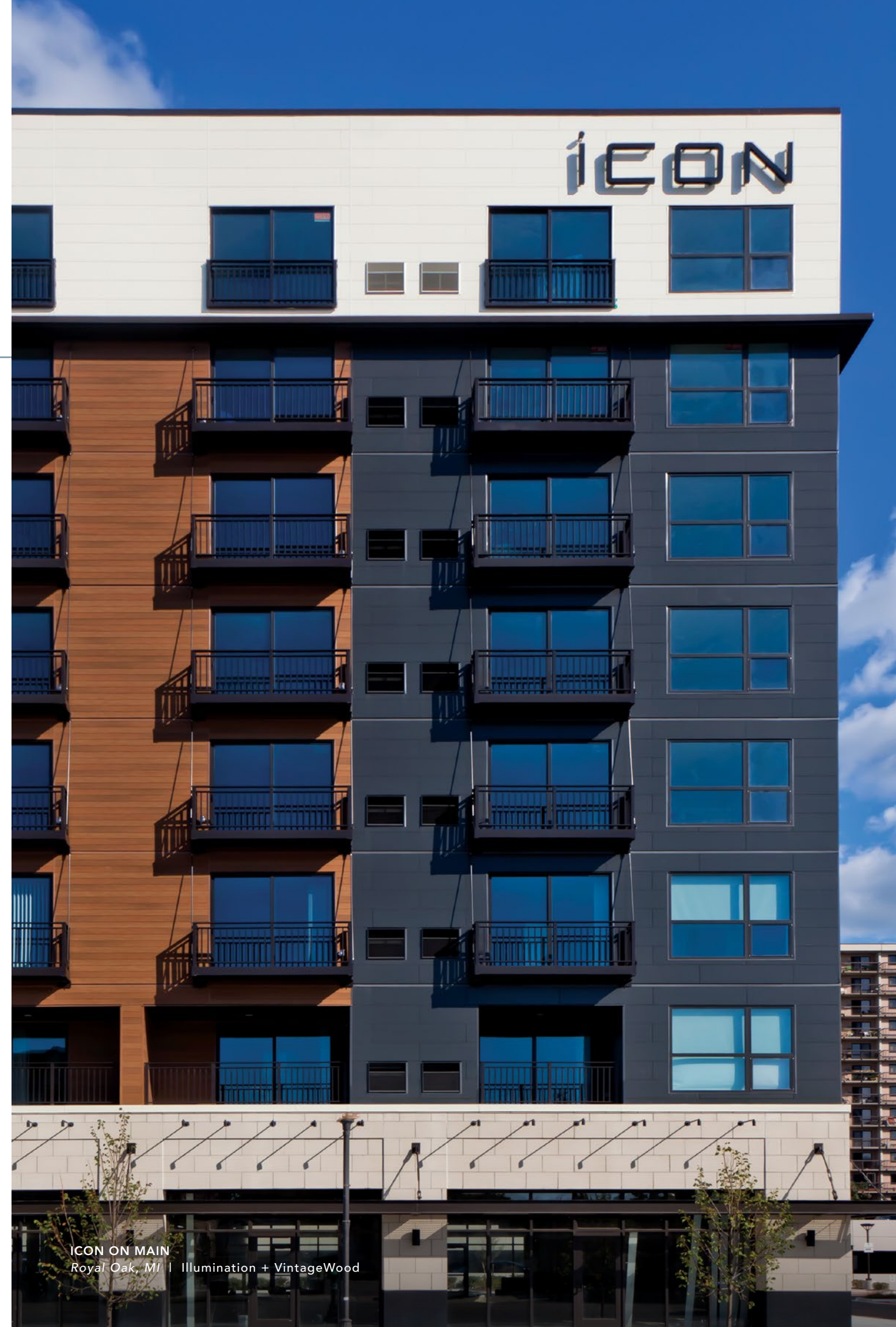
Curb appeal matters more than ever before. Tenants want to live in a place they're proud of, one that feels like home. Today's renters are more discerning than they were 10 years ago.

Renters are looking for sleek aesthetics with large expanses of glass and crisp, clean lines—the hallmarks of modern and contemporary design. Icon on Main (pictured right), used a bold black and white color scheme and accented with VintageWood for a touch of warmth, resulting in a modern style perfectly suited to a luxury apartment in the city.

And modern design doesn't have to stop at aesthetics. Modern conveniences are also more important than ever before. Icon on Main offers an over-sized fitness center, pet spa, package concierge, dry cleaning services and garage parking, to ensure modern tenants have all the features they want—and expect.



UNION BERKLEY
Kansas City, MO | Illumination



ICON ON MAIN
Royal Oak, MI | Illumination + VintageWood



**THERE WAS MUCH FOCUS NEEDED
TO MAKE A BOLD STATEMENT TO
THE OUTSIDE OF THE BUILDING.
THE YELLOW PALETTE OF NICHHA
SIDING ACHIEVED OUR GOAL OF
A MODERN ARCHITECTURE DESIGN.**

MITCHELL KEELER AND MICHAEL KEELER
DEVELOPERS/OWNERS, KEELER INVESTMENTS

Washington Crossing is one of San Diego's newest and most cutting edge apartment complexes. This 36-unit building is just minutes from Balboa Park and downtown, giving residents immediate access to the city's best shops and restaurants.

WASHINGTON CROSSING
San Diego, CA | Illumination

LIVE WORK PLAY

Mixed-used spaces are becoming more and more popular to accommodate the growing live-work-play lifestyle. People want to be able to live, work and play in their neighborhood. As a result, more and more multifamily buildings have apartments on the upper floors and retail stores on the bottom floor.

Coworking spaces are also gaining traction as companies move more towards remote work. In the U.S. alone there are over 80 million square feet of flexible workspace.

Tenants want to be able to go downstairs and grab a cup of coffee from the building's coffee shop and then walk down the street to their coworking space. Once work is done, they can meet friends for a drink at the local bar on the way home. Live, work, play all on the same block.



SALON LOFTS
St. Louis, MO | ArchitecturalBlock,
Illumination + VintageWood



THE ANDI SOUTH BAY
Boston, MA | VintageWood + RoughSawn

Above: Salon Lofts, a luxury apartment complex, is situated above The Grove. Tenants need only walk downstairs when they want a quick bite.

Left: The Andi Apartments in South Bay are conveniently located within walking distance of major retail stores, restaurants and even a movie theater.



1920 NORTH MILWAUKEE
Chicago, IL | Illumination

“

THE NEIGHBORHOOD NOW
IS THE AMENITY.”

ART FALCONE, CEO AND MANAGING PRINCIPAL
ENCORE CAPITAL MANAGEMENT



ENDI APARTMENTS
Duluth, MN | Illumination + VintageWood

ROOMS WITH A VIEW | Endi Duluth overlooks Lake Superior and is only a short walk to downtown, giving residents the best of both worlds.



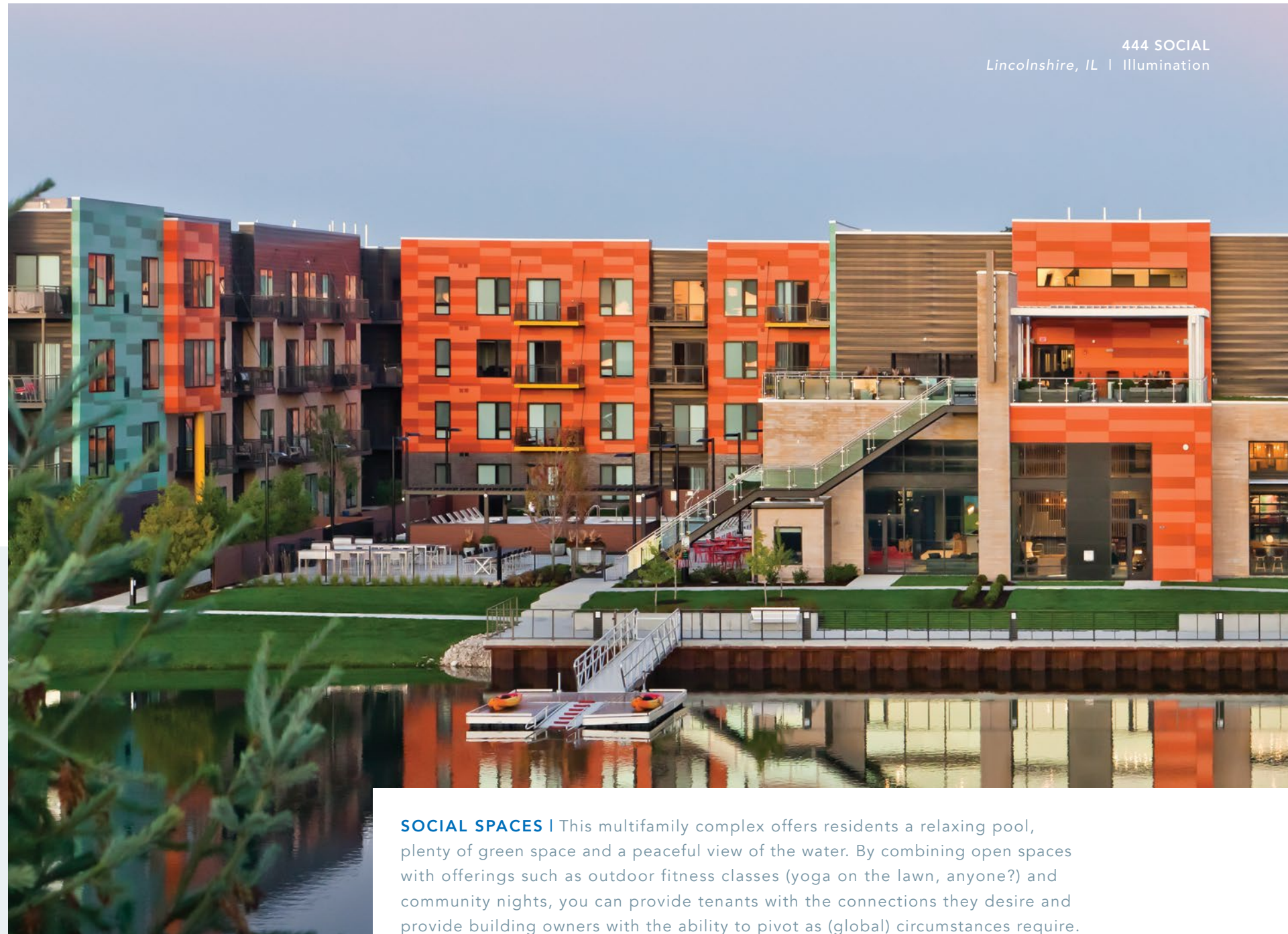
To learn more about this project, visit
NICHHA.COM/ENDI-APARTMENTS-CASE-STUDY

ON-SITE PERKS

Renters have come to expect luxury amenities like on-site convenience stores, fitness centers and even dog parks. In addition, they are looking for work and social spaces to connect with their neighbors. After all, the desire for connection through on-site amenities is as prominent as ever.

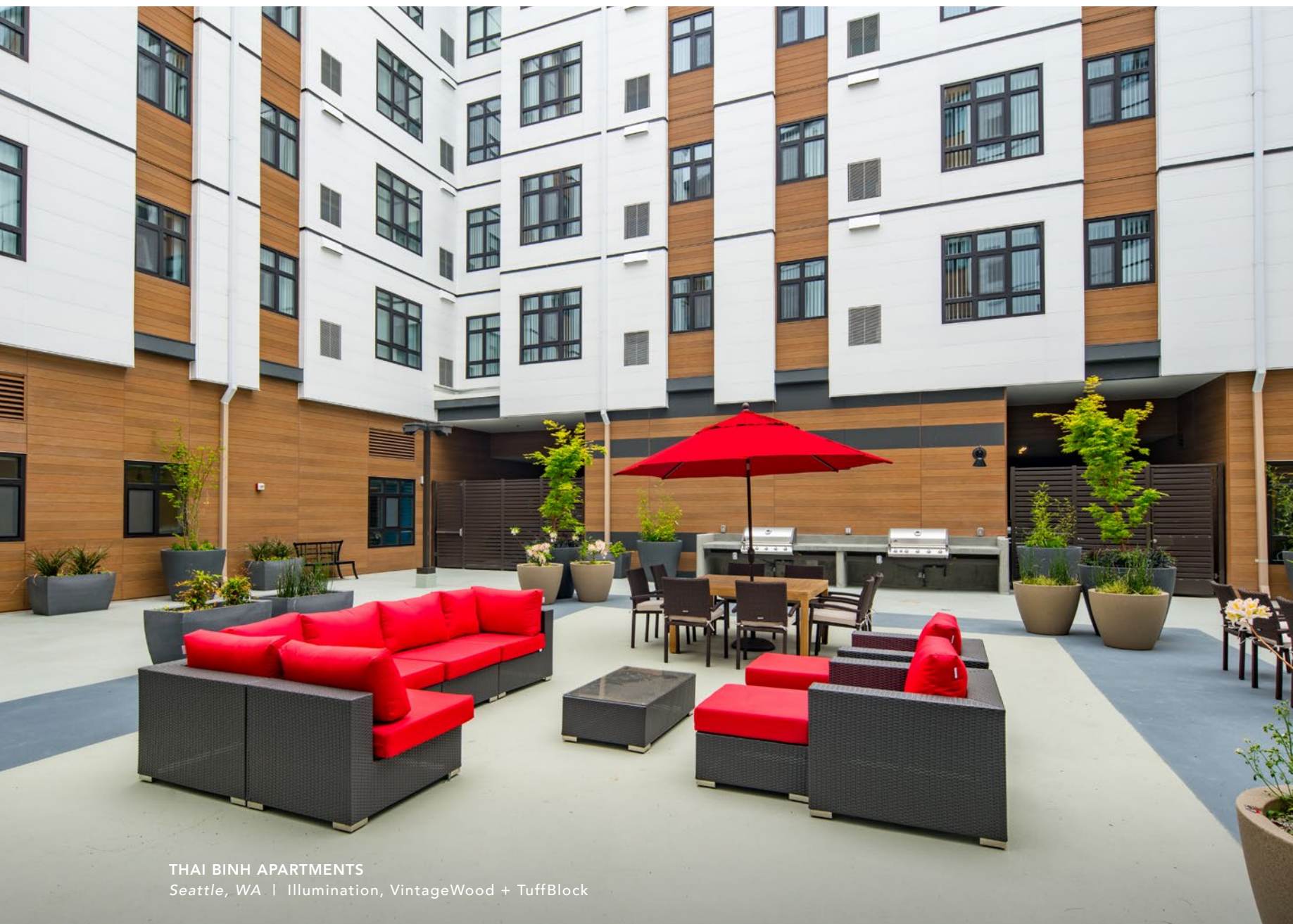


PET FRIENDLY | Never underestimate the love of a pet owner. Dog owners said they would pay \$28 to \$34 more per feature per month for perks such as a community dog park among other pet services on site.



444 SOCIAL
Lincolnshire, IL | Illumination

SOCIAL SPACES | This multifamily complex offers residents a relaxing pool, plenty of green space and a peaceful view of the water. By combining open spaces with offerings such as outdoor fitness classes (yoga on the lawn, anyone?) and community nights, you can provide tenants with the connections they desire and provide building owners with the ability to pivot as (global) circumstances require.



THAI BINH APARTMENTS
Seattle, WA | Illumination, VintageWood + TuffBlock

FLEXIBLE SEATING | This multifamily courtyard brings color and flexibility with bold, red cushions on chairs that can easily be moved to accommodate a range of events or spacing requirements. Multiple planters (that can also be moved) bring greenery and warmth to the space for a courtyard everyone will love.

More tenants are joining in virtual wine tastings, trivia nights and fitness classes, all of which can be enjoyed from the comfort of their home. Flexible, hybrid spaces are being used to incorporate amenities such as coworking spaces, where desks and chairs can be moved around to accommodate residents' needs.

Modular furniture arrangements like the ones featured in these projects allow flexibility for different events offered by the community.



ENDI APARTMENTS
Duluth, MN | Illumination + VintageWood

COMMUNITY EVENTS | Incorporate spaces for lounging and yard games to host a monthly "meet your neighbor" event. It'll give tenants a chance to connect with neighbors they may not have been introduced to yet.

THAI BINH APARTMENTS
Seattle, WA | Illumination, VintageWood + TuffBlock



FEELING INSPIRED?

Whether you're a builder, architect, or just a champion of good design, we hope you've found inspiration for your next project. At Nichiha, we believe in the power of possibilities, and we offer a wide range of design styles backed by the strength and durability of fiber cement.

For more information about our full line of products or to view some of our favorite projects, visit us online by clicking below:

[NICHHA.COM](https://www.nichiha.com)

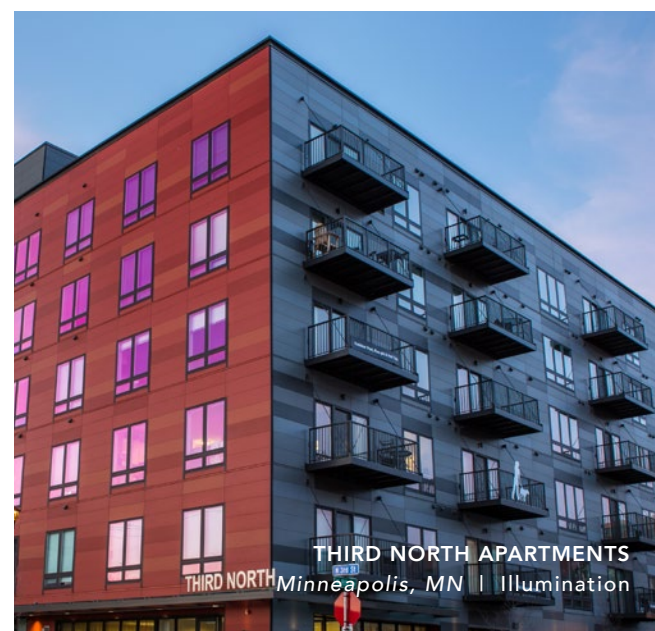
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CCC BLACKBURN CENTER
Portland, OR | VintageWood



THIRD NORTH APARTMENTS
Minneapolis, MN | Illumination



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