

COMMERCIAL REAL ESTATE

Why Multifamily Rent Growth Starts with Cloud-based Access Control



SHUTTERSTOCK

What began as a pandemic adaptation has become a “futureproofing” necessity.

by Joe Stanganelli

COVID-19 changed how and when people use their homes. Lockdowns, work-from-home arrangements, and social distancing ushered in record-breaking PropTech investments. And according to Mariam Rogers, director of multifamily sales at Brivo, smart cloud-based access control became multifamily’s proptech centerpiece.

“The move to smart amenities that started about five years ago represented a way to have a competitive advantage to increase rent,” says Rogers. “And then with COVID, all of a sudden it was, ‘How do we use technology to get people into the building?’”

The problem was manifold. Residents were in their apartments more often. Leasing teams stopped conducting onsite tours. Home deliveries spiked to all-time highs. The multifamily industry solved for these burdens with self-guided tours and package-management tools – but first, multifamily properties needed to integrate smart access control systems. Now, Rogers says, smart access control has become a must-have.

“You have to safely get people into your building, and also make it convenient for both the tenant experience and the day-to-day operations,” says Rogers. “That is where connected communities really started becoming relevant — making sure that you had an effective, secure way that allows people into a community.”

Laying a PropTech Foundation with Access Control

The agility benefits of smart cloud-based access control have continued even as the pandemic-stricken world has opened back up. Self-guided tours effectively extend a leasing office’s hours when it would otherwise be closed. Smart locks mean fewer calls to maintenance for lockouts. License-plate recognition systems maintain smooth

traffic flow into and out of a community. And package-management solutions help assure that residents get their deliveries promptly with little to no staff assistance.

For Rogers, that’s just the beginning. “The foundation of any building – aside from the literal foundation – is access control and security,” says Rogers. “Then, adding layers of solutions, you can build upon that later – help offset OPEX, such as managed Wi-Fi and connected IoT devices, creating a comprehensive ecosystem.”

For example, once the underlying technology to identify people in a given area at a given time is implemented, software and data can illuminate additional use cases – like occupancy management. Now, the same hardware that helps secure people and assets can be used to gain insights into amenity use – and therefore help make cost-effective decisions on whether to push forward or pull back on particular amenity-related expenditures.

Futureproofing with PropTech

For these reasons, Rogers frames the CAPEX issue as one of futureproofing.

“It’s just like granite countertops were 10 years ago. Now, you have to put in granite countertops to attract higher-paying rent,” says Rogers. “It’s no different with the way you build a security system and access-control platform.”

At the same time, Rogers cautions that one generally ought not invest in Smart Building solutions without a plan in place.

“Smart buildings can build capabilities, improve tenant experience and increase profitability over time,” says Rogers. “An owner or manager needs to be able to look and say, ‘Here’s what I currently have,’ and here’s where the technology is that might bring the most value to my building now and over those next 10 years.”

Joe Stanganelli reports for [GlobeSt.com](https://www.globe.com).



CITY OF DORAL NOTICE OF ZONING WORKSHOP

All residents, property owners and other interested parties are hereby notified of a **Zoning Workshop** on **Wednesday, May 4, 2022 at 6:00 p.m.** The Meeting will take place at the City of Doral, Government Center, 1st Floor Multipurpose Room located at 8401 NW 53rd Terrace, Doral, Florida, 33166.

The following application will be presented:

HEARING NO.: 22-05-DOR-02

APPLICANT: Fortuna Real Estate LLC (the “Applicant”)

PROJECT NAME: 10405 NW 19 Street

PROPERTY OWNER: Emre Tuna

LOCATION: 10405 NW 19 Street, Doral, Florida 33172

FOLIO NUMBER: 35-3032-022-0035

SIZE OF PROPERTY: ± 2.31 acres

FUTURE LAND USE MAP DESIGNATION: Industrial

ZONING DESIGNATION: Industrial District (I)

REQUEST: The Applicant is proposing to develop the vacant Property with a 40,141 square foot building to accommodate a one-story warehouse distribution center consisting of 3,383 square feet of office space and 36,758 square feet of warehouse use.

LEGAL DESCRIPTION: LOT 2, BLOCK 4, LESS THE NORTH 383 FEET OF LOT 2, INTERNATIONAL CORPORATE PARK SECTION 3, ACCORDING TO THE MAP OR PLAT THEREOF AS RECORDED IN PLAT BOOK 149, PAGE 93, PUBLIC RECORDS OF MIAMI-DADE COUNTY, FLORIDA.

Location Map



ZONING WORKSHOP PROCESS: The zoning workshop consists of two sessions:

1. **First Session.** The first session of a zoning workshop shall provide a forum for members of the public to learn about proposed developments within the city. Developments may be presented to the public simultaneously, in several locations within the meeting site. During this session, members of the public are encouraged to ask questions and to provide feedback to the applicant about the proposed development. The applicant shall provide visual depictions, such as renderings, drawings, pictures, and the location of the proposed development. In addition, representatives of the applicant shall be available to answer questions that members of the public may have about the proposed development. The members of the City Council shall not be present during the first session of the zoning workshop.

2. **Second Session.** The second session of a zoning workshop shall provide a forum for the City Council to learn about the proposed developments discussed at the first session of the zoning workshop. No quorum requirement shall apply. Developments shall be presented by the applicants sequentially, one at a time, for the City Council’s review and comment. The applicant shall again present visual depictions of the proposed development. In addition, the applicant shall be available to answer any questions that members of the City Council may have about the proposed development.

No quorum requirement shall apply nor will any vote on any project be taken, but roll call will be taken, as it is a publicly noticed meeting.

Information relating to this request is on file and may be examined in the City of Doral, Planning and Zoning Department located at **8401 NW 53rd Terrace, Doral, FL 33166**. Maps and other data pertaining to these applications are available for public inspection during normal business hours in City Hall. Inquiries regarding the item may be directed to the Planning and Zoning Department at 305-59-DORAL.

In accordance with the Americans with Disabilities Act, all persons who are disabled and who need special accommodations to participate in this meeting because of that disability should contact the Planning and Zoning Department at 305-59-DORAL no later than three (3) business days prior to the proceeding.

NOTE: If you are not able to communicate, or are not comfortable expressing yourself, in the English language, it is your responsibility to bring with you an English-speaking interpreter when conducting business at the City of Doral during the zoning application process up to, and including, appearance at a hearing. This person may be a friend, relative or someone else. A minor cannot serve as a valid interpreter. The City of Doral DOES NOT provide translation services during the zoning application process or during any quasi-judicial proceeding.

NOTA: Si usted no está en capacidad de comunicarse, o no se siente cómodo al expresarse en inglés, es de su responsabilidad traer un intérprete del idioma inglés cuando trate asuntos públicos o de negocios con la Ciudad de Doral durante el proceso de solicitudes de zonificación, incluyendo su comparecencia a una audiencia. Esta persona puede ser un amigo, familiar o alguien que le haga la traducción durante su comparecencia a la audiencia. Un menor de edad no puede ser intérprete. La Ciudad de Doral NO suministra servicio de traducción durante ningún procedimiento o durante el proceso de solicitudes de zonificación.

Connie Diaz, MMC
City Clerk
City of Doral