

Perspectives

By Scott A. Morse SIOR, CCIM

Managing Partner

SMorse@CitadelPartnersUS.com

From Perks to Performance: How Amenity-Rich Office Environments Drive Tenant Experience, Culture, and Occupancy

Designing Demand in the Modern Office

Executive Summary

In an era of hybrid work, evolving talent expectations, and selective office tenancy, companies that choose buildings with upgraded amenities and user-driven formats unlock multiple benefits. These benefits include enhanced team collaboration, improved recruitment and retention, stronger culture, increased business performance, better productivity, and increased profitability. This whitepaper articulates the case for tenants to demand modern amenity-rich office assets, outlines how to evaluate those assets, and provides evidence from recent research.

1. Why Office Attendance Actually Matters

- The office remains the most effective place for high value activities: mentorship, innovation, relationship building, onboarding, and culture formation.
- Choosing the right building becomes a strategic investment: it can support talent attraction, reduce turnover, and enable a competitive workplace brand—especially as companies compete for next-generation professionals who place higher value on experience.

Evidence of the Value

- Even with remote/hybrid working established, research from [UniSpace](#) shows that employee sentiment and workplace satisfaction increasingly depend on *where and how* the office is experienced. For example: in a recent study, 95% of employees surveyed said their workspace needed improvement to make it a desirable place to return.
- For tenants, using office space not just as seat count, but as a tool to support business goals means selecting assets that provide measurable experience uplift. Industry commentary from [GlobeSt](#) indicates that promoting amenities to employees is key.
- An article by [NAIOP](#) titled "The Evolution of Office Amenities" states, "We have moved from 'nice-to-have' to 'must-have' amenities."
- In a recent Webinar from Bisnow, an industry expert shared that "Tenants would rather go half as often to the better option; than go to the worse option for half the cost."

2. Experiential Environments Deliver

- Fitness & wellness centers, locker rooms, yoga/meditation spaces
- Game rooms, simulation/training areas (e.g., golf simulators), tenant-event spaces
- Activated outdoor terraces, rooftop entertaining areas, lounge/terrace environments, biophilia additions, ambient scenting in common areas
- Advanced conferencing + collaboration zones, "we-spaces", "me-spaces", and the "third" place
- A hospitality/lobby experience that creates a sense of arrival, comfort, and excitement, bustling with activity and energy
- Full-service café with new and unique daily food offerings
- Full-service car wash venues, on-site daycare, dry cleaning and sundry operations
- Technology-enabled building systems (smart-bookings, occupant sensors, HVAC and lighting controls, air quality and volume), seamless access to parking with flexible billing structures
- Flexible Coworking or event space accessible for all tenants

Amenity-Rich Office Environments: A Visual Tour



Rooftop Terrace at The Apex I in Legacy



Lecture Hall at Granite Park 6



Golf Simulator connected to Tenant Lounge at Three Galleria Tower



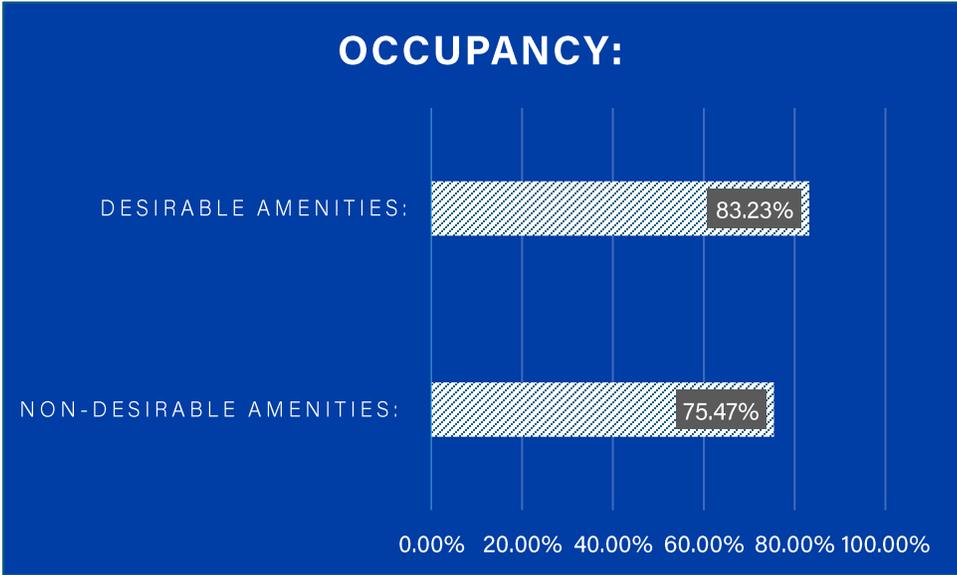
New Fitness Center at Spectrum Center

Case Study Summary & Key Data

Based on internal research of 68 properties in the “Lower Tollway” submarket (Dallas/Fort Worth) meeting our defined constraints of existing, multi-tenant, greater than 50,000 square feet in size, Class A or B product being greater than 5 stories and non-owner occupied. The western boundary: Midway Road, the southern boundary: Dallas North Tollway/635, the eastern boundary: Preston Road, and the northern boundary: 190/President George Bush Turnpike.

Two Groups Emerged: **Amenity Rich** groups office in a workplace offering elevated shared spaces, modern conferencing, fitness and wellness facilities, and social hubs that transform the office from a place of work into a workplace destination, and those **Amenity-Starved** workplaces are characterized by limited shared spaces, outdated common areas, and a lack of wellness or hospitality-driven features.

- Average occupancy for buildings with desirable amenities: 83.23%, versus 75.47% for those without (difference ~7.76 p.p.).



(Note: For confidentiality the specific buildings are not publicly identified.)

3. Takeaways for Leadership through Integrated Business Value (IBV)

1. **Operations** — view the office as a lever for talent, culture, productivity and profitability, not just headcount accommodation. Amenities that matter are those that will meaningfully support behavior (collaboration, connection, wellness), not just prestige.
2. **Finance** — demand that your lease gives you advisory or input into amenity evolution, ensures access and alignment to hybrid working, and that costs are transparent.
3. **Employee Loyalty** — engage all employees for feedback to structure your real estate needs in a democratic method, ensuring the space fits the people in your organization first.
4. **Brand** — confirm the amenity program aligns with your organization's strategy, identity, and image. Ensure the investment is active and real, not just decorative.
5. **Corporate Culture** — beyond occupancy and cost per square foot, track productivity gains, talent retention, on-site collaboration metrics, and employee experience indicators.

Conclusion

The modern office is evolving. Organizations and their employees must understand the “why” of the office, the incentive for the commute, and the value of mentorship and leadership development has on the employee as well as the organization's bottom line. Creating experiential moments through amenities is how the office can differ from one's living room. For organizations navigating the workplace landscape, selecting an amenity-rich, well-managed office asset is no longer optional, but strategic. As the research shows, buildings that invest in their environment, experience, and tenant-centric design, deliver higher engagement, improved utilization, and stronger market outcomes.

By demanding the right amenities, asking the right questions, and viewing real estate as a business asset, organizations can capture a competitive market share.

This document has been prepared by Citadel Partners, LLC. for advertising and general information only. Citadel Partners, LLC. makes no guarantees, representations or warranties of any kind, expressed or implied, regarding the information including, but not limited to, warranties of content, accuracy and reliability. Any interested party should undertake their own inquiries as to the accuracy of the information. Citadel Partners, LLC. excludes unequivocally all inferred or implied terms, conditions and warranties arising out of this document and excludes all liability for loss and damages arising therefrom. This publication is the copyrighted property of Citadel Partners, LLC. and/or their licensor(s). All rights reserved.

Clickable Sources for Review:

1. [“The Evolution of Office Amenities” — NAIOP](#)
2. [“Research reveals that broad majority of employees are unhappy with their current office environment...” — UniSpace](#)
3. [“Workplace wellbeing still missing the mark” — JLL Insights](#)
4. [“The interplay of workplace satisfaction, activity support, and productivity support” — ScienceDirect.](#)
5. [“Promoting Office Amenities to Employees is Key to Their ROI” — GlobeSt.](#)