



The 2026 Community Design Guide

Strategic Upgrades for Multifamily & Clubhouse Spaces in Southwest Florida

Accents by Design Strategic Interior Design + Art Consulting

Executive Summary

Community spaces directly influence resident satisfaction, property value, and overall perception of a community.

Across Southwest Florida, many HOAs, clubs, and managed properties are operating with environments that no longer reflect current expectations. These gaps are rarely due to neglect—but rather a lack of strategic direction.

This guide provides a focused framework for identifying and implementing high-impact design improvements—without requiring a full renovation.

The Core Challenge

- Most communities approach updates reactively:
- Replacing furniture as needed
- Refreshing finishes without a broader plan
- Addressing isolated concerns from residents or boards

This approach often results in:

- Inconsistent design outcomes
- Inefficient allocation of budget
- Limited long-term impact

A strategic approach aligns design decisions with community goals, ensuring both immediate and lasting value.



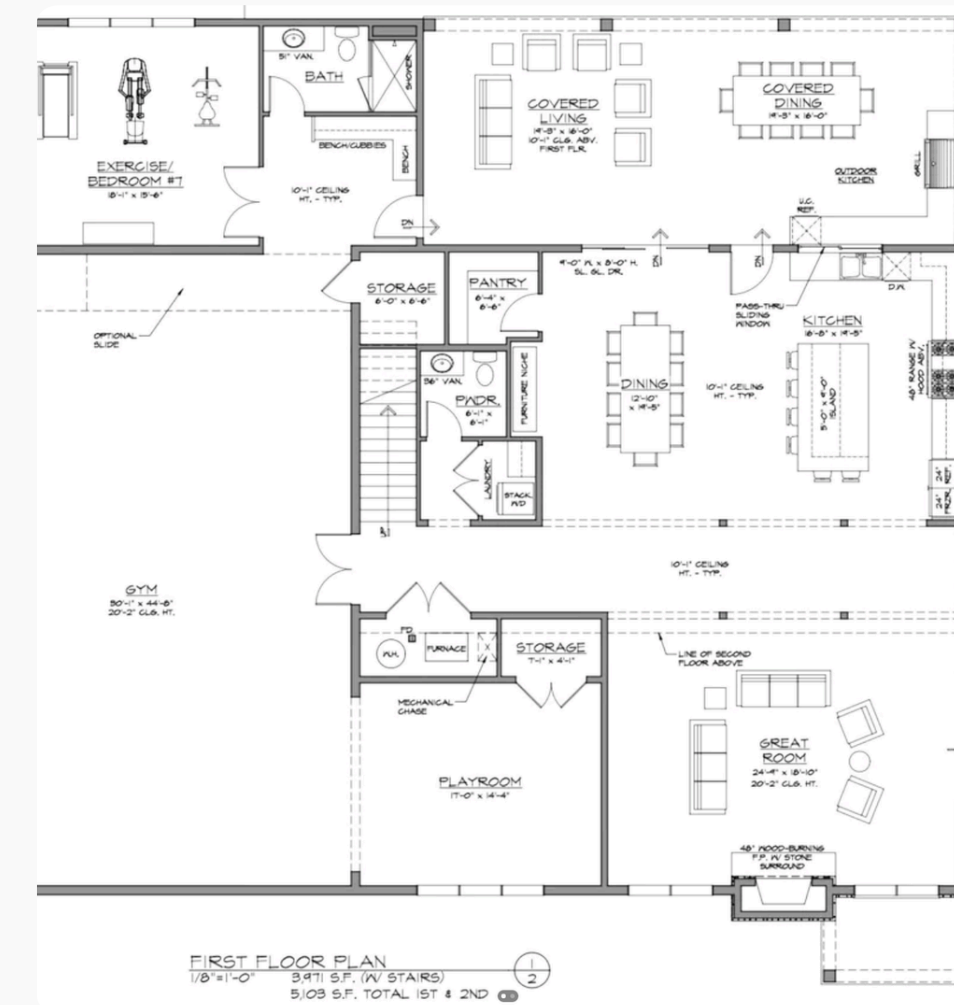
Strategic Priority 1: Optimize Layout Before Investment

Before allocating capital toward new furnishings or finishes, evaluate how the space is currently functioning.

Key considerations:

- Traffic flow and circulation
- Underutilized or congested areas
- Alignment with how residents actually use the space

Insight: Layout optimization is often the highest-impact, lowest-cost improvement available.



Strategic Priority 2: Leverage Art as a Value Driver

Art is frequently treated as decorative—but when approached strategically, it becomes a key differentiator.

Effective art programs:

- Establish a distinct identity for the community
- Enhance perceived value of shared spaces
- Create focal points without structural changes

Recommendation: Prioritize scale, placement, and cohesion over quantity.



Strategic Priority 3: Upgrade High-Visibility Touchpoints

Target elements that shape first impressions and daily interaction:

- Entry and arrival areas
- Primary seating zones
- Lighting fixtures
- Key surfaces and finishes

Focused upgrades in these areas can elevate the entire environment without comprehensive replacement.



Strategic Priority 4: Improve Lighting Strategy

Lighting significantly impacts how a space is perceived and experienced.

Common gaps:

- Outdated fixtures
- Lack of layered lighting
- Insufficient emphasis on architectural features

Strategic improvements include:

- Incorporating ambient, task, and accent lighting
- Introducing statement fixtures
- Enhancing warmth and consistency



Strategic Priority 5: Define Functional Zones

Modern community spaces must support multiple uses.

Opportunities include:

- Small group seating areas
- Casual gathering zones
- Flexible or work-friendly environments
- Reading spaces

Defined zones increase usability and encourage more consistent engagement.



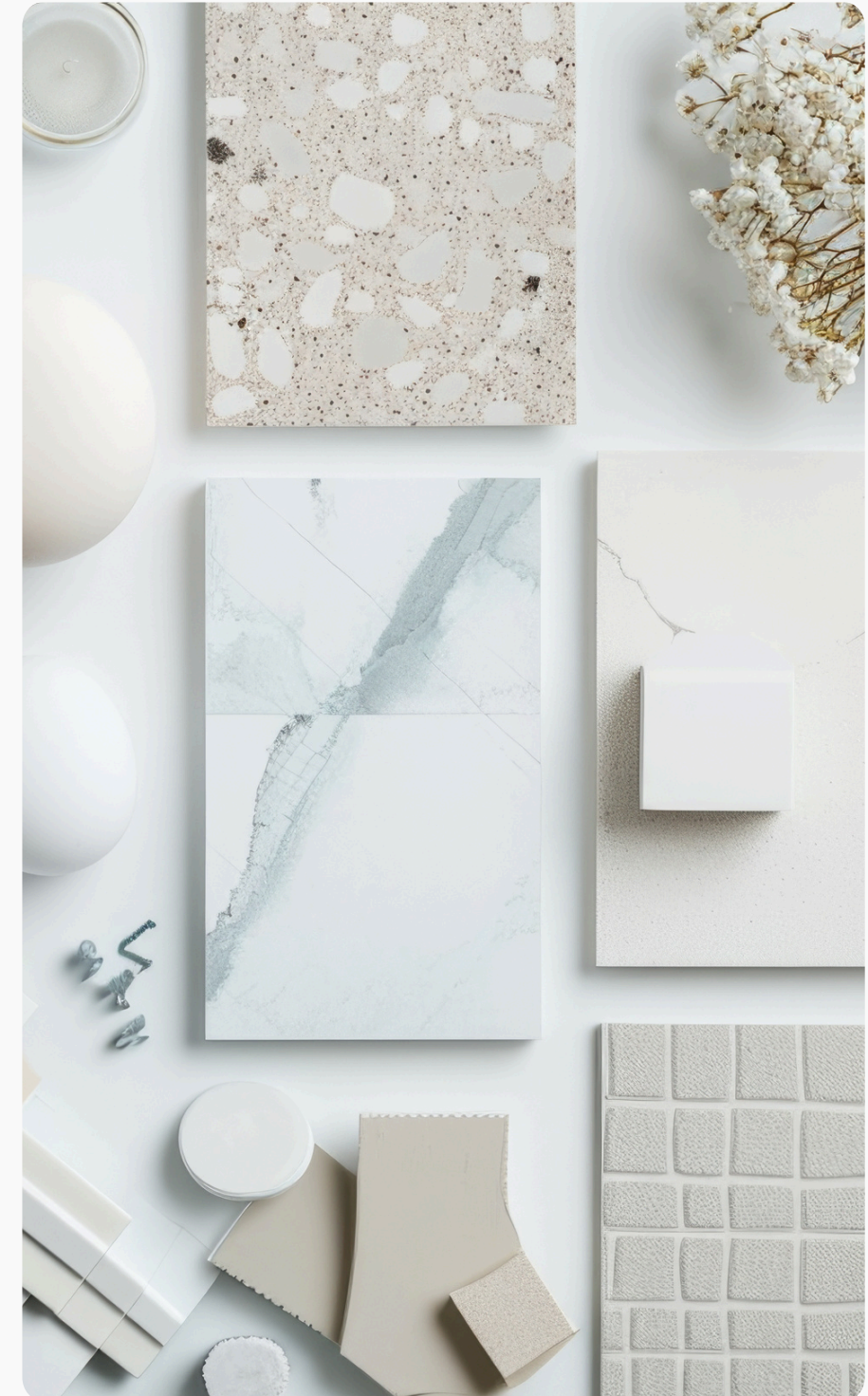
Strategic Priority 6: Align Design with Community Positioning

Design should reinforce how a community is positioned in the market.

Consider:

- Target demographic and lifestyle
- Architectural context and location
- Desired perception (coastal, classic, modern, etc.)

Consistency in design strengthens brand identity and resident experience.



Implementation Considerations

Before initiating updates, communities should evaluate:

- Current pain points and resident feedback
- Budget parameters and timing
- Areas of highest visibility and impact

A structured approach ensures decisions are both intentional and cost-effective.

Advisory Support

Accents by Design partners with HOAs, CAMs, and private clubs to bring clarity and direction to community space improvements.

Our approach integrates strategic planning, interior design, and curated art to create environments that are both elevated and highly functional.

If your community is evaluating updates in the next 6–12 months, we welcome the opportunity to share tailored recommendations.

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Next Steps

Every community has opportunities to elevate its shared spaces.

The key is identifying where targeted improvements will deliver the greatest return—both in perception and functionality.

