

AMENITIES

These Luxury Developments Are Alive With the Sound of Music

Whether it's live concerts, neighbors gathering for karaoke or kids practicing piano, shared musical amenities are drawing wide appeal among home buyers

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When Dr. Shilpa Paradkar Singh and her family moved from Scarsdale, New York, to Manhattan's Upper East Side in 2019, the amenities at their new condo were music to their ears.

"The minute we walked into the sales office and heard about the 'Sound Lounge,' my heart was set on moving there," said Singh, a primary care physician whose husband works in finance, of their purchase at the Kent, a 30-story tower completed in 2017. "Both of our sons were learning to play piano. They can take lessons in the Sound Lounge and practice there, so we didn't need a piano in our home."

Whether they listen to hip-hop, show tunes, jazz or Mozart, people universally find joy in music—and property developers are listening. Music-related amenities add pizzazz to communities, a new source of relaxation and a fun way to socialize.



Inside the traditional villa at Loroloma.
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The Modern Estate at Loroloma.
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The center of the community amenities, known as Limestone Gulch, will include a recording studio.
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The Sound Lounge at the Kent, designed by musician Lenny Kravitz, offers a variety of ways to enjoy music. The retreat includes a performance space and stage, a dance floor, a karaoke machine, a piano, drums, an amplifier and an elaborate AV system for virtual lessons and practice sessions.

Some communities offer even more music-related amenities to create harmony among residents.

Luring in Music Lovers in Austin

City leaders in Austin, Texas, adopted the title of the “Live Music Capital of the World” in 1991, a theme fully embraced by the developers of Loraloma, a new community just outside the city limits. Live music venues, a recording studio and a dance hall are just a few of the melodious amenities planned for the 450-home community, where homes will range from about \$2 million to \$8 million.

“We’ve worked with a number of musicians on their homes, including big country music stars who have built recording studios in their homes,” said Rebecca Buchan, CEO of Salt Lake City-based Areté Collective, the developers of Loraloma. “We asked some of them if they would like a community recording studio instead of or in addition to a private one and they all said ‘yes.’”

Buchan’s idea for a music-centered community was also inspired by the experience of her young grandson and his family, who found a hospital music therapy room extremely helpful when he was ill.

“Music is an organic way to address health and wellness issues, so we decided it should be an important part of Loraloma, which has a health and wellness focus,” Buchan said. “Music connects people of all demographics and age groups, and it can be calming in a super hectic world.”

The center of the community amenities, known as Limestone Gulch, will include a recording studio inspired by Blackbird Studio in Nashville, founded by country star Martina McBride and her husband, sound engineer John McBride.

“The 2,500-square-foot recording studio, which we designed with the help of country musicians and audio designers, will have vintage recording equipment and the latest in audio technology,” Buchan said. “It will have two recording rooms, plus two rooms with couches and chairs where people can relax and create music together. There will be a listening lounge and writer’s rooms.”

Loraloma will include an amphitheater for concerts tucked into a hillside where local and national musicians will perform at residents-only events. A second amphitheater is planned that will also be open to the public.

“A big barn will be part of the Limestone Gulch amenity space with a back wall that can be opened onto the amphitheater,” Buchan said. “The barn will include the Tap House and an adjacent dance hall, with guest musicians throughout the week and live bands on dance nights. The barn will have a rotating stage that can be turned out toward the amphitheater or in toward the dance floor.”

Residents can also take dance lessons with onsite instructors. Though music plays a Texas-sized role in Loraloma’s amenities, a golf course will also open late this year, and a replica of an old-fashioned swimming hole will serve as the community pool.

Private Concerts for Club Members in Lake Tahoe

While Austin may claim the title, it isn’t the only place to celebrate music. At Martis Camp, a Lake Tahoe resort home community that caters to families, private concerts will be part of the summer activities.

“The vision for this community is inspired by the Rockefeller-style family camps in the eastern part of the U.S.—the West doesn’t have anything like that,” said Brian Hull, president and broker of Martis Camp Realty in Truckee, California. “The central core of Martis Camp is the ‘Family Barn,’ an 18,000-square-foot building with a revolutionary design that converts into an outdoor amphitheater in the summer.”

The Family Barn includes an artist loft, indoor sports courts and a small theater, but the big draw is the outdoor music concerts. This summer’s lineup of performers includes Andy Grammer and the Beach Boys, among others. Past performers include Kenny Loggins, Huey Lewis and the News, Leanne Rimes, Jose Feliciano, Kellie Pickler, Crystal Gayle, Lyle Lovett, and KC and the Sunshine Band.

“The central tenet of this community is that music brings together all kinds of people and all ages, especially when you can enjoy live music at night under the stars,” Hull said. “We started with some cover bands from San Francisco, but now these concerts are an important part of everyone’s calendar.”

Martis Camp, a private club with about 700 members, has 671 homes that average \$8 million. The concerts are limited to members and guests only, so typically between 400 and 700 people attend, Hull said.

“Music is good for the soul and it’s a good offering to buyers to create energy and excitement,” Hull said. “Mostly people buy second homes here for skiing or golf and the family environment, but the music becomes a driving area of importance once people realize the amazing concerts they can see.”

The Sound of Socializing

Music brings people together on a smaller scale at the Kent in Manhattan, where available condos are priced from \$5.775 million to \$7.695 million. The Sound Lounge at the Kent includes space for an audience so that residents can organize recitals and performances, Singh said.

“The room has comfortable furniture and a few TVs, too, so it also functions as a gathering space for things like Super Bowl parties,” Singh said. “My 10-year-old son loves music and practices piano when he has time. My 13-year-old plays piano and drums in the Sound Lounge sometimes.”

Singh said she and her neighbors appreciate having the music room in the building so they can entertain friends easily without going outside.

Front and York, a mixed-use development in Brooklyn’s Dumbo neighborhood, includes condos priced from \$1.125 million to more than \$3 million, and has a dedicated music room and recording studio with a piano and views of the borough’s skyline.

“In previous projects we’ve added a music room in the basement if we had a little extra space, but this time we intentionally designed the room with sound insulation and placed it as an amenity that everyone can enjoy,” said Ryan Harter, Los Angeles-based principal of development at CIM Group, the developer of Front and York. “Some professional musicians who live in the building practice and record in the recording studio, but we also have hobbyists who use the space to jam with their friends and young people who are taking lessons.”

The music room, which can be reserved, includes comfortable furniture and has become a social place for residents, Harter said.

“This building has a wider range of people of different ages, including young families, established families and international buyers, than some other projects,” Harter said. “The music room seems to appeal to everyone. It’s unexpected and a differentiator for us, so we’re likely to add this amenity to future projects.”