

Affordable Housing Design

June 26, 2024



THE FLORIDA
HOUSING
COALITION



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AFFORDABLE HOUSING CATALYST PROGRAM

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we make housing affordable™

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Catalyst Training Schedule



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housing a stronger Florida

www.flhousing.org

Logistics for Today's Webinar

- Participants are muted but encouraged you to post questions and comments
- There are handouts attached to this webinar, which you can download
- PowerPoint and recording will be available on our website
- Additional questions? Just email or call!

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**Save
the Date!**

**FLORIDA'S STATEWIDE
AFFORDABLE HOUSING CONFERENCE**

August 26-28, 2024 | Orlando



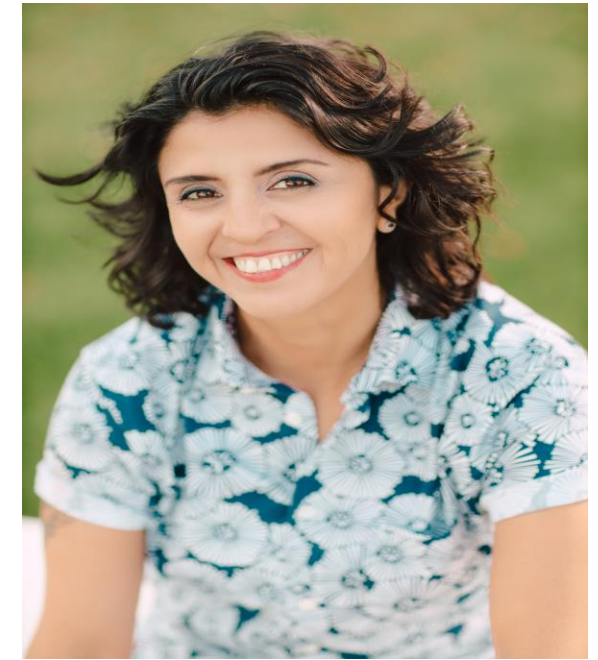
Today's Presenters



Stephen Bender, AIA, NCARB
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College of Design Construction and Planning
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Brian Hammond, AIA LEED AP WELL AP
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Globes GGP
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Diana@communitydevelopmentreimagined.com

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Agenda

- Creative Placemaking for Community Developers
- Guide to leveraging arts, culture and creativity in your development
- Panel and webinar will add sustainability to this toolkit



Here's How You Do It

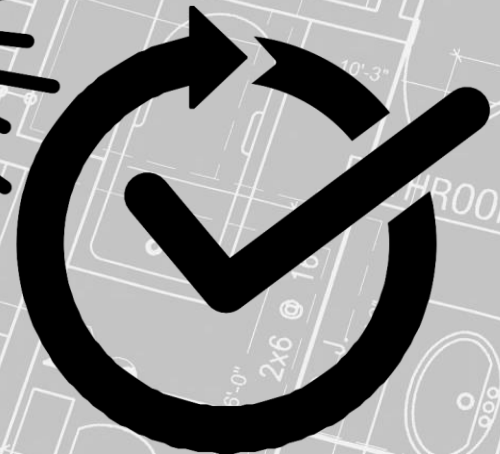
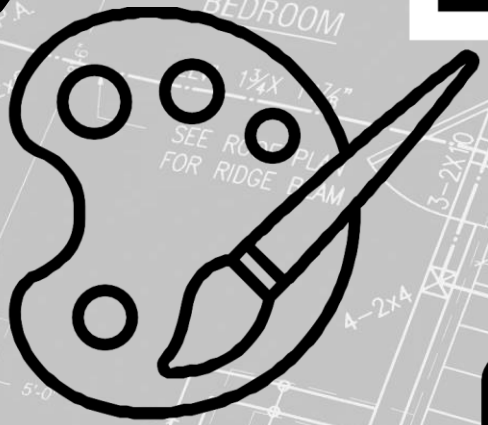
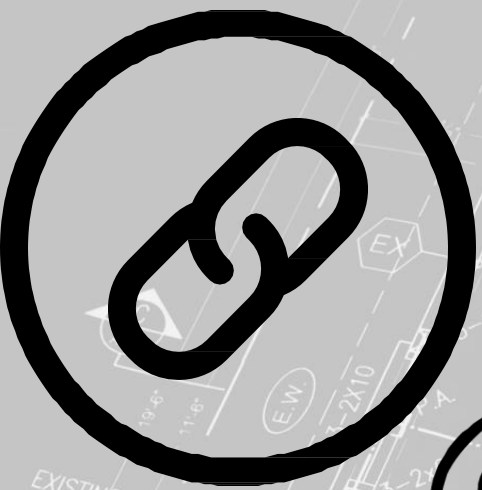
- Provide field-tested resources, like the Design Matters framework and toolkit, to support developers in each step of the develop process while centering resident voices and equitable outcomes to create break-through projects.
- Build developers' capacity and leadership in design and construction, through programs like the Affordable Housing Design Leadership Institute (AHDLI), to ensure that developments are built to ensure the pride, power and belonging of their residents.



FHC'S AFFORDABLE HOUSING WEBINAR

**Innovative and Cost-Effective
Design Solutions for
Affordable Housing**

Brian Hammond,
Director of Architecture



DESIGN STRATEGIES



CREATE HIGH-IMPACT MOMENTS



STACK, STANDARDIZE, SIMPLIFY



BRING LIFE TO THE EDGE



CULTIVATE COMMUNITY



BRIGHTEN THE PATH



PROVIDE ART FOR ALL



CREATE HIGH-IMPACT MOMENTS

A little goes a long way

Focus on **10%** of the project

Specify practical & economical materials for the balance



STACK, STANDARDIZE, SIMPLIFY



- More efficient interiors
- tweak unit layouts to increase usable space
- Limit # of unit types
- Standardize kitchen & bathroom layouts across unit types



STACK, STANDARDIZE, SIMPLIFY



- Use time-tested materials
- Simplify roof shapes
- Simple, standard floor plans
- Minimize building facade turns



BRING LIFE TO THE EDGE



Welcome residents
HOME

**Prominent, attractive
approach**

**Retail, stoops,
landscape**

CULTIVATE COMMUNITY

Place compatible spaces
together to increase
social encounters and
maximize interaction



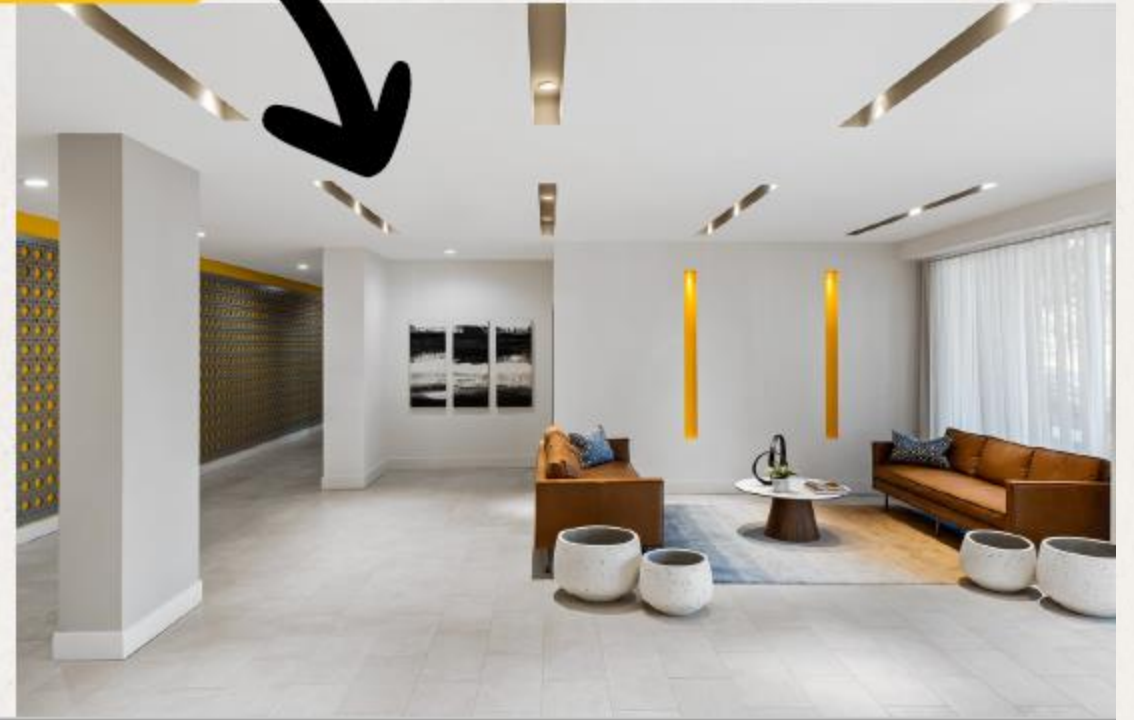
BRIGHTEN THE PATH



Bring in
natural light

Make circulation areas
bright, airy & interesting.

Ideal corridors have natural
light, colorful artwork and
places to gather.



PROVIDE ART FOR ALL

Art enlivens
common spaces,
promotes
wayfinding, adds
local connection

Reflect the
character of
the community



METRO 510

TAMPA, FL



Project Facts:



Developer: Sage Partners

No/Units: 120

Acre(s): 0.94

Total SF: 212,795

Parking Spaces: 130

Funding Sources:



1st Mortgage

Tax Credit Equity

Local Govt Contribution

American Recovery &
Reinvestment Act of 2009

Deferred Developer Fee

HISTORY: ST. PAUL AME CHURCH



- Founded by a former slave - Rev. Thomas Warren Long
- Constructed in 1913

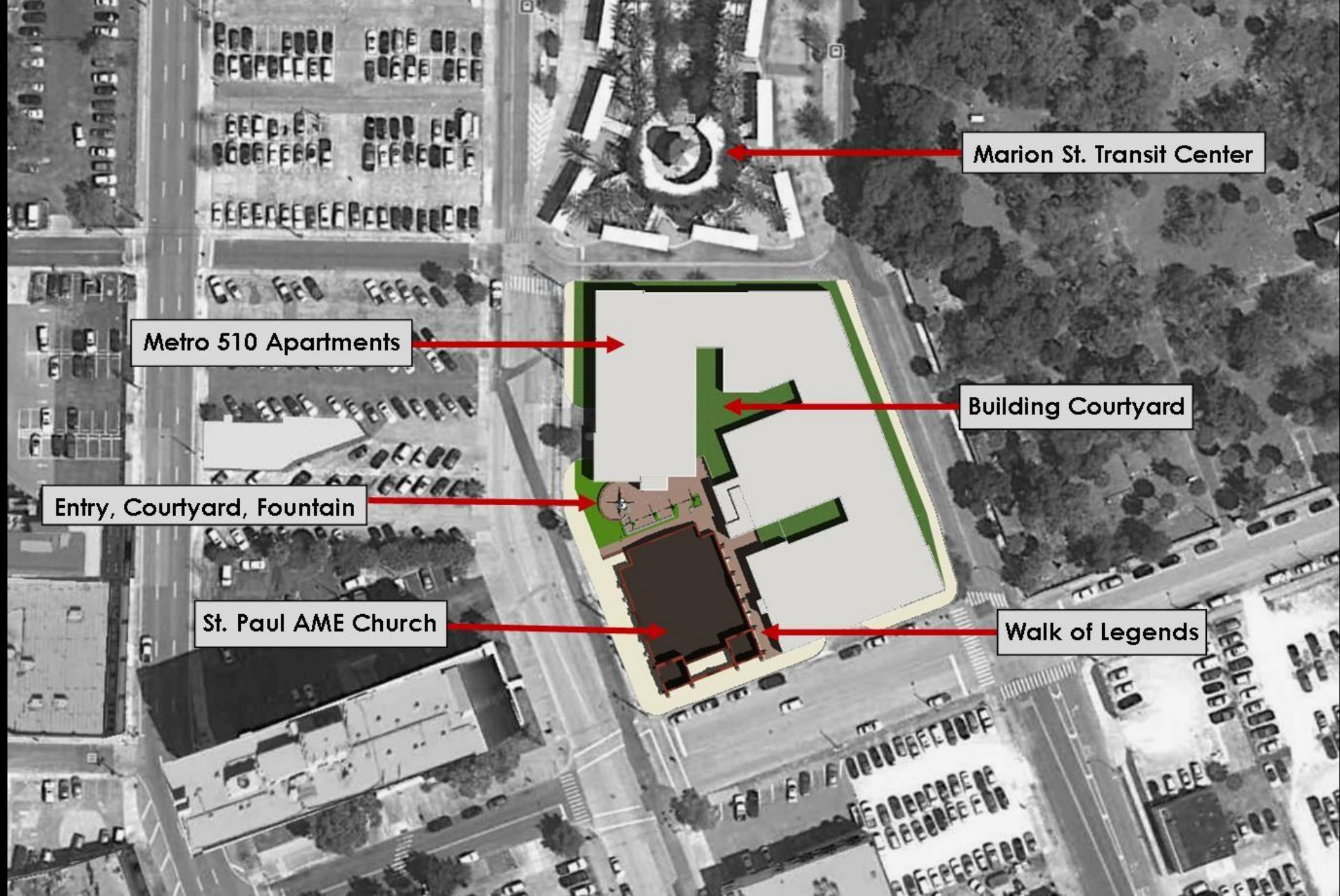
HISTORY: ST. PAUL AME CHURCH



- Visited by Mary McLeod Bethune, Rev. Martin Luther King Jr., Rev. Jesse Jackson, Jackie Robinson, and Rosa Parks
- Listed in City of Tampa's Local Historic Landmarks







Marion St. Transit Center

Metro 510 Apartments

Building Courtyard

Entry, Courtyard, Fountain

St. Paul AME Church

Walk of Legends











THREE ARE NO RULES OF ARCHITECTURE
Robert C. Crossen

“SOMETIMES
ARE MORE IMPORTANT
THAN ANSWERS.”

IMAGINATION WILL TAKE YOU EVERYWHERE
A TO

TO GET WHAT
YOU NEVER HAVE
YOU HAVE TO
YOU’VE NEVER

“Learning
is what most adults
will do for a living in the
21ST
century.”
Jane Buehler

TO INVENT,
DUMPED GOOD IMAGINATION
A PILE OF JUNK.
THOMAS A. EDISON

HISTO
NEVER LOOKS LIKE
WHEN YOU ARE
THROUGH
JOHN NEW GARDNER
“LUCK
IS THE RESIDUE OF
DESIGN.”











IRRI
DS

DON C.
WILLIAMS, SR.

JACK MILLER

MAGGIE
LOUISY

RUBY
SANCHEZ

BENETT
GRIFFIN

DOROTHY
HARMON

JE

THE BOULEVARD AT WEST RIVER

TAMPA, FL

Project Facts:



Developers: Related Urban &
Tampa Housing Authority

No/Units: 473

Acre(s): 6.58

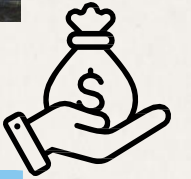
Retail SF: 8,000

Total SF: 596,800

Parking Spaces: 600



Funding Sources:



1st Mortgage

Tax Credit Equity

BofA Equity Expenses

City of Tampa

RAD Assistance

Deferred Developer Fee

HISTORY: NORTH BLVD HOMES



- 44 acres
- The 1st public housing development in Tampa
- Developed from 1940 to 1960



HISTORY: NORTH BLVD HOMES



- 820-unit complex
- Demolished in 2016 for redevelopment







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BOULEVARD

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BRAND NEW
1, 2 & 3 BEDROOM APARTMENTS
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Main
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SPEED LIMIT
25

PEOPLE
COMMUNITY
DIVERSITY
DREAMS
LIFE



SPEED LIMIT 25

RETAIL SPACE

LUXURY APARTMENTS
NOW LEASING

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CATCHLIGHT CROSSINGS

ORLANDO, FL



Project Facts:



Developer: Wendover

No/Units: 1,000

Acre(s): 20

Total SF: 1.97million

Funding Sources:



Private Equity

Federal Funding

State Funding

Local Funding



TO FUTURE KIRKMAN EXTENSION & EPIC UNIVERSE

SECONDARY ENTRANCE

BUILDING 2A

BUILDING 2B-1

BUILDING 2B-2

BUILDING 1E

BUILDING 1F

BUILDING 1C

BUILDING 1D

BUILDING 1B-2

BUILDING 1B-1

BUILDING 1A

TRANSIT PLAZA

FUTURE PEDESTRIAN CONNECTION

PRIMARY ENTRANCE

TRADESHOW ROAD

SECONDARY ENTRANCE

DESTINATION PARKWAY

POND

TAX DEED PARCEL SWAP 1.6 AC

COMMUNITY GARDEN

PLAYSCAPE

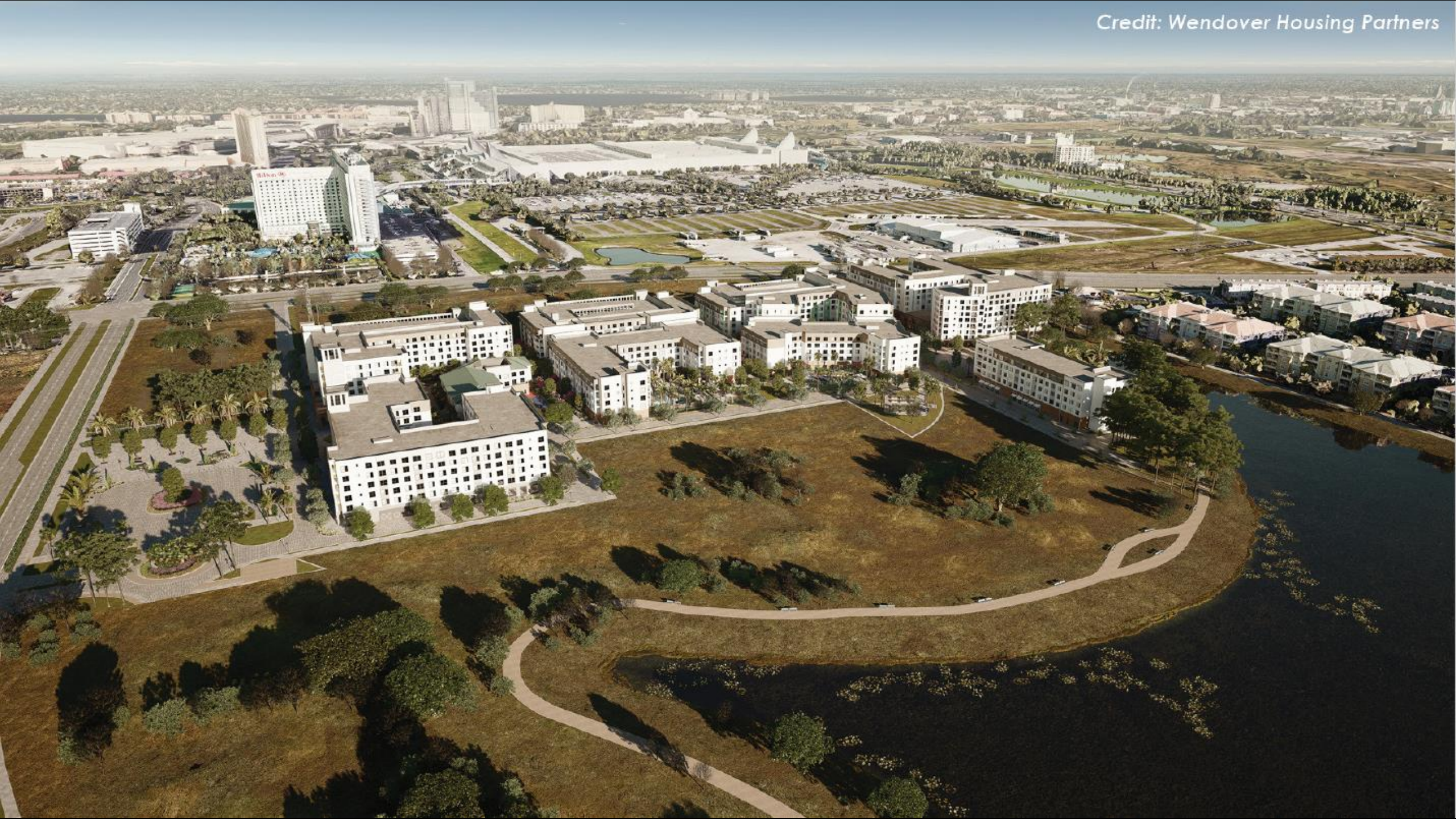
GATHERING LAWN

EVENT LAWN

AMENITY SPACE

PEDESTRIAN PROMENADE

AMENITY SPACE

















CATCHLIGHT CROSSINGS



Questions



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Attractive & Sustainable Design for Affordable Housing



COMMUNITY DEVELOPMENT REIMAGINED

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- MINORITY WOMEN-OWNED BUSINESS ENTERPRISE
- DISADVANTAGED BUSINESS ENTERPRISE

Site and Building Design in Affordable Housing Matters



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Going beyond minimum codes aka beyond what you need to get a permit

- Attractive designs
- Vision & Creativity
- Site design & relationship to quality of life, beyond cookie cutter design
- Landscapes & placemaking, they are not the same animal & neither is code compliance
- Community context
- Resident needs beyond a roof
- Sustainability of the project from conception to operation
- Energy & water efficiency benefits

“You must have given us the wrong address,
we can’t find the apartments”



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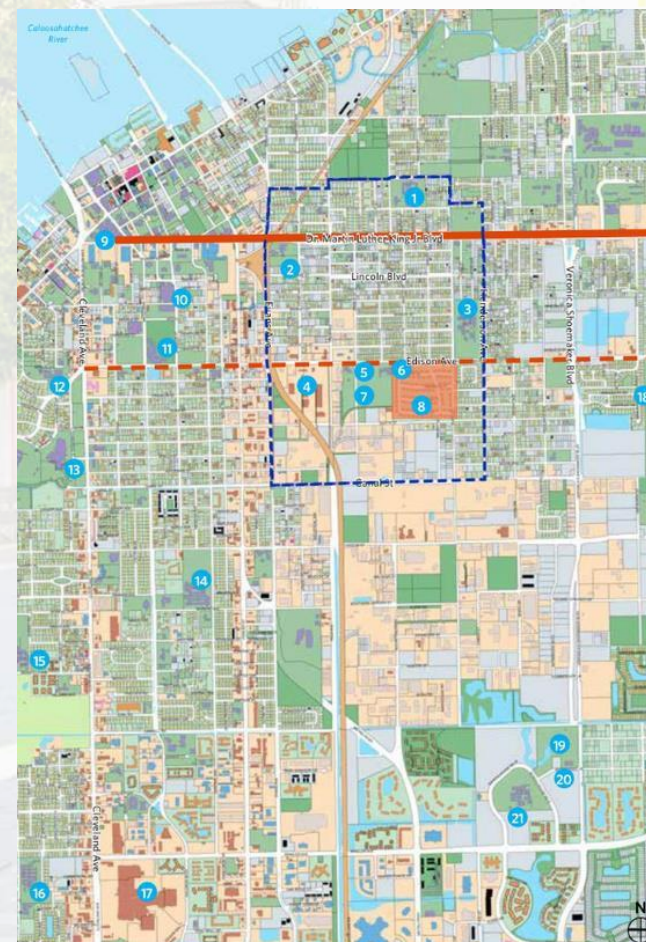
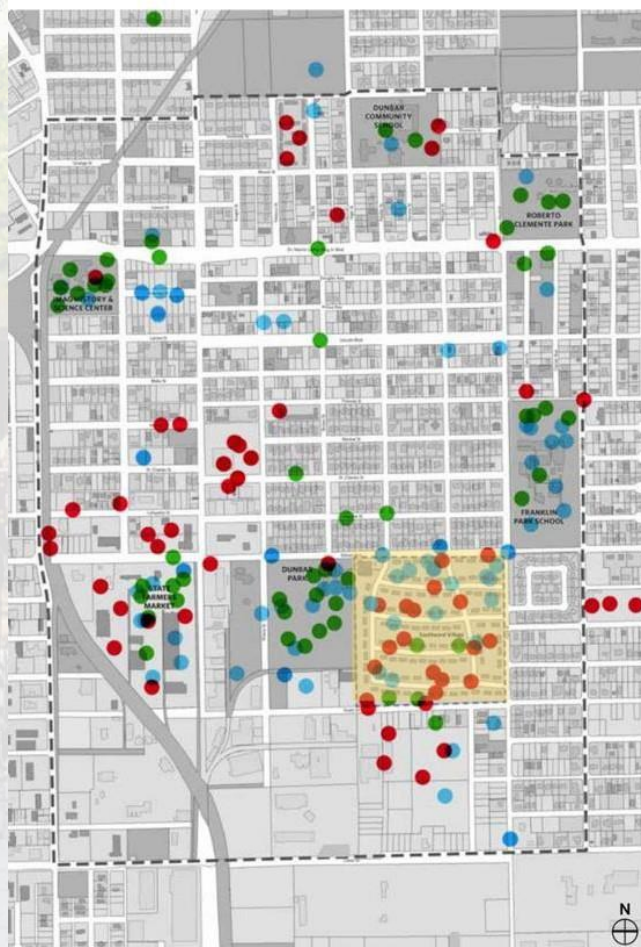
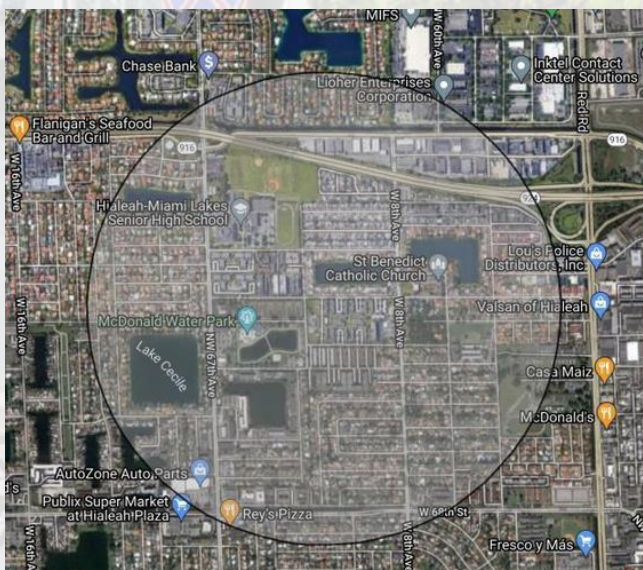
“We feel like we are part of something greater, we need these spaces for our physical and mental health, we need more than a roof”



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Vision & Creativity Beyond the Property Line



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REIMAGINED

Vision & Creativity Beyond the Property Line



Community Open Space
& Placemaking

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Vision & Creativity Beyond the Building



Amenity to the community.
Supports open space, safety,
mitigates heat island effect incorporating
Florida Friendly Landscapes

1

Supporting the redesign of Edison Ave.
for multi-use transportation with bus
stop shelter and bicycle racks



Entrance Shelter

White Coral Estates

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Vision & Creativity Beyond the Building



2

Buffered pollinator garden gazebo with pond views

White Coral Estates

“The View” at Blue Sands Drive

Vision & Creativity Beyond the Building



3

Enhanced Cul-de-sac with shade, pollination/Florida Friendly Landscape, sitting area and pop-up amenities (i.e., pop up library, garden seed library, family game)

White Coral Estates Community Cul-de-sac

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Vision & Relationships to Strengthen Community & Quality of Life

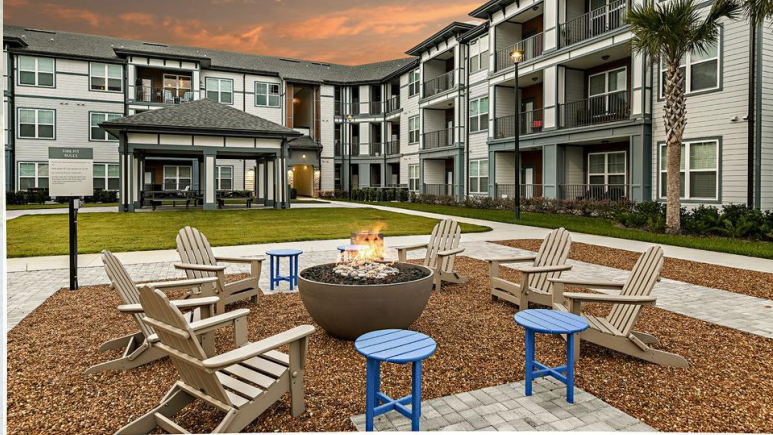


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Understand the message of your design



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Understand the message of your design



Do not be alarmed, if any of your projects are have these looks, the message is for future opportunities for best practices.

Have a seat at the table during design & bring a creative expert!

The stormwater requirement is not integrated as a project feature for passive or active recreation.

The welcome feel is a parking lot, it is not about people is about cars * (LLA considerations).

Minimum landscape code requirements do not create a sense of place or community, it is just for the permit.

Understand the message of your design

Designs that create interactions
and a sense of community

VS

The others



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Understand the looks & how the design relates with the community



Feel confident to stand behind your project & the community will stand behind it too!

Marketing Tip:

Engage the community early,
Visually tell the story,
Show the potential beyond the building, use your partnerships, use the name of your project to showcase it, speak about “housing”, remove the stigma, remove the labels

Landscapes & placemaking may not be the same animal as code compliant design



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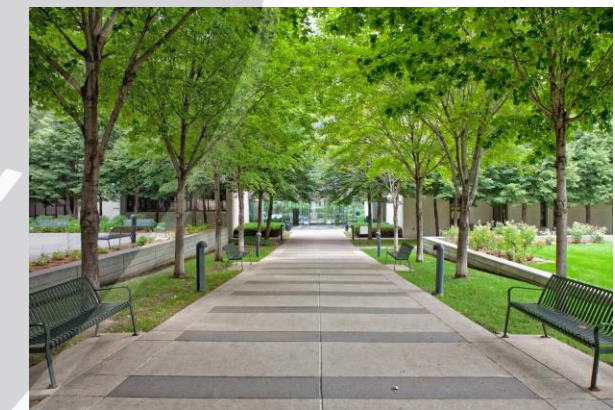


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Landscapes & placemaking may not be the same animal as a code compliant design



Community sustainability context and urban fabric



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Sustainability for the building



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Sustainability for the building



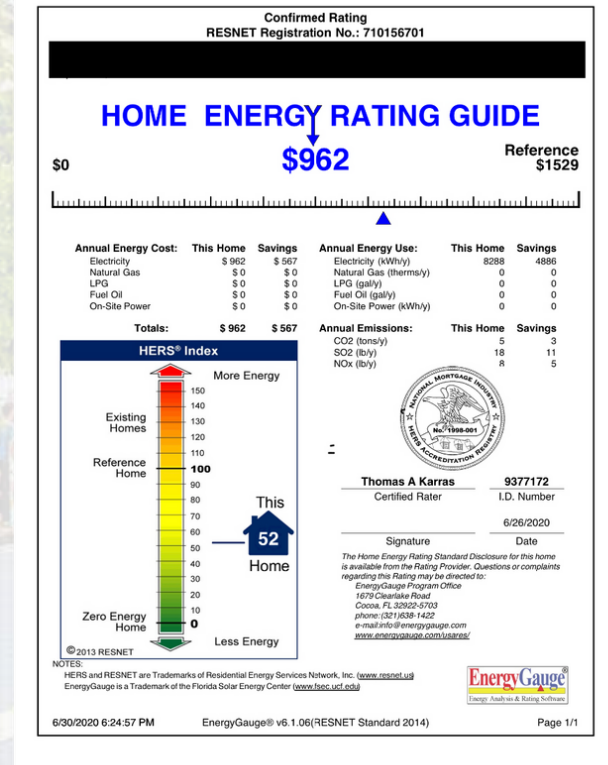
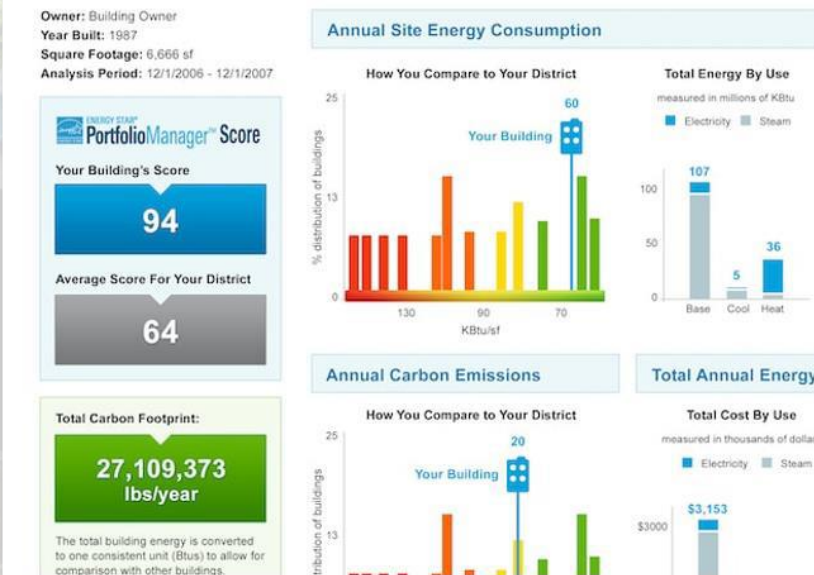
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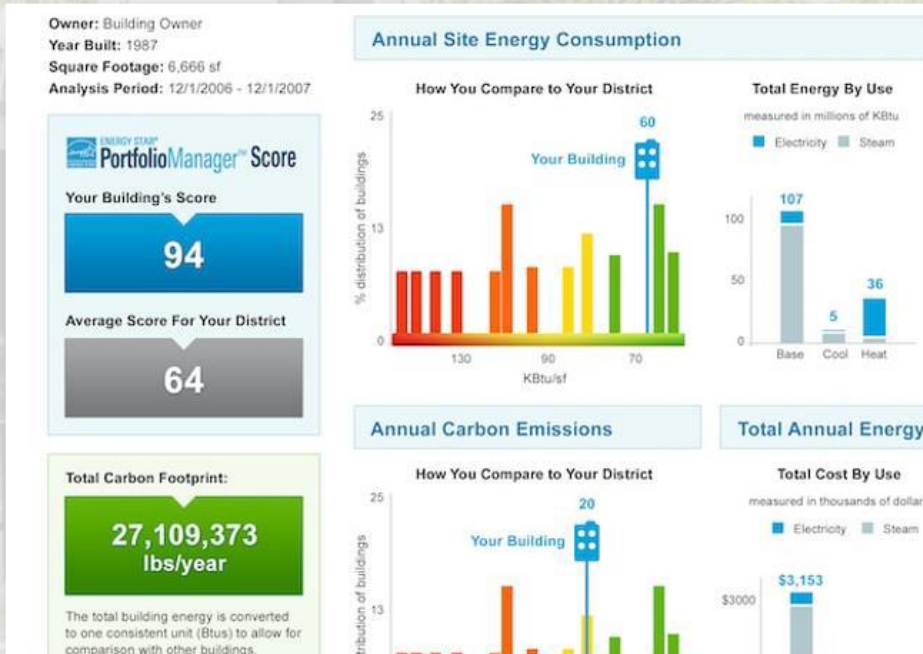
Sustainability for the building

Measure
 Certify
 Increase ROI
 Support the users



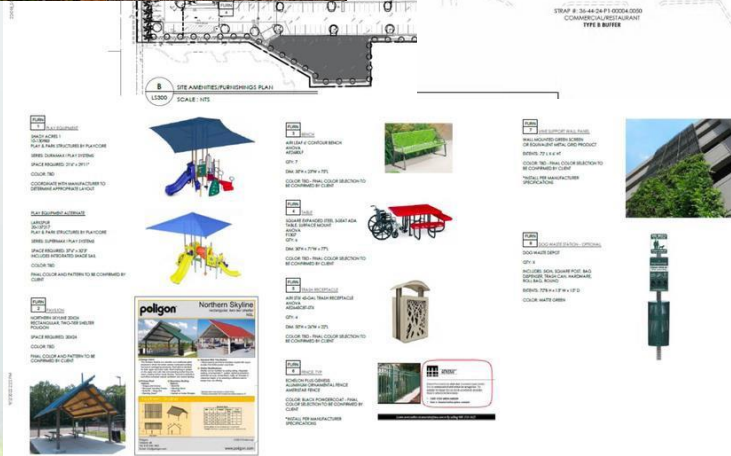
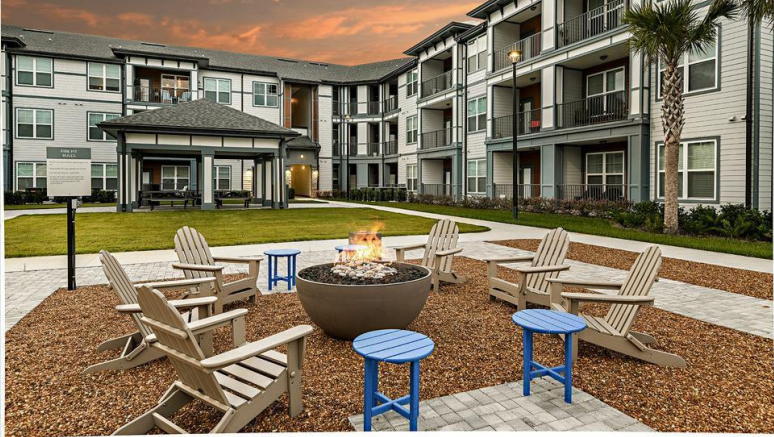
Sustainability for the building maintenance, Operations & reporting compliance

Integrating performance elements to...



- Benchmark energy and water through *Energy Star Portfolio Manager*
- Manage the optimal building operations
- Address possible maintenance issues
- Savings in energy & water consumption
- Staying ahead of the game for energy and water audits required by HUD & other lenders

Recap inspiration



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- Start with creativity-code compliance is not creative
- The vision is yours code compliance is not visionary
- Bring in a creative person to your team to lead the design process
- Have a seat at the table during the design process
- Vision implementation does not happen all at once
- Remember to be the superhero
- Partnerships matter, use them as vision leverage
- You will find the money if you have a vision because is more than about the building

Quality of life for the project has a direct impact on the people you are serving!

The vision is yours



**Vision and design communities that
serve more than the
purpose of providing a
roof!**

THANK YOU!



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- MINORITY WOMEN-OWNED BUSINESS ENTERPRISE
- DISADVANTAGE BUSINESS ENTERPRISE

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Questions



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Options for Further Assistance Include:

- Phone and email consultation
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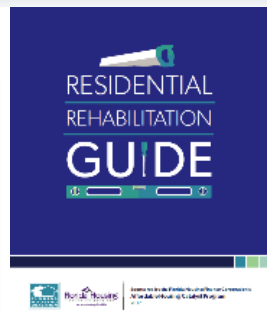
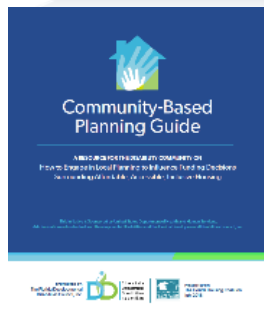
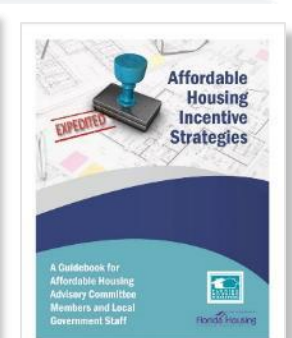
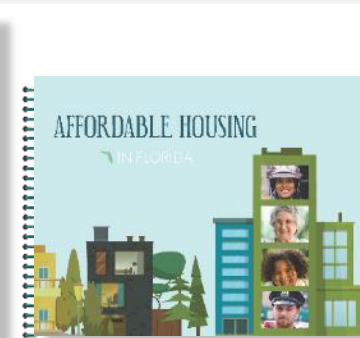
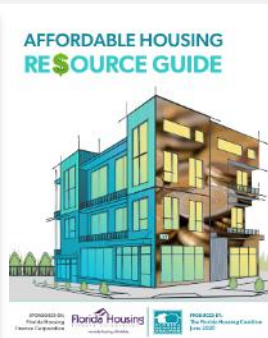
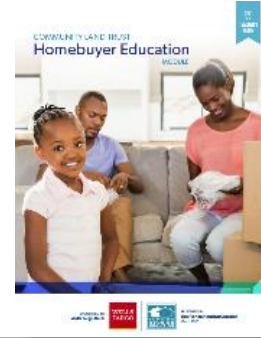
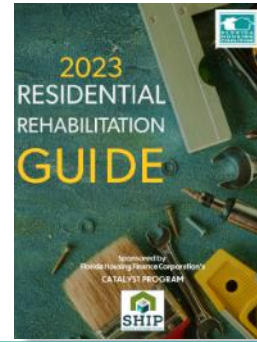
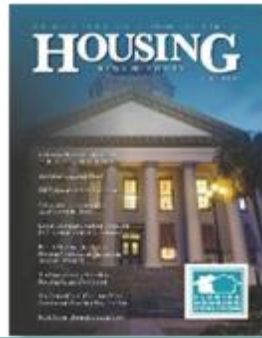
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- Webinars

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