CREATING THE CONTEXT FOR ATTAINABLE HOME BUILDING: COMMUNITY DEVELOPER PERSPECTIVE

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Terwilliger Center for Housing

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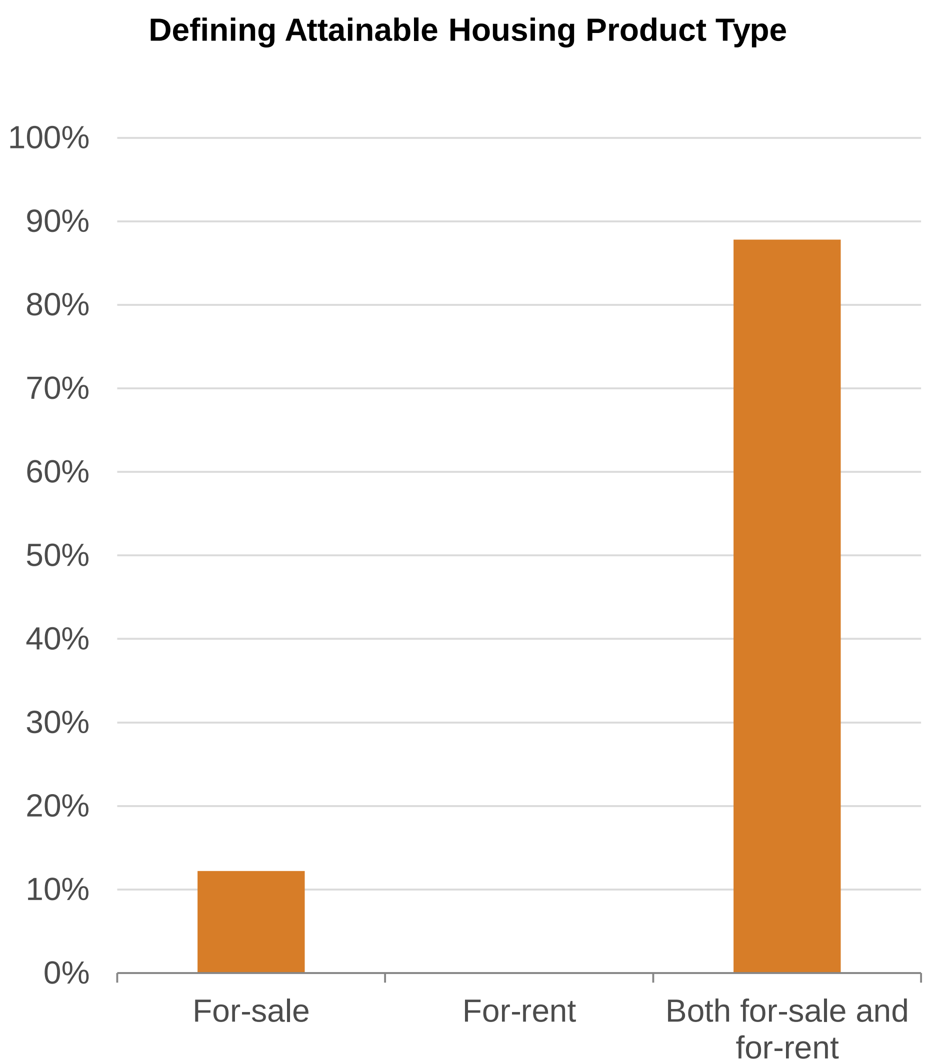
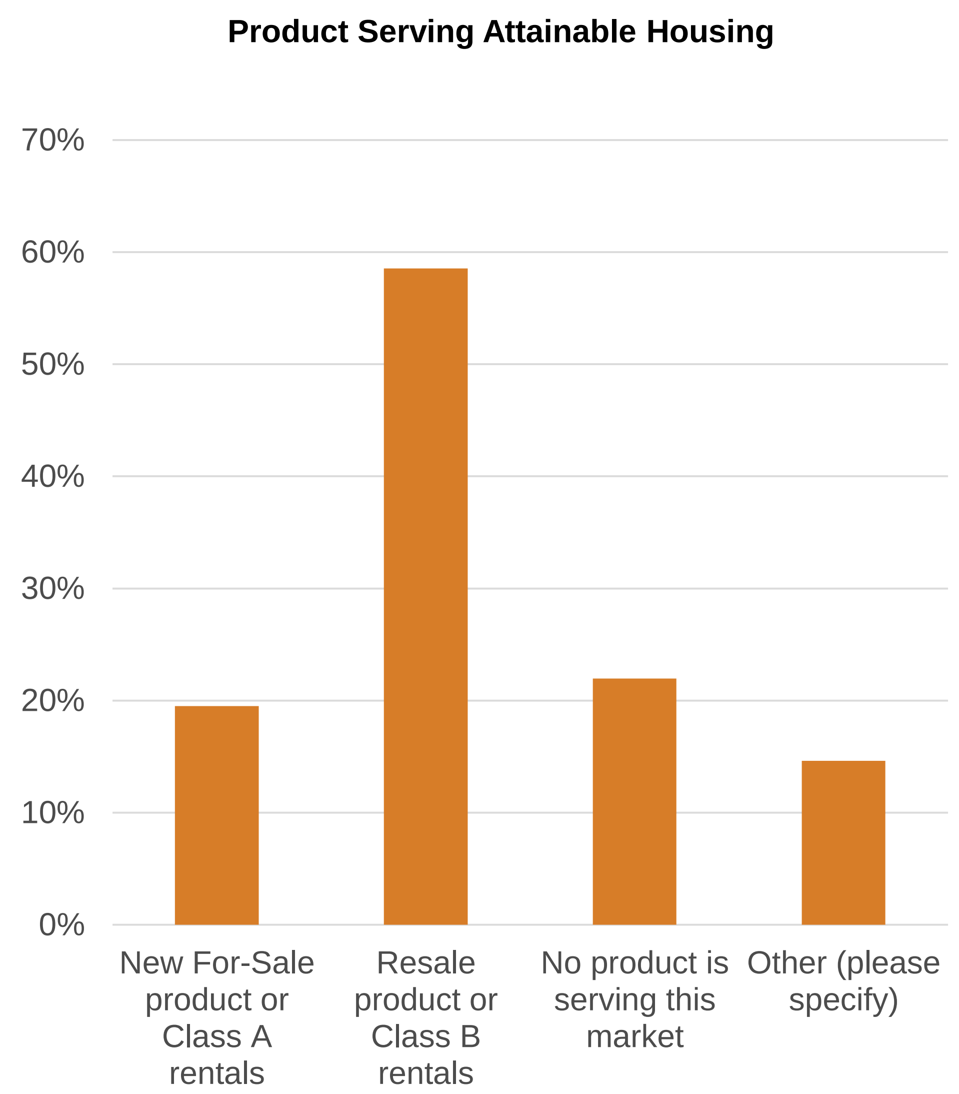
ULI MEMBERS DEFINE ATTAINABLE HOUSING BROADLY; WE ARE FOCUSED ON NEW FOR-SALE





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Source: ULI

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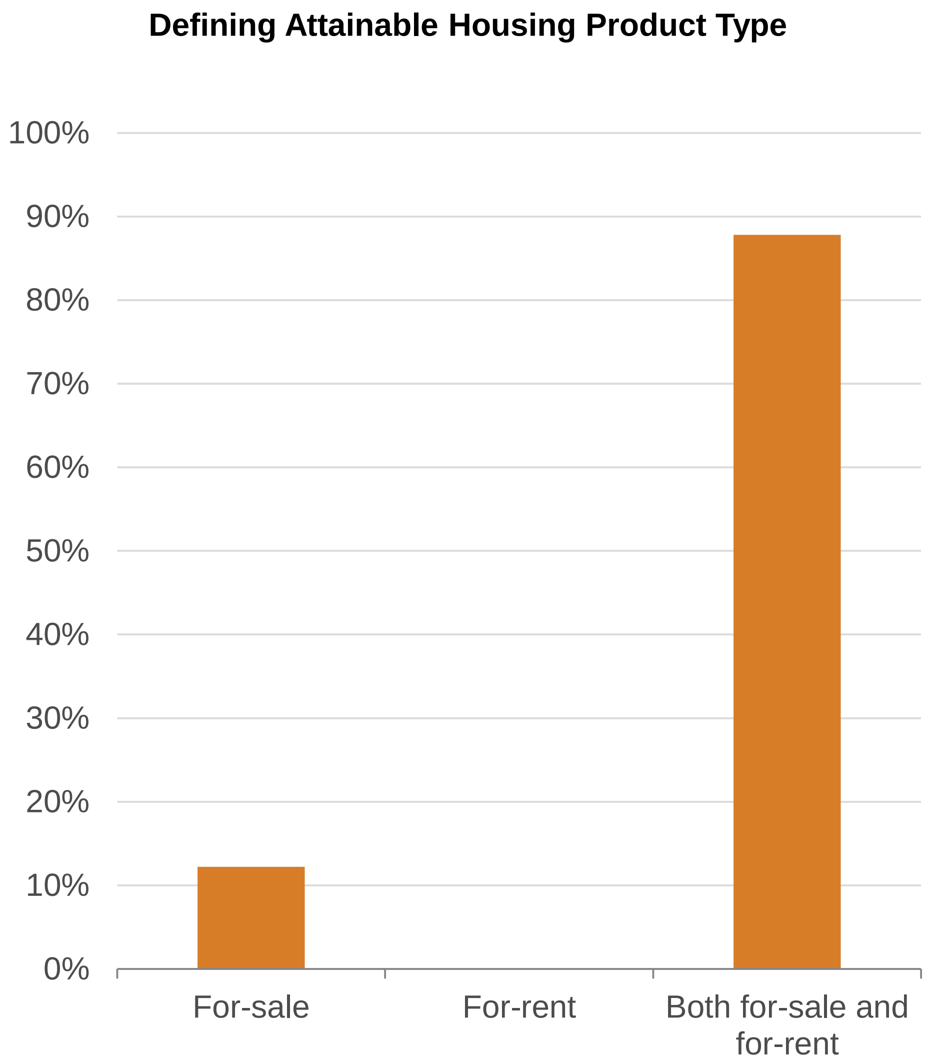

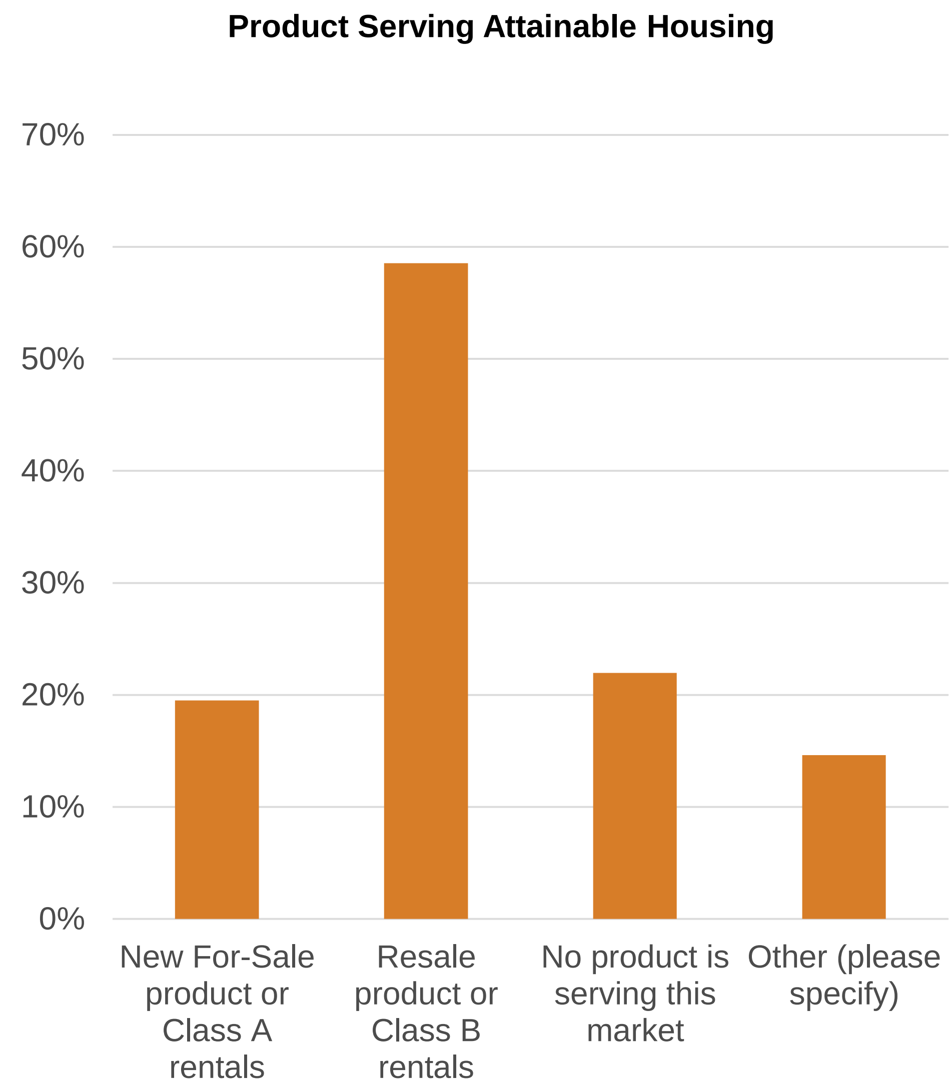

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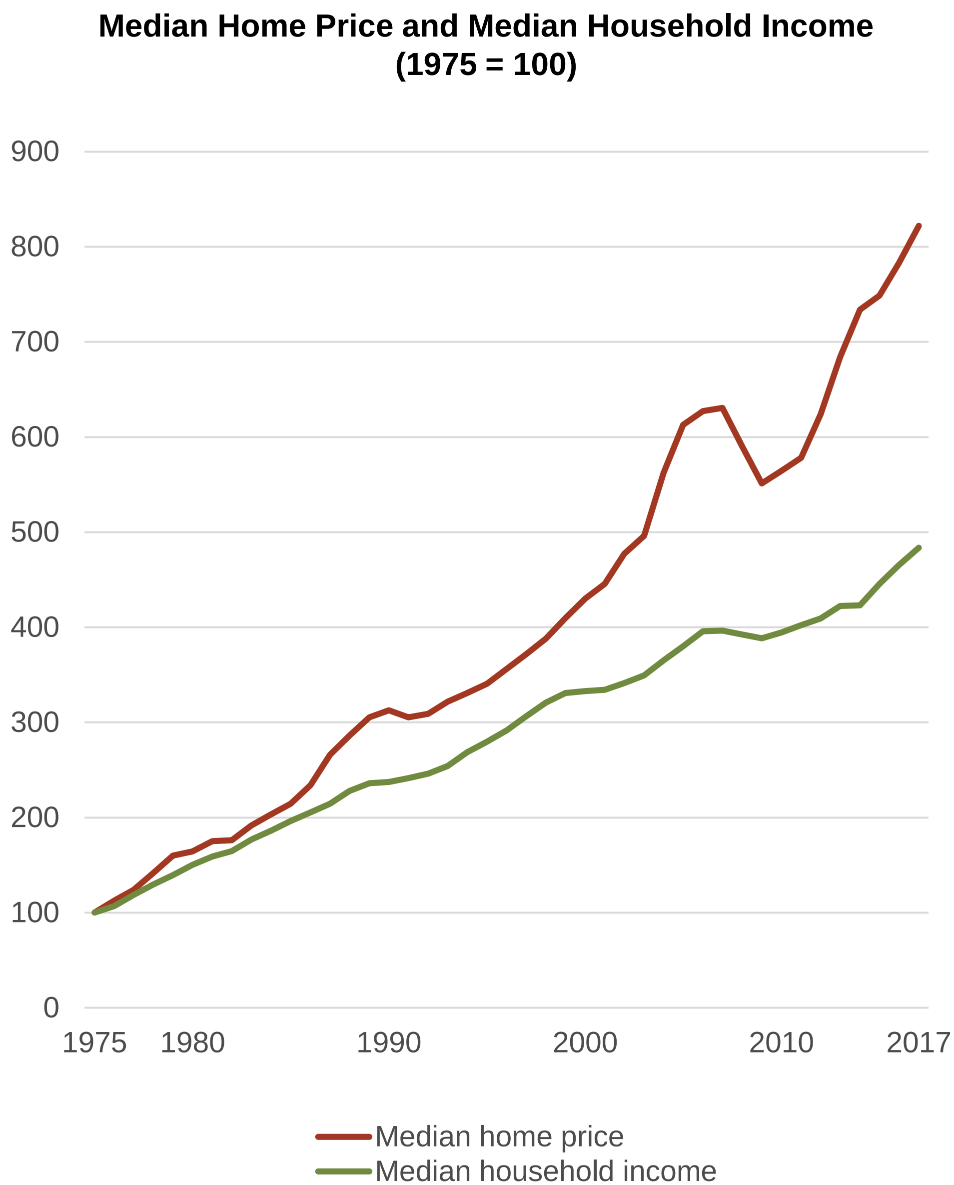
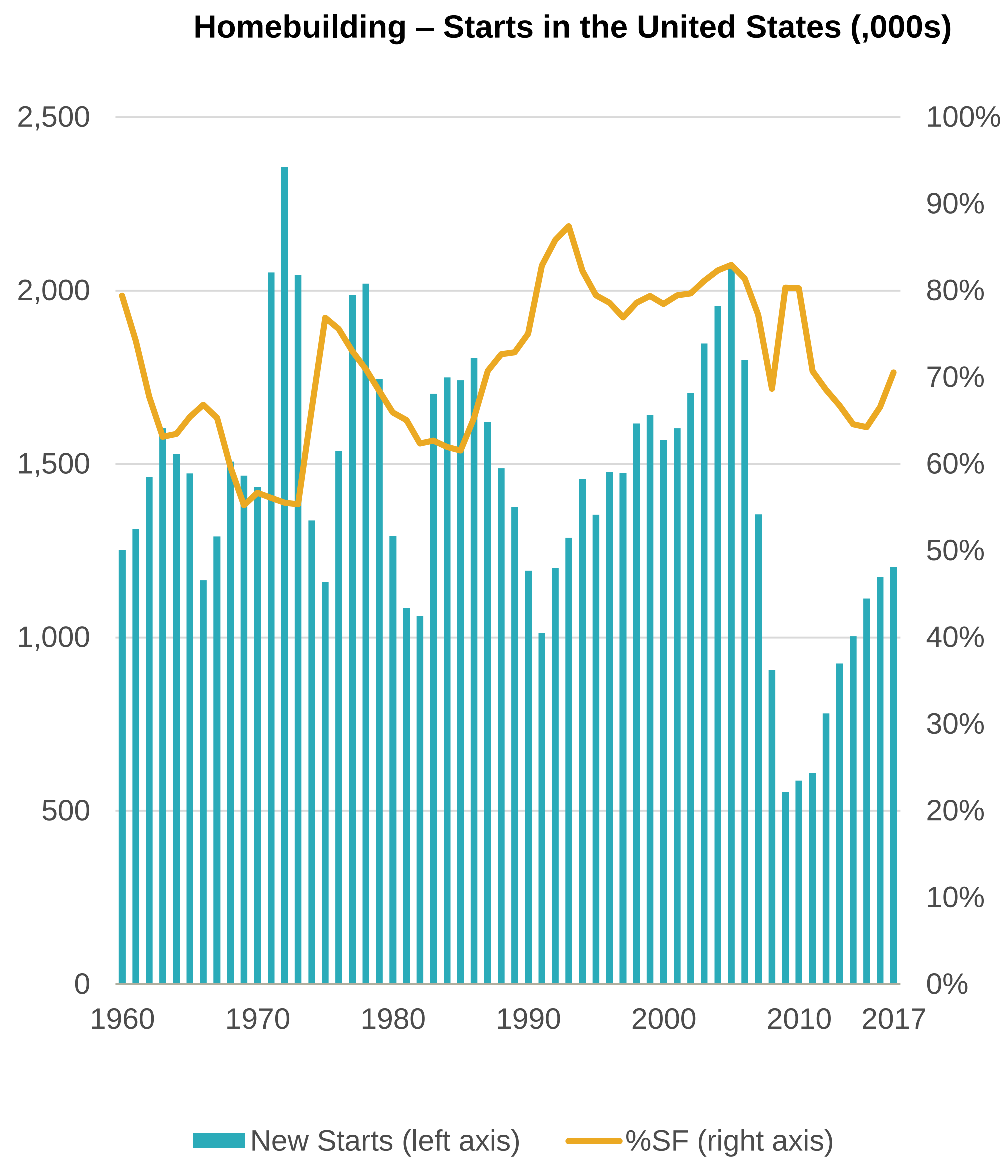
WHAT'S HAPPENED TO HOUSING?





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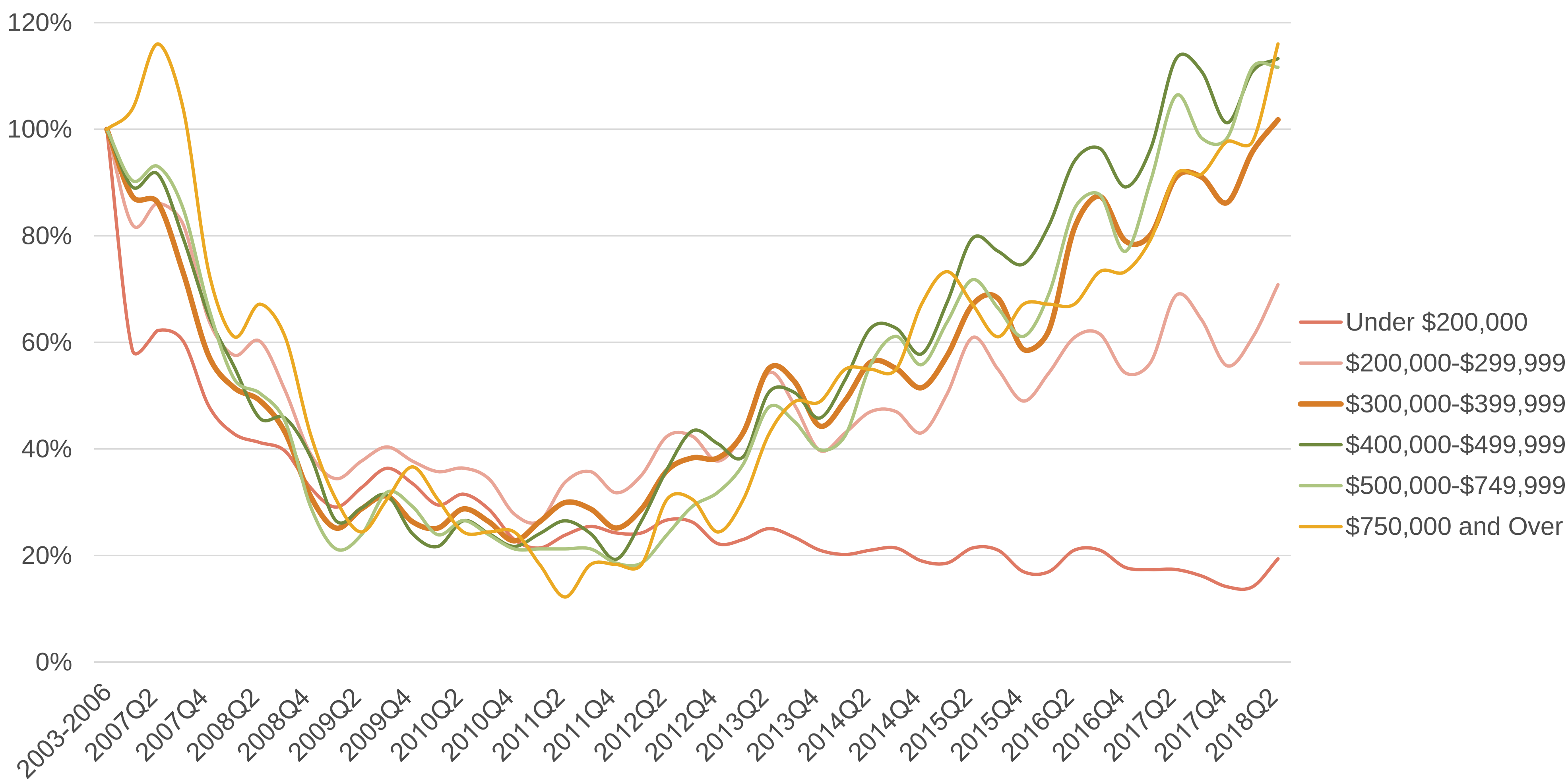
THE PROBLEM IN ONE SLIDE. . .

New Home Sales by Price Band Relative to Pre-Recession Levels (2003-2006 Average = 100%, United States)



Note: Prices not adjusted for inflation; Source: U.S. Census Bureau

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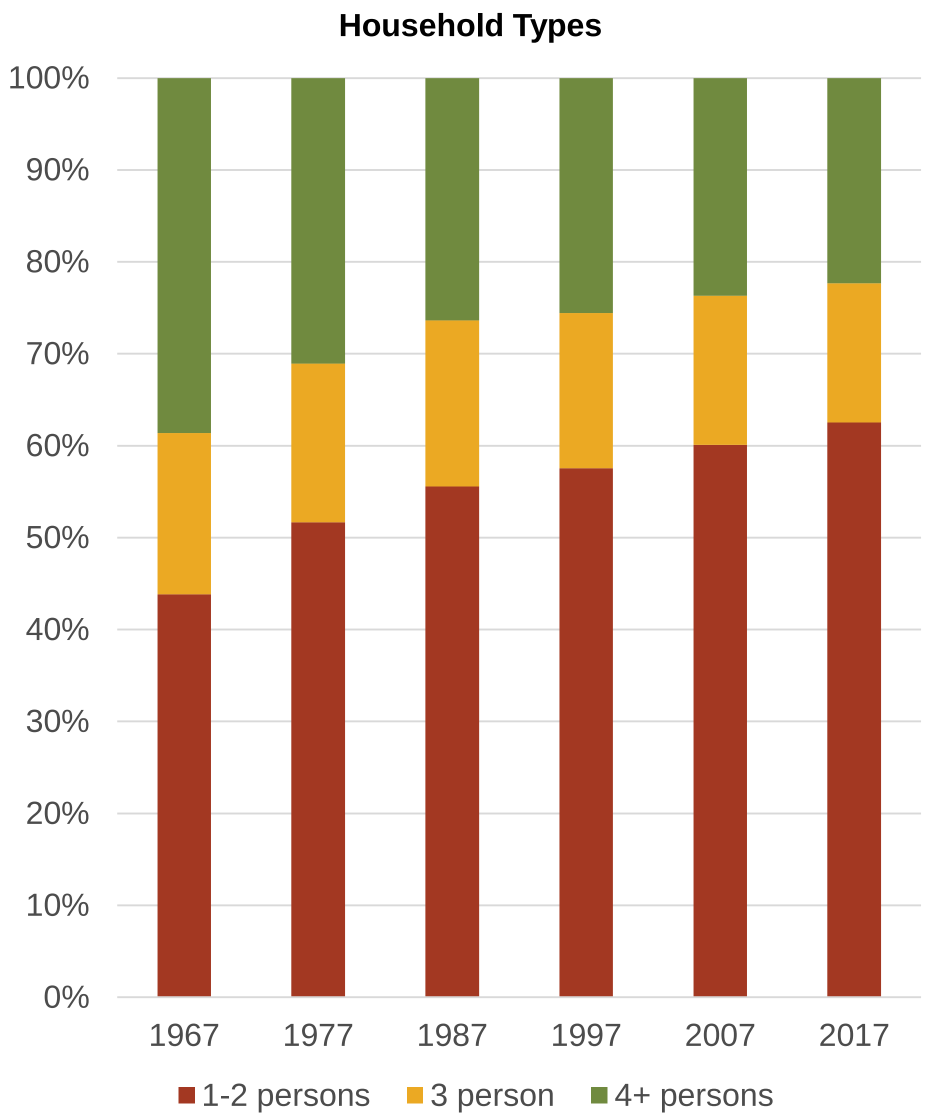
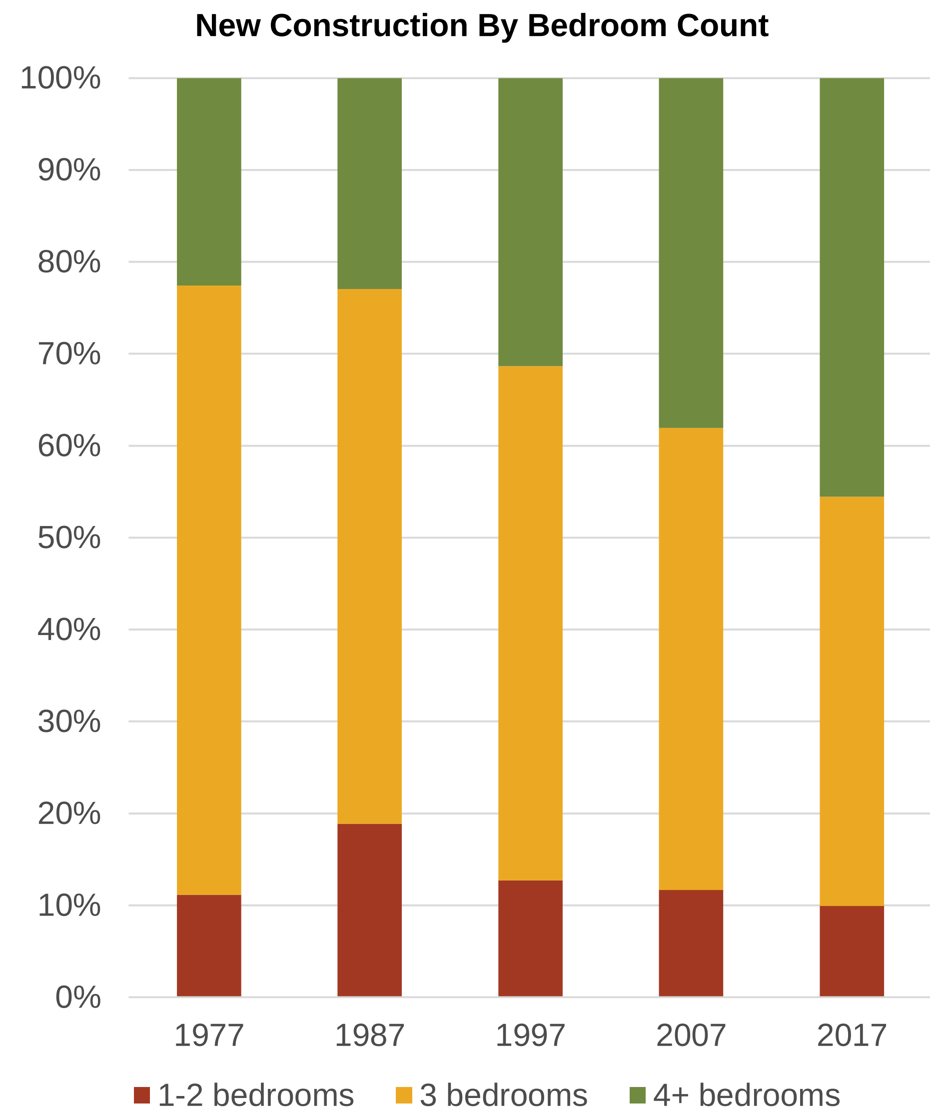
HOUSEHOLD SIZES DECLINE. . . BEDROOM COUNT GROWS





Sources: U.S. Census; RCLCO

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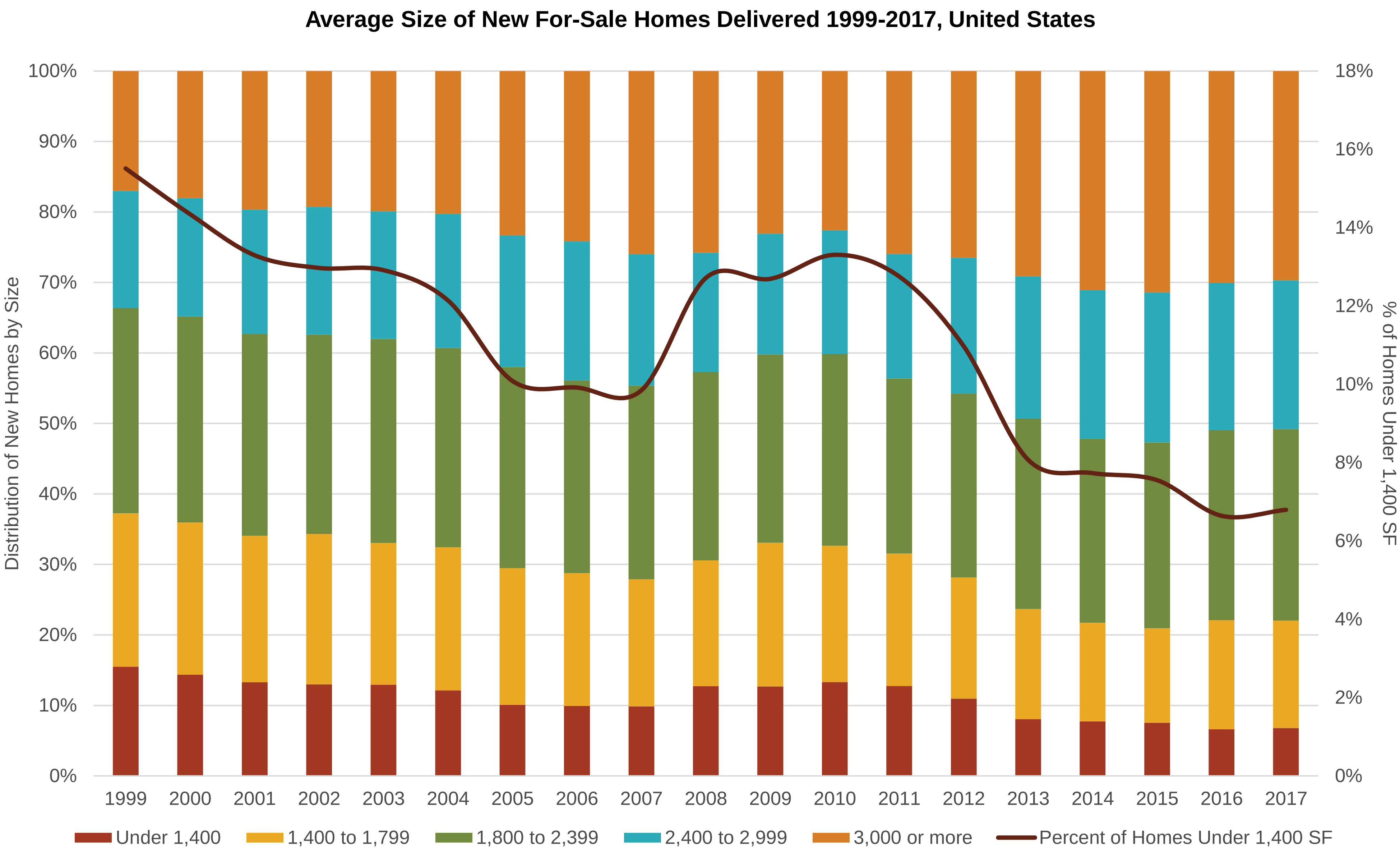
WHAT HAPPENED TO THE SHRINKING FOOTPRINT?



Sources: U.S. Census; RCLCOI

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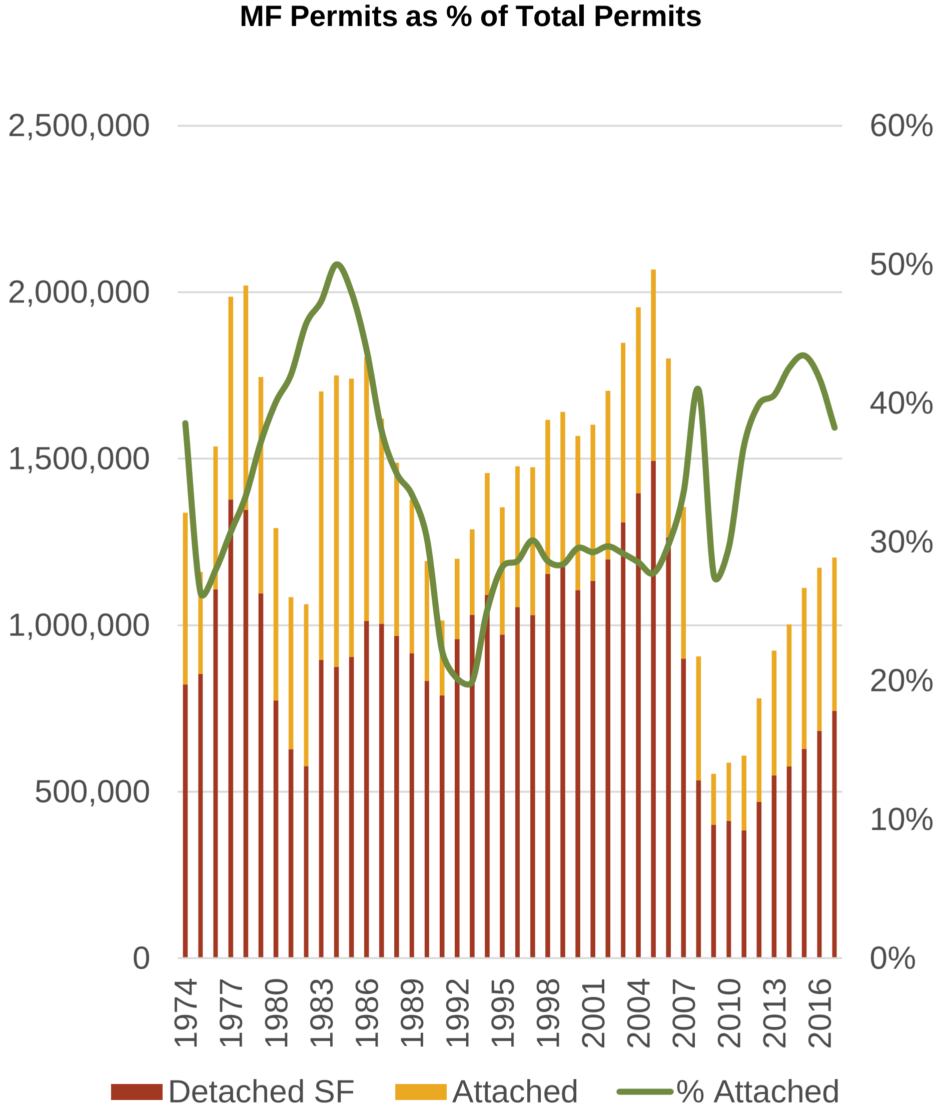
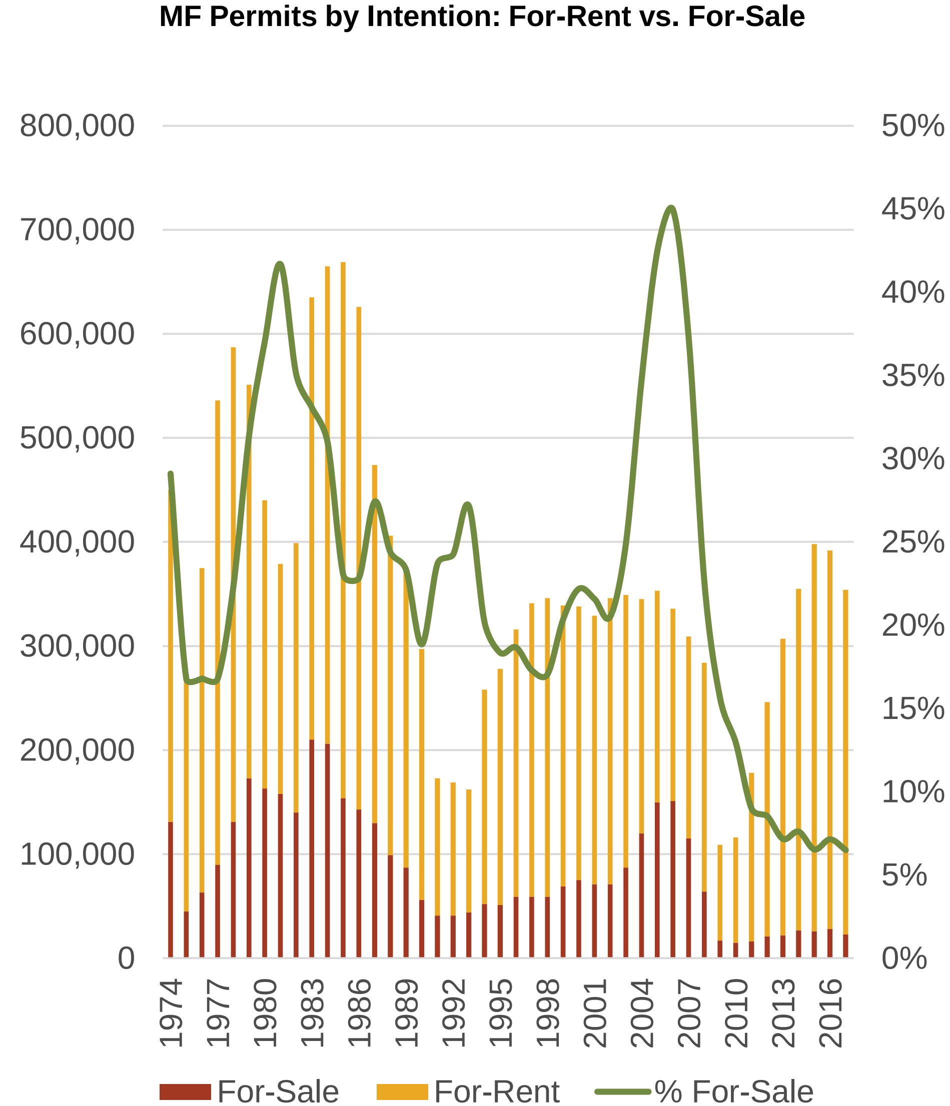
THE STRANGE DISAPPEARANCE OF MEDIUM DENSITY FOR-SALE





NOTE: Incomes are represented in 2017 dollars; Sources: U.S. Census; RCLCOI

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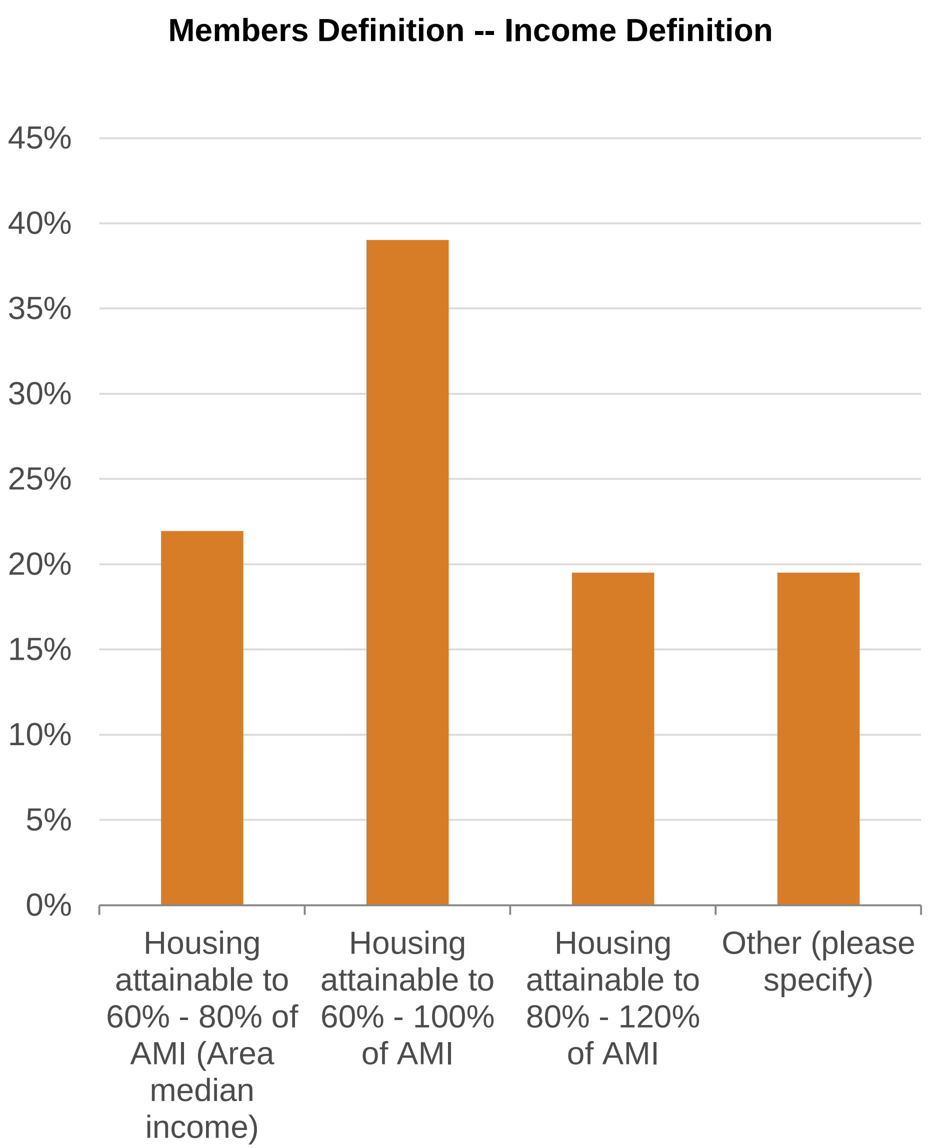
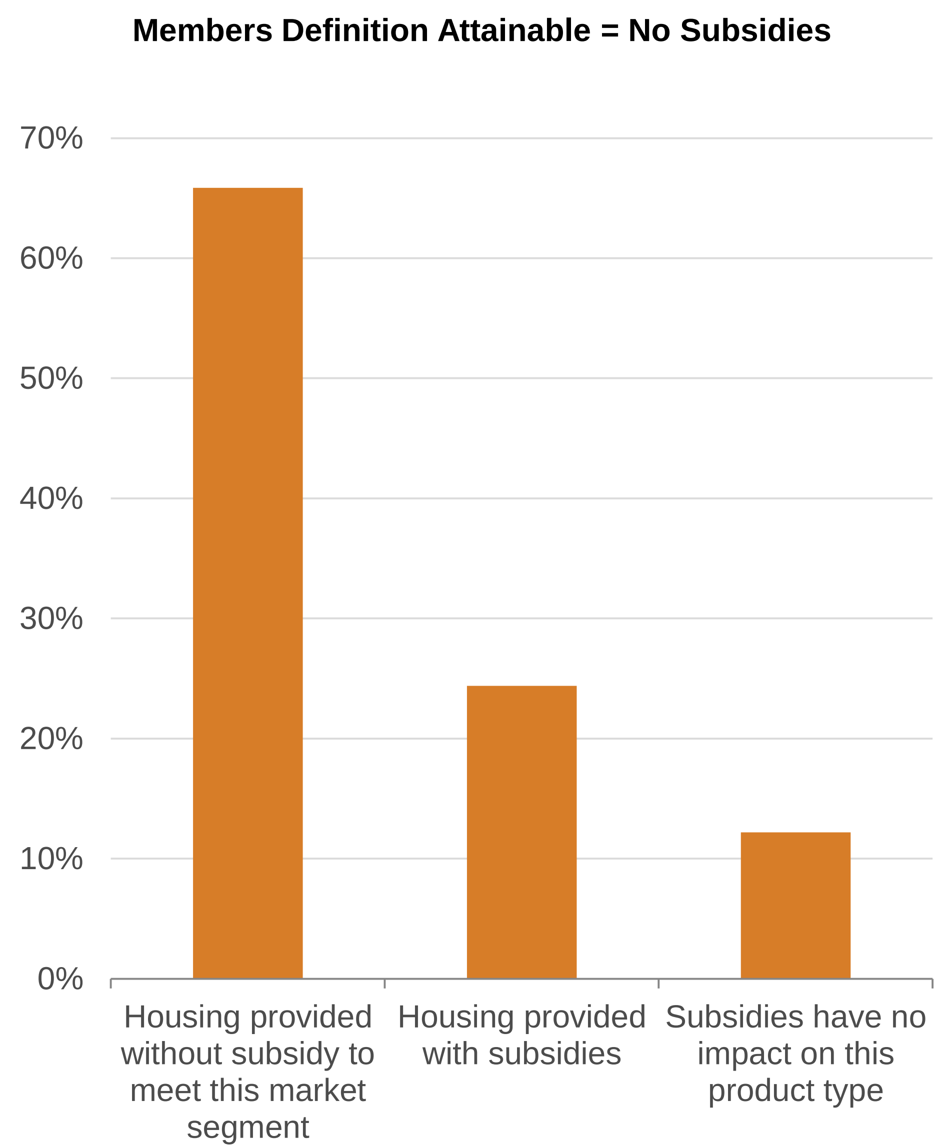
ULI MEMBERS DEFINE ATTAINABLE: 80% - 120% OF AMI





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Source: ULI

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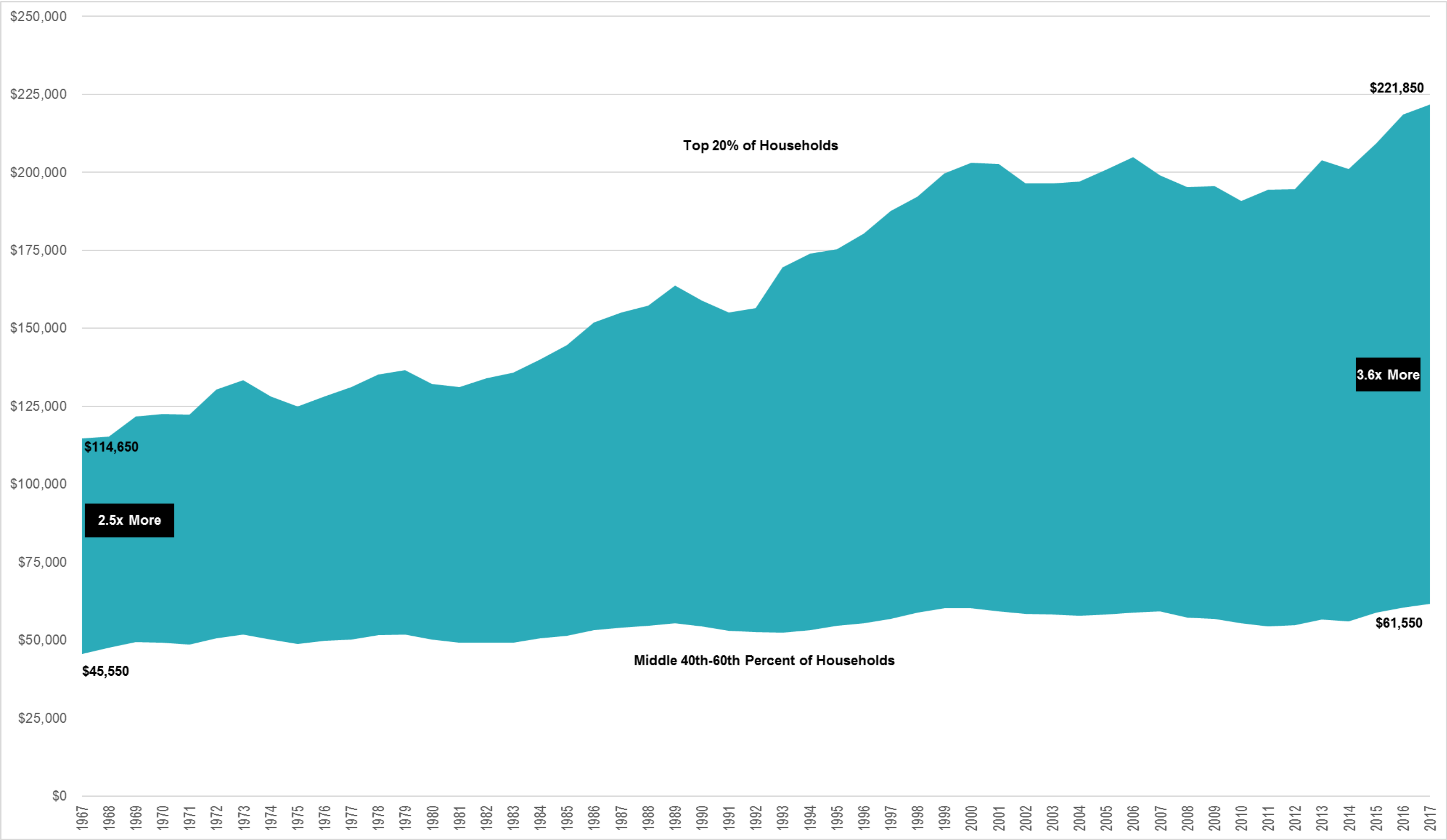
UNEVEN INCOME GROWTH



Sources: U.S. Census; RCLCO

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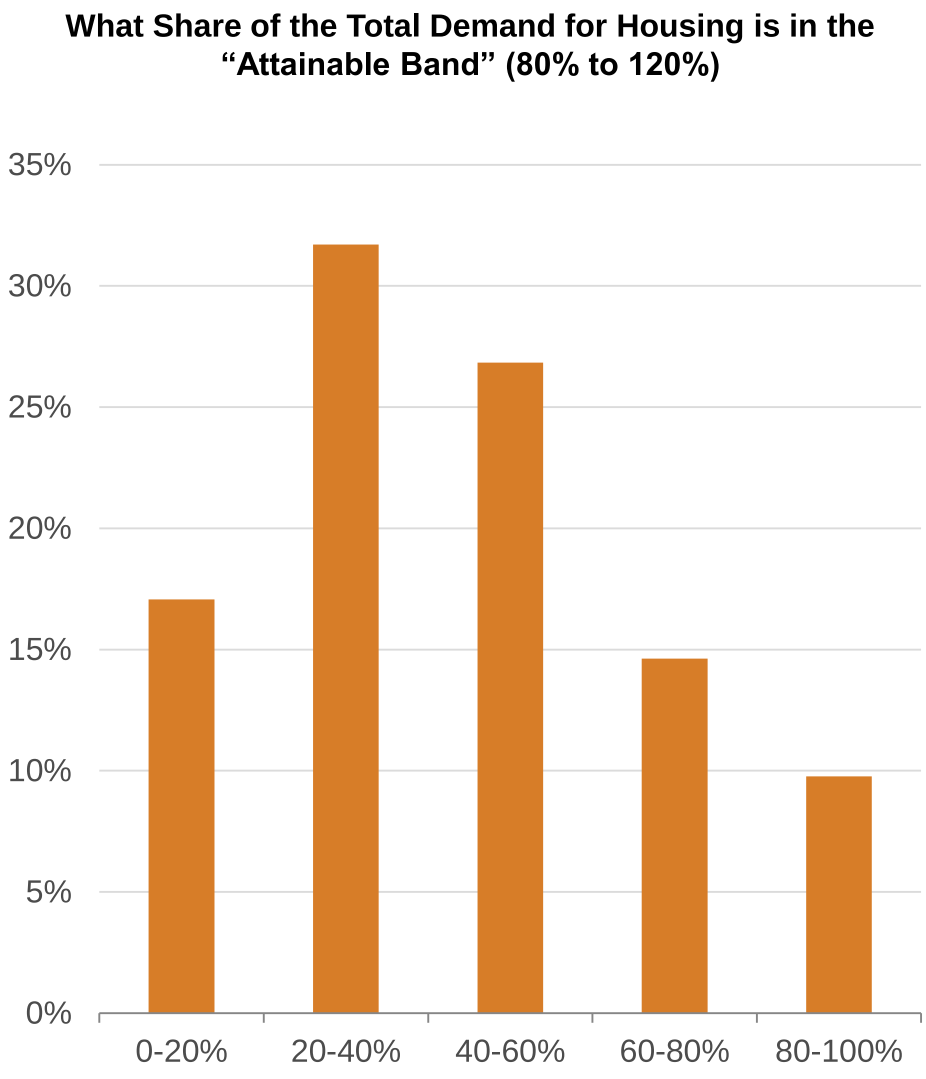
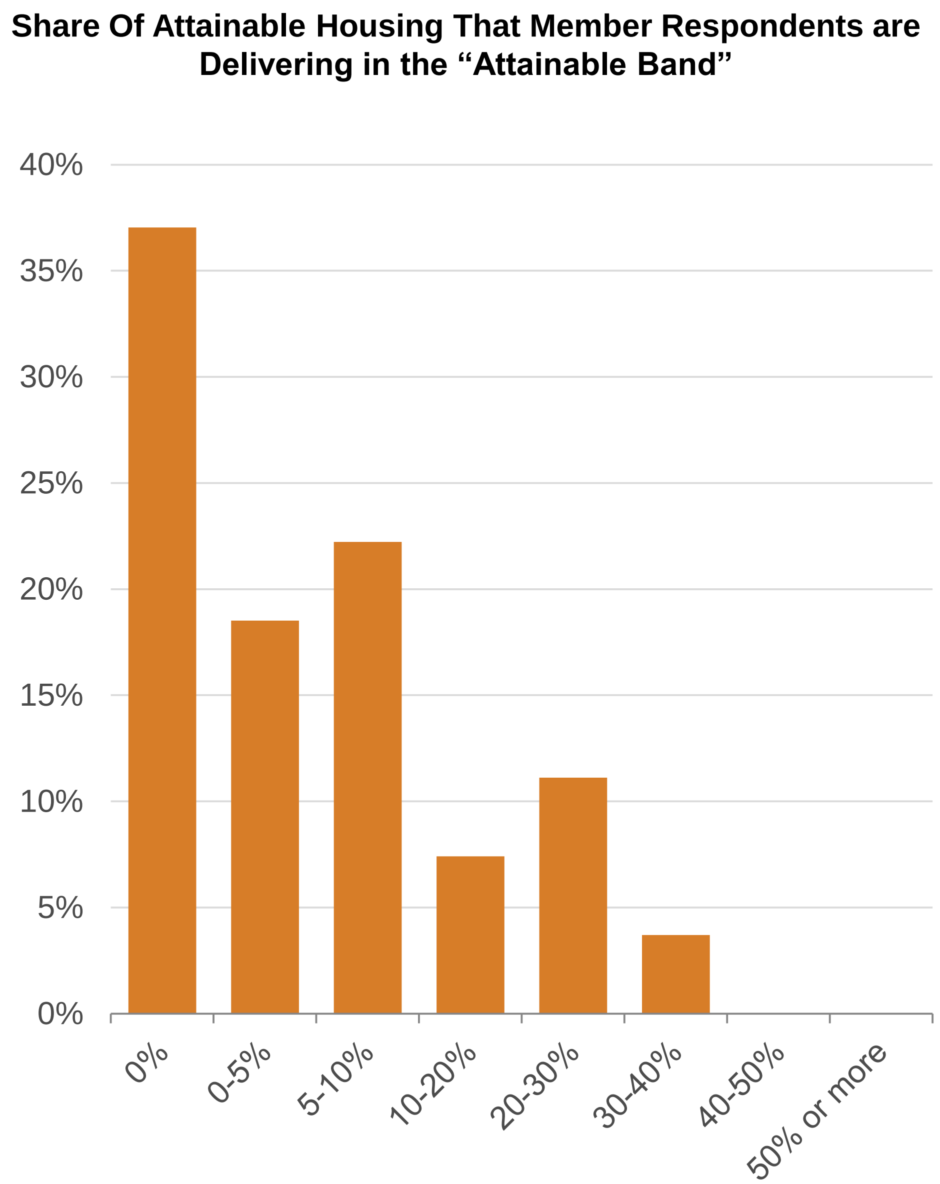
ATTAINABLE HOUSING MARKET SHARE





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Source: ULI

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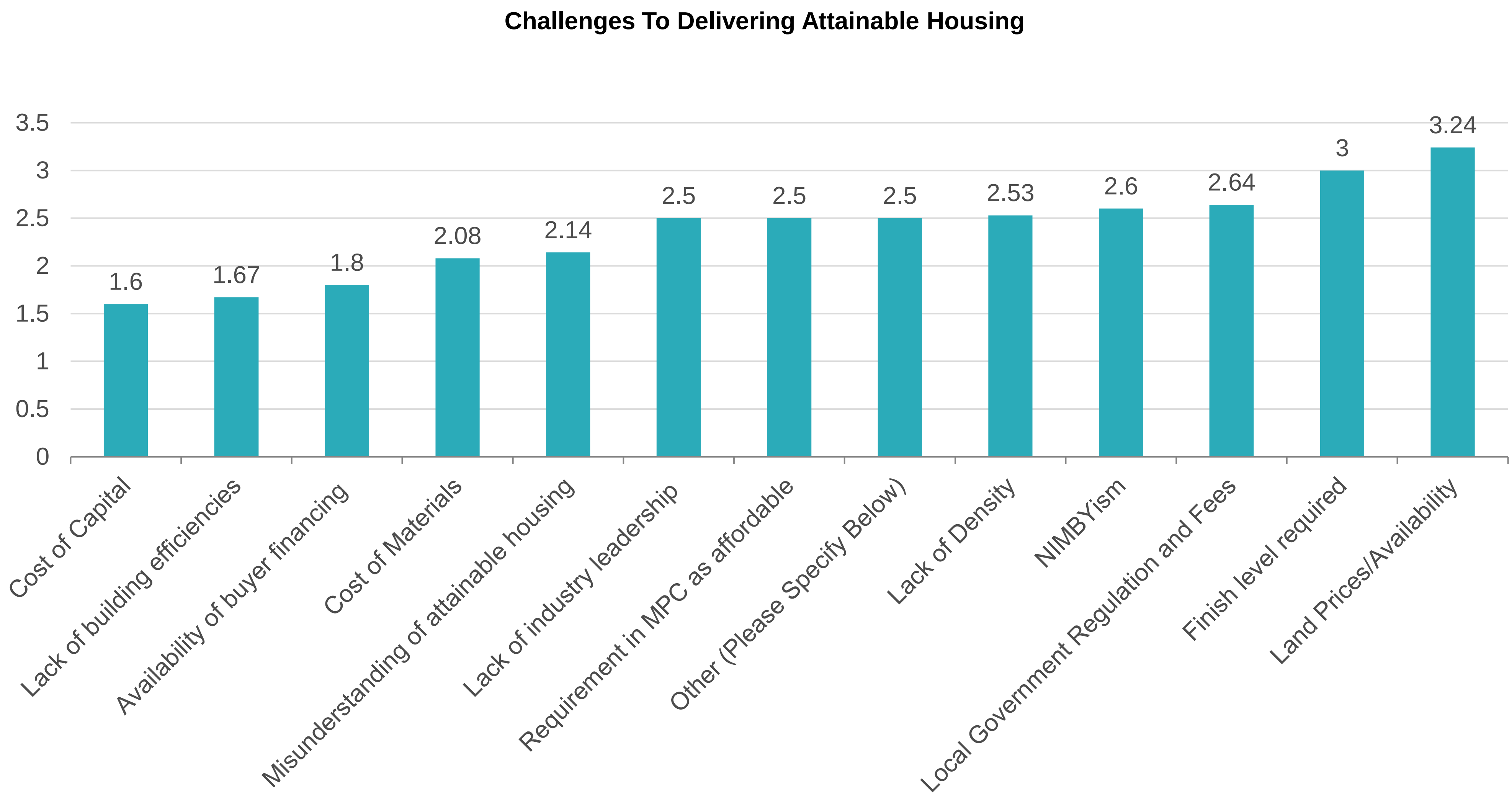
CHALLENGES TO DELIVERING ATTAINABLE HOUSING



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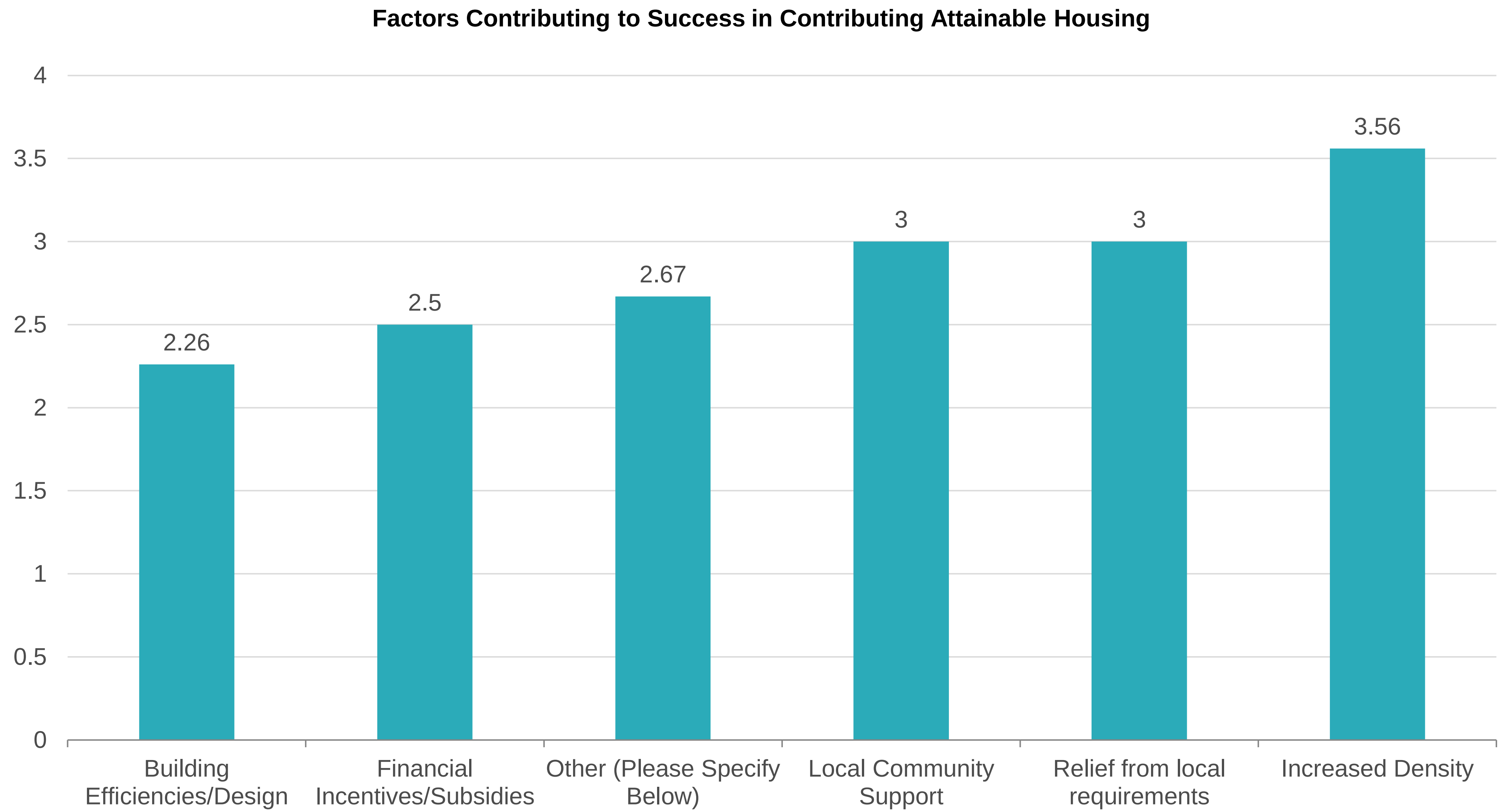
Source: ULI

SUCCESS FACTORS IN DELIVERING ATTAINABLE HOUSING



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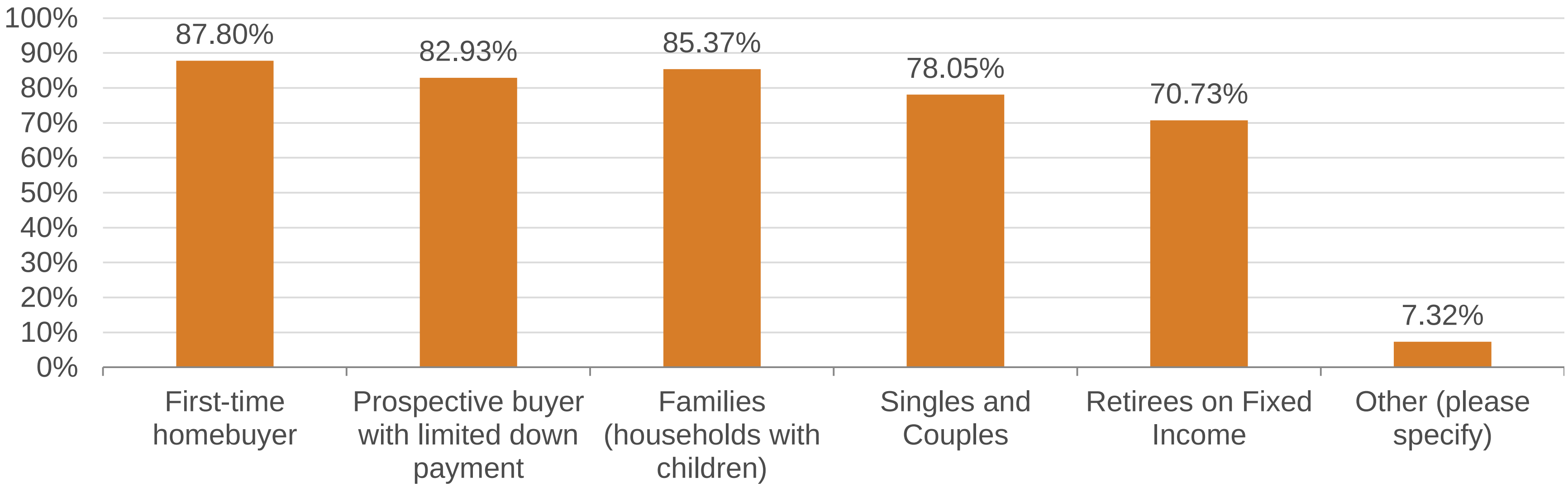
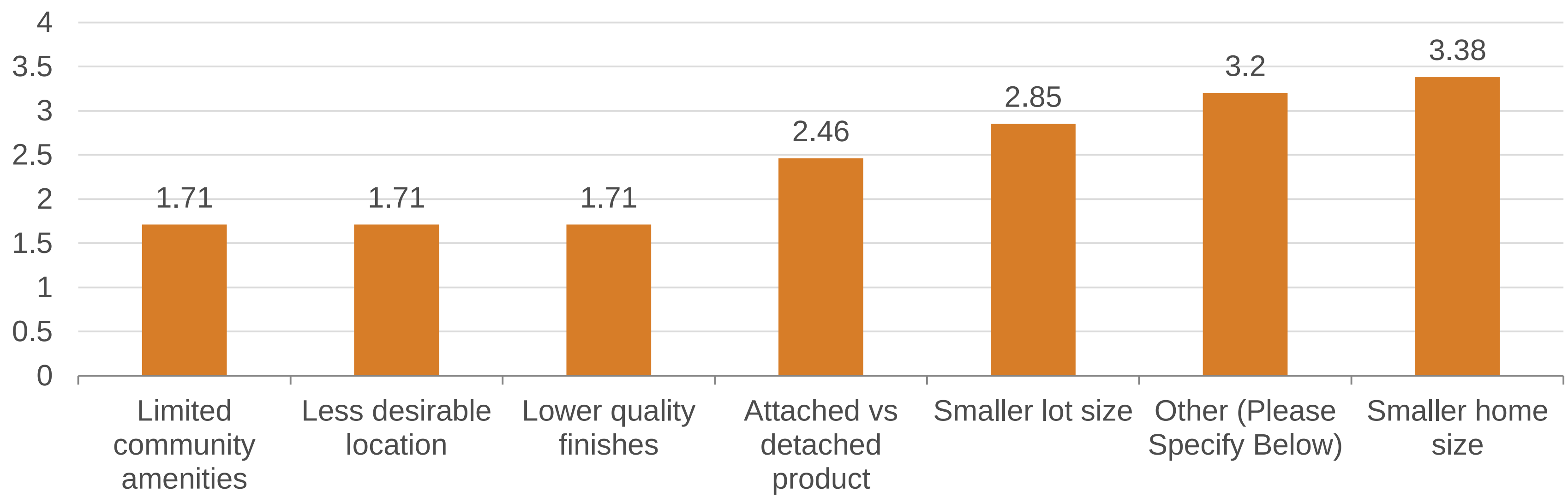
ATTAINABLE HOUSING SOLUTIONS: WHO AND HOW



Attainable Housing Solutions are for Everyone, Not just Millennials.



Acceptable Consumer Solutions for Attainable Housing Based on Industry's Opinion

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Source: ULI

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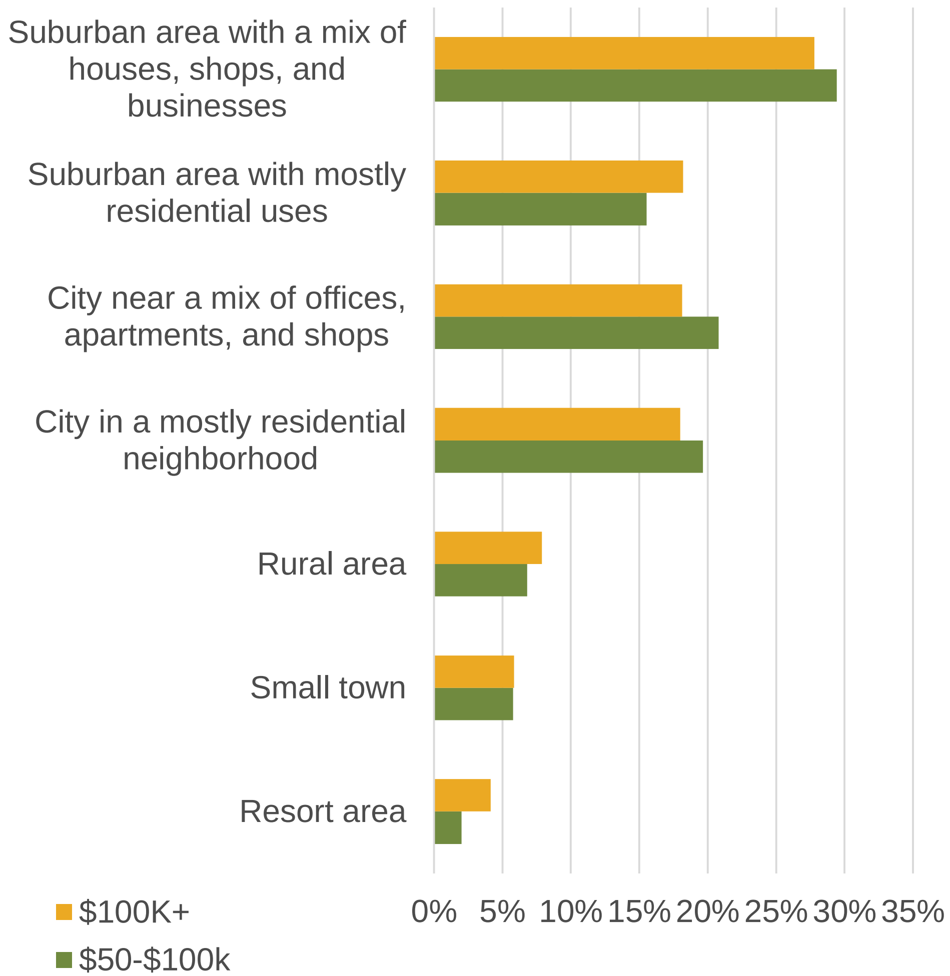
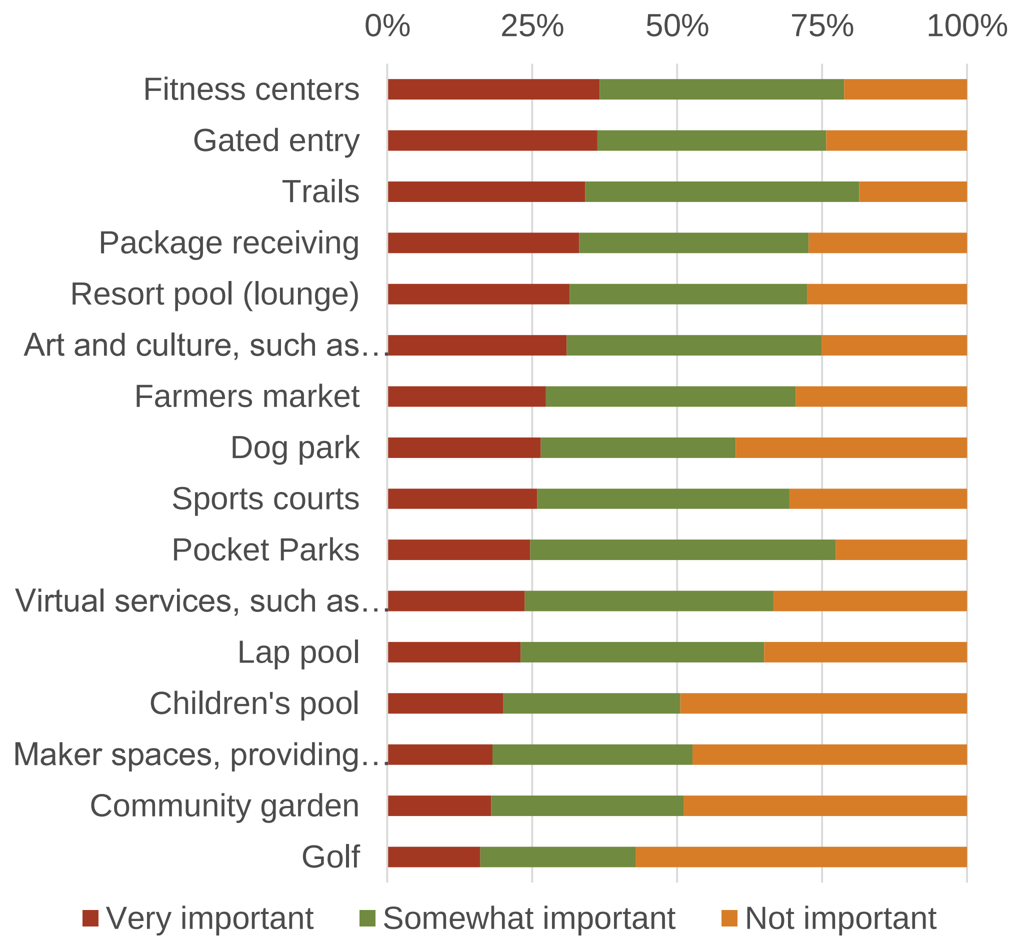
CONSUMER PREFERENCE FOR LOCATION AND AMENITIES

RCLCO's National Consumer Preference Survey





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HOMEBUILDING LANDSCAPE: STRATEGIES AND OBSERVATIONS

What builders are doing (Strategies):

1. Small Homes (Reducing Footage)
2. High Density Detached (Cluster);
3. Missing Middle (Attached);
4. Value Housing (Brand Segment).

What the committed are finding (Results)

1. Similar margins and greater price elasticity
2. Segmentation beyond density, size and price (space choices, finishes, exterior elevations, and aesthetics)
3. Design within, between and around homes (walkability and gathering spaces)
4. What builders are doing (Strategies):
5. Lifestyle choice messaging: communicating the trade-offs (walkability, low maintenance, financial flexibility)
6. Attainable orientation as an entitlement strategy: incomes mix easily

BUILDER STRATEGIES -- SMALL HOMES

Characteristics	
Definition	Less than 1,400 SF (Tier 1) Less than 1,800 SF (Tier 2)
Unit Type	1-3 BD, 1-2BA
Unit Size	700 – 1,400 SF
Density	8-20 du/ac
Land Plan	All Most effective with Density

Boulder Creek Neighborhoods
Wee-Cottages; Stapleton, CO

The Cottage Company
Danielson Grove; Kirkland, WA

New Home Company
Azure at Escencia; Mission Viejo, CA

Image source: Community websites

BUILDER STRATEGIES – VALUE HOMES

Characteristics	
Definition	Streamlined structural and interior finish options
Unit Type	All
Unit Size	All
Density	All
Landplan	All

Fresh Paint by Garman Homes
Briar Chapel; Chapel Hill, NC

DR Horton Express
Windermere Townhomes; Shakopee, MN

LGI
Mirror Lake; Lehigh Acres, FL

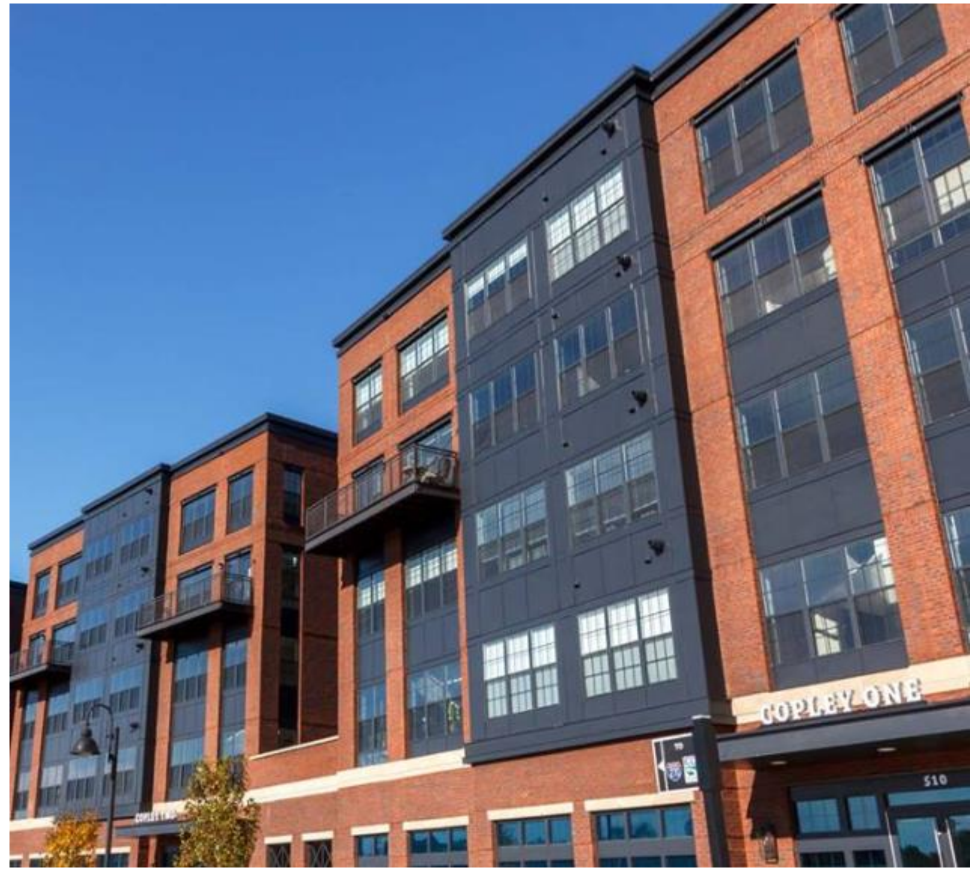
Image source: Community websites

BUILDER STRATEGIES – MISSING MIDDLE

CHARACTERISTICS	
Definition	Defined by Opticos Architects as typologies between detached hand mid-rise buildings
Density	12-20 du/ac
Unit Type	1-3 BD, 1-2BA One-Two-three story
Unit Size	700 – 1,900 SF
Landplan Options	Duplex to Multi-Plex (Stacked, Side/Side), Row Townhome,, Bungalow Cluster, Combos

Holmes Homes
Mews Collection; South Jordan, UT

Onyx East
Switchyard at Onyx; Indianapolis, IN



Michael Harris Homes
The Copley at Crown; Gaithersburg, MD

Image source: Community websites

BUILDER STRATEGIES - CLUSTER

CHARACTERISTICS	
Location	Suburban, Rural
Unit Type	1-3 BD, 1-2BA Two-story
Unit Size	700 – 1,500 SF
Lot Dimensions	Typical 6-Court Modules: 125’ x 150’
Lot Size	2,500 (50 x 50)
Density	8-20 du/ac
Landplan	Green Court Motor Court Alley Load

Lennar
Olive Grove; Chino, CA

Lennar
Autumn Field; Chino, CA

Bela Flor Communities
Bella Rosa; Mesa, AZ

Image source: Community websites

RANCHO MISSION VIEJO - DENSITY

- 5 Product Types
  - Condominiums
  - Townhomes
  - Duplexes
  - High-Density Detached
- 23.9 Acres
- 535 Units
- 22.38 Averge Density
- 740 s.f. – 1,760 s.f.

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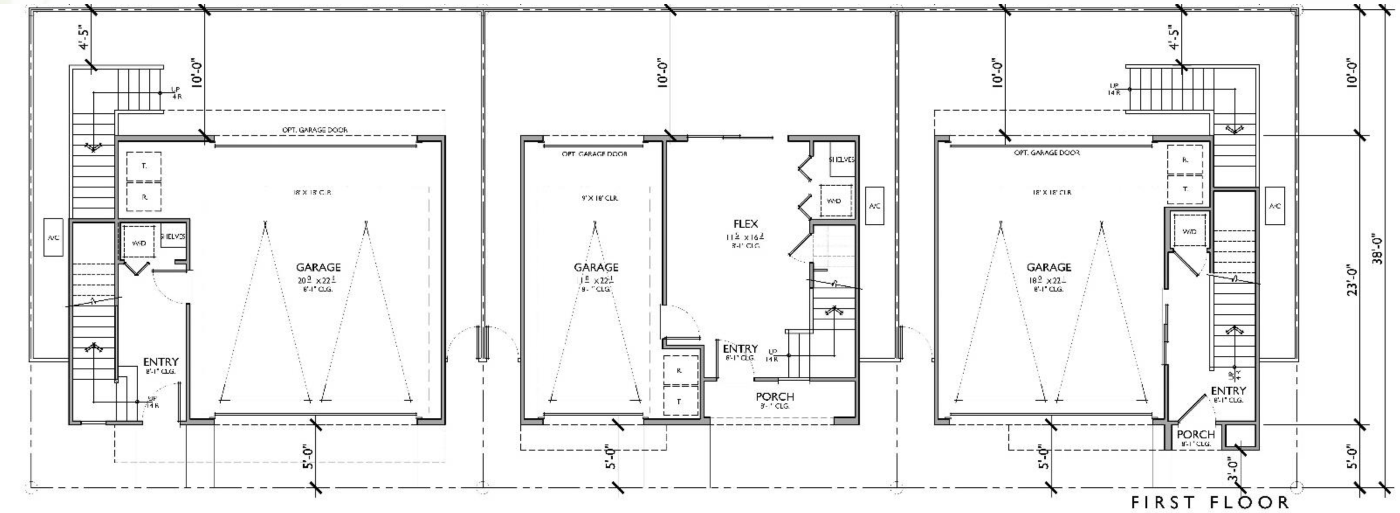
RANCHO MISSION VIEJO - ARCHITECTURAL APPROACH



- High-Density Detached
- 16.4 du/ac
- 876 – 1,195 SF

LAN 3 | PRAIRIE   PLAN 1 | RANCH CONTEMPORARY   PLAN 2 | SPANISH   PLAN 3 | FARMHOUSE

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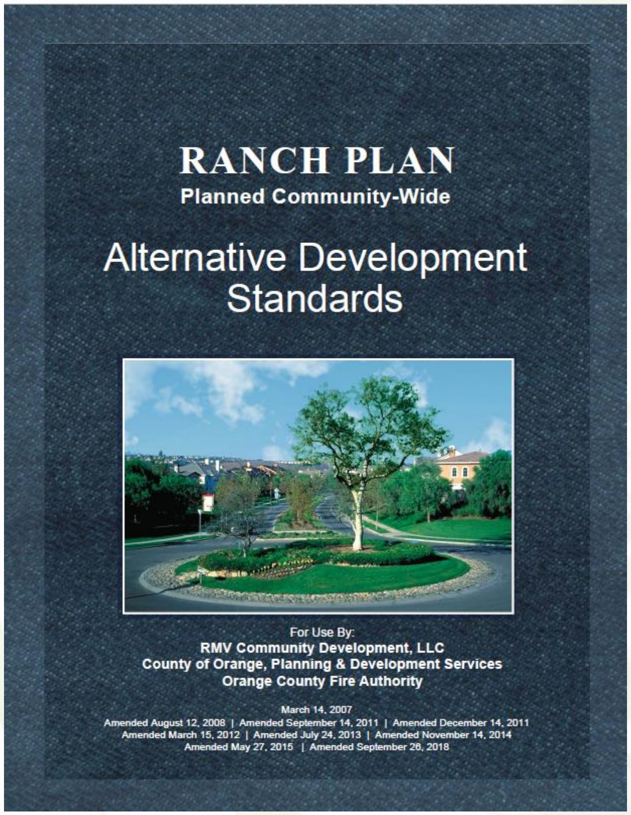
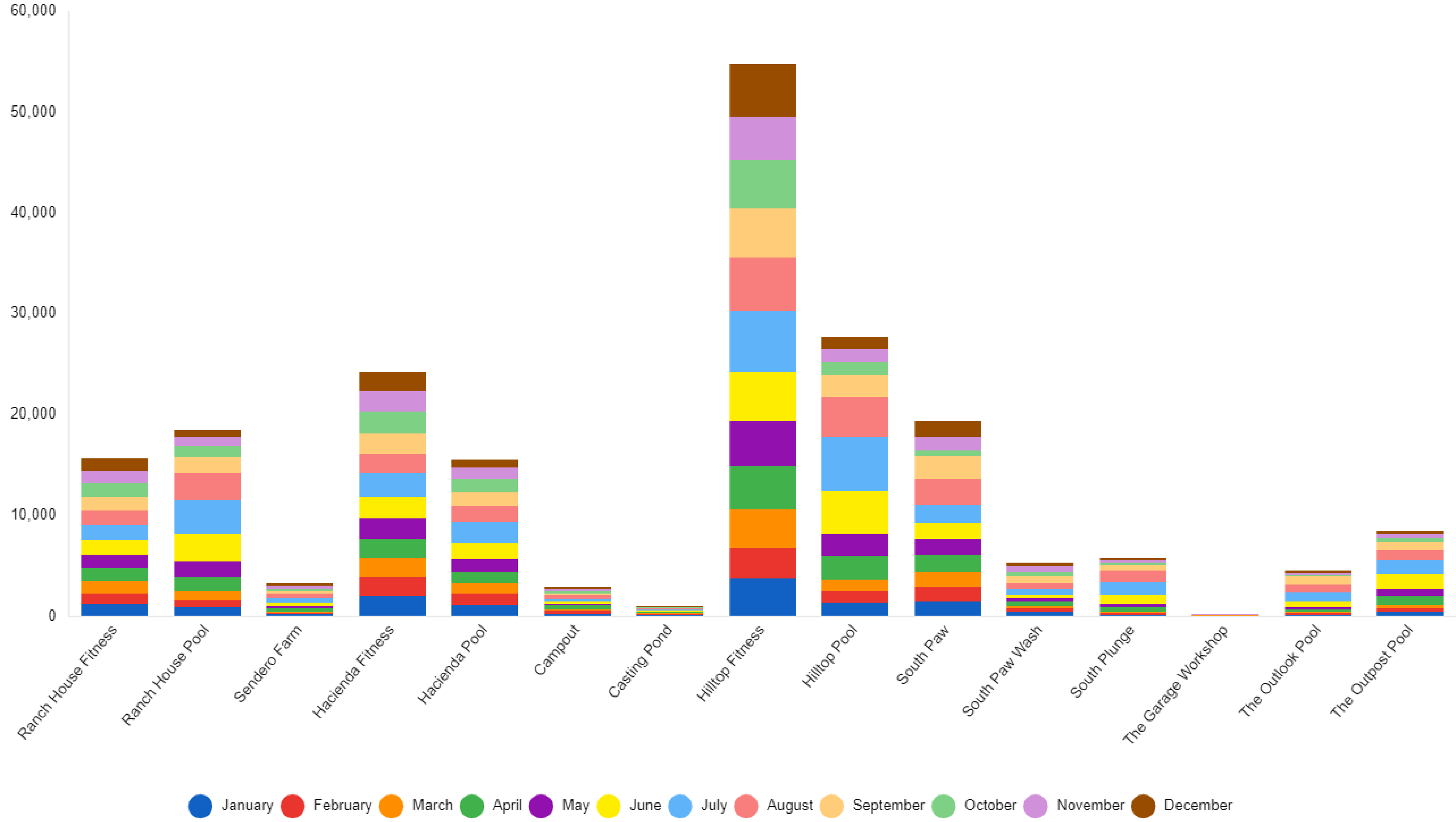
RANCHO MISSION VIEJO - ADS
ALTERNATIVE DEVELOPMENT STANDARDS

- Modify planning criteria to increase densities
- 2 year process
- Revised ADS include:
  - Relaxed parking standards in 55+ neighborhoods
  - In MR neighborhoods increase guest parking from 200‘ to 300‘ for 75% of the units
  - Planned Concept products (SFD Densities >8 du/ac) decrease building separations to 6‘ on zero lot line
  - Useable private open space for decks, roof decks and balconies up to 75 S.F.



AMENITY SWIPES DATA



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