

WINTER
2017

WALKING

BEST IN AMERICAN

REDEFINING
HOME AND
COMMUNITY

MILLENNIALS ON THE MOVE

POCKETS OF COMMUNITY

NEW OPPORTUNITIES IN
AFFORDABLE HOUSING

**SMALL HOMES,
BIG DEMANDS**
Buyers Tell All

Published by

NAHB
National Association
of Home Builders
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ON THE COVER:

An NAHB home buyer preference survey says buyers of smaller homes are willing to make some compromises, but energy efficiency and quality aren't among them.



Published by



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CONTENTS

3 THE DRAWING BOARD

A Game-Changing Idea

The newest category in the Best in American Living Awards™ celebrates innovation.

Alexandra Isham

7 GOING GREEN

High-Performance Homes at No More Cost?

Building science principles and education can dispel the myth that green is more expensive.

Gary Wollenhaupt

10 MARKETPLACE

Millennials Are Growing Up and Moving In

For this generation's homes, connectivity, convenience and community are must-have features.

Doug Smith

13 PORTFOLIO

All Aboard

This NAHB Multifamily Pillars of the Industry honoree wins big for design, construction and marketing.

Ann Marie Moriarty

18 PROOFS AND TRUTHS

What Buyers Want in a Small Home

If you want to win their hearts, give them lower power bills and a laundry room.

By Paul Emrath

22 POLICY WATCH

How Did They Do It? Discovering New Opportunities for Affordable Housing

A new NAHB study digs deep into what works and why.

Deborah L. Myerson

27 TOOLS & TECHNIQUES

What is a Pocket Neighborhood?

This unique land development strategy offers benefits for residents and surrounding communities.

Claire Worshtil

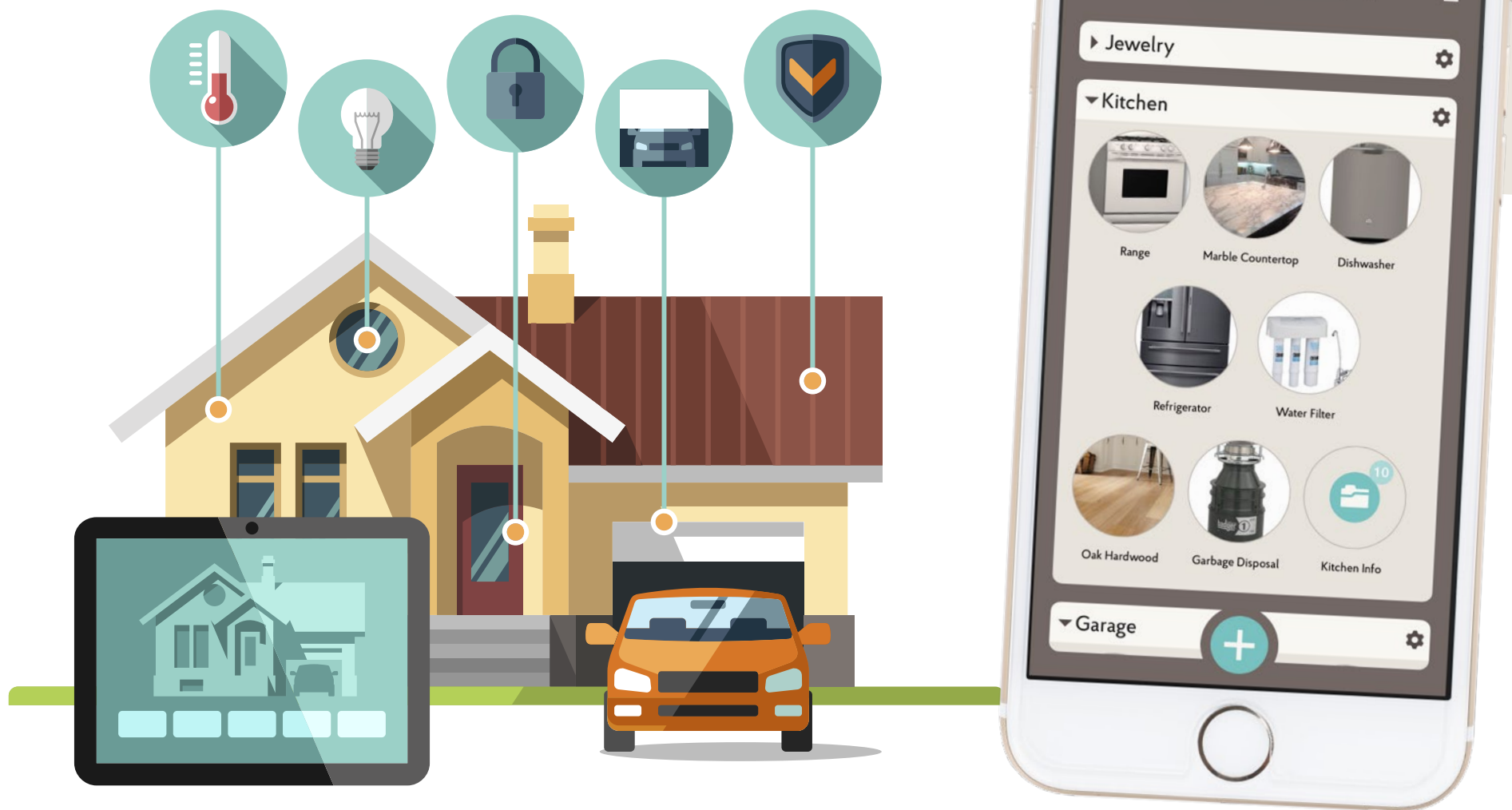
32 IT'S ALL IN THE DETAILS

Built-in Storage

Today's buyers just can't get enough of functional, attractive storage.

Deryl Patterson, AIA

By Alexandra Isham



floor plans to design details. Individually and collectively, the entries showed that the future of housing is in good hands. Notably, one entry emerged as a Platinum winner, the highest of the Best in American Living award levels. The first-ever recipient of the Game Changer award is [Centriq](#), the home owner's digital guide.

As a leading real estate agent noted, “In a couple of years, every home that sells will come with Centriq.”

“When someone buys a home, they won’t just get the keys, a stack of manuals, and paperwork,” said Shubber Ali, chief executive officer for

Centriq. Ali founded Centriq with James Sheppard. “They will get all of the information they

need to ‘know’ their home in one digital interactive guide at their fingertips.”

WHAT IS CENTRIQ?

Centriq is an organized collection of home information that can be transferred between all parties involved in the

A GAME-CHANGING IDEA

The future of homeownership is bright—and much more organized!

This year, the Best in American Living Awards® added a new Game Changer category to celebrate ideas that showcase innovation. Entry

requirements were left broad, hoping to cast a wide net that would draw in a variety of applicants and ideas.

Game Changer entries must enhance the resident experience and have the ability to significantly change home and community design over the next five

years. Individual projects and products were eligible this year, including home design concepts, new types of site development, innovations in products, and interior design.

Applicants did not disappoint, submitting an array of projects from apps to

Drawing Board

home’s life cycle. Available as an app in the Apple Store and coming soon to the Google store, Centriq is a digital library of a home’s user manuals; receipts, photos and descriptions for everything from light bulbs to water filters; paint color references; appliance information, and more.

Centriq’s inventory can be divided into two main categories: the knowledge of the home owner (or initial user of the app) and expert knowledge. Home owner knowledge includes information such as service provider contact information, Wi-Fi logins and photos of warranties. Notes can be especially handy when

it comes time to sell the home, as the new owner will receive important maintenance dates and contacts, such as the last time the water filter was changed or the name of the electrician and the dates of service to the home.

The expert knowledge database, populated by manufacturers and home maintenance professionals, is full of videos, owner manuals (which one can highlight or make digital notes on directly in the app), and maintenance schedules and recommendations directly from the manufacturer.

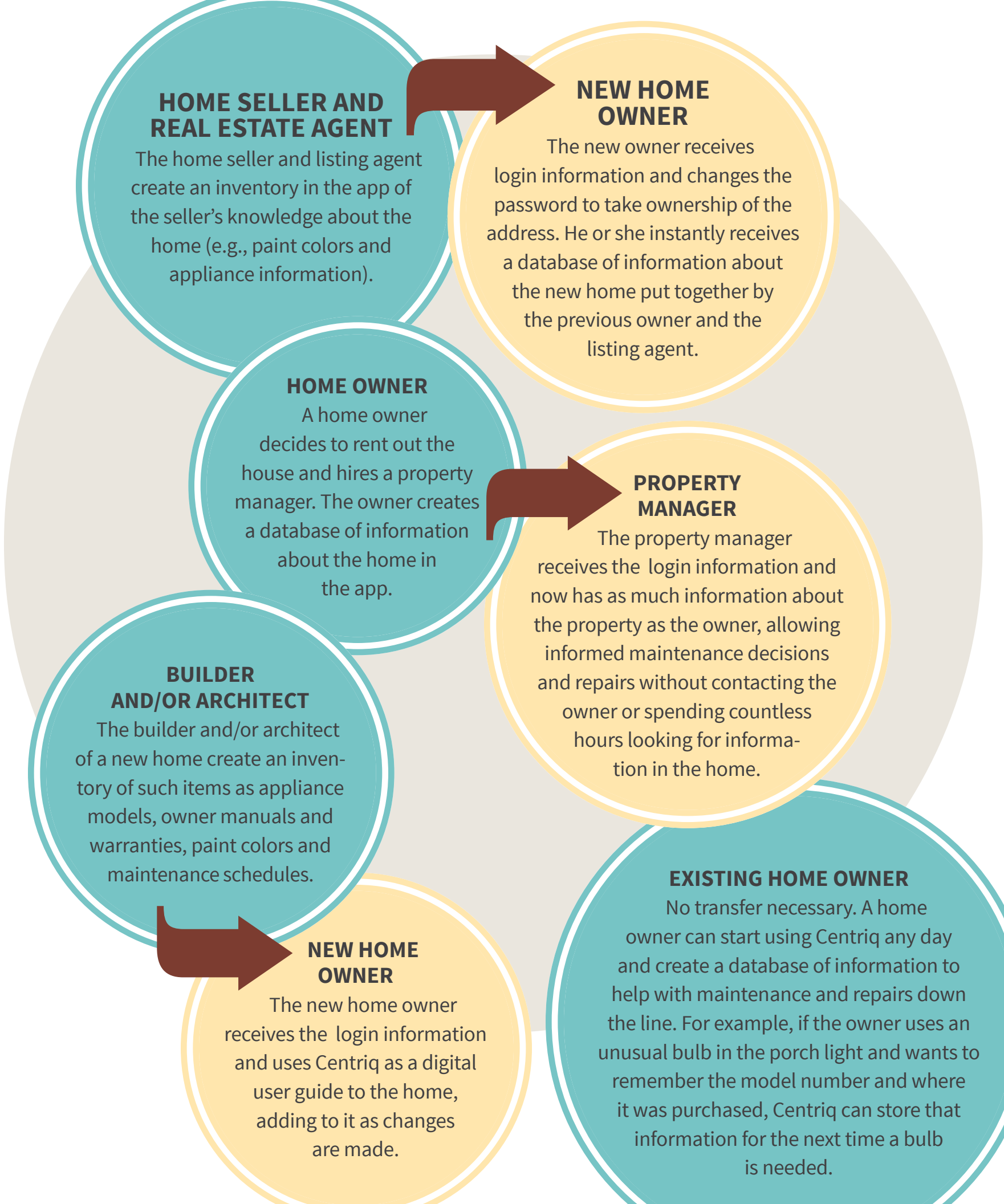
Centriq can also be used to create an inventory for insurance purposes, organized by room. Home owners can take photos and store them directly in the app and have a full list of items in the home in the event of theft or damage.

WHO CAN USE CENTRIQ?

The app’s straightforward design makes it user-friendly for anyone, even those with very limited knowledge of home building, design and maintenance. The app is easily transferable between users and can be set up by just about anyone (see diagram at right).

HOW IT WORKS

Centriq could not be simpler, which is part of the reason it has the potential to be so successful. Users update information



Drawing Board

in the app when things come up—when they replace the washer, for example, or hire a plumber to help with the kitchen sink. Owners can record videos of maintenance or repairs and scan in appliance information, all stored in the app and ready for the next time it’s needed.

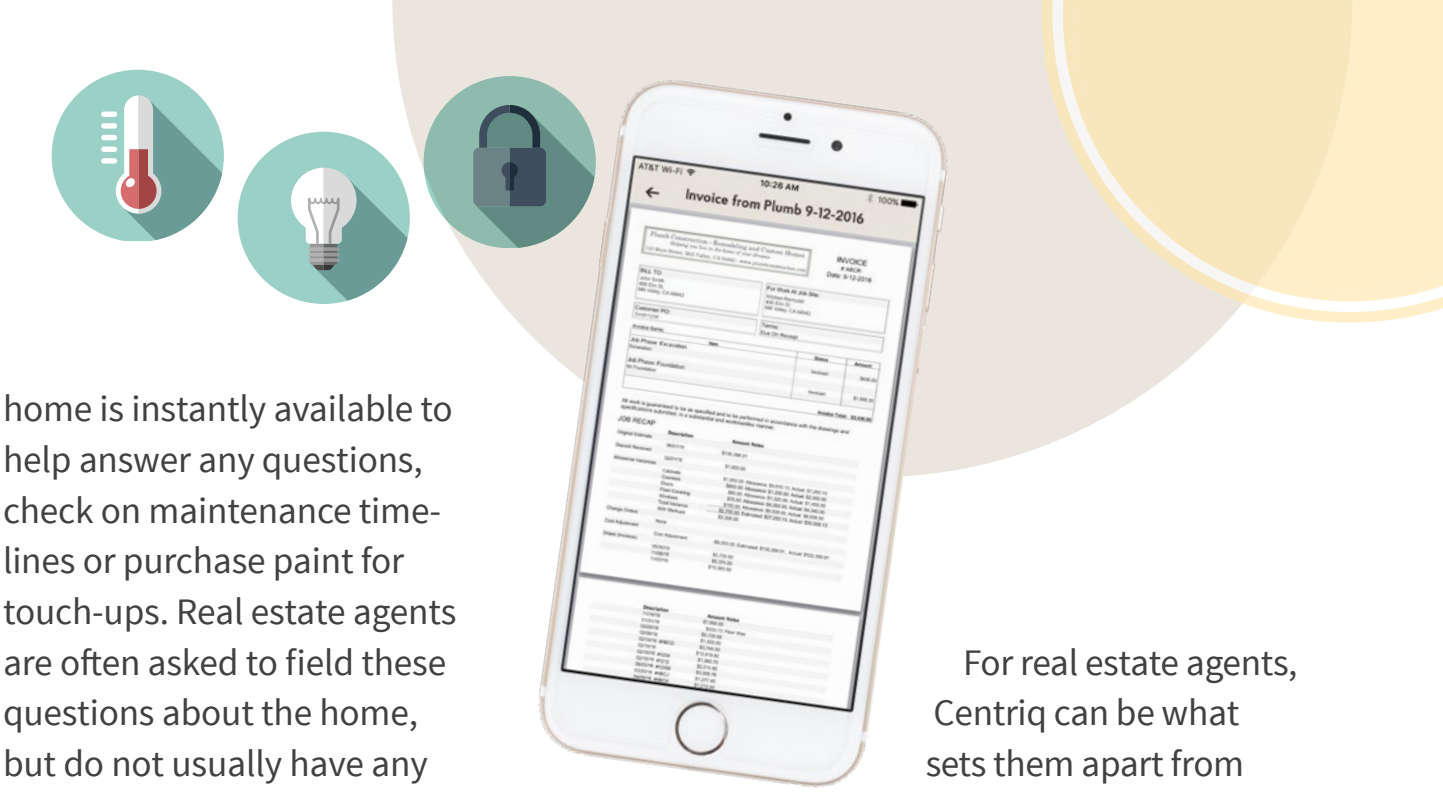
HOW CAN IT CHANGE HOUSING?

All of the information about a home previously was either stored in the owner’s head or left in a pile of warranties, manuals and

notes for the next owner to dig through, but not anymore.

“Centriq solves that problem because it allows knowledge to flow from the person who knows everything about the home to the person who needs to know everything about the home, the new buyer,” said Sejal Binnings, a luxury property specialist with Pacific Union/Christie’s International in the San Francisco market.

As soon as the new buyer logs in to Centriq, all the information about the



home is instantly available to help answer any questions, check on maintenance time-lines or purchase paint for touch-ups. Real estate agents are often asked to field these questions about the home, but do not usually have any more information than the new owner, Binnings said. With Centriq, the transfer of information is seamless.

Sure, home owners can look on the internet for solutions. Videos abound online, and nearly any user manual can be found through a search by serial number. Centriq, however, gets rid of the excess information.

“There is a bevy of generic information out there about how one should take care of their house, but Centriq is only about *your* house,” said Lisa Camozzi, a sales associate for Coldwell Banker in San Francisco. “And everything that’s contained in that app is specific to how your house operates. Nothing is going to make a buyer feel more secure than having that information.” No more guessing about old repairs or the age of appliances; Centriq has it available on the spot.

For real estate agents, Centriq can be what sets them apart from their competitors.

“Everyone’s doing 3D tours now,” said Arrian Binnings, an agent with Pacific Union/Christie’s International. “Everyone’s doing drone photography. Everyone’s doing floor plans and professional photos.”

For builders, the app offers a much simpler and more streamlined method than a giant three-ring binder to deliver user manuals, product and warranty information, and home maintenance schedules to buyers. And because all the information is unique to the buyer’s home, it is much more personalized, just like their brand new home. 🏠

Alexandra Isham is program manager, design, in the Department of Land Use and Design/Regulatory Affairs at the National Association of Home Builders.



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Submit your homes and plans and earn a shot at being recognized as one of the best of 2017. Winning projects will be featured in the *Professional Builder’s* September issue.

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2016 Best in American Living Award winner; Photo: LOOK Photography

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Green Building:

High-Performance Homes at No More Cost?

By adopting building science principles and accurately explaining to buyers the true cost of ownership, builders are disproving the myth that green homes are more expensive.

By Gary Wollenhaupt

Pity the poor granite countertop maker, the straw man in every green building argument. Builders love to say that home buyers won't give up granite to invest in extra insulation, high-efficiency HVAC or hot water recirculation pumps. But some leading builders are figuring out how to make the sale on high-performance homes that don't cost more than their code-built neighbors.

These smart builders are reimagining their homes to be designed and built in a way that

allows them to offer high performance without additional purchase cost. These homes include a bundle of highly desired benefits, such as lower energy and water costs, greater comfort, healthier indoor air quality, building resource efficiency and lower maintenance.

Still, one very powerful myth—green homes cost more—is keeping more builders from fully embracing the trend. At one time, that was true, but no longer.

“Nothing will be more exciting and drive more success in the home building marketplace than high-performance homes being available for no more cost than a non-high performance home,” said Robert Fincher, publisher

In the annual Energy Pulse study, 81 percent of respondents said energy efficiency would influence their selection when comparing two homes.

of ProudGreenHome.com, a website devoted to inspiring and educating home owners and building professionals on high-performance homes.

In the best practices document, “[High Performance Homes—No More Cost](#),” ProudGreenHome.com talked with a number of leading builders and industry experts to understand the obstacles to building green at competitive prices. The consensus among the experts, including award-winning and commercially successful home builders, is to understand and adopt the smart choices in the construction process that can lead to a competitive, if not superior, total cost of ownership. For example, advanced framing techniques or factory-built trusses and wall panels not only produce a tighter building envelope, but also save money on lumber, labor costs and dumping fees.

Fortunately, the value of green homes is beginning to rise in the marketplace. The ninth annual Energy Pulse study, a national survey from the Shelton Group, found that 81 percent of those surveyed said energy efficiency would have “somewhat to very much” impact on their selection when comparing two homes.

Sure, some features of a high-performance home may increase total cost, the same way a custom-built home with lots of upgrades will cost more. But a truly



High-efficiency HVAC systems and advanced framing techniques can reduce construction costs on a high-performance home.

high-performance home that delivers many benefits to the home owner does not have to cost more; smart choices in the construction process can hold the purchase price to a competitive level with a code-built home of similar size in the same market.

A greater investment in insulation, air sealing and high-performance windows means the HVAC system can be smaller, leading to savings in the purchase price,

Green Builders' Tips

1

Involve subcontractors
Help educate subs on expectations and codes.

2

Well built is better than high-tech
A fundamentally well-designed and -built house is better than one that uses lots of technology to overcome flaws.

3

Use standard materials
Exotic materials aren't necessary; 90 percent of the products can be found in the lumberyard.

4

Details matter
Performance is hidden in details such as air sealing and foundation insulation.

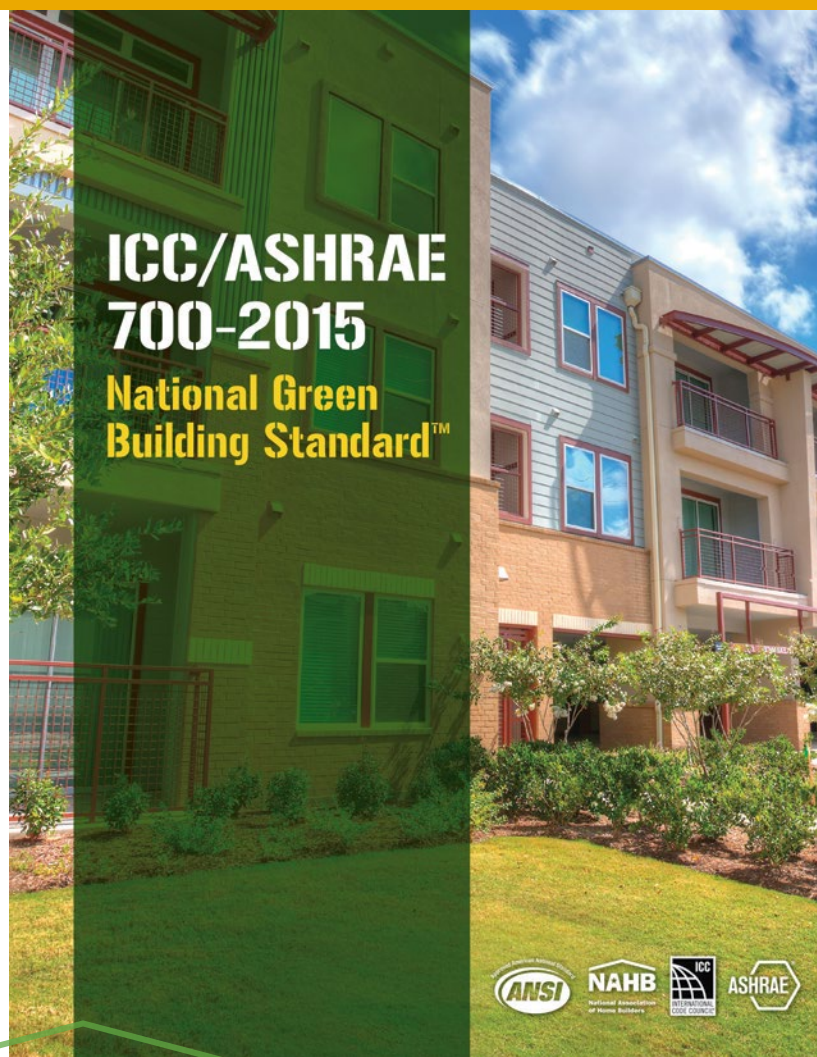
5

Use green as a differentiator
Buyers will notice high quality and performance.

as well as the ongoing operation of the house. Reducing the electrical load through a tight thermal envelope, using ENERGY STAR®-rated appliances, LED lighting and other measures can cut the amount of solar power required to be a net zero home, or get close to it.

Green builders understand the fact—and communicate it well to their buyers—that energy efficiency is a way to get those granite countertops and other amenities in a high-performance home where energy savings deliver a lower total cost





WHERE SUSTAINABLE HOME BUILDING AND DESIGN

INTERSECT



New 2015 Edition Just Released!

The ICC/ASHRAE 700-2015 National Green Building Standard™ (NGBS) is the first residential green building standard to undergo the full consensus process and receive approval from the American National Standards Institute (ANSI).

The third edition of the nationally-recognized standard developed by NAHB, the International Code Council (ICC), and ASHRAE is now available. Access your [free e-book copy](#) now to learn the latest on qualifying and certifying your green projects for more customers and a competitive edge.



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of ownership. A builder can give a home buyer a HERS report that shows energy costs will be \$300 a month less. As a result, the buyer can finance almost \$100,000 more for the same monthly outlay of principal, interest, taxes, insurance and energy on a code-built house.

With a clear explanation, home buyers can understand the math that makes green homes a better value. For example, in the Denver market, a green home builder estimates that taking a 2,000-square-foot house from code to a [Department of Energy Zero Energy Ready Home](#) adds about \$10,000 to the market value of about \$400,000. To achieve full net zero with solar panels adds approximately \$35,000 to the sales price.

The builder shows buyers that the net zero energy house will save about \$300 per month in energy bills, compared to a typical resale house. The cost of the additional \$35,000 for renewables is

about \$100 per month in the mortgage payment. The math gets to be simple. For an investment of \$100 a month to go full net zero, the home owner saves \$300 a month in utility costs, starting on move-in day and lasting the life of the home.

In Florida, the developer of a neighborhood of 148 net-zero homes estimates that lower energy bills give the home owners more than \$40,000 in additional buying power over the life of the mortgage, plus a healthier, more comfortable home.

These home builders don't necessarily sell a "green" home, they sell a high-quality, high-performance product, and the green aspects of resource efficiency are a welcome outcome.

Builders don't have to be frustrated by the thought that customers will choose granite countertops over energy efficiency. Instead, builders can give buyers the granite countertops *and* build a better home. While green home elements may add slightly to the initial cost, they can be offset quickly by the savings from enhanced energy efficiency throughout the life of the home. ▲

Gary Wollenhaupt is the editorial director of ProudGreenHome.com.



MILLENNIALS

» GROWING UP & MOVING IN

By Doug Smith



Technology may be a crucial part of the millennial lifestyle, but this generation also craves connections in real time. As they begin to look for homes, they seek out "urban-surburban" locations that give them the best of both worlds.

As the millennial generation begins shopping for its first home, themes of connectivity, convenience and community have become must-have features.

There's no denying that millennials have a large presence in the housing market. The generation is [outpacing baby boomers by more than 15 million](#), and research from Demand Institute forecasts [millennials spending \\$1.6 trillion](#) on home purchases by 2018. That's some incredible spending power, and home builders are taking notice.

Millennials have become much more decisive about living space needs as they've gotten older. Their new homes include more tech-centric innovations than those of their parents, but common themes of convenience, connection and



EMBREY MILL BY NEWLAND COMMUNITIES

BRAMBLETON GROUP LLC

Millennials are known for their sense of exploration. Give them an open space and they'll adapt it to an activity that speaks to them.

community register just as prominently as they have with previous generations (only now connection means more to a smartphone and less to a land line). Our company, McLean, Virginia-based home builder and developer Miller & Smith, spotted and incorporated three housing trends that are popular with the millennial mindset.

COMMUNITY SPIRIT

For many millennials, a key feature in a new home isn't always the home itself, it's the surrounding community. The opportunity to take part in a social atmosphere that offers culture, recreation and the chance to meet neighbors is a must for younger buyers.

Mixed-use communities, such as [Embrey Mill](#) or [Brambleton](#), both in northern Virginia, address this demand



EMBREY MILL BY NEWLAND COMMUNITIES

by offering a number of events, entertainment and activities, from [farmers' markets](#) to summer concerts and charity runs, right outside their residents' doors.

Parks, walking trails and green space, whether for spontaneous get-togethers or moments of quiet reflection, are also popular features of mixed-use

communities. [Tallyn Ridge](#), a new community in Frederick, Maryland, has a location connecting to a park with mountain views and hiking trails that allow residents to enjoy nature at a moment's notice. The community's grounds are also designed to offer a park-like feel with a wealth of trees, hills and trails.



EMBREY MILL BY NEWLAND COMMUNITIES

“The opportunity to take part in a social atmosphere that offers culture, recreation and the chance to meet one's neighbors is a must for younger buyers.”

CONVENIENT OUTDOOR LIVING

Millennials avidly seek out homes that marry the outdoors and indoors. This group enjoys “urban-suburban” locales, which limit the upkeep of an individual backyard. That said, millennial home buyers also often crave their own piece of nature and wish to bridge the convenience and comfort of indoors with the relaxing, expansive feel of the outdoors.

Home builders are stepping up to this challenge by designing homes that use spacious rooftops and clever interior design to seamlessly merge outdoor spaces with indoor living. [Upper West at One Loudoun](#), a new project in



BRAMBLETON GROUP LLC

Millennials place a high value on sustainability, including walkability. The Brambleton neighborhood in northern Virginia is within walking distance to a shopping and entertainment complex with events ranging from outdoor concerts to an ugly sweater brewery tour.

EMBREY MILL BY NEWLAND COMMUNITIES



Loudoun County, Virginia, features open-air architecture with walls of glass and floor-to-ceiling windows that allow more than just a glimpse of the outdoor environment.

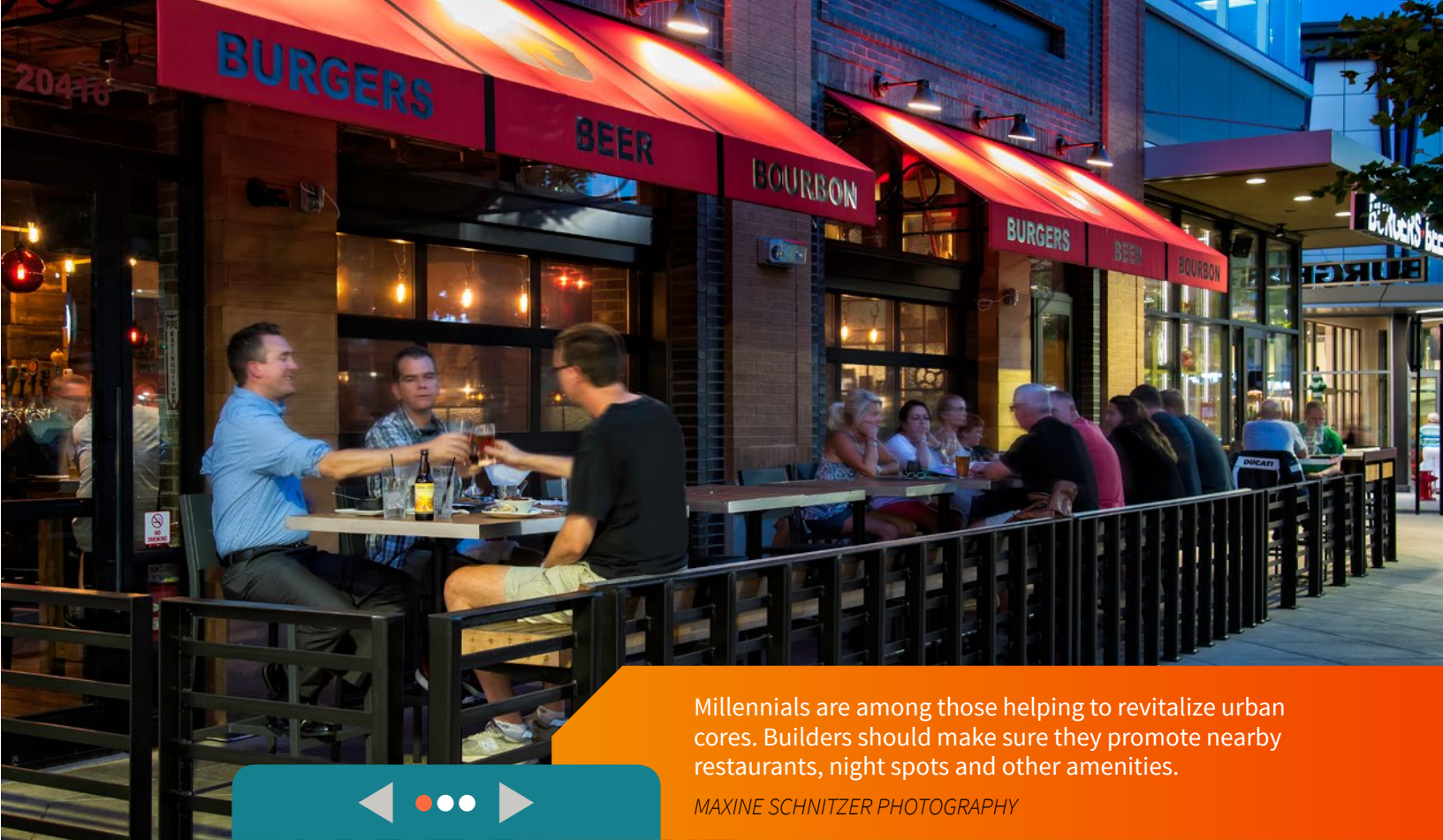
Upper West also brings forward every major living and entertaining space in a manner that integrates stunning views of Loudoun’s 100-plus-acre Central Park. As

a final touch, residents can take in sunsets and panoramic views on a 400-square foot rooftop pied-à-terre that is larger than many studio apartments in Washington, D.C.

THE CONNECTED HOME

Without question, millennials are more “plugged in” than any previous generation. Their lives revolve around the digital sphere, which means smart technology integration is a top priority in their homes.

In many ways, a concept once thought of as “the home of the future” is now considered a reality, which means saying goodbye to a basket full of remote controls. The market’s



Millennials are among those helping to revitalize urban cores. Builders should make sure they promote nearby restaurants, night spots and other amenities.

MAXINE SCHNITZER PHOTOGRAPHY



Builders can't have too many gathering spaces in communities geared to millennials. You don't need a lot of organized activities; they're the masters of hanging out.

BRAMBLETON GROUP LLC

most innovative homes now focus around one central operating system and mobile platform, which cohesively coordinates and connects technology throughout a home. Home devices are now conveniently controlled through an online application on a smartphone, or one central remote.

So what does this mean for a home owner? An easier, more streamlined lifestyle. Homes such as Upper West at One Loudoun include built-in, high-tech features such as multi-room audio systems and high-end home networking that ensures connecting to Wi-Fi is as painless as possible. Upper West also features smart locks and keyless entry, which means less time spent searching

for lost keys as your home can lock and unlock itself for you.

Millennials may be looking for dream homes that center heavily around technology, but they also place a surprising emphasis on the simpler elements of home life: connecting with neighbors in real time and the great outdoors. Times and generational tastes may be changing, but classic elements are evolving right along with them. 🏡

Doug Smith is president of Miller & Smith.



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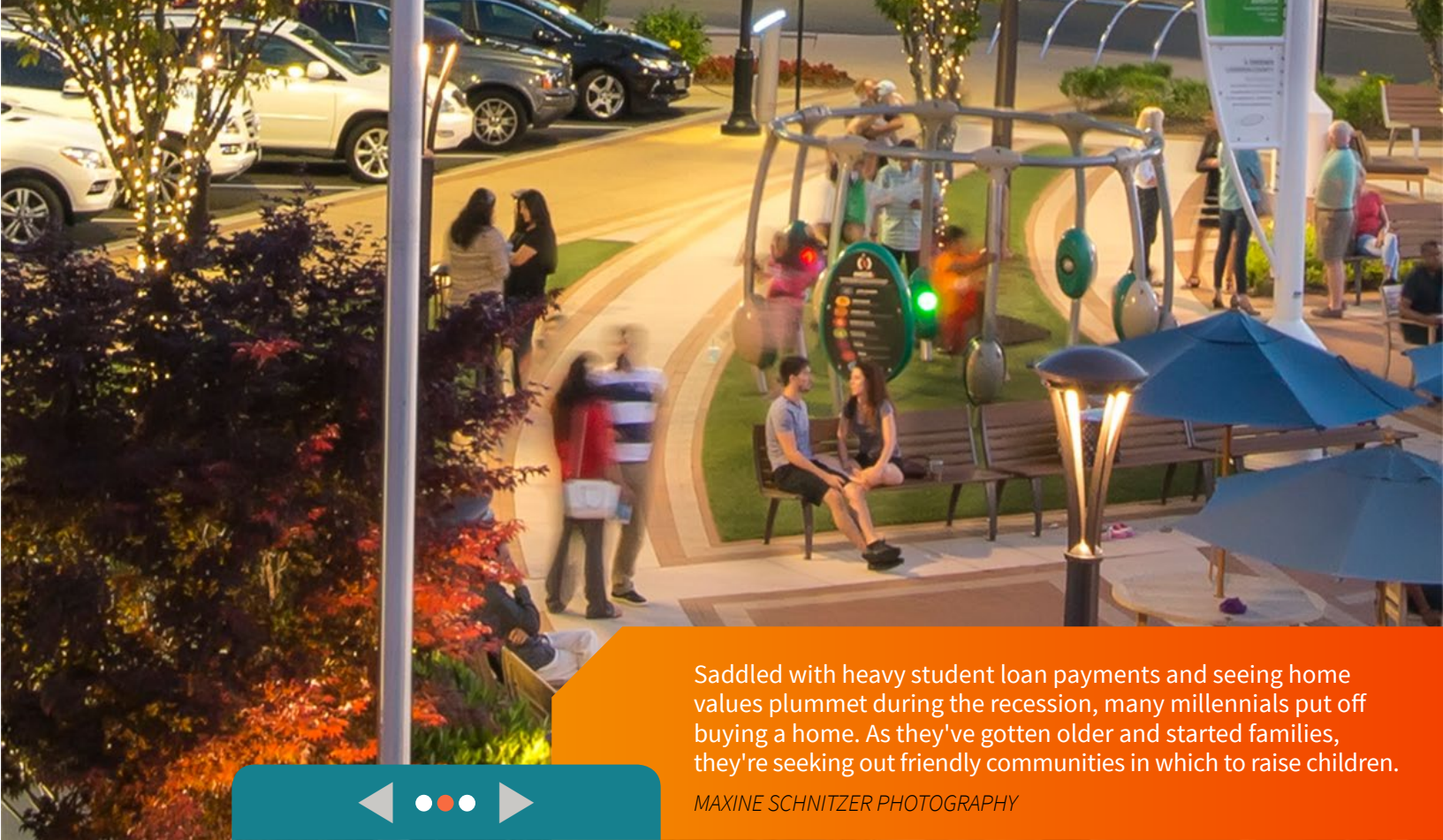
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Saddled with heavy student loan payments and seeing home values plummet during the recession, many millennials put off buying a home. As they've gotten older and started families, they're seeking out friendly communities in which to raise children.

MAXINE SCHNITZER PHOTOGRAPHY



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The community features that appeal to millennials also are attractive to a growing number of baby boomers who are energized by neighborhoods close to cultural events, restaurants and shopping.

MAXINE SCHNITZER PHOTOGRAPHY



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PHOTOGRAPHY BY APRIL GREER

By Ann Marie Moriarty

ALL ABOARD

Notch 8, a mixed-use development with a transit history, wins big for its collaborative processes in design, construction and marketing.

Development and construction horror stories often make the news. But projects that work well? Not so much. Projects in which all the participants go out of their way to emphasize the high level of cooperation and support among the various players? Almost never. But Notch 8 is one of those.





Five floors of apartments surround an interior courtyard that features not only a pool, but a fireplace, grilling stations, hammocks, outdoor billiards and a flat-screen TV.

PHOTOGRAPHY BY BRIAN TOMIANO, TORTI GALLAS + PARTNERS

Notch 8 at Potomac Yard is a 253-unit multifamily community with ground-floor retail in Alexandria, Virginia, a close-in suburb of Washington, D.C. The name is a nod to the location's history: The site had been occupied by the Potomac Rail Yard, at one time the busiest rail switching yard on the Eastern

Seaboard, and "Notch 8" is a railroad term for a locomotive's "full-throttle" setting.

Construction began in 2015, one of several multifamily and other residential developments in Potomac Yard during the early days of the post-recession recovery. The site includes not

only apartments, but also 69,900 square feet of ground-level retail, anchored by a Giant Food grocery store, a Starbucks and a PNC bank.

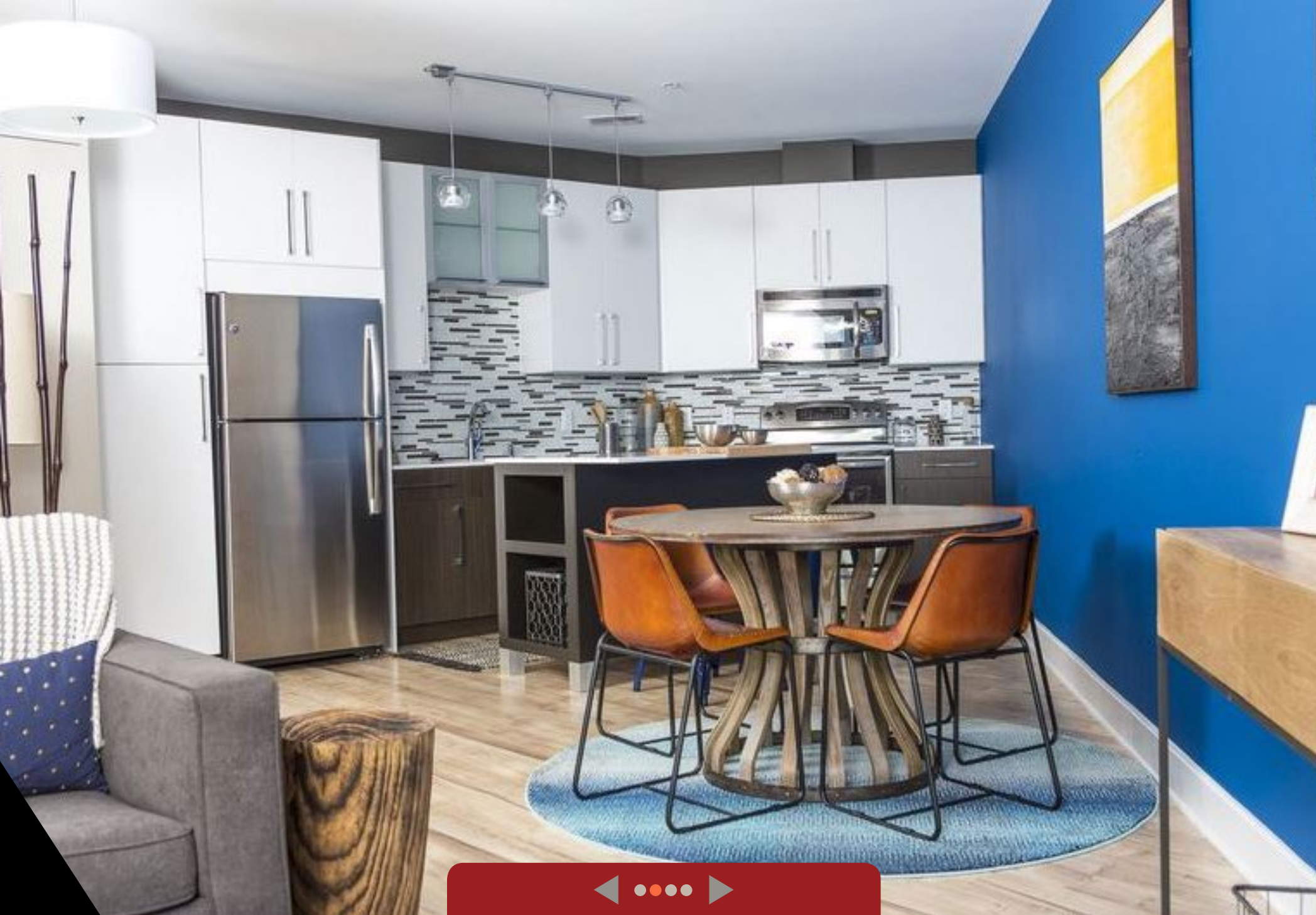
After the first landowner and the entitlement architects, SK&I, had done the early site plan work, the property was sold. JBG developers entered the picture, and the team was reconfigured to include architects and planners Torti Gallas + Partners, which generated the final design. CBG Building Company, leaders in podium mixed-use construction in the Washington, D.C., metro area, then signed on, as did branding experts HZDG, which worked closely with JBG's marketing staff.

The team members quickly came together in a way that Torti Gallas' Brian O'Looney, the partner in charge of the project, described as unprecedented in his experience. "I'd never before seen such a collaborative approach to a project," he said. "When a project goes well, the other people on the team not only understand your point of view, but also defend it. Everyone on this project had a level of comfort with each other that came from knowing what *mattered* to each other."

That level of personal investment by members of the team resulted in the project being entered in the NAHB Multifamily Pillars of the Industry Awards three times, once by the architects, once by the builders and once by the developers. Each entry was a finalist in its own category, and each entrant looked at the project through a different lens.

THE DESIGN

The 1.87-acre site was a large rectangle with a slight inward curve on the north side. Because the building would cover the entire site, it was important to visually break it into smaller pieces by giving each of the four exterior walls, and even parts of some walls, a distinctive façade treatment related to its



Residences feature open layouts and contemporary design elements, including wood-plank floors, quartz countertops, industrial-style lighting, and mixed-material cabinetry.

PHOTOGRAPHY BY DAVID ROE, TORTI GALLAS + PARTNERS

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The 1.87-acre site was a large rectangle with a slight inward curve on the north side. Because the building would cover the entire site, it was important to visually break it into smaller pieces by giving each of the four exterior walls, and even parts of some walls, a distinctive façade treatment related to its



A lounge with an entertaining kitchen is one of the many spaces Notch 8 provides its residents for socializing. The interior design throughout the lobby and common areas has a hip, industrial feel.

PHOTOGRAPHY BY DAVID ROE, TORTI GALLAS + PARTNERS

Notch 8 at Potomac Yard is a 253-unit multifamily community with ground-floor retail in Alexandria, Virginia, a close-in suburb of Washington, D.C. The name is a nod to the location's history: The site had been occupied by the Potomac Rail Yard, at one time the busiest rail switching yard on the Eastern

Seaboard, and "Notch 8" is a railroad term for a locomotive's "full-throttle" setting.

Construction began in 2015, one of several multifamily and other residential developments in Potomac Yard during the early days of the post-recession recovery. The site includes not

only apartments, but also 69,900 square feet of ground-level retail, anchored by a Giant Food grocery store, a Starbucks and a PNC bank.

After the first landowner and the entitlement architects, SK&I, had done the early site plan work, the property was sold. JBG developers entered the picture, and the team was reconfigured to include architects and planners Torti Gallas + Partners, which generated the final design. CBG Building Company, leaders in podium mixed-use construction in the Washington, D.C., metro area, then signed on, as did branding experts HZDG, which worked closely with JBG's marketing staff.

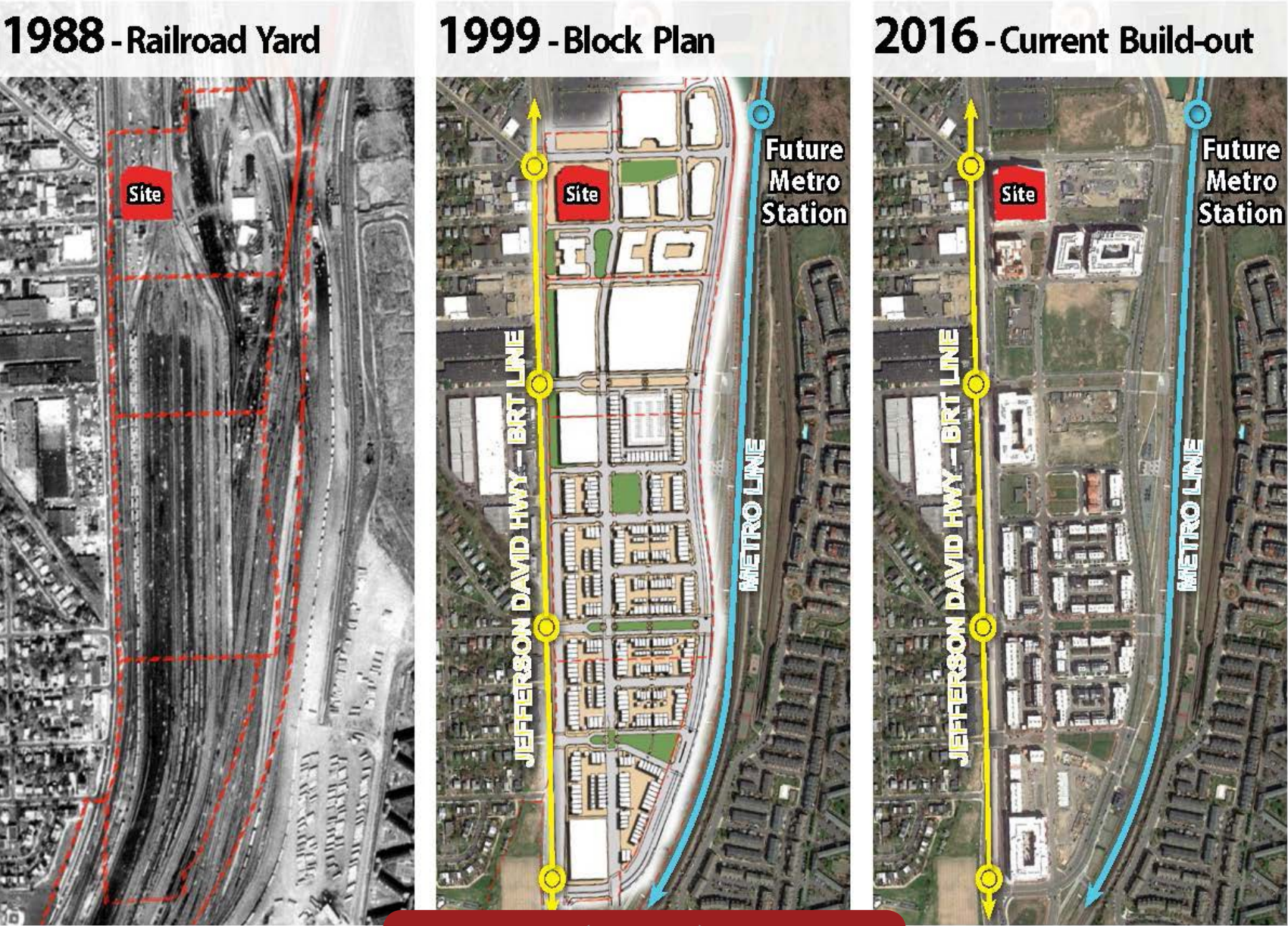
The team members quickly came together in a way that Torti Gallas' Brian O'Looney, the partner in charge of the project, described as unprecedented in his experience. "I'd never before seen such a collaborative approach to a project," he said. "When a project goes well, the other people on the team not only understand your point of view, but also defend it. Everyone on this project had a level of comfort with each other that came from knowing what *mattered* to each other."

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POTOMAC YARDS, ALEXANDRIA, VA.



Once the site of the busiest rail switching yard on the Eastern Seaboard, Notch 8 continues its role as a transportation hub, with bus service every six minutes during rush hour. A new Metro station will open a few blocks away in 2020.

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—Brian O’Looney, Torti Gallas

primary use. “But we were careful not to create too many different identities,” O’Looney said.

The north and west sides feature the grocery store, with entrances on the north, and big storefront windows for daylight on the west. The residential entrance and lobby is on the east side, facing a small park and other nearby residential areas, and has a recognizably residential exterior. The south side, which faces a busy fire station, includes bays for delivery and trash trucks and has a more industrial look. The community is at an intersection of two major roads and is served by Bus Rapid Transit (BRT) every six minutes during rush hour to deliver residents to the nearest Metro station, until a new station, just a few blocks away, opens in 2020.

The grocery store, residential entrance, and common areas take up much of the ground floor, with five levels of apartments sitting on top, encircling an interior courtyard. The common area’s resident lounge connects to the courtyard thorough a double-sided bar. In addition to the courtyard’s pool, there’s a fireplace, grilling stations, seating areas, hammocks, outdoor billiards and an outdoor flat-screen TV.

“Each of the four or five main courtyard spaces has a purpose,” O’Looney said. A person might find a quiet corner to read or relax while other residents socialize, swim or cook



One of the many amenities at Notch 8 is SYNC, an e-lounge with communal table, ample outlets and Wi-Fi.

PHOTOGRAPHY BY DAVID ROE, TORTI GALLAS + PARTNERS

dinner. Because the pool closes at summer’s end, the architects used a gate system to keep some of the pool’s forecourt space available for three-season use, by closing off as little of the surrounding pool area as possible. The exterior finishes of the apartments surrounding the courtyard are more contemporary and colorful than the more traditional street-side exteriors.

The city of Alexandria had some design input, specifying that 5 percent of the units would need to be affordable. The city also required that the building, which was sited at the entry to an area known as The Exchange, had to include a feature

that would distinguish that area from other neighborhoods. The architects topped Notch 8 with a structure resembling a railway water tower, labeled it “The Exchange,” and added brilliant nighttime illumination.

THE BUILDING

Every big mixed-use project has thousands of moving parts, and it was CBG Vice President Tom Sedeski’s job to keep them all moving at Notch 8. Sedeski and his team value-engineered the final design, and dealt with the adjustments and tweaks during construction.



Because the building covers the entire 1.87-acre site, Notch 8 architect Torti Gallas gave each exterior wall a distinctive look.

PHOTOGRAPHY BY BRIAN TOMIANO, TORTI GALLAS + PARTNERS

When asked about particular challenges, Tom Rosser, one of the site superintendents, explained that because there was a firehouse across the street on the south side, the surrounding streets had to remain open at all times. And because other nearby communities were opening to residents, the roads to those areas also had to stay open, so that people had access to their homes. That made equipment movement and delivery of large items more difficult. And there was a further complication. Even though EPA’s Superfund effort had cleaned up the Potomac Yard site in the 1990s, the Notch 8 site still had some diesel fuel contamination. All the contaminated

dirt had to be hauled out and taken to a hazardous waste dump, but that could happen only on days with no rain. “We lost a month to the site issues,” Sedeski said, “but we made it up during the concrete and framing work” by offering the subcontractors incentive pay. The design called for building a mezzanine level in the ground-floor lobby, and the builders worked out a way to frame that structure within the concrete podium. The interior designers wanted actual railroad tracks to decorate some of the walls. “Those weigh 80 pounds a linear foot,” Rosser said, “but we found a way to hang them.” The builders worked closely with the interior and landscape



The family room is where you capture life’s important moments in a whole new light.



77% of people surveyed said that they would like to have a fireplace in their family room/living room, according to the Napoleon Hot Spots Research study.

Research shows that Napoleon fireplaces enhance any space, which helps homeowners create a lifetime of memories. If you’d like to learn more about the entire product line and our proprietary research study, visit us at NapoleonFireplaces.com/Hotspots.



Marketing for Notch 8 has used phrases relating to speed and movement. This both connects the project to its railroad history and conveys a lifestyle for on-the-move urbanites.

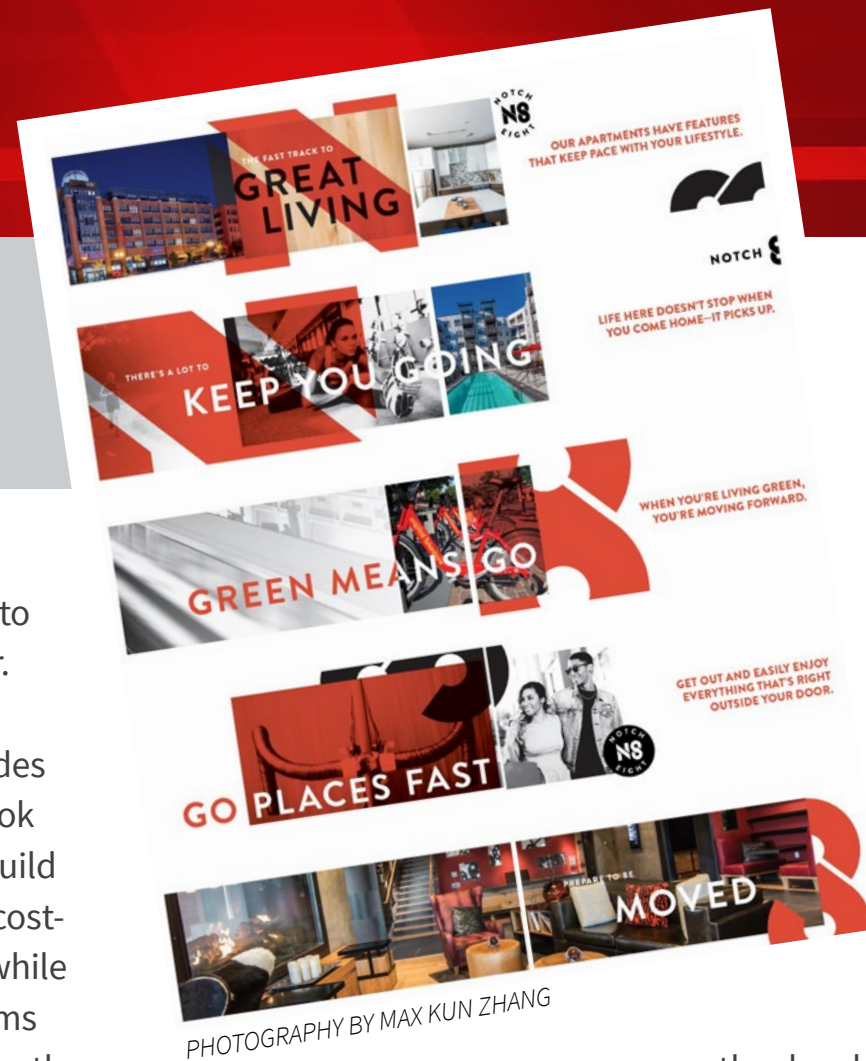
designers, helping them find materials to produce the desired effect on the décor.

Toward the end of the project, the builder was coordinating about 15 trades at any one time on the site. Sedeski took it all in stride, adding, “Our goal is to build what the client wants, and to build it cost-effectively.” CBG managed to do that while not only solving unanticipated problems but also acting as a helpful resource to other members of the team.

THE MARKETING

The branding and marketing pros made the most of the Notch 8’s railroad past. Matthew Blocher, JBG’s senior vice president, marketing/communications, and Julie Contos, vice president, marketing/communications, worked with HZDG’s branding experts to bring as many elements of the design into the marketing materials as possible.

The brochure copy, ad copy and website language incorporated the idea of movement and speed into every message. From the tag line, “Live in the Momentum,” to phrases such as “the fast track to great living,” and “city living with all the stops pulled out,” every message suggested a busy and exciting urban experience. The community logo, N8, was drawn with diagonal spaces through each symbol, suggesting forward motion.



Because nearby apartment communities had already opened or were opening soon, the marketers knew their program had to be distinctive and memorable, and present in every format: the clean, user-friendly Notch 8 website, an online video, signage, décor, ads on BRT buses, in Metro stations, and on

other local-centric websites. They credit a search engine optimization program as their main source of leads, with a boost from additional search engine marketing.

Using Facebook’s 360-degree option, the marketing team produced a virtual tour for social media visitors. Other Facebook posts included fun photos, such as one that showed a model unit decorated for Halloween, complete with a pair of skeletons napping in the bedroom. Photos by residents also became part of the mix, as did a strong list of positive features and amenities, such as ENERGY STAR® appliances, energy-efficient construction and proximity to bike trails.

The developers partnered with the anchor retailer, Giant Food, to offer special incentives. An early two-month program offered new renters a chance to win a year’s worth of groceries, followed by smaller-scale offers later in the marketing cycle. While many of the community’s residents are millennials, there is no shortage of fast-moving people of all ages in the



The residents' courtyard includes multiple seating areas for quiet conversation.

PHOTOGRAPHY BY BRIAN TOMIANO, TORTI GALLAS + PARTNERS

Washington, D.C., suburbs, and the marketing brought in a multigenerational mix of busy professionals. The marketing engine’s full-throttle efforts were able to dial back a notch when the community’s lease-up period came to an end in October 2016, when it stabilized at 94 percent.

Blocher and Contos echoed the other team members’ praise for the “wonderful atmosphere of cooperation and collaboration” between and among every group working on the project.

“The branding influenced the interior design, and vice versa,” Blocher said. “Everyone was involved, from the investors to the architects and designers.”

Like a high-speed train, the Notch 8 project moved swiftly and smoothly, and everyone arrived at the destination together. 📌

Ann Marie Moriarty manages communications for NAHB’s Multifamily Council and its 55+ Housing Industry Council.



What Buyers Want in a small Home

By Paul Emrath



PHOTOGRAPHY BY PETER HANSON, JEFF CAVEN AND ERIC KERTTULA



PHOTOGRAPHY BY SHELLY HARRISON PHOTOGRAPHY

They're willing to compromise on a lot of things, but don't even think about suggesting laminate countertops.

If you're building a home with less than 1,600 square feet in living space, what do your customers want? The short answer is energy efficiency, a laundry room, ceiling fans and exterior lighting, according to a recent [NAHB study](#).

The study is based on the latest home buyer preference survey conducted by NAHB, using a consumer panel maintained by [Home Innovation Research Labs](#). The survey collected information from 4,326 recent and prospective home buyers, 1,043 of whom either recently bought or plan to buy a home with less than 1,600 square feet of living space.

Among other things, the survey asked them to rate approximately 150 home features on a four-tier scale:

- **Do not want** (not likely to buy a home with this feature)
- **Indifferent** (wouldn't influence decision)
- **Desirable** (would be seriously influenced to purchase a home with this feature)
- **Essential/must have** (unlikely to purchase a home without this feature)

Proofs & Truths

Figure 1 shows the top 10 features, based on the share of buyers who rate them essential or desirable. A laundry room, ceiling fan, exterior lighting and ENERGY STAR® ratings rank high on the list for buyers of both small (less than 1,600 square feet) and moderate size (2,000–2,499 square feet) homes. The main difference is that small home buyers are less interested in a patio, walk-in pantry and garage storage. Buyers of moderate sized homes are just as likely to want a full bath on the main level, above-code insulation and a living room, but because they are even more interested in other things, these features don’t crack their top 10.

As you’d expect, buyers of larger homes tend to insist on more features. Figure 2 shows the kitchen features that are rated

“Buyers of small homes are more likely to favor a completely open design that combines a dining area and living area into the same room.”

essential by at least a third of large (3,000-plus square feet) home buyers, and where the spread between large and small home buyers is greater than 2 to 1. These are items a builder may be able to forego in a small home to save costs, but not in a larger one.

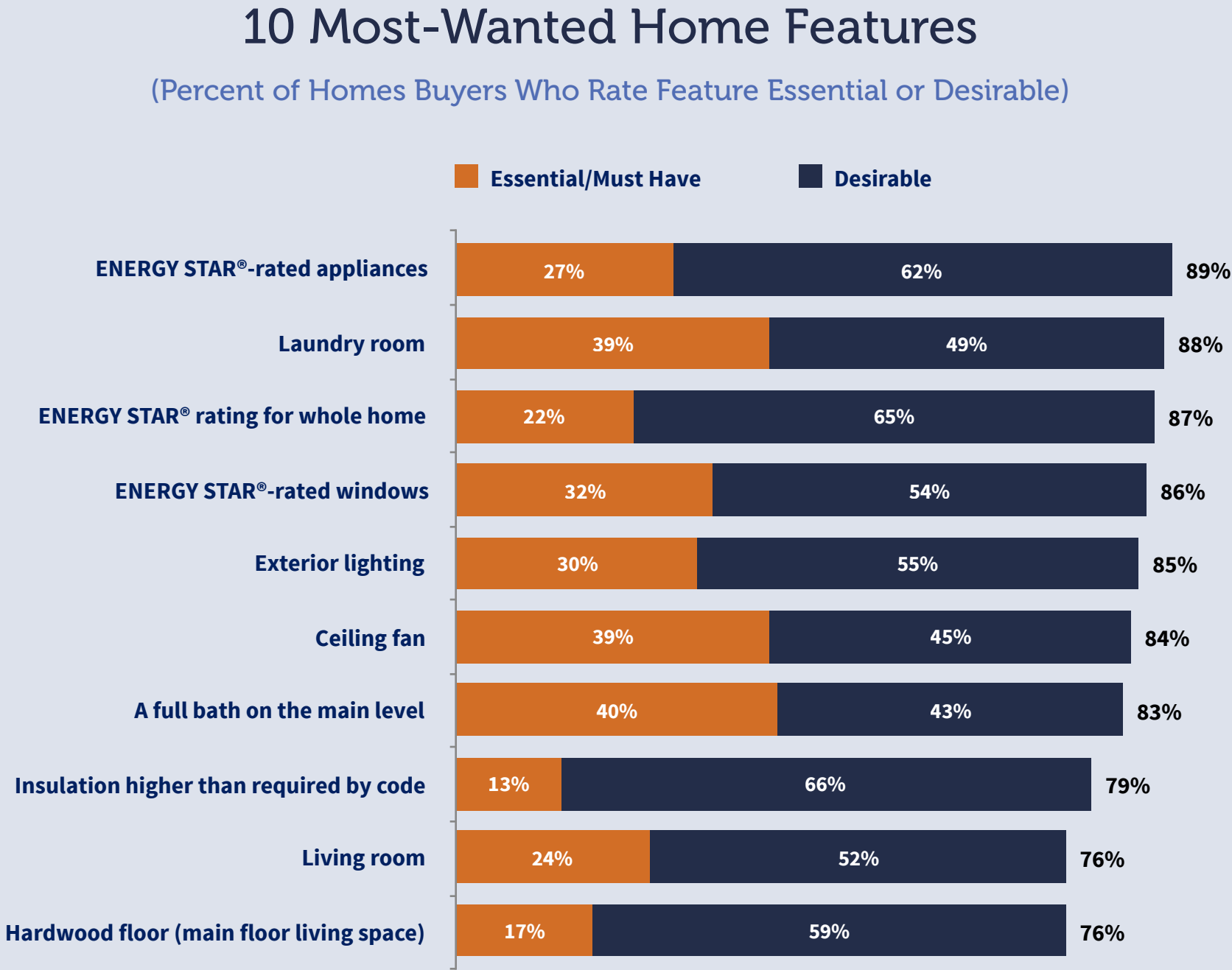
NIX THE WINE COOLERS

In addition to items that a builder may be able to forego, there are some that he or she should avoid in a small home. Large percentages of small home buyers say they are unlikely to buy a home if its kitchen contains a wine cooler (51 percent), double island (39 percent), warming drawer (32 percent), and sensor-operated faucets (30 percent). Buyers of larger homes show considerably less resistance to these items.

More than a third of small home buyers also “do not want” a laminate kitchen countertop, but it’s well understood that

FIGURE 1A
Buyers Who Want Homes Under 1,600 Sq. Ft.

FIGURE 1B
Buyers Who Want Homes 2,000–2,499 Sq. Ft.



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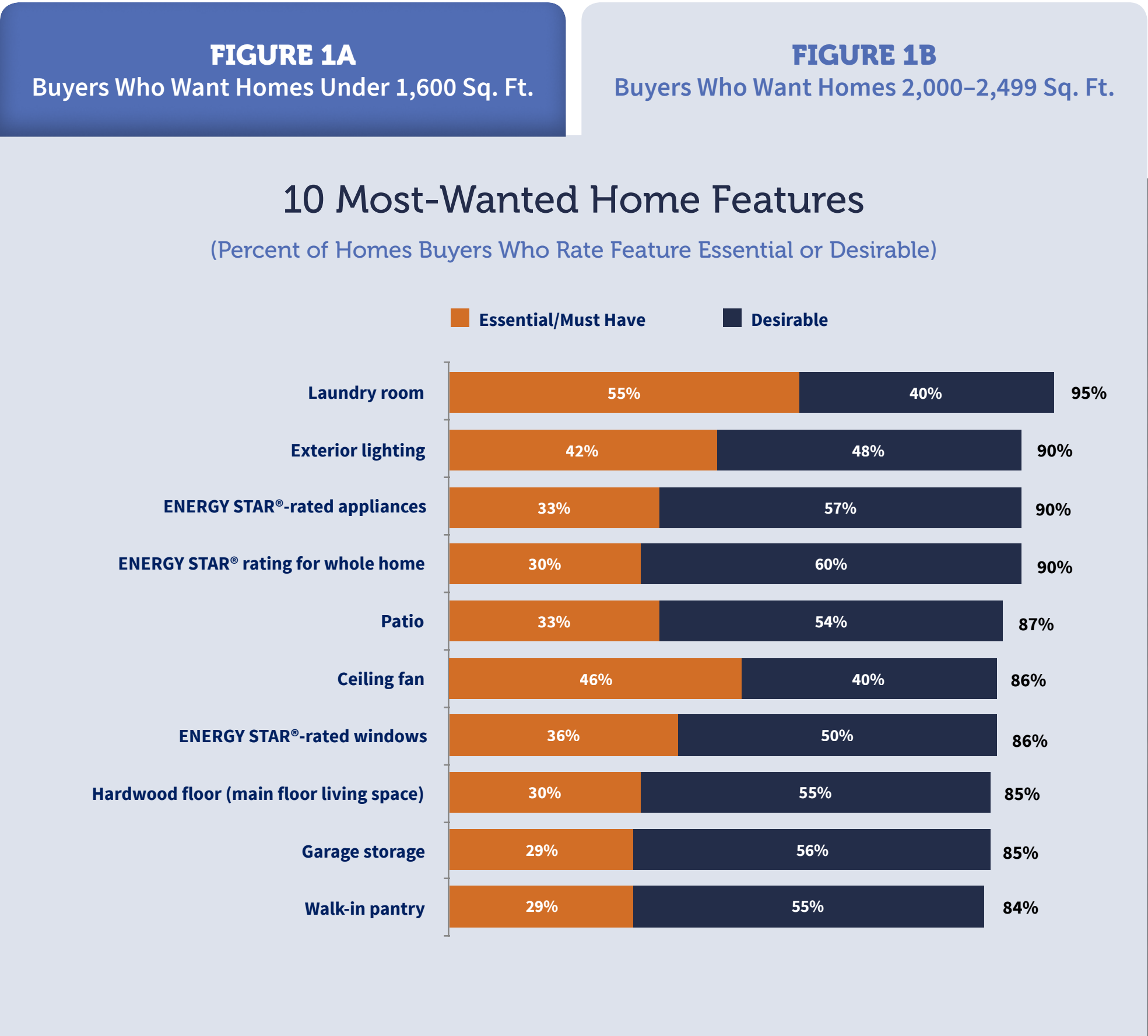


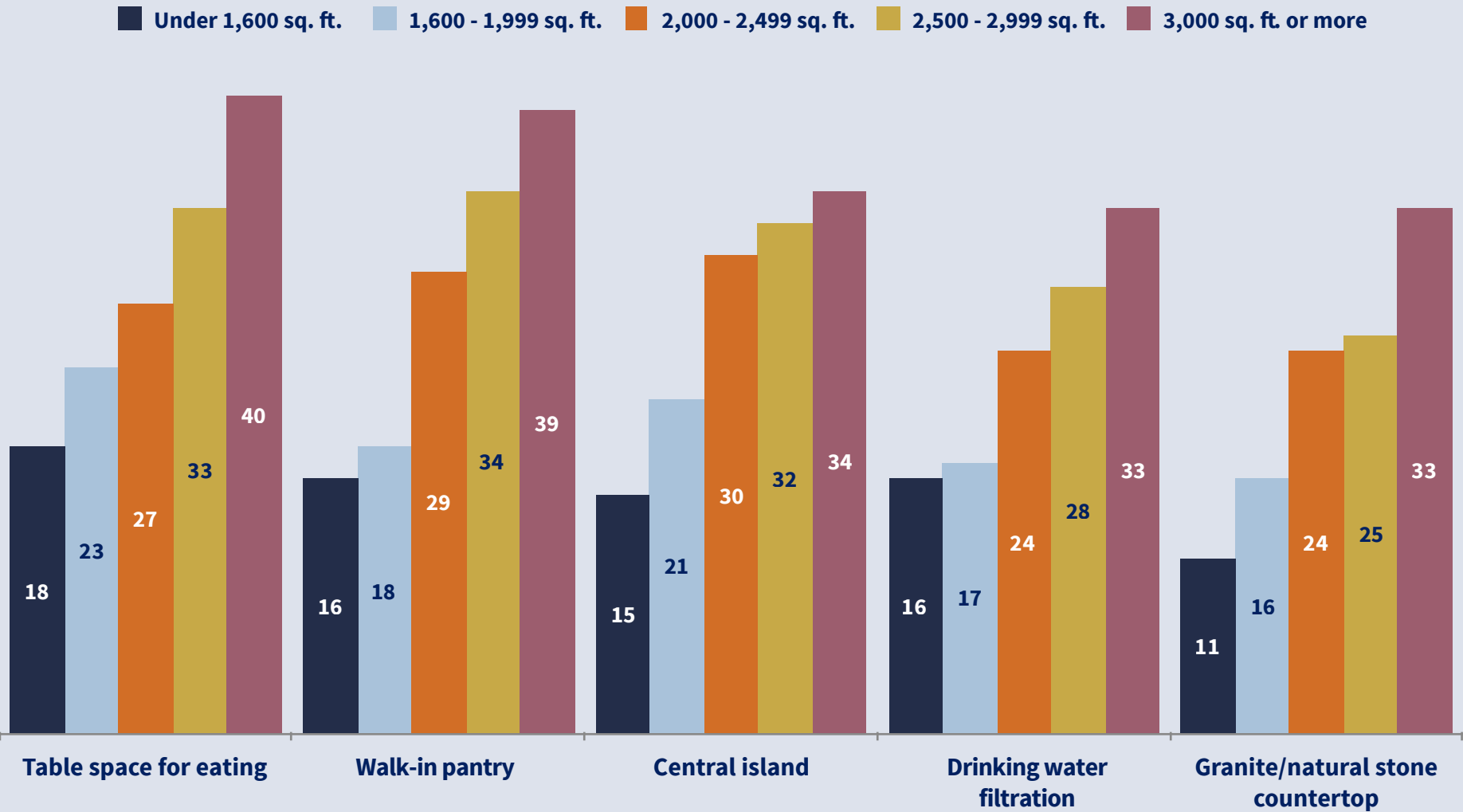
FIGURE 2

FIGURE 3

FIGURE 4

Essential Kitchen Features by Desired Home Size

(Percent of buyers unlikely to buy a home without this feature)



laminates fall toward the low end of the desirability scale and tends to be used only when affordability is an overriding concern. This seems to be the case fairly often, however, as a recent [NAHB post](#) has shown that laminates remain the second-most common kitchen countertop material in new homes (although it trails granite by a wide margin).

SMALLER INCOMES DRIVE INTEREST IN ENERGY EFFICIENCY

NAHB’s survey also found that buyers of small homes tend to have modest incomes (median of \$47,000, compared to \$67,000 for all home buyers). Consistent with their limited incomes, 60 percent of small home buyers want to buy an existing, rather than new, home (compared to 44 percent of home buyers overall), and 55 percent want to buy a home priced less than \$150,000 (versus 31 percent of buyers overall). As described in a [2016 post](#), construction costs make it difficult to impossible to build new homes that sell for less than \$150,000.

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PHOTOGRAPHY BY KEVAN BYTNAR

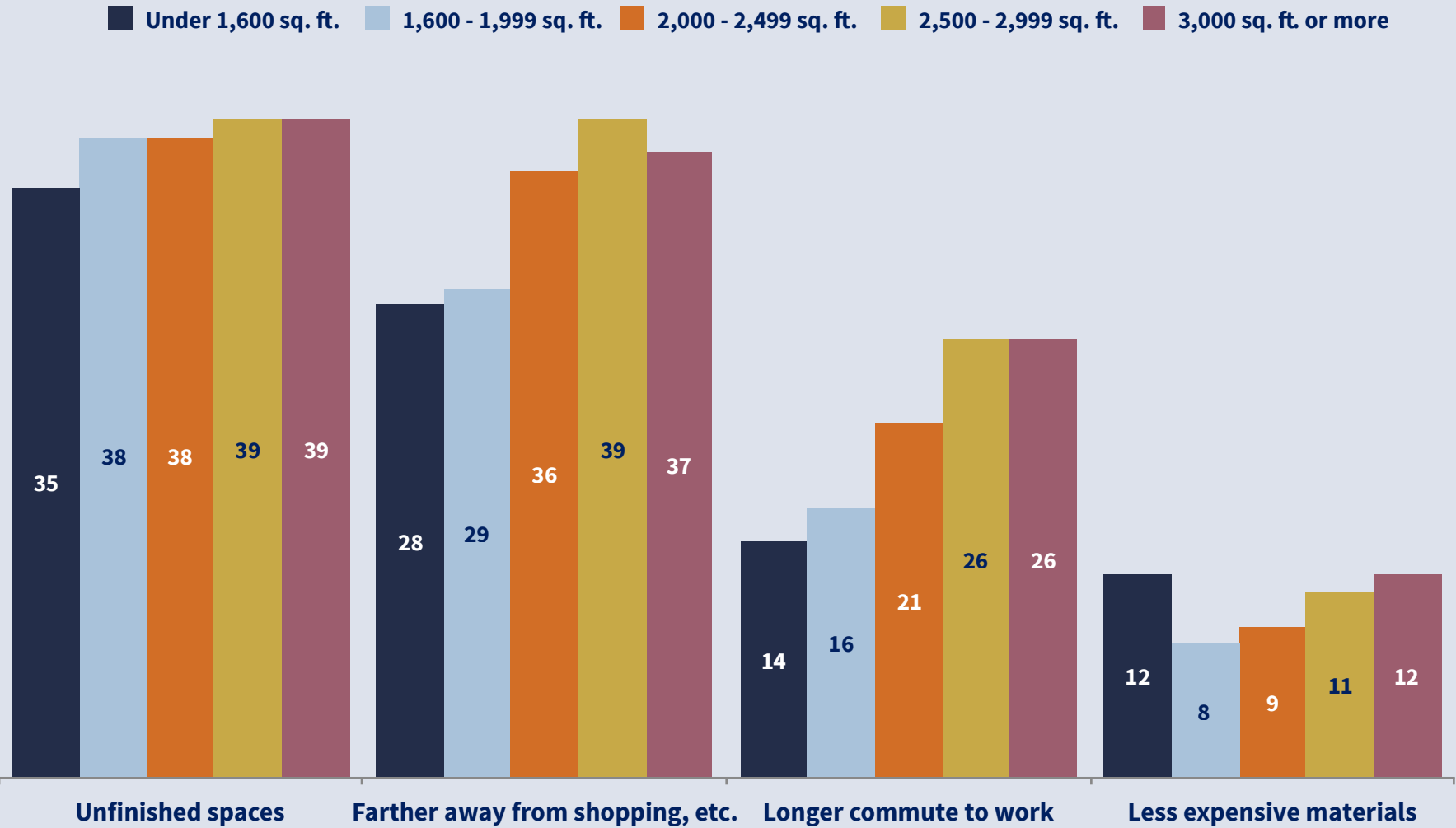
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What Buyers are Willing to Trade for Affordability by Desired Home Size

(Percent of buyers)



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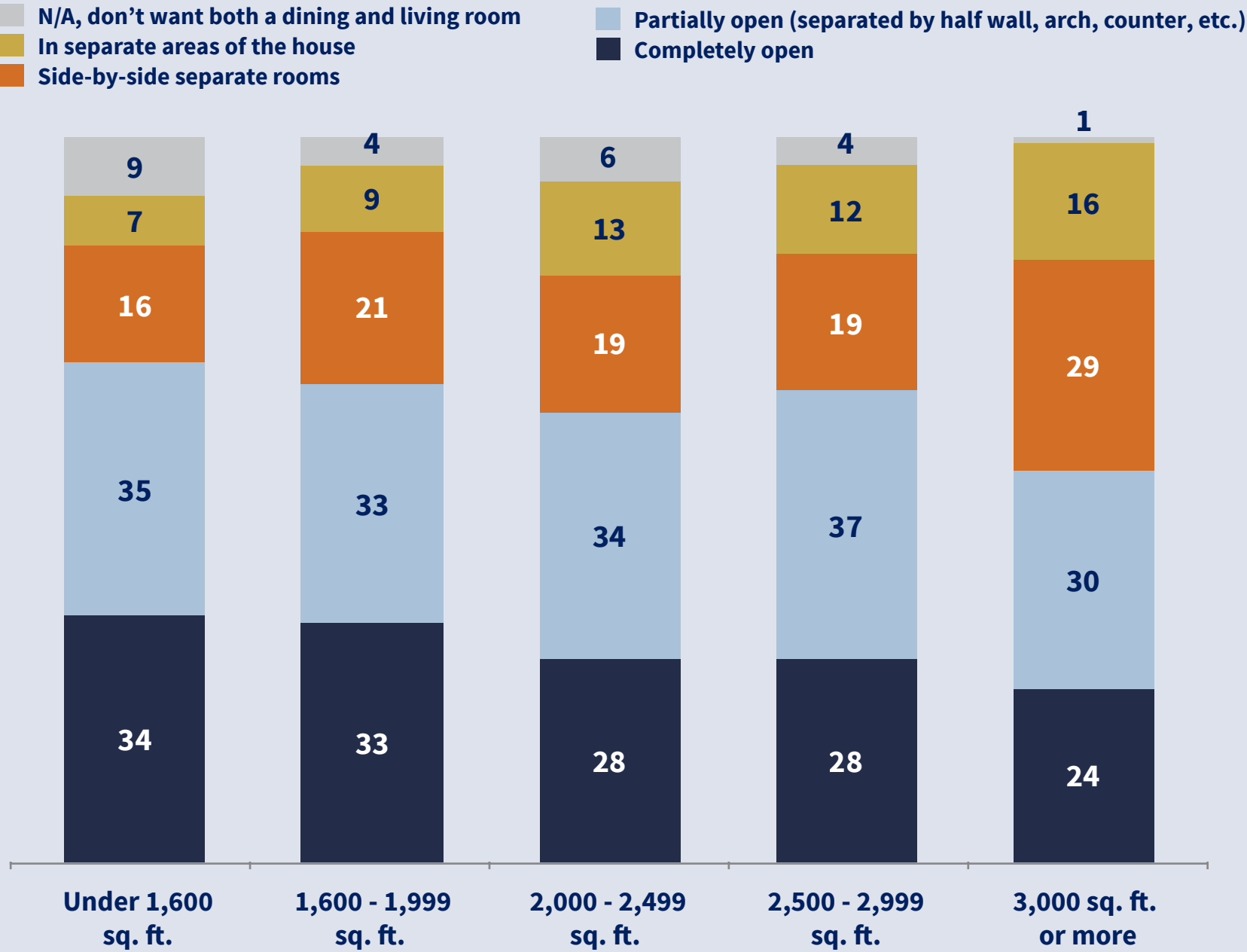
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FIGURE 3

FIGURE 4

Preferred Dining & Living Area Layout by Desired Home Size

(Percent of buyers)



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PHOTOGRAPHY BY KEVAN BYTNAR

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PHOTOGRAPH BY PETER HANSON, JEFF CAVEN AND ERIC KERTTULA



Buyers of small houses are more willing than other buyers to accept smaller lots and fewer amenities to achieve affordability. However, they won't compromise on finished spaces, quality materials or commute times.

home's environmental impacts. However, the NAHB survey found that only 9 percent of small home buyers are willing to pay more for a home out of pure concern for the environment (compared to 14 percent of buyers overall).

In addition to reduced square footage, buyers of small homes are more willing than others to accept smaller lots and fewer amenities to make a home more affordable. They are not, however, more willing to compromise on finishing all the spaces, quality of materials, or commuting distances (**Figure 3**).

In terms of floor plans, as you would expect, buyers of small homes strongly favor single-story homes. Like other buyers, they also tend to favor open or partially open layouts, with no or partial

Proofs & Truths

separations between the living spaces. In fact, buyers of small homes are more likely to favor a completely open design that combines a dining area and living area into the same room. They are also more likely to say they don't want both a dining and living area in their homes. Buyers of larger homes, in contrast, are more likely to prefer dining and living areas as distinct, separate rooms, sometimes in different parts of the house (**Figure 4**).

These are a few examples of what small home buyers want in their homes in addition to a reduced amount of square footage. Considerably more detail can be found in "Home Buyer Preferences" (available from BuilderBooks.com), which breaks down the answers to every question on the 13-page survey according to the size of home the buyer wants to purchase. 🏠

Paul Emrath, Ph.D., is vice president for survey and housing policy research for the National Association of Home Builders.



How Did They Do It?

Discovering
New Opportunities
for Affordable Housing

By Deborah L. Myerson



Strong public-private partnerships and a commitment to design and sustainability often are the key to unlock financing and political support.

With the resurgence of the housing market, and constraints on land supply and financing, many communities are facing increasing challenges with an adequate supply of affordable housing. How have some towns and cities made progress with producing affordable housing?

The town of Frisco, Colorado, worked in partnership with a developer to build Peak One, a neighborhood that is affordable to the locals who work in the area resorts.



PHOTO COURTESY OF BRYNN GREY PARTNERS LTD.

In popular resort destinations, neighborhoods are dominated by rentals and second homes. To qualify for special pricing in Peak One, home owners must work at least 30 hours a week in Summit County or own a business there.

NAHB has developed a new report featuring a dozen detailed case studies from around the country to share the many ways in which communities can increase housing affordability.

Research reveals that multiple strategies, typically used in a variety of combinations, are needed to close the financing gap and make projects viable. Some of the dominant approaches that have helped communities increase the local affordable housing supply include implementing a strong local housing policy, engaging in effective public-private partnerships and embracing high design standards.

USE A GOOD MAP TO REACH THE DESTINATION

Strong housing policy and planning efforts that recognize local housing needs and seek to map out a way to address them are an important foundation for many communities. One example of this in the report is the town of Frisco in Summit County, Colorado, which enjoys the tourist economy of Colorado mountain towns but also faces housing challenges typical of high-demand resort communities.

Frisco undertook an intensive planning and development process to address a need for affordable housing for year-round working residents. Its partnership with Ten Mile Partners LLC produced the [Peak One Neighborhood](#), a community of 69 single-family homes and duplexes.



PHOTOS COURTESY OF HOPE PARTNERSHIP

Housing policy to expand affordability does not have to be only at the local level. Connecticut’s Incentive Housing Zone program, established to guide communities to proactively plan for affordable housing, inspired the town of Old Saybrook’s land donation for affordable housing development. [Ferry Crossing](#) is 16-unit affordable townhouse development developed as a joint venture between HOPE Partnership, a local nonprofit housing advocacy group, and the Women’s Institute for Housing and Economic Development, a regional nonprofit affordable housing developer.



In another example of public-private partnerships, the town of Old Saybrook, Connecticut, owns the site of Ferry Crossing, an affordable townhouse project. The town executed a 75-year ground lease for the project to local nonprofit HOPE Partnership.



Wildflower Terrace is a surprisingly contemporary development of market-rate and affordable apartments set aside for seniors in Austin, Texas. Amenities include a computer lounge, a movie theater, a gym and a sheltered interior courtyard.

PHOTOGRAPHY BY
THOMAS MCCONNELL

MIX IT UP

Mixing incomes and/or integrating a blend of uses can be an effective technique for expanding affordability. Mueller is the 700-acre master-planned redevelopment of a former airport in Austin, Texas, designed to be a broad mix of housing, retail and office facilities. Developer Catellus, the city of Austin, Mueller home builders and apartment developers are working together to produce 5,900 homes at build-out—including a minimum of 25 percent of affordable units in the mix. [Wildflower Terrace](#) is one example at Mueller, with 201 market-rate and affordable senior rental apartments, as well as 5,500



Philadelphia's Oxford Mills is an historic rehab of two late 19th- and early 20th-century industrial buildings. Nearly 70 of the units are set aside for area teachers.

PHOTOGRAPHY BY IMAGIC PHOTOGRAPHY

CREATE ROOM FOR INNOVATION

Producing affordable housing often benefits from creativity and considering new ways to use available resources. Located in the high-cost Washington, D.C., metro area market, [Old Town Commons](#) in Alexandria, Virginia, was produced with innovative financing. The redevelopment of a public housing property into 245 market-rate townhomes and condominiums and 134 public housing apartments succeeded by leveraging the high value of the land. The Alexandria Redevelopment and Housing Authority, the city of Alexandria, and developer EYA forged a public-private partnership to unlock \$148.3 million of development capital to produce a vibrant, revitalized neighborhood.

Innovation can be especially compelling to produce affordable housing on a regional scale. The [Atlanta BeltLine](#) is a sustainable, multimodal transportation,

square feet of ground-floor retail space. Master-planned communities especially can be in a good position to offer affordability without additional subsidies, simply through the development's scale and range of housing types. At [Daybreak](#), a 4,200-acre development entitled for 20,000 units near Salt Lake City, Utah, all units are market-rate. Yet, the price points start in the high \$100s for townhomes and low \$200s for single-family homes, even with million-dollar mansions nearby.

Informal gathering spaces are a common element of successful affordable housing developments.

PHOTOGRAPHY BY IMAGIC PHOTOGRAPHY



Policy Watch

Apartment options at the Arcade include live/work spaces for artists. Unit features include granite countertops, concrete floors, and kitchen islands.



PHOTOS COURTESY OF DOMINIUM

Residents of the Arcade Apartments have a stunning view of the St. Louis Gateway Arch from the rooftop deck.

recreation and housing development plan along a 22-mile historic rail corridor that encircles the city of Atlanta. One goal of the BeltLine project is the development of 5,600 units of workforce and affordable housing by 2030.

To help achieve this goal, the Atlanta BeltLine Inc. (ABI) purchased an unfinished, upscale condominium project during the recession. ABI turned it into the

Lofts at Reynoldstown Crossing, 28 units of owner-occupied workforce housing, including three units for educators and first responders as part of the Atlanta Community Land Trust.

MAKE THE OLD NEW AGAIN

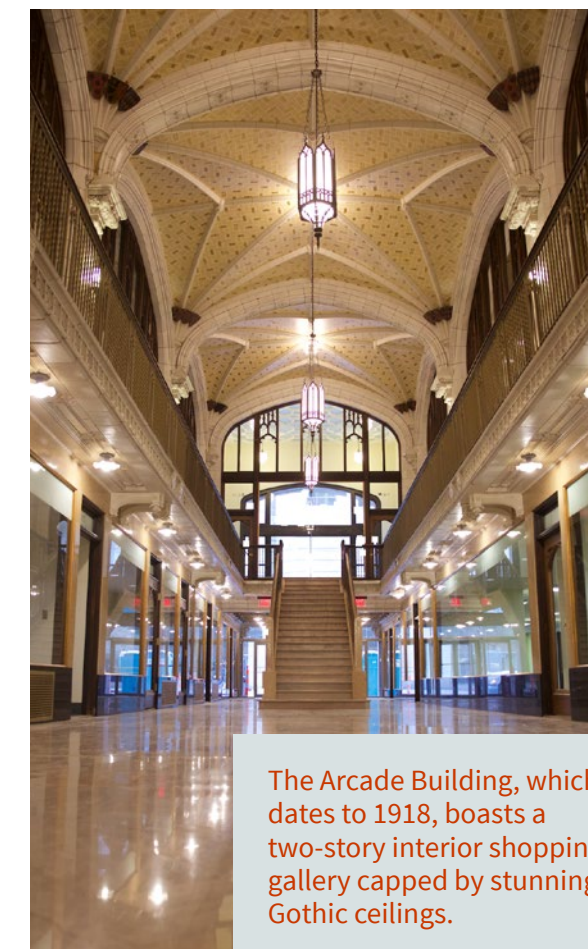
The redevelopment of historic buildings, especially with the added potential financing from historic preservation

tax credits and New Market Tax Credits, is often an excellent resource for new affordable housing in many cities.

The Arcade Building is an early 20th-century architectural landmark in downtown St. Louis, Missouri, that had been vacant for nearly 40 years. Purchasing the property from the St. Louis Land Clearance for Redevelopment Authority, Minneapolis-based

multifamily developer Dominion successfully redeveloped the space into the new **Arcade Apartments**. The 500,000-square-foot building is now a mixed-use, mixed-income property featuring 202 affordable artist lofts, 80 market-rate apartments, and 50,000 square feet of office and classroom space leased to Webster University.

Located in Philadelphia's Kensington neighborhood, **Oxford Mills** is a historic rehabilitation and conversion of two late 19th- and early 20th-century industrial



The Arcade Building, which dates to 1918, boasts a two-story interior shopping gallery capped by stunning Gothic ceilings.

Policy Watch

buildings to a mixed-use property with 114 apartments and 38,000 square feet of commercial/office space reserved for nonprofits. Ninety of the apartments are rented to residents earning up to 80 percent average median income, with 68 of those reserved for area teachers. Based on a model piloted in Baltimore, developers D3 Real Estate Development and Seawall Development LLC designed and programmed the space to be a supportive environment for educators.

IT TAKES A VILLAGE

Partnerships to assemble resources are at the heart of many affordable housing development projects. These partnerships, in turn, often help to gain vital support from the community.

Developed by the Fresno Housing Authority in California, [CityView @ Van Ness](#) was started at the same time as a five-year revision process to the city’s downtown development code. City staff coordinated with the housing authority to align the project as closely as possible with this set of rules designed to guide the city’s future growth.

The completed project replaced a long-vacant building in a highly visible location. As an anchor for the revitalization of downtown Fresno, the residents in the 45 units of workforce housing and the new commercial space both support downtown economic development.

Successful affordable housing initiatives not only benefit the residents, but have a positive impact on the whole community. The [Affordable Housing Corporation of Lake County](#) (AHCLC) in the greater Chicago area is in the process of stabilizing neighborhoods in the villages of Mundelein and Round Lake Beach with the acquisition and rehabilitation of 50 vacant or abandoned homes, which are then sold to qualified home buyers. In addition to \$2 million from the National Foreclosure Settlement awarded to AHCLC through the Illinois state attorney general, the program has been supported by a line of credit, reduced or waived property liens and building permit fees and, perhaps most importantly, political support from the participating municipalities.

EXPECT EXCELLENT DESIGN AND SUSTAINABILITY

Everybody wins when affordable housing is attractive and energy efficient. Development projects can do this by adopting high design standards and pursuing green building for sustainability.

The Seattle Housing Authority’s redevelopment of its [Rainier Vista](#) property replaced 481 deteriorating public housing units built in the 1940s with 1,092 new mixed-income housing units for renters and home owners. Planning for Rainier Vista centered on creating a transit- and pedestrian-oriented community that



PHOTO COURTESY OF ATLANTA BELTLINE, INC.

would be integrated into the existing neighborhood. All builders on the project were required to follow guidelines in the housing authority’s design book, with design choices ranging from placement of houses along the street to details such as rooflines, porches, fences and color.

Located just south of downtown Minneapolis, [The Rose](#) incorporates pioneering green building techniques among its 90 mixed-income apartments. Minneapolis-based housing nonprofits Aeon and Hope Community, co-developers of [The Rose](#), aspired for the project to implement the International Living Future Institute’s Living Building Challenge to achieve net zero energy and water consumption. With sustainable

features that include nontoxic building materials, solar thermal panels and onsite stormwater treatment, The Rose is considered one of the most environmentally sustainable affordable apartment projects in the United States.

Each of these dozen projects contains valuable innovations, even amidst the typical complexities of the affordable housing development process. The NAHB report elaborates on the strategies, policies and partnerships that made each of these projects work. ▀

Atlanta’s BeltLine project has provided far more than affordable housing for the city. The regional initiative has transformed a 22-mile historic rail corridor into a popular recreational destination.

Deborah L. Myerson is an independent planning consultant based in Bloomington, Indiana. She authored NAHB’s new report, “How Did They Do It? Discovering New Opportunities for Affordable Housing.”





Clusters of small homes surrounding a landscaped commons create a strong sense of community and offer sustainable land development, and affordable housing options.

The term “pocket neighborhood,” sometimes referred to as “bungalow courts” or “cottage clusters,” was first coined by Ross Chapin of Ross Chapin Architects, an award-winning firm that began this now fast-growing trend with the creation of the Third Street Cottages in Langley, Wash. The idea of the pocket neighborhood is not a new idea, but rather a modernized version of the bungalow courts built in Pasadena, California, in the early 20th century.

What is a Pocket Neighborhood?

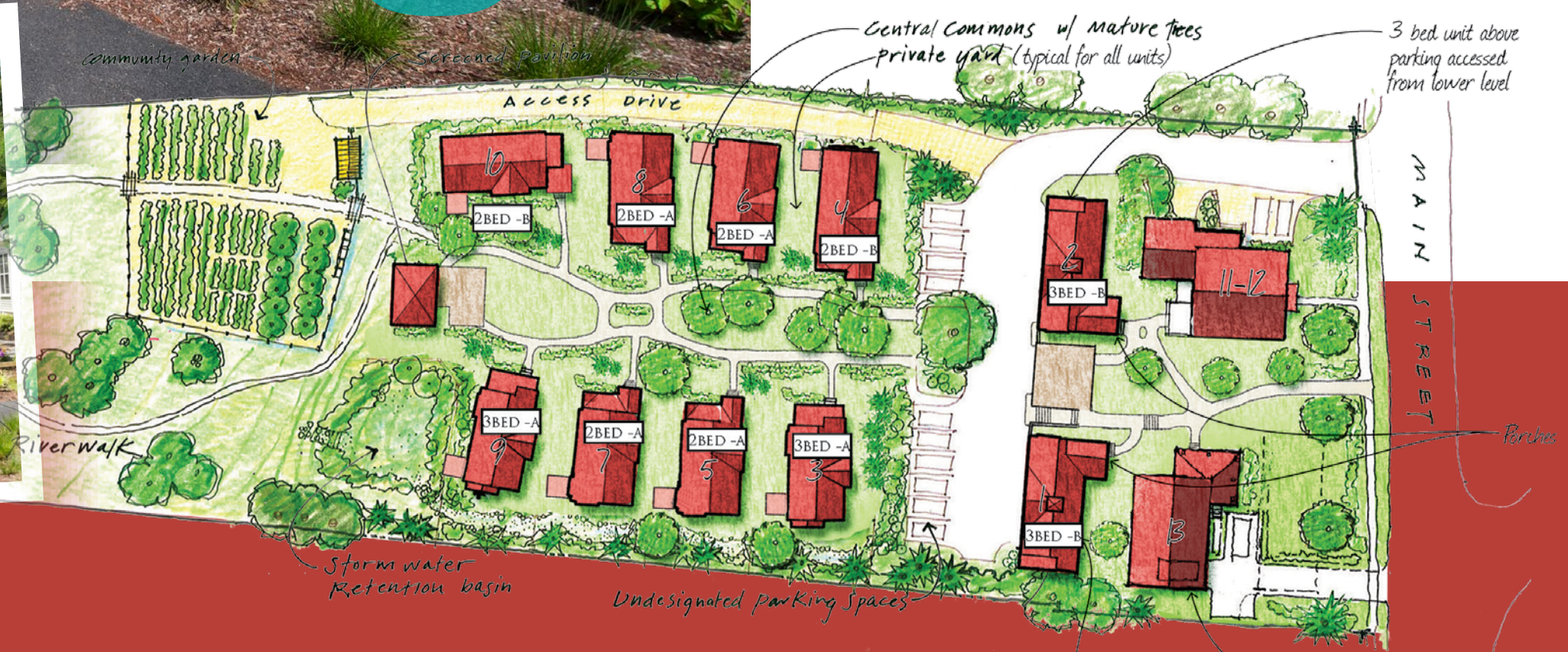
PHOTOGRAPHY BY NAT REA

By Claire Worshtil

Concord Riverwalk, a cluster of 13 high-performance bungalows in West Concord, Massachusetts, emphasizes environmental stewardship. It was the Best in American Living Awards 2014 Community of the Year.



PHOTOGRAPHY BY NAT REA





As with new urbanist design, the homes in pocket neighborhoods typically feature front porches and small front yards to promote social interaction. Smaller interiors also tend to push residents outside.

PHOTOGRAPHY BY NAT REA

Third Street Cottages is a community of eight detached cottages located on four standard single-family lots. To help this vision come to life, the municipality adopted an innovative Cottage Housing Development (CHD) zoning code. The code allows for up to double the density of detached homes in all single-family zones—provided that the ground floor area is less than 700 square feet, and total

area including the second floor is less than 975 square feet. The cottages must also face a usable landscaped commons and have parking screened from the street.

From there, pocket communities really took off in the Pacific Northwest in collaboration with developers and builders, including The Cottage Company in Seattle, land development consultant Triad Associates in



PHOTOGRAPHY BY NAT REA

Kirkland, Washington, and Artisan Fine Homebuilding. Conover Commons Cottages was developed in joint venture with The Cottage Company and was the first community built under the City of Redmond's Innovative Housing Code, which gave incentives for developing size-limited homes. The community is bordered by nearly 5 acres of permanently protected woodland, effectively also making it a cluster development.

While pocket neighborhoods are traditionally comprised of homes less than 1,000 square feet, there is also a market for this type of community with larger families who wish to take advantage of the pocket neighborhood lifestyle but need a bit more space. Conover Commons Homes is a second pocket

Residents at Concord Riverwalk share a screened pavilion for social activities and functions, community gardens, nature trails and access to the Assabet River.

PHOTOGRAPHY BY NAT REA

within the community, consisting of twelve 3-plus bedroom homes, ranging from 1,700 to 2,700 square feet, and one income-qualified affordable home.

Today, one can find pocket neighborhoods popping up in areas of the country such as Indiana and Massachusetts. The design concept can be incorporated in infill, suburban and rural settings, and a development does not need to be limited to a single pocket. A pocket neighborhood can consist of multiple pockets, as long as each pocket includes all of the essential



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Pocket neighborhoods are especially well suited for maximizing premium locations, such as the award-winning beach community of Heritage Sands in Dennis Port, Massachusetts.



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elements of a pocket neighborhood. Union Studio, an architecture firm in Providence, Rhode Island, is applying pocket neighborhood principles to larger homes and communities such as Heritage Sands in Dennis Port, Massachusetts.

Designed in the tradition of a New England seaside cottage colony, this new community of 65 modestly sized, 1- to 3-bedroom seasonal cottages are designed to maximize privacy while bringing the outdoors inside. Walking paths, community parks and pavilions connect the cottages to each other and offer settings from which to enjoy ocean views, while a community pool and recreational building create additional places for gatherings and celebrations.

Pocket communities also are a solution for increasing the number of affordable

units within a municipality. Cottages on Greene in East Greenwich, Rhode Island, was designed by Union Studio architects, and consists of 15 units of mixed-income condominiums across a range of housing types. While the neighborhood appears as a single-family pocket neighborhood from the outside, it actually consists of single-family homes, duplexes and three-unit townhomes.

HOW TO DESIGN A POCKET NEIGHBORHOOD

Pocket neighborhoods tend to consist of about 12 homes that all face a common area that residents must walk through to access their front door. The parking for these homes is located in groupings on the exterior of the pocket, hidden from



PHOTOGRAPHY BY NAT REA

Concord Riverwalk's site sits on a mere .85 of an acre, a short walk to the train station and the town center; parking is tucked away throughout the site.

view and accessed via a walkway, or located behind the homes and accessed through alleyways.

The homes include outdoor areas of private space through side, rear and front gardens, often lined by picket fences, which separate the homes from the common area while also helping frame it. Each home includes a front porch, from which residents may enjoy the common area while still maintaining some privacy. Roof terraces can also function as a private outdoor space. The common area may include amenities such as community gardens, a play space or an outdoor fire pit for residents to enjoy.

It is important to include a common building for use by all residents. Smaller footprint living does not remove the need to entertain guests, enjoy an outdoor BBQ, or utilize other amenities typically available in a larger home setting. A common building fully equipped with a kitchenette, areas for exercise classes, and a common tool/gardening shed can increase the livability and marketability of these communities.

Cottage-style homes with craftsman or bungalow elements are the most common architectural styles, but there are others as well. The specific interior and exterior architecture of the home is



PHOTOGRAPHY BY NAT REA

also an important component of a pocket neighborhood since residences are closely spaced. Therefore, each home should be designed with open and closed sides that nest together to shield views into neighbors' homes. Any loss of light may be mitigated through the use of skylights and high windows, as well as the opportunity for additional windows where an attached garage may

have been located in a traditional home.

It is important to orient the active interior rooms, such as the living room or kitchen, toward the front of the home so that they look out on the common area. Design details such as exposed ceiling joists and open floor plans that connect indoor and

outdoor spaces can make homes feel larger without adding square footage. Using spaces for multiple purposes, also called flex space, and better utilizing vertical space can help reduce the floor area needed within a home.

At the Cottages on Greene in East Greenwich, Rhode Island, small bridges and boardwalks criss-cross over bioswales and rain gardens for both stormwater management and to define the landscape.



PHOTOGRAPHY BY NAT REA



Storage areas become more important than ever in smaller homes. Additional storage areas, such as built-in book cases, shelving under stairs, the use of bunk beds, drawers under beds, attics and basements, can provide a surprising amount of extra space. However, individual external storage areas separated from the homes themselves, much like in an apartment building, are still also very necessary, for storing bikes, sporting equipment, keepsakes, etc.

WHY DESIGN A POCKET NEIGHBORHOOD?

Creating small homes on small lots allows more compact development, which uses land efficiently and can offer greater access to amenities. Living in smaller homes requires more places to go to get out of the house, so residents tend to spend more time socializing with neighbors. Residents may also enjoy a smaller mortgage, with the option to enhance their home by selecting higher-end finishes. Then there's the increasing value of these small homes. The Third Street Cottages, the first of the pocket

The centerpiece of Heritage Sands is more than 600 feet of private beach overlooking Nantucket Sound.
PHOTOGRAPHY BY ALISON CARON



Open floorplans and light colors make the cottages feel spacious, despite their small footprint. The pool house at Heritage Sands features a catering kitchen, a lounge and a covered veranda for gatherings.



PHOTOGRAPHY BY ALISON CARON

neighborhoods, have resold for as much as 250 percent of their original price, proving their enduring appeal and value. Small homes feed our recent fascination with resilience and sustainability because they meet the needs of communities that wish to increase density and reform land use patterns without losing the feel of a single-family community. Smaller homes also can reduce energy use and greenhouse gas emissions through the use of passive solar energy, low water-use fixtures, and the abundance of vegetation in these communities found in the interior courtyard, personal

gardens and surrounding open space. Additionally, the demographic shift toward smaller households and the rise in single-person households is driving a need for a more diverse housing stock that includes small homes. 🏡

Claire Worshtil is senior program manager, land use, in the Department of Land Use and Design/Regulatory Affairs at the National Association of Home Builders.



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By Deryl Patterson, AIA

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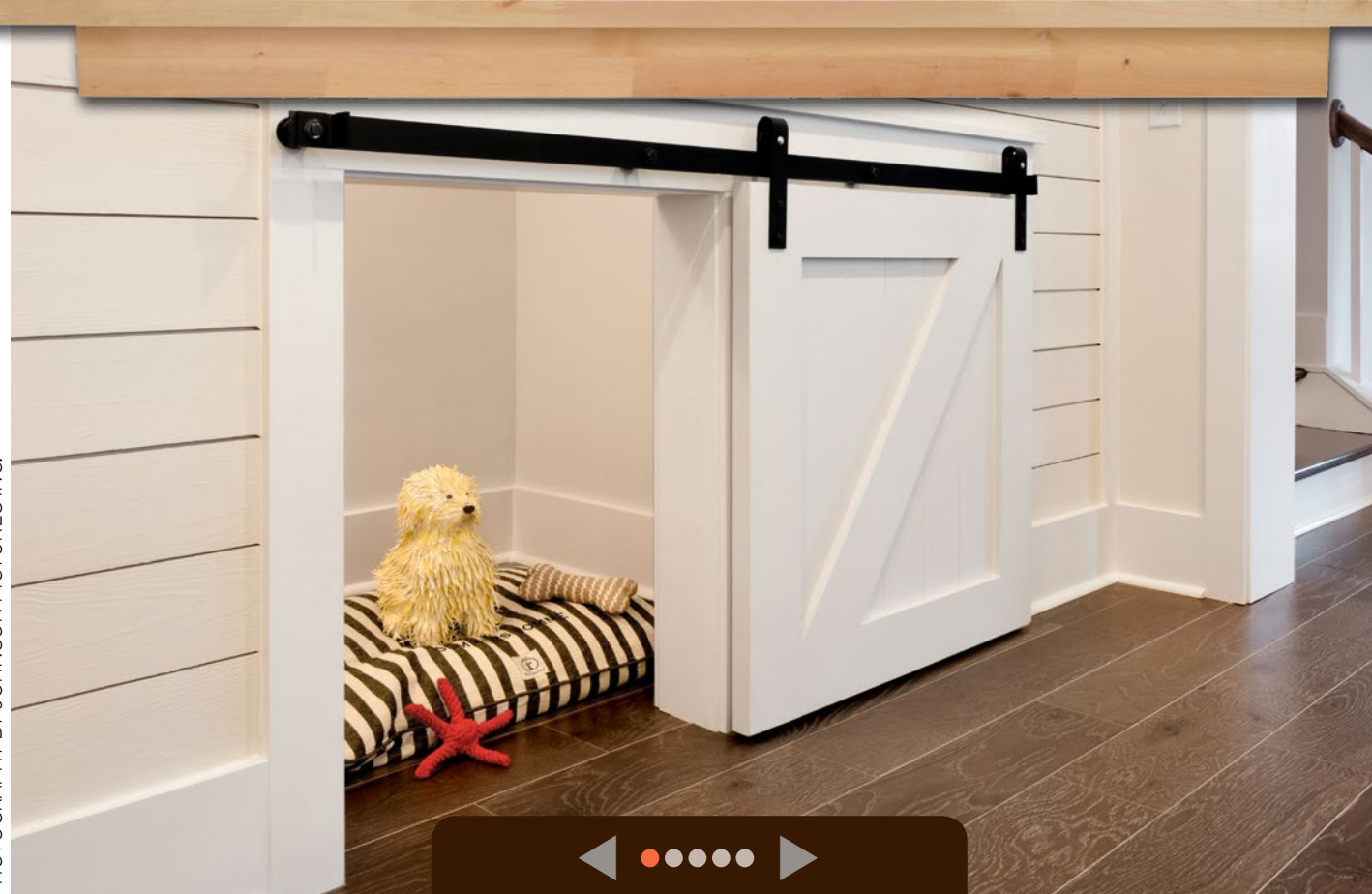
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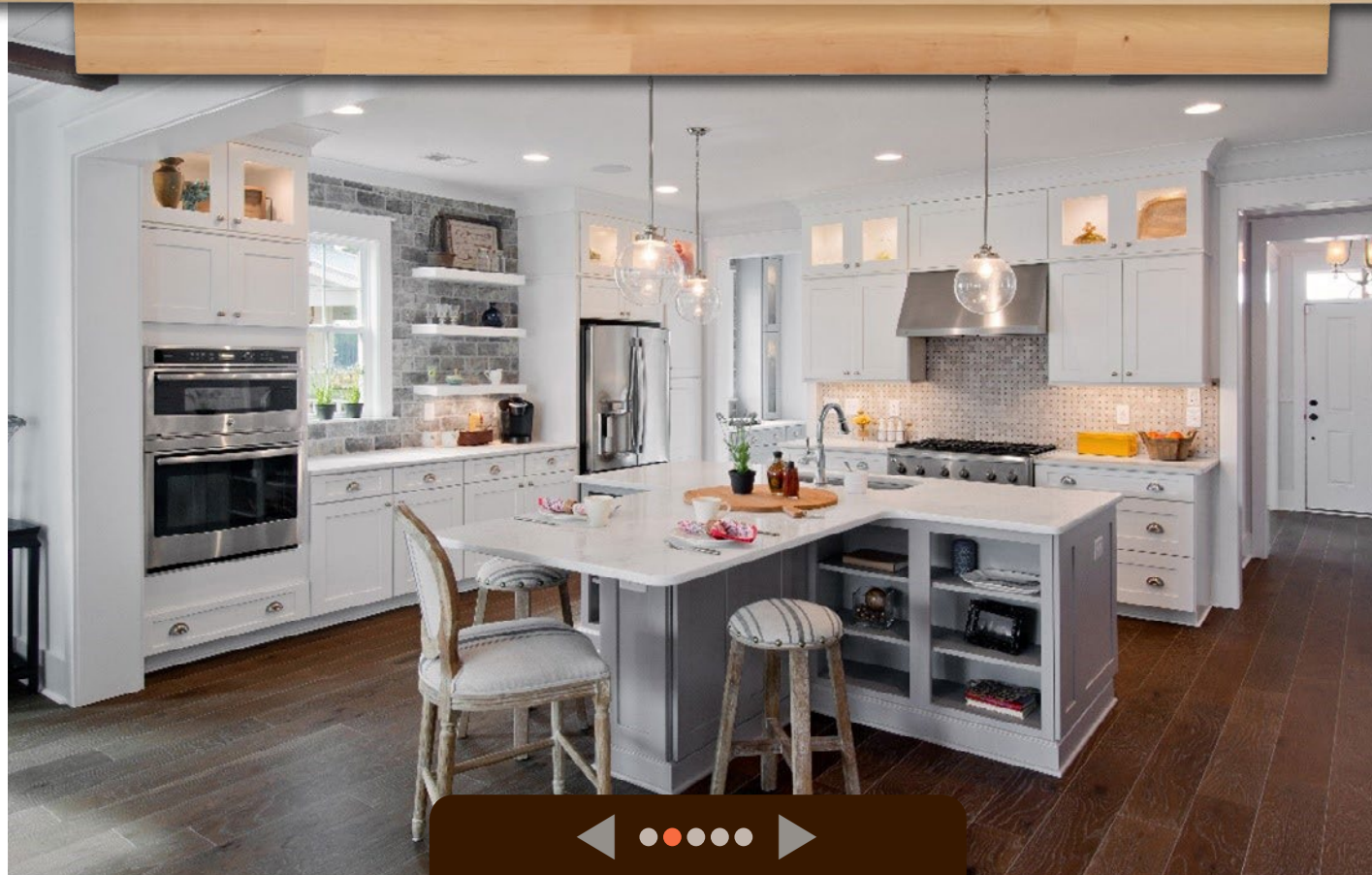
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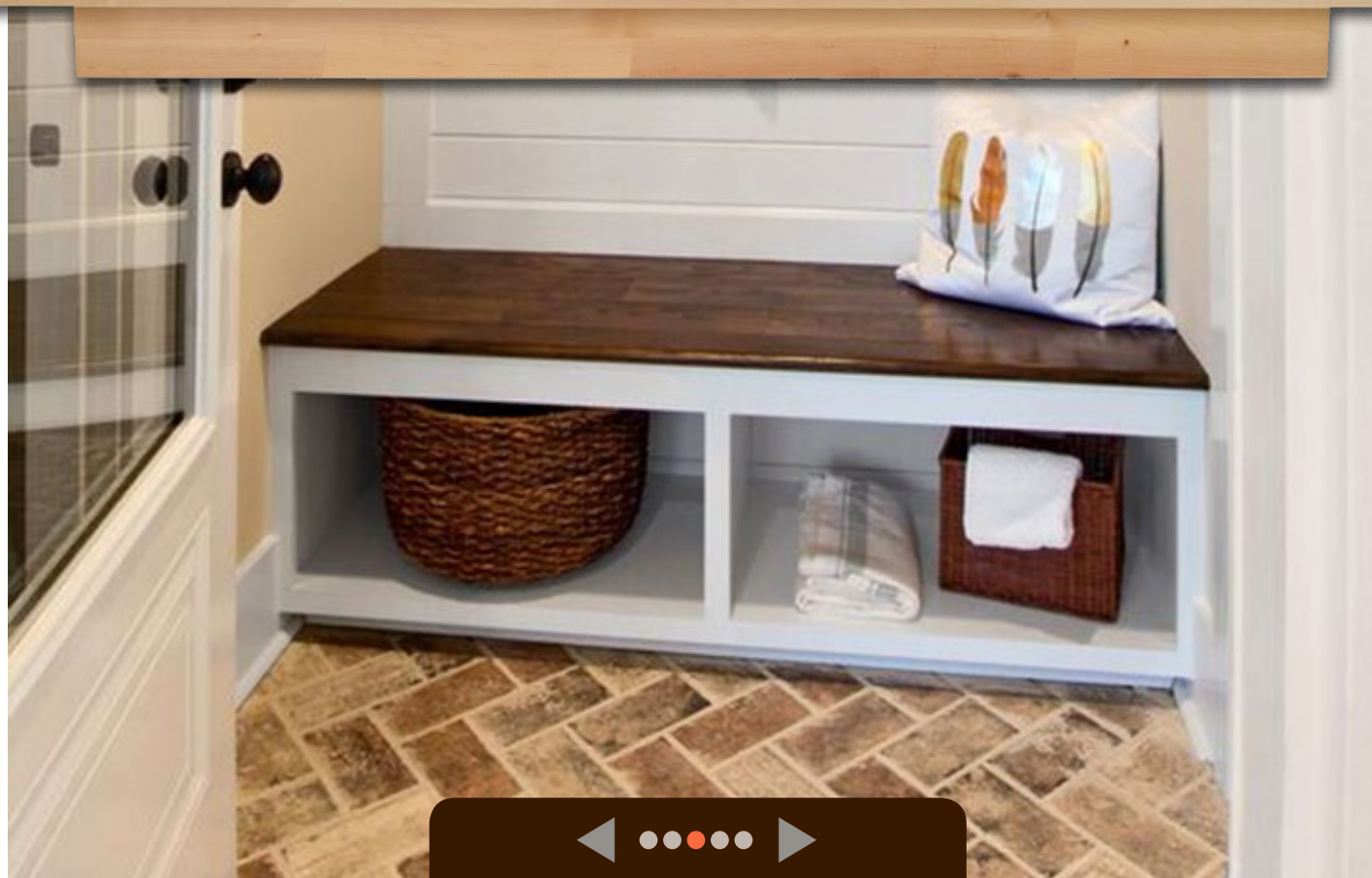
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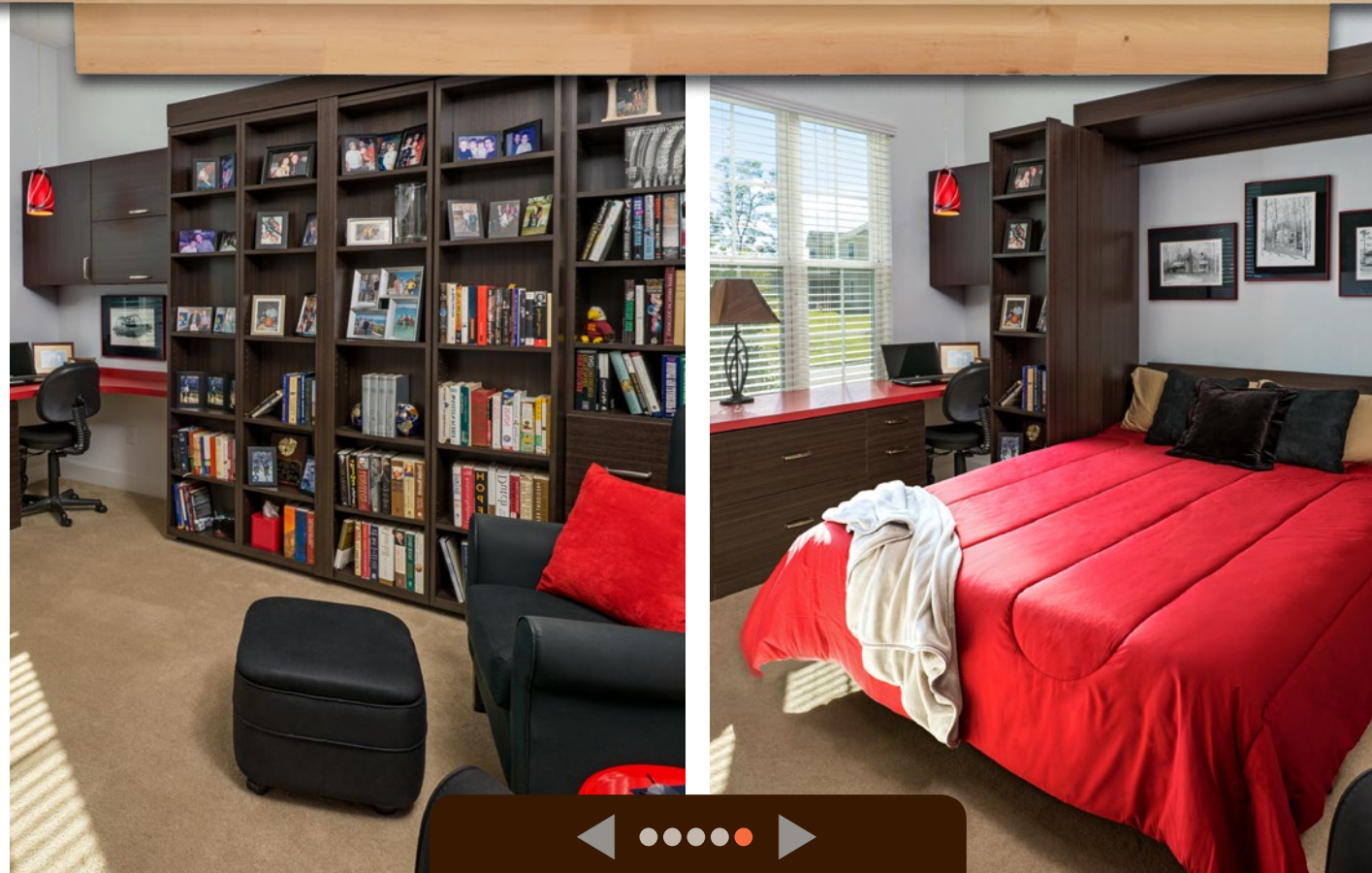
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