

# Webinar

## Healthy Housing for All

Date: December 05, 2018

00:00:00 --> 00:00:02: Hello and welcome to the Urban Land Institute webinar.

00:00:02 --> 00:00:06: Healthy housing for all lessons from affordable housing for the

00:00:06 --> 00:00:09: broader marketplace at this point is my pleasure to introduce

00:00:09 --> 00:00:10: your moderated for today.

00:00:10 --> 00:00:14: Then Almstead, the President of Fillmore Capital housing

00:00:14 --> 00:00:15: affordable housing Diane.

00:00:15 --> 00:00:18: If you're ready, the floor is all yours.

00:00:18 --> 00:00:21: Thank you Trevor, and welcome to everybody.

00:00:21 --> 00:00:25: Thank you for taking an hour of your time to

00:00:25 --> 00:00:26: join us today.

00:00:26 --> 00:00:32: First, a quick word about the RPI C Council and

00:00:32 --> 00:00:34: this webinar series.

00:00:34 --> 00:00:41: Responsible Investment Council's mission is to firmly embed the triple

00:00:41 --> 00:00:46: bottom line principles as a core part of our real

00:00:46 --> 00:00:49: estate investment strategies,

00:00:49 --> 00:00:52: its people, planet and profit.

00:00:52 --> 00:00:55: As a real estate strategy.

00:00:55 --> 00:01:00: In so doing, we developed A6 Part Webinar series and

00:01:00 --> 00:01:04: we're trying to identify and educate.

00:01:04 --> 00:01:09: On what responsible investment looks like and to educate the

00:01:10 --> 00:01:15: community about the standards and the trends in the tool?

00:01:15 --> 00:01:18: So today's topic is health and housing.

00:01:18 --> 00:01:22: There's a growing body of work that has been done

00:01:22 --> 00:01:27: both by the affordable housing folks as well as health

00:01:27 --> 00:01:32: care institutions to address the overlap of the two sectors

00:01:32 --> 00:01:35: of health and housing and.

00:01:35 --> 00:01:38: We're thrilled that this work is occurring.

00:01:38 --> 00:01:40: It has a long way to go,  
00:01:40 --> 00:01:43: but it has started, which is wonderful.  
00:01:43 --> 00:01:48: Nationwide people with low income suffer from chronic health  
00:01:48 --> 00:01:52: problems  
00:01:52 --> 00:01:56: at a much higher rate for both children and adults.  
00:01:56 --> 00:02:01: The social determinants of health include the quality,  
00:02:01 --> 00:02:08: affordability, stability and location of your home.  
00:02:08 --> 00:02:11: It's seen as. Important factors and the very source of  
00:02:11 --> 00:02:16: health and well being.  
00:02:16 --> 00:02:19: Concentration of substandard housing and less advantage  
00:02:19 --> 00:02:23: neighborhoods.  
00:02:23 --> 00:02:27: Further compounds racial and ethnic,  
00:02:27 --> 00:02:30: as well as socio economic disparities in health.  
00:02:30 --> 00:02:32: So there's a growing buzz about the link of health  
00:02:32 --> 00:02:37: and housing an now more than a handful of examples  
00:02:37 --> 00:02:42: of innovation in that area,  
00:02:42 --> 00:02:46: including partnerships between health care organizations and  
00:02:46 --> 00:02:49: housing developers.  
00:02:49 --> 00:02:51: Many health care organizations see affordable housing is  
00:02:51 --> 00:02:54: critical to  
00:02:54 --> 00:03:00: the health needs of their patients and plan members,  
00:03:00 --> 00:03:03: but don't know how to support the creation of housing  
00:03:03 --> 00:03:08: and help them secure it.  
00:03:08 --> 00:03:10: Many housing developers see that providing safe,  
00:03:10 --> 00:03:12: affordable and high quality. Housing to high need individuals  
00:03:12 --> 00:03:17: could  
00:03:17 --> 00:03:22: deliver significant value to health partners,  
00:03:22 --> 00:03:23: but aren't sure how to structure a partnership with the  
00:03:23 --> 00:03:26: relevant health agencies.  
00:03:26 --> 00:03:29: So having webinars like this one,  
00:03:29 --> 00:03:33: we are not just discussing the problem but also the  
00:03:33 --> 00:03:37: solutions through real life positive examples that our  
00:03:37 --> 00:03:42: panelists will  
00:03:42 --> 00:03:43: give.  
00:03:43 --> 00:03:45: So first. We are going to.  
00:03:45 --> 00:03:47: Do an audience poll.  
00:03:47 --> 00:03:49: And that audience told if you could just select the  
00:04:13 --> 00:04:14: description of what best fits your your role in the  
00:04:14 --> 00:04:16: industry.  
It's about 30 seconds.  
Does everybody see the pole?  
Is do people see the poll?  
Are we getting the poll results,

00:04:16 --> 00:04:17: Trevor?  
00:04:19 --> 00:04:20: Yeah, everyone can see it.  
00:04:22 --> 00:04:23: Great.  
00:04:49 --> 00:04:51: Well.  
00:04:51 --> 00:04:54: I am not seeing the tally of the poll.  
00:04:54 --> 00:04:56: Usually we try to give a little summary.  
00:05:03 --> 00:05:06: Diane, we can jump in.  
00:05:06 --> 00:05:09: So it looks like we're about.  
00:05:09 --> 00:05:13: It's about 1/5 developers and market rate in mixed income  
00:05:13 --> 00:05:14: housing.  
00:05:14 --> 00:05:16: We also have about 8%  
00:05:16 --> 00:05:21: of developers of affordable housing about 1/6 landscape  
architects,  
00:05:21 --> 00:05:24: 5% engineers, 12% planners and then a handful.  
00:05:24 --> 00:05:27: Also of investors, finance professionals,  
00:05:27 --> 00:05:31: local government folks, nonprofit professionals as well.  
00:05:31 --> 00:05:36: It looks like we have a nice a nice range.  
00:05:36 --> 00:05:41: Yes, that's great and we have a second audience poll.  
00:05:46 --> 00:05:49: And if you guys can just summarize the result of  
00:05:49 --> 00:05:50: that one too,  
00:05:50 --> 00:05:52: since it doesn't seem to show on my screen.  
00:05:54 --> 00:05:55: Sure thing.  
00:06:03 --> 00:06:05: Alright Dan, the results are coming in,  
00:06:05 --> 00:06:08: but it looks like about 1/4 so far of attendees  
00:06:08 --> 00:06:12: have worked on affordable housing projects with health  
promoting features.  
00:06:12 --> 00:06:16: Another quarter I've worked on mixed income or market rate  
00:06:16 --> 00:06:19: projects with health promoting features with about a third who  
00:06:19 --> 00:06:22: say that health is not an explicit focus of their  
00:06:22 --> 00:06:25: housing development work.  
00:06:25 --> 00:06:28: And about 1/4 but say this is not applicable,  
00:06:28 --> 00:06:30: the numbers are changing a little bit,  
00:06:30 --> 00:06:34: but it looks fairly even across the board.  
00:06:34 --> 00:06:36: Great.  
00:06:36 --> 00:06:39: And I just wanted to say one of the one  
00:06:39 --> 00:06:42: of the takeaways on this is we often find the  
00:06:43 --> 00:06:48: affordable housing folks talking about the relationship of  
health and  
00:06:48 --> 00:06:51: housing. But in fact, it's really for market rate or  
00:06:52 --> 00:06:54: affordable housing development.  
00:06:54 --> 00:06:59: Developers that that link is there for both.  
00:06:59 --> 00:07:02: So let me give a quick bio for the three  
00:07:02 --> 00:07:07: speakers and then we can launch into Joanne's presentation

first.

00:07:07 --> 00:07:12: Joanna Frank is president and CEO of Center for Active  
00:07:12 --> 00:07:12: design.  
00:07:12 --> 00:07:15: She's the founder of that group,  
00:07:15 --> 00:07:20: and that group advances design and development practices  
to foster  
00:07:21 --> 00:07:23: healthy an engaged communities.  
00:07:23 --> 00:07:27: The Center for Active Design is the operator of fit  
00:07:27 --> 00:07:28: well,  
00:07:28 --> 00:07:32: a unique building certification that positively.  
00:07:32 --> 00:07:38: Impact occupant health and productivity through an  
integrated approach to  
00:07:38 --> 00:07:41: workplace design and operations.  
00:07:41 --> 00:07:43: Our second speaker will be Jeff Foster.  
00:07:43 --> 00:07:46: He's the principle of GG LO design.  
00:07:46 --> 00:07:48: Jeff is managed Gigi, Yellows,  
00:07:48 --> 00:07:50: successful effort in large site,  
00:07:50 --> 00:07:55: mixed use mixed use redevelopment for the past two  
decades.  
00:07:55 --> 00:07:57: He works with public housing,  
00:07:57 --> 00:08:03: authorities, nonprofits and their partners to create  
redevelopment strategies that  
00:08:03 --> 00:08:08: provide predictability for development but have the flexibility  
to evolve  
00:08:08 --> 00:08:12: with changes in the market over long periods of time.  
00:08:12 --> 00:08:15: And last but not least is Bob Simpson,  
00:08:15 --> 00:08:20: Vice president for multifamily affordable and green financing  
at Fannie  
00:08:20 --> 00:08:20: Mae.  
00:08:20 --> 00:08:24: Bob is responsible for managing Fannie Mae's multifamily,  
00:08:24 --> 00:08:27: affordable and green finance business.  
00:08:27 --> 00:08:32: Since 2007, he's held various officer positions in Fannie  
Mae's  
00:08:32 --> 00:08:34: multifamily mortgage business,  
00:08:34 --> 00:08:38: including priority borrower relationships, senior housing,  
00:08:38 --> 00:08:42: small loans, and structured finance.  
00:08:42 --> 00:08:46: With that, let me turn the floor over to Joanna  
00:08:46 --> 00:08:46: Frank.  
00:08:46 --> 00:08:49: Thank you, Diane. So it's great to speak to all.  
00:08:49 --> 00:08:52: It's great to see a mixture of people on the  
00:08:52 --> 00:08:54: web and are the center.  
00:08:54 --> 00:08:57: Design is a global nonprofit and we've actually partnered with  
00:08:58 --> 00:09:01: ULI and the building Healthy places team for many years

00:09:01 --> 00:09:01: now.  
00:09:01 --> 00:09:05: Starting at the outset of the building Healthy Places Initiative  
00:09:06 --> 00:09:08: as you also see on my little slide here,  
00:09:08 --> 00:09:10: I am a member of you allies.  
00:09:10 --> 00:09:14: Affordable and Workforce Housing Council as well.  
00:09:14 --> 00:09:18: So with this report, what we really highlighting is the  
00:09:18 --> 00:09:22: work of some innovative developers of affordable and mixed  
00:09:22 --> 00:09:23: housing.  
00:09:23 --> 00:09:28: Who pioneered approach to development that really overtly  
00:09:28 --> 00:09:30: prioritizes the  
00:09:28 --> 00:09:30: health of their residents,  
00:09:30 --> 00:09:34: and the case studies that we've chosen to.  
00:09:34 --> 00:09:37: Included in the report are really replicable model for both  
00:09:37 --> 00:09:40: other affordable as well as market rate projects,  
00:09:40 --> 00:09:45: and they really are responding to this growing demand that  
00:09:45 --> 00:09:48: we're seeing for health promoting environments.  
00:09:48 --> 00:09:51: So I'm going to kind of start at the very  
00:09:51 --> 00:09:51: beginning.  
00:09:51 --> 00:09:54: Like why are we talking about health so much in  
00:09:54 --> 00:09:55: real estate?  
00:09:55 --> 00:09:58: Why health? Why? Now there's a couple of kind of  
00:09:58 --> 00:10:01: key trends that are happening is especially in the US1  
00:10:01 --> 00:10:02: of them.  
00:10:02 --> 00:10:04: Is that for the first time in US history we  
00:10:04 --> 00:10:06: are seeing that today's children,  
00:10:06 --> 00:10:10: the chill my generation's children are really looking like  
00:10:10 --> 00:10:14: they're  
00:10:10 --> 00:10:14: going to have a shorter life expectancy than their parents  
00:10:14 --> 00:10:17: and this is the first time that we've seen medical  
00:10:17 --> 00:10:20: advancement unable to keep up with the growing rates of  
00:10:20 --> 00:10:21: chronic disease.  
00:10:21 --> 00:10:23: So that's a trend that we need to reverse,  
00:10:23 --> 00:10:27: and it's one that we already focused on.  
00:10:27 --> 00:10:30: The other thing that we're really understanding now very well  
00:10:30 --> 00:10:33: and kind of for the first time because of this  
00:10:33 --> 00:10:36: massive body of evidence that we have coming out of  
00:10:36 --> 00:10:39: public health, is that where you live where you work,  
00:10:39 --> 00:10:43: the neighborhoods in which we spend our times have an  
00:10:43 --> 00:10:46: overt and measurable impact on our life expectancy,  
00:10:46 --> 00:10:50: quality of life, and all measurable outcomes associated with  
00:10:50 --> 00:10:53: health.  
00:10:50 --> 00:10:53: And many of these health outcomes are actually impacted by

00:10:53 --> 00:10:55: behavior and the design,  
00:10:55 --> 00:10:59: the operation and maintenance. Of our surroundings has an impact  
00:10:59 --> 00:11:00: on our behavior,  
00:11:00 --> 00:11:05: so the three leading causes of preventable death globally are  
00:11:05 --> 00:11:07: physical inactivity.  
00:11:07 --> 00:11:10: Smoking. So those two you probably are aware of,  
00:11:10 --> 00:11:13: the one that was recently joined.  
00:11:13 --> 00:11:16: Those other two is actually social isolation,  
00:11:16 --> 00:11:21: so those three behaviors are responsible for about 5,000,000 deaths  
00:11:21 --> 00:11:22: globally each,  
00:11:22 --> 00:11:24: and we know that we,  
00:11:24 --> 00:11:27: as those involved in the building industry.  
00:11:27 --> 00:11:31: Can actually play a very significant part in reversing this  
00:11:31 --> 00:11:32: behavior.  
00:11:32 --> 00:11:33: We can use the design,  
00:11:33 --> 00:11:37: the operation of our buildings and our neighborhoods to entice  
00:11:37 --> 00:11:39: people to walk down the street.  
00:11:39 --> 00:11:43: Encourage them to stop smoking through messaging and through policies  
00:11:43 --> 00:11:47: and really look at how do we create opportunities for  
00:11:47 --> 00:11:50: interaction to really mitigate that social isolation,  
00:11:50 --> 00:11:55: especially in the very young and very old populations that  
00:11:55 --> 00:11:57: we're providing housing for.  
00:11:57 --> 00:12:00: So just a little bit about the report.  
00:12:00 --> 00:12:04: The report is a collaboration is done in partnership with  
00:12:04 --> 00:12:08: the Urban Land Institute there building Healthy Places Group as  
00:12:08 --> 00:12:12: well as the Center for Active Design and the Affordable  
00:12:12 --> 00:12:17: Workforce Housing Council. So all three organizations have come together  
00:12:17 --> 00:12:21: to provide the insight that is reflected in this report  
00:12:21 --> 00:12:26: and ensure that it's really translated into practical and implementable  
00:12:26 --> 00:12:29: strategies for youth. By both developers,  
00:12:29 --> 00:12:32: but also investors and designers also of housing.  
00:12:32 --> 00:12:35: I'm not sure that we're able to advance the slide  
00:12:35 --> 00:12:36: for some reason,  
00:12:36 --> 00:12:39: so we'll click over to the next one.  
00:12:39 --> 00:12:43: So the key question that was asked in the research  
00:12:43 --> 00:12:47: was really like what are the specific design elements that  
00:12:47 --> 00:12:52: we see in affordable housing that can be replicated for

00:12:52 --> 00:12:57: market rate housing? We've seen such innovation in the affordable

00:12:57 --> 00:12:58: housing space,

00:12:58 --> 00:13:01: So what we did here was we looked at many

00:13:01 --> 00:13:05: of the projects that we're already aware of that are

00:13:05 --> 00:13:10: very innovative and maybe somebody else can change the slide

00:13:10 --> 00:13:13: because we are. We just got thrown off the system,

00:13:13 --> 00:13:16: so we're looking at the research question.

00:13:16 --> 00:13:18: We then did a deep dive reaching out to the

00:13:18 --> 00:13:23: affordable housing developers with these innovative projects that we were

00:13:23 --> 00:13:26: already familiar with and we asked them what was the

00:13:26 --> 00:13:30: motivation behind the decision to overtly prioritize health.

00:13:30 --> 00:13:33: Why did you set off in this direction?

00:13:33 --> 00:13:36: First place many of these projects that we're featuring.

00:13:36 --> 00:13:41: We're really looking at health outcomes before this was something

00:13:41 --> 00:13:43: that was being spoken about.

00:13:43 --> 00:13:45: By the majority of the building industry.

00:13:45 --> 00:13:47: So what was the motivation?

00:13:47 --> 00:13:50: What were the financial mechanisms that you leveraged,

00:13:50 --> 00:13:54: either because of the project and the audience that you

00:13:54 --> 00:13:56: and the target market you were serving,

00:13:56 --> 00:14:00: but also more importantly, because you were promoting health?

00:14:00 --> 00:14:04: Were there other opportunities to find financing from unusual sources

00:14:04 --> 00:14:09: from unusual partners because of your over prioritization of health?

00:14:09 --> 00:14:12: We also obviously looking at what were the specific elements

00:14:12 --> 00:14:15: within our project that promoted design.

00:14:15 --> 00:14:18: So the promoted health, sorry the design elements but also

00:14:18 --> 00:14:21: the policies and the programming as well.

00:14:21 --> 00:14:23: So how can we actually kind of look at these

00:14:23 --> 00:14:24: case studies?

00:14:24 --> 00:14:27: Looking at these look at these projects in their finished

00:14:27 --> 00:14:31: state and actually reverse engineer them to come up with

00:14:31 --> 00:14:35: those individual elements that will really help promoting and successful

00:14:35 --> 00:14:38: for these particular projects. All of this was done at

00:14:38 --> 00:14:41: the same time as looking at the evidence base.

00:14:41 --> 00:14:44: So the center design has more than 5000 peer reviewed

00:14:44 --> 00:14:46: research studies in our databases.

00:14:46 --> 00:14:49: We have a very good understanding of what are the  
00:14:49 --> 00:14:52: most health promoting features within design.  
00:14:52 --> 00:14:55: You know what is going to have the greatest measurable  
00:14:55 --> 00:14:59: impact on the the inhabitants of the residents of our  
00:14:59 --> 00:14:59: projects.  
00:14:59 --> 00:15:03: So really looking at the evidence base but not just  
00:15:03 --> 00:15:03: for health.  
00:15:03 --> 00:15:07: We also were looking at the evidence based on the  
00:15:07 --> 00:15:10: data for what is it about prioritizing health that is  
00:15:10 --> 00:15:12: going to respond to the marketplace.  
00:15:12 --> 00:15:16: So really understanding what is it that's driving the market  
00:15:16 --> 00:15:17: for the.  
00:15:17 --> 00:15:20: Market rate housing that we can use to really leverage  
00:15:20 --> 00:15:23: health promoting aspects of a building.  
00:15:23 --> 00:15:26: There's a lot of demand in the market for health  
00:15:26 --> 00:15:27: promoting environments,  
00:15:27 --> 00:15:31: so how can we really key into that important information  
00:15:31 --> 00:15:34: and share that with all of you?  
00:15:34 --> 00:15:37: All of this was done in conjunction with input from  
00:15:37 --> 00:15:40: over 100 ULI members through a series of forums as  
00:15:40 --> 00:15:44: well as the ongoing input of the Affordable and Workforce  
00:15:44 --> 00:15:47: Housing Council as well. So now we're going to share  
00:15:47 --> 00:15:50: just a few of those features and programs.  
00:15:50 --> 00:15:54: This diagram is probably pretty small depending on the size  
00:15:54 --> 00:15:55: of your screen,  
00:15:55 --> 00:15:58: but really, it's kind of that list that To Do  
00:15:58 --> 00:16:02: List of design and operational strategies that you can really  
00:16:02 --> 00:16:05: kind of look at implementing into your projects.  
00:16:05 --> 00:16:08: I'm just going to give you kind of a few  
00:16:08 --> 00:16:11: of fun stats about just a couple of these strategies,  
00:16:11 --> 00:16:14: so when we always talk about us is stair use  
00:16:14 --> 00:16:16: and the reason we talk about stair you so much  
00:16:16 --> 00:16:18: is just six flights of stairs.  
00:16:18 --> 00:16:21: A day is enough to offset the average annual weight  
00:16:21 --> 00:16:24: gain of an American and the way that your design  
00:16:24 --> 00:16:28: and operational aspects of a building can encourage their  
use  
00:16:28 --> 00:16:31: is that if you walk into a building and the  
00:16:31 --> 00:16:33: first thing you see is a stair,  
00:16:33 --> 00:16:36: you are 50% more likely to take that stairs.  
00:16:36 --> 00:16:39: Also, if there's a sign that tells you taking the  
00:16:39 --> 00:16:41: stairs is good for you,



00:16:41 --> 00:16:44: that actually increases the likelihood of someone to take the  
00:16:44 --> 00:16:46: stair by an additional 8%.  
00:16:46 --> 00:16:49: So that's the kind of impact you can have on  
00:16:49 --> 00:16:49: behavior.  
00:16:49 --> 00:16:52: Another one so day lighting and views,  
00:16:52 --> 00:16:55: day lighting and views is shown to have an impact  
00:16:55 --> 00:16:57: on all aspects of mental health.  
00:16:57 --> 00:17:01: It impacts cognitive function. Children have better outcomes  
in school  
00:17:01 --> 00:17:04: when they have views of day lighting and views of  
00:17:04 --> 00:17:05: nature.  
00:17:05 --> 00:17:08: As well. It also. Impacts your sleep cycle and that  
00:17:08 --> 00:17:11: impacts many different aspects of your health,  
00:17:11 --> 00:17:15: mental health, but also physical health risk of chronic  
disease,  
00:17:15 --> 00:17:17: heart disease, etc. And Lastly,  
00:17:17 --> 00:17:20: just another kind of strategy is a different scale.  
00:17:20 --> 00:17:26: Community Gardens Community gardens are associated  
with increased Inter interaction,  
00:17:26 --> 00:17:30: especially multi generational interaction, and people who are  
members of  
00:17:30 --> 00:17:34: a community garden are more likely to meet their daily  
00:17:34 --> 00:17:36: recommended fruit and vegetable intake.  
00:17:36 --> 00:17:41: It's actually 56% of Community garden members consume  
enough food  
00:17:41 --> 00:17:43: and vegetables a day as compared to 25%  
00:17:43 --> 00:17:47: of non gardeners. So you can see it really does  
00:17:47 --> 00:17:49: impact people's behavior.  
00:17:49 --> 00:17:51: So when we looked at these projects,  
00:17:51 --> 00:17:55: these six projects that are featured in the report actually  
00:17:55 --> 00:17:57: reflect really different projects.  
00:17:57 --> 00:18:01: We have new construction but also renovation of existing  
populations  
00:18:01 --> 00:18:05: that these projects are serving include affordable mixed  
income and  
00:18:05 --> 00:18:07: senior projects as well.  
00:18:07 --> 00:18:09: And one thing I think you can see from this  
00:18:10 --> 00:18:13: diagram very quickly is that one size does not fit.  
00:18:13 --> 00:18:16: All you really need to choose the elements and prioritize  
00:18:16 --> 00:18:20: the design strategies that respond to the unique Community  
context.  
00:18:20 --> 00:18:25: The opportunities and challenges within your target market or  
your  
00:18:25 --> 00:18:25: community.

00:18:25 --> 00:18:29: So this isn't just a case of repeating the same  
00:18:29 --> 00:18:30: methodology for each one.  
00:18:30 --> 00:18:35: You really need to look at what is specifically going  
00:18:35 --> 00:18:38: to resonate with your with your community.  
00:18:38 --> 00:18:41: And there were four kind of main takeaways from this  
00:18:42 --> 00:18:45: project from this report that we wanted to kind of  
00:18:45 --> 00:18:47: share and really highlight on.  
00:18:47 --> 00:18:50: The first one is that the earlier that you consider  
00:18:50 --> 00:18:51: health in a project,  
00:18:51 --> 00:18:54: whether it's new construction or renovation,  
00:18:54 --> 00:18:57: the more impact you can have on the overall health  
00:18:57 --> 00:19:00: outcomes of the residents of that project.  
00:19:00 --> 00:19:03: You can really start by looking at the sighting of  
00:19:03 --> 00:19:04: a project.  
00:19:04 --> 00:19:07: It's proximity to transportation, so those are kind of the  
00:19:07 --> 00:19:08: elements that.  
00:19:08 --> 00:19:11: If you don't consider that from the outset of our  
00:19:11 --> 00:19:12: project,  
00:19:12 --> 00:19:15: there was already kind of missed opportunities potentially.  
00:19:15 --> 00:19:17: However, there's a big. However,  
00:19:17 --> 00:19:20: you could always do something even if you're only engaged  
00:19:21 --> 00:19:23: in a minor kind of upgrade or renovation of a  
00:19:23 --> 00:19:24: project.  
00:19:24 --> 00:19:27: There's always something that we can do to increase the  
00:19:27 --> 00:19:29: opportunities to support health.  
00:19:29 --> 00:19:32: The next one was like really working to understand that  
00:19:32 --> 00:19:37: target market really important that you engage stakeholders  
and residents  
00:19:37 --> 00:19:39: or target market of other project.  
00:19:39 --> 00:19:42: Understand what do they value so the evidence base is  
00:19:42 --> 00:19:44: looking at a population level impact.  
00:19:44 --> 00:19:48: It is essential that you then really understand what is  
00:19:48 --> 00:19:51: going to resonate with the specific people that you are  
00:19:51 --> 00:19:52: looking to house,  
00:19:52 --> 00:19:55: or whether they are already in place in a renovation  
00:19:55 --> 00:19:59: opportunity or whether it's a GNU GNU group of people  
00:19:59 --> 00:20:02: that you're looking to attract so very important.  
00:20:02 --> 00:20:04: Whether that's for affordable market rate etc,  
00:20:04 --> 00:20:08: you really need to understand the values in the unique  
00:20:08 --> 00:20:09: community.  
00:20:09 --> 00:20:12: Opportunities within a project and again to realize the  
potential

00:20:12 --> 00:20:13: of a project.

00:20:13 --> 00:20:16: To promote health, and we're talking about mental,

00:20:16 --> 00:20:19: physical, and social health. So how do you really bring

00:20:19 --> 00:20:22: people together and encourage trust amongst people?

00:20:22 --> 00:20:25: You need to not just look at the design and

00:20:25 --> 00:20:25: policy,

00:20:25 --> 00:20:28: but you also need to think about the programming we

00:20:28 --> 00:20:31: know from the research that even if you build a

00:20:31 --> 00:20:32: beautiful outdoor space,

00:20:32 --> 00:20:36: you aren't going to realize its full potential in bringing

00:20:36 --> 00:20:38: people together unless you also program it.

00:20:38 --> 00:20:41: Now I know. Many of you develop and then you

00:20:41 --> 00:20:43: maybe sell a project you don't own it long term,

00:20:43 --> 00:20:47: but to really think about how to have innovative partnerships,

00:20:47 --> 00:20:50: lesson #4 to provide that programming to your residence,

00:20:50 --> 00:20:53: because that's how you're going to really bring people together

00:20:53 --> 00:20:56: in the spaces that you provide to very important.

00:20:56 --> 00:20:59: So number four really is like the innovative piece.

00:20:59 --> 00:21:02: So what are the innovative partnerships that you can realize

00:21:02 --> 00:21:04: with the project Diane mentioned?

00:21:04 --> 00:21:08: Perhaps with health care, but we're seeing innovative partnerships across

00:21:08 --> 00:21:09: the board and.

00:21:09 --> 00:21:13: Bob is going to speak about a negative partnership in

00:21:13 --> 00:21:15: a second financing strategies as well.

00:21:15 --> 00:21:18: There is a lot of interest in environmental,

00:21:18 --> 00:21:21: social and governance strategies from investors.

00:21:21 --> 00:21:23: At this point, institutional investors,

00:21:23 --> 00:21:27: pension plans, etc. So how can we really leverage health

00:21:27 --> 00:21:30: to respond to the market demand that investors demand for

00:21:30 --> 00:21:33: projects that can meet those goals?

00:21:33 --> 00:21:37: So understanding all of those different triggers and how health

00:21:37 --> 00:21:39: fits into their overarching market trends.

00:21:39 --> 00:21:42: Is is number 4, so with that I'm going to

00:21:42 --> 00:21:44: pass you over to Jeff and he's going to run

00:21:44 --> 00:21:45: through a case study.

00:21:45 --> 00:21:48: Thank you.

00:21:48 --> 00:21:51: Thanks, Joanna gets a lot of great points that really

00:21:51 --> 00:21:54: tied up the case study that I have to share

00:21:54 --> 00:21:57: with you all today and this is also available on

00:21:57 --> 00:21:59: the Center for Active Designs website,

00:21:59 --> 00:22:03: not this particular presentation but an overview of the project  
00:22:03 --> 00:22:04: so quickly.  
00:22:04 --> 00:22:08: As an introduction. The sites located South of downtown  
Seattle  
00:22:08 --> 00:22:10: could be about 10 minutes in a car with no  
00:22:10 --> 00:22:11: traffic,  
00:22:11 --> 00:22:13: or it's an easy bus connection.  
00:22:13 --> 00:22:16: Joanna was pointing out proximity to transit as an important  
00:22:17 --> 00:22:18: factor in this is cited.  
00:22:18 --> 00:22:20: Over a major Metro bus line,  
00:22:20 --> 00:22:24: the site is immediately South of the city of Seattle.  
00:22:24 --> 00:22:27: In fact, its northern burbs border is the city limit,  
00:22:27 --> 00:22:32: so this particular project is in what is called unincorporated  
00:22:32 --> 00:22:33: King County.  
00:22:33 --> 00:22:36: There are dozens of stories to tell about this ongoing  
00:22:36 --> 00:22:40: project addressing the points Joanna just made,  
00:22:40 --> 00:22:44: but our focus today is on healthy housing and  
neighborhoods.  
00:22:44 --> 00:22:50: This master plan integrates active recreation and active  
transportation strategies  
00:22:50 --> 00:22:50: seamlessly.  
00:22:50 --> 00:22:55: It supports livability and help the presidents and our design  
00:22:55 --> 00:22:58: team and our client group in the neighborhood.  
00:22:58 --> 00:23:02: Focused on four major elements early in master plan process  
00:23:02 --> 00:23:03: that was connectivity.  
00:23:03 --> 00:23:07: Open space diversity, adjacent uses and of course,  
00:23:07 --> 00:23:09: placemaking.  
00:23:09 --> 00:23:13: In 2002 there were 567 very low income homes built  
00:23:13 --> 00:23:18: for the purpose of temporary worker housing in World War  
00:23:18 --> 00:23:19: Two,  
00:23:19 --> 00:23:22: there was an elementary school at the South end of  
00:23:22 --> 00:23:26: the site that had been condemned from mold infestation,  
00:23:26 --> 00:23:29: largely due to the fact that it was constructed in  
00:23:30 --> 00:23:31: a closed depression.  
00:23:31 --> 00:23:34: Drainage was a huge issue for this project.  
00:23:34 --> 00:23:37: The site as you can tell from kind of the  
00:23:37 --> 00:23:39: spaghetti like configuration,  
00:23:39 --> 00:23:41: had very little defensible space.  
00:23:41 --> 00:23:43: And crime was very high here.  
00:23:48 --> 00:23:51: Taking a look at our master plan,  
00:23:51 --> 00:23:56: it included innovation and active design strategies,  
00:23:56 --> 00:24:01: insight planning for housing with mixed recreational facilities.  
00:24:01 --> 00:24:06: It's a recipient of a hoop 6 grant for \$35,000,000

00:24:06 --> 00:24:09: that was key to starting design.

00:24:09 --> 00:24:14: An implementation was done together with the King County Housing Authority.

00:24:14 --> 00:24:15: Authority.

00:24:15 --> 00:24:19: An score of consultants for the project.

00:24:19 --> 00:24:24: Major challenges included revitalizing 100 acres to create a walkable design that fits within the context of existing low income, low density neighborhood that surrounds it.

00:24:24 --> 00:24:28: design that fits within the context of existing low income,

00:24:28 --> 00:24:33: low density neighborhood that surrounds it.

00:24:33 --> 00:24:36: It grew even further with the goal to transform a single use residential neighborhood into a vibrant mixed use neighborhood.

00:24:36 --> 00:24:42: single use residential neighborhood into a vibrant mixed use neighborhood.

00:24:42 --> 00:24:46: Some of the elements that are incorporated into the design are a new elementary school Public Library and educare or head start facility.

00:24:46 --> 00:24:50: are a new elementary school Public Library and educare or head start facility.

00:24:50 --> 00:24:51: head start facility.

00:24:51 --> 00:24:54: An existing renovated boys and Girls Club.

00:24:54 --> 00:24:56: There were seven separate tax, credit and mixed financed housing packages that are part of this development.

00:24:56 --> 00:25:01: credit and mixed financed housing packages that are part of this development.

00:25:01 --> 00:25:02: this development.

00:25:02 --> 00:25:07: In separately there were infrastructure and parks packages. When complete, the project will include approximately 900 homes in different configurations and that covers very low low workforce and market rate rental an for sale housing.

00:25:07 --> 00:25:11: When complete, the project will include approximately 900 homes in different configurations and that covers very low low workforce and market rate rental an for sale housing.

00:25:11 --> 00:25:16: different configurations and that covers very low low workforce and market rate rental an for sale housing.

00:25:16 --> 00:25:19: market rate rental an for sale housing.

00:25:19 --> 00:25:23: There's a small amount of neighborhood retail on the sites Main Street, but we're trying not to compete with a neighboring business district that's undergoing revitalization.

00:25:23 --> 00:25:24: Main Street,

00:25:24 --> 00:25:28: but we're trying not to compete with a neighboring business district that's undergoing revitalization.

00:25:28 --> 00:25:31: district that's undergoing revitalization.

00:25:31 --> 00:25:34: At the same time, the site was majorly complete in 2011, but there's ongoing market rate development happening. To the. The West edge of the site and to the eastern edge of the site.

00:25:34 --> 00:25:35: 2011,

00:25:35 --> 00:25:39: but there's ongoing market rate development happening.

00:25:39 --> 00:25:42: To the. The West edge of the site and to the eastern edge of the site.

00:25:42 --> 00:25:45: the eastern edge of the site.

00:25:48 --> 00:25:51: Any idea of what it looked like and Trevor, my presentations just frozen so if you could advance to slide 21.

00:25:51 --> 00:25:56: my presentations just frozen so if you could advance to slide 21.

00:25:56 --> 00:25:57: slide 21.

00:25:57 --> 00:25:59: The.

00:25:59 --> 00:26:03: Existing site let me try to pull up another.

00:26:03 --> 00:26:04: You hear.

00:26:06 --> 00:26:10: Everybody. In 2002 you can kind of see at the top of the slide what the streetscape character was and in the middle there conceptual design for it.

00:26:10 --> 00:26:14: top of the slide what the streetscape character was and in the middle there conceptual design for it.

00:26:14 --> 00:26:17: in the middle there conceptual design for it.

00:26:17 --> 00:26:19: And at the bottom in 2008,  
00:26:19 --> 00:26:23: when that component of the project was completed.  
00:26:23 --> 00:26:27: The redeveloped site was slide 22,  
00:26:27 --> 00:26:31: the new 8th Ave.  
00:26:31 --> 00:26:34: As pedestrian signalized crossing a Metro bus stop,  
00:26:34 --> 00:26:37: neighborhood retail and integrated trail crossing,  
00:26:37 --> 00:26:39: you can see the signal in the center of the  
00:26:39 --> 00:26:40: slide.  
00:26:40 --> 00:26:43: The revitalized boys and Girls Club in a central Plaza.  
00:26:43 --> 00:26:46: Again in the images in the lower right of the  
00:26:46 --> 00:26:49: slide you can see what the character of that Street  
00:26:49 --> 00:26:49: was like.  
00:26:49 --> 00:26:52: It essentially was a 50 mile an hour design speed  
00:26:52 --> 00:26:55: in an area where cars should be driving no more  
00:26:55 --> 00:26:56: than 15 miles an hour.  
00:26:56 --> 00:27:00: The redesign community encourages that.  
00:27:00 --> 00:27:03: He moved to Slide 23.  
00:27:03 --> 00:27:08: There's a overall parks and trails network.  
00:27:08 --> 00:27:12: For the site, there's a variety of pedestrian routes that  
00:27:12 --> 00:27:16: pass by multiple destinations within an around the site,  
00:27:16 --> 00:27:20: and it current encourages residents of all ages and abilities  
00:27:21 --> 00:27:22: to walk instead of drive.  
00:27:22 --> 00:27:25: The site was topographically challenged,  
00:27:25 --> 00:27:28: so it was important for us to try and grade  
00:27:28 --> 00:27:33: the site and introduce comfortable stairs and navigable  
ramps and  
00:27:33 --> 00:27:36: roadways for folks to be able to get around.  
00:27:36 --> 00:27:41: There are community parks. Food gardens and pocket parks  
throughout  
00:27:41 --> 00:27:41: the site.  
00:27:41 --> 00:27:45: They're connected by sidewalks, trails and paths.  
00:27:45 --> 00:27:48: An recreation spaces are also located by adjacent uses,  
00:27:48 --> 00:27:51: such as homes, schools, Community Center,  
00:27:51 --> 00:27:53: and there's also an effort to put eyes on the  
00:27:54 --> 00:27:56: street in the trail at all times.  
00:27:56 --> 00:27:59: There are active open spaces that are less than 1/4  
00:27:59 --> 00:28:02: mile walk from every home on the site and more  
00:28:02 --> 00:28:03: often than not,  
00:28:03 --> 00:28:05: multiple spaces that do that.  
00:28:05 --> 00:28:08: There are on and off site connections and Coop,  
00:28:08 --> 00:28:09: including a trail to the.  
00:28:09 --> 00:28:14: Neighboring White Center business district to the West.

00:28:14 --> 00:28:17: And there was a combined design approach to streets,  
00:28:17 --> 00:28:22: sidewalks, trails and drainage. And we could go to Slide  
00:28:22 --> 00:28:23: 24 please.  
00:28:23 --> 00:28:26: There are several or there are three large parks on  
00:28:26 --> 00:28:27: the site,  
00:28:27 --> 00:28:29: one to the West, one in the center,  
00:28:29 --> 00:28:32: and one on the East side of the site that  
00:28:32 --> 00:28:36: include large lawn areas for people to be able to  
00:28:36 --> 00:28:37: actively recreate,  
00:28:37 --> 00:28:40: throw a Frisbee, run around their playgrounds,  
00:28:40 --> 00:28:44: and then there are more passive places we could go  
00:28:44 --> 00:28:45: to slide 25.  
00:28:45 --> 00:28:49: There are pocket parks throughout the site for youth and  
00:28:49 --> 00:28:50: seniors.  
00:28:50 --> 00:28:54: Placemaking was achieved with a great deal of creativity.  
00:28:54 --> 00:28:58: There are over 20 are elements that were commissioned for  
00:28:58 --> 00:28:58: this site.  
00:28:58 --> 00:29:02: They are either incorporated as standalone sculptures,  
00:29:02 --> 00:29:08: integrated building site elements, or incorporated into paving  
in a  
00:29:08 --> 00:29:10: number of other ways.  
00:29:10 --> 00:29:14: We also worked to preserve existing large significant trees on  
00:29:14 --> 00:29:18: the site and incorporate that into the design in Slide  
00:29:18 --> 00:29:18: 26.  
00:29:18 --> 00:29:22: The trail system that we talked about has specific trails  
00:29:23 --> 00:29:27: and then in some cases we've overlaying that with sidewalks.  
00:29:27 --> 00:29:31: And running through the different park systems and you can  
00:29:31 --> 00:29:34: see some of the images of the the art and  
00:29:34 --> 00:29:37: the play areas that were put in for.  
00:29:37 --> 00:29:38: Residence.  
00:29:40 --> 00:29:41: We go to Slide 27.  
00:29:41 --> 00:29:45: Joanna talked a little bit ago about community gardens.  
00:29:45 --> 00:29:47: There are.  
00:29:47 --> 00:29:51: Kind of three scales of that aspect incorporated into this  
00:29:51 --> 00:29:52: project.  
00:29:52 --> 00:29:55: One or one. It would be large pea patches.  
00:29:55 --> 00:29:58: You can see the image here of different plots,  
00:29:58 --> 00:30:03: and there's also a Community tool library that's included in  
00:30:03 --> 00:30:06: the shed shown on the left side of the slide.  
00:30:06 --> 00:30:11: And. Then there are also larger P patches incorporated into  
00:30:11 --> 00:30:15: the housing projects and that is shown on Slide 28.  
00:30:17 --> 00:30:22: And then in Slide 29 they're actually on building.

00:30:22 --> 00:30:26: Opportunities for that, such as our senior project.  
00:30:28 --> 00:30:30: We go to Slide 30.  
00:30:30 --> 00:30:33: Ultimately, the goal was to create a vibrant mixed use  
00:30:33 --> 00:30:33: neighborhood.  
00:30:33 --> 00:30:37: This shows our Main Street lined with housing on a  
00:30:37 --> 00:30:38: transit line.  
00:30:38 --> 00:30:39: And last but not least,  
00:30:39 --> 00:30:42: significant amount of regulatory change was involved.  
00:30:42 --> 00:30:46: As I mentioned, this is an unincorporated King County and  
00:30:46 --> 00:30:50: the development code that exists would not have allowed this  
00:30:50 --> 00:30:51: kind of development.  
00:30:51 --> 00:30:54: It basically encourage three story wood frame,  
00:30:54 --> 00:30:57: walk up apartments surrounded by fields of parking.  
00:30:57 --> 00:30:59: We had to seek 100 hundreds of departures,  
00:30:59 --> 00:31:02: two roads, parks, landscape height,  
00:31:02 --> 00:31:05: density and parking standards, and we achieved that through  
00:31:06 --> 00:31:09: a  
00:31:06 --> 00:31:09: demonstration ordinance for green development together  
00:31:09 --> 00:31:10: with.  
00:31:09 --> 00:31:10: The County.  
00:31:13 --> 00:31:19: Finally, I talked about active recreation slide 32.  
00:31:19 --> 00:31:22: Through a variety of outdoor and indoor recreation spaces,  
00:31:22 --> 00:31:25: and that includes the boys and Girls Club gym,  
00:31:25 --> 00:31:28: the elementary school, gym, Playgrounds,  
00:31:28 --> 00:31:31: Park Place spaces, climbing an open spaces.  
00:31:31 --> 00:31:36: So in conclusion, the site incorporates new and improved  
00:31:36 --> 00:31:37: pedestrian  
00:31:36 --> 00:31:37: pathways.  
00:31:37 --> 00:31:39: Open space at a range of scales,  
00:31:39 --> 00:31:45: recreation space located within those areas.  
00:31:45 --> 00:31:48: The regulatory aspect was a key component,  
00:31:48 --> 00:31:53: and finally, engagement with residents through a series of  
00:31:53 --> 00:31:59: over  
00:31:53 --> 00:31:59: 100 forums of different scales translated into six different  
00:31:59 --> 00:32:00: languages  
00:31:59 --> 00:32:00: when necessary.  
00:32:00 --> 00:32:04: And with that, I'd like to introduce Bob Simpson.  
00:32:07 --> 00:32:08: Thanks Jeff and hi everybody,  
00:32:08 --> 00:32:10: my name is Bob Simpson.  
00:32:10 --> 00:32:12: I'm the vice president of multifamily,  
00:32:12 --> 00:32:15: affordable and green financing at Fannie Mae.  
00:32:15 --> 00:32:18: And but I want to talk about a little bit  
00:32:18 --> 00:32:22: about today is you've heard from Joanna talking bout the



00:32:22 --> 00:32:26: evidence base that talks about the connection between affordable housing

00:32:26 --> 00:32:28: and how.

00:32:28 --> 00:32:33: Great case study from Jeff that talks about you know

00:32:33 --> 00:32:34: what this looks like,

00:32:34 --> 00:32:39: how it gets done. We recognize the value of connecting

00:32:39 --> 00:32:44: healthy design and services with affordable housing and so last

00:32:44 --> 00:32:47: year we set down on a path towards building a

00:32:47 --> 00:32:52: program that could incentivize healthy design in the hopes of

00:32:52 --> 00:32:55: gaining broader market acceptance.

00:32:55 --> 00:33:00: For these practices going forward and so early on.

00:33:00 --> 00:33:02: Indicine

00:33:02 --> 00:33:08: this year we announced healthy housing rewards and it's a

00:33:08 --> 00:33:11: suite of two separate products.

00:33:11 --> 00:33:14: The first is for healthy design.

00:33:14 --> 00:33:18: It provides a financial incentive for borrowers to invest in

00:33:18 --> 00:33:22: health promoting design elements for their tenants,

00:33:22 --> 00:33:25: and then the second covers resident services.

00:33:25 --> 00:33:28: And so I can talk through a little bit about

00:33:28 --> 00:33:30: the programs for you guys.

00:33:30 --> 00:33:33: And then we have links to FAQ and more deal

00:33:33 --> 00:33:36: information at the end of the web and R as

00:33:36 --> 00:33:37: well.

00:33:37 --> 00:33:39: The first is for healthy design.

00:33:39 --> 00:33:43: It's really intended for new construction or MoD rehab for

00:33:43 --> 00:33:48: borrowers that are looking to incorporate health promoting design.

00:33:48 --> 00:33:53: An operational strategies at the property and we've based certification

00:33:53 --> 00:33:56: is based off the Fitwell property certification.

00:33:56 --> 00:33:59: So if you think about all of the design elements

00:33:59 --> 00:34:03: that Joanna talked about earlier in the presentation,

00:34:03 --> 00:34:07: that really covers the guidelines of how you get approved

00:34:07 --> 00:34:10: to do a Fannie Mae healthy design loan via healthy

00:34:10 --> 00:34:12: housing rewards.

00:34:12 --> 00:34:15: So the target outcome really is is to take all

00:34:15 --> 00:34:18: of those things that we saw earlier in the web.

00:34:18 --> 00:34:20: And R. How can we do more of them?

00:34:20 --> 00:34:23: How can we make this more of a increase the

00:34:23 --> 00:34:26: market acceptance so that this is something that we can

00:34:26 --> 00:34:29: do more frequently and build a financing product around it,

00:34:29 --> 00:34:33: and then the second component of healthy housing is really

00:34:33 --> 00:34:35: an enhanced resident services product.  
00:34:35 --> 00:34:38: This is geared more towards what I would say capital,  
00:34:38 --> 00:34:42: A affordable and it's intended for borrowers that have  
commitment  
00:34:42 --> 00:34:43: to resident services.  
00:34:43 --> 00:34:46: In addition to the healthy design component,  
00:34:46 --> 00:34:50: there also adding an additional layer of residence services at  
00:34:50 --> 00:34:52: the property as well.  
00:34:52 --> 00:34:54: So to talk a little bit about,  
00:34:54 --> 00:34:57: you know what this means and how you go about  
00:34:57 --> 00:34:59: getting getting a certification.  
00:34:59 --> 00:35:02: So from a healthy design when you have a healthy  
00:35:03 --> 00:35:07: design certification and you're doing a healthy housing  
rewards loan,  
00:35:07 --> 00:35:11: we give a 15 basis point pricing discount on the  
00:35:11 --> 00:35:11: loan.  
00:35:11 --> 00:35:14: You have to get a fit well certification in order  
00:35:15 --> 00:35:18: to qualify for the program and we can reimburse the  
00:35:18 --> 00:35:21: cost of that certification up to \$6000 there.  
00:35:21 --> 00:35:25: Any borrowers? On the phone that have participated in our  
00:35:25 --> 00:35:28: Fannie Mae Green financing programs,  
00:35:28 --> 00:35:31: the process works very similar to that on the resident  
00:35:32 --> 00:35:32: services side.  
00:35:32 --> 00:35:35: We provide up to 30 basis points.  
00:35:35 --> 00:35:38: That's the Max discount and it depends on the type  
00:35:38 --> 00:35:42: of services being provided and the number of residents being  
00:35:43 --> 00:35:43: impacted.  
00:35:43 --> 00:35:47: We also require a certification for that and similar to  
00:35:47 --> 00:35:47: a fit.  
00:35:47 --> 00:35:53: Well certification re reimburse the cost of doing that.  
00:35:53 --> 00:35:56: One note I would make on the program right now  
00:35:56 --> 00:35:59: because we designed it as a pilot program.  
00:35:59 --> 00:36:02: We really wanted to make sure that we could walk  
00:36:02 --> 00:36:06: before we ran with this and could identify some of  
00:36:06 --> 00:36:09: the challenges and some of the tweaks that we would  
00:36:09 --> 00:36:11: need to make with the program.  
00:36:11 --> 00:36:15: And so initially we did limit both the active design  
00:36:15 --> 00:36:20: and enhanced residence services to target deeply affordable  
properties so  
00:36:20 --> 00:36:21: properties that had 60%  
00:36:21 --> 00:36:23: of the units or more.  
00:36:23 --> 00:36:25: Affordable to people making 60%  
00:36:25 --> 00:36:28: am I or below. And really this allowed us to

00:36:28 --> 00:36:30: kind of focus on.

00:36:30 --> 00:36:33: We wanted to make sure that these are the properties

00:36:33 --> 00:36:38: serving high degrees of affordability to really get to understanding

00:36:38 --> 00:36:40: how the product worked.

00:36:40 --> 00:36:44: Now that we've got a couple of deals closed under

00:36:44 --> 00:36:44: our belt,

00:36:44 --> 00:36:48: we are looking at options in which we can potentially

00:36:48 --> 00:36:49: look to expand,

00:36:49 --> 00:36:54: especially the healthy design component of the program.

00:36:54 --> 00:36:57: To focus more on mixed income developments and getting up

00:36:57 --> 00:36:59: and be up and beyond the 60%

00:36:59 --> 00:37:02: at 60 AM I so that we're targeting you know

00:37:02 --> 00:37:05: that middle market as well as we go forward.

00:37:05 --> 00:37:07: So as you can see on the on the resources

00:37:07 --> 00:37:08: slide,

00:37:08 --> 00:37:10: please take a look at our website.

00:37:10 --> 00:37:13: We have lots of information about how the program works.

00:37:13 --> 00:37:16: How do you interact with your lender?

00:37:16 --> 00:37:19: If you're looking at doing this and then some case

00:37:19 --> 00:37:20: studies as well,

00:37:20 --> 00:37:24: both on a resident services transaction and then the Edgewood.

00:37:24 --> 00:37:29: Port transaction which was our first active design deal that

00:37:29 --> 00:37:32: we closed in Atlanta earlier this year.

00:37:32 --> 00:37:35: With that, I'll turn it back over to Joanna.

00:37:35 --> 00:37:37: Thank you so much Bob.

00:37:37 --> 00:37:39: So what I'm going to do just to kind of

00:37:39 --> 00:37:42: conclude is give you some of those stats around demand

00:37:42 --> 00:37:44: that I alluded to before,

00:37:44 --> 00:37:47: because what we've seen the center at resign is 6

00:37:47 --> 00:37:48: years old.

00:37:48 --> 00:37:50: What we've seen over those six years is a real

00:37:51 --> 00:37:52: shift in demand.

00:37:52 --> 00:37:55: Six years ago people were talking about healthy buildings.

00:37:55 --> 00:37:58: People weren't talking about healthy design,

00:37:58 --> 00:37:59: we were talking about it.

00:37:59 --> 00:38:02: But it was something that was kind of very much

00:38:02 --> 00:38:03: a top down approach.

00:38:03 --> 00:38:06: We were trying to to bring this to bear on

00:38:06 --> 00:38:07: the market.

00:38:07 --> 00:38:10: And what we've really seen over the last six years

00:38:10 --> 00:38:13: is that there has been an increasing and now kind  
00:38:13 --> 00:38:17: of tidal wave of demand coming from individuals who are  
00:38:17 --> 00:38:21: living and working in environments that they want to reflect  
00:38:21 --> 00:38:23: their quality of life aspirations.  
00:38:23 --> 00:38:26: We are also seeing a great deal of demand coming  
00:38:27 --> 00:38:31: from investors who are looking for opportunities to invest in  
00:38:31 --> 00:38:35: projects and portfolios of buildings that reflect those  
environmental,  
00:38:35 --> 00:38:39: social and governance priorities. And so I want to kind  
00:38:39 --> 00:38:43: of talk about some of the demand that we're seeing  
00:38:43 --> 00:38:44: in the marketplace now,  
00:38:44 --> 00:38:47: because as I said, it is very strong.  
00:38:47 --> 00:38:49: And so for the market rate developers,  
00:38:49 --> 00:38:52: this is obviously an opportunity.  
00:38:52 --> 00:38:54: So this stat here is that 85%  
00:38:54 --> 00:38:58: of people are looking to live in walkable communities and  
00:38:58 --> 00:39:02: this translates across all ages or generations of residents.  
00:39:02 --> 00:39:05: So if the vast majority of people are looking to  
00:39:05 --> 00:39:08: live in close proximity to transit.  
00:39:08 --> 00:39:11: They don't want to use their cars for every every  
00:39:12 --> 00:39:13: task throughout the day.  
00:39:13 --> 00:39:17: What we see, however, in the market is that only  
00:39:17 --> 00:39:17: 2%  
00:39:17 --> 00:39:21: of existing listings would qualify as being extremely walkable,  
00:39:21 --> 00:39:24: and that's according to the stats from Walkscore,  
00:39:24 --> 00:39:28: and so you're seeing this real opportunity in the marketplace  
00:39:28 --> 00:39:31: right now where the demand is there.  
00:39:31 --> 00:39:34: The demand is very strong for quality of life.  
00:39:34 --> 00:39:37: Strategies for walkability, for interaction,  
00:39:37 --> 00:39:40: and so on, but the marketplace hasn't caught up yet.  
00:39:40 --> 00:39:43: The built environment hasn't caught up,  
00:39:43 --> 00:39:44: so as a developer as a  
00:39:44 --> 00:39:48: myself and recovering developer, I would say that there's a  
00:39:48 --> 00:39:52: real opportunity here to meet the market demand and really  
00:39:52 --> 00:39:54: talk about it with your projects.  
00:39:54 --> 00:39:57: How you are meeting that demand so very strong market  
00:39:57 --> 00:40:01: demand that investment demand is equally as strong and  
again  
00:40:01 --> 00:40:04: we're seeing real transition in priorities of investors,  
00:40:04 --> 00:40:07: so this stat is coming out of a recent study  
00:40:07 --> 00:40:09: by Meryl Lynch Bank of America,  
00:40:09 --> 00:40:11: which is looking at kind of the ESG trends,

00:40:11 --> 00:40:15: environmental social government governance investment trends.

00:40:15 --> 00:40:19: Which I will refer to every SG from now on.

00:40:19 --> 00:40:23: They are really seeing this shift where the status saying

00:40:24 --> 00:40:24: 77%

00:40:24 --> 00:40:28: of millennials who are starting to invest in pension plans

00:40:29 --> 00:40:30: and other other ways.

00:40:30 --> 00:40:35: Other investment products are asking for ESG priorities in their

00:40:35 --> 00:40:40: portfolios and that equates to almost they think over the

00:40:40 --> 00:40:44: next two decades 15 to 20 trillion dollars.

00:40:44 --> 00:40:47: Increased investments in. Here it opportunities,

00:40:47 --> 00:40:51: so a massive amount of money is really looking for

00:40:51 --> 00:40:55: those ESG opportunities and it's growing and so this is

00:40:55 --> 00:40:58: from the same report from Bank of America Merrill Lynch

00:40:58 --> 00:41:02: and it's showing the trajectory of ESG investing over the

00:41:02 --> 00:41:04: last several years.

00:41:04 --> 00:41:06: So this is not the projection.

00:41:06 --> 00:41:09: This is the actual investment up to 2017 and you

00:41:09 --> 00:41:12: can see that this is already on a very steep

00:41:12 --> 00:41:17: trajectory and the anticipation is that that will continue.

00:41:17 --> 00:41:20: So how do we really take this opportunity where we

00:41:20 --> 00:41:24: have both demand coming from individuals and the demand coming

00:41:24 --> 00:41:27: from investors to really use it for this moment to

00:41:27 --> 00:41:30: leverage health and health outcomes,

00:41:30 --> 00:41:33: understanding that they in and of themselves have an impact

00:41:33 --> 00:41:36: on economic outcomes for families?

00:41:36 --> 00:41:40: Healthier families are obviously going to incur less health care

00:41:40 --> 00:41:40: costs.

00:41:40 --> 00:41:44: Going to lose less time to absenteeism from their job

00:41:44 --> 00:41:47: because of their own health because of children or.

00:41:47 --> 00:41:50: Older adults health, etc. The other thing is that many

00:41:50 --> 00:41:54: of the design strategies that we're talking about that promote

00:41:54 --> 00:41:55: health.

00:41:55 --> 00:41:58: It's not rocket science. This is simple stuff.

00:41:58 --> 00:42:01: We are pretty simple creatures as I mentioned before.

00:42:01 --> 00:42:03: If we can see outside and see a tree,

00:42:03 --> 00:42:06: it has an impact on our mental health and our

00:42:06 --> 00:42:10: educational outcomes that you know this is not revolutionary.

00:42:10 --> 00:42:13: This is just being careful and well informed when we're

00:42:13 --> 00:42:17: making decisions about what to prioritize in a project.

00:42:17 --> 00:42:18: And this is an example.  
00:42:18 --> 00:42:20: This can be very cost effective.  
00:42:20 --> 00:42:24: You can imagine adding signs through a building that's asking  
00:42:24 --> 00:42:25: people not to smoke.  
00:42:25 --> 00:42:28: That's encouraging stair use by telling you the benefit of  
00:42:28 --> 00:42:29: stair use.  
00:42:29 --> 00:42:32: All of this has an impact on behavior and Anna  
00:42:32 --> 00:42:33: very low price point,  
00:42:33 --> 00:42:36: so it it doesn't have to just be about major  
00:42:36 --> 00:42:37: capital investment.  
00:42:37 --> 00:42:39: It can also be about operational changes,  
00:42:39 --> 00:42:42: integrated pest management plans if we want to get to  
00:42:42 --> 00:42:44: something that's inaudible,  
00:42:44 --> 00:42:48: glamorous, but all of these things holistically have a big  
00:42:48 --> 00:42:50: impact on people's health outcomes.  
00:42:50 --> 00:42:55: And it is about those health outcomes we're seeing  
measurable  
00:42:55 --> 00:42:58: impact on the health outcomes of residents.  
00:42:58 --> 00:43:02: What I mentioned earlier around Upstair youth.  
00:43:02 --> 00:43:04: So if you take the stairs,  
00:43:04 --> 00:43:07: you offset the average annual weight gain,  
00:43:07 --> 00:43:11: a 1% reduction in obesity for an individual equates to  
00:43:11 --> 00:43:14: an 83 to 103 dollar reduction in their health care  
00:43:14 --> 00:43:16: cost per person per year,  
00:43:16 --> 00:43:20: and so again as a very tangible benefit to the  
00:43:20 --> 00:43:21: individuals living in.  
00:43:21 --> 00:43:24: These in these buildings in these communities,  
00:43:24 --> 00:43:28: as well as a benefit to the development community to  
00:43:28 --> 00:43:32: investors because these are meeting the demands of the  
community  
00:43:32 --> 00:43:34: and the market rate side,  
00:43:34 --> 00:43:36: they are likely to lease up faster.  
00:43:36 --> 00:43:40: We're seeing developers telling us that their residents are  
more  
00:43:40 --> 00:43:41: stable.  
00:43:41 --> 00:43:46: People are staying. People are resigning leases because the  
environment  
00:43:46 --> 00:43:49: is reflecting the quality of life that they're looking for.  
00:43:49 --> 00:43:52: So I think it's a great moment for me.  
00:43:52 --> 00:43:56: Certainly to be promoting health because we're really seeing  
this  
00:43:56 --> 00:44:00: wonderful kind of Nexus of demand coming together with  
knowledge.

00:44:00 --> 00:44:03: We know now what it takes to promote health in  
00:44:03 --> 00:44:05: a way that's really holistic,  
00:44:05 --> 00:44:08: so it's exciting to be able to share this with  
00:44:08 --> 00:44:09: a broader audience.  
00:44:09 --> 00:44:13: So thank you very much for your attention today in  
00:44:14 --> 00:44:15: your interest.  
00:44:15 --> 00:44:17: Am I wrapping this up folks?  
00:44:17 --> 00:44:19: Shall I talk about the Reporter?  
00:44:22 --> 00:44:25: Yes, and then we're going to go to Q&A,  
00:44:25 --> 00:44:30: right? So the report is available for download annualized  
website  
00:44:30 --> 00:44:31: as of right now.  
00:44:31 --> 00:44:35: So you can see there were full report with all  
00:44:35 --> 00:44:39: six of those case studies and all of the outcomes  
00:44:39 --> 00:44:41: that are listed in that.  
00:44:41 --> 00:44:44: So now we can take questions.  
00:44:44 --> 00:44:45: So thank you.  
00:44:47 --> 00:44:51: So, so our first question that was asked that was  
00:44:51 --> 00:44:54: answered to the person who asked it,  
00:44:54 --> 00:44:59: but in case anybody else has that question was what  
00:44:59 --> 00:45:00: is ESG stand for?  
00:45:00 --> 00:45:06: Which is environmental, social and governance governance?  
00:45:06 --> 00:45:08: So that's that you will hear a lot.  
00:45:08 --> 00:45:12: Now if you have not already.  
00:45:12 --> 00:45:18: So one question to the design folks is what about  
00:45:18 --> 00:45:20: pet friendly design?  
00:45:20 --> 00:45:22: If someone would take that.  
00:45:22 --> 00:45:25: In this Jeff, I'll be happy to while there wasn't  
00:45:26 --> 00:45:29: a concerted effort to follow some system of measurement for  
00:45:29 --> 00:45:34: pet friendly design that the Housing Authority which  
developed that  
00:45:34 --> 00:45:37: project does have a pet friendly policy.  
00:45:37 --> 00:45:40: And certainly there are waste bags located in parks,  
00:45:40 --> 00:45:43: and there are plenty of areas for pets to get  
00:45:43 --> 00:45:44: out and run,  
00:45:44 --> 00:45:47: and for their owners to be out there with them.  
00:45:49 --> 00:45:52: Great, thank you.  
00:45:52 --> 00:45:56: And another question from a listener is what are the  
00:45:57 --> 00:46:02: means of financing affordable units that are for residents  
earning  
00:46:02 --> 00:46:03: 60 to 80%  
00:46:03 --> 00:46:06: of? Am I in mixed use housing?  
00:46:06 --> 00:46:10: And how do we achieve the number of affordable and

00:46:10 --> 00:46:14: low income units needed in cities with the cost of  
00:46:14 --> 00:46:21: development and construction so expensive without  
concentrating some housing in  
00:46:21 --> 00:46:24: low income areas?  
00:46:24 --> 00:46:27: And that is the 200 billion dollar question.  
00:46:27 --> 00:46:31: And that is something that you'll I is spending a  
00:46:31 --> 00:46:35: lot of time trying to address here in the Bay  
00:46:35 --> 00:46:36: Area.  
00:46:36 --> 00:46:39: We have something called housing by the Bay.  
00:46:39 --> 00:46:42: We had one of those.  
00:46:42 --> 00:46:47: An all day seminar on all of these housing issues.  
00:46:47 --> 00:46:52: Last year we have another one coming up in May.  
00:46:52 --> 00:46:58: And. As people probably know there are programs called low  
00:46:58 --> 00:47:05: income housing tax credits that allow developers to develop  
housing  
00:47:05 --> 00:47:09: for people who earn between 30 and 60%  
00:47:09 --> 00:47:14: of area median income, but there really are no programs  
00:47:14 --> 00:47:20: that provide subsidy on a national basis for workforce  
housing,  
00:47:20 --> 00:47:24: which is people earning or you know.  
00:47:24 --> 00:47:30: Unsubsidised workforce housing, which are people earning  
between 60 and  
00:47:30 --> 00:47:31: 120%  
00:47:31 --> 00:47:36: of area median income. There are states that offer some  
00:47:36 --> 00:47:38: programs to help with that,  
00:47:38 --> 00:47:41: usually on the tax side,  
00:47:41 --> 00:47:45: but this is this is a really huge issue is  
00:47:45 --> 00:47:49: how do we help the missing middle and I'll turn  
00:47:50 --> 00:47:55: this over to the panelists to add comments if any.  
00:47:55 --> 00:47:57: Yeah I I would say is that you know this  
00:47:57 --> 00:47:59: is Bob from Fannie Mae.  
00:47:59 --> 00:48:01: I think that you know the program that we have  
00:48:01 --> 00:48:02: designed.  
00:48:02 --> 00:48:06: Like I said, is really focused on deeply affordable properties.  
00:48:06 --> 00:48:09: We're looking at ways in which we can expand it  
00:48:09 --> 00:48:10: to include mixed income.  
00:48:10 --> 00:48:13: I do think that.  
00:48:13 --> 00:48:17: Number of states. So within the low income housing tax  
00:48:17 --> 00:48:21: credit program you know the restrictions are 20%  
00:48:21 --> 00:48:23: of the units at 50 or 40%  
00:48:23 --> 00:48:27: at 60. And obviously you know the remainder of the  
00:48:27 --> 00:48:30: units can and sometimes are above 60%  
00:48:30 --> 00:48:33: am I. And so they they do try to address



00:48:33 --> 00:48:37: the mixed income component there and within a number of  
00:48:37 --> 00:48:40: state qualified allocation plans.  
00:48:40 --> 00:48:43: They do address some portions of.  
00:48:43 --> 00:48:47: Resident services or healthy design aspects that could fit  
these  
00:48:47 --> 00:48:48: needs.  
00:48:48 --> 00:48:51: The challenges that it's not comprehensive and doesn't,  
00:48:51 --> 00:48:55: doesn't, you know? Do all of the things that Joanna  
00:48:55 --> 00:48:58: was talking about in terms of really designing a program  
00:48:58 --> 00:49:02: that allows for healthy buildings to be constructed.  
00:49:02 --> 00:49:05: I think the other key thing about what Joanna was  
00:49:05 --> 00:49:08: talking about with the design aspect,  
00:49:08 --> 00:49:10: because we're always thinking about cost,  
00:49:10 --> 00:49:13: is that you know the majority of these design.  
00:49:13 --> 00:49:17: Improvements don't add to the cost of the development if  
00:49:17 --> 00:49:17: it is done,  
00:49:17 --> 00:49:19: you know, in a in a,  
00:49:19 --> 00:49:22: in a thoughtful and well thought out and planned manner,  
00:49:22 --> 00:49:25: and that's something that Joanna Joanna can talk about as  
00:49:26 --> 00:49:26: well.  
00:49:26 --> 00:49:29: But now clearly think that there's a need for for  
00:49:29 --> 00:49:30: us to do more beyond,  
00:49:30 --> 00:49:32: especially in the mixed income space.  
00:49:32 --> 00:49:36: And it's definitely something that we're taking a look at.  
00:49:42 --> 00:49:44: Um?  
00:49:44 --> 00:49:48: Joanna or Jasper. Do you?  
00:49:48 --> 00:49:52: Yeah, so I would say that the cost piece is  
00:49:52 --> 00:49:53: interesting.  
00:49:53 --> 00:49:57: I think that that critical kind of middle piece of  
00:49:57 --> 00:49:59: you know 6C2 hundred 120%  
00:49:59 --> 00:50:03: area median income households. This is something that,  
00:50:03 --> 00:50:08: as you mentioned, I think many many people are looking  
00:50:08 --> 00:50:11: at how to really address that kind of that area  
00:50:11 --> 00:50:12: of housing.  
00:50:12 --> 00:50:17: And I think that's where health comes in is interesting  
00:50:17 --> 00:50:19: in that it does open new doors.  
00:50:19 --> 00:50:23: It does allow for these kind of unusual relationships.  
00:50:23 --> 00:50:27: Maybe unlocking capital which isn't otherwise there.  
00:50:27 --> 00:50:32: So for environmental, social and governance strategies for  
investment strategies.  
00:50:32 --> 00:50:36: Adding health will then make that kind of middle income  
00:50:36 --> 00:50:42: housing applicable to an environmental social governance  
strategy for investment,

00:50:42 --> 00:50:45: where it wouldn't necessarily be otherwise.

00:50:45 --> 00:50:49: So I think that there are ways to leverage health

00:50:49 --> 00:50:50: outcomes to leverage.

00:50:50 --> 00:50:53: Looking at how to to really kind of be cognizant

00:50:53 --> 00:50:56: of the fact that you are impacting the health of

00:50:56 --> 00:51:00: the residents of the projects you are investing in or

00:51:00 --> 00:51:03: building or designing, you are impacting their health.

00:51:03 --> 00:51:05: Whether you're aware of it or not,

00:51:05 --> 00:51:08: and so it's really. How do we ensure that everybody

00:51:08 --> 00:51:11: is aware of the impact that they're having in the

00:51:12 --> 00:51:14: decisions that they can make differently?

00:51:14 --> 00:51:17: You know, moving Astaire on a piece of paper doesn't

00:51:17 --> 00:51:20: have an inherent cost to the project,

00:51:20 --> 00:51:22: but it will have a massive impact.

00:51:22 --> 00:51:25: On the behavior and health outcomes of those residents.

00:51:25 --> 00:51:27: So it's it's just it's it's a lot of it

00:51:27 --> 00:51:28: is about knowledge.

00:51:28 --> 00:51:33: And then obviously leveraging that opportunity coming out of investment.

00:51:35 --> 00:51:37: This check.

00:51:37 --> 00:51:40: Go ahead no, no, no,

00:51:40 --> 00:51:40: please do.

00:51:43 --> 00:51:47: There are the Greenbridge case study that we shared as

00:51:47 --> 00:51:51: 100 acre property much different than a site for a

00:51:51 --> 00:51:52: single building.

00:51:52 --> 00:51:55: There were a lot of things we had to do

00:51:55 --> 00:52:00: is in the course of that project for drainage improvements

00:52:00 --> 00:52:01: or circulation.

00:52:01 --> 00:52:06: Whatever. Simply overlaying health and recreation as part of that

00:52:06 --> 00:52:09: system was kind of a way to get more than

00:52:09 --> 00:52:12: one result out of spending money one time.

00:52:12 --> 00:52:16: I think that is unique to projects at that scale,

00:52:16 --> 00:52:21: but I think it's also applicable to buildings.

00:52:21 --> 00:52:23: I practice in the northwest.

00:52:23 --> 00:52:27: There are requirements in Seattle called Green Factor where you've

00:52:27 --> 00:52:30: got to provide open space either on the building or

00:52:30 --> 00:52:32: adjacent to the building,

00:52:32 --> 00:52:34: or a combination of both.

00:52:34 --> 00:52:36: So providing these kinds of facilities,

00:52:36 --> 00:52:39: whether it's.

00:52:39 --> 00:52:43: Container or large container kind of gardening that's on a

00:52:43 --> 00:52:43: podium.

00:52:43 --> 00:52:46: Actually the anthem example here.

00:52:46 --> 00:52:50: That's it. Yesler Terrace is a good example of that.

00:52:50 --> 00:52:52: You've got to do it anyway,

00:52:52 --> 00:52:55: so why not provide something that you can get a

00:52:55 --> 00:53:00: result from other than just meeting a requirement with respect

00:53:00 --> 00:53:02: to the mix of funding I mentioned,

00:53:02 --> 00:53:08: there were seven different and mixed financed packages within greenbridge

00:53:08 --> 00:53:10: all separate projects.

00:53:10 --> 00:53:12: Those were largely tax credits,

00:53:12 --> 00:53:16: but there were lots of other capital that were involved

00:53:16 --> 00:53:17: with them too,

00:53:17 --> 00:53:21: and that project in particular predates predates the Center for

00:53:21 --> 00:53:22: active designs fit well.

00:53:22 --> 00:53:25: Program lead was in its infancy at the time,

00:53:25 --> 00:53:28: so a lot of these things were done at the

00:53:28 --> 00:53:28: time.

00:53:28 --> 00:53:32: A lot of standards and systems of methods and verification

00:53:32 --> 00:53:34: were being created anyway,

00:53:34 --> 00:53:37: so just a little insight into that project.

00:53:39 --> 00:53:41: Great great.

00:53:43 --> 00:53:47: We have another participant question which.

00:53:47 --> 00:53:56: Ann is asking about what is the inflection point where.

00:53:56 --> 00:54:02: One can get a reasonable payback for investing in healthy

00:54:02 --> 00:54:04: housing features.

00:54:04 --> 00:54:10: How small can you go and the person pointed out

00:54:10 --> 00:54:15: that the greenbridge example was 900 units.

00:54:15 --> 00:54:15: Yes.

00:54:20 --> 00:54:22: I mean, I, I think I will.

00:54:22 --> 00:54:25: I would say that you could use this at any

00:54:25 --> 00:54:26: scale,

00:54:26 --> 00:54:28: so we're working with families,

00:54:28 --> 00:54:32: so obviously that that starts at a scale itself with.

00:54:34 --> 00:54:39: Typically grounds around the building,

00:54:39 --> 00:54:41: but.

00:54:41 --> 00:54:44: Your family housing, but a lot of these features would

00:54:45 --> 00:54:47: be applicable to single family housing.

00:54:47 --> 00:54:50: A lot of it is about the Community context.

00:54:50 --> 00:54:54: It's about sidewalks and free like access.

00:54:54 --> 00:54:56: Snap.

00:54:56 --> 00:54:59: Another project so that could be a single home that  
00:54:59 --> 00:55:03: could be a massive development so so it does translate  
00:55:03 --> 00:55:04: across scales.  
00:55:04 --> 00:55:08: It doesn't. You don't need to be doing a project's  
00:55:08 --> 00:55:09: largest greenbridge.  
00:55:09 --> 00:55:13: Obviously a project at that scale has all sorts of  
00:55:13 --> 00:55:16: opportunities that that really look at the kind of the  
00:55:17 --> 00:55:18: planning part after plan,  
00:55:18 --> 00:55:23: which should if you're doing urban infill project for example,  
00:55:23 --> 00:55:26: but but do something with all projects.  
00:55:26 --> 00:55:29: And I think that that's the important thing.  
00:55:29 --> 00:55:30: You are ready, as I said,  
00:55:30 --> 00:55:35: impacting the health of your residence with everybody that  
you  
00:55:35 --> 00:55:35: do.  
00:55:35 --> 00:55:39: It's really about how to really optimize that environment to  
00:55:39 --> 00:55:43: promote the health of sense with things as simple as  
00:55:43 --> 00:55:46: some of the strategies are blackout blinds.  
00:55:46 --> 00:55:49: I mean, that's that's the same whether you have a  
00:55:49 --> 00:55:52: one bedroom unit or whether you have 900 units.  
00:55:52 --> 00:55:56: So it's really about understanding beginning at one size  
doesn't  
00:55:57 --> 00:55:57: fit all.  
00:55:57 --> 00:56:01: It's really understanding what are the needs of the  
community.  
00:56:01 --> 00:56:05: What are the needs of the residents of that project,  
00:56:05 --> 00:56:07: where their health needs water.  
00:56:07 --> 00:56:09: There is a unique community,  
00:56:09 --> 00:56:12: Contacts, the climate, existing conditions,  
00:56:12 --> 00:56:16: etc. And then pretty understanding how to to meet them  
00:56:16 --> 00:56:18: using base design strategies.  
00:56:18 --> 00:56:22: So really kind of being a little bit more.  
00:56:22 --> 00:56:26: Intentional about the what you are choosing to prioritize,  
00:56:26 --> 00:56:28: so I mean an example would be in the market  
00:56:28 --> 00:56:29: rate sector.  
00:56:29 --> 00:56:31: You don't need to put a gym in every project.  
00:56:31 --> 00:56:35: You know. There are many projects that already are  
promoting  
00:56:35 --> 00:56:38: physical activity because of their proximity to outdoor space  
and  
00:56:38 --> 00:56:40: transit and sidewalks and so on.  
00:56:40 --> 00:56:43: Maybe a better use of funds would be to look  
00:56:43 --> 00:56:44: at food access,

00:56:44 --> 00:56:46: or to look at social interaction,  
00:56:46 --> 00:56:49: because those are the things that that particular neighborhood is  
00:56:49 --> 00:56:50: lacking support for,  
00:56:50 --> 00:56:53: so it's a much more nuanced approach than just a  
00:56:53 --> 00:56:54: kind of A1 size fits all.  
00:56:57 --> 00:57:01: K and we we have time for one more question  
00:57:01 --> 00:57:03: and the question is,  
00:57:03 --> 00:57:08: are banks beginning to D emphasize the need for parking  
00:57:08 --> 00:57:10: on a one to one ratio?  
00:57:16 --> 00:57:20: Anyone want to take that?  
00:57:20 --> 00:57:22: Um, this Jeff. I can't so much speak for the  
00:57:23 --> 00:57:27: banks and financial institutions and what their requirements for lending  
00:57:27 --> 00:57:28: are.  
00:57:28 --> 00:57:30: But in jurisdictions that we work in,  
00:57:30 --> 00:57:34: we are seeing places or projects in very urbanized areas  
00:57:34 --> 00:57:36: where there is no parking requirement.  
00:57:39 --> 00:57:43: In the case of the the Green Bridge example this,  
00:57:43 --> 00:57:47: the suburban requirement was two stalls per unit off sites  
00:57:47 --> 00:57:51: in through the demonstration ordinance we were able to get  
00:57:51 --> 00:57:52: that down to 1.7,  
00:57:52 --> 00:57:56: but the .7 they allowed us to count on street  
00:57:56 --> 00:58:00: in the public right of way which for King County  
00:58:00 --> 00:58:01: was a big deal.  
00:58:01 --> 00:58:05: Just as big deal, anyone else trying to address that  
00:58:05 --> 00:58:06: question.  
00:58:06 --> 00:58:09: Yeah, we had success working with developers to provide them  
00:58:10 --> 00:58:12: the evidence base so that they can go to the  
00:58:13 --> 00:58:16: local jurisdiction to get to get a waiver from particular  
00:58:16 --> 00:58:20: get variance from various different parking requirements.  
00:58:20 --> 00:58:24: So it's certainly possible we've seen it in urban,  
00:58:24 --> 00:58:28: rural and suburban context where we've been successful in supporting  
00:58:28 --> 00:58:31: a developer reduced parking requirements.  
00:58:33 --> 00:58:37: Great, I think that we're out of time.  
00:58:37 --> 00:58:41: I'm going to turn things back over to Trevor.  
00:58:43 --> 00:58:46: Excellent, thank you very much.  
00:58:46 --> 00:58:47: With that on behalf of you,  
00:58:47 --> 00:58:50: I I'd like to thank everybody for joining us today  
00:58:50 --> 00:58:51: before you shut down.  
00:58:51 --> 00:58:53: We do ask that you take a moment to complete

**00:58:53 --> 00:58:55:** the brief survey you should see on your screen.  
**00:58:55 --> 00:58:58:** Now the survey does help us improve future webinars and  
**00:58:58 --> 00:59:00:** we appreciate any feedback you can provide.  
**00:59:00 --> 00:59:02:** Again, thank you all for joining us today.  
**00:59:02 --> 00:59:03:** We hope you have a wonderful afternoon.

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