

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

00:05:13 --> 00:05:14:

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  
00:09:30 --> 00:09:34: health of their residents,  
00:09:34 --> 00:09:37: and the case studies that we've chosen to.  
00:09:37 --> 00:09:40: Included in the report are really replicable model for both  
00:09:40 --> 00:09:45: other affordable as well as market rate projects,  
00:09:45 --> 00:09:48: and they really are responding to this growing demand that  
00:09:48 --> 00:09:51: we're seeing for health promoting environments.  
00:09:51 --> 00:09:51: So I'm going to kind of start at the very  
00:09:51 --> 00:09:54: beginning.  
00:09:54 --> 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  
00:10:14 --> 00:10:17: going to have a shorter life expectancy than their parents  
00:10:17 --> 00:10:20: and this is the first time that we've seen medical  
00:10:20 --> 00:10:21: advancement unable to keep up with the growing rates of  
00:10:21 --> 00:10:23: chronic disease.  
00:10:23 --> 00:10:27: So that's a trend that we need to reverse,  
00:10:27 --> 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 residents 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.

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.

00:25:19 --> 00:25:23: There's a small amount of neighborhood retail on the sites Main Street,

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.

00:25:24 --> 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.

00:25:31 --> 00:25:34: At the same time, the site was majorly complete in 2011,

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

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

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.

00:25:39 --> 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.

00:25:42 --> 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.

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

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

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

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

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

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

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

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

00:26:03 --> 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.

00:26:06 --> 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.

00:26:10 --> 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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