



## Addressing the 3 Key Challenges to Development

By Jerome 'Otis' Odell and Susan King

Due to COVID-19 we now have even more to consider as we work to address the national housing crisis: high unemployment, social isolation, keeping vulnerable populations housed and off the street during the pandemic, and the need for speed to market to generate the units needed to save lives and protect human dignity. The problem is already large, and the pandemic-related concerns of potential evictions and economic instability represent a potential bubble in homelessness on the horizon.

As those positioned to make a difference in this crisis, we feel it is our duty to do all we can to provide quality affordable housing for economically challenged populations and people experiencing homelessness as rapidly as possible.

How can HED help you resolve your three biggest challenges in affordable housing: afford-ability, social justice and environmental stewardship, quickly and efficiently?

With our national platform and our integrated practice, HED brings the advantage of combining local expertise and a national perspective to deliver the full spectrum of innovative housing solutions to address our clients' goals. We respect the dependability, safety and comfort that a home provides, and believe that such qualities should not be limited by status, age, or lifestyle.

### 1 AFFORDABILITY Housing is a Human Right

#### Understanding the Funding

For any project one of the first steps is identifying the various funding sources. Each source brings design guidelines and/or requirements. We maintain a resource library of these requirements and educate and train teams regularly to maintain rigor in our drawing packages to address these requirements.

#### Application Assistance

Getting applications completed, including design drawings and documents that convey the necessary metrics and design standards, is one of the moving parts that project managers must contend with. Each funding application is time sensitive...we bring the necessary resources to address the work according to the schedule demands. (How do we do it better/faster/more accurate?)

#### Staying Ahead of the Regulatory Curve

We research the requirements and stay current with updates at all levels of funding: federal, state and local. We have worked directly with some of the funding sources and reviewed other team's applications against those requirements to gain a working understanding of how they should be applied to projects.

#### Design Elements that Create a Positive Impact

Helping to get people out of the cycle of economic struggle and homelessness starts with providing a home, but it doesn't end there. Designing an environment where there are innovative spaces for programming, counselling, awareness of healthy living, and exposure to job creation is a part of our commitment and essential to serving residents.

#### Speed to Market

HED is committed to addressing our national housing crisis by getting more quality affordable housing to the market, faster, and have used all of the following strategies in our work:

- Density bonus tools such as TOC in Los Angeles, SB1818 in greater California
- Adaptive re-use to revive existing community assets
- Implementing well thought out modular construction solutions for faster delivery while maintaining character and dignity

### 2 SOCIAL JUSTICE Housing for All

All people deserve a place to live. We respect the dependability, safety and comfort that a home provides, and believe that such qualities should not be limited by status, age, or lifestyle. How can we as designers have an impact on creating and maintaining the notion of housing for all? It starts with communication.

**"No matter the project, there are ways to help you create less waste, less carbon emissions, and a cleaner living environment."**

#### Communication

Your team will be empowered through conversations and exercises that tease out values, test conventions, envision sensitive space solutions, and discover a mutual vision that incorporates the diverse needs of the population you serve. We are instigators and active listeners that don't just challenge assumptions, but guide you through this process for richer, more responsive design results.

#### Context

Your context isn't just relevant, it's crucial. Creating housing that contributes to the wider community, and the notion of successful mixed income neighborhoods, isn't possible unless the context of the neighborhood, history, and goals are all carefully aligned with plans to address each. This is a delicate but vital piece of the puzzle, and we are leading by example with design solutions that are carefully integrated into their surroundings.

#### Culture

We research the requirements and stay current with updates at all levels of funding: federal, state and local. We have worked directly with some of the funding sources and reviewed other team's applications against those requirements to gain a working understanding of how they should be applied to projects.

### 3 ENVIRONMENTAL STEWARDSHIP Housing for Human Health

Through the pandemic the importance of taking care of the earth has become even more prescient. Early on, as the world shut down, we saw stories that highlighted the issue: less traffic resulting in cleaner air in our cities, challenges with supply chains and sourcing materials, and the importance of indoor air quality and biophilic strategies.

We know that designers must lead the charge by looking at building science and performance and make that an integral part of building design. Sustainability is embedded into our project approach, with an organizational commitment to sustainable initiatives such as AIA's 2030 Commitment, Net Zero projects, and bench-marking with over 85 LEED certified projects. These efforts are connected across many platforms including the United States Green Building Council, Enterprise Green Communities Criteria, the International Living future Institute, Passive House Institute, and the AIA Committee on the Environment.

We recognize that there's no "one size fits all" sustainability strategy. From evolving local building codes to shifting national policies, fluctuating global markets to changing weather patterns, there are multiple factors that influence each organization's approach to sustainability. That's why we offer a range of flexible solutions to meet your unique needs. From simple, intuitive design features to

transformative, leading-edge technologies, we work with you to craft a customized sustainable approach that aligns with both your current context, and your big-picture vision.



Jerome 'Otis' Odell AIA, LEED AP is a Principal with HED. He can be reached at [jodell@hed.design](mailto:jodell@hed.design).



Susan King FAIA, LEED AP BD+C is a Principal with HED. She can be reached at [sking@hed.design](mailto:sking@hed.design).