



Affordable
Communities
Focused on
Neighbors and Nature

STRAWBERRY BOX HOMES

A Bloom Group Initiative

Introduction

Strawberry Box Homes: Overview



Affordable Housing Solution

Strawberry Box Homes aims to provide affordable housing by putting small, factory-built homes in rural X burbs close to urban cores.

Community-Based Development

Each site consists of around 30 homes fostering a harmonious blend of neighbors and nature in vibrant communities.

Strategic Rural Locations

Homes are strategically situated on rural lands outside urban areas for balance between accessibility and nature.

Supportive Framework

The initiative leverages regulatory changes, government support, and a strong business model for success.

Market Need and Timing

Why Now?



Longstanding Housing Crisis

Canada's affordable housing crisis has persisted for decades, with traditional solutions failing to meet population needs.

Policy Initiatives Impact

Recent policies reducing immigration and student numbers have not resolved the core housing demand issues.

Regulatory Changes in Ontario

2024 regulations opened rural lands for development, reversing previous restrictions since 2014.

Government Support and Opportunities

Federal and provincial governments are signaling financial support for affordable and factory-built housing sectors.

Design and Construction

Home Design and Factory-Built Benefits



Compact Home Design

Strawberry Box Homes are about 800 square feet with two bedrooms, designed to meet Ontario building codes.

Factory Construction Advantages

Homes are built off-site in a controlled factory environment, enabling year-round production and stable labor.

Efficient Delivery and Installation

Completed homes are delivered in one piece and installed on helical piles at the development site.

Community-Based Development

Strawberry Box Homes are sold as part of larger communities, combining factory efficiency with residential scale.

Community and Location

Rural Focus and Community Integration



Affordable Rural Locations

Rural lands offer lower costs and enable privately serviced developments using efficient communal water and waste systems.

Faster Development

Rural development progresses faster than urban areas due to fewer infrastructure constraints and flexibility in land selection.

Community Design Model

Pocket home neighborhoods inspire community interaction while maintaining residents' privacy and access to nature.

Proximity to Amenities

'X-burbs' locations provide access to essential amenities within a 20-minute drive.

Target Market and Regulatory Alignment



Target Buyers and Policy Support

Diverse Target Buyers

Strawberry Box Homes cater to seniors, single parents, couples, and individuals seeking affordable housing options.

Affordable Market Entry

These homes offer an affordable entry point into the housing market with opportunities to build equity.

Policy Alignment

Development aligns with shared priorities of all levels of government including: sustainability, affordability, and supporting vulnerable cohorts.

Municipal Engagement and Sales Model

Municipal Response and Ownership Structure

Municipal Support

Eastern Ontario officials support the initiative by waiving fees and allowing planning exceptions to boost affordable housing.

Housing Ownership Options

Homes are available under condominium or fee simple ownership, providing buyers with flexible legal frameworks.

Alignment with 2024 PPS

The project aligns with the 2024 Provincial Policy Statement, addressing urgent community housing needs effectively by leveraging rural densification.

Financial Overview

Cost Structure and Affordability



Unit Construction Cost

Each unit costs approximately \$170,000 to \$180,000, based on experienced builder pricing.

Site Development Expenses

Site development costs, including land and infrastructure, range from \$60,000 to \$100,000 per unit for communities.

Final Sale Price and Affordability

Final sale prices between \$300,000 and \$400,000 make homes affordable across Ontario municipalities.

Government Incentives Alignment

Pricing structure aligns with government financial incentives (e.g. no development charges, HST reduction), boosting appeal to buyers and policymakers.

Conclusion

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Time for Action

Innovative Housing Approach

Strawberry Box Homes combines community-focused design with factory-built efficiency to address affordable housing challenges.

Policy and Government Support

The initiative aligns with government policies and enjoys strong support from local municipalities for scalability.

Stakeholder Collaboration

Stakeholders are encouraged to collaborate and contribute to building affordable, vibrant, sustainable neighborhoods prioritizing neighbours and nature.