

# The Kress

## Affordable Housing Project for Educated Young Professionals



This bold, geometric design is complimented with lively contrasting colors and an inviting presence. The use of striking shapes and clean lines will be indicative of Art Deco architecture. Lively teals and oranges will be used to make the space feel modern and youthful. It will be inviting using soft, plush furnishings such as performance velvet and suede. The space will also use wood flooring and clay tiles to tie natural materials to the design.



Restorative and healthy spaces incorporate biophilia (a human's innate tendency to seek connection with the outdoor environment) to visually connect guests to nature according to Browning et al (2014). The CityHall café uses natural materials throughout the space paying homage to biophilic design through the impression of stone use of terrazzo, a dynamic infusion of natural light, and the greenery feature wall.



Ocasio-Adorno (2018) suggests 'creating accidental meeting zones to support relationship development. To provide this within The Kress, a street like atmosphere was designed to create a social hub that promotes coincidental social interactions through everyday routines such as grabbing a drink at the coffee bar which is conveniently located next to the fitness studio.



According to Rollero and DePiccoli's (2010) research, providing areas within one's living environment that encourage engagement with neighbors is directly linked to helping emotional health and wellbeing. To accomplish this, The Kress incorporates active engagement opportunities such as game lounge and an interior balcony.



Kopec (2006) discusses the need for versatile spaces that "enable people to interact more effectively with each other". To accomplish this, the laundry room and business center have been combined which creates a confluence of activities while visually supporting interaction between residents through the use of low partitions and windows viewing the lounge area.



According to Ocasio-Adorno (2018) people will live a more affordable and environmentally-conscious lifestyle in smaller living quarters. To support this, 200 sqft affordable, eco-friendly apartments are effectively designed with varying ceiling heights and partial views to give the impression of spaciousness allowing residents comfortability while reducing the amount of carbon emissions.

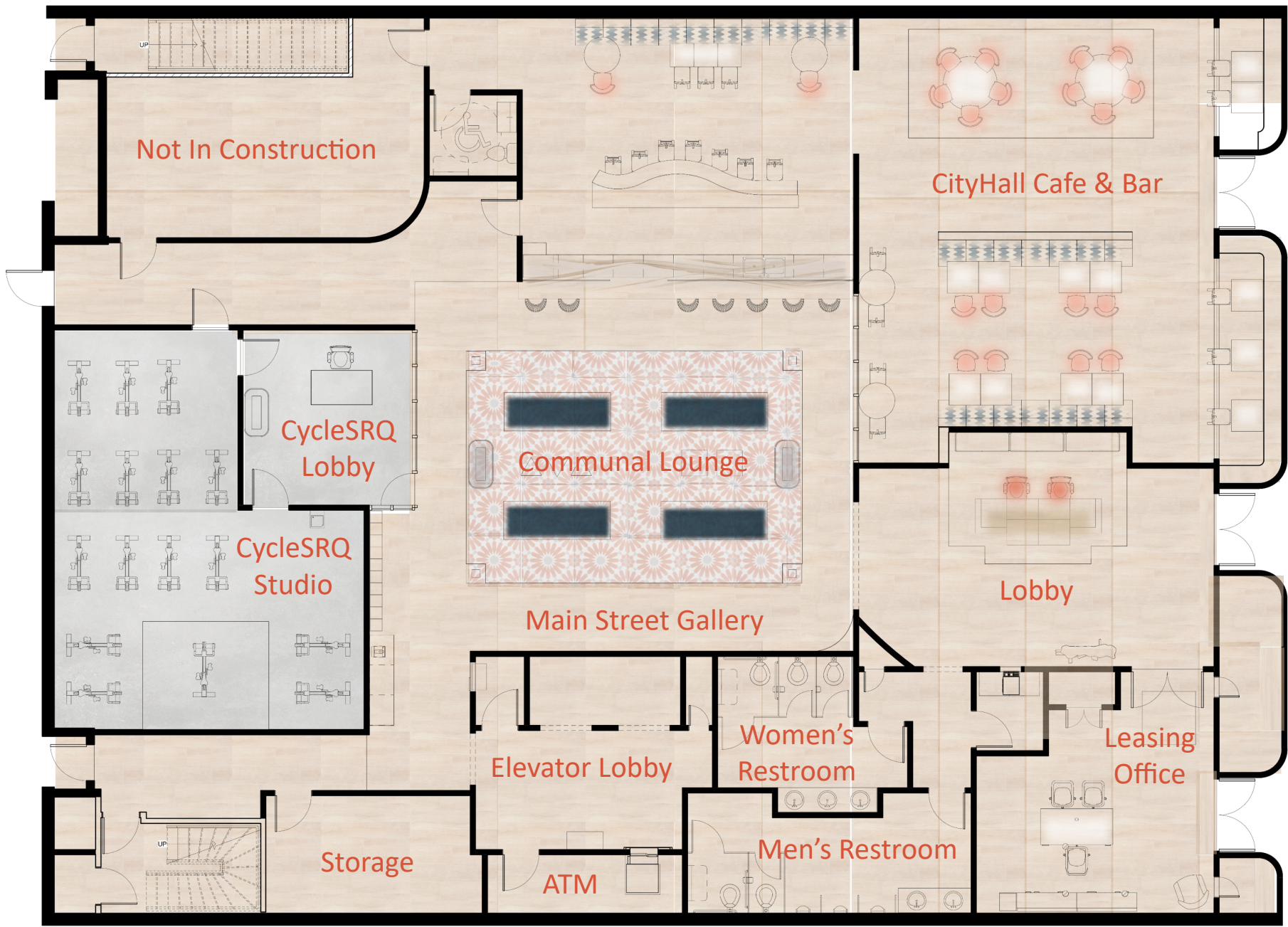


According to Cooper & Wischemann (1987) outdoor common spaces can be used to connect people through their daily routines. The rooftop terrace at The Kress is multifunctional to allow residents opportunities such as happy hour and game night to use this space to socialize and gather in a centralized area.

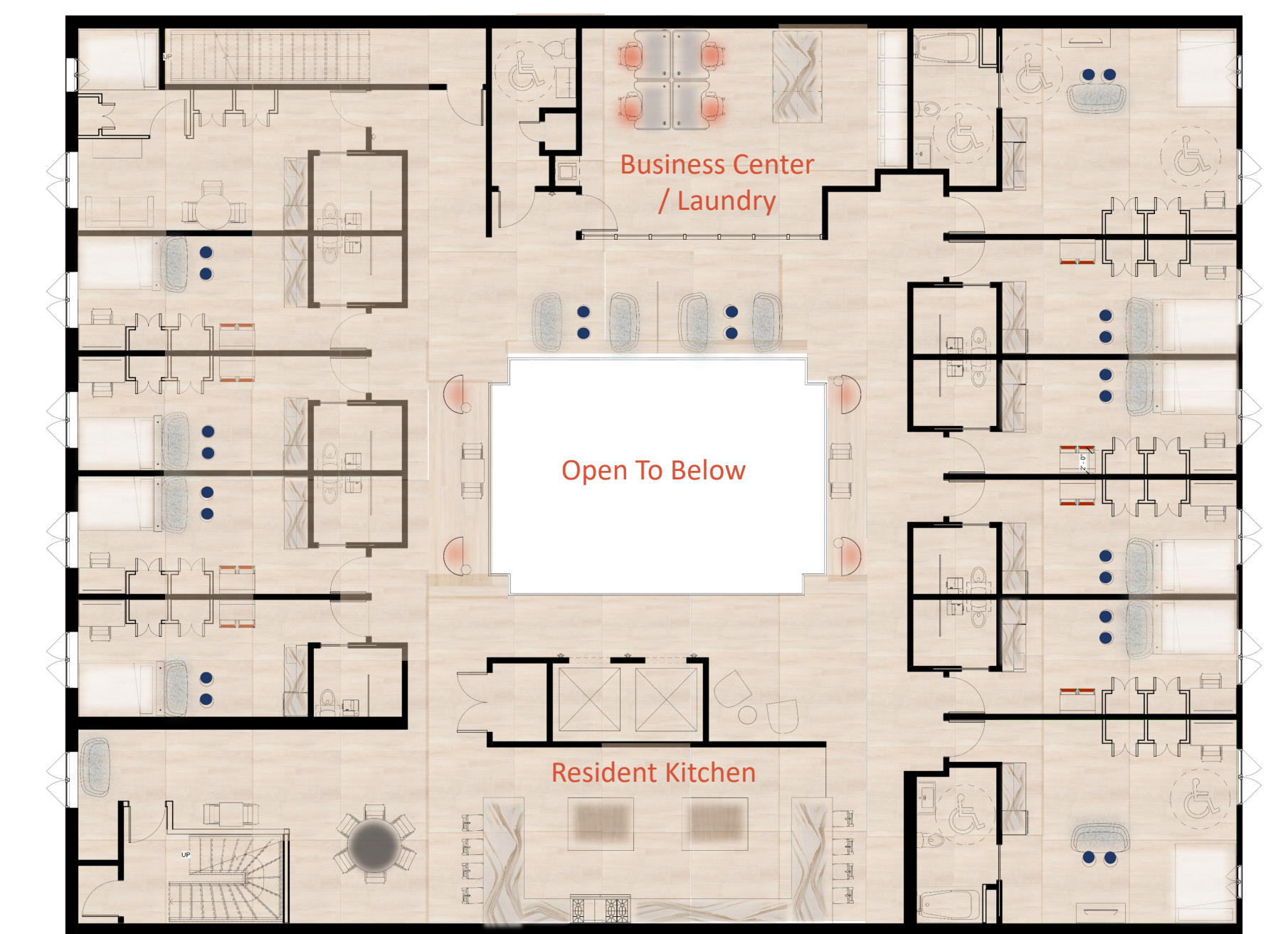
In Sarasota, Florida the average monthly rent is roughly \$1,900, up about 64% from the previous year. Many recent college graduates are in mass student loan debt, rates are currently rising faster than inflation. And of those college graduates, many are coming out into the workforce making an average of \$50,000 which is net \$3,490 per month. Young professionals need access to housing conditions that allow them to be financially secure in proximity to central work opportunities and amenities.

### Furniture Plans -

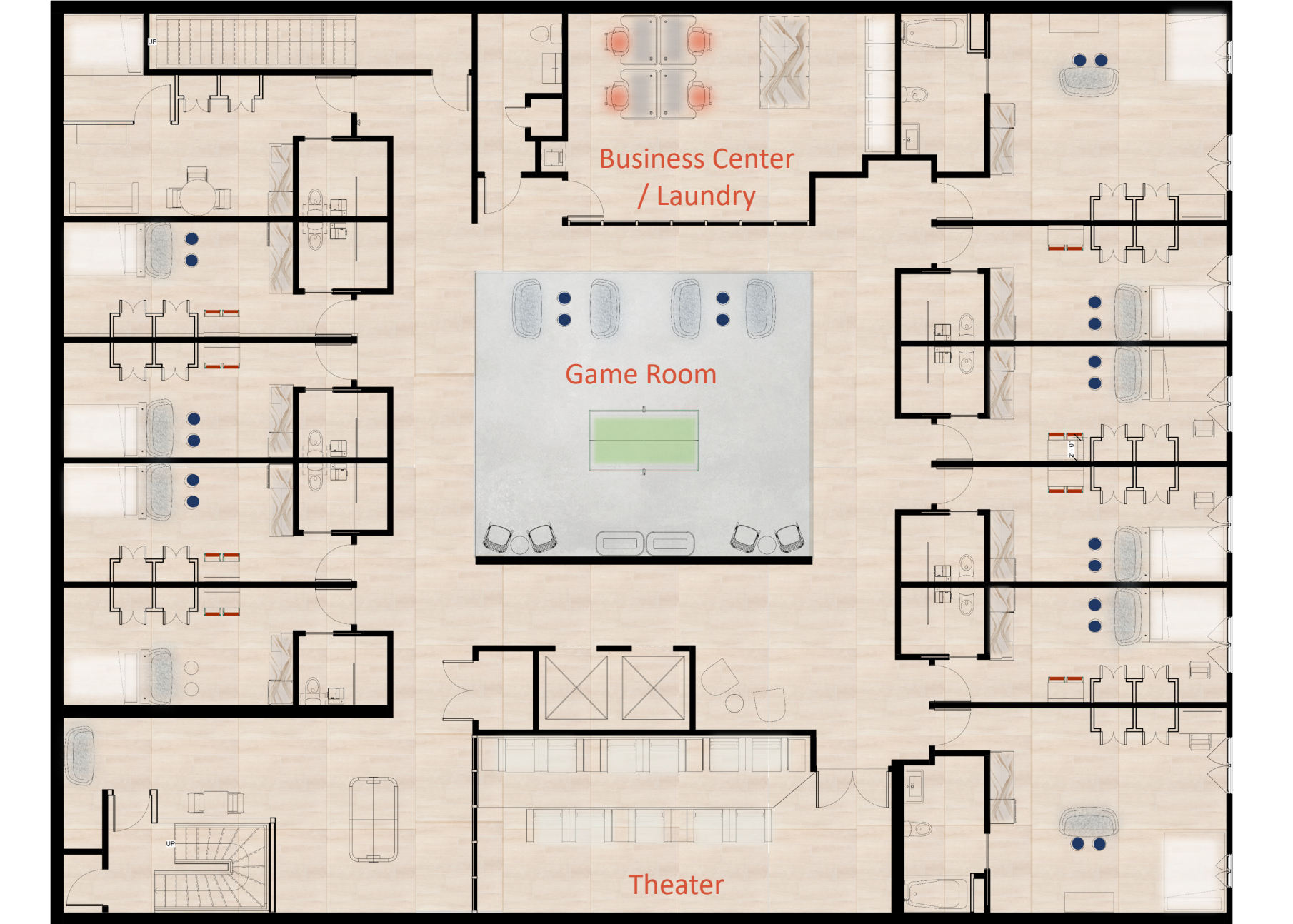
#### Level 1



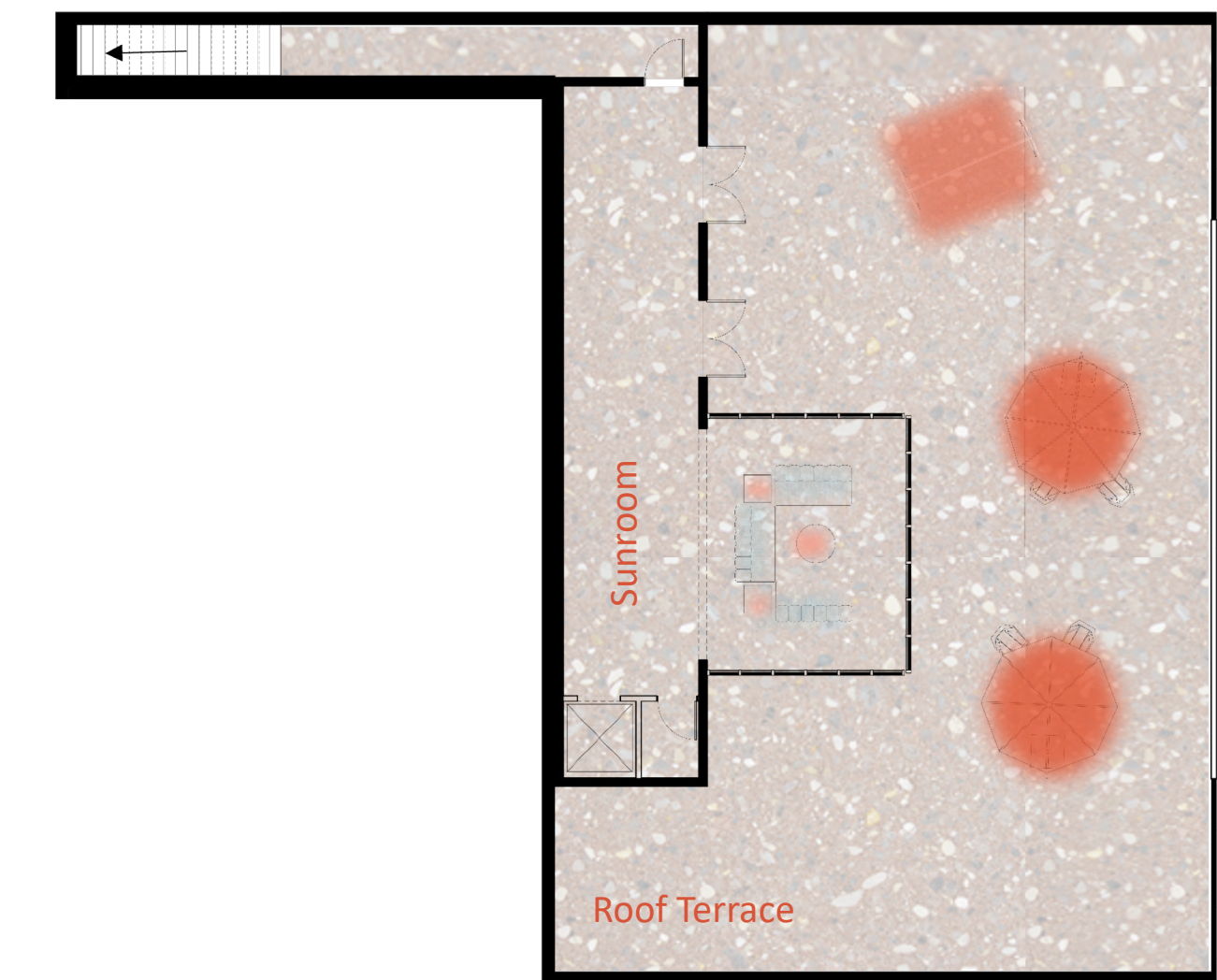
#### Level 2



#### Level 3



#### Level 4



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