The background image is a landscape photograph. The upper two-thirds of the image are dominated by a vast sky filled with large, puffy white cumulus clouds. Some clouds are illuminated from above, while others show darker, more dramatic lighting from below. A few wispy, streak-like clouds are also visible. The lower third of the image shows a calm body of water, likely a bay or a large lake. In the distance, a low-lying shoreline is visible, featuring a mix of green trees and some buildings. A small, dark boat is visible on the water near the center. The overall color palette is somewhat muted, with a soft, slightly desaturated look, giving it a vintage or artistic feel.

**Dedicated to Patricia and Peter Estes -
without interning at Pecky, this book would not
be possible.**

“

Successful design
serves a purpose; not
only does it meet
client expectations but
it's backed by
research, innovation,
and visual appeal.

- Callie Burton



Callie Burton is currently getting her B.F.A in Interior Architecture with expected graduation in spring of 2022. She was lucky enough to spend summer 2021 in Sarasota, Florida interning at a luxury residential and niche commercial design firm. During her time in Sarasota, she became enthralled by the city and its culture.

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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.

Problem Statement

Affordable housing for educated young professionals in class-dominated cities is imperative for building a livable community where people are not only able to live where they work, but are financially secure.

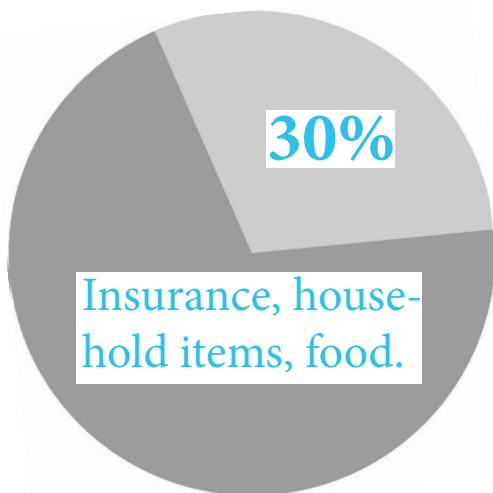
Thesis Statement





ABSTRACT

Affordable housing has been an ongoing issue for decades. For the first time in history young, educated professionals are faced with exorbitant costs of debt and living expenses that don't correlate. University costs have skyrocketed in the past 20 years. This wouldn't be such a preeminent issue if job salaries were rising at the same percentage, however, they're not. Students are graduating with more debt than ever and "the \$4.03-an-hour rate recorded in January 1973 had the same purchasing power that \$23.68 would today" (Desilver, 2018). In other words, educated young professionals (Millennials and Generation Z) are paying the most for a secondary education in United States history without the benefits of a salary that matches the investment. Affordable housing for young professionals is needed in Sarasota to help sustain living costs. Sarasota and class dominated cities like it have trouble attracting younger individuals due to high cost of living and age demographics.



What is Affordable Housing?

No more than 30% of your monthly income should be spent on rent. The other 70% should be spent on everything else.

Figure 1

INTRODUCTION

Downtown Sarasota, Florida is home to a vibrant art community, incredible restaurants, and lots of wealthy older adults. But where is the young generation living? It's likely that they're spread far and wide in apartments that line US 301, meaning they live 20-30 minutes minimum from the city center without traffic. This creates more obstacles for meeting up with people in similar age groups along with being further away from attractions targeted at millennials and generation Z. Nationally, "rents have grown by 5.3 percent over the past year — but in Sarasota, there's been a 12 percent rise" (Doleatto, 2021). This indicates a solution is needed to solve the affordable housing crisis in Sarasota for young, educated professionals while keeping them near their jobs and social avenues. Affordable housing for educated young professionals in class-dominated tourism centered cities is imperative for building a livable community where people are not only able to live where they work, but are financially secure.

The goal of this project is to inform and design a housing solution that cultivates a community of working professionals with an aim to reduce the cost of living for young professionals; this serves as a prospective answer to Sarasota's housing challenges. This will provide young professionals (18-35) the same opportunities to live where they work, while being with people in their age group near downtown.

SECONDARY RESEARCH

THE ENVIRONMENT

Shelter is not only having a roof over your head, but also the place you come home to. Gattino, Piccoli, Fassio, Rollero (2013) emphasizes that “the place of residence is also important for the individual because of the interpersonal relationships and social links that are built there. Indeed, many studies have found that [the] neighborhood environment represents an important indicator for individual health”. In other words, where a person decides to live can impact their mental and physical health. Connection to others can negatively affect social health without having a proper and constant social life, causing a person to drift from their comfortability of others their own age (Keyes, 1998). Living farther from work and nightlife may be a cost-effective option, but it also limits the amount of free time a person has outside of work for social interaction. Living in a central downtown may have many perks such as proximity to restaurants, work, and friends but could become stressful if the rent is unaffordable. Where a person chooses to live, “greatly influences the cost and quality of public services, housing expenditures relative to income, and other neighborhood amenities or deficiencies, such as good schools, crime levels, or proximity to job opportunities” (Holleb, 1978). One must consider who they want to be surrounded by and what their controlled surroundings are to have a successful living environment.

The role of the design in affordable housing can also speak to how it relates to the tenants within the same building. Creating a neighborhood of people can create socialization and satisfy the needs of the residents by having a community to come home to (Ocasio-Adorno, 2018). This will positively impact social interaction thus supporting a sense of community.

Another factor to consider in affordable housing is walkability. Being a part of an environment that allows access to grocery stores, pharmacies, and transit on foot is not only convenient and cost effective, but it also encourages more daily interactions. Although “most residents do not choose their place to live based on perceived walkability (Fleury, 2013) but make housing choices based on information from their localized social networks and [availability]”, this can subconsciously affect their decision (Koschinsky, Talen, 2015). Making the choice to live in a lively area can “increase the likelihood that a person will incorporate walking into their daily routine,” (Marshall, Brauer, Frank, 2009) which will overall increase a person’s physical activity, a proven benefit of better mental health.



The Social Determinants of Health. Graphic adapted from Healthy People 2020. This graphic explains how social factors influence the health of a person. When certain factors are neglected and can directly link to a person’s health.

Figure 2

THE DESIGN

Why should educated young adults have affordable housing in proximity to other young adults with amenities in a centralized location? There are many reasons that well-designed affordable housing for young professionals is needed; it can create better access to jobs and public transportation, it leads to improvement of health, brings like-minded individuals closer together, and allows individuals to afford where they live. If designed properly it can also determine if a housing project will succeed or fail (Evans, 2014). Finding creative solutions is imperative for elevating a design and making it purposeful. Anyone can place furniture, but not everyone can back up why something is designed the way it is, hence, “good design is a key tool for making these investments attractive to occupants with diverse incomes” (Wright, 2014). Affordable housing creates a built environment that connects a group of people through their social and economic similarities (Lawrence, Low, 1990). How something is designed can be the difference between a shelter and a home.

Making something affordable “should not be viewed as a relentless cost-cutting exercise” (Fay, 2005). It’s important to consider comfort and livability as the forefront of any design project no matter the income level. The overall understanding of design relates to human behavior. When simplifying how someone is going to live, it is important to consider the basics of how the aesthetic of the environment can affect the way the space is perceived (Buchert, 2021).

Making sensitive design decisions can have a positive impact, which is vital to keeping the residents of a city satisfied when adding

affordable housing. To build a community, it is the responsibility of good design to enhance the neighborhood it's within (Evans, 2014).

CONCLUSION

The reviewed literature suggests educated young adults need to comfortably afford where they live in addition to having access to other like-minded individuals to stimulate their social health. Design plays an important role in creating the atmosphere, since it will determine how a setting is perceived. It's important to make sure that all considerations are met when designing social, personal, and public spaces so that the end user feels comfortable and can utilize the space.

There is a huge gap in American culture where students make a huge jump from university life to “adult life;” an affordable housing project can bridge the gap. Young adults expect that post-graduation life will continue as it did in university but often, they end up lonely and far away from others. Contributing to find a solution to end social isolation and unaffordable housing for educated young adults will give recent graduates the opportunity to live affordably without compromising on their social health or mental wellbeing.



BENCHMARKING ANALYSIS

Silver Creek Village
Park City, Utah



Figure 3

VS

VinziRast
Vienna, Austria



Figure 4

	Silver Creek Village Park City, Utah	VinziRast Vienna, Austria
Pro	<ul style="list-style-type: none"> • Close to freeway • Within a suburban community 	<ul style="list-style-type: none"> • Place to live and work. • Allows for growth & learning. • Walkability
Con	<ul style="list-style-type: none"> • Reports that the rent is still very costly. • Unhappy neighbors. 	<ul style="list-style-type: none"> • Temporary arrangement. • Quick turnover in jobs.

Similarities	Differences
<ul style="list-style-type: none"> - Cost of living in both cities is very high - Both examples offer a wide range of amenities geared towards demographics + geographic -Both encourage community within the city they are located. 	<ul style="list-style-type: none"> -Silver Creek Village is a brand new development in the suburbs. -VinziRast is located within the city center in a historic building. -Silver Creek Village is for employees within the city limits -VinziRast is geared towards homeless young adults. -VinziRast can house 26, SCV can house hundreds.

PRIMARY RESEARCH

METHODS

Surveys and interviews were both used to collect primary research from current students and post-grad professionals. Respondents of the survey were upper-level students enrolled in a university or post high school education program. They were asked questions about their expectations of post-university housing including needs that must be met. Two interviews took place, one of the participants currently live in Sarasota, Florida a once recently moved away from Sarasota, Fl. The interviewees were asked a series of questions about their living situation in Sarasota to better understand how educated professionals are currently living or why they left. The goal of using both formats is to better understand the needs and expectations of current students who are thinking about life after college, in comparison to the reality through post-graduate living situations. The data collected in this research will assist in evaluating what needs to be included in the design of the residential and retail spaces, for this affordable professional housing.

RESEARCH SUMMARY

The survey was distributed to 71 enrolled upper-level (juniors or seniors) college students of which 30 took it. Through the survey's it was found that most participants preferred to live with someone else whether that be a roommate or a partner. There were four participants who currently live alone whereas only one participant expressed interest to live alone post-graduation.

It was also discovered that most participants (27/30) were willing to give up many amenities such as parking, square footage, in-unit appliances to have housing that was centrally located to a city center with shops and nightlife. Another feature of this project is public restrooms and water resources. Participants were asked about their comfortability level of having these options available for anyone off the street, most were in favor as long as it was safe.



INTERVIEWS

Kayla Drumm

Lives in Sarasota
2nd Grade Teacher

"I make less than 40,000 dollars per year. There are definitely not a sufficient amount of affordable rentals for young professionals with- in the area. It's hard to find something that isn't a dump within my budget" - K. Drumm

Skylar Haber

Moved out of Sarasota recently
Graduate Student

"I think there's alot of housing issues in Sarasota, the biggest being affordable cost. I think Sarasota also needs a going out scene for the younger population to incentivise them, something that's not ex- tremely upscale" - S. Haber

Example of what's available in Sarasota



Figure 5

Studio
Starts @ \$1,900/m
25 minutes from dwntn



Figure 6

Studio
Starts @ \$950/m
Rough neighborhood

POPULATION STATISTICS



Figure 7

Total Population

59,363

Age Median

49.2

Average Earnings

\$31,653

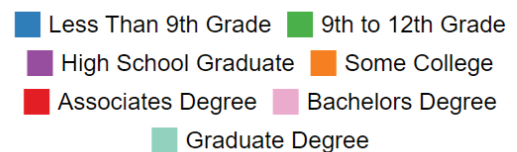
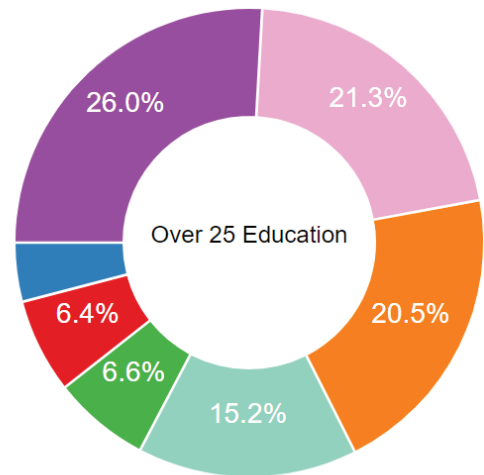


Figure 8

EVIDENCE BASED DESIGN RECCOMENDATIONS

Welcoming

Interactive

Privacy

Access

Walkability

Welcoming - Make the building easy to navigate so anyone entering feels comfortable from the moment they enter.

Interactive - Creating a neighborhood of people encourages socialization (Ocasio-Adorno, 2018). Design so purposeful interaction takes place.

Privacy - Approachable design is necessary to make anyone feel comfortable using the space. No user should feel that the space lacks common courtesy.

Access - After interviewing and surveying participants, I found young people want close access to nightlife, shops, & work. They are willing to give up most amenities for proximity.

Walkability - People need to be within a distance to utilize public restrooms and water resources, being in a centrally located area is crucial to ensure people can receive what they need.



Affordable housing for educated young professionals in class-dominated cities is imperative for building a livable community where people are not only able to live where they work, but are financially secure.

Thesis Statement

With an aim to reduce the cost of living for young professionals, the goal of this project is to find a housing solution that cultivates a community of working professionals. This will allow young professionals the same opportunities to live where they work and have accessible access to the downtown. Located in Sarasota, Florida, my goal is to effectively solve the needs of qualified young adults while also boosting the quality of life for individuals in areas that are currently unsupportive of their needs.

Project Statement

BUILDING



The Kress Building
1442 Main St, Sarasota, FL 34236

An Art Deco style building, constructed in 1932. It was originally a 5,10,20 cents store but in the recent years has been converted into offices and vacant retail stores.



Figures 10

Property Type
Retail & Office

Building Square Footage
25,000

Average Floor Square Footage
8,300

Building Class
B

Building Type
1-B

Building Height
3 Stories

SITE MAP

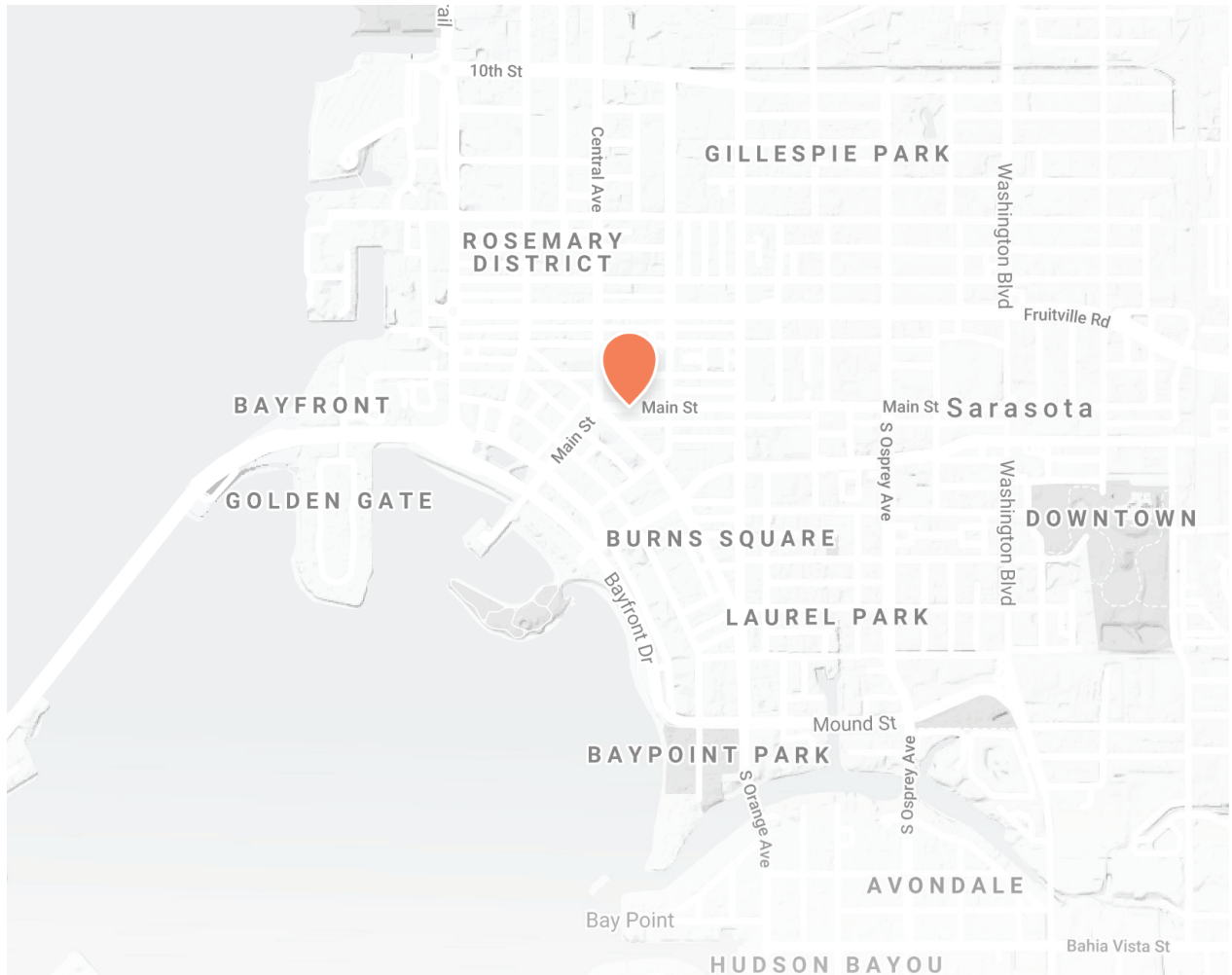


Figure 11

To create a safe place where educated, working young professionals can live comfortably in well-designed compact spaces. To create a community of residents and locals through connections made within residential and commercial areas.

Project Direction

This project will develop and design an oasis for young adults in Sarasota, Florida. The first floor will be dedicated to retail that is targeted at millenials and generation Z. The first floor will encompass a fitness studio, bar/lounge, large public restrooms, and water resources. On the second and third floors, compact apartments will be designed as a solution for affordable housing for educated young professionals. Residents of this building will have access to a rooftop deck.

Project Scope



one way



PROGRAM

Project Goals:

- To create somewhere for educated professionals to live, cost effectively
- To provide a space where homeless or impoverished young adults can find necessities.

Commercial Space

Space	Area	# of	Net	Public	Plum-	Light	Special Considerations
	Needed	Spaces	sqft	Access	bing		
Lobby / Art Gallery	600	1	600	Y	N	Y	1 receptionist, gallery incorporated, inviting
Leasing Office	100	1	100	Y	N	Y	Residential branding, 2 stations
Fitness Studio	1000	1	1000	Y	Y	N	Has multiple functions, space to grow
Lounge	2000	1	2000	Y	Y	Y	Café by day, bar by night, good for socializing
Public Restrooms	300	2	3000	Y	Y	N	Large open spaces that offer lots of privacy
Water Station	100	1	100	Y	Y	N	Adjacent to public restrooms and reception desk
Storage	100	4	400	N	N	N	For restrooms, lounge, fitness center, lobby
Net Assignable Total			4,200				
Circulation			.7				
Gross Total / Estimated Required Occupant Area			7,140				

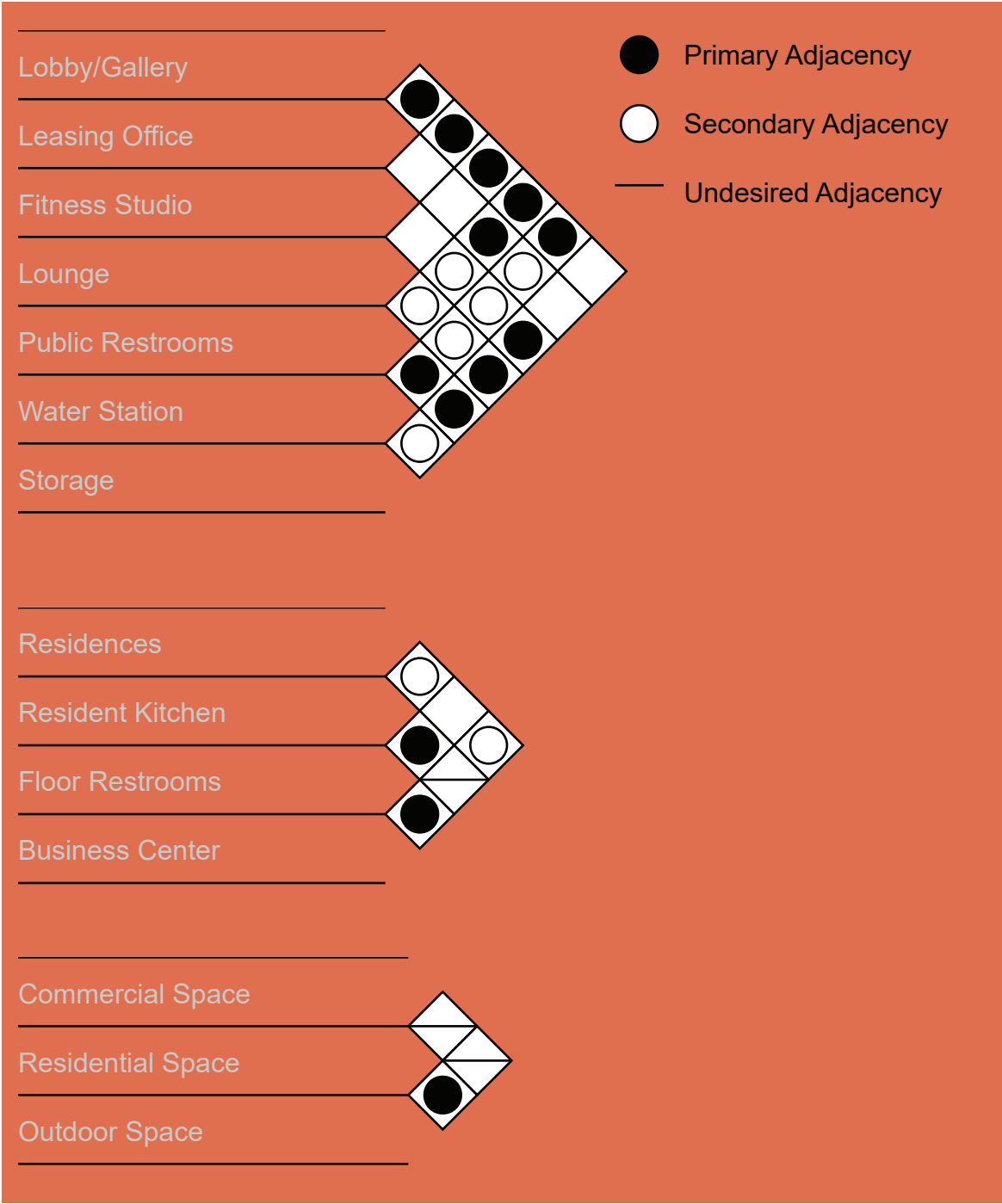
Residential Space

Space	Area	# of	Net	Public	Plum-	Light	Special Considerations
	Needed	Spaces	sqft	Access	bing		
Studio Residences	200	16	3200	N	Y	Y	Up to 2 people maximum
2 Bedroom Residences	400	8	3200	N	Y	Y	Up to 4 people maximum
Resident Kitchen	1000	2	2000	N	Y	N	Used for events/parties
Floor Restrooms	100	4	400	N	Y	N	For guests when there is residential entertaining
Business Center	500	2	1000	N	N	N	Used for working
Net Assignable Total			9800				
Circulation			.66				
Gross Total / Estimated Required Occupant Area			16,268				

Outdoor Space

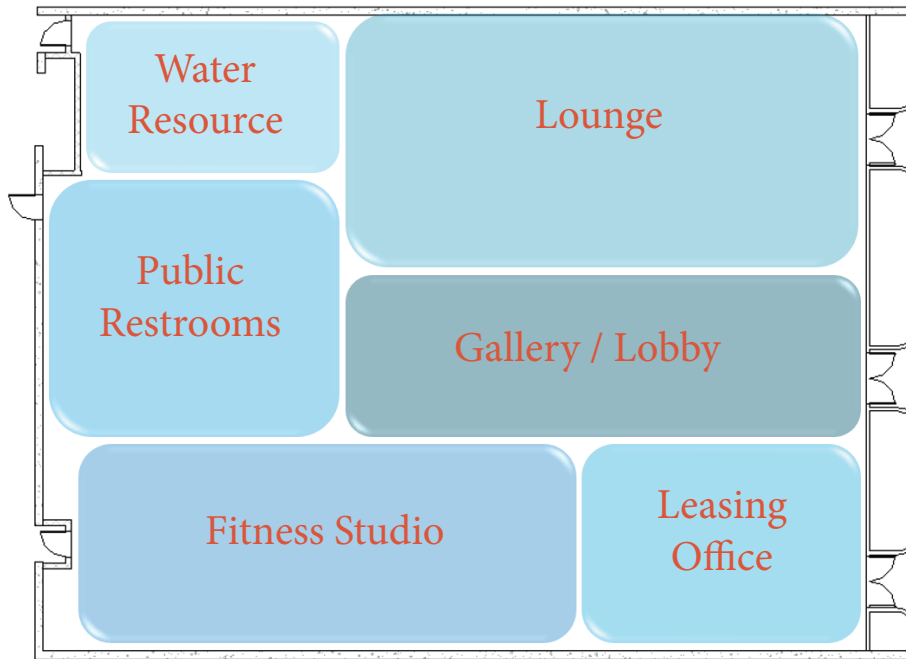
Space	Area	# of	Net	Public	Plum-	Light	Special Considerations
	Needed	Spaces	sqft	Access	bing		
Rooftop Deck	3000	1	3000	N	N	Y	Multi-functional outdoor space
Exit	500	1	500	N	N	Y	
Net Assignable Total			3500				
Circulation			.66				
Gross Total / Estimated Required Occupant Area			5810				

CRITERIA MATRIX

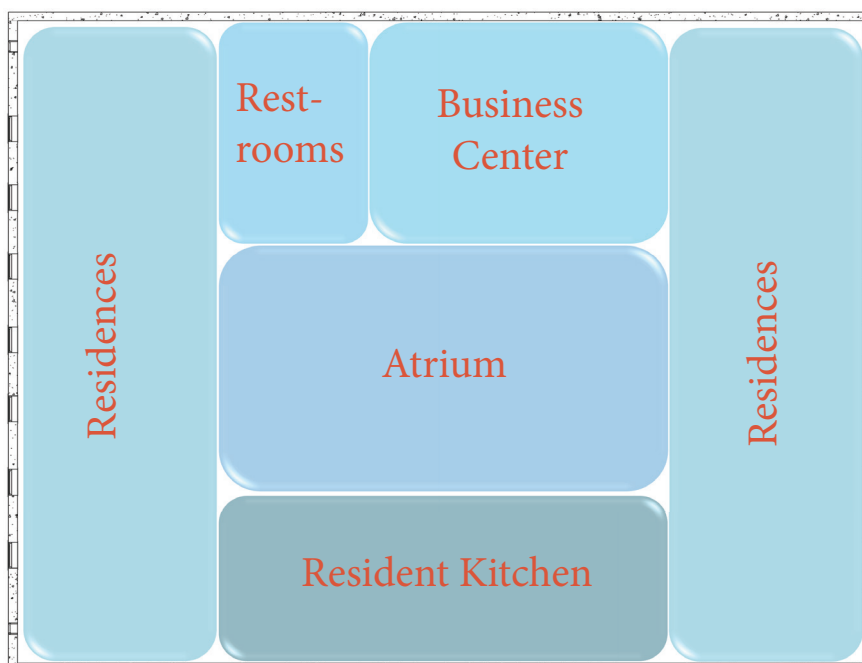


BLOCK DIAGRAMS

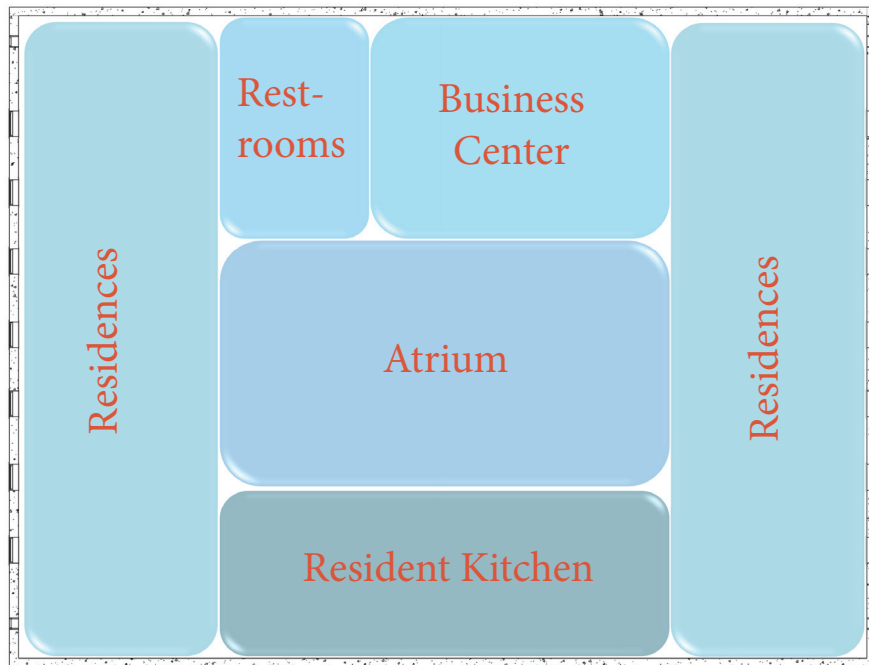
1st Floor - Commercial



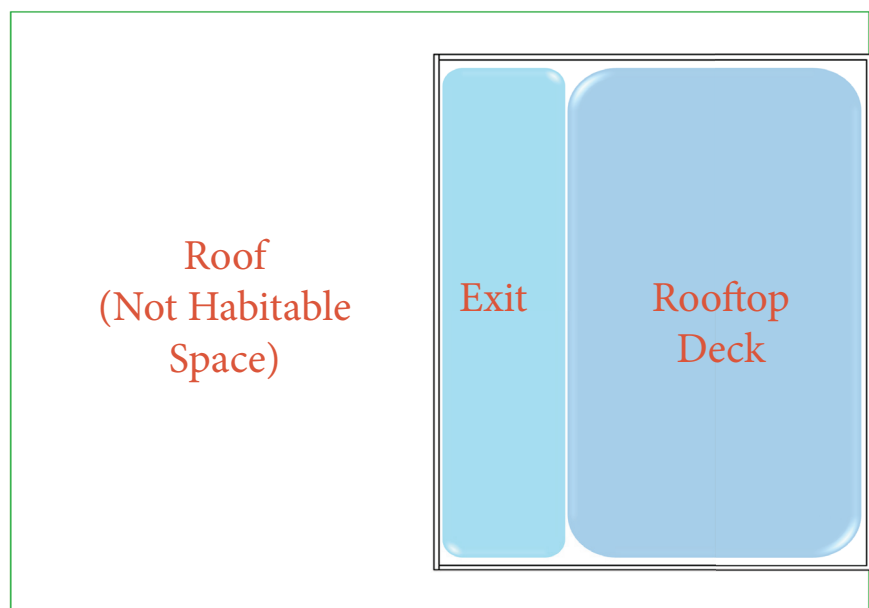
2nd Floor - Residential



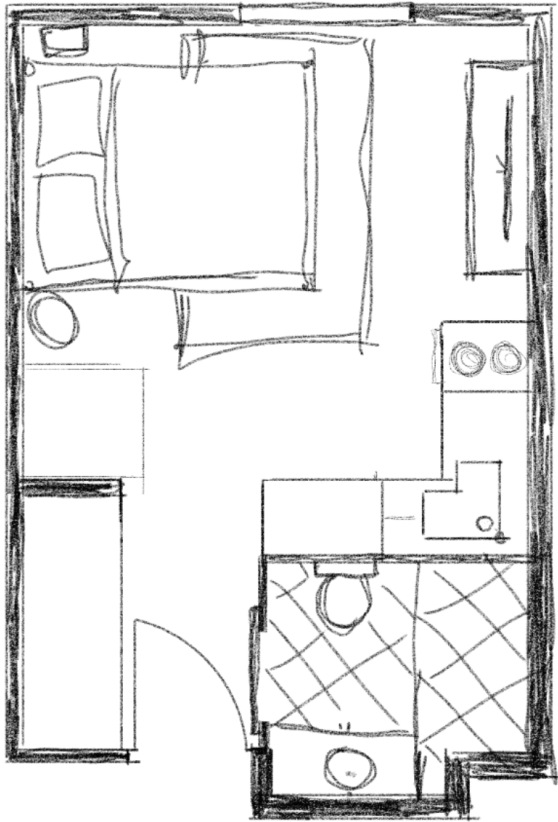
3rd Floor - Residential



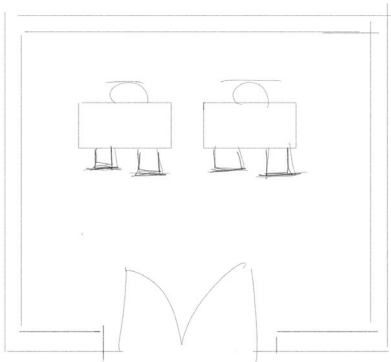
Rooftop - Outdoor Space



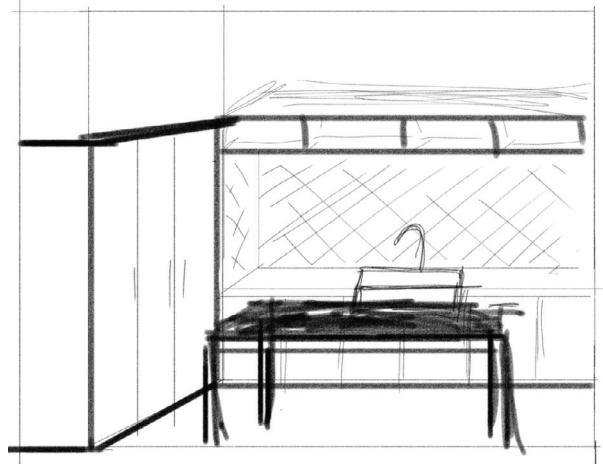
PROTOTYPE SKETCHES



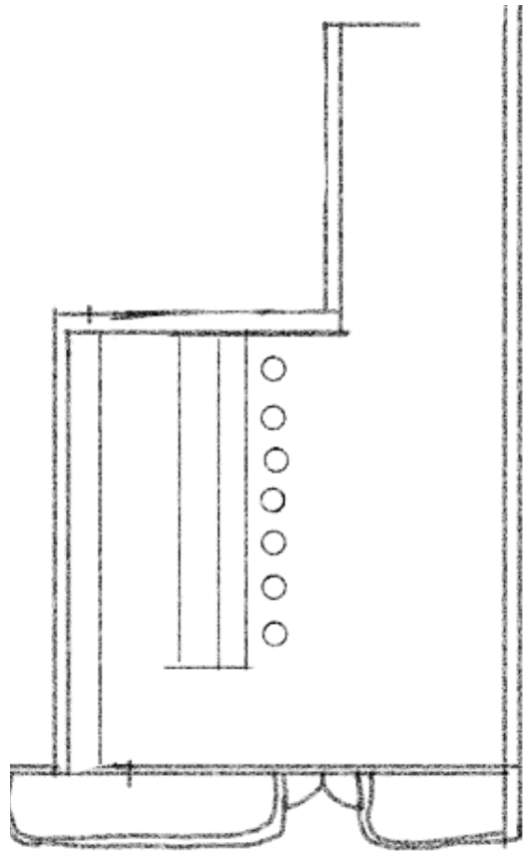
Studio Concept



Leasing Office



Resident Kitchen Concept



Lounge



Figure 9



CONCEPT

This bold, geometric design is complimented with lively colors and an inviting presence. The use of bold 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 through the use of soft, plush furnishings and natural materials.

Concept Statement

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Figure 7 : Omelchenko, K. (2018, March 18). People icon in flat style. [Illustration]. iStockPhoto. <https://www.istockphoto.com/vector/people-icon-in-flat-style-group-of-people-symbol-for-your-web-site-design-logo-app-gm1136653100-302795852>

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