



SR/A

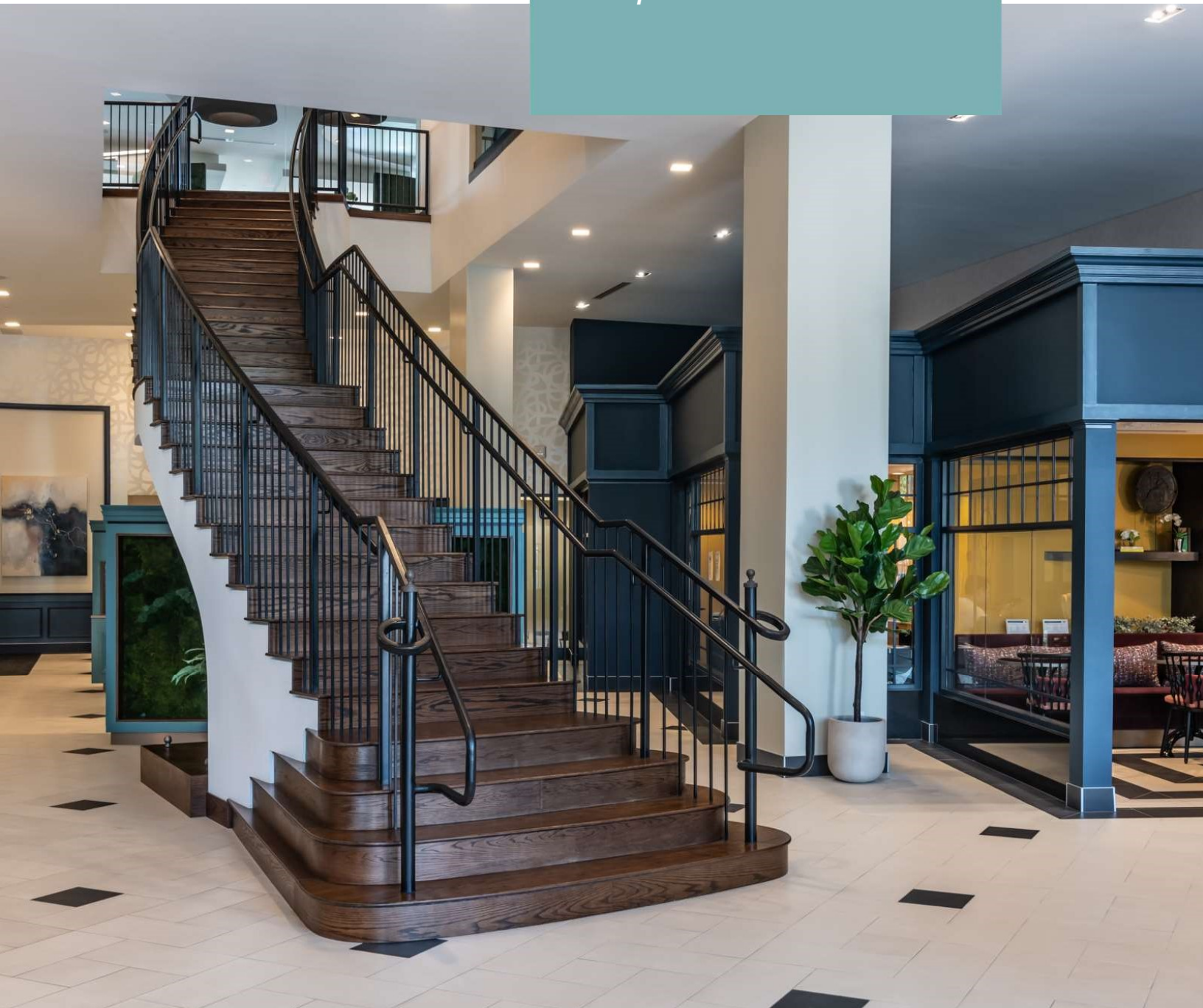
## DESIGNING FOR AFFORDABILITY

Delivering value and creating equity through thoughtful interiors

# INDEX

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<b>Purpose</b>	<b>3</b>
<b>Impact</b>	<b>4</b>
<b>Community</b>	<b>5</b>
<b>Equity</b>	<b>7</b>
<b>Stability</b>	<b>8</b>
<b>Value</b>	<b>9</b>
<b>SR/A Services</b>	<b>10</b>







At SR/A, we believe thoughtful interior design has an important role to play in enriching people's lives and making sure they feel part of a supportive community. We approach design from a holistic perspective, from accessible and comfortable units to vibrant common spaces that residents and visitors thoroughly enjoy spending time in. We reject the notion that quality design must be expensive, and we work hand-in-glove with our clients to produce beautiful spaces that satisfy their budgetary constraints.

COMMUNITY

EQUITY

IMPACT OF DESIGN  
ON AFFORDABLE  
HOUSING PROJECTS

STABILITY

VALUE





## Communal Spaces

It is no secret that feeling connected to a strong community is foundational to a stable and fulfilling life. At SR/A, that is what we envision with each unique design. We focus on creating comfortable communal spaces that encourage play, learning, conversation, and relaxation.

To facilitate such activity, it is imperative that communal spaces be both functional and aesthetically pleasing. We believe strongly that people are much more likely to gather and talk to one another in spaces that inspire them. For our clients, this creates the added benefit of reduced vacancy.

SR/A's team of industry-leading procurement experts leaves no stone unturned when specifying comfortable and durable furniture, tasteful and unique artwork, and stylish and sustainable finish selections.

## Versatile Spaces

Versatility is also a major consideration when designing for affordability because every dollar spent must go further to achieve similar amenities and programs that market rate apartment communities offer. Our intention is always to produce spaces that can be used for a variety of functions and events.

## Celebrating Diversity & Culture

Celebrating cultural diversity through design helps break down barriers and foster closer interpersonal relationships, which is integral to shaping strong communities. We help our clients accomplish this with intentional artwork selections, literature offerings, and other statement design features that act as "conversation starters".



# COMMUNITY

## A Boutique Feel Within Budget

Affordable multifamily communities benefit immensely from creative and high-value amenity spaces. At SR/A, we focus on getting the most out of people's experience with designs that enhance the overall community and promote individual wellness. With hospitality-inspired spaces, residents will spend more time out of their apartments, get to know their neighbors, and enjoy a higher quality of life. We help our clients offer a robust assortment of supportive amenities within budget and without sacrificing overall quality.



Shared Dining



Wellness



Co-Working



Childcare



Arts Spaces



Game Rooms



Group Activities



Learning Spaces



Outdoor Leisure



Petcare/  
Grooming



Community Gardens



Fitness





## A Balancing Act

SR/A is proud to work with developers and property managers that specialize in building tax-advantaged affordable, supportive, and mixed-income housing projects. We understand that the crisis of housing affordability plaguing many metropolitan regions across the country can only be solved through strong and dependable partnerships and a robust synthesis of ideas.

Projects that receive any combination of federal, state, and local tax incentives must guarantee parity in terms of unit interior design quality, regardless of rental rates. Our design team ensures that FF&E selections are attractive to people with a wide range of incomes and tastes and deliver the necessary returns on investment needed to make projects feasible.



## Universal Accessibility

At SR/A, we adhere to ADA-standard and WELL-certified design practices to improve accessibility for all regardless of mobility issues. For both units and amenity spaces, this includes, but is not limited to, turning radiuses and clearances, corridor widths, washroom components, work counter heights, wall mounting heights and more.



## Elevating Women

An astounding 75% of households benefitting from Section 8 vouchers are led by women. As a woman-owned, women-led MWBE-certified company, we never forget our audience. We take great care to ensure that the homes and spaces we design for working mothers meet their needs and allow them to raise their children with dignity.

# STABILITY

## Knowing Our ‘Why’

While we are hard at work designing comfortable rooms and common spaces for people, we never lose sight of *why* we do what we do. As SR/A’s lead design manager Amy Hinds likes to say, our mission is to “make the world a more beautiful and hospitable place, one space at a time”. We can think of no higher aim for design than to help create stability and peace of mind for vulnerable and cost-burdened individuals and families.



## The Housing Crisis – At A Glance

According to a 2023 market study by Novogradac, 49% of US renters, including 68% of renters with incomes of \$30,000 or less, are considered cost-burdened, meaning they spend more than 30% of their paychecks on housing costs. This leaves very little left over at the end of each month for food, childcare, healthcare, transportation, and other necessities. This same study estimates that there is a nationwide supply deficit of 1.5 million attainable housing units, which is expected to grow in the coming decade.



## How We Can Help

At SR/A, we take seriously our duty to help our clients solve the problem of housing affordability by offering streamlined services and competitive fees and leveraging our strong relationships with suppliers and vendors to reduce costs and lead times. By partnering with us at the outset of a project, we can help contractors lock in low FF&E and materials prices, reduce storage fees, and maintain project schedules. We can also assist on the back end by exquisitely staging model units to accelerate lease-up.







## Small Moves, Big Impact

SR/A's diverse portfolio of work demonstrates our ability to transform spaces in big ways with a small number of low-cost changes. For example, when Falls Church, VA's Idylwood Condominium Association tasked us with redesigning their building's main lobby, they strongly emphasized their desire for maximum impact at the lowest possible cost to avoid raising fees on existing residents. SR/A worked with existing elements including original gold-plated mailboxes and specified new paint, tile, millwork and furniture to bring the lobby's 1970s aesthetic into the 21<sup>st</sup> century. This is just one example of how SR/A's creative designers can do more with less.



## Improving Energy Performance

SR/A often specifies light fixtures, plumbing fixtures, and appliances that exceed what is required by local energy codes to help our clients capture increased savings by reducing future operating expenses. We also specify durable, locally sourced, sustainably manufactured finish materials whenever possible. These practices reduce vehicle miles traveled and overall greenhouse gas emissions, which is crucial for obtaining LEED certification, federal CPACE financing, and state and local energy tax credits.



## Navigating Complex Renovations

Since older buildings account for the largest portion of the affordable housing supply, it is critical for developers and property managers to enlist the expertise of sensitive, sophisticated design partners capable of navigating numerous competing project constraints. SR/A works with general contractors to carefully execute staged in-place renovations and ensure minimal disruptions to existing tenants.

# SERVICES

A modern living room interior with a wooden wall, a sofa, and a coffee table. The room is well-lit with pendant lights. The background shows a pool table and a bar area.

- Architectural & Interior Design
- Conceptual Design
- Space Planning
- LEED and WELL Certification
- Interior Lighting Design
- 3-Dimensional Rendering Coordination
- Architectural Documentation
- Construction Administration
- Model Unit Design
- Interior and Exterior Signage
- Visual and Marketing Displays
- Project Supervision
- Project Branding
- Pre-Purchase Budgets Estimation
- Cost-Analysis and Value-Engineering
- Architectural Consulting
- FF+E Specifications
- FF+E Procurement Administration
- Art and Accessories Selection & Purchasing
- Warehousing and Installation Management
- Inventory Analysis
- Unit Staging
- Post Occupancy Follow-Up





Versatile, Thoughtful, Original.