



NEW TOWN

A NEW COMMUNITY PROTOTYPE FOR POST COVID-19 AMERICA

JZMK PARTNERS - ARCHITECTURE & URBAN PLANNING

IN ASSOCIATION WITH

JOHN BURNS REAL ESTATE CONSULTING

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INTRODUCTION

We are at a critical crossroads as Urban Designers, Architects, Developers, Builders, and City Leaders. At no other point in modern history have we been given the opportunity to see what would really happen if our world came to a stop. We are now experiencing this very thing, as of this writing. Our stores are closed. Our restaurants are shuttered. Our streets are empty. Our citizens are fearful, and our economy is severely damaged.

We have to really pay attention to what we are feeling right now. What are our fears? What are our desires? What are our dreams? These experiences will shape not just the way we live, but more importantly the way we will want to live in the future. This collective experience will have a profound effect on the American consciousness whether we choose to believe it or not.

In many ways we are experiencing what may simply appear as an acceleration of the gig economy due to the restriction of social distancing requirements placed upon us. However, it is a far deeper phenomenon than that. Many companies are seriously considering the mutual benefits of a distributed workforce in the WFH model. Advances in virtual communication technology are making this happen in real time. Both employers and employees in the office workforce are considering the preferred future business model. Office worker commutes are shifting from Highway to Hallway. And as a positive unforeseen consequence, our natural environment is the beneficiary of the resulting reduction in CO2 emissions.

We are also experiencing a true American cultural return to frugality, efficiency, and a renewed focus on health and wellness. Much of this is due to financial and physical necessity, however the effect is even more profound on our value system. On what is really important in life. We are re-connecting with the importance of family time, and the importance of local community values. We are hoping to keep our favorite local restaurant in business. We are creating new ways to keep in contact with loved ones. We are sharing live music across international venues with multinational artists in real time collaboration. We are planting vegetable gardens as we shelter in place. We are cooking more meals at home with family and loved ones.

These profound collective experiences in our cities and towns lead to a shift in the values of our citizens. Those value shifts lead to changes in consumer behaviors. In response, these shifts in consumer behaviors lead to structural changes in the urban design of our communities.

Buyer and renter attitudes and behaviors are evolving as a result of our collective experience. Many of these buyer values existed before the pandemic but are now taking highest priority in their buying and renting decisions.

- ∞ Desire for less “social friction” in the circulation of large apartment communities
- ∞ Desire for economic sustainability in the face of a pandemic
- ∞ Desire for Business Continuity
- ∞ Desire for access to open space for recreation and exercise
- ∞ Desire for access to health and wellness activities & services
- ∞ Desire for sustainability and safety of our local food supply
- ∞ Desire to live in a cleaner and greener overall environment

We predict that significant Urban Planning and Architectural Design changes to the multifamily residential/mixed-use communities of the future will include:

- A shift away from elevator and corridor building typologies in favor of building types with fewer units per access route to the unit, providing safer “social distancing”.
- Smaller more efficient and affordable unit plan design
- Modular off-site construction friendly design approach
- WFH Model integrated into the home for multiple and simultaneous use of the residents
- Flexible WFH/Collaborative Workspace Model at a variety of scales to meet market demand
- Integration of WFH Technology in the home, and design to accommodate it.
- Decentralization and distribution of programmed amenity components
- Privatization of amenities as separate businesses with Wi-Fi access for all
- Integration of urban farm open space to provide a safe and sustainable food source for local residents
- Single location for post/parcel delivery along transit route edge

Positive outcomes for residents and society will include:

- Incubator L/W Framework that facilitates entrepreneurial business startups
- Enhanced lifestyle for those who can work from home, in a more local model.
- Local Farm-to-table model of food production that is more environmentally and economically sustainable.
- Decentralization of amenities that allows flexibility of Private/Public use and promotes better economic sustainability and stronger proforma performance.
- New technology creation in order to share community resources efficiently and safely.
- Significant reduction in CO2 emissions as a result of telecommuting/WFH model

How are these shifts in consumer attitudes and values reflected in the design of the multifamily community of the future? That is a good question. In order to maintain affordability in sales price and structure, we must maintain a certain level of actual density in the planning of these new communities. However, that density can be re-configured in such a way that addresses these shifting consumer demands, is safer, is more livable, is more sustainable, and results in a lower perceivable density in the process. The following prototype was developed by JZMK Partners as an example of one potential future Urban Design Solution.

COLLECTIVE EXPERIENCE ----> CONSUMER VALUE SHIFT —> CHANGE IN COMMUNITY DESIGN

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ILLUSTRATIVE SITE PLAN

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SUMMARY

The New Town prototypical multifamily community is comprised of a mix of residential, commercial, civic, and open space uses. It is designed to accommodate 200 to 300 full time residents. Residential building types are divided into two basic types of buildings. A WFH (Work From Home) building type, and a LW (Live/Work) building type. This design approach gives residents a choice of various work-from-home models best suited to their lifestyle and budget.

RESIDENTIAL UNITS

<u>WFH MODEL</u>		UNIT COUNT	MIX
1BR 1BA	495sf	112	75%
2BR+Office 2BA	1000sf	12	8%
<u>LW MODEL</u>			
1BR 1BA	495sf		
+ 116sf Work Space		16	11%
2BR+Office 2BA	1000sf		
+ 236sf Work Space		10	6%

<u>RESIDENTIAL DENSITY</u>	
150 units / 3.53 ac = 42.5 DU/AC	
Total Net Leaseable/Saleable sf =	89,576sf

COMMERCIAL USES

CAFE	1160 sf
CAFE ROOF DECK	908 sf
RESTAURANT	957 sf
WELLNESS SPACE	1020 sf
YOGA STUDIO	1125 sf
NEIGHBORHOOD GYM	1125 sf
PRODUCE BARN	928 sf
TOTAL COMMERCIAL SPACE	7223 sf

CIVIC USES

POST/PARCEL BUILDING	756 sf
PUBLIC RESTROOMS	255 sf
TOTAL CIVIC SPACE	1011 sf

On Street Parking	60 Spaces
Resident Garage Parking	172 Spaces
Total Parking	232 Spaces



- RESIDENT PARKING
- RESIDENT WORK SPACE
- HEALTH & WELLNESS SPACE
- COMMERCIAL F&B SPACE
- RECREATIONAL OPEN SPACE
- AGRICULTURAL OPEN SPACE
- CIVIC / SERVICES

The NEW TOWN model seeks to decentralize "Amenity" uses and distribute them throughout the community as separate commercial businesses, integrating them into the urban fabric of the site plan alongside Resident Work Spaces. As such, the commercial spaces are rented to individual business owners and their locations support the community residents and the surrounding local community. Rear doors to H&W and Commercial F&B uses also provide local residents ease of take out dining access from within the community.

Commercial sizes are small in order to make their rents more affordable. The F&B businesses will provide take out service in addition to dine-in service. They will also utilize dining space in semi public and public spaces to provide outdoor dining opportunities. The outdoor dining areas within the Recreational and Agricultural Open Space areas will be shared with local residents and be reserved through a community based smartphone app.

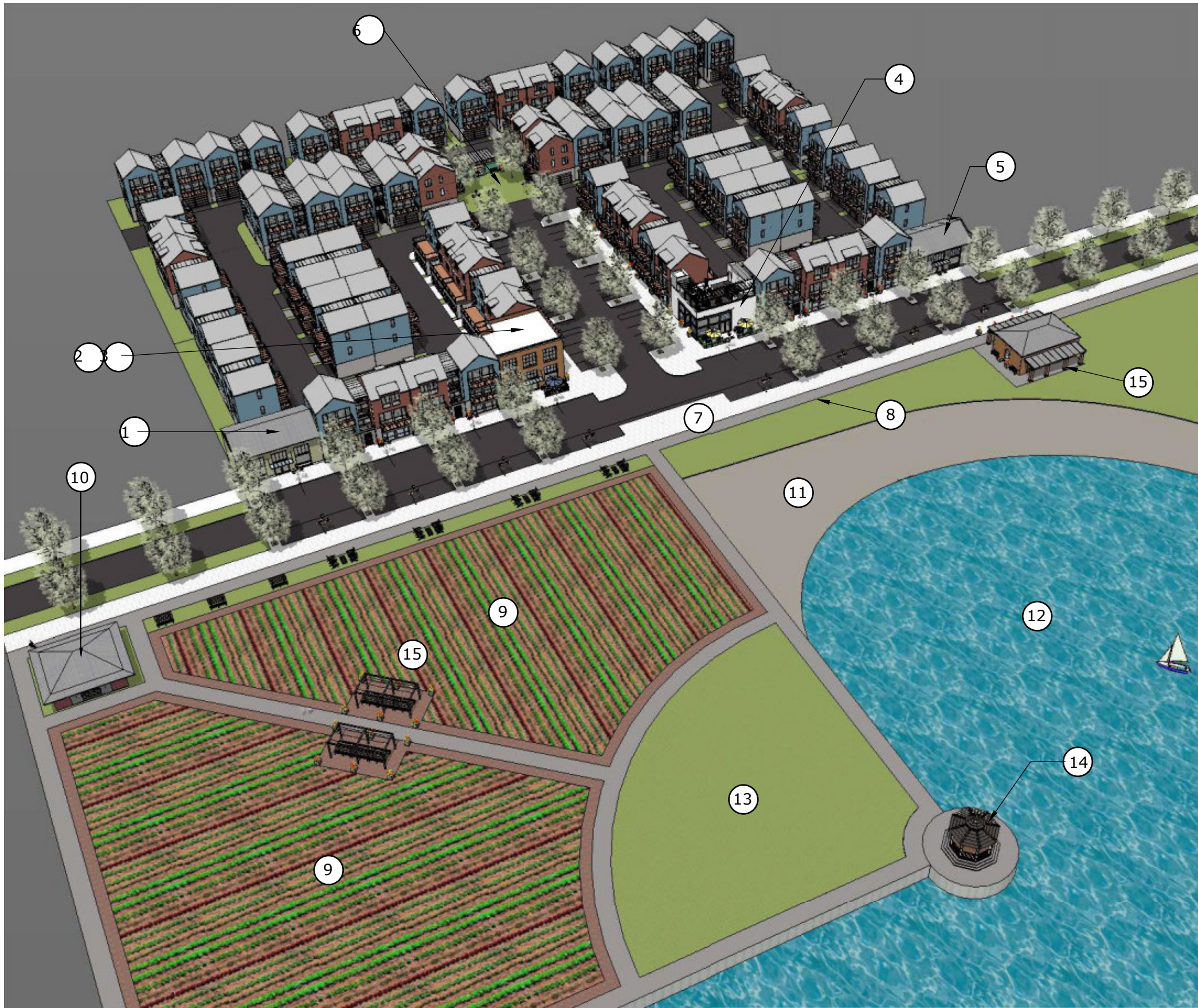
Civic Services such as Post/Parcel Drop locations and Trolley Stop locations are located at the edge of the community to limit intrusion into the community fabric itself, thus providing a safer environment for all.

Agricultural Open Space is utilized for Urban Farming in order to provide a safe, reliable, and organic food supply to the community residents and local surrounding residents.

Recreational Open Space is provided both within the community as a Dog Park location with a dog washing station, as well as outside the community with recreational Open Space that connects with regional bike and train systems

LAND USE SITE PLAN

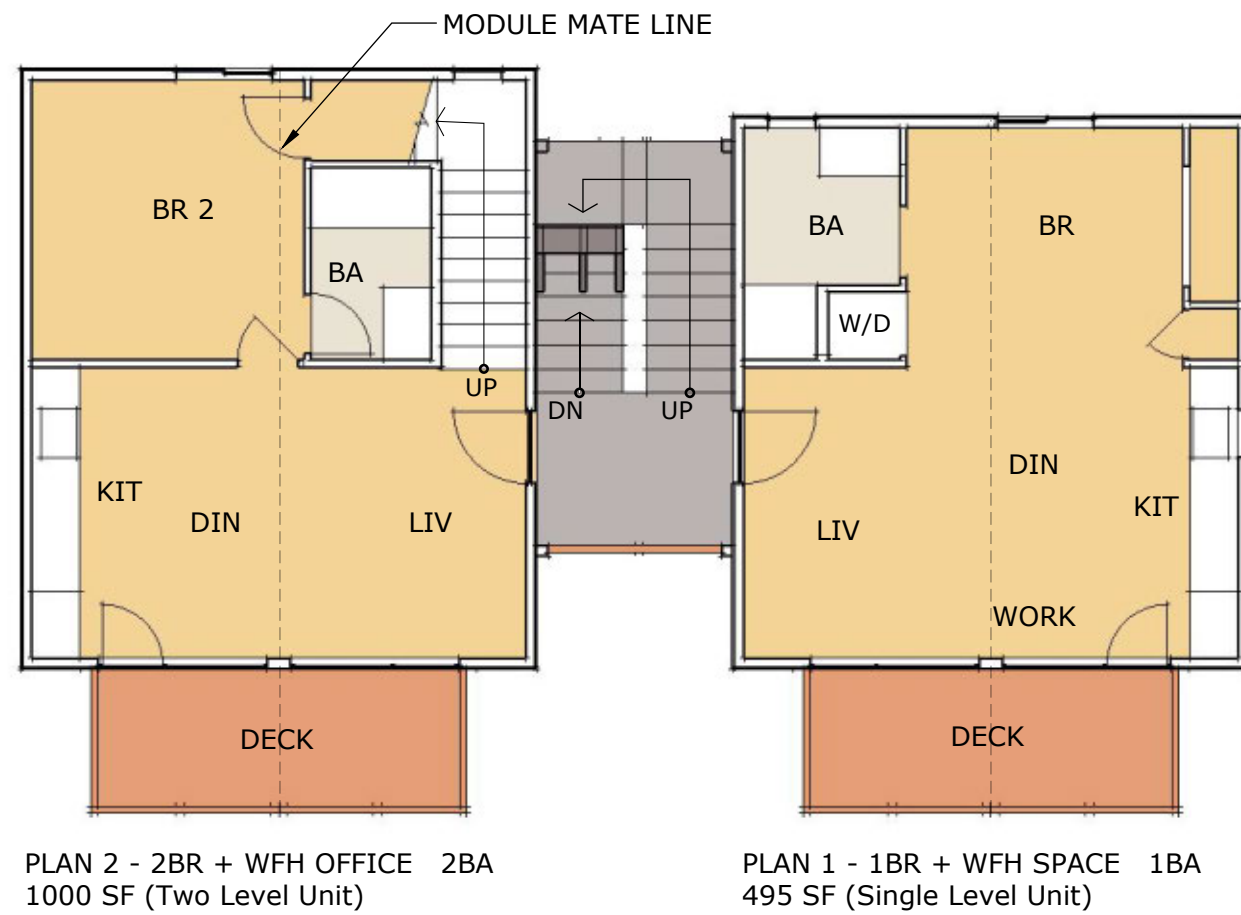
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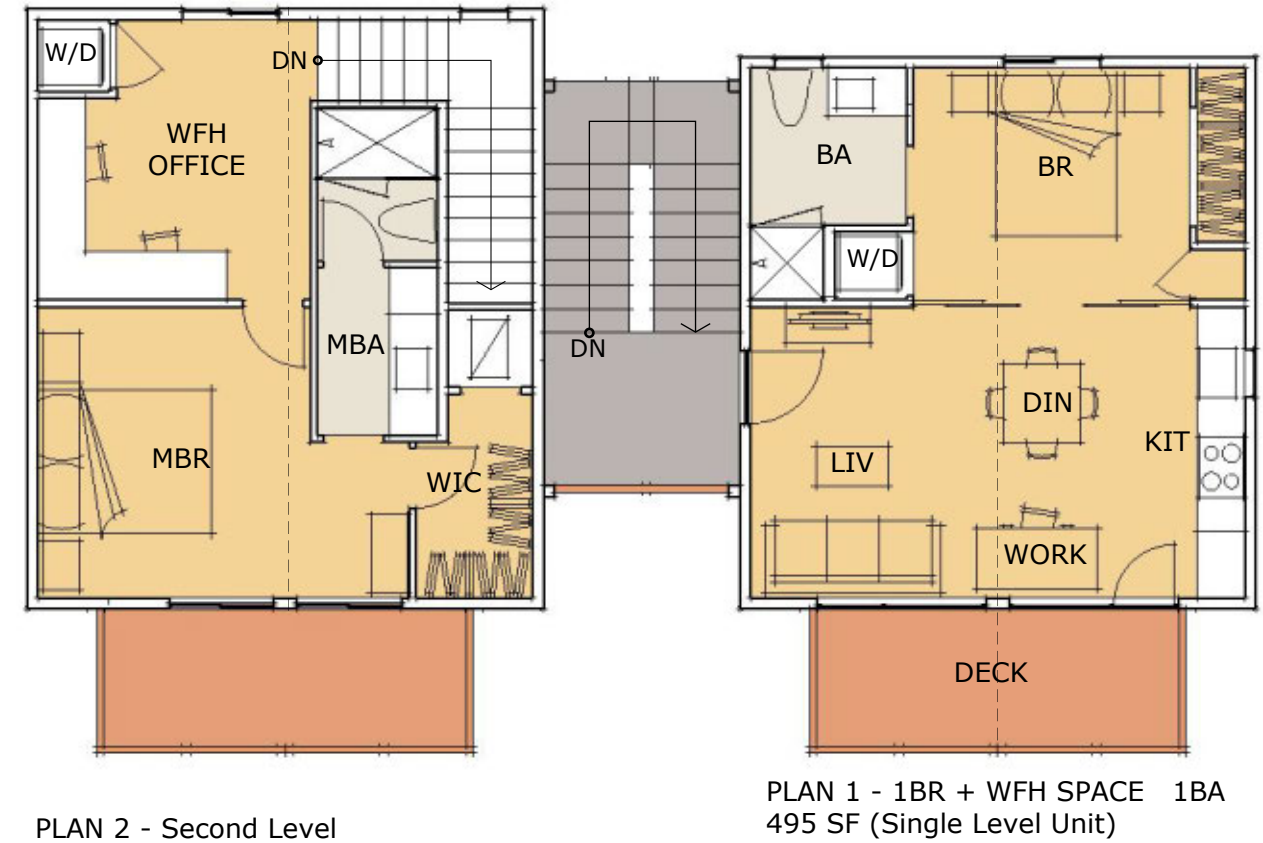
LEGEND

- ① YOGA STUDIO
- ② RESTAURANT
- ③ HEALTH SERVICES (SECOND FLOOR)
- ④ CAFE & ROOF DECK
- ⑤ GYM
- ⑥ DOG PARK
- ⑦ TROLLY STOP
- ⑧ BIKE PATH
- ⑨ AGRICULTURAL OPEN SPACE
- ⑩ PRODUCE BARN
- ⑪ BEACH
- ⑫ LAKE
- ⑬ EVENT LAWN
- ⑭ GAZEBO
- ⑮ POST OFFICE/PARCEL & PUBLIC RESTROOMS
- ⑮ IN-FARM DINING AREA

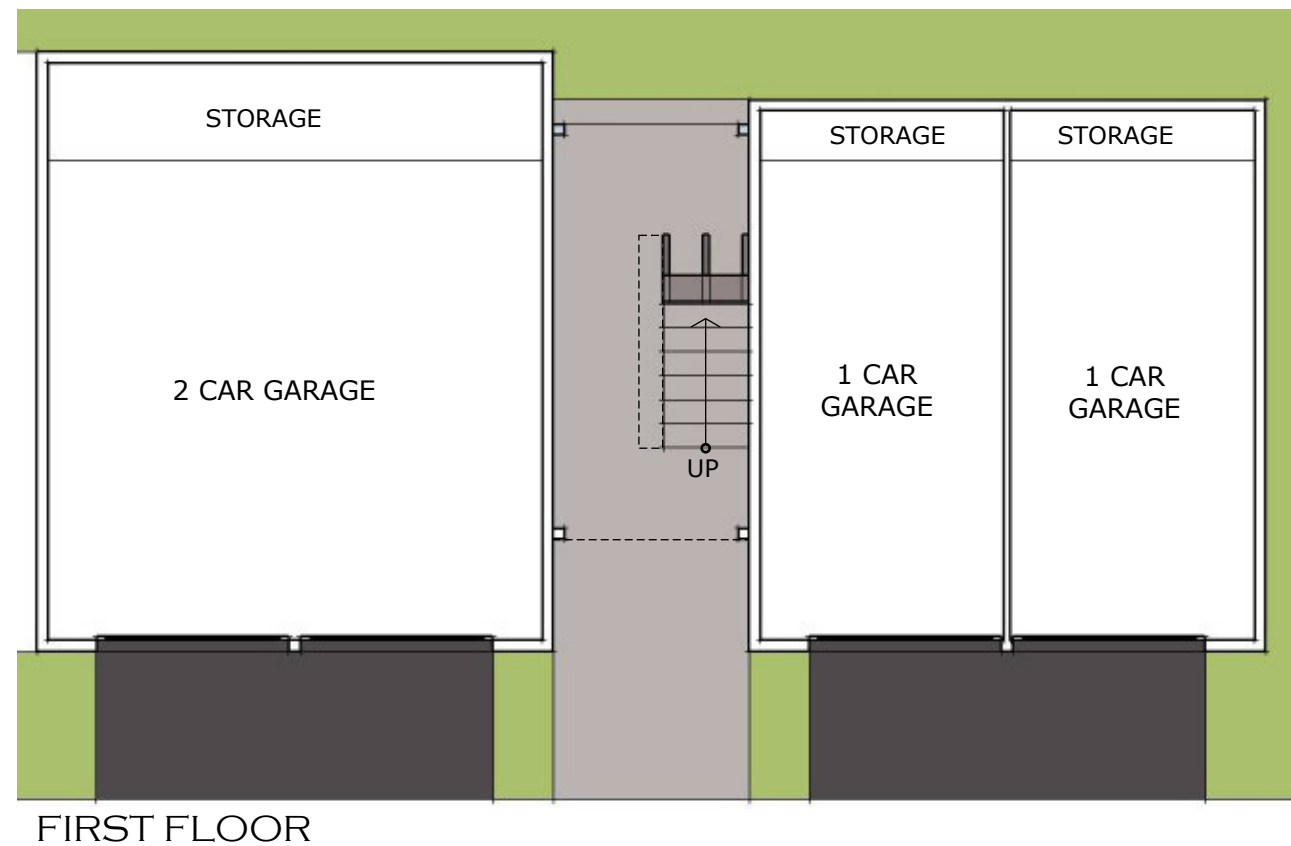
OVERALL COMMUNITY VIEW



SECOND FLOOR

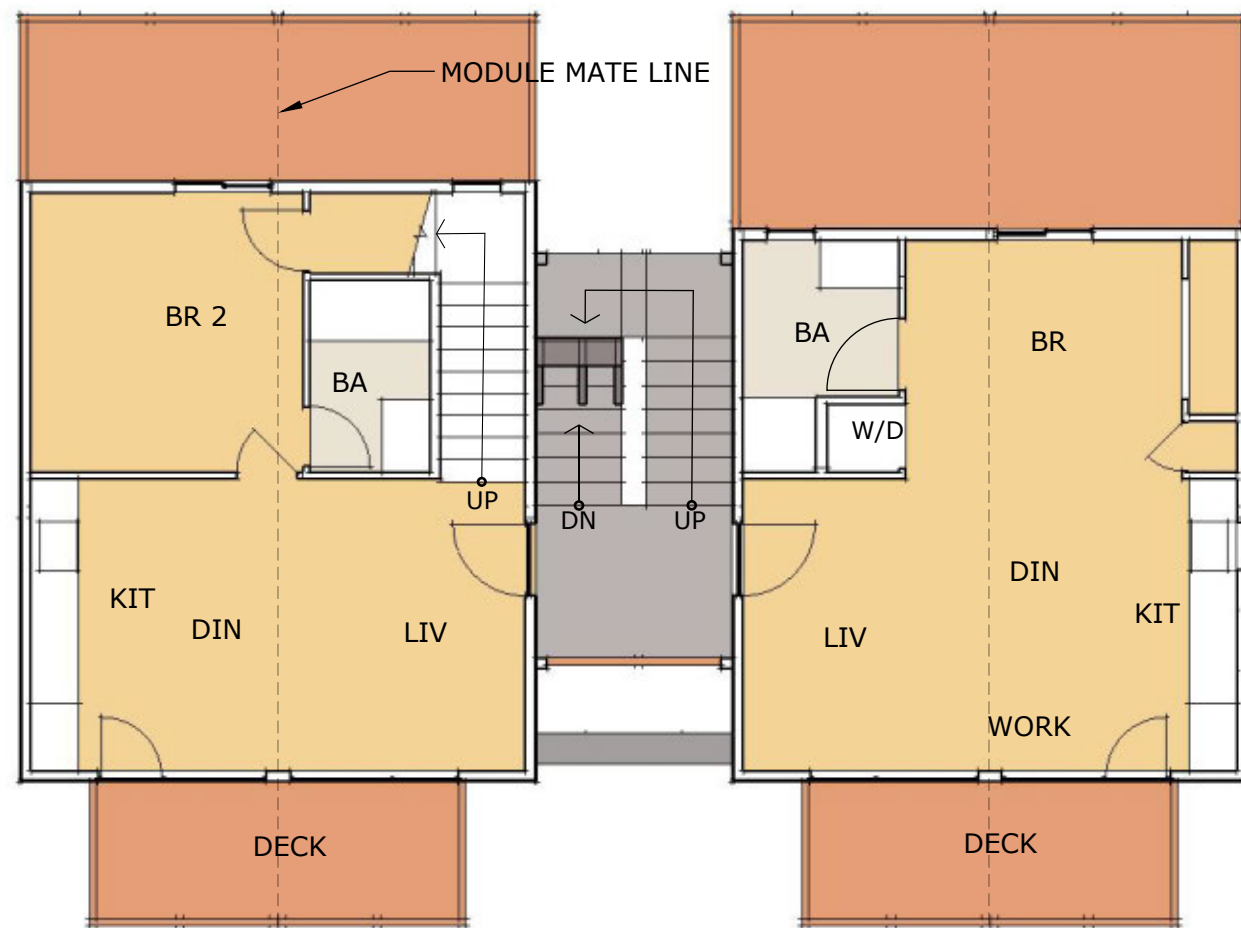


THIRD FLOOR



WFH BUILDING

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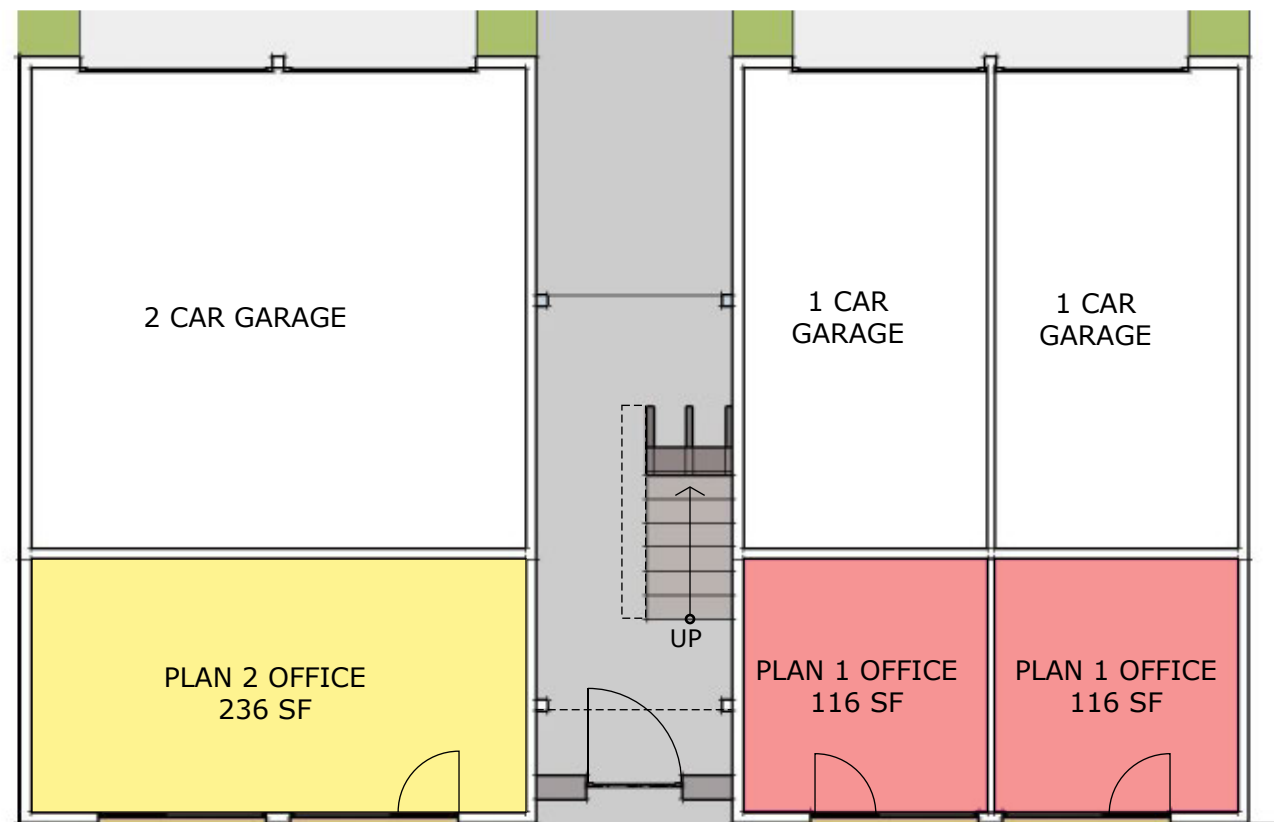
PLAN 2 - 2BR + WFH OFFICE 2BA
1000 SF (Two Level Unit)
SECOND FLOOR

PLAN 1 - 1BR + WFH SPACE 1BA
495 SF (Single Level Unit)



PLAN 2 - Second Level
THIRD FLOOR

PLAN 1 - 1BR + WFH SPACE 1BA
495 SF (Single Level Unit)



FIRST FLOOR



LIVE/WORK BUILDING

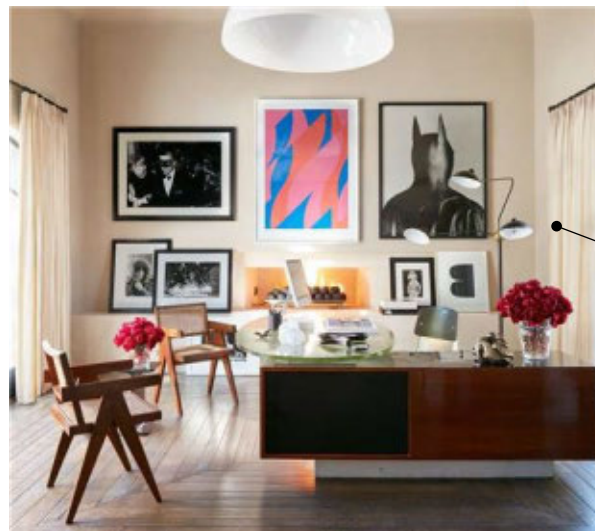
2 LEVEL UNIT INCLUDES WFH SPACE FOR 2 PEOPLE IN UNIT PLUS STREET LEVEL 200SF DEDICATED OFFICE SPACE

MAXIMUM 3-4 UNITS PER OPEN AIR MODULAR STAIR CORE - PROVIDES BETTER SOCIAL DISTANCING THAN ELEVATOR/CORRIDOR BUILDINGS OF SAME DENSITY

(2) 1 LEVEL STACKED UNITS INCLUDE WFH SPACE FOR 1 PERSON PER UNIT PLUS STREET LEVEL 100SF DEDICATED OFFICE SPACE PER UNIT



80 SF WFH SPACE



236 SF LIVE/WORK SPACE



WFH DESK SPACE



116 SF LIVE/WORK SPACE

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WFH + LIVE/WORK SPACES + SOUND PRIVACY = BETTER WORK FUNCTIONALITY



LIVE/WORK UNITS

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CORNER SIDEWALK CAFE WITH ROOF DECK

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ROOF DECK OVER CAFE WITH VIEWS TO PARK AND OPEN SPACE

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CORNER FARM TO TABLE RESTAURANT

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MEDICAL SERVICES OFFICE OVER RESTAURANT ©JZMK PARTNERS 2020



YOGA STUDIO

©JZMK PARTNERS 2020



NEIGHBORHOOD GYM

©JZMK PARTNERS 2020





PARCEL DROP / POST OFFICE

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PRODUCE BARN

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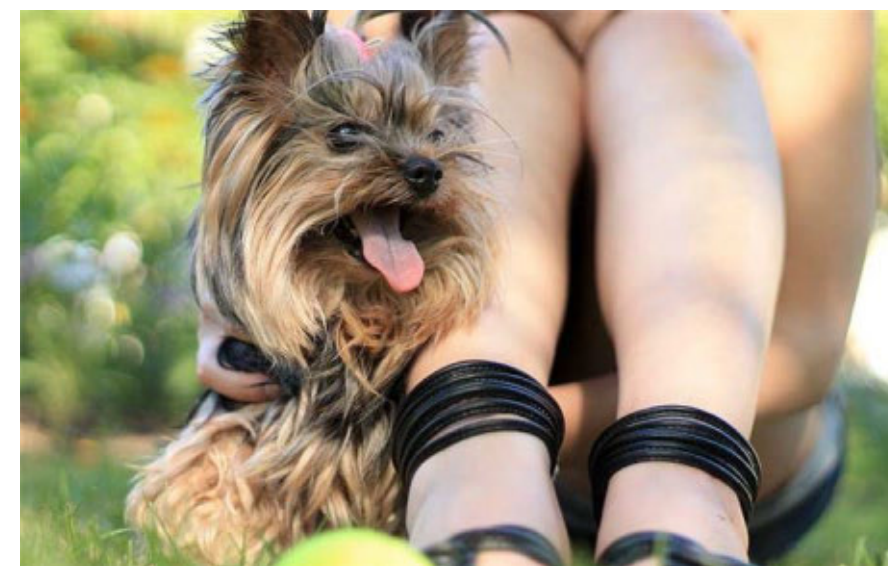
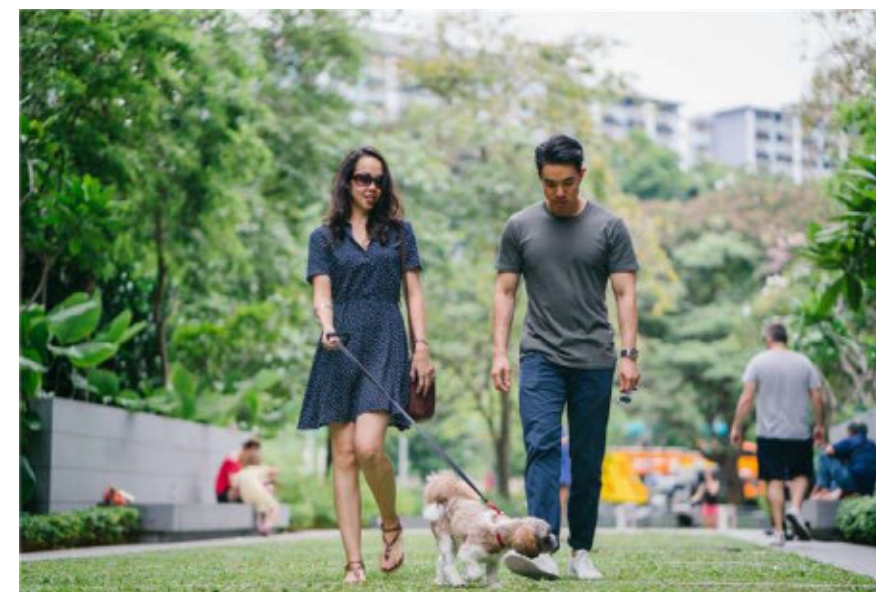


IN - FARM DINING AREAS



DOG PARK & DOG WASH

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GAZEBO AND EVENT LAWN

CONCLUSION

The “New Town” Apartment Prototype affords these advantages over conventional apartment building types...

RENTER BENEFITS

- Greater Social Distancing than found in typical apartment communities = safer living
- No Corridors, No Elevators = safer living
- “Work from Home” friendly
- Community Garden as safe food source for reside
- Pet Friendly
- Affordable
- Attractive Architectural Design
- Dispersed Amenities affords safer living environme while providing “Village” feel
- ∞ Parking in Garages for every Unit
- ∞ Sustainable model of living



DEVELOPER BENEFITS

- Community type that resonates with the desires of todays post Covid-19 renter
- No Corridors, No Elevators = Affordable to build
- Three story wood frame construction
- 42 Du/Ac High Density for detached living= Better Proforma Performance
- Low cost amenities
- Modular Construction Friendly = Speed to Market

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